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FOR IMMEDIATE RELEASE

RICASHA SALON WEBSITE LAUNCH PARTY

SATURDAY, NOVEMBER 13th

www.ricashasalonps.com

Palm Springs, CA November 10, 2010 – Ricasha Salon owners Rick Innocenti and LaShae Rock invite the public and media to their website launch party on Saturday, November 13, 2010. The festivities and celebration of the launch of www.ricashasalonps.com are from 5:00 p.m. - 8:00 p.m. Hors d' oeuvres, wine, champagne and desserts will be served. Ricasha Salon is located at 110 E. Andreas Road, Palm Springs, CA in Palm Spring's historic Palm Canyon Drive.

Ricasha Salon is a full-service salon created to meet your custom hair, color and nail need and desire. Ricasha Salon started back in 2006 so that we could share their love of cutting, color and nail fashion with their friends and clients. Ricasha Salon is a featured Goldwell Concept Salon featuring full hair care and make-up. The vision for Ricasha Salon continues to be to create a salon environment and experience that is enjoyable for everyone to meet their changing lifestyle needs and desires. They treat each client like family, and so they want you to leave the salon feeling and looking your best each and every time.

*Attendees will be entered into a drawing to win salon services & hair products and one of Rick's hand-crafted, elegant jewelry pieces often featured in *Designing Women* and *The Golden Girls*.

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About Rick Innocenti: Over the last 35 years of salon service, Rick has trained in advanced haircutting and color instruction with KMS, TIGI, GOLDWELL, RUSK and SASSON, and is a certified GOLDWELL Master Colorist. His vision for Ricasha Salon continues to be to create a salon environment and experience that is enjoyable for everyone to meet their changing lifestyle needs and desires. Rick's bold jewelry designs are legend in the entertainment industry. His hand-crafted, elegant jewelry has adorned such celebrities as Dixie Carter and Bea Arthur and in such notable shows as *Designing Women* and *The Golden Girls*. **About LaShae Rock:** With over 16 years of salon service, I have had the pleasure of helping clients visualize their hair, color, makeup and visual dreams. I work closely with each Client to understand and define their desired image, look and feel. I specialize in working with short, long, or curly hair and chemical straightening, and I welcome working with children, young adults, and/or our more senior clientele. Our client's are also our strongest advocates of our services, and we greatly appreciate personal referrals and mentions via all social media.