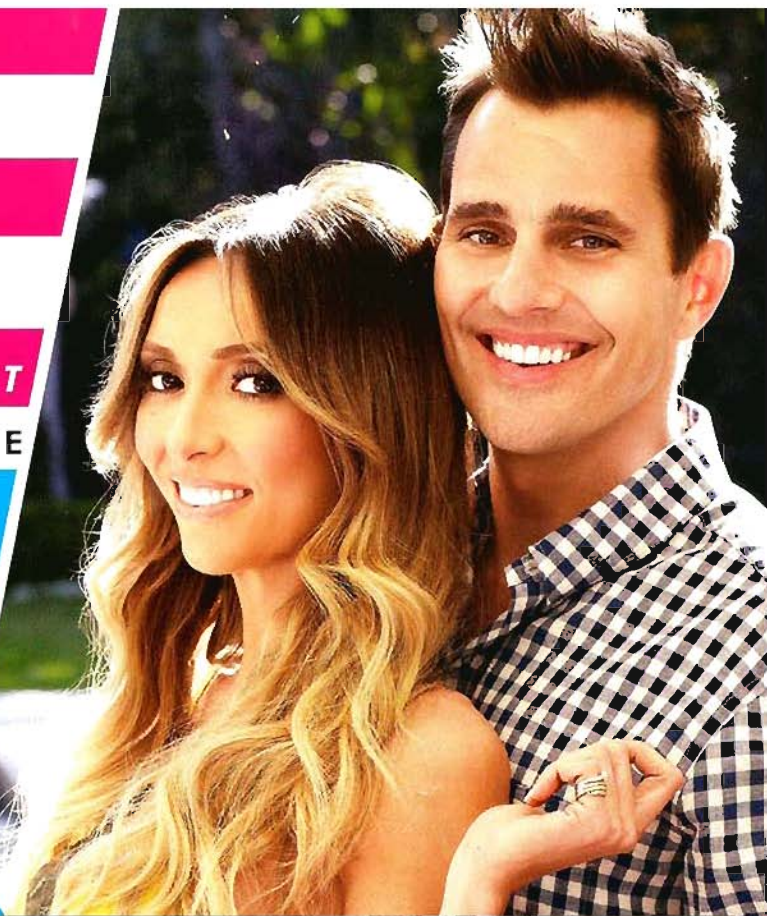


# BE

BEAUTY ENTERTAINMENT  
THE *Salon People* MAGAZINE



Elisabeth, Whoopi, Tyra, Joy, Sherri  
**How's THE VIEW?**  
**Beautymakers® Vote**



#37  
**BE! HOT 100 SALON**

## Salon Vanity

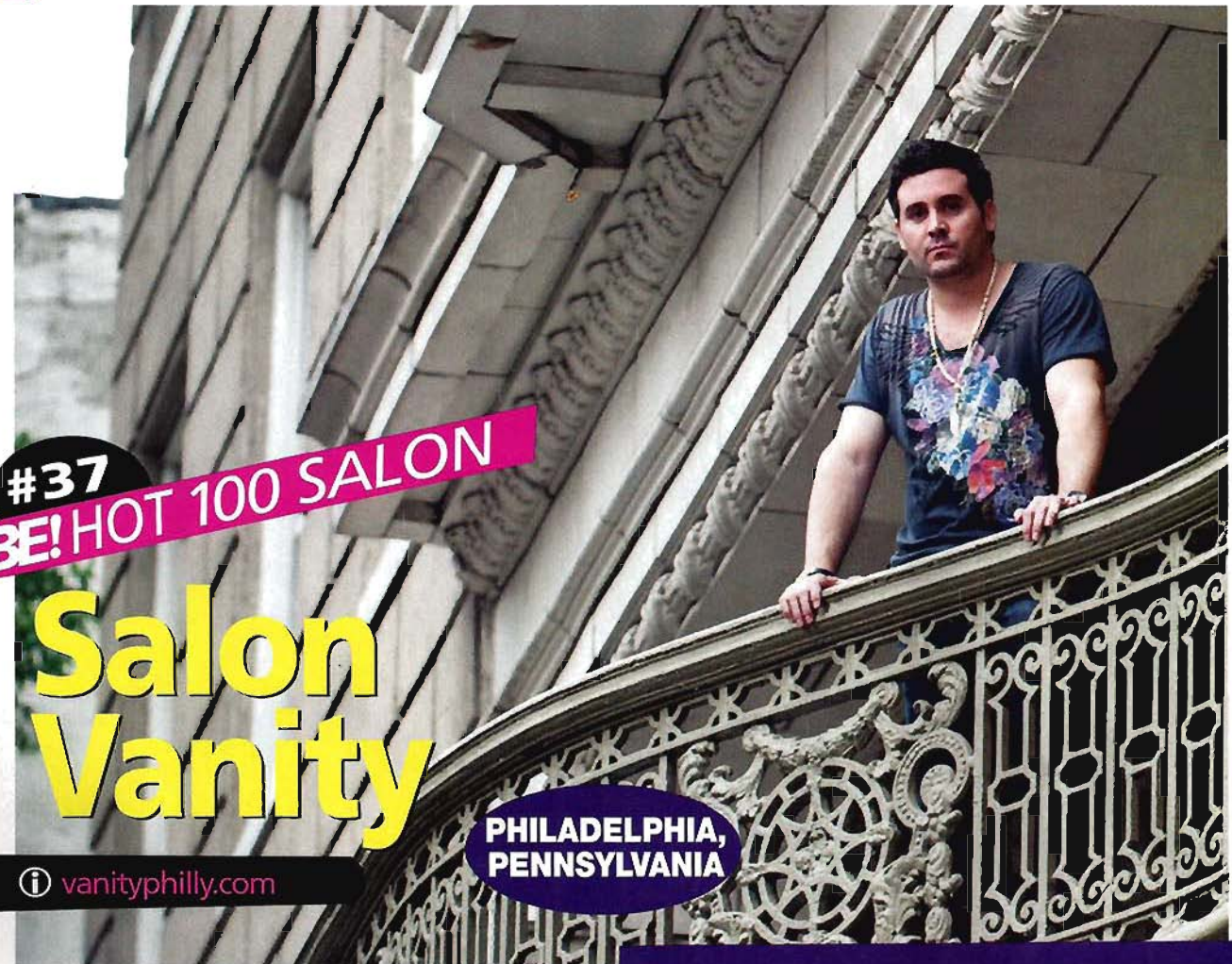
[vanityphilly.com](http://vanityphilly.com)

