

# SPOTLIGHT MEDIA PRODUCTIONS



## Arnaud Ozharun' s World Famous Salon is the only one that is Organic



*Natural Mind, Beauty & Beyond*

*The misconception about what is organic and what is not revealed.*

By Adrienne Papp

Los Angeles is known for a lot of things, including some of the most famous [modernist architecture](#) in [North America](#), as an example architect [Richard Neutra](#)'s home on Silver Lake Boulevard. Los Angeles is a trendy, creative area, which makes it an ideal location for truly the most unique and completely Organic hair salon and spa in the entire country, a stylish,

modern space and oasis of beauty called NaturalMind Beauty and Beyond, which also operates as a Gallery and is furnished with unique Italian pieces making the place a piece of art beyond unparalleled comfort.

NaturalMind Beauty & Beyond is the creation of Arnaud Ozharun, who began his career as a young boy apprentice in Turkey and eventually ended up in Paris. There he created a salon that became the fulfillment of his personal vision, a modern, spacious paradise of beauty using lustrous natural wood, clay, metal and concrete in an 11<sup>th</sup> century building that had previously been a candy factory. In his visionary creation, Arnaud also pioneered the use of stations that moved on wheels, allowing complete flexibility in managing his patrons and the interior space for a variety of functions and events. So, right from the beginning we have a talented man with a vision and the ability to make it a reality and create a salon that is "into the

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the beginning we have a talented man with a vision and the ability to make it a reality and create a salon that is into the future." But, how did the 100% natural idea come about? We will talk about that once I have a chance to show you what an amazing and truly futuristic the salon is to start with. We will then see why this salon is the only one that is 100% organic in terms of hair treatment and what a HUGE difference that makes for the quality of your hair.

"My vision was to transport the concept of my salon in Paris to Los Angeles, and we have finally accomplished that," Arnaud says.

And what a concept it is! His NaturalMind salon and spa is a beautifully stylish space in a 7,000 square foot building with a 15-foot ceiling that is distinguished by its vertical garden walls, a purposefully conceived piece of living architecture that also aids in air purification.

Inside, the NatualMind concept is an exact duplicate of Arnaud's salon in Paris, where he spent 38 years. "When I do something, I like it to be permanent, so I make sure anything I design is built to last," he says. The mobile "flexible furniture" concept that Arnaud pioneered with Parisian designer Peter Steltzer allows the individual station layout to shift and adjust according to the needs of the stylists, usually 6 or 7 at any given time. For those who prefer a more personalized treatment, Arnaud also has a custom-designed mobile workspace that can be enclosed for complete privacy. Completing the layout is an array of unique shampoo chairs made specifically for Arnaud in Italy and Germany. These cushiony lounge chairs give you the most relaxing massage hidden deep inside the design, which is so modern and exquisite you just want to take them home with you.



*Arnaud Ozharun, owner of Natural Mind, Beauty & Beyond*

Another creative component of Arnaud's salon is evident on the interior walls, where a changing selection of modern art adds a sense of flair to the space. A recent example is the showing of the art of Claire Feuillet, a mixed media visual artist from Orleans, France. Claire majored in philosophy, and then moved into a career in photography and graphic arts, finally settling on painting as her ultimate form of expression. She has had many international exhibits, including shows in the Grand Palais in Paris and galleries and museums in Marseilles, Brussels, Berlin, Seoul, Dallas and New York City. After 10 years of teaching at the Orleans School of Fine Art, she will soon retire to continue her artistic work, with her favorite themes and symbolism concerning the rise and fall of man, in many forms of mixed media. This very idea to bring gallery level exhibit to a hair salon is unique all by itself.

"I love art of all types, and we sponsor many events here at the salon," Arnaud says. "We change the art we display on our walls every seven weeks, so the salon is always interesting in its appearance, a living work of art."

In addition to the highly creative work done in hair styling here, NatualMind also provides full spa services, including the most

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up-to-date massage and relaxation therapies like Shirodhara (a form of Indian [Ayurveda](#) medicine that involves gently pouring liquids over the forehead), as well as full service pedicures, manicures and facials.

The most outstanding creative strength of Arnaud's salon is his insistence on the use of the highest quality hair and beauty products. "All my customers are like guests in my house, and I would never do anything that might be harmful to them," he says. The salon features a very unique line of supplies produced by an exclusive Italian company in Tuscany called Naturalmente. These products are 100 % all-natural organic creations, the purest beauty products in the industry. Naturalmente products are based on pure natural oils and essences and are certified as organic worldwide. And, although they are not inexpensive, their formulas are highly concentrated and a small application often produces dynamic and dramatic, lasting results. Because of their effectiveness they are highly cost effective. There is a general misconception in America as well as around the World that when something is called "organic" it is 100% organic. The case is not like that at all. All products claiming "organic" still contain anywhere from 50%, give or take, amount of chemicals, yet due to SOME percentage of organic ingredients, we call it "organic." Arnaud made it his mission to change this concept and came up with the ONLY salon that can truly be said is Organic!

