Amber Soletti

CREATIVE
Concepting • Copywriting • Directing

Extensive experience (13+ years) successfully executing print and web initiatives for consumer and trade audiences within the beauty/fashion (mass and prestige) and singles/dating industries.

Client List: Aveda, Avon, Conair, Peter Thomas Roth Skin Care, Oxygen Network, OnSpeedDating, SingleAndTheCity, NYC Love Guide, Beauty VT, NaturallyCurly.com, Allen Ruiz, Jackson Ruiz Salon, Pollyseon, Urban Foundry Architecture, Hercut, Eanes Properties, Nation's Bravest

Specialities Include: Content Planning/Generation, Advertising, Collateral, Packaging, Presentation, SEO Keyword Strategy (Article and Blog Creation), Product/Branding, Video Scripting, Slogans/Tag-lines, Social Media, Education/Q&A's, Email, Direct Mail, Point-of-Purchase, Technical/Step-By-Steps and Press Releases.

Quick Find:

BLOGS/ARTICLES • BRAND STATEMENTS • TECHNICAL/STEP-BY-STEP • PRESS RELEASES
PRINT COLLATERAL • PACKAGE COPY • ADVERTISING • VIDEO SCRIPTING
BRANDING/PRODUCT NAMING • HEADLINE/TAGLINE GENERATION • WEB • EMAIL • BIOS

BLOGS/ARTICLES

Betty Confidential

NATURALLYCurly.com







BRAND STATEMENTS

BeautyVT

Knowledge is power and BeautyVT.com is the web's leading resource for all things beauty. Life is too short to not look and feel your best every single day. Knowing this, BeautyVT empowers real women with real beauty aspirations to create real professional results. If you're like the majority of women, you probably feel incapable of doing your own hair and make-up well. You find yourself inundated with products, choices and advice with everyone claiming to be the "expert."

Rather than wasting your valuable time surfing the web viewing thousands of dated and ineffective "how to" videos, learn to do it right the first time at BeautyVT.com.

BeautyVT delivers the highest quality instructional content available in the world. Our point-of-difference? A 'best of both worlds' approach, bringing together the highest caliber beauty professional and delivering their expertise to you via virtual LightspeedVT technology. The result? A seamless and interactive online education experience like no other.

You never know when beauty will call. Wherever you are, we're right there with you. Download our "Beauty On The GO" iPhone application. Find us on Facebook, YouTube and Twitter.

Urban Foundry Architecture

Mission: Societal good through great design. To drive competitive advantage for our clients and quality of life for the community through great design fueled by a uniquely interactive design experience founded on discovery, critical thought, and technology.

