

SimSel

It's Beyond Beauty

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Our Story

- We met at the age of 20, employed by Thomas Serra Theatre Of Hair Design. Our Employer/Teacher sent us to study hair at Vidal Sassoon Academy Los Angeles, and that's where our story began. We both opened our Salons and have been dedicated to Paul Mitchell for over 35 years until now. Throughout our friendship, we have always wanted to launch our very own product line. A few modifications within the PM company made our dreams a reality. We are happy to announce after 37 years of friendship our brand of Hair Care and Beauty Line... SimSelí named after Fabiana Simoes and Kelly Seligman.