



LIVING THE DREAM

Janna Piacenti's Neuvo Salon

Janna Piacenti always knew she wanted to be a hair stylist, but growing up in the former Soviet Union, she wasn't sure if that dream would ever become a reality. In 1979, Janna, 13, and her family arrived in Memphis from the Ukraine with \$500 in their pockets, no grasp of the English language and hopes for a better life in America. Attending Yeshiva Academy, she worked at McDonalds and bought her first car at age 15. Although McDonalds wanted her to enroll in the management training program, she already had a plan for her life.

Following graduation from cosmetology school in 1985, she worked for 20 years in the business and developed a loyal clientele which set her on the path that would lead to opening her own salon, Neuvo, in East Memphis in 2005. Meanwhile she married Perry Piacenti, a financial advisor at Raymond James Financial Services, and adopted a son, Peyton, now six years old.

After five years of renting space, Janna decided to take the next big step towards building her reputation and fueling her passion. The Piacentis bought property at 5158 Wheelis Drive last year and now have just completed building a brand new, 4,700 square foot salon that is like no other. Crystal chandeliers and a beautiful granite-topped front desk set a luxurious tone when clients first step inside. They are shampooed in comfortable, state-of-the-art Italian chairs that feature remote-control settings and back massagers.

Neuvo is currently the only salon in Memphis to feature Kerastase, an innovative, unique product line that is beloved by movie stars and other



sophisticates worldwide. The salon offers Kerastase deep-conditioning treatments, which intensely hydrate and rebalance the scalp while adding moisture, body and suppleness to the hair. Hot towels and a soothing neck and scalp massage complete the process. In addition to providing Keratin smoothing treatments and Chi Japanese straighteners, Neuvo is currently the only salon in town offering Brazilian Blowouts. This smoothing treatment, which takes just 90 minutes, leaves hair smooth, shiny and free of frizz for 12 weeks. The salon also has a private area for manicures and pedicures where clients can relax in total comfort. In addition, Neuvo features all the latest styles in jewelry, hair accessories and beauty products.

At Neuvo, the atmosphere is elegant and offers a relaxing experience. Its stylists have done hair for many years or have completed the apprenticeship program at the salon, and they all work in harmony to pamper and service the clients. Perry Piacenti has said that launching this expansion is a clear testament to Neuvo's past success as well as to the health of the haircare and beauty business. With their motto of "life is good, make it better", he and Janna are looking forward to building on their success, and they invite clients both old and new to visit them and the Neuvo team in their fabulous new surroundings.

The salon is open Tuesday through Saturday from 8 am to 6.30 pm. The phone number is (901) 531-6000 and web address is www.neuvosalon.com. Also, look for Neuvo Salon on Facebook.

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