

# Total Look Salon & Spa

## A Destination Landmark In The Heart of the Community

By Gina Giannone, with the wonderful team at Total Look Salon & Spa

Total Look Salon & Spa, under the direction of Cher Anderson, will be celebrating its 40th year in business in just a few months. It's a winning combination of team and talent that has stood the test of time and, not just endured, but thrived! Starting with just 6 team members, the company has grown to more than 35. Over the years, the company has had four locations as well as run a cosmetology academy for 15 years. Their award-winning location sits on the Southport/Westport border on Post Road and is so recognizable that it's become a landmark frequently used to give directions!

The salon provides very easy and welcoming access for new clients in the area looking for a change, in search of skill and expertise, and wanting a warm/positive team approach. Their many clients (some of whom are celebrities) come from all over to experience the inviting atmosphere while receiving superlative service. As Cher states, "The trust and ultimate satisfaction of each client is the biggest compliment one can receive. What drives me is my passion for hair and beauty along with the incredible feeling to transform someone's appearance and enhance their self esteem all at the same time."

A full service salon and spa is at the heart of the business, offering a complete array of hair, nail and skin care services. A commitment to ongoing training and learning drives the team to continue to be the best at what they do every day. Advanced training, both national and international, sets the salon apart as an industry leader. The salon is well-known for their expertise in hair color and color correction. Not surprisingly, Cher was the first American Board Certified Master Haircolorist in the state of Connecticut and has trained more than twenty candidates through the program; seven of whom are current team members offering complimentary color consultations.

Behind the scenes is a most positive culture underlying the daily operations. "I have always believed in a synergistic approach to business where the group's collective efforts will always be greater than individual contributions." Cher runs the salon with a team approach to offer the best customized care for each client, and the results are, in a word, outstanding. Together, the team aims to run an upscale, up-tempo, inviting space that is committed to providing outstanding work and making everyone who walks through the door feel and look their absolute best!

Cher wants her team and clients to really enjoy coming to the salon and creating something special together. Most of the team has been with Cher double digits of years and are, in many ways, more like family. "We like to involve our clients as part of our extended family and often run fun theme days when we dress, decorate and provide refreshments in keeping with our chosen theme. Everyone seems to have a lot of fun, smiles abound, and everyone's days are brightened!"

The entire team is also committed to giving back to the community. "We are very dedicated to serving the community and giving back, we become very invested in our clients and both their good times and bad." As such, they provide services to local cancer facilities such as the Norma Pfriem Breast Center and Smilow Cancer Hospital and are active contributors to the American Cancer Society's 'Look Good, Feel Better' program. "There certainly is a real connection between beauty, mind, spirit and health. We simply try to bridge the gap and help people be more positive because when they feel better, look better and are cared for, really great things can happen, and maybe even prognoses can improve. We give what we can with the skills we have acquired. We also can provide compassionate wig and hair piece services focusing on making the individual feel comfortable, cared for and beautiful." And, as everyone at Total Look Salon & Spa are big animal lovers, they are naturally drawn to also give what they can to local dog rescues and animal charities, whether it be through donations of services for charitable auctions, or in some other beneficial way.



*It's time to celebrate!*

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In keeping with their commitment to specialty causes, you will also find some very special items for sale at the salon: unique candies and confections, fun hair accessories, colorful Peepers reading glasses, dog treats of course, and so many more unique items you simply won't find anywhere else. "Many of our product selections are based partially on companies that, like us, maintain a give-back approach to their communities. For example, our 'Farmhouse Fresh' skin care line supports an animal sanctuary; we carry 'Bubba Rose' Dog treats which raise funds for dog rescues; our 'Teleties' hair accessories support cancer organizations; and one of our favorites, the 'Love Is Project,' supports women artisans in developing countries."

Cher's passion for the industry - the beauty, the fashion, the art form and the people interaction - make it feel more like a calling than a job. Her enthusiasm and inspiration are reflective and contagious to both staff and clientele. "I truly enjoy this business and all it encompasses. I enjoy the business of beauty and developing new talent. For me, that extends from the external to the internal, and through the connection which beauty and self-care can have on your outlook on life. My inspiration comes from seeing beauty in the sunrise and sunset, the many colors in a garden. But equally and as importantly, the smile on a person's face when they look their best and when I somehow played a part in it with the support, skill and dedication of my team."



*Cher welcomes you to come in and experience all Total Look Salon & Spa has to offer. They are located at 3482 Post Road in Southport between Organika and the Southport Diner. New clients receive a special offer by saying they read this article or saw their Ad in Greenfield Hill Neighbors. Holidays are coming and Total Look Salon & Spa offers great spa and beauty packages for your loved ones, or favorite publisher. :- ) Reach out at (203) 255-9510 or book online at [www.totallooksalonspa.com](http://www.totallooksalonspa.com). We thank them for their continued community support by sponsorship in your community magazine. Cher resides locally with her husband, son and beloved shepherd in Greenfield Hill.*