

# the Colorist

September/October 2013

## LONG SHOT

Celebrity stylist Joey Carrera on coloring hair extensions

## PHOTO FINISH

Glam looks from Aloxxi get the Instagram treatment

## *Plus:*

Annie Humphreys remembers when



***Brunettes  
to fall for***



## boston proud

SalonCapri has long been one of Boston's most prestigious salons. Now there's a new location on Newbury Street in the heart of the city.



SALON  
OWNER  
[Nicholas Penna, Jr.]

### INSIDE STORY

Nicholas Penna's parents opened their first salon in the Boston suburbs in 1967, but 13 years ago they handed the reins to Nick, who just opened a third location on Newbury Street in the heart of the city. Hair color is paramount at the L'Oréal Professionnel Black Elite Partner Salon and Education Center where new hires apprentice for two years, undergoing a rigorous training program. Education is key and ongoing. "I think it's important for us as a salon in order to stay cutting-edge and continue to innovate," Penna says.

SALON  
SalonCapri

WHERE  
Boston

RETAIL LINES  
CARRIED  
Shu Uemura,  
Kerastase

WHAT'S UNIQUE  
There are no stars at the 2,200-square-foot Newbury Street location where the environment is team-based. The salon offers the signature L'Oréal Professionnel Haircolor Center, an open, centralized environment for color consultation and mixing that enables the colorist to actively involve clients in the hair color process from start to finish.

\$150  
AVERAGE PRICE OF COLOR

DÉCOR  
CONTEMPORARY, SOPHISTICATED  
AND MINIMALISTIC WITH  
BARN WOOD WALL ACCENTS

color line:  
L'ORÉAL PROFESSIONNEL

CHAIRS:

14

Education, education, education Those three little words are the key to long-term success. "Hair color is one part artistry, one part chemistry, so a lot of education is necessary to become proficient," says Nick Penna.

75%  
OF CLIENTS GET HAIR COLOR

PHOTOGRAPHY COURTESY OF NICHOLAS PENNA, JR.