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Service Au Naturel

High-end products derived from natural ingredients have found a home on Van Nuys Boulevard in Sherman Oaks, California.

Hands to Hold, a nail, massage and wax salon in the affluent Los Angeles suburb, retails and uses Cuccio Naturalé in services to the tune of client satisfaction.

"Before I put any product in, I do a lot of research, and we only put in high-end products," says Ronnie Yesharim, who owns Hands to Hold with business partner Eyal Ben-Nissan.

The natural formula of the products and a conversation with Cuccio Naturalé founder Tony Cuccio lead to the salon becoming the flagship store for the product line.

Hands to Hold not only retails the items, but also incorporates the

soaks, scrubs and lotions into themed services. Yesharim explains that the salon offers Pomegranate & Fig and Milk & Honey manis and pedis.

"Our clients have been extremely happy with their products," Yesharim says. Since the salon began using the products in August, clients have been raving about them. He spoke with one regular who bought the line's Body Butter and, "She just loves it!" he exclaims.

Next up? Using the line's newly released Vanilla Bean & Sugar scented products for a holiday seasonal service.



Did you know...?

Age affects how quickly your nails grow. They grow the fastest between ages 10 and 14, and growth slowly declines after 20.

Source: Nail Structure and Product Chemistry 2nd Ed.

By Douglas D. Schoon



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