

WAIR STUDIO SALON

Expands Its Location & Services

By Alice Riehl



Hope Doms, owner and stylist at the Wair Studio Salon, has a philosophy of business and life: What you put out is what you bring in. Work hard and help others and it will come back to you in success and a happy life.

Hope's philosophy of giving to others extends to all aspects of her business and to her employees. Unlike many salon owners, she remains a stylist, making sure that clients' experiences stay at a high level and helping her other stylists by educating and mentoring them in their skills and careers.

In her 30 years in the industry, Hope has had great success working as an educator for L'oréal in NYC and teaching classes around the USA. She has been nominated for the prestigious North American hair stylist award and has been featured in hair magazines, plus much more. Her work inspired her to open a salon to help other stylists be successful and to share her knowledge.

During her career working around chemicals, she learned of the effects that these chemicals have had on close friends and family. Hope wanted to create an environment where clients and stylists work in an environment with fewer chemicals. She understands the challenge of doing so in the salon industry but she says big changes can happen just by reducing the chemical ingredients we use on the scalp and what we breathe in. "If we are eating organic and less toxic then why not use less toxic products on our hair and scalp?" she asks. In answering this question, Wair Studio Salon was formed. It is one of the only organic salons in the area.

Hope's work ethic and care for her clients and employees has yielded benefits. She recently outgrew her previous location, and this month opened a larger salon at 795 E. Rt. 70, Marlton with expanded services. She is entering into a collaboration with her friend Biba (Beauty by Biba,) to form the newest Japanese-inspired Head Spa in Wair Studio Salon, which offers scalp enhanced massages and a focus on scalp rejuvenation and treatments. The expanded salon will also be focusing on waxing, make-up and many other specialties.

Hope is thrilled about the larger location because she can "grow the team," increasing her staff and offering her mentoring and example to more young stylists.

As you can imagine, with a new salon just opening, Hope's leisure time is very limited, but what time she does have, she spends with her young daughter.

If you are interested in finding out more about Wair Studio Salon and its amazing services, go to Wairstudiosalon.com, call 856-334-8231 or visit the new salon at 795 E Rt. 70, Marlton, NJ 08053



Visit our beautiful new location at the Shoppes at Elmwood





WAIR STUDIO SALON
pure . creative . style





WAIR ORGANIC HAIR

- CALLIGRAPHY CUT
- HAIR STYLING
- BALAYAGE
- MULTI DIMENSIONAL COLOR
- HAIRCUT
- KERATIN TREATMENTS

We are an organic non toxic hair salon that focuses on healthy non toxic color. We only use products that are clean from harsh chemicals and we use formaldehyde free smoothing treatments.

Wair Salon is the official Salon of Cherry Hill Neighbors Cover Families

The Shoppes at Elmwood
795 Route 70 E, Marlton, NJ 08053
856-335-8231



www.wairstudiosalon.com