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Contact: Laurel Smoke
Editor, *Salon Today*
847) 634-2600, Ext. 402
lsmoke@vancepublishing.com

NEW REFLECTIONS SPA SALON NAMED ONE OF NATION'S FASTEST GROWING SALONS BY SALON TODAY MAGAZINE

LINCOLNSHIRE, IL (January 2005) – **Plymouth's New Reflections Spa Salon** owned by **Diane & Harvey Keller**, recently was named one of the 200 fastest-growing salons by *Salon Today* magazine, a top business publication for the professional beauty industry.

The magazine's ninth annual *Salon Today 200* profiled the selected salons in its January 2006 issue. The 200 salons were selected from applications submitted by *Salon Today* readers, who represent the 25,000 top-producing salons in the country. The magazine honored the applicants who posted the highest increases in gross sales between 2003 and 2004, and who were on track to increase sales significantly in 2005.

"*Salon Today 200* owners are the salon industry's cream of the crop," said Laurel Smoke, editor of *Salon Today*. "These owners pursue education, devise creative marketing plans and offer promotions in order to keep their businesses competitive and appealing to savvy clients."

For a salon to be named to the *Salon Today 200*, it had to meet the following criteria: 1) 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; 2) It generated gross annual sales revenues of at least \$100,000; 3) The salon's revenues were greater in 2004 than 2003, and projected to be even higher in 2005; 4) The owner charted his or her business financial growth for the past three years and shared information about the service and product categories that fueled the salon's growth; and 5) The applicant submitted financial documentation, such as a tax return or certified letter from an accountant, to verify revenues.

Growth-oriented salons of every type and size participated and were showcased in the issue. To help the magazine's readers benchmark their own businesses against the honorees, the *Salon Today 200* coverage was broken down into four revenue categories: 34 were profiled in the \$100,000 to \$500,000 category; 61 were profiled in the \$500,000 to \$1 million category; 71 were profiled in the \$1 million to \$2 million category; and 34 in the \$2 million-plus category. Each salon competed for a spot in the 200 against other businesses in the same revenue category.

Salon Today and its sister publications, *Modern Salon* and *Renew*, are published in Lincolnshire, IL, by Vance Publishing Corporation.