

pay it forward

Local Salon *Gives Back* IN BIG WAY

Sarina Paulson

At **Willo Salons**, the hair stylists do more than just cut, color, blow-dry and style hair.

As an exclusive Aveda Salon, “Our mission has always been to help people look and feel their best, but also to give back to the world in which we live,” said **Sarina Paulson**, owner of four Willo Salons, a trusted *Stroll The Link* sponsor. “At Willo Salons, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but in the world around us.”

In an effort to do just that, Sarina said Willo Salons recently partnered with Back to You, which is an organization that trains and certifies licensed professionals to help those who are experiencing hair loss due to cancer, postpartum, alopecia or other health reasons.

“We have about 20 stylists between all of our salons that have been certified,” Sarina said. “These stylists are specially trained to determine hair solutions for anyone experiencing hair loss.”

Sarina said this could mean a wig, a hair topper, or even just assisting clients with how to best style their thinning hair. Willo stylists can order what is needed from Back To You and then help clients style their individual hair pieces.

“It’s not just about their hair; we want people to look and feel their best,” Sarina said. “Our clients who are going through a health diagnosis where they are experiencing hair loss want to look like themselves and get their confidence back.”

In our Meet the Neighbors article this month, you’ll read about **Cynthia Truro**, a Granite Bay resident who has been experiencing extreme health crises. Even though Cynthia is not in need of a wig or hairpiece, Sarina said Willo Salon in Roseville provided styling services for Cynthia for her photos for *The Link*.

“We are proud to be able to offer this service to our clients,” Sarina said. “Our hair stylists provide an emotional connection with their clients. We lift them up and participate in their lives through all the stages. It’s a powerful thing.”

Sarina owns Willo Salons in Roseville, Sacramento, Fair Oaks and Elk Grove. For more information about the services the salons provide, visit www.willosalons.com.





WILLO
SALONS

BEAUTY WITH PURPOSE

Sacramento's premier Aveda
Lifestyle Salons offering 100%
vegan, plant based hair care.

**Named Best Hair Salon
by Sacramento Magazine**

New guests — Receive a
complimentary Botanical Repair
Treatment with your first service!



QUAIL POINTE, FAIR OAKS — 916.631.7151
FOUNTAINS AT ROSEVILLE — 916.774.9772
LOEHMANN'S PLAZA, SACRAMENTO — 916.282.4700
ELK GROVE COMMONS, ELK GROVE — 916.686.6785
WILLOSALONS.COM  

