



## PRESS KIT



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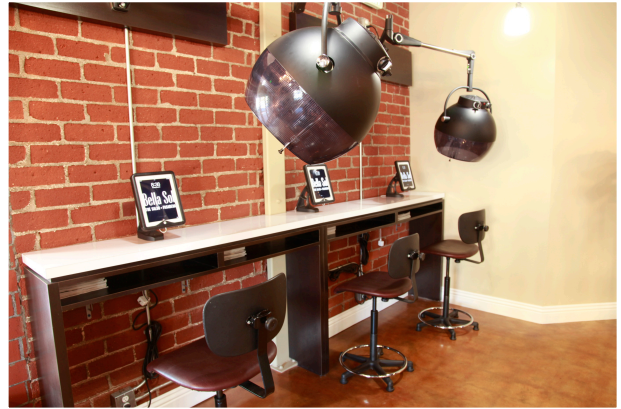
## FACTS

- Lurdes Medina, owner, has been in the tanning industry for ten years. She initially began her career in this industry by opening a franchise-tanning salon. From there she went independent and years later she relocated and expanded, adding services to open what is now known as Bella Sol The Salon.
- Lurdes Medina is known for her particular skill set in airbrush tanning.
- Bella Sol The Salon offers services such as hairstyling, makeup application, UV/sunless tanning, and red light therapy.
- The salon also offers their busy guests one-of-a-kind amenities such as Shiatsu massage chairs, iPad bar, electronics charging station, and simple copying and faxing.
- Right in the heart of Pasadena, Bella Sol The Salon is in a newly, re-designed 2,500 sq./ft. space.
- The tanning technicians are certified through the International Smart Tan Network.
- Bella Sol The Salon is the only salon in Pasadena that carries 100% vertical tanning booths.
- The salon offers UV-free red light therapy—a non-invasive and cost-effective, anti-aging light technology.
- Official salon sponsor for the 2015 Miss Pasadena & Miss Century City beauty pageant.
- Official airbrush artist for 2015 Miss Malibu, 2013 Miss California, 2013 Miss Teen beauty pageants.
- Bella Sol The Salon has a blog with various beauty and industry information.
- Press placements include Los Angeles Daily News, Pasadena Star News, Los Angeles Business Journal and Pasadena Magazine.

- 
- Lurdes has been nominated for the 2015 Los Angeles Business Journal Nonprofit & Corporate Citizenship Awards, 2015 Latino Business Awards and 2015 National Latina Business Women Association Awards for “Women In Excellence”.



## PHOTOS





## 2015 Miss Pasadena & Miss Century City – Official Salon Sponsor





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## BIO



Lurdes is the owner of Bella Sol The Salon located in Pasadena. As the first Latina to own a franchise Hollywood Tans over ten years go, she established herself in a male-dominated industry, successfully building her reputation as owner of one of Pasadena's premiere tanning salons. Best known for re-defining the art of spray tanning and for her flawless airbrushing technique, Lurdes quickly established herself as one of the best in the industry, which led her to relocate and expand her salon to offer additional services.

She is also the official airbrush artist for the 2015 Miss Pasadena & Miss Century City, 2015 Miss Malibu, 2013 Miss California/Miss Teen Beauty Pageant and official judge for the Miss Teen Los Angeles 2014.

Apart from being the mastermind behind the brand she's created, Lurdes serves various nonprofit organizations. As a Donate Life ambassador she educates the public on the importance of organ donation. In addition, Lurdes has been a licensed foster mom for the last five years with Optimist Youth Home & Family Services, providing a temporary home for special needs children in foster care. Most recently she became a board member for the YWCA Pasadena—Foothill Valley to participate in working towards eliminating racism and empowering women.

