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FOR IMMEDIATE RELEASE

Newly Appointed Redken Certified Designer, Kacy M Bott from Salon KB Brings

New York's Modern Edge to Fitchburg WI!



Kacy Bott receives recognition as a Redken Certified Designer,
the highest level of design expertise

October 31st, 2016 Fitchburg WI – As an exclusive title that is bestowed upon a select group each year, Fitchburg's own Kacy Bott from Salon KB recently excelled into the elite group of **Redken Certified Designers**, bringing superior design service and expertise to the area with an added modern twist. Redken Certified Designers study under the industry's leading professionals and trendsetters to ultimately introduce their own clients to the latest design trends and techniques. The certification is received after undergoing a lengthy, rigorous test process, and those who excel into this leading group receive immediate industry acclamations and recognition for their design expertise.

"We are thrilled to welcome Kacy Bott as an official **Redken Certified Designer!** We encourage those in the Fitchburg/Madison area to take advantage of this exclusive access to a superior hair designer, allow her to gather her techniques for recreating the top looks seen on the streets of Manhattan," said **Sheri Doss, Vice President of Education for Redken**. "When booking a color or haircut appointment with a **Redken Certified Designer**, no matter the look they are striving for, clients know they are in the best hands for the best results and superior salon service."

Consumers looking for fresh, high quality design can call **Kacy Bott** at **608-271-7270** to book an appointment. For more information, consumers can visit www.redken.com and the [salon finder](#) to see which local stylists have received Club 5th Avenue, Elite Status and Certification badges. Please note, Redken products can only be guaranteed authentic when purchased from a salon.

About Redken

Redken 5th Avenue NYC is a professional haircare and haircolor company dedicated to providing inspiring education, groundbreaking products and unparalleled creativity for clients and stylists alike. With a backstage

presence at Fashion Week in New York, London, Milan and Paris, Redken has become a leader in backstage beauty, creating the runway looks for the industry's most prestigious designers. A unique mix of fashion, innovation and inspiration, Redken creates the buzz, sets the pace and establishes what's new, what's hot and what's next in hair. To locate a Redken salon please log on to Redken.com. Please note, Redken products can only be guaranteed authentic when purchased from a salon. We request that you do not credit drugstores, 'beauty websites' or other unauthorized retailers. Visit StyleSeat.com/Redken to book an appointment or buy authentic Redken products from your local salon. For more information, visit Redken.com, [like Redken on Facebook](#) or follow us on [Twitter](#), [Instagram](#), Shapchat and Periscope @Redken5thAve.

If you decide to mention our brand or product in a review, in any format appearing on the web (this includes videos, social media postings, and website reviews), please acknowledge in close proximity to the review that a sample was given to you by Redken for review purposes (e.g., "Redken provided a product sample for review purposes.") For microblogs (e.g. Twitter) you must include a notation that reasonably discloses any material connection between you and L'Oreal and/or your receipt of a product sample (e.g.: #paid, or #samp").

These requirements are set out by the U.S. Federal Trade Commission (FTC). The FTC also requires that all product reviews reflect the honest opinion of the reviewer and be based on actual product use. Your review should not include statements that cannot be adequately supported and do not post any reviews unless you have all the necessary rights, including copyright, trademarks or third party permissions to do so. If a review is not compliant with these legal requirements, L'Oreal may contact you to request that you remove it.

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