



## **FOR IMMEDIATE RELEASE**

Media Contact: Lisa Liotta, Deputy Director  
Community Redevelopment Agency-Downtown District  
City of Hollywood  
Office: (954) 921-3016  
lliotta@hollywoodfl.org

### **Aveda Salon Celebrates One Year Anniversary in Downtown Hollywood**

HOLLYWOOD, FL – April 15, 2008 – April may be recognized as Earth Month, but environmental consciousness is a top priority every day of the year at Dovetail, an Aveda Concept Salon specializing in hair and nail care and other beauty treatments in Downtown Hollywood.

Dovetail will celebrate its one-year anniversary at 1930-C Harrison Street in Downtown Hollywood on May 3rd. This successful Downtown Hollywood business offers Aveda's signature services and entire line of high-performance, Earth-friendly products made of certified organic ingredients.

Leading Dovetail's team of beauty professionals is Linda Weinberger, a master stylist and master colorist with more than 25 years of experience. Linda's husband Alan, an Aveda product expert, manages the salon.

The Weinbergers, Hollywood residents for more than 15 years, chose the Harrison Street location because of the growth taking place in the Downtown District and its inviting ambiance. "It's not a typical shopping mall environment," Alan said.

The Weinbergers hope other Earth-friendly businesses will follow Dovetail's example. "By bringing the Aveda culture to Downtown, we hope to spur other companies that are environmentally, socially and culturally responsible to this area," said Alan.

Aveda's mission "to set an example for environmental leadership and responsibility" is reflected in its support of organic agriculture, ecological product packaging, Earth Month fundraising campaigns and various charitable contributions, and manufacturing practices. This commitment to the environment is shared by Dovetail owners and operators who invite guests to stop by the salon for a complimentary consultation and relaxing cup of Aveda's "Comforting Tea." In addition to benefiting from quality products, outstanding service and the most up-to-date styles and treatments, clients have the satisfaction of knowing that their service dollars help support the environment.

The "Guest Experience" at Dovetail enhances both body and spirit in a relaxing atmosphere of hand-carved mahogany stations, soothing music and soft lighting. Among Dovetail's Aveda signature services are stress-relieving scalp massages, makeup touchups for women and facial grooming with hot towels for men, all complimentary with the salon experience. Guests also are welcome to sample Aveda products prior to purchasing. The Aveda line encompasses women's and men's hair products, skin and body care, and makeup and beauty products, all with pleasant aromas.

Dovetail offers haircuts, color, highlights, ultratress™ hair extensions and maintenance, perms, facials, waxing, manicures and spa pedicures. Highly trained stylists also are happy to show guests how to achieve their new look at home. And for one week every two months, Dovetail will welcome guest stylist Gina Derry of the TLC network's Ten Years Younger show.

For more information on Dovetail, call 954-929-6123 or visit [www.dovetailsalon.com](http://www.dovetailsalon.com).