Being a Latina business owner, Lurdes empowers fellow entrepreneurs to succeed in their endeavors. The Los Angeles Business Journal and the Latino Business Association recently recognized Bella Sol The Salon as one of the businesses "who are setting the example for excellence through the Los Angeles county." – Los Angeles Business Journal, January 26, 2015. In addition, she has been a nominee for the National Latina Business Women Association-LA Awards for "Women In Excellence", as well as a finalist for Los Angeles Business Journal's 2015 Nonprofit & Corporate Citizenship Awards in the 'In-Kind Supporter' category. Her work ethic both in business and nonprofit areas serve as a strong example for those who look to succeed in their endeavors while giving back to their community.

# PRESS

## PRINT & ONLINE NEWSPAPERS AND MAGAZINES

### Los Angeles Business Journal, July 2015

JUNE 29, 2015

AN ADVERTISING SUPPLEMENT TO THE LOS ANGELES BUSINESS JOURNAL 57

#### Nonprofit & Corporate Citizenship Awards **2015** FINALISTS

##### • In-Kind Supporter of the Year Finalists

**LAURA MCHOLM**  
CO-FOUNDER AND CMO  
NORTHSTAR MOVING COMPANY



LAURA McHolm and her company NorthStar Moving support a number of nonprofit organizations, with particular emphasis on Claire's Place Foundation, Inc., which is a non-profit organization designed to help children and families affected by cystic fibrosis, and the summer food drive competition that McHolm founded in 2013, "Let's Send Hunger Packing," to feed hungry children.

McHolm designed the food drive to be a competition to help drive more donations. She persuaded Coldwell Banker Residential Brokerage offices in LA County and Orange County to compete against one another to collect the most food donations for their local food bank. NorthStar Moving handles all the logistics, collateral, printing, press outreach and awards the offices that raised the most food with a substantial monetary donation to their local food bank in their name. The food that is collected is donated to the Los Angeles Regional Food Bank and Second Harvest Food Bank of Orange County.

**LURDES MEDINA**  
OWNER  
BELLA SOL THE SALON



LURDES Medina's primary role with Bella The Salon is as business owner. She entered the beauty industry over ten years ago as the first Latina to own a Hollywood Tans franchise before she transitioned into becoming an independent tanning salon owner.

For the last five years, Medina has been a licensed foster mom with Optimist Youth Home &

Family Services (OYHFS), opening her home to children with physical, emotional and medical special needs. Her passion is to serve this organization's mission by providing a safe environment for children, as well as giving them the opportunity of a better future. In addition to giving her time and home, Medina has also contributed financially. The organization does not provide daycare, leaving her to seek out the appropriate care providers that are able to handle children with special needs. She also provides extracurricular activities for her children, so that they are able to learn important social skills and behavioral development.

**CHUCK RUBIN**  
OWNER  
HOLLYWOOD GROOMING



CHUCK Rubin, the founder of Hollywood Grooming and creator of his "PAW it Forward, Rescue Grooming Saves Lives" program, is a hero to local animal rescues and city shelters. His staff of groomers including himself and his wife Yael plus their five grooming trucks transforms matted, dirty looking dogs and cats into attractive, adoptable ones by incredible makeovers.

Hollywood Grooming has transformed "hundreds" of homeless dog and cats into beautiful pets that found loving homes through events where he and his grooming team volunteers their time, grooming trucks, and supplies to save animals lives at our city shelters. This past Christmas, Hollywood Grooming went to downtown LA Skid Row and for six hours groomed every pet brought to the event by the homeless including many pit bulls, plus they brought a Santa Claus and gifts for all the kids at Union Rescue Mission which is where the grooming event was held.





**WOMEN IN BUSINESS 2015** | PROFILES

*Never forget what inspires you. It's a beautiful thing when a career and a passion come together.*

**LURDES MEDINA** **BELLA SOL THE SALON**

**CONTACT INFORMATION:**  
**Address:** 770 S Arroyo Pkwy, Suite 100, Pasadena **Phone:** 626.564.8664 **Online:** [www.BellaSolPasadena.com](http://www.BellaSolPasadena.com) **Email:** [bellasoltanning@gmail.com](mailto:bellasoltanning@gmail.com)

