

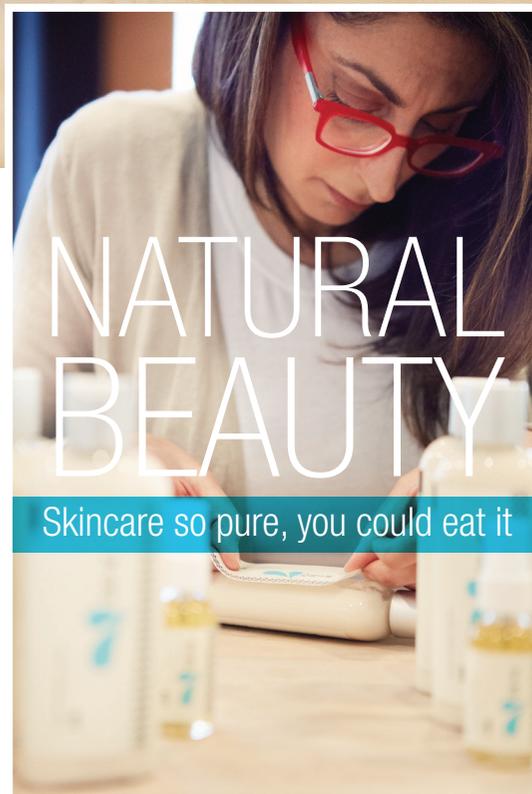


STEFANIA BUONOMO IS PASSIONATE ABOUT USING NATURAL HAIR AND SKIN CARE PRODUCTS. SO MUCH SO THAT THE SALON OWNER AND AROMATHERAPIST CREATED A SMALL-BATCH, 100 PERCENT NATURAL, ORGANIC, AND AROMATIC SKINCARE LINE WITH AROMATHERAPIST MICHAEL SCHOLES, CALLED MIMO7.

Buonomo, 43, is a Rochester native who trained in New York City with master hair stylist Frédéric Fekkai and studied aromatherapy in Costa Rica. Bringing that rich knowledge back to Rochester, she and Scholes choose and mix high-quality essential oils and botanical ingredients for the MIMO7 line.

“The scents from these oils evoke emotions from this life or maybe even past lives,” Buonomo explains. “Our olfactory system holds onto memory. So maybe, as a child, you sat in the garden with your grandmother and she grew lavender. Now the smell of lavender will evoke that feeling you had as a child.”

Her passion for purity isn’t the only reason Buonomo created MIMO7. She contends that many of the conventional products on shelves these days are downright dangerous, due to



harmful ingredients. So her salon only uses natural, plant-derived products.

“Many products use parabens, hormones and other chemicals,” Buonomo says. “These chemicals are absorbed into your body. It’s atrocious,” she says. “Your skin is the biggest organ of your entire being. Why would you put toxic chemicals on it?”

As for the name of her product, Buonomo found inspiration in her father.

“Mimo was my dad’s nickname,” she says with a smile. “When my dad was dying, I was reading a book and it inspired me to talk to him about how we could connect when he crosses over. So I asked him: ‘Dad, what kind of code can we have after you die? How will I know you’re with me?’ He didn’t hesitate. He said, ‘That’s easy. When you see 777—three sevens in a row—I am there.’ And I can’t tell you the number of times in life they have appeared to me to this day. The number is our connection.”

The packaging on MIMO7 came from another important person in Buonomo’s life—the father of her daughter, Sophia.

“Kurt Ketchum, who I think is the most amazing graphic designer in this city, designed those labels,” Buonomo says. “He and I sat there together and figured it out. We captured it. It was a moment.”

MIMO7 products are sold at Metro Salon and Hart’s Grocers.

—Jennifer Palumbo