



GENE JUAREZ

SALONS & SPAS

Media Contact:
Wilson Public Relations
(206) 838-8977

GENE JUAREZ SALONS & SPAS LOVES ITS BRIDES; THE FEELING IS MUTUAL

Seattle Bride's 2008 Best of Bride Awards Produce Two Readers Choice Honors for Gene Juarez Salons & Spas

SEATTLE—August 12, 2008—Gene Juarez Salons & Spas is a bride's best friend. Just ask *Seattle Bride* magazine, where the local wedding industry's best were celebrated during its annual "Best of Bride" awards. Gene Juarez cinched the Readers' Choice awards for "Best Place for Hair and Makeup" and "Best Spa for Group Manis and Pedis with your Bridesmaids".

"We love our brides and grooms; a couple's wedding day is one of the most important days of their lives, and our artists take this occasion to heart," said Janet Denyer, Gene Juarez Salons & Spas chief executive officer. "We're deeply honored our guests are so compelled by their experiences and results, and that they would entrust and recommend our artists, salons and spas."

The annual "Best of Bride" winners – selected by *Seattle Bride* editors, readers and influential members of the bridal industry – reflect the exceptionally high expectations of today's wedding industry. The winners of "Best of Bride" awards are trusted by their clients to make their special day unique and memorable. Winners are consummate professionals with extensive training, experience and expertise in their industry.

Learn more about the 2008 Best of Bride results from *Seattle Bride* at <http://www.seattlebridemag.com/>.

Since 1971 Gene Juarez Salons & Spas has been the definitive authority on hair, beauty and wellness in the Pacific Northwest. The company's extensive training program and attentive guest service have earned the salon numerous honors including "Best Hair Salon in Seattle" by *Allure* readers, "Seattle's Best Hair Salon" by *Seattle* magazine readers, "Best Bridal Hair and Makeup" from *Seattle Bride* magazine, *Modern Salon* magazine's "Salon of the Year," King 5 TV's "Best Hair Salon & Spa Escape," and *InStyle* magazine's "Top Spas in the United States." To learn more about Gene Juarez Salons & Spas, visit one of the company's nine locations, including downtown Seattle, University Village, Bellevue, Alderwood, Tacoma, Southcenter, Redmond, Northgate, South Hill. Gene Juarez also operates the Gene Juarez Academy at two locations and the Advanced Training Salon. www.genejuarez.com.

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GENE JUAREZ SALONS & SPAS NAMED SEATTLE'S BEST HAIR SALON BY ALLURE MAGAZINE READERS

Allure's 2008 Readers' Poll Recognizes Gene Juarez Salons & Spas as Readers' A-List Pick

SEATTLE—June 11, 2008—Allure polled; the readers told. Gene Juarez Salons & Spas is honored to be crowned "Best Hair Salon" in Seattle by *Allure* magazine readers, following a 12-city readers' poll identifying the best of several beauty categories.

The magazine's June issue called out Gene Juarez Salons & Spas' "top pros" including creative directors Christophe Soltane, James Todd and Kim Lundin as well as team Gene Juarez Team Artistic member Alaina Perez. Its specialty services in color correction and subtle highlights (a revolutionary technique called Balayage) and service bonus of customized, deep conditioning put it tops among citywide salon contenders.

"We're honored to be *Allure* readers' favorite and we're delighted our guests took the time to nominate us in this leading beauty publication," said Janet Denyer, CEO of Gene Juarez Salons & Spas. "The talent and performance of our artists ultimately placed us in the poll's esteemed company, alongside icons such as Frederic Fekkai; this recognition as well as another recent readers' choice win in *Seattle magazine* is a credit to our extensive artist education program and excellent guest service."

About Gene Juarez Salons and Spas

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GENE JUAREZ SALONS & SPAS TO OPEN JULY 21 IN SEATTLE'S UNIVERSITY VILLAGE

Company's ninth salon and spa underscores its growth and industry leadership

SEATTLE—July 14, 2008—Gene Juarez Salons & Spas announced today that its forthcoming full service salon and spa located in Seattle's University Village shopping center will **open July 21**. Construction commenced in February on the **8,500-square-foot space** that will be the company's ninth salon and spa, situated in the north building next to Crate & Barrel and within close proximity to fashion retailer H&M.

The salon and spa at University Village is considered the company's third flagship location, joining the ranks alongside the salons and spas in Downtown Seattle (14,500 square feet) and Bellevue (24,000 square feet). The new Gene Juarez will officially reside at 2684 NE 49th Street, Seattle, WA, 98105. The salon and spa phone number is (206) 522-4700. Hours of operation will be Monday – Friday, 9 a.m. to 9 p.m., Saturday 8 a.m. to 9 p.m., and Sunday, 9 a.m. to 7 p.m.