**PROFESSION:** Salon Owner/Professional Makeup Artists/Master Airbrush Artist. **SPECIALTY:** Known for her flawless airbrushing technique, Lurdes is a spray tanning expert and perfectionist. **SERVICES OFFERED:** Bella Sol provides services such as hairstyling, professional makeup, custom airbrush tanning, sunless tanning and red light therapy. Our one-of-a-kind amenities include a Wi-Fi iPad bar, charging station, faxing and copying. To top it off, our shiatsu massage chairs, coupled with complimentary beverage completes a Bella Sol experience. **PROFESSIONAL MEMBERSHIPS:** Latino Business Association Member; Pasadena Chamber of Commerce Member; YWCA Pasadena - Foothill Valley Board Member; Donate Life Ambassador; licensed

foster mother for Optimist Youth Home & Family Services. **GREATEST PROFESSIONAL ACHIEVEMENT:** After ten years of building her brand, Lurdes relocated and expanded Bella Sol The Salon, adding new services for her guests. Her mission is to empower each guest with beauty and confidence. The urban oasis she created brought her vision to life through Bella Sol, reflecting her style and personal life. **CHARITY WORK:** After losing her son, Lurdes became a Donate Life Ambassador to spread awareness about organ donation. As a licensed foster mother, she provides a temporary home for special needs children, while working with YWCA to empower women and eliminate racism.

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Los Angeles Daily News

BEAUTY PAGEANTS

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Beauty pageants

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## Bella Sol The Salon in Pasadena chosen to sponsor beauty pageants



Lurdes Medina, owner of Bella Sol The Salon in Pasadena, is seen Thursday before her step and repeat backdrop. The salon has been named the official salon sponsor for the 2015 Miss Pasadena and Miss Century City pageants. Sarah Reingewirtz — staff photographer

By Claudia Palma, LA Daily News

POSTED: 03/29/15, 5:29 PM PDT | 0 COMMENTS

PASADENA>> Lurdes Medina admits she had a preconceived notion that many beauty pageants focused on the superficial.

But after her being invited to work with a pageant production taking place in Pasadena over a year ago, she not only was surprised at what she learned about pageants, she was inspired.

"It was a big eye-opener. The (contestants) were so diverse," said Medina. "The one thing all the girls had in common is confidence. It left me in awe."

Medina's Bella Sol The Salon is the official sponsor for the 2015 Miss Pasadena and Miss Century City beauty pageants taking place Sunday at the Hilton Los Angeles in Universal City. The competitions are being produced by Toay Productions and Capture the Title.

The salon's team provided the contestants with hair, makeup and tanning services, as they prepared for the competition. The new titleholders crowned Sunday will then compete for the Miss California USA title.

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"It's such a great group of girls," said Medina of the contestants. "They all (compete) for different reasons - for nonprofits, college (scholarships)."

After that first positive experience, the salon has been a part of several more pageants in California such as being the official airbrush artist for the 2015 Miss Malibu, 2013 Miss California and 2013 Miss California Teen.

"(The pageants) are based on more than how good you look in a bathing suit," said Medina. "They want to know, what are they doing in their community, how well do they speak in public. These girls work really hard, they are rocking it."

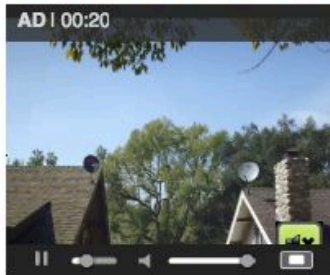
Medina said she is also glad to work with production companies like Toay and Capture, who will give 50 percent of the proceeds of Sunday's pageant to Beauties & Athletes Against Bullying, to help decrease the rate of child and teen bullying and cyber bullying.

"I personally have dealt with bullying issues," said the single mother of three.

Medina said her mixed-race 10-year-old is sometimes picked on when other children see her with her 3-year-old adopted sister and foster brother.

"They tell her, 'you're not sisters, you don't look the same'," said Medina. "She asks me, 'Why do they say that? We both have two legs, two arms and two eyes, we look exactly the same'."

