



VALLEY SALON EXHIBITS EXTREME HALLOWEEN HAIR AND MAKEUP

MEDIA ADVISORY

For Wednesday, October 24 2007

FOR IMMEDIATE RELEASE

CONTACT: Brandi Nuttall – info@dolceco.com or David Tyler – 480-722-0500

WHEN:

Any available segment time before October 31st

WHERE:

Dolce Salon & Spa's NEW location - 3 story, 29,000 square feet in Arrowhead
8353 West Mariner's Way
Peoria, Arizona 85382

WHAT:

Dolce Salon & Spa's editorial team of hair and makeup artists will display their expertise in extreme hair and makeup. Dolce stylists and makeup artists will have completed models as well as models in progress. Dolce will provide stylists to talk about tips for creating the perfect Halloween look and explain what they have done with the completed models.

WHY:

With Halloween right around the corner everyone is searching for inspiration for the perfect Halloween costume. Unique and creative Halloween hair and makeup preformed by professionals applies to all viewers as they get ready for Halloween parties and celebration.

SUGGESTED VISUALS FOR BROADCAST:

Geisha
Princess Leia
Marie Antoinette
Fantasy Fairy
Zombie Bride
Pippie Longstocking

Greaser
50's Housewife
Cleopatra
Medusa
Bride of Frankenstein
Elvira

Twiggy
20's Flapper
Clown

###