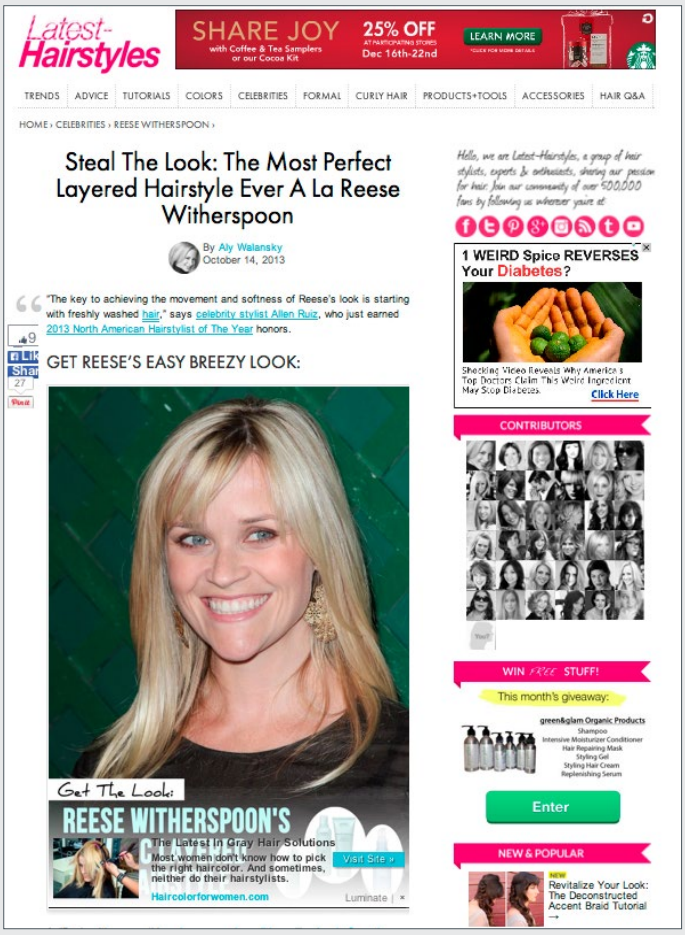
PRINT COLLATERAL

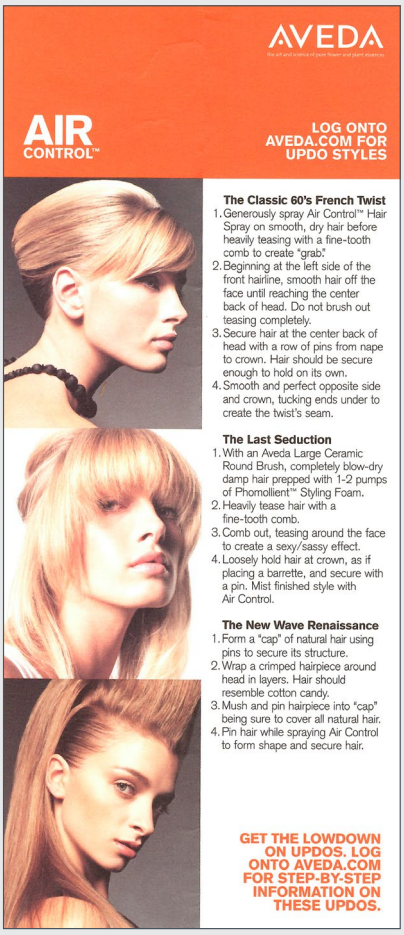






TECHNICAL /STEP-BY-STEP





be curly™ 4-step curl perfecting system

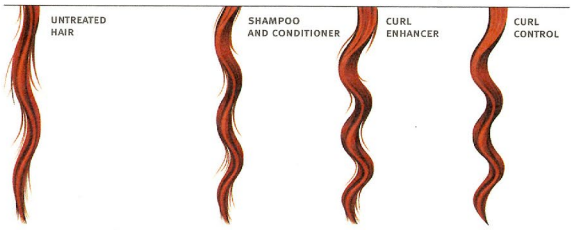
Step 1: Be Curly™ Shampoo—gentle cleanser enhances curl/wave, combats frizz and boosts shine.

Step 2: Be Curly™ Conditioner—use daily to enhance curl/wave, combat frizz and boost shine.

Step 3: Be Curly™ Curl Enhancer—apply to damp hair to intensify curl and boost shine before diffusing or letting hair dry naturally.

Step 4: Be Curly™ Curl Control—apply to dry hair to shape and define curl while reducing frizz.

how it works





pro tips

- Pat wet hair with towel to dry. Don't rub. Rubbing causes frizz.
- Blow dry hair on 1/2 speed with full heat, using a diffuser attachment.
- For extra lift and volume, flip head upside down when blow drying.
- Don't brush or comb curly hair when dry. This removes curl and causes frizz.

Antoinette Beenders,
award-winning stylist



add volume

1. Apply Curl Enhancer to damp hair.
2. Flip head upside down and diffuse hair until 75% dry.
3. Insert Curl Shaper at root. Twist toward the part and diffuse. Allow section to cool before releasing. Continue where root lift is desired.
4. For even more volume, flip head forward. Hold a section of hair by the ends, insert Curl Shaper and slide toward the scalp for backcombing effect.

separate and define

1. Apply Curl Enhancer to damp hair. Use Curl Shaper as a pick to ensure even distribution of product.
2. Take a small 1 to 2 inch section of hair and twist. Tightly wrap twisted hair around the handle. Next, slide hair down and off the handle releasing section. Continue twisting/wrapping technique around head.
3. Diffuse hair on high heat/low speed until dry.
4. Use small amount of Curl Control to separate each twisted curl for added definition and texture.





create tousled texture

1. Apply small amount of Curl Control through dry hair.
2. Take a 1 to 2 inch square section of hair and insert Curl Shaper into center of section. Slide Shaper toward ends of hair and roll hair toward scalp.
3. Apply low heat while setting section of hair with Curl Shaper. Allow section of hair to cool. Release and repeat this technique until entire head of hair has been "tousled."
4. Finish style by going through ends with Curl Control.

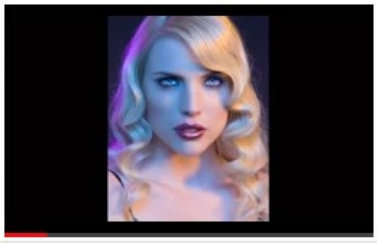
PRESS RELEASES

Best in Show: Latino Hairdresser from Austin Named Hairstylist of the Year

Austin-based salon owner, Allen Ruiz makes 'hair history' becoming the first Latin-American stylist to take home the Professional Beauty Association's top honor twice in the twenty-four year history of the awards.