In the business for more than 10 years, Medina started out with a tanning salon franchise before going out on her own. She eventually expanded her tanning services with a full-service salon offering hair, makeup, and coming soon, manicure and pedicure services, as well as UV, airbrush and spray tanning.



Advertisement

"We want to make sure each person is validated (when they leave the salon)," said Medina. "It makes me feel good to see them be so confident."

Bella Sol is at 770 S. Arroyo Parkway, Pasadena.

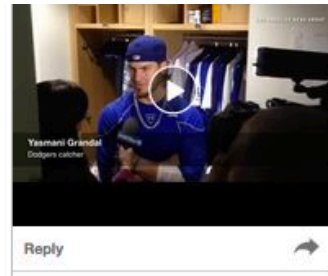
#### ABOUT THE AUTHOR



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**More Than Just A Beauty Pageant, It's A Fight For Women**

When you see these ladies go out on stage you see courage and self-esteem. It's a celebration of women breaking barriers

By Bella Sol The Salon  
Published on LatinoLA: March 24, 2015

Being in a beauty pageant is no small feat. A number of female participants showcase their public speaking skills, achievements, community service and talents all while being judged in front of a large audience so that they, too, can be a part of the positive change for female empowerment. In support of these role models and their future endeavors, Pasadena's Bella Sol The Salon is the official salon sponsor for the 2015 Miss Pasadena and Miss Century City beauty pageant.

Collaborating with T&R Productions, a beauty pageant producer, Bella Sol The Salon secured this sponsorship in honor of sharing the same vision with the production company of highlighting women's accomplishments. Pageant participants devote themselves to making a positive impact in their community while setting out to achieve their own goals. As a proponent for beauty pageants, the salon is best known for its custom airbrush tanning, having participated as the official airbrush artist for the 2015 Miss Malibu, 2013 Miss California, and 2013 Miss California Teen beauty pageants.

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The 2015 Miss Pasadena & Miss Century City beauty pageant will take place on March 29, 2015 at the Universal City Hilton Hotel, Los Angeles at 6 p.m. T&R Productions will give 50% of the event proceeds to Beauties & Athletes Against Bullying to help decrease the alarming rate of child and teen bullying and cyber bullying.

In a period where women are being encouraged to "lean in" and make a difference, Bella Sol The Salon stands firm in elevating the cause by sponsoring and supporting female-driven events like these. Contestants and titleholders alike embrace the opportunity to set the bar high for their peers, establishing a higher standard for the future of women.

About Bella Sol The Salon: Bella Sol The Salon is more than your typical beauty bar. Nestled in the heart of Pasadena, the salon is full-service destination where we provide services that range from hairstyling, makeup, custom airbrush tanning, spray tanning, UV tanning and red light therapy. Our newly re-designed 2,500 sq./ft. salon boasts a modern and spacious interior, with earth-tone colors and glamorous appeal. Our amenities include a business center with an iPad bar, charging station, printing and faxing for our busy guests. In addition, a Bella Sol visit would not be complete without our Shiatsu massage chairs and complimentary beverage. For more information, visit [www.BellaSolPasadena.com](http://www.BellaSolPasadena.com)

About Toay Productions: Toay Productions produces pageants, which highlights the fashion, talent, educational achievement and community service that all of these young women work so hard to accomplish. With the development of Beauties & Athletes Against Bullying it has elevated this pageant program. This has propelled our titleholders to positively influence our younger generation to achieve their goals. Toay Productions also allows young women the opportunity to continue to pursue their educational goals. Each pageant awards an academic scholarship, community service award and has extensive involvement with the entertainment industry by being managed by T&R Model and Talent Agency.

About Bella Sol The Salon:  
Nestled in the heart of Pasadena, Bella Sol The Salon is a full-service destination where we provide services that range from hairstyling, makeup, custom airbrush tanning, spray tanning, UV tanning and red light therapy.

