

suburban life

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Ame Salon and Spa:
Now celebrating
25 years in Wayne,
always striving to
bring out everyone's
best beauty.

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color and cut.”

Ame strives to deliver exceptional results for each client. That’s true whether someone comes in for a facial, a massage, or any other wellness service for which Ame has become known.

Wellness treatment options abound to help clients “detox from the inside out,” according to Pastore. Infrared sauna sessions, which help with detoxification, pain relief, weight loss, improved cell health, and more, have become particularly popular.

“People are much more educated now because of the internet and Instagram, which is more reason I’m a stickler about education,” she adds. “People who come in to see us want to learn, whether it’s about their hair, skin, body, or whatever is ailing them.”

Guests are also becoming keener about discerning results. That is to say, many of them have an in-depth understanding of what works and what does not; Ame’s most popular treatments speak to that truth.

During the dry and windy months of an unforgiving winter, for example, an ultimate HydraFacial experience featuring lymphatic drainage can be a lifesaver—and, Pastore suggests, a thoughtful gift for anyone you know who needs an early holiday present or reminder to de-stress.

“When someone comes in for massage therapy or a skincare facial, they see it’s not just fluff; there are results,” she says. “We do a lot of micro-channeling, dermaplaning, and just really good facials that people love because they see results immediately.”

As Pastore says, “We’re not just another hair salon and spa.”

Pastore’s definition of success is ever-evolving. In addition to continuing to lead Ame, she has her sights set on giving back—namely, by offering career opportunities and paths for young people.

She also offers an important reminder: that people need to treat themselves with the same kindness they would give to others.

“At the holidays, life can get stressful,” she says. “Just remember that your family deserves you at your best, so make sure to take time for yourself and Ame is just the place to do that.” ■

Shining from Within

Ame Salon and Spa: Now celebrating 25 years in Wayne, always striving to bring out everyone’s best beauty.

by Leigh Stuart | photos by Jody Robinson

Beauty accrues and grows greater with time, no matter what some industry advertisements seem to suggest. That’s because of one simple truth, which Lori Pastore, owner of Ame Salon & Spa on the Main Line, has known since the first day of her 45-year career: Beauty comes from within.

“I have always believed in health and taking care of yourself from within, while looking good at the same time,” says Pastore, whose 8,000-square-foot salon and spa in downtown Wayne has been a neighborhood fixture for 25 years. “I’ve always believed in catering to people as if they’re walking into your home. We built this business on connection, and it’s more important now than ever. We change with the times, but as far as caring, and connecting, that’s what we’re about at Ame.”

Built on a foundation of kindness and honesty, Ame Salon & Spa has thrived for so long due to its commitment to hospitality, top-notch service, and array of services. It also possesses a certain X factor Pastore considers the “nucleus” of its success: training.

“I say, you can either be a good stylist or aesthetician, or you can be over-the-top great,” she says. “If you want to just be av-

erage to good, Ame is not the place for you.”

Ame has established itself as so much of an authority that aspiring professionals come to the salon to become licensed via in-house apprenticeships. In other words, Ame provides a vital avenue to launch and grow a career for those who do not wish to attend traditional beauty school.

“To watch young stylists blossom into beautiful people gives me adrenaline,” she says. “They have always been beautiful, but teaching them about self-confidence, health, and wellness, and developing them into who they really want to be is always my mission.

“I want to help people grow from within,” she continues. “Beauty starts from the heart; the icing on the cake is great hair



Ame Salon & Spa

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