"Once a client is exposed to these products, they never go back to their old brand, and they are also perfect for anyone with allergies," Arnaud says. "For example, we are now bringing in a line of mascara that doesn't use tar. All other mascaras on the market use tar, but these will not. All of these products only use the finest natural oils and ingredients, and since they don't have any strong chemicals in them you will never get the strong aromas here that you will get in other beauty salons. It always smells more like aromatherapy here."

Since its opening in February of 2010, the concept that Arnaud has brought to this part of Los Angeles has been working beautifully. "We went from having zero clients to now having an e-mail customer list of more than 2,000. We have developed such a strong following that we now have clients showing up from Orange County, Ventura and the Westside of course, and they are usually bringing in 3-4 people with them."

NaturalMind has also become a vibrant social center for the community, hosting many types of artistic events in addition to the wall art exhibits. "We enjoy hosting things like books signings, live music and DJ events and jewelry shows," Arnaud says. "We have also become involved with the local Chamber of Commerce, and opened our doors to many community events."

This kind of hospitality also extends to his clients, who are regularly offered specialty teas and beverages, and every Friday Arnaud provides fine wine and 'Hors d'oeuvres to his guests, along with some live music or DJ sounds.

The incredible growth and popularity of Naturalmind in Los Angeles has Arnaud dreaming about the next stage in the evolution of his brand. "We are now planning to put salons in Beverly Hills and Brentwood," Arnaud says. "I love those areas, and I also love San Francisco, which is also a place we have future plans for. After that, maybe New York."

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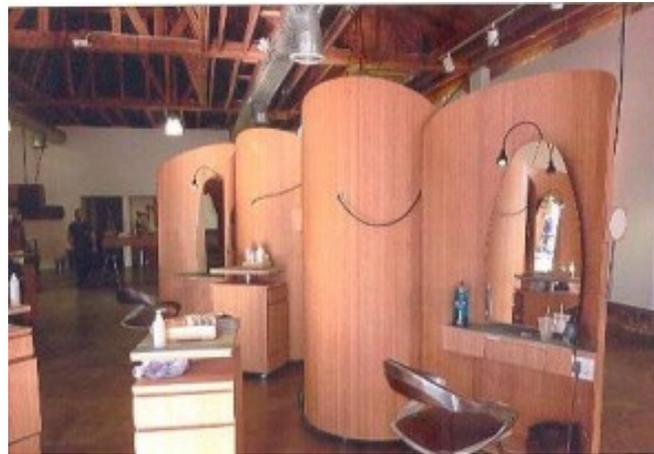
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“ We are also looking for skillful hairstylist to train and expand our staff to keep up with the demand. Investment opportunities are also welcome due to the high demand from our customers, which calls for a faster than usual expansion,” Arnaud explains who has a lot of celebrity clients. More and more celebrities are discovering Arnaud’s classy and unique style. You will never leave the salon without turning heads or people wondering about where you had your hair done. I myself cannot spend a day without ladies asking me about my healthy and full body hair that everyone wants. I know that I will have a friend and an exceptionally talented stylist for a lifetime. The lasting and tasteful results prove it, not to mention Arnaud’s commitment.



*Natural Mind, Beauty & Beyond*

As a life-time recognition for Arnaud exquisite vision, business skills, determination and mind-set of serving others before himself

he will be bestowed the very rare Title of Nobility, bearing the highest honor prefix, Sir Arnaud Ozharun, which is given to a select few in the World who have achieved the unachievable and has been serving the world in the most unselfish and positive way. This very exceptional ceremony will be held on October 22 in Los Angeles by Dukes and Dignitaries from a Sovereign Order that goes back to seventeen hundred years and carrying on history to future generation by example of service and commitment through their knights, one of them being Arnaud himself. This charitable Order will also honor Arnaud’s two most valued members of his family, who both readily lend their helping hands daily at his salon, the very hard working and beautiful Alin Gozukara, and her husband Jack Gozukara. The members of the Order are also invited by the Pope himself to Rome next year in recognition to their unparalleled contribution and success in their respective fields, and were also recognized by the White House in a letter signed by the President himself. There is no question that Arnaud is destined to become the most recognized stylist of our time with a vision that no other has ever had, much less was able to make it a reality.

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*Natural Mind is located on Sunset Boulevard*

In the meantime, if you are looking of a highly personalized salon or spa experience, then you owe it to yourself to pay a visit to the original Natural Mind Beauty & Beyond. It promises a very transformational, and actually life changing experience, and if you can get an appointment on a Friday, you can enjoy the additional satisfaction of a glass of wine, some tasty appetizers and live music, all in a beautifully designed space that is quickly becoming a significant creative social center in the community. One thing is for sure: You will leave happy, uplifted, relaxed and joyful as that very transformation you have been looking for just finally caught up with you!

About the Author of This Article: [Lady Adrienne Papp](#) is a recognized journalist who has written for many publications including Savoir, [Beverly Hills 90210](#), [Malibu Beach](#), [Santa Monica Sun](#), [The Beverly Hills Times](#), [Brentwood News](#), [Bel-Air View](#), [Celebrity Society](#), [Celeb Staff](#), [It Magazine](#), [Chic Today](#), [LA2DAY](#), [West Side Today](#) among many others. She is the President and CEO of Los Angeles / New York-based publicity company, [Atlantic Publicity](#) and publishing

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