

## John and Andria Falcon a couple in style



John and Andria Falcon are a husband and wife hair styling team at Cheveux Salon in Sonoma

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John and Andria Falcon, the latest husband and wife team to offer hair styling services in Sonoma, announced recently that they are introducing three new hair treatment products along with the establishment of their partnership in Cheveux Salon of Sonoma.

They provide full styling services, and are offering newer, safer methods and products for certain kinds of hair treatments.

"The treatment and products we are using are cutting edge. We set ourselves above the rest by taking education classes and using state-of-the-art products. Our passion is hair," said Andria Falcon, who began her career 20 years ago in Dallas, Texas, and trained at Toni & Guy, one of the leaders in the hair industry.

She added that they will be first (and currently only) salon in the North Bay to use Brazilian Silk, "... a product that will de-frizz, reduce volume and reduce curl and add immense shine to hair and last three months." She added that women are clamoring for this service to have "Hollywood hair".

"It is aldehyde free and doesn't have the toxic fumes associated with the traditional treatment," she stated.

"Our new hair coloring product, L'Oreal INOA (Innovation No Ammonia), is ammonia-free and the first hair color in the world with an oil delivery system that actually makes the hair softer, shinier and healthier than before the hair color was applied, and with no odor or scalp irritation. We are the first stylists in Sonoma to carry the INOA line," Falcon said.

The third new product the Falcons are introducing to Sonoma is Zerran Safe Reform, a permanent straightening system that is 100% vegan and natural - so safe that the stylists do not even have to wear gloves.

John Falcon, whose experience is primarily in the food service business, is now in the middle of an apprenticeship, has his apprentice license, and works under the direction of his wife. Both have received training in the use of the new products, and he will be doing much of the new hair product application work.

The Falcons are Sonoma residents and have a four-year-old daughter, Kennedy. Hours are by appointment. Call 703-9357. For more information go to [www.andriafalcon.com](http://www.andriafalcon.com).