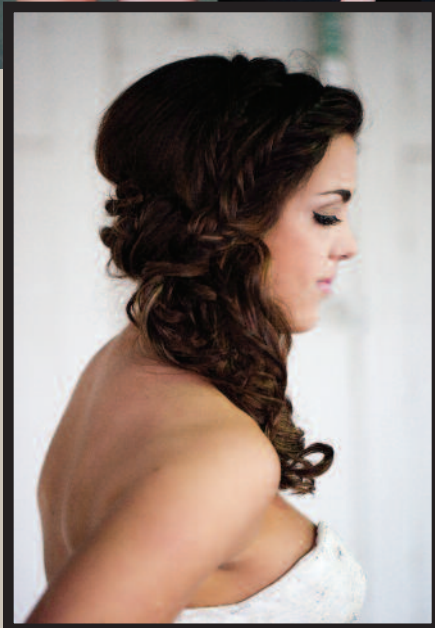


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A Cut Above in Salons

By Carolyn S. Peterson

Whether it is a braid, a head full of curls, an elegant side-sweep or tight bun, women have been using their hair as an expression of their own personal style and as an extension of their personalities for a long time. Over the years, going to the 'beauty parlor' for a 'set and comb out' has turned into going to the hair stylist for a new look – a more trendy, up-to-date 'you.' Whether male or female, hair has become one of the ways we accentuate our best qualities. The artistry of hair styling has evolved over the centuries, and that evolution is part of what makes Ashley Hurst, owner and stylist at The Bella Hair Co. & Beauty Studio, and her team of stylists a cut above in salons.

It's All About Style

Ashley Hurst grew up in a hair salon watching her mother style customers' hair, but Ashley's passion to make it her own career did not take 'root' in those early years. "Although I spent most of my childhood in my mom's salon, I didn't think about becoming a hair stylist and following in her footsteps until I recognized that it wasn't just about perms and roller-sets anymore; hair styling and design now had an artistic side. Once I knew I wanted to be a hair stylist,

I didn't want to be just average, but I wanted to really work hard and eventually open my own salon and brand myself," said Ashley. So in 2005, that is just what she did, beginning her career and 'branding' herself by not only doing the daily cuts, styles and color, but also venturing into creating different looks through makeup and hair for clients on the most special days of their lives, like proms and weddings. Thus, Bella Upstyles Co. was launched! With that part of her business a huge success, Ashley opened her own hair studio in February 2014, The Bella Hair Co. & Beauty Studio, along with the team she had worked so closely with on the many clients of Bella Upstyles Co. "When I started with Bella Upstyles, specializing in special occasion makeup and hair, I was renting a booth at a local hair salon during the week, and then working on weekends, traveling to wherever I needed to go with my team with me. With that part of my business established, I continued to save and pray for the right location and opportunity to arise to open my own salon; it all really fell into place and the timing couldn't have been better. The bond that the stylists and I have really makes for a wonderful working experience in the salon and we have truly grown into a family," Ashley stated.



Relationships Are the 'Mane' Event

Although Ashley and her team of stylists, Priscilla Beasley, Laura Triplett, Taylor Phillips, Mandi Hurst and Lindsay Miller, love their work of creating the look their clients want, what drives this growing salon are the relationships between the stylists and their clients. "I'm not only transforming my clients' hair through color, cuts or treatments, but I am building amazing relationships with each of my clients and becoming part of their lives. In some cases, I may have started out helping a client and her bridal party on her wedding day with their makeup and hair styles, and now I am their hair stylist. My team and I have really established ourselves as specializing in hair and makeup for special occasions, but we also do color, haircuts, highlights, ombre, keratin blowout, waxing and lash extensions," commented Ashley.

The Art of Hair Design

The stylists at The Bella Hair Co. & Beauty Studio believe that healthy hair makes all the difference in how well your hair does with any color, cut or treatment. The key to healthy, beautiful hair is all about the products you use and the right tools.

"Choosing quality products makes your color last longer, keeps your hair shiny and moisturized and, most importantly, healthy. Getting your hair colored every 4-6 weeks, using a blow dryer and heated flat iron or curler every day takes its toll, so it is important to have a good shampoo/conditioner, good styling products and heat protectants as part of your hair care regimen. With the foundation of a good healthy head of hair, we as stylists are able to help our clients find that perfect cut and the color that best works for their features. There are so many products on the market that making sure you are using the one that best suits your hair can be hard to determine, but we are knowledgeable about not only styles, but products, and this begins with continuing education in our field," Ashley said.

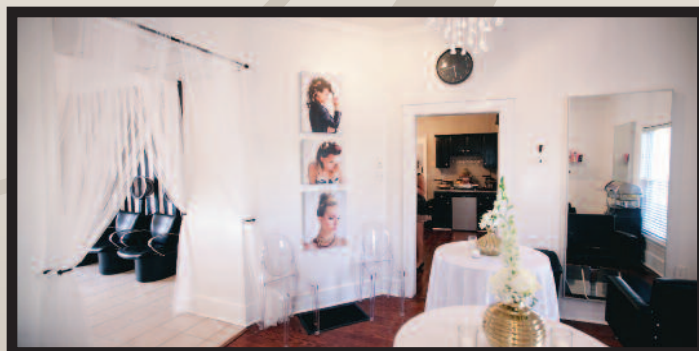
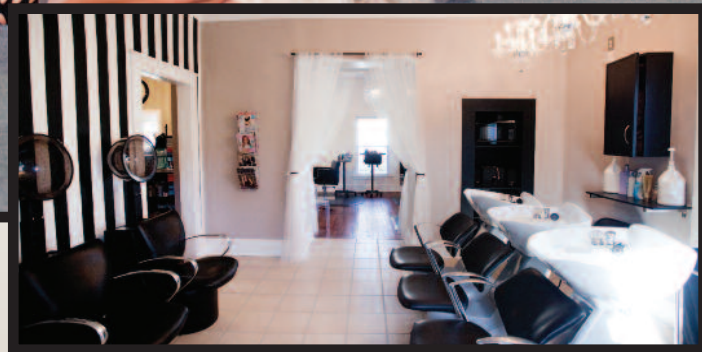
Along with ensuring clients have healthy hair, Ashley and her team help clients choose the cut and color that work best on them, not just the latest trend.

There are always the 'in' trends in hair styles, but the latest and greatest might not be what looks best on you. "The ombre color is a trend right now, as are certain cuts, but it's not all about what is trending; it is about



what looks best on my client, taking his or her face shape into consideration, as well as the texture of hair. Sometimes the best trend for a client is the one that we develop together after talking and finding out not only how they want their hair to look, but how much maintenance they want to put in to it. Everyone has their own look and it is rewarding helping clients find what looks best on them and what works in their lives," commented Ashley.

In just a few years, The Bella Hair Co. & Beauty Studio has grown, one client at a time, with the best advertising being a happy and satisfied customer. "It really has surprised me how my business has taken off in such a short time, but I believe what sets us apart is our passion and love for what we do, and always wanting to grow as stylists and become better; you can see it in our work," Ashley stated.



*The Bella Hair Co. & Beauty Studio is located at 501 Ricks Drive, Winston-Salem, NC.
Hours of operation: Tues-Thurs 10-8 pm; Fri 10-6 pm; Sat 10-3 (non-wedding season).
For more information, visit www.bellahairco.com or call 336-893-6554.*