



## **Couple open Sonoma's first eco-friendly salon**

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John and Andria Falcon have opened Sonoma's first "green" hair and beauty salon in a clean, bright space in the Carneros Village Lofts on First Street West. The open and airy studio is the perfect compliment to the couples' philosophy on haircare, beauty and overall wellness.

"Our daughter was born on Earth Day in 2006 and I think that was the first time Andria and I realized that not only are we responsible for another person but also for raising that person around something that is good and clean. Also, my wife suffers from an autoimmune disease which led us to opening our own salon and focusing on being green and eco-friendly for her health benefits as well as for those of our clients. With Salon Novo we feel we're sharing the best parts of the industry and getting rid of the bad part," said John Falcon.

Using all natural products like ammonia-free hair color as well as chemical-free and, in some cases, organic haircare products, Salon Novo is actually the first eco-friendly salon in all of Sonoma County. So committed to the environment is the couple that in choosing a location for their new business, they sought a spot that offered optimum energy efficiency in addition to the clean architectural lines that define their style. Recycling is a big part of the mix and the salon offers a refill system for most haircare products. Salon Novo even recycles hair trimmings, collecting and donating them to Matter of Trust. The Falcons have also instituted an online booking system that saves both time and paper. The easy to use system sends automatic email reminders and is great for busy, on-the-go clients. Of course, calling to book an appointment is never a problem. Walking or riding your bike to an appointment earns you a five percent discount.

Andria Falcon is the new salon's lead stylist and is a 14-year veteran of the business. Together with husband, John, she welcomes clients both new and old and looks forward to "greening" the beauty regimens of Sonoma's men, women and children.

Salon Novo is located at 651 First Street West, Suite A in Sonoma. Call 703.9357 or online at [salonnovo.com](http://salonnovo.com).