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FOR IMMEDIATE RELEASE

PROMINENT INDUSTRY VETERAN OFFERS ONLINE HAIR TIPS
Website Offers “Real Time” Suggestions for Care, Styling and Maintenance

Belmont, MA; January 1, 2005 – Leon de Magistris, one of the East Coast’s most celebrated hair stylists, introduces a new website feature that answers any and all hair care questions. At www.leonandco.com, de Magistris offers professional advice and solutions, available at the click of a mouse.

A thirty-year industry veteran and native of Candida, Italy, de Magistris is one of the country’s most prolific hair stylists. The winner of numerous awards and accolades, including the prestigious *Chevalerie Knight Award* from Intercoiffure Mondial that is bestowed upon only a handful of stylists worldwide, his expertise in all areas of hair, color and styling is well-recognized and sought after throughout the world.

The purpose of de Magistris’ online tips is to provide **relevant, up-to-date information** for those seeking hair care advice. Topics range from **proper hair care for the seasons, suggestions for cut and styling based on face shape**, and helpful insight on **caring for hair on the go**. In addition to the general tips section, the site allows for access to de Magistris’ expertise in **“real time.”** Visitors who email de Magistris their specific hair-related questions are able to view his response posted back on the site. From general to specific, this helpful site covers all of the bases.

“Whenever people learn of my profession, the inevitable next question is ‘What should I do about my cut, color, and style,’” said de Magistris. “I realized I was getting many of the same questions and figured many of my clients would find the information useful as well. What we’ve found is that both women and men have questions about hair that they can’t always get answered in a fair and non-pressured manner. I love sharing my knowledge of proper hair care and look forward to being thought of as an expert source for no-nonsense, professional information.”

Well-versed not only in hair but also in fashion, de Magistris is uniquely equipped to offer advice in the area of style and forecasting hair trends. From styling models at fashion shows by Escada, Ferragamo, Valentino and Oscar de la Renta in New York, Milan and Paris, alongside renowned hairstylist and friend, Sergio Valente, to his work as U.S. Creative Director of Tocco Magico, to his natural Italian sense of style and flair, de Magistris possesses a unique fashion history as it relates to hair. This combination, coupled with his ability to predict next season’s styles, make him an informed and trusted resource.

For more information about Leon de Magistris or to email him a hair-care question, please visit www.leonandco.com.

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