

SALON **puvo**  
calabasas

**puvo**  
haircare

# Raychel Harrison



## Media Kit





# Raychel Harrison

CEO, Salon Nuuvo / Nuuvo Haircare

**Age: 37**

**nuuvohaircare.com**

**salonnuuvo.com**

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**“It’s not just about the hair. It’s about the people. Salon Nuuvo is about the why - at Salon Nuuvo, teamwork is key.”**

Raychel is the proud owner of Salon Nuuvo and the Nuuvo brand.

Raychel is the visionary for Nuuvo and oversees the day-to-day operations and strategic direction of her team based salon concept in their signature salon in Calabasas, CA.

Raychel Harrison is passionate entrepreneur, whose dedication and professionalism has been recognized and acknowledged in the beauty industry and beyond.

Just 6 short years ago, Salon Nuuvo opened its doors in the Summit Shopping center; and proudly will celebrate its 7th year anniversary in January 2019.

The undeniable success of Salon Nuuvo can be attributed to Raychel’s diligent mission to provide a customer experience that raises standards in the beauty industry; while enhancing the beauty experience for each consumer they have the honor to service. Through her in-house academy, Raychel & her senior team have mentored and trained a vast amount of young beauty professionals, who have learned to truly care about their client’s customer experience, while advancing their careers.

“It’s not just about the hair,” Raychel has said, “It’s about the people.” “Salon Nuuvo is about the why - at Salon Nuuvo, teamwork is key.”

## About Raychel

Raychel Harrison is an award-winning entrepreneur, whose focus for her team and business is on professionalism and long term careers advancement for her team within the beauty industry.

### EDUCATION

- American Board Certified Hair Colorist
- Goldman Sachs 10,000 Small Businesses Owners Graduate
- Great Lengths Cold Fusion Master Application Specialist

### NOTABLE ACHIEVEMENTS

- San Fernando Valley Business Journal ‘women in business’ ‘rising star’ winner 2012
- North American Hairstyling Awards (NAHA) finalist - Salon Design 2013
- Board Director - Calabasas Chamber of Commerce 2016 - present
- Simi Institute for Careers & Education - Advisory Board Member
- Yelp, Best Hair Salon Calabasas - 2014 - 2018

Learning her trade under industry icon Robert Cromeans, (global artistic director for John Paul Mitchell) in the late 90’s, early 2000, Raychel was mentored at the famed Robert Cromeans Salon inside the Mandalay Bay Hotel in Las Vegas.

At weekends she would travel the Country on Robert’s show team as a National Platform Artist, teaching the latest hair techniques to new upcoming stylists.

Raychel built an impressive resume of accomplishments with that brand, but marriage and starting a family, moved her away from Las Vegas and the industry in 2006.

Moving to Westlake Village CA, Raychel renewed her love affair with the industry in 2008, returning as an independent hairstylist & colorist, rebuilding her clientele and knowledge.

Raychel enrolled in and completed the American Board Certified Hair Colorist program in 2009, the most rigorous examination of color proficiency in the United States.

In 2011, Raychel opened her own upscale hair salon in celebrity haven Calabasas, and was the recipient of the Women in Business Awards ‘rising star’ for the San Fernando Valley Business Review Journal in 2012.

Salon Nuuvo is now the premier hair salon and spa in the city, and the only team based all-employee salon in San Fernando Valley. The Salon highly rated on Yelp, and has over 145 5-star views, and won best hair salon Calabasas each year since 2014.

Raychel launched Nuuvo Haircare in 2014, a vegan friendly plant based hair collection that can transform hair vitality within 7 days.



# Press

SPECIAL SECTION

2017 HEALTH & BEAL



## BEAUTY & THE BELT

With blazing energy and business savvy, these young CEOs are leading the beauty industry into a new era.



### Salon named top business

The Calabasas Chamber of Commerce announced that Salon Nuuvo and its founder, Raychel Harrison, have been chosen as Business of the Year.

