

About Denise



Denise Traina, Expert Educator & Color Specialist

Denise Traina a native from Northern California, was born and raised in the bay area and always pictured herself as a member of a leading beauty industry label. Over the past 10 years Denise has discovered her passion for helping others accomplish their ideal lifestyle of beauty and fashion. After graduating beauty college Denise went on to open Mountain Highlights Salon and Day Spa in Trinity County. There she would be the first elite salon in the surrounding 50 miles.

As time went on, Denise was offered to attend the Ambassador Program for L'Oreal Professionnel. Little did she know, this would launch a new creative passion in her

to get out and make the elite salon experience a part of everyone's beauty ritual.

In February 2011 she took her interests to the next level and auditioned for an educator position with L'Oreal Professionnel. Since then, her ideas of who, what, and how this industry has advanced has shaped her conquest for making everyone beautiful from the inside out. She decided in October 2012 to close her salon doors in order to relocate back to her hometown in the bay area to pursue her dreams of becoming a mentor to stylists as well as consumers. As a full-time educator for L'Oreal Professionnel She has travelled throughout the United States to deliver superior training to elite salons and national academies.

Now Denise is proud to announce she's behind the chair at the Antonio Cremona salon in Portola Valley, California where she is able to magnify her accomplishments and work directly with the public creating confidence and esteem one guest at a time. Her passion drives her to inspire others with the 'foundation for creation' and pass on the gift of beauty and art.

Denise has expanded her position with taking on the title of Expert Network Trainer. This allows her to share her knowledge and passion of certifying stylists on an expert level.

Denise has Successfully completed the L'Oreal Professionnel Color Certification program at the Loreal ProAcademy and now hosts elite color classes at all professional education levels.

She has continued to elevate herself within the haircolor community by mastering the art of Balayage and Blending creating the ability to execute customized and looks down to the finest detail of Precision and excellence.

Denise has had the opportunity to work alongside some of the leading names in the industry at such events as Fashion Week, Professional hair shows, and on stage education events bringing her to the master level in her artistry.

"I am extremely excited to be a part of the Antonio Cremona team and look forward to empowering members of the community to find their most beautiful self."