[Author's website](#)  
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MAUI'S EYE

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## ART LEWIN BESPOKE, LLC



FOR over two decades, Art Lewin Bespoke Clothiers – a distinct national leader in premier custom clothing – has planned, coordinated and maintained the wardrobes of California's most prominent corporate leaders and some of Hollywood's A-List movie stars so that they are perfectly attired for any occasion. As a second generation clothier,

Lewin says that his clients tell him that his company's workmanship, knowledge, attention to detail and service make it readily apparent why they have been able to establish such a loyal following – with a remarkably impressive 94% retention rate. At Art Lewin Bespoke, fittings begin well before measurements are taken. The team analyzes the client's posture and how he/she moves to determine the personalities selected bespoke suits will exude. The fit of the bespoke suit follows the way the client wears and experiences the suit along with body ergonomics and lifestyle.

## AURA TONER SUPPLIES, INC.



If you or your business needs a printer cartridge, inkjet cartridge, toner cartridge, or any other printing supply, Aura Toner Supplies can help. The company, led by its President Brenda Duarte, (a Mexican American entrepreneur born and raised in the city of Long Beach who has started several businesses), carries a large inventory so that its customers can

rely on the shipment of toner cartridges, ink cartridges, printer cartridges, and any other supplies, in a timely and efficient manner. Aura Toner Supplies works to keep its products available to its customers at extremely competitive prices so that it can be a one-stop toner supply provider. A family operated business with over ten years of experience, Aura Toner Supplies strives to provide quality service and build lasting business relationships. The company's motto is, "we are building our business... by helping build yours."

## BELLA SOL THE SALON



CALIFORNIA native Lurdes Medina is a devoted mother and passionate business owner who does not believe in the word "impossible." Being the sole owner of newly expanded Bella Sol The Salon in Pasadena is an obvious challenge that this single mother of three gladly takes on. Medina began her career in the beauty industry over nine years ago with her

initial focus in airbrush and UV tanning. Her precision for detail with the airbrush quickly established her as one of the best in the industry. This success led her to expand Bella Sol this year into a full service salon, adding space for hairstyling, makeup and nails. What separates Bella Sol The Salon from its competitors is the quality of customer service Medina and her team provide and her attention to detail in everything from the services to the salon itself.

### Pasadena's Bella Sol The Salon Collaborates with Frankie Rose Cosmetics

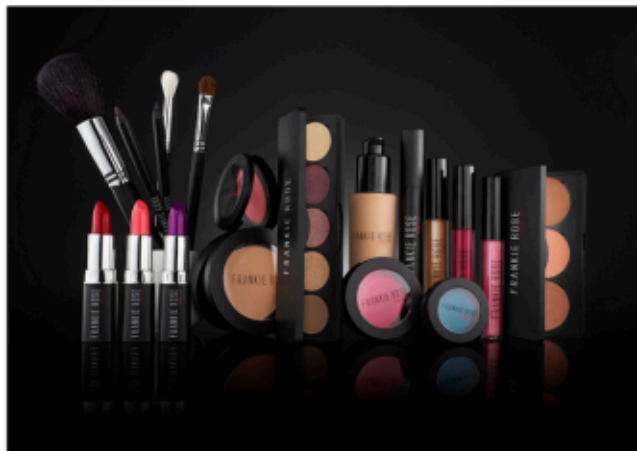
Pasadena's Bella Sol The Salon collaborates with Frankie Rose Cosmetics to support Latin women entrepreneurs.

STORY BY // Andrea Gonzalez

Bella Sol The Salon is more than your typical beauty bar. It's a full-service destination where clientele undergo a sense of leisure and sophistication –providing an array of services that range from hair styling, makeup, Infinity Sun airbrushing, Mystic HD spray tanning, UV tanning, and red light therapy. And let's not forget the delightful iPad bar and Shiatsu massage chairs –a truly relaxing, and one-of-a-kind experience.

So who's the mastermind of Bella Sol? Latin woman entrepreneur and single mother, Lardes Medina. After working 15 years with a major commercial airline and five years in a beauty franchise called Hollywood Tans, Medina made the decision to create her own brand and open shop on South Arroyo Parkway.

