

Simonson's Salon & Spa

Simonson's unveils new products, services

Worried about the economy? There are budget-friendly options, too

Featured prominently in Simonson's Salon & Spa's new logo is a spiral, which is more than just a pretty symbol.



"For us, it symbolizes perpetual renewal, rebirth and enlightenment ... beginning from the center and expanding outwardly. This is the way of all things," said Kyle Simonson, owner/CEO of Simonson's Salon & Spa.

Simonson's, which has four salons including one in Anoka, has seen a lot of change in the last year, rolling out a number of new products and services.

Natural hair extensions by Cinderella Hair are one of the new products now available at Simonson's. The extensions are placed strategically on the head and are a way to address fine and thinning hair, or dramatically change the look and length of your hair.

Simonson's carries DermMatch as well. It is a topical product that tints scalp to make thinning hair less noticeable.

In another hair-related development, Simonson's has partnered with Shapiro Medical Group in Bloomington, which does hair transplants. "Many may think it's for men, but it's not," Simonson said, noting that some women experience female pattern baldness.

Also new to Simonson's is Brazilian bikini waxing.

"We kept getting requests for this cosmopolitan service and it's become all the rage," Simonson said. In tandem, the salon also launched a new line called "Sweet Spot," which are feminine hygiene products based on a woman's natural pH.

Another new development is the instant gift certificate. These may be purchased on-line and the customizable certificates either e-mailed to the recipient or printed out and presented to them. Simonson said it's been enormously successful.

Another Internet advancement is the advent of online scheduling, which allows people to schedule appointments online when registered with a name and password.

What about people who feel they can't afford the salon and spa experience these days?

Simonson's has something for them, too. Consider these budget-friendly options:

- The salon now offers the one-minute massage. It lasts from five to 15 minutes and costs only \$1 a minute. "That has really been very popular," Simonson said.

- Highlight your hair? Save money with a procedure called a base-break that extends the life of the highlight by six to eight weeks. It costs half the price of a full high-

light and takes only half the time to do, too.

- The "Style Perks" program rewards loyal customers. All service and product purchases

translate into points, which may be used to get free products and services.

On the environmental front, Simonson's is "going green."

Computer monitors have been installed in all break rooms so employees can read the company newsletter on-line rather than getting a paper copy. Recycling programs are in place at all Simonson's locations and Styrofoam and plastic cups are being replaced by biodegradable ones.

The salon also continues to offer special events.

Recently, for example, styling guru Nick Arrojo, star of TLC's "What Not to Wear," did a presentation for Simonson's top stylists.

She opened a second salon in Maple Grove in 1995, a third one in Elk River in 2001 and a fourth in Plymouth in 2004. New corporate offices opened Feb. 1 in Maple Grove.

Key to the company's success has been a commitment to world class customer service (WCCS).

One way Simonson maintains WCCS is through the use of secret shoppers who go into the salons as regular customers and submit reports about their experience. Simonson said it helps ensure that customers are getting first-rate treatment because "good enough is never good enough."

Simonson's Salon & Spa hours are 8 a.m. - 9 p.m. Monday through Thursday; 8 a.m. - 7 p.m. Friday; 8 a.m. - 5 p.m. Saturday and 11 a.m. - 5 p.m. Sunday.

The Anoka salon is located at 3507 Round Lake Blvd.

For more information, call the Anoka Simonson's at 763-427-0761 or go to www.simonsons.com.



SIMONSON'S

SALON & SPA

Named one of Top 25 Women-Owned Businesses

Minneapolis St. Paul Business Journal has recognized Simonson's Salon & Spa as No. 19 on the magazine's list of the Top 25 Women-Owned Businesses.

Kyle Simonson founded the company in 1983 when she opened her first salon in Anoka.



The team at Simonson's Salon and Spa in Anoka.

