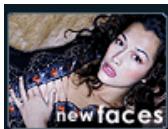


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by Elyse Glickman

Beverly Hills Color Bar



The New "Bar" Code

Last winter, we gave you the scoop on a hot new Santa Monica hair salon with a bit of London swing called 'Doves'. What made the concept fly was their swanky color bar, where they'd whip up a hair color cocktail for you that was exactly to your taste and liking. When we were approached by the folks at **Beverly Hills Color Bar Salon**, though they spoke of Doves with the highest regard, they made it clear their Bar offered services that were as fun and affordable as they were customizable.

Maybe it would be best to compare this salon experience to a juice bar, where you can indulge in what you want or need for your hair and come out feeling good. No spending hangover, either. "Indulgence without regret" is their tag line, and (not surprisingly) the husband-and-wife team who perfected their art at **Umberto Beverly Hills** decided to create a salon to suit the times. **Owner/master stylist Stevy** explains that they truly felt for clients who needed to look their best, but experienced extreme sticker shock when the bill arrived.

From there, the duo not only opened their doors, but opened them to anyone, including walk-ins. They created a menu that is as much fun and appealingly priced as a juice bar, with such offerings as **Day at the Beach** (highlights), **Sit Back and RELAX** (hair straightening), **Erase the Past** (gray coverage) and **OMG! Look What Happened to My Hair!** (color correction). Even if you have to come in last minute, or in a time of hair crisis, you cannot help but smile.

www.beverlyhillscolorbar.com

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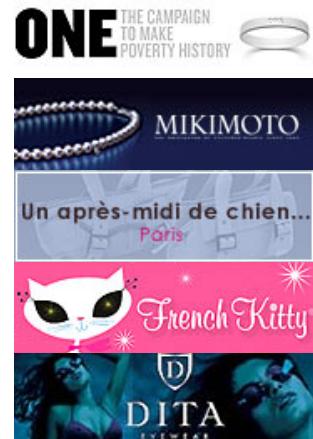
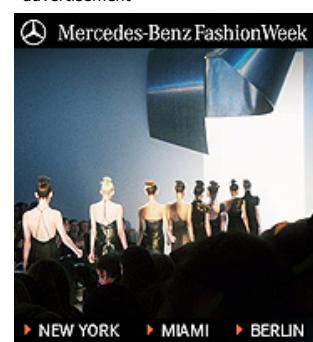
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