



## Nine Zero One

According to **Nine Zero One** co-owners Riawna Capri and Nikki Lee, the West Hollywood, CA, salon's name doesn't begin to describe what the elegant, modern newcomer, which opened in November, has to offer. "The name means nothing—it's not about the name on the door," Lee says. "What makes the salon so unique is the blend of modern edginess and classy prettiness," Capri adds.

For Capri and Lee, who have more than 10 years of experience working together in various salons, opening one of their own was the natural next step. The duo assembled a team of seven specialists to create a one-stop beauty hub, offering cuts, color, spray tans, manicures, pedicures, Brazilian Keratin Treatments, Great Lengths extensions and even tattoos. (A complete Great Lengths bar will soon fill a private second floor area.) The 2,500-square-foot open layout feels rich yet lighthearted, with deep navy ceilings and dark wood floors accenting crisp white walls, while custom-made styling chairs and built-in pillowed benches are designed with comfort in mind.

"The energy feels so good, people just want to hang out," Capri says. Guests can get online on available laptops, watch one of the HDTVs or snap a candid in the black-and-white photo booth that prints a photo to take home and one for the owners to add to a growing collection in the glass-topped table at the blow-out bar. "We keep the atmosphere fun, relaxing and comfortable," Lee says. "A typical day here is filled with laughs, awesome music and, of course, fabulous hair." —J.B.

## SIGNATURE SERVICE

### DOWN BY THE BAY

Lebanon native **Ouidad** is bringing a taste of Europe and the Middle East into her salons with the new Ouidad Luxe Mediterranean Bay Leaf Hair and Scalp Treatment. After a gentle cleansing shampoo, a blend of restorative bay leaf oil, fine-grained natural exfoliants, and amino acids with moisturizing and restructuring proteins is massaged into the scalp for five minutes, improving circulation and sloughing off dry skin to promote healthy hair growth. The client is then set under a heat lamp for 15 minutes to let the ingredients fully penetrate and replenish both the scalp and the hair. —L.M.



## WEB BROWSER

### Buzz Builder

*Styleseat.com is a new tool that helps stylists give their businesses a boost.*

A new social networking site called **styleseat.com** for beauty, health and wellness professionals makes marketing and building stylists' business a breeze. "These are beautiful, simple web tools stylists can use to showcase their talents and skills," cofounder and CEO Melody McCloskey says. "It's about empowering all beauty and wellness professionals for the first time to manage their own reputation."

StyleSeat users can customize the content on their free profile pages, which have space for services, a bio, contact information, an unlimited photo capacity, and even a Twitter feed and Facebook links. The smartphone-friendly site includes a stats page that makes tracking profile traffic easy, with totals of image and profile views, visitors and most popular photos.

The site, which launched in August, also offers a complete online software package for an added fee that enables stylists to



manage their businesses on the go. The full suite includes tools for scheduling, goal tracking, client contacts and task lists all in one spot. Clients can check stylists' availability and book and confirm services online, and pros receive automatic updates about new appointments and reminders to connect with clients. They can also use StyleSeat to set goals and track revenue growth. "Stylists can use StyleSeat to build the buzz and be as busy as they need to be," McCloskey says. —J.B.

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