



OUR STORY

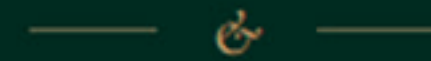
Brazilian warmth,
Beverly Hills refinement.





HOW IT STARTED

Two Brazilians, *one vision.*



The One was born from a partnership as unlikely as it is effective. Cristiane Freire spent twenty years as a CFO in the restaurant industry — building systems, managing operations, making things run beautifully behind the scenes. Beauty was always the pull, but she brought something most salon owners never have: the discipline to build it right.

Wesley Belchior brought the other half. With over 18 years of professional artistry, training at Tony & Guy and Vidal Sassoon, and a career that took him from Brazil to the International Wella Trend Vision Awards in Paris, he is the creative engine behind everything that happens in the chair.

Together they cover everything. Cristiane ensures the experience is seamless — the welcome, the rhythm, the quiet luxury that makes clients feel at home from the moment they walk in. Wesley ensures the work is exceptional. It is a rare combination, and it shows.

BEVERLY HILLS · BRAZILIAN-OWNED · FOUNDED IN 2021

The *One* Beauty

— a quiet luxury on Beverly Drive

A private boutique salon where Brazilian warmth meets
Beverly Hills sophistication. Hair, color, extensions &
wellness — curated for the way you live.

[RESERVE YOUR VISIT](#)

[VIEW THE MENU](#)

Open Tue – Sat · 9a – 6p Find us 1149 S Beverly Dr, Beverly Hills

18:54

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thebeautysalon.com



THE MENU

Every service, *considered.*



CUT

Precision Haircut

Considered, architectural cuts that settle into your shape — never over-worked.



COLOR

Hair Color

Bespoke color — sun-kissed balayage to dimensional highlights — tailored to your tone.



STRAIGHTENING

Brazilian Blowout

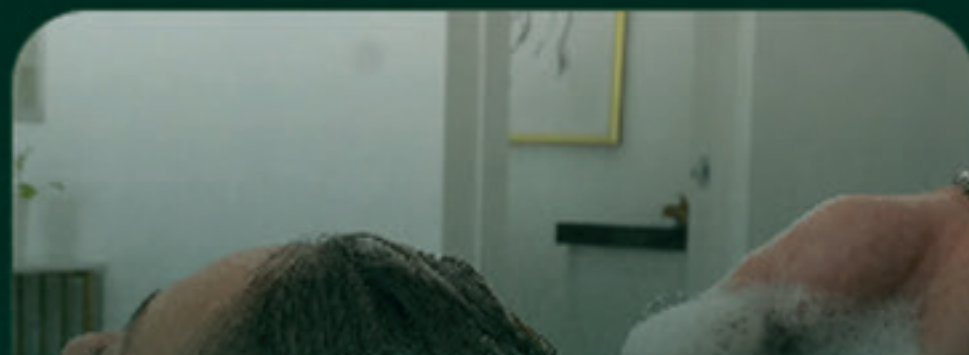
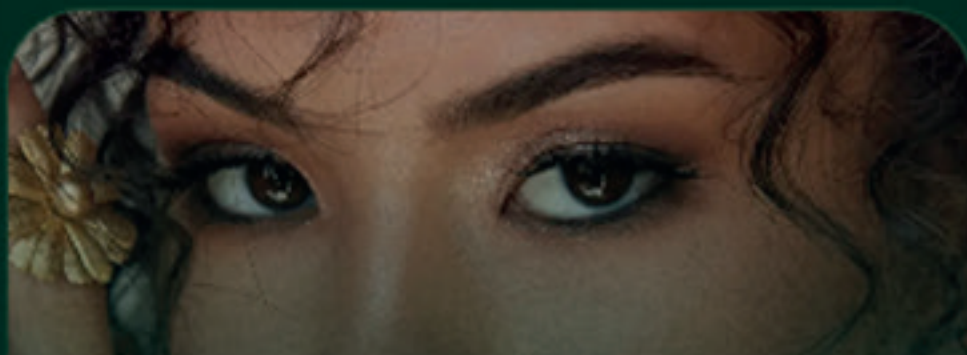
The signature smoothing treatment — frizz-free, glossy, effortless for months.



STYLING

Hair Styling

Blow-outs, updos, and event styling — polished results for any occasion.



