

20<sup>TH</sup> ANNUAL

January/February 2017

# salon today

Celebrating  
20 Years of  
Success!

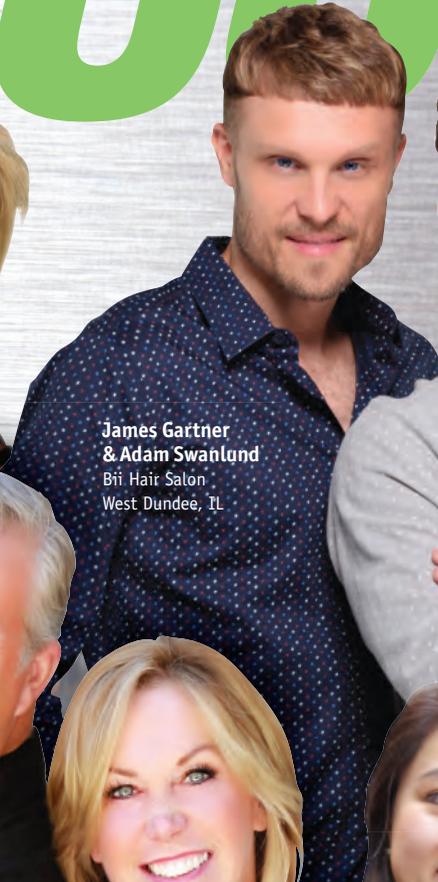
# 200



**Eduardo Anderson**  
360 The Colour Bar Salon  
El Paso, TX



**Cindy Feldman**  
Progressions Salon  
Spa Store  
Rockville, MD



**James Gartner  
& Adam Swahland**  
Bii Hair Salon  
West Dundee, IL



**David Linde  
& Gayle Fulbright**  
Headlines The Salon,  
Encintas, CA



**Susan Casale**  
Beehive The Salon, Inc.  
Duxbury, MA



**Martin Truong  
& Jessica Hoach**  
Eikonic House of Barbers  
Brampton, Ontario

# CROWN OF GLORY

A warm round of applause to the 116 Aveda salons who made *Salon Today's* 200\*: You are a crowning example of style, service and mindfulness in the world of beauty. We're honored you choose Aveda to accompany you on your journey to the top. Not on the list yet? Create a plan to get there — visit [experienceaveda.com/owners](http://experienceaveda.com/owners) or call us at 877.622.5917. Remember, you don't have to do it alone.

