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Contact: Stacey Soble
Editor-in-Chief, *Salon Today*
805-709-1837
ssoble@vancepublishing.com

NEW REFLECTIONS SPA SALON NAMED TO THE SALON TODAY 200 BY SALON TODAY MAGAZINE

LINCOLNSHIRE, IL (January 2010) – Plymouth’s New Reflections Spa Salon, owned by Diane Keller, recently was named to the SALON TODAY 200 by SALON TODAY magazine, a top business publication for salon and spa owners.

The magazine’s 13th annual SALON TODAY 200 issue profiled the selected salons in its January 2010 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.

The magazine honored applicants in 11 different best practice categories, including Compensation and Benefits, Recruitment Training, Customer Service, Retention and Reward Programs, Advanced Education, Marketing, Technology, Environmental Sustainability, Retail Programs, Inventory Control and Sales Growth. New Reflections Spa Salon was honored in the following: Growth.

“Historically, the SALON TODAY 200 focused strictly on sales growth, but this year we recognized 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.”

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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, 2007; 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 2007; 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.

In the commemorative January/February 2010 issue, SALON TODAY profiled 200 individual salons, although these salons could be honored in more than one category. The 2010 SALON TODAY 200 honored 100 salons in growth; 23 in Compensation and Benefits; 25 in Recruitment and Training; 22 in Customer Service; 19 in Retention and Reward Programs; 27 in Advanced Education; 32 in Marketing; 22 in Technology; 22 in Environmental Sustainability; 24 in Retail and 30 in Inventory Control.

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For more information visit: www.NewReflectionsSalon.com

