

Dia Salon Helps Clients Look And Feel Their Very Best

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Dia Salon, a new salon and spa on South McCord Road in Holland, brings European elegance to the area.

The salon is the culmination of 10 years of dreaming and planning on the part of owner Diane Alcorn, who has 35 years of experience in the beauty industry and has owned six salons. None of them, however, compared to Dia Salon.

Alcorn decided to create the spa and salon in Holland because she lives in the area and wanted to “give Holland something to be proud of.”

She spent three and a half months designing and building the business with a European flair before she opened last August.

“When you walk in the salon, it’s all about you,” Alcorn said. “We have the finest in skin care treatments and hair style and color.

“All of the services and products here are top-of-the-line, but affordable.”

The design, decorations, aromas, music and attitudes of the employees combine to create a calm and serene atmosphere.

Customers walk into a comfortable waiting area and are offered a beverage and a snack if they so choose.

Four aestheticians, two massage therapists and six hair stylists are available to help the customers relax and enjoy their hair styling or skin treatments.

“We are not a high-energy salon,” Alcorn said. “We educate our customers on their skin care and hair style so they can look good and feel good.

“All of our products we use for skin care are medical-grade, so they work. When



Dia Salon owner Diane Alcorn, who has 35 years of experience in the beauty industry, enjoys educating her clients on the latest skin and hair care techniques. Her salon/spa offers a full array of skin care, hair styling and massage therapy services.

PHOTO COURTESY OF DIA SALON

you leave, you know you have had something done.”

The spa rooms are all individual and decorated to give a relaxing and intimate feel while providing the equipment needed to supply a professional treatment.

Alcorn said she wanted to include her passion for skin care in her business and keep the salon and spa separate from each other.

She received training in skin care for 12 years from a representative of the Plastic Surgeons of Ohio in Columbus who trains doctors.

Dr. Phillip Fisher is the medical director for the spa and oversees the treatments being offered.

Alcorn said educating her customers is important to her to help them understand

why they are getting acne or other skin issues and what they can do to prevent the problems.

According to Alcorn, the treatments at Dia Salon are different because they follow extensive research done on how to best deliver products into the skin rather than just providing surface treatments that may not do anything.

“I want to see the studies before I put a product on a customer’s skin — the hair products I offer as well. I want to make sure it is the best,” she said. “I wouldn’t sell a product to a client unless I would use it myself.”

Alcorn also offers mineral makeup she says is the best and purest product because it is 100 percent natural, has no preservatives or dyes and does not clog pores.

She creates a formula for each person so the color is perfect for her skin tone. Because the makeup is a brushed-on powder, less is needed.

Alcorn said she loves to teach people how to put on their makeup and style their hair so they can look good all the time, not just when they leave the salon.

She said her last salon did not lend itself to this type of business because there were too many people and the area was too small, making relaxation difficult.

Now she has the unique, intimate, soothing environment she has been dreaming of for her business.

Alcorn said her staff is full of calm, nice and talented people who she hopes to keep for years to come because she

is so pleased with them.

She has had some clients for 35 years, which she attributes to the high level of service and affordable prices she offers.

Dia Salon offers approximately 19 different spa treatments including chemical facials, microdermabrasion, LED light therapy, therapeutic massage, sugar rubs and a variety of facials and wraps.

The hair care services include design, styling, treatments and color.

Also available are hand and foot treatments, healthy tan and exfoliation, waxing and lash and brow tints.

A client may choose a package that includes several treatments and a healthy lunch.

Dia Salon also offers a bachelorette spa evening, a “bridal experience” full of pampering or a wedding party package to make the entire group feel good and look great.

With stylists who specialize in “up-dos,” Alcorn said she and her staff love to handle special occasions such as proms and dances.

Alcorn, who is married and has four children and nine grandchildren, is hands-on in her salon and spa because it is her passion. Supplying the best products and services she can is important to her.

“When you look good, you feel good and you treat other people better. It makes me feel good to see someone happy,” Alcorn said. “I just think people should be surrounded by beauty.”

Dia Salon is located at 1007 S. McCord Rd. in Holland. All services require an appointment; interested clients may call (419) 866-1400.

The salon and spa are open Tuesday through Thursday from 9:00 a.m. to 8:00 p.m., Friday from 9:00 a.m. to 6:00 p.m. and Saturday from 9:00 a.m. to 3:00 p.m.