## ALABAMA

**TONYA JONES SALONSPA**  
Birmingham

## ARIZONA

**20 VOLUME SALON & SPA**  
Gilbert

**AVEDA INSTITUTE**  
Tempe

**AVEDA INSTITUTE**  
Tucson

**SALON ESTIQUE**  
Phoenix

**THE ROOT SALON**  
Phoenix

## CALIFORNIA

**ANASA HAIR STUDIO**  
Temecula

**ARTBEAT SALON & GALLERY**  
Berkeley

**BRIX THE SALON**  
Auburn

**KAREN ALLEN SALON AND SPA**  
Riverside

**LUX SALON**  
Fullerton

**METRO FOR MEN**  
Irvine

**QUATTRA VIA**  
Carlsbad

**COLORADO**  
**AVEDA ACADEMY**  
Denver

**AVEDA INSTITUTE**  
Denver

**BERENICES**  
Denver

**CENTRE SALON**  
Lakewood

**CENTRE SALON & SPA**  
Arvada

**CENTRE SALON & SPA**  
Lone Tree

**CENTRE SALON & SPA**  
Westminster

**CENTRE SALON & SPA, TIFFANY PLAZA**  
Denver

**DAMETRIS**  
Arvada

**HEADLINES—THE WASHINGTON PARK SALON**  
Denver

**LA TIERRA SALON & DAY SPA**  
Highlands Ranch

**TRIOS SALON**  
Fort Collins

## ZANDI K SALONS

Denver

**ZINKE HAIR STUDIO**  
Boulder

**CONNECTICUT**  
**A NEW BEGINNING SALON & DAY SPA**  
Bethel

## FLORIDA

**AURA SALON, INC.**  
St. Augustine

**AVANTGARDE SALON INC.**  
Destin

**ELEMENTS SALON**  
Fernandina Beach

**FRANGIPANI HAIR STUDIO, INC.**  
Jacksonville Beach

**MAGGIE THE SALON**  
Pembroke Pines

**NUOVO SALON GROUP**  
Sarasota

**SALON 2000**  
Fleming Island

**THE CHANGING ROOM**  
Aventura

## GEORGIA

**CHALLISE & COMPANY, INC.**  
Marietta

**ON THE GREEN SALON AND DAY SPA**  
Saint Marys

## ILLINOIS

**ALLURE DESIGNS**  
Libertyville

**AVALON SALON AND DAY SPA**  
Deer Park

**FIVE SENSES SPA AND SALON**  
Peoria

**GORDON SALON**  
Highland Park

**PURE NATUR SALON AND SPA**  
Fairview Heights

**SALON SOCA**  
Chicago

**SPA BLEU**  
West Dundee

## INDIANA

**J. NICOLLE SALON & SPA**  
New Albany

**REJUVE SALON SPA**  
Carmel

**SOLARIS**  
Evansville

## IOWA

**ADARA SALON & SPA**  
Johnston

**PURE SALON AND SPA**  
Ankeny

**SALON SPA W**  
Des Moines

**TRIXIES SALON**  
Des Moines

**KANSAS**  
**ERIC FISHER SALON**  
Wichita

**PLANET HAIR**  
Wichita

**KENTUCKY**  
**501 SALON & SPA**  
Bellevue

**JOLI SALON AND SPA**  
Lexington

**OMAGI SALON & SPA**  
Louisville

**PURE SALON SPA**  
Louisville

**LOUISIANA**  
**BELLA STYLE SALON**  
Slidell

**PARIS PARKER SALONS & SPAS**  
Hammond

**MAINE**  
**GREEN WITH ENVY SALON**  
Camden

**MARYLAND**  
**NVS SALON & SPA**  
Bel Air

**SAGITTARIUS SALON & SPA**  
Hagerstown

**MASSACHUSETTS**  
**SERENI SALON & SPA**  
Hudson

**MICHIGAN**  
**BROWN & DELINE**  
Ann Arbor

**COIFFETERIA SALON**  
Grand Rapids

**MINNESOTA**  
**DAYLILY SPA SALON**  
St. Cloud

**JUUT SALONSPAS**  
Minneapolis

**RUE 48 SALON**  
Minneapolis

**TAJ SALON & SPA**  
Brooklyn Park

**MISSOURI**  
**BELLADONA SALON & SPA**  
Cape Girardeau

**GINGER BAY SALON & SPA**  
Kirkwood

**INSPIRE SALON**  
Weldon Spring

**STEM HAIR AND BODY SALON**  
Merriam

**MONTANA**  
**STUDIO MONTAGE**  
Great Falls

**NEW HAMPSHIRE**  
**THE ECO SALON**  
Londonderry

**NEW JERSEY**  
**FRINGE**  
Maplewood

## NEW MEXICO

**MARK PARDO SALONSPA**  
Albuquerque

**ROCK PAPER SCISSOR SALONSPA**  
Santa Fe

## NEW YORK

**ASANDA SPA LOUNGE**  
New York

**BIJOU SALON**  
Skaneateles

**NORTH CAROLINA**  
**BELLA LAGO SALON & SPA**  
 Mooresville

**JADE SALON**  
Greensboro

**LOCAL HONEY**  
Greensboro

**SAVVY SALON AND DAY SPA**  
Cornelius

**OHIO**  
**CANVAS SALON AND SKIN BAR**  
Powell

**NURTUR THE SALON**  
Columbus

**PHIA CONCEPTS**  
Columbus

**SALON ROOTZ, INC.**  
Medina

**OKLAHOMA**  
**IHOFF SALON AND DAY SPA**  
Tulsa

**OREGON**  
**GERVAIS SALON & DAY SPA**  
Eugene

**PENNSYLVANIA**  
**SALON SECRETS SPA**  
Kennett Square

## TENNESSEE

**JON ALAN SALON**  
Nashville

**ONU SALON**  
Murfreesboro

**TANGERINE SALON AND SPA**  
Murfreesboro

**TRUE BLUE SALON**  
Nashville

## TEXAS

**360 THE COLOUR BAR SALON**  
El Paso

**AVANT SALON SPA**  
Austin

**HUE SALON**  
Houston

**JOSEPHINE'S DAY SPA & SALON, INC.**  
Houston

**LAVISH SALON**  
Webster

**LEMONGRASS SALON**  
Fort Worth

**VANITY SALON**  
Houston

