

“Who dares to teach must never cease to learn.”

John Cotton Dana

For over 60 years Federico Beauty Institute and the Federico family have been committed to producing confident beauty professionals with refined artistic style.

As masters in their craft, the Artistic Directors of AJF Salon, led by Adam Federico, mentor cosmetology graduates to shape their creativity and bridge education with client experience.

As an educational salon, AJF is always on the cusp of trends, techniques, and talent.

SERVICES

Clients have the opportunity to select services from our Artistic Directors, Junior Artistic Directors, Stylist or Assistants.

	Artistic Director	Jr. Artistic Director	Stylist	Junior Stylist
haircut women's	[\$75]	[\$55]	[\$50]	[\$40]
haircut men's	[\$50]	[\$45]	[\$35]	[\$30]
full highlight	[\$125]	[\$115]	[\$90]	[\$70]
partial highlight*	[\$95]	[\$115]	[\$70]	[\$60]
one process color	[\$80]	[\$75]	[\$60]	[\$55]
semi permanent	[\$70]	[\$75]	[\$50]	[\$45]
blow dry	[\$65]	[\$55]	[\$45]	[\$35]
formal upstyles	[starting \$50]			

*Color service prices subject to change based on client consultation.

Custom Services

Conditioning Treatments • Custom Extensions • Color Corrections
Keratin Straightening Treatments

Model Days

Be a hair model! Book a service on a **Tuesday** or **Thursday** with our Assistants in Master Training Education and save!

haircut	[\$30]
haircut men's	[\$25]
full highlight	[\$50]
partial highlight	[\$40]
semi permanent	[\$25]
one process color	[\$35]
blowout	[\$20]



GET IN THE KNOW

Follow us and learn about special promotions and events at the salon.

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Adam Federico Stylist/Master Educator/ Owner

Adam J. Federico has found unparalleled success as a stylist, salon owner and trendsetter through a steady mixture of education and innovation. Upon earning his license through Federico Beauty Institute in 1996, Adam moved to Los Angeles to continue his advanced education at Vidal Sassoon and honed his craft in leading salons such as Carlton Hair International.

After conceptualizing and designing every detail of his new salon, Adam opened the doors to AJF on December 3, 1999. In the years since then, the salon has grown with a hand-picked selection of innovative and forward-thinking stylists.

A dedicated supporter of the Sacramento art and music scene, Adam and AJF constantly evolve infusing artistic culture into the salon experience. Hosting the works of local artists and partnering with community art and music education programs to give back, art awareness inspire Adam and the stylist team.



3016 J Street Sacramento, CA 95816 t 916.446.2940 e info@ajfsalon.com w www.ajfsalon.com

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FOR OUR WORLD IS ALWAYS REVOLVING
WE MUST STAY CONSTANTLY EVOLVING.