Las Vegas, NV (PRWEB) July 18, 2013

Tweet Like +1 Share EMAIL



An emotional Allen Ruiz seemed elated after winning 2013 Hairstylist of The Year at the North American Hairstyling Awards (NAHA) Sunday night (July 14) at a Vegas gala ceremony at the Mandalay Bay Resort and Casino. Hosted by actor and celebrity journalist, Mario Lopez, more than 3,000 beauty professionals attended with tens of thousands more tuning in from around the world for the live broadcast on ModernSalon.com.

Considered the "Academy Awards" of Hair dressing, The North American Hairstyling Awards (NAHA) are awarded annually in 14 categories and salute technical excellence and artistic expression in hairdressing.

"Thank you. Thank you so much, I want to dedicate this to my family," the 42-year-old, three-time NAHA winner enthused after taking the stage. Ruiz previously won Hairstylist Of The Year in 2007 and Salon Team of The Year in 2011. In addition to being the first Latin-American stylist to take home top honors twice, Allen is also now one of just three stylists to have accomplished this feat.



Allen's award winning collection of beauty images paid homage to 50's/60's Americana. "My vision for the shoot was 'It' girls come undone," says Ruiz. "Women perfectly done-up that throughout the day, gradually unravel for a raw, sultry, dark, almost 'moody' look & feel."

Like many artists, Ruiz draws much of his inspiration from fashion and pop culture. "This shoot was a culmination of many different influences, the catalyst being the H&M commercial featuring singer/songwriter, Lana Del Ray singing Blue Velvet," states Ruiz. "Spring Fashion week was also an influencer, the Marc Jacobs show in particular, his models and styles came together for a really cool 'mod,' understated chic look."

When it Comes to Dating, Women Will Now Have the Last Laugh

NYC-based dating service, OnSpeedDating.Com set to host "Laugh & Love" Speed Dating for single women looking to date stand-up comedians.

(PRWEB) April 25, 2013

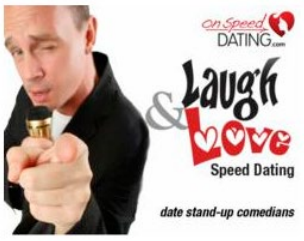
Tweet Like +1 Share EMAIL



OnSpeedDating.com, the most ambitious dating service to hit the concrete grid, will host their first-ever "Laugh & Love" Speed Dating event on Monday, May 6th at Gramercy hot spot The Watering Hole (wateringholenyc.com).

Women looking to meet a guy that makes them laugh will have their pick of the city's single professional and amateur comedians at what is sure to be a "LOL" singles event.

"Steve Carrell, Ricky Gervais, and Vince Vaughn may not be the most traditionally attractive men, but despite this millions of women find them unbelievably sexy," explains OnSpeedDating Co-Founder Amber Soletti. "You really can't go wrong with a man that makes you laugh and this insight was the catalyst that inspired this new singles event theme."



Upon arriving to the venue at 7:00pm, single stand-up comedians will attempt to impress women with their comic wiles as they perform three to five minute "speed" comedy sets. The men will then have the chance to 'seal the deal' with the ladies they're courting via a round of three-minute "speed" dates.

WHAT: Laugh & Love Speed Dating
DATE: Monday, May 6th 2013
START TIME: 7:00 pm
WHERE: The Watering Hole – 106 E 19th Street, New York City
REGISTRATION & COST: Singles interested in attending can register at OnSpeedDating.com for $35.00

OnSpeedDating is an innovative dating service created for savvy, swinging, city-dwelling singles who are tired of events geared to traditional criteria, like age range, income and personality IQ. What sets OnSpeedDating.com apart is its ability to foster personal connections through super "niche" singles

AVEDA

the art and science of pure flower and plant essences

AIR CONTROL™

FOR IMMEDIATE RELEASE **Contact:** Aveda Global Communications 212.680.5829

THE SKY'S THE LIMIT WITH AVEDA AIR CONTROL™ HAIR SPRAY
New 35% VOC Aerosol Hair Spray Sets Higher Industry Standard for the Environment

NEW YORK, NY (June 2004)—Committed to delivering high style and performance without sacrificing environmental responsibility, **Aveda**, the manufacturer of plant-derived hair care, skin care, makeup and life style products, sets industry standards higher with the launch of **Air Control™ Hair Spray**—a low 35% VOC aerosol hair spray with a net-zero impact on the Earth's climate. Its plant-derived formula delivers long-lasting, invisible hold, and it is healthier for the planet.

