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FOR IMMEDIATE RELEASE

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New Growth In Tough Economy Celebrated At Salon Amore in Suffolk, VA
21 Year Old Entrepreneur Defeats Odds for Business Success

Suffolk, VA,-Successful business owner Lauren Flaim of *Salon Amore* has many reasons to celebrate in the face of current economic trends. Flaim, a mom at 15 and current 21 year old owner of Suffolk's fastest growing hair studio, *Salon Amore*, has seen her salon grow from 300, to over 1500 clients since opening the doors in December of 2009. Flaim's community outreach efforts and word of mouth advertising have proven to be effective in thwarting the economic recession for her business, demonstrating that small businesses are still surviving in specialized industries. With the current success of her salon still blooming, Flaim recently announced her June engagement and October wedding to long time boyfriend Bobby Hiles. Flaim will also celebrate *Salon Amore's* one year anniversary in January.

When asked to describe her success, Flaim says, "I am over the moon! Seeing my studio grow so quickly and surviving the tough market this year has been a fantastic experience. Getting married is icing on my cake!"

Since opening her salon, Flaim has garnered the attention of national talk-radio and local media and grown her clientele to include clients from the Hampton Roads area and neighboring state of North Carolina. "We have a handful of clientele that will drive three to four hours just to have Lauren update their color and style. It just goes to prove that when you find a stylist you can trust with your hair, its worth whatever you can do for an appointment with that salon," says Assistant Manager Amber Flaim.

As so many local businesses have closed their doors over the last few months, Flaim, and her 4 stylists have proven untouched by the economic recession. *Salon Amore's* continued success is in part due to a growing clientele referral base, a collection of top rated color and salon products, the integration of new color technique trends and intermittent community outreach efforts. Positive attitude is the other part of the salon's success. Every client at Flaim's metropolitan style studio is met with a big smile, reflective of a small town southern salon. "I want my staff and clientele, to experience an atmosphere free of the typical contention that exists in our competitive industry. When we come to work in the morning, we are here to focus on our clients' hair happiness. Flaim will dedicate the entire month of October, to offering pink hair extension services for Breast Cancer awareness month. Fifty percent of the events profits will be donated to the American Cancer Society or local breast cancer awareness organization.

"In between clients, my staff and I concentrate on our skills with new industry techniques. Although I think we will be spending some time studying wedding gowns over the next few months too," says Flaim with a smile.

Flaim's salon progress and events will be shared on Facebook with her clients, friends and family. A special interview with Flaim will air on July 24th, with Fox 43 Producer Virginia Rideout, on the *I Am Hampton Roads*

segment of *The Hampton Roads Show* on Wavy 10. For more information on Flaim and Salon Amore, please contact contact@carriehillpr.com or visit www.salonamoreva.com.

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About Salon Amore:

WWW.SALONAMOREVA.COM
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Specializing in Color Technique

Lauren Flaim is a former teen mom, and current mother to a 7 year old daughter. Flaim self paid for her studies at Rudy and Kelly's Academy of Hair Design, working in the industry for two years before opening her own salon. Flaim has recently been featured in the Suffolk News Herald, Steve Batton in the Morning, Teen Talk Radio with Author Nicole O'Dell and Living the Dream Moms.