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FOR IMMEDIATE RELEASE

**Sharmaine's Salon & Day Spa Inspires Tampa Bay's Future
at the 2011 Redken Symposium**

CLEARWATER, FL. Have you ever wished you could travel with Doc Brown and Marty McFly "back to the future" and see what's in-store? Will there be flying cars or time machines? Time will tell, but as far as the future of hair, stylists from Sharmaine's Salon & Day Spa in Clearwater, Fla. can fill you in!

They attended the 2011 Redken Symposium in Las Vegas, Nev., and has brought back the latest haircare styling and haircolor techniques and inspiration to Tampa Bay.

"Redken Symposium is the industry's most inspiring, award-winning educational event, attended by more than 8,000 stylists from around the world," says Christine Schuster, Senior Vice President of Education for Redken. During Symposium, stylists learn the latest trends, creative color, design and finishing techniques to advance their skills and inspire YOUR future!

For three days Sharmaine's stylists, together with other salon professionals from all over the world, were inspired by world renowned educators in the industry. Classes included Color & Elegance, where attendees learned to ready clients for their own red carpet event; 360 degree Finishing, where avant-garde styles were "undressed" so stylists can translate them for their clients; and Rut Rebellion where stylists were encouraged to breakout of their rut and be inspired by new tools and techniques.

"This was a lot more than just another hair-show", said co-owner and Redken-certified colorist and designer of Sharmaine's, Lori Fudens. "Our styling team was inspired and surrounded by some of the most creative and amazing stylists in the world and are so excited to be sharing ideas with our salon guests!"

Clients interested in a new look, a color consultation or the latest trends in hair can call Sharmaine's Salon & Day Spa at 727-447-2025 to book an appointment.