Social Media

for





GOOD COLOR IS ALL
IN THE **DETAILS**

Book your appointment.



YOUR SUMMER
HAIR DESERVES
TO **LAST**



PERSONALIZED COLOR STARTS
BEFORE THE FIRST STRAND IS COLORED



THE ONE
BEAUTY



THE ONE BEAUTY

COLOR REFRESH

The easiest way to make your hair feel like summer



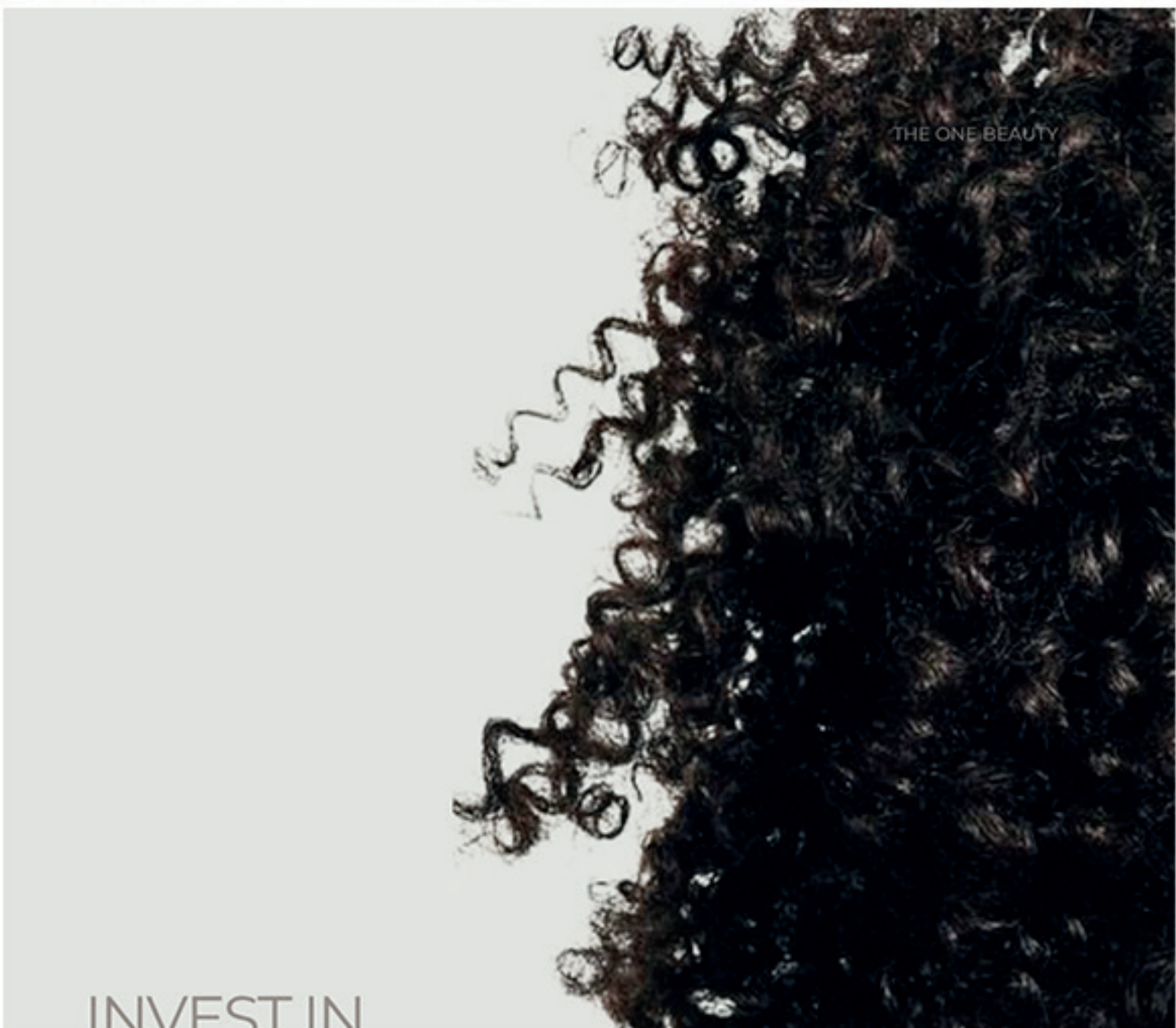