AVEDA ACHIEVES NEW HEIGHTS IN HAIRSPRAY TECHNOLOGY

Air Control is not only environmentally responsible—it's innovative. Hair sprays normally spray on wet and become stiff or "crunchy" as they dry, but because Air Control begins as a dry spray, it provides *all* hair types with invisible, lasting hold. This unique formula is designed to be layered depending on the level of hold desired and abandons the "crispy/stiff" hold performance typical of yesterday's aerosols. A proprietary plant-derived resin from **pine** and **certified organic flax seed** delivers superior hold, while **certified organic jojoba** helps condition hair. Spice and citrus ingredients scent Air Control with Aveda's signature aroma.

NET-ZERO IMPACT ON OUR CLIMATE

Current aerosol hair sprays on the market contain between 55% and 80% Volatile Organic Compounds (VOC) levels. Through a chemical reaction in sunlight, these VOC's form ground-level ozone—a major contributor to air pollution, smog and respiratory disease. Setting an industry precedent, Aveda has reduced the VOC levels in Air Control to a groundbreaking low of 35% in an aerosol hair spray.

Aveda is committed to offsetting 150% of the global warming impacts from the manufacture and use of Air Control. By partnering with *Native*Energy, a renewable energy business that works with Native American communities to develop wind-based, sustainable economies, Aveda is helping "plant" wind turbines on the first Native American owned and operated large-scale wind farm. Every kilowatt-hour of electricity generated by the wind means the need for one less kilowatt-hour generated by burning fossil fuels, and a reduction in carbon dioxide (CO_2) emissions. Funding turbine construction that offsets CO_2 emissions with clean energy means Air Control achieves a net-zero impact on our climate.

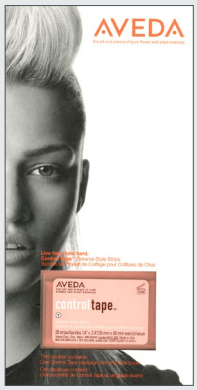
Air Control Hair Spray joins the "Control" family of cutting edge styling products: **Self Control™, Custom Control™, Control Paste™** and **Control Granules™** in June 2004 at Aveda Concept Salons, Spas and Experience Centers. Available in a 9.1 oz/300 ml recyclable aluminum canister for $23. Please visit **aveda.com** or call 800.328.0849 for locations.

"Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty but around the world."

-Horst Rechelbacher, founder

PACKAGE COPY









ADVERTISING



AVON

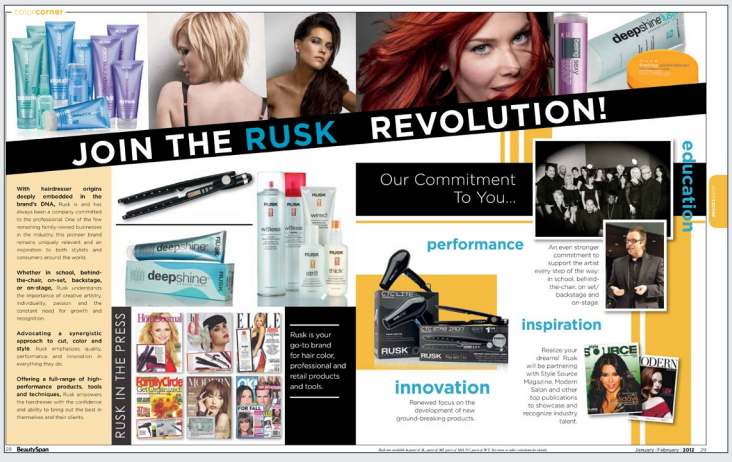
the company for women

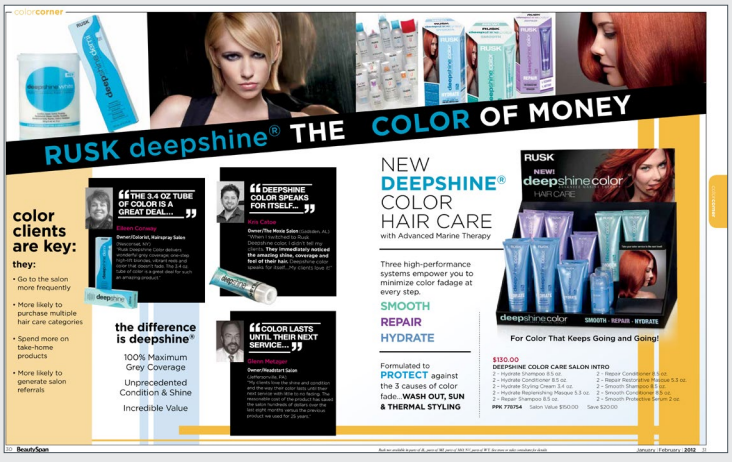


CONSUMER



TRADE





BRANDING/PRODUCT NAMING

because life is short
on Speed DATING.com

single and the city

NYC GUIDE™
LOVE
Is love in your cards?

ntellectual blonde™
Branding & Communications

PLACES to be PEOPLE to see™
Live life outside the box.

