

24TH ANNUAL

SPRING 2021

salon today

2000

Celebrating Tales of Success, Leadership and Heroism

AnneMarie and Joe Krainich
Ottalaus Salon
Lehi, UT

Martha Lynn Kale
Mirror Mirror Salon
Austin, TX

Marcy Cona
MC Salon + Spa
Cuyahoga Falls, OH

Adelle & Travis Graham
Salon Adelle
Greenville, SC

Drew Anderssen and Beau Barbee
Z Studio...The Art of Hair
Tulsa, OK

Kalena Duru
KBB Salon
Marietta, GA

Jen Baudier
Bella Style Salon
Slidell, LA



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Celebrating Tales of Success, Leadership and Heroism

Undoubtably, 2020 will go down in the history books as a year like no other.

While the pandemic forced salons to close (sometimes more than once) and their owners to apply for emergency funding and navigate the complexity of social distancing and new safety standards, SALON TODAY knew it needed to change the focus of its renowned business competition to reflect not only the successful growth strategies of 2019, but the survival strategies of 2020.

This year's SALON TODAY 200 issue is a tribute to the heroes in our industry. The leaders who immediately embraced change, helped support their team members even when they had to lay them off so they could seek unemployment, and designed all kinds of ways to deliver advice and products to clients who were sheltering at home with unruly locks and growing roots.

It also is a remembrance of the good that came out of 2020—how owners bonded with their team members, and service providers bonded with their clients. It's a reflection of the grit and the determination, the creativity and the ingenuity and the courage and the resiliency that North American salons, spas and barbershops exhibited in the past year.

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MIRROR MIRROR SALON

Austin, TX
mirrormirroraustin.com
Martha Lynn Kale

“Upon reopening, we expanded our extension business. We have a unique opportunity in that one of our stylists created her own method of hand-tied extensions. We went from three stylists offering the service to 10 stylists trained, and that has been instrumental with adding new revenue.”

MODERN SALON AND SPA

Charlotte, NC
modernsalonandspa.com
Arsalan Hafezi

“We host classes every Monday led by team members and outside educators to keep the team’s talents sharp. Additionally, every other Wednesday, we have mini-classes with team members and inspirational talks prior to the salon opening to remind our team what makes this industry the most beautiful—our joy of learning and creating beauty.”

NEROLI SALON & SPA-NORTH SHORE

Glendale, WI
nerolisalonspa.com
Susan Haise



Team members from Neroli Salon & Spa in Glendale, WI.

“We have created some successful virtual events and have added new services to our lineup in 2020. The most successful virtual event was our Ultracuticals Virtual Workshop, which generated \$1,000 in retail sales in 60 minutes. We also added brow lamination, lash lift services and Ashiatsu massage to our menu.”



NOGGINS SALON

Ridgeland, MS
nogginsorganicsalon.com
Kez and Gareth Broad

“We’ve increased sales by growing our client base. We had a successful referral program that rewarded both the existing and the new client, but we switched the delivery method of our referral info to text messaging. This gained more traction, and we grew our client base.”

The team from Noggins Salon in Ridgeland, MS.

NUOVO SALON GROUP

Sarasota, FL
nuovosalongroup.com
Terry McKee and James Amato

“Not only are we known for our customer service, our community celebrates it by honoring our team with winnings in the three major ‘Best Of’ competitions in our city. We decided to toot our own horn—on the front door of each location—with a “Triple Crown” campaign that thanks our guests for voting for us!”

NURTUR SALON + SPA

Columbus, OH
nurtursalon.com
Patrick Thompson

“We moved our scheduling services offsite and have implemented new technology to handle higher call volumes. We grew our call center to four full-time equivalents, who are 100% dedicated to scheduling, building relationships with guests, and providing great customer service for our salon.”



Staff from Nurtur Salon + Spa in Columbus, OH, work on a team-building exercise.

OMAGI SALON SPA

Louisville, KY
omagisalonspa.com
Marian Sang, Immy Moberly

“We allocated time and resources for our recruiting manager to implement new initiatives, including better utilization of social media, event hosting, career fairs, demonstrations and ongoing visits to cosmetology schools. Before this change, we struggled to find talent—today, we have a steady stream of new applications.”