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Contact: Stacey Soble

Editor-in-Chief, *Salon Today*

805-709-1837

ssoble@vancepublishing.com

PHAROAH'S HAIRUM SALON & SPA NAMED ONE OF NATION'S FASTEST-GROWING SALONS BY SALON TODAY MAGAZINE

LINCOLNSHIRE, IL (January 2009) – **Rochester's Pharaoh's Hairum Salon & Spa** owned by **Stephen and Susan Minute**, recently was named one of the 200 fastest-growing salons in North America by *Salon Today* magazine, a top business publication for salon and spa owners.

The magazine's twelfth annual *Salon Today 200* profiled the selected salons in its January 2009 issue. The 200 salons were selected from applications submitted by *Salon Today* readers, who represent the 25,000 top-producing salons and spas in the country. The magazine honored the applicants who posted the highest increases in gross sales between 2006 and 2007.

“The twelfth annual issue of the *Salon Today 200* features growing salons with excellent customer service, innovative marketing and top education for employees,” said Stacey Soble, editor-in-chief of *Salon Today*. “In an ever-challenging economic climate, the *Salon Today 200* salons continue to grow by implementing the best business practices, providing a rewarding environment for their staff members and a standout experience 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 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 \$250,000; 3) The salon's revenues were greater in 2007 than 2006; 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; 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 size and type 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: 27 were profiled in the \$250,000 to \$499,999 category; 55 were profiled in the \$500,000 to \$999,999 category; 69 were profiled in the \$1 million to \$1,999,999 category; and 49 in the \$2 million-plus category.

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