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New Minardi Color Perfect Lighting Shows Your Work in its Best Light **Eco-friendly salon lighting saves you dollars/conserves electricity**

New York, NY- March 2009- Internationally recognized salon professionals, Beth and Carmine Minardi, announce the launch of their breakthrough lighting for beauty salons. Minardi Color Perfect Lighting produces the precise quality of light that salon pros need to easily create and evaluate their designs. The Minardis have combined efforts with Eco-Lite Products, one of America's most innovative and highly respected specialty lighting companies, to make this lighting- once available only in their own salon in New York City- available to salons across the country.

Salon owners invest so much in product purchase, staff education and overhead, says Carmine, but much of that investment is lost when colorists, stylists and dissatisfied clients cannot accurately see what was done to the hair. Often, poor salon lighting causes the problem.

The new Minardi Color Perfect Lighting uses three different fixtures that, when used in concert, create full spectrum lighting that is perfectly balanced and harmoniously blends the warm and cool tones of natural daylight. This remarkable new system is totally eco-friendly, saves the salon money on its electric bills, produces far less heat and dramatically reduces how often light bulbs need to be changed.

Nothing is more costly than a hair re-do, adds Beth. With our new system, you can show off your talent in a whole new light, reduce re-dos and adjustments and make your clients happy. When you can do all that while being environmentally responsible and cost effective, everybody wins.

Minardi Color Perfect Lighting includes three different lighting fixtures- ambient, task and mirror. The ambient light is the workhorse of the salon's environment and spreads an even canopy of bright light while simultaneously showering the salon with a soothing downlight. The task light focuses directly on the client's head, allows the stylist to evaluate, color and bathe the immediate area with a perfect balance of intensity and brilliance. The mirror light adds warmth to the room, eliminates circles under the eyes and adds a warm glow and healthy look to the complexion.

We partnered with Eco-Lite Products, says Carmine, because they are one of America's most innovative and highly respected creators of specialty lighting. They, like we, are committed to excellence in every aspect of what they do.

For a free salon analysis or for more information, call 800-345-9652 or email minardilighting@eco-lite.com or go to www.eco-lite.com .