In addition to providing high quality service, Medina has recently chosen to collaborate with women-owned, high-end cosmetics line Frankie Rose, to give salon guests the opportunity for a personalized makeup session, as well as the chance to purchase the cosmetics on display. In support of helping women entrepreneurs and local economy thrive, Bella Sol has created jobs for SoCal makeup artists to feature their skills by providing this additional service.



"It's a win-win situation," says Medina. "Guests have the chance to indulge themselves with Frankie Rose Cosmetics while they get their hair done, and support their local economy at the same time. As a Latina business owner and single mother myself, I understand the necessity behind empowering other women and their goals." Medina also inspires her skilled team with makeup classes, and the opportunity to host makeup tutorials to gain further knowledge and perfect their craft.

Founded by makeup artist Sarah Udink in 2010, the luxurious and affordable cosmetics line is specifically formulated to offer long-lasting products. With its unique color palettes, silky foundations, highly pigmented shadows, luscious lipsticks and glosses, Bella Sol guests are encouraged to indulge in the chic display, and try out the products.

Medina plans to expand her business and build a brand that people can identify with. "It's not simply coming from a financial standpoint," says Medina. "I also want to continue building a brand that people can feel supported by and uplifted. What frustrates me is how grossly underestimated the enjoyment and confidence a 'simple' haircut, airbrush, or makeup session can bring a person. I want to change that perspective through my salon, and I do that starting with employing a highly educated team to not only provide excellent customer service but the empathy for each individual's beauty needs."

SEARCH

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# REVIEWS

## Bella Sol The Salon

★★★★★ 45 reviews

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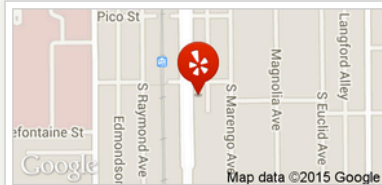
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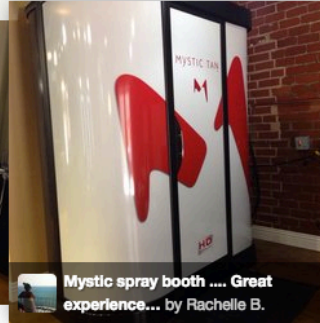
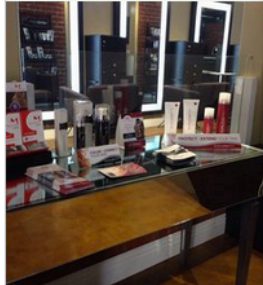
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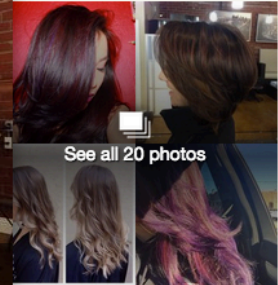
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Mystic spray booth .... Great experience... by Rachelle B.



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**Candace L.**  
Alhambra, CA

21 friends

21 reviews

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★★★★★ 6/5/2015

I am so happy that I have found my hair salon now and I had the best experience with their staffs and my hair dresser Joan. I had a really really long hair and lately I have been losing a lot of hair so I have decided to look for a nice hair salon to get a nice hair cut. Luckily, I have came across Bella Sol and looked through all the photos, read some reviews and gave them a call around noon. I spoke to Candy with Bella Sol, she was so sweet and would check if she could schedule a same day appointment for me. Honestly, when it comes to high end salon like this, appointment in advance is a must but won't hurt to give it a try. Few minutes later, Candy called me back to advise Joan would be happy and available to give me a hair cut today. I was really happy and when I got there, I greeted by the staffs and Joan came to meet me right away. She is very beautiful and sweet, she spent some time educating me how I should take care of my hair and we started chatting more and more. She took me to the hair wash and what really impressed me was the seat has its own massage, I felt so relax and comfortable. After the hair wash, she guided me to her station and handed me a glass of water. Her station is very clean and not only hers, the entire salon is very clean and modern. She gave me a suggestion for the hair cut, I really trust her because I can tell that she knows what she is doing. We chatted the entire whole time, in the past I was always playing with my phone while getting hair cut at other salonals, with Joan is completely talking, laughing and sharing our thoughts on things. I really liked her personality and her great skills, about 30 mins later I had this awesome and beautiful hair cut. I said to Joan that this is the best hair cut that I have ever get so far, and I mean it because she makes me feel good and learn how to better take care of myself.

