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Articles

2010 Salon Today 200 Results

Published: January 12, 2010

The Valedictorian, Most Likely to Succeed, All-Star Athlete, Most Popular—every graduation class has their list of those who led the group in areas of excellence.



For the first time, we're doing the same with the SALON TODAY 200. As in years past, our list continues to honor the fastest-growing salons in North America—which, let's face it, was no easy task over the past few years. But for this 13th anniversary issue, we decided to take the ST200 in a new direction by designating the salons that have led our industry in certain best business practices.

Our ST200 Class of 2010 has Tech Titans, Marketing Gurus and Retail Wonders. We've identified the Earthly Preservers, the Eager to Pleasers, and the industry's

ST200 Criteria

To be eligible for consideration in ST200 for 2010, salons had to meet the following criteria:

Establishment: The salon or spa opened on or before January 1, 2007.

Professionalism: The salon is primarily a provider of professional salon or spa services including, but not limited to, one or more of the following: hair care, skin care, body care and spa treatments.

Volume: The salon/spa generated annual service and product sales revenues of at least \$250,000 per year since 2007.

Willingness to share: The owner completed the applicant information portion of the form, providing statistical information about the business, and completed at least one of the Best Practice sections.

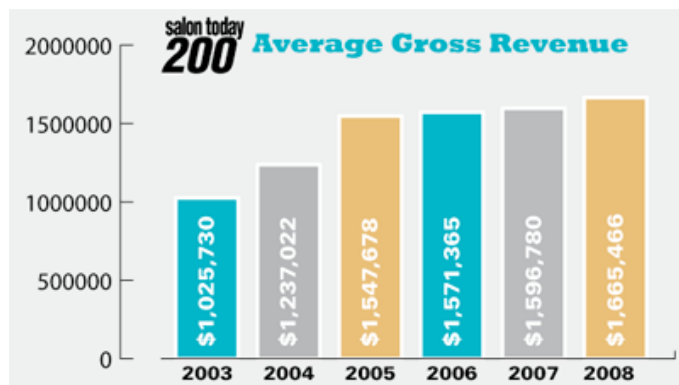
Verification: If the applicant competed in the growth category, the owner submitted documentation to verify financials for 2007 and 2008.

top Talent Scouts. We've recognized the HR Wizards, the Rewarders and Retainers, the Education Champions and the Inventory Controllers.

Earning one of these Best Practice designations wasn't easy. After requiring applicants to provide all kinds of illuminating details about their businesses, we asked multiple questions requiring detailed essay responses. And, we made them back up those compositions with additional data and statistics.

As a result, the ST200 continues its overall mission of establishing and providing important benchmarks that all salon and spa owners can measure their businesses against.

Think of this year's honorees as the ST200 Class of 2010 and this issue as their yearbook. It's a chance to look back and reflect on their ideas, and use them to plan the future of your own business. [See the overall picture!](#) [Read the summary here!](#)



LEGEND

C&B: Compensation & Benefits

R&R: Retention and Reward Programs

CS: Customer Service

R&T: Recruitment and Training

ED: Advanced Education

MKT: Marketing

TECH: Technology

ENV: Environmental Sustainability

RET: Retail

INV: Inventory Control

GRO: Growth

**Although many salons captured multiple honors, they each are profiled once in the ST200 issue. Scroll down to get links to download the profiles.*

