

Media Alert... Media Alert... Media Alert... Media Alert... Media Alert...

DE-STRESS YOUR TRESSES: THE AVEDA SEVEN SEAS SALON & SPA INTRODUCES A NEW NATURALLY DERIVED HAIR SMOOTHING TREATMENT

Smooth Infusion™ Texture Smoother Naturally Straightens Strands Without Damaging your Do

WHO/ WHAT: Calm your curls and manage your mane without sacrificing health for beauty at the Aveda Seven Seas Spa & Salon in the [Newport Beachside Hotel & Resort](#).

On the journey to straight and shiny hair, many women are paying top dollar for Brazilian hair treatments that boast bone-straight results but body damaging effects. Recent government tests determined that popular hair-straightening treatments like these uses dangerous levels of formaldehyde which poses a public health risk.

However, the Seven Seas Aveda Spa & Salon offers an all-natural, formaldehyde-free, hair straightening alternative called **Smooth Infusion™ Texture Smoother**, which de-frizzes to achieve sought after silky smooth strands. This demi-permanent treatment uses tourmaline technology to loosen kinks; leaving hair silky, shiny and stick-straight for up to two months.

*****Locals can enjoy a special, spa promotion of \$99 (retail \$250) from now until March 1, 2012 on the Smooth Infusion™ Texture Smoother.**

In about 30 minutes, Smooth Infusion's natural combination realigns hair's structural bond, calms curls and relieves frizz. Hair is left soft and manageable; restored and resurfaced without the hours of processing time of traditional keratin treatments.

"Aveda's new Smooth Infusion is the product that gives us peace of mind and impeccable results," said May Irizarry, spa and salon director at the Seven Seas Salon & Spa.

For more information, visit <http://www.sevenseasspasalon.com> or call 305-749-2100 to schedule an appointment.

WHERE: **Seven Seas Aveda Spa & Salon**
Located at the Newport Beachside Hotel & Resort
16701 Collins Avenue
Sunny Isles Beach, Florida 33160

MEDIA CONTACT: Dana Rhoden / Kamali-Ann Burke
The Dana Agency
Dana@thedanaagency.com
Kamali@thedanaagency.com
PH: 305-758-1110

###