**INO RUIZ**

Ino’A

**Ino´A** is a salon and a training center founded by the sisters **Ino and** **Ana Gema Ruiz,** two passionate women about beauty, who have worked in the business for 22 years with a desire to continually improve. They want to always rise to the occasion, striving every day to offer the best of themselves to their clients.

One of them, Ino, was attracted to hairdressing from a very young age, despite not having any reference in the family. When she finished her EGB studies, she wanted to start training, but her parents tried to convince her to study another profession, specifically to become a Clinical Assistant. The agreement that she reached with her mother was that if she completed these studies, she could fulfill her dream of learning hairdressing. She finished with a good grade and then enrolled in an academy where she learned all about hairdressing, specifically at the Maricielo Academy in Úbeda (Jaén).

Once she completed the training, and when her mother saw that she could not take away her illusion, she moved to Barcelona to complete her training at the Llongueras International Institute, where she kept going every year to retrain. There, she also trained with Helen Curtis, Rafael Madroñal, Raffel Pages, and Patrick Cameron, among others. When she returned to his hometown in 2000, she opened her unisex hairdressing and aesthetics salon with her sister. Ana Gema is responsible for beauty and makeup, and she is a hairdresser. Ana Gema alternates her passion for the salon with her work as a teacher at the San Juan Bosco institute in Jaén, and as a technician for the Stage Line firm, professional makeup.

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Ino Ruiz, the hairdresser, combines her work with another passion, transmitting her knowledge as a trainer. In 2018 they opened their training center, which is currently their new salon, where they work every day, as well as in another space, one smaller and the other larger.

Her desire to learn and evolve leads her to continue training even today. In her opinion, to be a good professional "you have to like it a lot and carry it in your blood". Continuous training is also the basis for success to offer excellence to clients. For this reason, normally Ino Ruiz follows an average of five annual recycling courses: color, haircut, updos. In addition, she has completed a training course for trainers, she has successfully passed the **Hairdressing course of Competency Accreditations** at the Aynadamar C.P.I.F.P (Granada) and has enrolled in the **Higher Degree in Hairdressing** at the IES Himilce.

She alternates her two passions, the salon and training and, therefore, has a wide calendar of training sessions throughout Spain.

Her work philosophy is a treatment with affection and professionalism, always trying to be up to date with the latest trends, offering and advising on what is demanded.

**They already have some distinctions to their credit:**

• Finalist in the Women's Collection of the **Picasso Awards** (2016)

• Art for Life Award in Madrid (2018)

• Winner of the **Best Avant-garde** **Collection** at the **Trendy Hair** **Awards** (2021)

In addition, her collection of flamenco updos was on the cover of the magazine "Entre abanicos" (2018). They have also collaborated in several editions of the Miss Grand Jaén gala, being part of the jury in 2019. They have also collaborated with the Aire de Granada modeling agency. Regarding fashion, they have participated together with designers in the realization of photo sessions and have organized several fashion catwalks in their town, "Ibros de gala", in Ibros (Jaén). Finally, they belong to the Association of Freelancers United to Act, AUPA.