

Lutherville Based Salon Craft Hair Salon Implements Zero Ammonia Hair Color
Company now exclusively servicing clients with ammonia-free hair color, continues to assert leadership through use of beneficial products

Lutherville, MD (PRWEB) July 8, 2013 – Salon Craft announced today that it will now exclusively offer INOA ODS² zero ammonia hair color by L’Oreal Professional to clients receiving hair color services. The move expands upon the company’s vision to deliver to its clients in the central Baltimore County, Maryland area including Lutherville, Timonium, Towson, Cockeysville, and Hunt Valley, the healthiest, most technologically advanced hair care services available in the beauty salon industry. The beauty salon becomes one of only a handful of hair salons offering zero ammonia services in the Baltimore area.

The hair salon also offers its own Salon Craft brand of hair care products for women and men. The line includes a wide range of natural and organic ingredients which are not tested on animals.

L’Oréal Professionnel INOA ODS² is a revolutionary, gentler new hair color that delivers vibrant color with no ammonia, no odor and optimized scalp comfort.

Developed in 2009, L’Oréal Professionnel reinvented beauty salon hair color with INOA (Innovation No Ammonia) ammonia-free permanent hair color. The innovative ODS Technology (Oil Delivery System) provides twice as much lipid protection,* allowing for a better-preserved hair fiber ** color after color, and resulting in smooth, soft-to-the-touch hair.

INOA ODS² is the next evolution. INOA ODS² technology now sets a new standard in hair color, providing 6 weeks of intense hydration and nutrition, and 50% more shine.

New technology means faster application and better results—reinforced coverage on up to 100% white hair—and the same no-odor, comfortable experience that clients deserve.

Clients may call (410) 308-2200 or visit Salon Craft full, a service hair salon, online at <http://www.saloncraft.com> to schedule their INOA ODS² color service. Salon Craft is conveniently located in central Baltimore County, Maryland in Lutherville Timonium, and is just minutes away from Towson, Cockeysville, Hunt Valley, Phoenix, Sparks, and Baltimore City.

About Salon Craft

Salon Craft is a full service beauty salon specializing in advanced color techniques, located conveniently in Lutherville and just minutes from the Baltimore beltway. Designer inspired features offer the ultimate in upscale comfort and relaxation. Experienced salon professionals offer hair cuts, color, texturizing, blow dry and styling services, conditioning treatments, and waxing. Through its line of Salon Craft brand of organic hair care products, as well as its relationship with L'Oreal Professionel, the salon offers the latest in hair care and hair color technologies for discerning clients. For more information and to book an appointment online, visit <http://www.saloncraft.com>.

For Press Inquiries Contact:

Steve Kolbe

Salon Craft

1819 York Road

Lutherville, MD 21093

(410) 308-2200

<http://www.saloncraft.com>

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*Compared to other leading L'Oréal Professionnel permanent haircolor brands; Respects the hair's natural protective film after 5 applications when used with 20, 30 Volume Developer

**Respect of lipidic capital and essential amino acids of hair

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