**Sat** 9:00 am - 9:00 pm  
**Sun** 12:00 pm - 5:00 pm

[Edit business info](#)

### More business info

Accepts Credit Cards **Yes**

Accepts Bitcoin **No**

Parking **Private Lot**

Bike Parking **Yes**

Wheelchair Accessible **Yes**

Good for Kids **Yes**

By Appointment Only **Yes**

[1](#) **Maggie C.**  
First to review

### From the business

Our salon offers the following: Hairstyling - Cut - Color - Blowout - Extensions Tanning - Infinity Sun Custom Airbrush - Mystic HD - Vertical Booth Makeup - Special ...

[Learn more about Bella Sol The Salon](#)

### People also viewed



**No Sand Tan**

★★★★★ 85 reviews

I use the matrix bed and I get a gorgeous tan.



**Talin H.**  
Los Angeles, CA  
👥 3 friends  
★ 25 reviews

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★★★★★ 2/9/2015

Best tanning salon in Pasadena! Beautiful and modern. Great service, especially Kandy. Clean facility & good prices.. I'm one very happy customer!

Was this review ...?



Useful 1



Funny



Cool



**Brittanie L.**  
Los Angeles, CA  
👥 50 friends  
★ 17 reviews

★★★★★ 1/17/2015

👑 5 check-ins

This review is long over due, but if you're new to the salon or in need of a great stylist, I highly recommend Joan! She's super down to earth, and makes you feel at home each visit. There's never a dull moment and it's never awkward with her. I've been going to her for years and it's safe to say that I will be returning!

Joan takes great pride in her work, and it's clear that she knows what she's doing. I'm quite hard to please and quite frankly, I come in with different ideas each time. Joan has exceeded my expectations whether it's a simple layered cut, to straight across bangs, or even my long bob; I love everything she's done to my hair.

Personally, I like to experiment with color, and Joan is simply the best! Anything from ombré, to highlights, to balayage, she's done on me, and wow. Most recently, I decided to go purple, and you cannot believe how many compliments I've gotten on my hair. The color looks different in every lighting, and it's a color I wish you all could see in person to appreciate, the dimensions she created is amazing.

Also, how could you not love the salon's massaging chairs, iPad bar and beautiful décor.



**steffanie c.**  
Alhambra, CA  
40 friends  
9 reviews

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1/8/2015

Crystal is my FAVORITE makeup artist and hair stylist! She is THE BEST. VERY professional, listens to what you want, and will give you suggestions to enhance whatever look you are going for. I ALWAYS go to her for all of my hair and makeup needs. Plus she's funny! Why be bored in awkward silence when getting your hair or makeup done should be fun!

Was this review ...?



Useful



Funny



Cool



**Linsey S.**  
Los Angeles, CA  
131 friends  
115 reviews  
Elite '15

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8/3/2014

4 check-ins

Cako is my hair GURU!! I have been a loyal customer of hers for years now, and absolutely adore her. Why is she so amazing...let me list the ways:

1. She REALLY knows what she's doing...I usually have an idea of what I want, but she shapes it into a 'good' idea...i.e. something that would actually look good on me. And always does it in such a nice way, always boosting my mood & my confidence!
2. She is just the sweetest person, and I love talking to her. She always remembers the things we've talked about, checks in on my 'life stuff', and it really feels like catching up with a friend. She's just a very genuine, awesome person!!
3. She takes her time. She never rushes through anything, and you can tell she takes care in everything she does, not making you feel like an appointment wedged in between two others.
4. She makes recommendations for stuff to try next time (different color options, treatments, haircuts), and I love doing different things with my hair, so it's fun to hear her ideas & ponder them until the next visit. And it's never in a