

Profiles

| *Salons & Spas*

URBAN
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Urban Halo
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HILARY SCHWAB



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What brings you the most satisfaction in your work?

Hair can completely transform people, and the impact I can make on a person's self-esteem and look is indescribable. People come to me with all sorts of scenarios when it comes to their hair, from overstressed hair to unflattering cuts. They leave us looking and feeling extraordinary.

What is the one thing that your clients should know about you?

The hottest hair technique today is Balayage Hair Color. For perfect highlights, there are traditional foils or the more natural color painting technique of balayage. French for "to sweep," the colorist applies the lightener from the hair's roots to the ends or just at the roots. It's perfect for highlighting face-framing layers or if you want to change your hairstyle, but not commit to regular salon visits.

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What makes you different than others in your profession?

I truly immerse myself in hair. Not many stylists take the time to incorporate Balayage in their work, because it takes time and patience. Most want to get you in and out in a hurry. Balayage enhances hair color using natural placements that highlight beautiful features with a natural touch.

What is one thing that your clients should know about you?

Being a persistent perfectionist has helped me build my salon and clientele. It's important to me that everything we do is perfect. Balayage is a technique I've perfected. I insist that every bit of color be placed with purpose. I put my heart into my work!

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