Designed by Judith Testani of Testani Design Troupe and structurally executed by Riccardo Cattapan of CMD Architects, the new location features a contemporary, sophisticated design that conveys warmth and a subtle nod to the company's Pacific Northwest heritage. Deep red accent walls contrasted with finishes of light wood, a lobby fireplace, and a large backlit custom-designed, hand-cut onyx feature wall at the entry area creates a modern yet comfortable space to indulge, relax and rejuvenate.

The hair salon will be of typical scale found in other Gene Juarez Salons & Spas, offering **22 design stations** at which guests will receive couture haircuts from some of the industry's most highly trained Artists, and **20 color stations** where guests are treated to expertly-delivered color services, including all over color, highlighting, corrective color, and the advanced French highlighting technique of Balayage, which Gene Juarez was first in the region to employ. Every hair appointment starts with a visit to the luxurious **Kérastase Shampoo Spa** – a unique area of the salon where 700 hand-crafted glass spheres descend from the ceiling to spectacular effect. At the Kérastase Shampoo Spa, hair is bathed in the finest blend of the highest quality ingredients, prescribed specifically for hair type and current condition. Gene Juarez has an exclusive partnership in western Washington with the luxury haircare brand.

The spa will distinctly showcase high quality spa rooms with luxuriously appointed guest waiting and changing spaces for women and men. A spa lounge with a fireplace sets the tone for relaxation, and serves as a gateway to the spa's **five treatment rooms** where guests can experience the all-natural ARCONA skin care line during a Gene Juarez Signature Revitalizing Facial. Guests looking for the ultimate indulgence will delight in the spa's balance of both traditional and specialty massages and body treatments such as the Gene Juarez Ayurvedic services, based on an ancient Indian art of well being. The **nail spa** will offer the Gene Juarez signature pedicure suite experience with **two private pedicure suites**, and an open-view gallery of manicure-pedicure stations, including **three dedicated pedicure stations** and **four**

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manicure stations. Unlike other new Gene Juarez Salons and Spas to date, this spa will offer microdermabrasion skin services beginning on opening day. A **retail boutique** stocked with beauty essentials will showcase a **new line of Gene Juarez brand body care products.**

University Village guests will also be able to complete any look with color. Gene Juarez Makeup Artists will help guests look vibrant even as the weather fades to grey. These specialists customize cosmetic colors, formulas and treatments just for you. Start with a **complimentary consultation** to determine a Liquid Foundation or antioxidant-rich, sun protecting Pure Mineral Foundation personalized to precisely match your skin tone and condition. Discover how pure botanical liquid concealer and mineral powder concealer complete a flawless canvas for color. **Mineral makeup mini-lessons** (30 minutes) illustrate light to full coverage with a featherweight feeling on the skin; a take-home face chart is included. Or consider this kiss of perfection: custom-blended botanical lipstick for glamorous color with treatment benefits (30 minutes, includes two tubes). From sheer moisturizing to long-lasting matte, you'll pick the exact color, intensity and lasting undertone, followed by choice of treatment additives (sunscreen, moisturizing, breath-freshening, lip-plumping, etc.) and essential oils to add a subtle flavor or scent.

Underscoring its presence in the community as a generous supporter of charitable events and organizations, Gene Juarez Salons & Spas is proud to work with the **Rewards & Recognition department at Children's Hospital.** Through its relationship with Children's, the University Village salon and spa will offer "Be Beautiful" beauty packages to one hospital staff member each week who exemplifies the Hospital's quality standards in their approach to caring for patients and respecting their roles in supporting the hospital's mission.

"Establishing our third flagship location at University Village demonstrates Gene Juarez Salons & Spas' continued growth in this region," said **Janet Denyer, Gene Juarez Salons & Spas chief executive officer.** "Because of the hard work of our team and business partners, our guests can experience the newest iteration of Gene Juarez Salons & Spas through our fabulous new location at one of our region's most exciting upscale retail destinations – and even earlier than originally estimated."

University Village Gene Juarez Salon & Spa **General Manager Angelina Provenzano** is excited by the opportunity to establish the ninth Gene Juarez salon and spa in its new home: "I'm thrilled to help establish our University Village location. After supporting the successful renovation and re-opening of our Northgate salon and spa last fall, I am prepared to inspire my talented team to offer the highest levels of expertise and service that are hallmarks of Gene Juarez Salon & Spa.

The team at University Village expressed similar enthusiasm at the salon and spa's early arrival.

"Gene Juarez Salon & Spa is a complementary addition to University Village's mix of quality retailers," said Susie Plummer, general manager of University Village. "The company's outstanding reputation and leadership in its field make it a natural fit for our center and our customers. We are pleased that Gene Juarez will open in July, in time for the summer shopping months."

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Through a phased hiring schedule, the salon and spa will ultimately employ 130 people through a combination of Artists, Therapists, management and administrative staff. Two entrances – one accessible via the University Village parking garage (level A/B) – enables quick entrance and exit for guests on the go. And, another entrance brings guests shopping at University Village to the salon and spa via a short escalator ride adjacent to Crate and Barrel.

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