



**FOR IMMEDIATE RELEASE:**

**Contact: Lynda M. Simonetti  
Director of Public Relations  
(310) 285-1322**

## **INTRODUCING THE BELLEZZA SALON AT THE BEVERLY HILTON**

*The Red Hot Salon Turning Heads in Beverly Hills*

**Beverly Hills, CA January 2007** – It's only natural that the new **bellezza** salon is synonymous with the Italian word for beauty - and Beverly Hills. The full-service red hot salon turning heads in Beverly Hills is an retro-chic epicenter satisfying extravagant beauty appetites for ladies and gentlemen.

All about the warm weather and the red carpet at The Beverly Hilton, *the bellezza* salon premiered to rave reviews during the 2007 awards season playing a supporting role styling celebrities who walked the red carpet. A Beverly Hills beauty veteran for over 20 years, Kay Lee, Managing Partner of *the bellezza* salon has earned a reputation among the city's rich and famous. Her passion to cater to her top-tiered clientele by customizing services is apparent in cutting-edge. Specializing in hair color, contemporary designs, and traditional styles, Kay is a master technician full of fluidity and movement.

In addition to her own considerable talents, Kay has selected some of Southern California's finest and most sought after stylists for her salon. Talented professionals have been recruited from all over the world to achieve the results guests come to expect from a Beverly Hills salon. Hair is the crowning jewel to any beauty regimen, so stylists create masterpieces that can be mane-tained at home with recommended products from the retail counter such as Kerastase Paris – which has caught the heads of Hollywood. For the hottest trends, stylists take a twist or two to hair extensions as well as the traditional swept away look. Otherwise, ride the wave with a permanent or unbend with thermal straightening. Beauty is revealed time and time again at *the bellezza* salon as stylists keep the formulas on record for the return visit.

- more -

### 3-3-3-3 Introducing the bellezza salon at The Beverly Hilton

Red hot and gilded with twentieth century glamour, *the bellezza salon* truly is a work of art. The fashion forward salon for all is inviting from the moment stepping foot on the beyond reality polished tiled floor to the miniature Swarovski crystal chandeliers mounted above reception. Shampooing and entertaining have gone high-tech with a runway of red & white leather shampoo bowls sitting center stage, shutter-like vanities situated on either side, and high-definition plasma screens overhead. Customized lighting projects color corrected bulbs so that hair coloring will look the same outside as it does inside the salon. For a cool, calm, and collected space, the salon is outfitted with the most advanced computerized heating and air conditioning systems so styling scents are a thing of the past.

Get the backstage pass to beauty secrets at *the bellezza salon* with the help of Anita Sun, an extensively trained artist, previously at Fred Segal Beauty. The red lip district is equal parts production art and pampering. Sun specializes in eyebrow design/custom color tint, eyelash extensions and permanents, bridal make-up, and facial hair threading. At the end of the set, Sun brings to life clients true colors and beauty confidence. At the next stage, prepared to be pampered and polished. Tip toe to the manicure/pedicure operation to renew hands and feet for a warm weather premiere. Splash in the comforts of massage chairs and let "Calgon take you away" with spa pedicures and exfoliating scrubs. Nail down pretty picks for a natural shine - from hot hues to shimmering cool shades - that compliment the sun-kissed culture. French manicures/pedicures, full set fills and tips, plus nail art are all the rage.

So, get gorgeous by calling 310/270-4247 or visit [www.beverlyhilton.com](http://www.beverlyhilton.com). Located on the pool level, enter the lobby via the staircase or elevator. Rest assured *the bellezza salon* at The Beverly Hilton is time well spent!

#### **About The Beverly Hilton**

9876 Wilshire Blvd, Beverly Hills, California 90210 (310) 274-7777 [www.beverlyhilton.com](http://www.beverlyhilton.com)  
Opened in 1955 by distinguished hotelier Conrad Hilton, The Beverly Hilton has combined the excitement and entertainment of Hollywood with the elegance of Beverly Hills for over 50 years. Located at the world-famous intersection of Wilshire and Santa Monica Boulevards, the 570-room hotel features 101 suites including the nine private luxury suites within The Penthouse Collection. With more than 60,000 square feet of upscale indoor and open-air event space all on the lobby level, the hotel's famed International Ballroom is the centerpiece of the new International Collection. Home of many notable annual events including the Golden Globe Awards, Oscar Nominee Luncheon and the Milken Institute's Global Conference, The Beverly Hilton offers three award winning ballrooms, nine additional meeting rooms, an Executive Meeting Center with unrivaled technology by design to make any meeting a success. Owned by entertainer, Merv Griffin from 1987 to 2003, Beny Alagem and Oasis West Realty LLC purchased the Beverly Hilton in late 2003. Immediately embarking on an \$80 million reinvention of the property, Oasis West Realty redefined the hotel to a level of luxury synonymous with the Beverly Hills.

# # #