

Simonson's Salon & Spa Introduces UOMO Man

Simonson's Salon and Spa introduces UOMO Man! An innovative collection of man-care hair products and 5-minute gray hair camouflage treatments for the modern man who wants to look more youthful in a natural, relaxed way.

MINNEAPOLIS, MN – May 23, 2012 – **Simonson's Salon & Spa** introduces a specially-formulated, premium collection of man-care products and treatments, **UOMO Man**, to its stores. ALFAPARF MILANO, a leader within the professional beauty industry and top-brand of ALFAPARF GROUP - an Italian multinational cosmetics company, developed **UOMO Man** as a solution for the modern man who wants to look more youthful in a natural, relaxed way. "Being concerned about the signs of aging is now common among men. They are very sensitive consumers and they pay special attention to their grooming (ALFAPARF GROUP www.alfaparf.com).

UOMO gray hair camouflage treatment is the solution for men who are tired of looking older than they feel just because they sport gray hair. This ingenious treatment uses an ammonia-free, progressive color that reduces gray, creates a natural blended effect and leaves the hair healthy and brilliant in just 5-minutes. UOMO gradually fades away, which eliminates the unattractive, unnatural re-growth appearance that traditional hair color can leave behind.

"Men look for progressive results, not total coverage. Color for women does not provide a natural effect on men's hair because they cover a too high percentage of gray hair, leaving the re-growth effect visible (ALFAPARF GROUP www.alfaparf.com).

Made from nature's most nourishing ingredients, UOMO Man products and treatments include Atomized Sea Water, Moringa Extract and Blueberry Extract. Together, these ingredients work to provide vitality, energy and strength for both the scalp and hair .

"I've always admired and appreciated the country of Italy for its artisans amazing ability to design the most aesthetically appealing jewelry, fashion and home furnishings. Now Italy can add beauty products and solutions to that impressive list of accomplishments!" said Kyle Simonson, CEO and Owner of Simonson's Salon & Spa

Simonson's Salon and Spa is an industry leader with a reputation for full-service, upscale hair, face, body and nail services and products for both men and women. Three convenient metro locations; Maple Grove, Plymouth, and Anoka.

For More Information

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