

07/23/12 - Local Salon Brings High Energy City Feel to Town



For 22 years, Amy and Alfredo Lamparelli have brought a high-energy, state-of-the-art salon and boutique to Londonderry, creating the look and feel of a city inside the town. Starting small in the back of a plaza, Salon Bogar has taken over more and more space throughout the years, and has added more and more services, staff, and benefits to its clientele.



When choosing a location to open the business, Amy said Londonderry was an easy choice. "We just loved the community and location. It's suburban and has a sense of community that

is away from it all but still very close to the major highways," she said. "It's been a great place to do business in." "We're trying to take a city and put it into a town. We want clients to escape the town. It has a sort of high-energy feel, but you don't feel like you're being rushed," said Alfredo. "It's a big salon with a down-to-earth staff," added Amy.

During the beginning years, Amy said that she worked at the salon part time while attending college, and Alfredo and another stylist attended to the customers. Over time, Amy took over more of the business responsibilities so that Alfredo could continue his passion for hair.



The salon, stressed Alfredo, is more than just cutting and styling of the hair. Stylists are encouraged to stay educated on the latest trends as well as focus on the whole health of the clients' hair. Clients will learn how to take care of their hair; the proper treatment and products to use. About once a month, educators are brought in to keep the stylists up-to-date on the latest trends, treatments, and styles. Stylists have also had the privilege of traveling as far as Paris to remain educated.



There are nineteen stylists employed currently at Salon Bogar. Amy and Alfredo encourage all to work as a team, and emphasize that the teamwork offers a better, long-term career path, as well as employees that are dedicated to education and their clients as a whole. By providing high class hair services, the salon has found itself to be privileged as a tester for L'Oreal products. One of the latest products is Inoa; this ammonia free, odor free coloring system was only available in Salon Bogar and one other Boston salon in the New England/New York area before hitting other salon shelves recently.



The salon also employs two nail technicians and two aestheticians. The aestheticians provide not only skin beauty treatments, such as waxing, facials, and makeup application, but also provide advanced skin treatments to help with the overall health. One of the technicians is certified to work with oncology patients. The procedures offered can help bring back to life the skin of a patient who has undergone cancer treatments. Nail services include both manicures



and pedicures.



Salon Bogar also features a boutique area, where clients can purchase high end accessories, hair care products, makeup and more. "We have clients stopping in just to see what's new in the boutique in between appointments," said Amy. She added that she regularly goes to accessory shows for new products to add to the boutique. Wedding services, either on site or at the salon, for small to large parties are also available. Brides and bridal parties can get their hair, makeup, nails, and skin treatments done in one place and the salon works with two wedding coordinators to ensure the appointments run smoothly.

Salon Bogar is open Tuesday through Thursday, 8:30 AM until 9 PM and Friday and Saturday, 8:30 AM until 4:30 PM. The salon is located at 25 Orchard View Drive in Londonderry, NH. Be sure to stop in or [visit them online!](#)