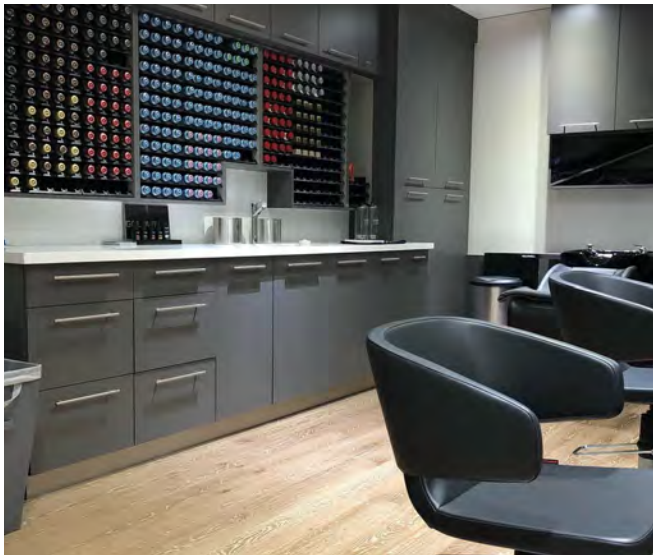

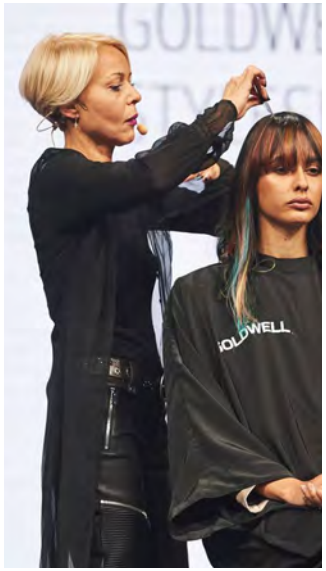

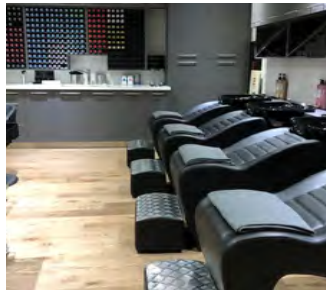

SPOTLIGHT ON SUCCESS

pRO hair group

AN ALL-STAR HAIR SALON

If there is such a thing as an all-star hair salon, it's pRO Hair Group in Toronto, opened on April 2nd this year and founded by a top name in the hair industry: Rodica Hristu.

A Goldwell International Artistic Team member, master colorist, celebrity colorist, and artistic director, Rodica has put together at her salon an elite group of internationally renowned stylists and colorists with a love for people, a passion for their craft, and an insatiable hunger for perfection.

Even with such a high-profile team of professionals, Rodica says the Salon's success is built on the same values as any good business – things like trust, education, family and mentorship. Rodica was determined to provide a safe and fun environment where everyone could feel free to create and be themselves.

Not surprising, she and her staff are even more passionate than most about Goldwell and KMS–especially Goldwell education.

"Without education there is nothing to feed your imagination," she says. "And Goldwell education is simply the best."

Rodica also believes the sense of family she has created at pRO Hair Group mirrors that of Goldwell.

"We keep our staff motivated by maintaining a true family environment where human touch and communication is important and education is a part of life every day," she adds.

Rodica has done it all in hair, and she is a committed mentor for up-and-coming stylists and would-be salon owners. "It's a big decision to open a salon, and everyone's reasons will be different," she says. "I wanted to build a hair powerhouse with people I love and believe in. I wanted them to love waking up and coming to a place that doesn't feel like work and where excitement and inspiration are continuous." ■

pRO hair group
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