



HOT FINDS

INSPIRATION AND PERSPIRATION IS A WINNING COMBINATION FOR THE PENNA FAMILY, WHICH IS MARKING 40 YEARS IN BUSINESS.

Gina Penna founded the SalonCapri hair salon in 1967 together with her husband Nick Sr., and the couple continues today to fulfill its original dream. She and her husband are the success story of an immigrant family, in this case from Italy.

A second generation of Pennas, Laura and Nick Jr., runs the two salons of Salon Capri in West Roxbury and Newton Highlands. Nick Sr. has retired while Gina continues to work.

The quest for the perfect hair color

SalonCapri celebrates 40 years

To celebrate this family's success, the Newton Highlands salon has undergone renovations. SalonCapri's new look features a palate of polished zebrawood and polished stainless steel hardware that are designed to achieve tranquility. It includes new cutting stations, the high-energy hair color center and custom manicure and pedicure stations made of wood, stone and glass tile. All work was with the goal of creating a "stylishly relaxed atmosphere."

In addition, the salon has introduced a new hair color center. A key to this new center is the participation by the client who is seeking hair color treatment, a news release explained. Good hair color work is one important reason customers follow hairdressers, should they move from one salon to another. Successful hair coloring is the "holy grail" of achievement in the hair salon business.

Before installing the new L'Oréal Professionnel Haircolor Center, owner Nick Penna Jr. said that he researched the experience of salons with this system throughout the country. It is the first in Massachusetts, and, according to the news release, is one of only 10 salons in the country to offer the program. The L'Oréal system has been in place for more than four years at selected locations, Penna said. His research showed that those partici-

parting in the system experienced favorable customer response. He also stressed the "partnership" aspect of the program with L'Oréal. "It is an amazing partnership with a level of education that alone makes it beneficial for both staff and clientele," he said.

A news release explained the new system's goals: "The L'Oréal Professionnel Haircolor Center is an open, centralized environment for color consultation and mixing that enables the hair colorist to actively involve clients in the hair color process from start to finish." The heart of the program is "interactive makeup consultation centers where clients are involved with their own color choices, [for which] the concept was designed to increase the transparency of the often misunderstood hair color process," the news release said. It continued, "This improved professional consultation opens up a dialogue between the colorist and the client, where a better insight into the client's hair color outcome is more clearly understood. This insight results in improved hair color and a more satisfied client. Unique tools, such as portable color swatch pens [long strands of colored hair] that allow the client to select and 'try on' color before making a commitment, and a hair color center design personalized for each salon location, truly make it one-of-a-kind."

Penna noted that a goal of this new tool is to strengthen the relationship between client and stylist. "Education plays a huge part in achieving good color," he said. "Having the tools to play with color and its results is crucial." According to the proprietor, hair coloring is a highly individual art in which perception is reality. "A red to one person is gold or orange to another. All see colors in different lights. There are so many different shades and tones." Thus, if a client can actually see the color result through the process that includes holding up hairpieces against one's own hair and skin, a satisfied client is likely, he indicated.

This innovation is the newest chapter in the Penna family story. Nick and Gina's children, Laura and Nicholas, Jr., grew up in the salon and, after completing their

education, joined the family business. In 2000 they decided to expand their parent's business, opening SalonCapri's second location in Newton Highlands. The



The Penna Family of SalonCapri

Newton salon is also a full-service day spa, offering massage, facials, make-up, nail treatments and waxing.

Today's SalonCapri is a four-decade leap from the first location with just five styling stations. From the beginning, the news release said, the salon "prided itself on offering the styling sophistication of Newbury Street with the inviting warmth and personal attention of a neighborhood shop."

SalonCapri has been recognized in national magazines such as *Allure* and *Elle* and is a member of the North American chapter of In Coiffure, an international organization of elite hair salons, Penna said.

According to Paul Schiraldi, Vice President Marketing of L'Oréal Professionnel, "SalonCapri is one of only a handful of hair salons in the country that meet our stringent criteria of outstanding stylists, exceptional services and a commitment to continued education. SalonCapri's professionalism and its commitment to trends and innovation make their stylish new facility a perfect place for the L'Oréal Professionnel Haircolor Center to blossom."

With its recent renovation, hair color center addition and team of award-winning stylists, SalonCapri continues to strive "to be recognized as one of the country's preeminent hair salons." Penna added that the company prides itself on "offering best-of-class services, styling and sophistication to a wide range of clients." ▲

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