THE ONE BEAUTY



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THIS
SUMMER'S

CALLING FOR



THE ONE BEAUTY

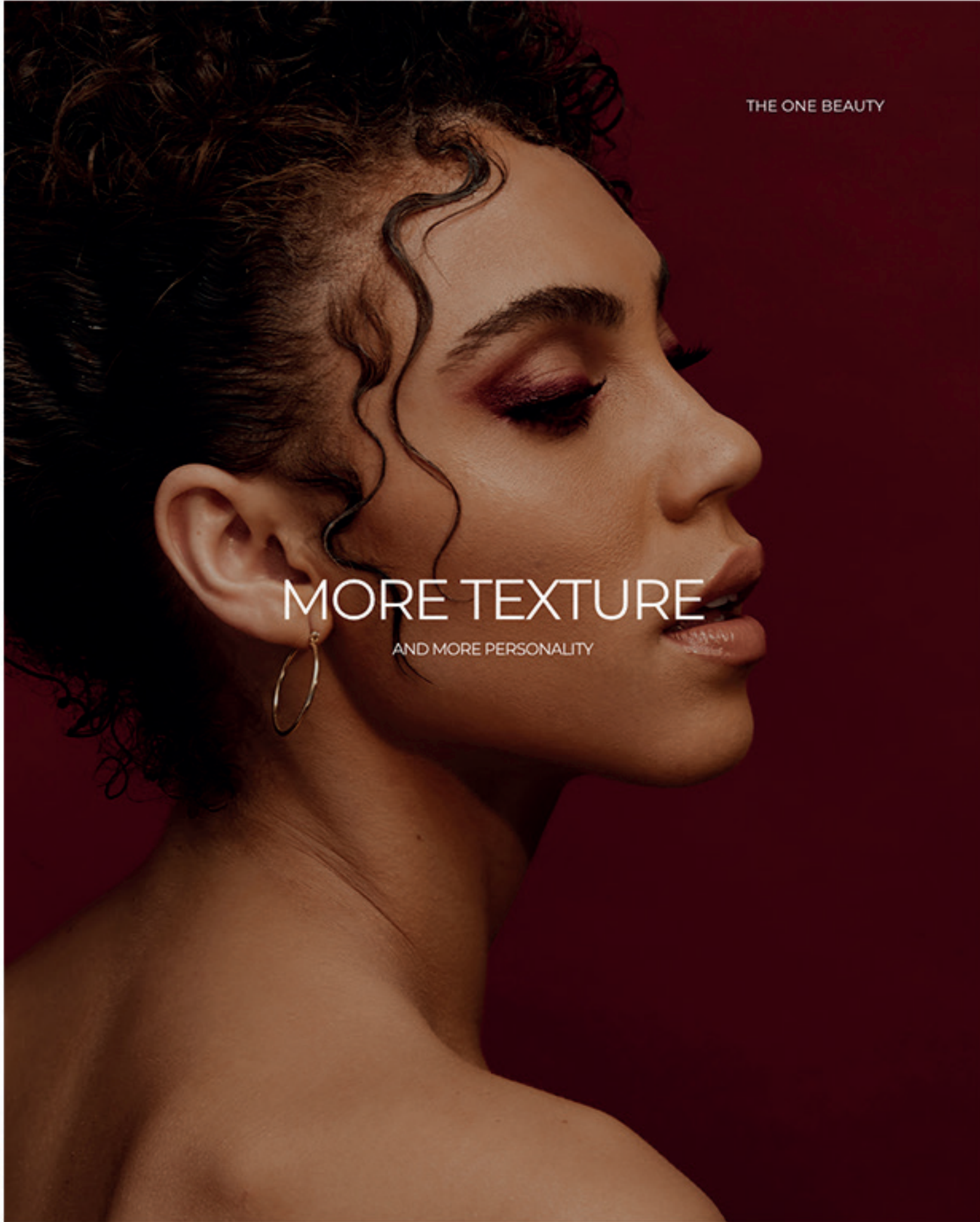
INVEST IN



THIS
SUMMER'S

THE ONE BEAUTY

CALLING FOR
CURLS



MORE TEXTURE

AND MORE PERSONALITY

THE ONE BEAUTY



IT'S VOLUME
SEASON

THE ONE BEAUTY

AND WE ARE
HERE FOR IT

thank you,

