

Allison Hulub

Owner of Sato Salon Organics

By Daisy Willis

Photography by Matt Bishop



Allison Hulub grew up honoring the earth with a natural vegetarian diet. When she discovered that her passion, hair styling, could be just as friendly to the environment without compromising performance, she devoted Sato Organic Salon to gentle vegan products and techniques that deliver rich color and healthy hair to her clients.

Where do you look for inspiration?

I was fortunate enough to travel constantly in my career, and it taught me so much. I still look to other cultures and different parts of the U.S. for inspiration. Sato is based on the clean beauty movement of the West Coast. We really give you that coastal, easy vibe where you can be taken care of for a while. When we recently opened our spa, I looked to India and other ancient Eastern cultures, where health and beauty are one and the same and they haven't forgotten what plants can do.

Is there a certain product you love introducing to clients?

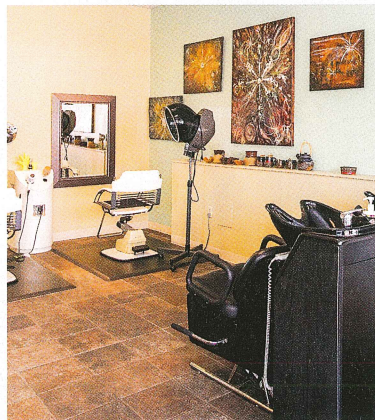
We love it when we can help guests who've had reactions to color all their lives. They're skeptical that we have anything that can give them what they want, which is usually grey coverage and/or lightening. Mastey Hair Color has no ammonia, PPD or PTB, the chemicals most people react to. When they realize they're in the clear and they got exactly what they asked for, it's awesome. And it smells like grapes instead of ammonia. The best compliment we ever get is: "It smells great in here, but nothing like a salon!"

What hair color trends are exciting you right now?

I'm looking forward to this season where warm reds are really making a comeback. There's so much we can do with chocolates, mahogany and copper combinations. It's just rich and gorgeous. Blondes don't have to be left out, with warm corals and gold tones.

Tell us about the efficacy of organic products.

When I first started trying brands, before Sato was around, I was ready for an uphill battle. That's not what happened. I found better grey coverage, better blonding and better methods of preserving hair quality while lightening, even to platinum. I had the same notion that everyone else did: Organic coloring comes with sacrifices, and I was ready to make them, but luckily, I didn't have to! I feel more creative and have more options than I did when I worked with traditional chemical brands, especially



since I'm not constantly telling clients "no" because of existing damage or potential damage. It was awesome to see our amazing team discover the same thing and really join me in this vision.

How did you come to have this focus within your field?

I've been a vegetarian since early childhood, my parents shopped at health food stores and I had been eating as many organic whole foods as possible

for years when it occurred to me that I was going against my beliefs at work. At that time, I was working for a major chemical brand of hair color and a big salon/spa. I had more insight having been trained on each ingredient, what it is and what it does within the color. They were even honest with us about the risks of carcinogens! Change is still scary, and it wasn't until I realized they did test on animals, even though they claimed not to, that I knew I was totally done.

What's your best tip for taking care of hair at home?

The best care for your hair requires minimal effort. Let your stylist recommend your shampoo, conditioner and product. We guarantee every service and product, so there's no risk.

Using a heat protectant for any hot tools and blow-drying is everything. Many people don't realize the importance. Argan oil is a well-established, plant-based heat protectant, but stay away from silicon and other synthetic thermal protectors that can build up in your hair over time and can be very hard to get out! Also, being a Devacurl-certified salon, all of our curly girls know that combing or brushing is your worst enemy! Use your fingers to gently detangle instead.

Favorite thing about fall fashion?

Fall gives us the chance to layer, and that gives us more texture. Just like texture [has been] prevalent in hair over the last few years, it brings opportunity for more creativity. I was happy to see scarves making a comeback in the fall season, as well as vegan fur accents, which now look and feel better than the real thing!



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