POLLYSEON™ STOW & GO CLASSIC
"DRY & FLY" HANG CLUTCH






POLLYSEON™
The Beauty of Going Places in Style.
877.pollyseon (877.765.5973)
sales@pollyseon.com


pure abundance™
PUMP UP THE VOLUME
pure abundance™ builds body and volume with naturally derived thickeners to help your hair reach its full potential.


AVEDA
the art and science of pure flower and plant essences
high maintenance girl.
low maintenance curl.


AVEDA
the art and science of pure flower and plant essences
NEW FROM AVEDA—
AIR CONTROL™ HAIR SPRAY
the sky's
the limit.
aircontrol


onSpeed DATING.com
Cougar/"BoyToy"™
Speed Dating
"Can't find a good man, raise one!"
(women 31-55 & men 21-30)



At the end of the day, men are looking to take a partner in both sickness and health. Is it any wonder why they are attracted to and border-line obsessed with nurses?

These highly skilled women have been trained to be caretakers, possess an innate nurturing disposition and passion for what they do. Not to mention the fact that they look "HOT" in scrubs and have unlimited access to prescription meds.

Where does one meet a single, sexy nurse? Rather than waiting around for Universal Health Care I prescribe you register for "Nurse Betty" Speed Dating where you'll meet 10-20 female nurses and paramedics in one night sans co-pay.



Sexy, single female flight attendants are the epitome of romance; What will they do when they are off-duty? Shopping in Paris? Partying in Madrid? Perhaps surfing in Costa Rica? What A-list celebs are they schmoozing with and/or dating in first-class?

What is it about these women that drives men crazy? Could it be their freedom and ability to jet away to far-away places? The uniform? The constantly getting laid...over in some of the most scenic countries known to man?

Find out for yourself at "Flying Solo" Speed Dating where you'll meet 10-20 single flight attendants in one night.



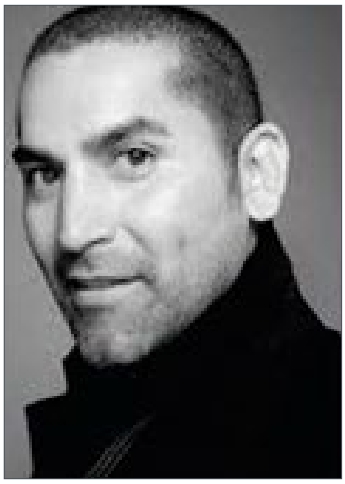
VIDEO SCRIPTING



EMAIL



Allen Ruiz



Globally recognized for his talent, vision and award-winning images, Allen Ruiz has been perfecting the art of hairdressing for the past two decades.

Allen's passion for fashion has taken him all over the world where he's had the opportunity to study under runway and editorial legends including Antoinette Beenders, Guido and Odile Gilbert. A creative force behind many runway looks, Allen has engineered the hair for fashion houses including Cynthia Rowley, Stella McCartney, Marc Jacobs, Christian Siriano, Rodarte and Charlotte Ronson. Allen's editorial and campaign work have graced the pages of leading consumer and trade publications including Vanity Fair, W, Shape, Harper's Bazaar and American Salon.

Working as a creative consultant for Aveda for the past 18 years, Allen currently serves as the company's Global Style Director for North America. In addition to creating imagery on fashion and education fronts, Allen has also lent his product development insights and expertise to brands including Aveda and Avon.

In 2007, Latina Magazine deemed Allen as one of the Top 10 Latino Hairdressers in America. A four-time Canadian Mirror Awards nominee for International Hairstylist of the Year, Allen took home the prestigious award in 2011. He has also been the recipient of five North America Hairstyling Awards (NAHA) nominations, garnering Hairstylist of the Year honors in 2007 and Salon Team of the Year in 2011.

Jackson Ruiz, Allen's award-winning salon located in Austin, Texas has been featured by Salon Today Magazine as one of the Top 200 Salons in the US.

Learn more about Ruiz and his salon by visiting http://www.JacksonRuiz.com.

Education



