

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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TUCSON'S SALON NOUVEAU NAMED ONE OF AMERICA'S TOP 200 SALONS

LINCOLNSHIRE, IL (January 2011) – **Salon Nouveau**, owned by long time local business leaders Kathy Alexander and Paul Lindsey, was recently named to the SALON TODAY 200 by SALON TODAY magazine, the top business publication for salon and spa owners.

The magazine's 14th annual SALON TODAY 200 issue profiled the selected salons in its January 2011 issue. The 200 salons were selected for their best business practices from applications submitted by SALON TODAY readers, who represent the 25,000 top-producing salons and spas in the country. Eight Arizona salons made the list.

“This is a tremendous honor,” said Alexander, “and we are thrilled to be able to share this with our faithful clients and our staff of wonderful professionals who try to make each visit something special.”

The magazine honored applicants in 11 best practice categories, including Compensation and Benefits, Retention and Referral Programs, Customer Service, Recruitment and Training, Advanced Education, Marketing, Environmental Sustainability, Philanthropy, Retail and Merchandising, Technology, and Sales Growth.

SALON NOUVEAU (Cont'd).

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“Our editors recognize that strong business leadership requires the mastery of a number of different best business practices,” said Stacey Soble, editor-in-chief of SALON TODAY. “The salons named to the SALON TODAY 200 for 2010 not only proved they excel in one or more of these areas, they also have created rewarding environments for their staff members and standout experiences for their clients. Their willingness to share their success offers our readers important business benchmarks and fresh, sales-building ideas.”

Salon Nouveau, located at 2204 East Fort Lowell Road, has been in business for over 20 years and offers a complete range of hair, skincare, nail and waxing services, using only the finest products from Bumble and bumble, Eufora, Joico, and Dermaware.

For a salon to be named to the SALON TODAY 200, it had to meet the following criteria: 1) The salon or spa opened on or before January 1, 2008. 2) The salon is a provider of professional salon services including one, or more, of the following: hair care, nail care, skin care, body care or spa treatments; 3) The salon or spa generated annual service and product sales revenues of at least \$250,000 per year since 2008; 4) The owner provided statistical information about his or her business and completed at least one of the Best Practice category essay sections; and 5) The applicant submitted documentation to verify financials if he or she competed in the growth category.

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