Each year, the United Chambers of Commerce and its member Chambers choose a local Business of the Year to be honored at an area-wide awards ceremony.

Harrison oversees the day-to-day operations of the salon, located in the Calabasas Summit shopping center on Agoura Road, while her husband, Audley, assists.

The salon celebrated its third anniversary in Calabasas last month.

"We're honored that the community has recognized the value we provide, and have supported Salon Nuuvo and Nuuvo hair care since



Audley and Raychel Harrison

our opening in 2012." Raychel Harrison said. Salon Nuuvo uses eco-friendly, 100 percent vegan, carcinogen-free products, and the hair color is ammonia-free, Harrison said.

Audley Harrison won a super heavyweight Olympic Gold Medal in Boxing for Great Britain in 2000. He went on to launch his own promotional company.



### Salon Nuuvo one of industry's best

Salon Nuuvo in Calabasas, owned by Raychel and Audley Harrison, recently was named to the Salon Today 200 by Salon Today, a business magazine for salon and spa owners.

The magazine's 21st annual Salon Today 200 issue profiled the selected salons in its January/February edition. The 200 salons were honored for their best business practices from applications submitted by Salon Today readers that represent the 20,000

top-producing salons and spas in the country.

The magazine honored applicants in the following categories: compensation and benefits, customer service, employee education, inventory management, philanthropy, profit center, retail and merchandising, retention and referral programs, salon culture, technology and growth.

Salon Nuuvo was honored in salon culture and philanthropy. For a salon or spa to be

named in the list, it had to meet the following criteria: opened on or before Jan. 1, 2015; provides professional salon services; generated annual service and product sales revenues of at least \$250,000 per year since 2015; owner provided statistical information about the business and completed at least one of the best practice category essay sections; and submitted documentation to verify financial information for the growth category.

What happens when an Israeli-born hair stylist who grew up on a farm meets a British-born Olympic Gold Medalist boxing champ of Jamaican descent? Why they fall in love and get married, of course.





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# Ingredients Matter

Transform your hair  
no sulfates • no paraben • no gluten  
animal by products • no animal testing

salon professional

“Beautiful Hair  
Made Strong  
by Nuuvo”



untamed  
dry texture  
spray

- create instant volume and fullness
- revitalize flat tired hair
- weightless and lightly scented

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[nuuvohaircare.com](http://nuuvohaircare.com)



The Finest  
Hair Extensions  
in the World



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# Executive Team



## Raychel Harrison

Raychel is a professional celebrity hair stylist with 22 years experience. She has also been a national educator for JPMS and was part of the artistic show team for industry icon Robert Cromeans in Las Vegas.

In 2012, Raychel launched her haircare company under the Nuuvo brand, which includes Salon Nuuvo, Nuuvo Haircare, Nuuvo Hair Extensions, Nuuvo Academy, plus *Hairdressers Helping Humanity*, her nonprofit for hairdressers to give back to charity.



## Audley Harrison

First coming to widespread prominence in 2000, Audley Harrison became the first Briton to claim Olympic boxing gold in 32 years with the Super Heavyweight title at the Sydney Games.

Awarded an MBE after his Olympic success, Audley set up his own company, A Force Promotions. Displaying his entrepreneurial spirit, Audley negotiated a ground-breaking £1 million direct broadcast deal with the BBC to cover his first 10 professional fights.

Audley has retired from boxing, but his entrepreneurial ways has continued with his backing as co-founder with Raychel and Brand Nuuvo.



# OUR REPUTATION BRINGS YOU IN OUR TEAM BRINGS YOU BACK

Since 2012, Salon Nuvo has been on the cutting edge of hair artistry for their clientele, with every employee being an integral part of their team based culture, which guarantees clients expectations are met on a daily basis.

Nuvo Hair Care • Cuts • Goldwell Hair Color • Blow Dry Bar • Hair Extensions



Team Focus • Continuous Education • Impeccable Customer Service

# SALON NUVO

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