**VON ANTHONY SALON**  
Frisco

**UTAH**  
**CENTRE SALON, FASHION PLACE**  
Murray

## VIRGINIA

**MANGO SALON**  
Richmond

**TULIP SALON & SPA**  
Fredericksburg

**WASHINGTON**  
**HABITUDE SALONS AND SPA**  
Seattle

**UTOPIA SALON & DAY SPA**  
Vancouver

**WISCONSIN**  
**CRAIG BERNIS SALON SPA**  
Delafield

**ECCO SALON**  
Fitchburg

**IMPRESSIONS**  
Mequon

**NEROLI SALON & SPA**  
Milwaukee

**CANADA**  
**BRIO SALONSPA**  
Lethbridge, Alberta

**RED BLOOM SALON**  
Calgary, Alberta

**SIN 7 SALON**  
White Rock, British Columbia

## MERMAID HAIR EXTENSIONS

Kirkland, WA  
mermaidhairextensions.com  
Cindy Reynolds

**2014:** \$774,000  
**2015:** \$940,000  
**INCREASE:** 21%  
**SQUARE FEET:** 1,700  
**TOTAL EMPLOYEES:** 7  
**AVERAGE CUT & STYLE:** \$50  
**BEST-SELLING RETAIL:** Private label  
**COLOR:** Redken, CHI, It&ly  
**EXTENSIONS:** Hairdreams, DreamCatchers; Easihair Pro  
**TECH SUPPORT:** Salon Iris  
**ASSOCIATION:** PBA

"One thing we do very differently than other salons is that we provide unlimited, free follow-up visits, including hair cuts and extension removals for every client."

Cindy Reynolds, owner of Mermaid Hair Extensions in Kirkland, WA.



## MIRROR MIRROR SALON

Austin, TX  
mirrormirrorAustin.com  
Martha Lynn Kale

**2014:** \$428,000  
**2015:** \$526,000  
**INCREASE:** 23%  
**SQUARE FEET:** 1,000  
**TOTAL EMPLOYEES:** 7  
**AVERAGE CUT & STYLE:** \$70  
**BEST-SELLING RETAIL:** Living Proof, Color Wow, Wet Brush  
**COLOR:** Goldwell, Redken, Schwarzkopf Professional  
**TECH SUPPORT:** STX

"We have focused on charging appropriately for services performed and base our rate increases on productivity metrics that prove demand. Creative color techniques like balayage, rooted highlights and ombre require a level of expertise that demands a price point that reflects the extra education."

## Global Passport

New guests to Neroli Salon & Spa receive a business-card-sized global passport inviting them to travel to other departments in the salon and spa to receive complimentary upgrades on some of Neroli's best-selling services. For example, the destination in the nail department includes a gel upgrade with purchase of a pedicure.

Owner Susan Haise's goal is to get the new guest to return, but also to encourage them to sample what other Neroli departments have to offer. "Shoppers are always on the lookout for added-value opportunities," she says. "When our service providers end a guest's first service with us by giving them the gift of the card, it ends the experience on a positive note and tells guests we're excited to see them again."

The card works. Last year it was responsible for \$15,000 in additional service sales and \$8,000 in retail.



## NEROLI SALON & SPA

Milwaukee, WI  
nerolisalonspa.com  
Susan Haise

**2014:** \$888,000  
**2015:** \$1,226,000  
**INCREASE:** 38%  
**SQUARE FEET:** 4,200; 5,200; 4,800; 7,600; 1,300  
**TOTAL EMPLOYEES:** 196  
**AVERAGE CUT & STYLE:** \$44  
**BEST-SELLING RETAIL:** Aveda  
**COLOR:** Aveda  
**SKIN CARE:** Aveda, Nuface  
**NAIL CARE:** Zoya  
**TECH SUPPORT:** Millennium, ZeeZor  
**ASSOCIATIONS:** Intercoiffure, ISBN, ISPA, PBA, 2 to 10

"Our recruitment processes were not generating the interest we wanted, so we created Neroli Hiring Socials. These create a fun, real-life glimpse into our environment in hopes of drawing in strong team members. We hired 80% of our social attendees."

## NVS SALON & SPA

Bel Air, MD  
nvssalon.com  
Tammy Ehrbaker and Stathis Kotanidis

**2014:** \$499,000  
**2015:** \$719,000  
**INCREASE:** 44%  
**SQUARE FEET:** 900  
**TOTAL EMPLOYEES:** 19  
**AVERAGE CUT & STYLE:** \$55  
**BEST-SELLING RETAIL:** Aveda  
**COLOR:** Aveda, Wella  
**SKIN CARE:** Aveda  
**TECH SUPPORT:** Millennium  
**ASSOCIATION:** PBA

"In 2015, we worked with Aveda and were invited to style hair for New York Fashion Week. It was an amazing experience to work alongside so many well-known celebrities and celebrity stylists. Our local papers and magazines picked up our work—and a media frenzy began."