

Big Fish, Small Pond

In every small town across America, there's at least one salon that raises the bar for everyone else. **Nutley, NJ**, (population 26,797) has Pink Comb Beauty Boutique.

Nutley, NJ, located approximately 10 miles from New York City, is a picturesque suburb known for its residents, who've made great efforts to preserve the surrounding natural environment and who take an active role in maintaining and improving the town's quality of life. Businesses also take an active role in the community, including Pink Comb Beauty Boutique, a beauty haven for women who want to look and feel their best.

One might say that the beauty business is in 26-year-old Michelle Lo Conte's blood, as her parents are hairdressers who met in cosmetology school. Even though Lo Conte always enjoyed styling hair for fun, she decided to attend college before cosmetology school. To make extra money while in college, Lo Conte placed an ad on Craigslist offering her services for bridal and bridal party hair updos, which still happen to be her specialty. After she started doing makeup as well as hair, her business boomed, which led her to open Pink Comb in August 2008.

Pink Comb's clients consist of brides-to-be, Lo Conte's former bridal clients and local women who want to be pampered in a feminine and welcoming environment. "When a bride hires me to do her hair for her wedding, I become a part of the most intimate and special day of her life," Lo Conte says. "Now my clients can have a place to come to feel girly, pampered and special."

Besides bridal updos, the salon offers manicures, pedicures, waxing, cuts, color and airbrush makeup services, as well as Girls Night Out packages, bachelorette party hosting and on-location services. The 1,900-square-foot salon houses seven styling chairs and features a "shabby chic" decor with pale pink walls, chocolate-colored furniture, and ivory and gold tones. Pink chandeliers give the salon an upscale boutique-like feel.

As for coming up with the name of her salon, Lo Conte didn't have to think hard. As long as she has been in the bridal hair

business, she has been using a pink comb to style hair, so it seemed like the perfect fit. "It's my little trademark," Lo Conte says. "Plus, if it wasn't for my pink comb throughout the years, I wouldn't have been able to become successful or to have had the opportunity to open this salon." ❧
—NICOLE PALMIERI

In Stock: Halo, PureOlogy, Graham Webb



TOP TO BOTTOM: Gift cards are available for purchase; the styling stations; the retail area features a boutique-like decor and a large pink chandelier; the shampoo stations are located in a separate back room.

PINK COMB BEAUTY BOUTIQUE
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