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Beauty in Bloom

Thalía Salon of Yardley has cultivated a refined yet warm atmosphere in which clients receive the highest echelon of haircare.

by **LEIGH STUART** | photos by **ALISON DUNLAP**



Thalía Salvatore, owner of Thalía Salon of Yardley, started her career in beauty nearly 25 years ago. She earned her first industry job as an assistant at a neighborhood shop across the street from her parents' restaurant. Even so, her interest in haircare went back much farther.

"Thalía Salon was born out of a desire to create a high-end, intentional beauty experience in Yardley," Thalía shares. "Over the years, we have refined not only our craft but our standards as well, with a focus on customization, consistency, and hair health. We are thrilled to be growing into a modern luxury salon that combines expertise, eco-friendliness, and a warm, inviting atmosphere.

"I always wanted to do hair and own a salon, even from as early as the second grade," she continues. "I have a bunch of entrepreneurs throughout my family, and so it was always something I strived to do."

A skilled hairdresser herself, Thalía honed her skills in salons in both the Philadelphia area and South Florida. Six years ago she opened her shop in Bucks County, Thalía Salon of Yardley. Her goal: "to create a space where people could feel elevated and taken care of without feeling rushed, or like it's a transactional experience."

"I wanted an environment where clients felt refined and still warm," she explains. "I like the whole luxury feel—I want clients to feel like they're in this great place—but I also don't want them to feel intimidated coming in. I still want it to be a very fun and welcoming atmosphere."

And that's exactly what Thalía has cultivated in the salon that bears her name. With a chic interior featuring tranquil French country blues and crisp white accents throughout, the salon invites guests to relax in an atmosphere of quiet elegance.

Thalía Salon of Yardley offers myriad services, including styling, cut, and color for men and women, as well as conditioning masks and treatments, spray tans, makeup applications, and brow tinting and waxing. In line with Thalía's commitment to wellness, she personally researches and chooses products for use in the salon that emphasize cruelty-free development, gluten-free and vegan ingredients, and natural ingredients free of ammonia from purveyors such as Oligo Professionnel and Lakmé.

"You want to find the best options because you want products that are going to deliver as well," she adds. "You don't want to use



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—Thalía Salvatore, owner of Thalía Salon of Yardley

something just to use it, when it won't do anything [for the client]."

Her vetting process is ongoing, too. If new research suggests that one of the products used by the salon has a potentially problematic ingredient, she quickly finds an appropriate replacement to ensure a healthier experience for everyone involved. Besides carefully curating the selection of products, the salon utilizes an air-purification device when even the possibility of a chemical smell might arise.

The salon's size is indicative of its success. In all, Thalía Salon of Yardley boasts an impressive 15 hair stations and a roster of 20 employees.

"Our team is one of our biggest strengths," Thalía says. "We've intentionally built a team that includes newer stylists that have been trained under our senior team, as well as experienced artists and educators. Everyone brings their own level of creativity, but what ties us all together is our shared standard of prioritizing the health and integrity of the hair."

Given the team's wide-ranging skill sets, the salon can match clients with the perfect stylist.

"We're also very intentional about placing our guests with the appropriate stylist based on the goals, personality, maintenance level

[of a hairstyle], and long-term schedule so they feel supported and comfortable," she adds.

One might imagine consistency would be an issue with a staff as large as the one at Thalía Salon of Yardley, but Thalía's investment in cutting-edge digital tools has eliminated any guesswork.

"We have a fully digital color system, so it tracks the history, the formulas, and the preferences of every guest," Thalía says. "You weigh and track every formula. We're able to blend art and accountability."

Such precision also reduces waste, which is good for the environment and for the salon.

"You basically are measuring color to the gram," she explains. "That way when the client comes back, you're mixing back to that same exact formula. So you're never wasting. Also, if a stylist is ever unavailable for any reason, any team member can just go right in the profile and use the same exact formula, step by step, and recreate the look with precision."

Underlying the whole experience is a guest-centered approach. Thalía designed the salon to feel like a retreat from the moment a guest walks through the door. Each guest is offered a glass of wine, snacks, and a variety of specialty coffees and herbal teas, among

other comforts.

"Luxury is in the details," she says. "It's an upscale environment, but never intimidating; it's polished, but still fun and welcoming. We try to know everybody by name, because we want everyone to feel like they're a part of the salon family. Our goal is to make sure we can deliver exactly what you are looking for so you can reach your hair goals.

"My goal has always been for Thalía Salon to be known as the salon that raised the standard in Yardley, not just for beautiful hair but also for operating with intention. We're proud to be a part of this community, and we're building something that continues to evolve with it." ■

➔ Thalía Salon of Yardley

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