

# eSalon Wins 2014 Allure Best of Beauty Award Best Home Color, Single Process

(September 16th) New York, NY - eSalon, the at-home hair color company that has revolutionized the home beauty experience, is thrilled to announce that its Made for You Custom Hair Color has been named a winner in the 2014 Allure Best of Beauty Awards.

“We are overjoyed that Allure has recognized eSalon’s Made for You Custom Hair Color as the Best Home Color, Single Process,” said Francisco Gimenez, visionary ecommerce entrepreneur, who co-founded eSalon in 2008. “Our product stands out from past winners in its category, and we’re extremely honored that eSalon’s breakthrough approach to home color is being recommended by Allure’s editorial staff and veteran beauty experts.”

This marks a notable shift in Allure’s Home Color Category, with eSalon being the first independent company to have a winning product in the category. This is also the first winning product for Best Home Color that’s only available through an online service and not through traditional retail outlets, such as drugstores.

With only 242 winners selected out of thousands of entries, all tested by Allure’s editors and vetted through independent experts, the Allure Best of Beauty Award is one of the most coveted in the beauty industry, awarded only to those products deemed truly innovative and effective.

In addition to winning this exclusive award, eSalon reached another milestone just last month when the company proudly shipped its 1,000,000th hair color formulation.

Each bottle of eSalon pigment, unlike pre-mixed box brands, is individually blended based on the client’s personal hair profile. Clients are asked about gray percentage, hair texture, natural color, color history, and more, and they can also upload photos for review. Then, eSalon creates their most flattering shade. eSalon’s quality hair color and proprietary mixing technology ensure a perfect match. The color is bottled, labeled with the client’s name (because it’s made for her and no one else), and delivered within days – and the product costs less than \$20.

eSalon also offers a complete line of salon-quality, color care products formulated to work in conjunction with its custom-blended color.

Visit [www.esalon.com](http://www.esalon.com) for exclusive hair coloring tips, how-to videos, and to learn how the company’s pro colorists achieve a client’s ideal match. Find additional company news and product information on eSalon’s social media sites:

(Facebook) [facebook.com/eSalon.com](https://facebook.com/eSalon.com); (Instagram) [instagram.com/esalon](https://instagram.com/esalon); and (Twitter) @eSalon.

AVAILABILITY: eSalon is available online at [www.eSalon.com](http://www.eSalon.com)

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