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REVOLUTION Co-owner stars in Six Promo Videos for Sebastian Products

(Minneapolis, MN) - Just two months after opening, Revolution Salon continues to be a leader in the metro area hair salon industry. Co-owner Sasha Zoghi is working in Los Angeles for 3 days shooting a series of 30 second promotional videos for Sebastian. The videos, currently in production, will be on YouTube and on Sebastian's social media, giving insider tips and tricks for using Sebastian Products.

Produced by Wella studio in Los Angeles, the 30-second "prosumer" videos serve provide tips and connect the brand with the consumer audience (90%) as well as providing tips for professionals (10%).



Insider Video Tip: Sasha demonstrates the reshaper hairspray as a volumizer on wet hair.

Sasha has been leading training seminars for stylists all across the country, teaching them the latest trends in hair fashion. She is an instructional trainer for Sebastian and has worked at New York's Fashion Week with Christian Seriano, Chloe Sevigny, Charlotte Ronson and Diego Binetti.

Revolution is located at 5600 West 36th Street, St. Louis Park, MN. For more information, contact Lisa Trnka at (612) 205-5911, or lisa@trebuchetcommunications.com, Sasha Zoghi atsasha@revolutionsalonmpls.com, or Saeid Homayouni saeid@revolutionsalonmpls.com.