**PHILADELPHIA,  
PENNSYLVANIA**

**Salon**

Issue BE!-15 • Visit us at [beautyentertainment.com](http://beautyentertainment.com) • \$3.99

A Salon City Media Publication



#37

**BE! HOT 100 SALON**

# Salon Vanity

**PHILADELPHIA,  
PENNSYLVANIA**

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

## Sexy, Polished and Professional

First generation Italian-American Edmondo Blando is the owner of Salon Vanity, located in a trendy and upscale neighborhood in Philadelphia, PA. Although Vanity is a popular favorite within the area (with clients coming from as far as New Jersey!), styling and cutting hair is not something Edmondo thought he would ever be doing. "Being a guy growing up in a tough neighborhood, no one would ever think about that!" he laughs. But after being inspired by the environment of the salon where his mother was a hairdresser, and playing around with hair clippers with friends, he fell in love. "The practical part of it came very easy to me. It's been a blessing to find what I really love to do every single day." Edmondo's wife, Chrysanthy, is the one who encouraged him to open his own shop, and has been involved with Vanity's progress from day one. He describes his city's popular look as "the sexy, polished, professional female." As



Edmondo explains, his salon is one dedicated just to the beauty of hair, one that can accommodate anyone who walks in, and it's unique in Philly. "One thing I provide to the high end style here, that no other salon has been able to do, is bring in all these elements and people into one location." Vanity's diverse clientele is proof of this – chefs, soccer moms, bar-tenders, tattoo artists, designers, photographers, the list goes on! Also, the best salons carry the best products, and for Vanity that includes Pureology, L'Oréal Professionnel, and Milbon. Lucky for us all, Edmondo and his staff have the passion, and Salon Vanity has the goods, to give you, and anyone who asks, the freshest and most stylish hair in Philadelphia!

— HYDE WALKER

## Edmondo's Tips for Fall

**This has become a lost art; brush your hair! It stimulates your scalp, which is good for hair loss, removes build-up for oily hair, and conditions the ends for dry hair. It's a simple thing that goes a long way!**

**Don't overuse conditioner! You don't need 4oz of it on your hair.**

**For moisture and nutrients, do plenty of treatments and hair masks, at home or the salon. You have dry heat inside and cold air outside, so hair really goes into shock!**

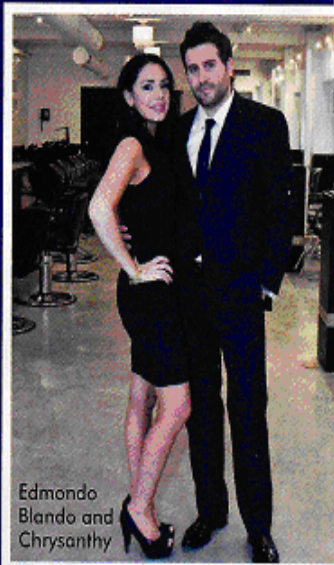
**Understand what kind of lifestyle you have, and choose products that go best with it for you. Everything doesn't work on everybody.**

## Edmondo's Top 3 Faves

**L'Oréal Mousse Volupte is incredible and non-drying. You can use it on second day hair and it'll re-activate your entire style!**

**Orofluido Beauty Elixir. It's a light oil that's not loaded up with silicone. It works on hair that's dry or wet, straight or curly, fine or thick, doesn't matter!**

**We're known for finishing hair really well, so I use L'Oréal Textureline Infinium #3 Hairspray. You can set it with a curling iron, brush it, and keep working it over and over!**



Edmondo Blando and Chrysanthy