



# Arlene Bouley

## Owner of *EverLastings* Organic Hair Color Services

by Nancy Cohen

walk through the door, your senses may detect the soothing fragrance of aromatherapy. We also play soothing, but not sleepy music...Don't expect disco or techno music which would not be in keeping with the relaxing environment we're trying to achieve." She works by appointment only to ensure that sufficient time is dedicated to each client. Every client receives an in-depth consultation to customize their style according to their personal preference. As Arlene says, "there are no one-size-fits-all cuts."

Arlene's response when asked how she chose this particular career? "It is as simple as I feel really good about being able to make people feel better about themselves. I tried various career choices and found that I was well suited to a career which entailed an emphasis on personal interaction and allowed me to create something with my hands."

To learn the craft, she first attended a cosmetological school in New Jersey. She then worked in salons and attended training shows and classes wherever she could find them, including: makeup artist classes; workshops at Bumble and Bumble in New York; and, the Beau Institute where she received a Permanent Cosmetic Technician certification.

After working 25 years in traditional salons, however, Arlene was diagnosed with Hodgkin's Lymphoma. This was an eye-opening experience, which inspired her to delve into research on what might have contributed to the cancer's development. She came to believe that acquiring the disease was largely due to toxicity in her work environment. Additionally, she incurred lung damage from her particular chemotherapy treatment and found that she could no longer physically tolerate working in a traditional salon environment, hence her foray into organic products and services.

Cancer-free, Arlene moved to Connecticut in 2008 when her husband's work relocated him. She says that during their real estate search they fell in love with the shoreline area and decided it was meant to be that they relocate near Madison. She will celebrate the salon's one year anniversary this May.

Reading through myriad Everlastings client testimonials, one finds certain themes and phrases repeatedly emerging... the salon as a serene "clean-air" sanctuary; surprise that organic hair color "could possibly cover gray, give vibrant, dimensional color and simultaneously leave hair feeling smooth and healthier;" wonder about the scent of products ("my hair dye smells like lavender!"); a sense of feeling pampered; and, professionalism of a stylist who has over 25 years experience in the business with obvious passion for organic products and finding ways to lead a healthy lifestyle. One client, Amy Griffin, explained her experience this way: "As a cancer survivor, finding organic products to use for my beauty regimen is very important to me. Arlene has spent a lot of time finding the best organic hair products for her clients that are good for you AND make your hair look great! In addition to great products, Arlene took the time to get to know me and really listen to how I wanted my hair. I love the color and cut that I received. It was exactly what I wanted. The salon is a refuge, a place where people can come to learn about being healthy or just to relax and unplug."



*Everlastings is located at 168 Boston Post Road in Madison, CT and reachable at 203.909.3837, www.everlastingsbyarlenebouley.com. Deb Tremblay: 860.514.1975; Carla Erickson: 203.915.5162; Heather Anatra: 203.530.2403.*

Though much of the discussion about "going organic" concerns food products, there are a growing number of companies considering healthy regimens for inner and outer beauty, which offer organic cosmetics, salon products and services. The reasons given for exploring organic hair and body care include: their being environmentally-friendly and chemical-free; they provide an alternative for those with respiratory issues, scent or skin sensitivities, or allergies; and, their active ingredients are plant-derived, thereby offering a rich source of vitamins and minerals.

Among those who have chosen this path locally is Madison's Arlene Bouley, owner of Everlastings. Everlastings is a full-service salon and spa offering an organic, holistic approach to hair styling and body treatments using products that are pH balanced and contain no ammonia, parabens, plastics, sulfates, or animal products. Services include: organic body waves; dimensional color and highlights; organic cosmetics, hair, and baby products; perms; razor cuts; waxing; makeovers; eyelashes/brow tinting, and occasional micropigmentation services and eyelash

extensions upon request. The salon lays claim to being the first in Connecticut to offer an ammonia and formaldehyde free keratin-hair straightening service. According to Arlene, the color line that they use is a "trade secret," but is a 100% organic product from England with an established and proven track record. Their new makeup line and standard hair care line are 100% organic. Though they do not offer pet styling or hair cutting services, they do sell organic pet products.

Aside from standard salon services provided by Arlene, and stylist and colorist Erin McGowan, Everlastings also offers: detox body wraps; an in-house aesthetician, Deb Tremblay, who provides organic facials; and, starting this month, massages by Carla Erickson. Within the salon they also sell a unique line of artisan jewelry with therapeutic properties created by local artist, Heather Anatra.

Believing "impeccable customer service" is central to Everlastings' success, Arlene aims to create an inviting and tranquil environment for visitors. She asserts every client should expect a warm welcome, an offer of refreshment, and a serene atmosphere right from the start. "When you