



Master Stylist PAUL NEINAST INTRODUCES THE LATEST IN ELEGANT, INTIMATE SALONS

Dallas, TX—For over 38 years Master Stylist PAUL NEINAST has been considered the best in the Southwest and 'ahead of the fashion trend curve.' Once again, he's 'out front' with a new intimate salon in a park-like setting bringing a 'tops in the business' beauty professional to his new uptown location.

"Stop the insanity of a screaming, giant, high energy salon," says Neinast whose client base includes a who's who of entertainment celebrities and business executives who fly in from around the country for his famous hair cuts and colour processing as well as a host of local bold faced names. "It's all about talent, laughter, comfort, style, and the best in hair care, elegant nails, and skin care for a fabulous face."

To complete the experience, Neinast is joined by a team of experts equally leaders in their respective specialties.

Stylist and hair extension expert DARRIN DAVIS comes to the Neinast team after 14 years at the Perry Henderson Salon. A standout platform artist at major hair shows and a favorite with the Dallas Cowboys Cheerleaders, Darrin's work has been featured on A&E, Lucky Magazine, D Magazine, and the Dallas Morning News as well as leading industry publications.

Nail expert JOHN HEINEMANN joins Paul after 6 years at the popular Stanley Korshak Salon where his unique system for nails became legendary. At Neinast, John introduces the hot, hip new Minxx nails.

Esthetician ALLISON HERROLD brings a passion for the timeless beauty of Audrey Hepburn and her extensive experience in Aveda salons to her expertise in facials, waxing and makeup at the Neinast Salon.

Chronicled in the likes of *Vogue*, *Town&Country*, *In Style*, *Allure*, *GQ*, *W. Glamour* among others and a frequent talk-show guest, Master Paul also is known for his hair care line that rivals the world's top products. Containing no animal by-products, oils, dyes, waxes, added fragrances, the products are not tested on animals. And there's limited alcohol in the hair spray. The line is available at the Neinast Salon.

At the new Neinast Salon enjoy haircuts, styling, color, extensions, chemical treatments, facials, waxing, peels, manicures, pedicures, deep conditioning treatments, and makeup.

Expect anything but the average from the Neinast Salon as it brings discriminating clients the best in beauty services. Neinast Salon, 3622 Fairmont Street at Welborn, is open Tuesday through Saturday, 10:00 am to 6:00 pm. For appointments or a consultation call 214/999-0400 or 866-NEINAST. For more information www.neinastsalon.com