

FOR IMMEDIATE RELEASE

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The Benefit of Beauty.

Salon Soca in Lincoln Park, Chicago will share the excitement and the grace of beauty on Saturday, October 14, by creating *The Benefit of Beauty* event.

Salon Soca will showcase their space as a gallery for the senses... Get ready to **Soak** up the visual art by Charles Shriver as you **taste** hors d'oeuvres and **sip** wine. **Listen** to the DJ's "spin-art" as you take in the **scents** of Aveda's aromatherapeutic products. **Touch** jewelry by Valerie Willer and Michelle Deptula, and paper goods by Norah Helling. You'll discover that you can pass on the beautiful feelings when we share our proceeds with others.

Salon Soca invites you to treat all of your senses beautifully. Enjoy the party, sample the makeup, find a gift for someone beautiful. Perhaps you.

WHERE: Salon Soca
1400 West Webster, Chicago, IL 60614
773.244-0999
www.salonsocachicago.com

WHEN: Saturday, October 14, 2006
6pm - 10pm

The event is free, our way of spreading beauty. A percentage of proceeds from sales of art, jewelry, paper goods, or Aveda salon products will **support Walk Now Chicago for Autism**. www.walknow.org.

*Salon Soca is an Aveda Concept Salon providing classic & modern services
with an urban experience for women and men in Chicago.*

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Members of the media are invited to attend this event.
Please contact us at contactus@salonsocachicago.com or jennier@twirladvdesign.com.

classic. modern. urban.

salon
SOCA