THE 2010 SALON TODAY 200 HONOREES

Acapello Salon GRO

Accolades Salon Spa GRO

Adevia SpaSalon TECH

Alluring Designs A Salon GRO

Ambience Salon Spa CS

Americana GRO, R&T, ENV

Anaala Salon and Spa GRO, ED

Appearances Hair Color and Design Studio
INV, R&R, CS

Arrojo Studio GRO, R&T

Art + Science Salon Spa GRO, ED, TECH, ENV

Artbeat Salon and Gallery GRO

Artistic Trends Salon CS

Asonipse Spa and Salon GRO

Atelier Rouge Hair and Body Retreat CS

Lemon Lime GRO, R&R

Life SalonSpa Halifax INV

Light Salon and Spa TECH

Liquid Hair Salon GRO, ENV

The Loft Hair Design INV, ED, ENV

The Loft Salon and Day Spa GRO

Luxe Salon GRO, R&T, ED, INV

Mane Attraction Salon CS, RET, INV

Mango Salon GRO, C&B, R&R, R&T, ED, MKT,
ENV, INV

Marshall and Company Hair Design Studio GRO

Matt Wayne Salon GRO

Matthew Michaels Salon & Spa Experience GRO

Maude R&T, TECH

Mauricio Fregoso Salon GRO, C&B, CS, MKT

Aura Salon and Day Spa R&T
Avalon Salon and Day Spa CS, R&R, ENV, INV
Avant Salon Spa TECH
Avantgarde Salon Spa GRO, MKT
Aveda Academy Denver, Pure Talent Salons ENV, C&B
Beau Monde Spalon MKT, CS, ENV, RET, INV
The Beauty Lounge GRO
Bei Capelli R&T
Bell Tower Salon, MediSpa and Store R&R, CS, ED, MKT, RET, INV
Bella Capelli Sanctuario GRO, C&B
Bella Luci Salon GRO
Bella Salon and Day Spa GRO
Bella Vita Salon and Day Spa GRO
Belle Epoque an Atelier Salon GRO, MKT, INV
Bernards Salon and Spa R&T
Bien Soigne R&R
Bijin Salon and Spa CS, C&B
Birds Barbershop GRO
Blo GRO, C&B, R&T, MKT, INV
Breeze Salon and Day Spa GRO
Caruh Salon and Spa ED, ENV
Centre Salon and Spa GRO
Challise and Company MKT
Changes Hair Studio and Spa GRO, ENV, RET
Charisma Inner Beauty - Outward C&B
The Charles Penzone Family of Salons ED, CS, R&T, MKT, TECH
Chrome: A Salon Experience GRO, MKT
Coiffeteria Salon INV
Craig Berns Salon Spa ED
Dante Lucci Salon R&T
The Day Spa @ Folawn's R&T
Daybreak Salon and Spa GRO
Design 1 Salon Spa TECH
Dionysus Salon Spa GRO
DK hair GRO
Dolce Lusso Salon and Day Spa GRO
Dolce Salon and Spa GRO
Domani Salon and Spa GRO
Elayne James Salon Companies GRO
Elle Marie Hair Studio GRO, MKT
Eminently Hair Salon and Pure Artist Studio GRO
Entourage Salon and Spa ENV
Eric Fisher Salons CS
Estilo Salon and Day Spa GRO
Finesse Spa Salon INV
Fix GRO
For Men Only, Ltd. GRO
Francisco's Salon GRO
Fresh Hair Studio TECH
Fringe Hair Co. GRO
Fusion 3 Salon GRO, C&B, TECH
Geno Levi Spirit and Style Salon GRO, INV
Gentleman's Quarters TECH
Ginger Bay Salon and Spa RET, C&B, R&R, CS, ED, MKT, TECH, ENV, INV
Girl from Ipanema Spa GRO
Gordon Salons and Spas R&T
Green Peridot GRO, ED, INV
Greener Grass Hair Color and Designs GRO
Habitude Salons and Spa C&B, R&T, ED, MKT
Hair Benders Salon GRO, TECH
The Hair Company RET, R&R, R&T, MKT, INV
Hair on the Avenue R&R, MKT, RET, INV
Maximum FX Salons Spas MKT, R&R, CS, RET, INV,
Metro for Men MKT
Misbehaven Spa and Salon GRO
Modern Salon and Spa MKT, ENV, INV
Modern Wave Salon and Spa GRO
Natural Alternatives Salon and Spa GRO
Natural Concepts Salon and Day Spa GRO, MKT
Navii Salon Spa CS
Neroli Salon and Spa GRO, C&B
New Reflections Spa Salon GRO
Nurtur the Salon RET
Oasis Salon and Day Spa GRO
Panache Salon and Spa GRO
Paris Parker ENV, C&B, R&T, ED
Parlor R&T
Paul Kenneth Salon and Spa GRO, ED
Payton Place Salon GRO, RET
Peter Thomas Hair R&T
Phia Salon GRO
Planet Hair R&T
Planet Salon GRO
Pure Aveda Salonspa ENV, RET
Pure Concept Salon and Spa ENV
Pure Natur Salon and Spa GRO
Pyara Spa and Salon GRO
Pzazz MKT
Randolph's Salon ED, MKT
Red 7 Salon R&R, CS, R&T
Rejuvenation Spa C&B
Richard Salon of Smithtown GRO, MKT, INV
Rituals Salon-Spa GRO, C&B
Rumors Salon and Spa MKT
Ryan Thomas Hair Studio GRO
Sagittarius Salon and Spa TECH, ED
Salon 01 ED
Salon Art-Tiff RET, MKT
Salon Laurie and Company RET
Salon Orange Moon GRO
Salon Soca ENV
Salon Truth GRO
Salon Visio RET
Salon Vox MKT
Salon West of Largo GRO
Salon Ya Ya GRO
Salonamour C&B
Samuel Cole Salon GRO, C&B, ED, RET
Satori: A Salon/Spa/Shopping Experience GRO, R&R, R&T, MKT, TECH, INV
Savvy Salon and Day Spa INV, RET
Schardein and Co. GRO, R&T, ED
Shibui GRO
Signatures Salon ED
Silhouette Hair Design R&R
Simplicity Salon and Spa GRO
Solaris R&R
Spa Ni'Joli and Salon GRO
Spa-dee-dah, too! GRO
Splash Hair Studio C&B
Square One Salon and Spa GRO, CS
The Studio for Hair RET, MKT
Studio Gaven MKT
Sun Day's Salon and Spa R&R
Tangerine Salons GRO, TECH
Total Look Salons and Academy R&R
Totally Chic Salon and Spa GRO
Travis Parker Salon ED

Hair Technology and Body Salon INV
 Haircolorxperts - Carmel Commons GRO
 Haircolorxperts - Parktowne GRO, RET
 Halo Salon and Color Lab GRO
 Harmony Salon Spa GRO
 HQ Salon and Spa GRO, CS
 HQ Salons Spas ED
 Hue, an Aveda Lifestyle Salon and Spa CS
 Indigo Home for Hair and Body GRO
 Indigo Salon and Day Spa GRO
 Indra Salon and City Spa CS
 Interlocks Salon and Day Spa ED
 Jade Aveda Salon RET, C&B
 Jenni's Salon and Spa ED
 Jerry Heston Hairdressing ENV, MKT
 Jolie Salon and Day Spa C&B, CS
 Jón Alan Salon GRO, CS
 Jordan Thomas Salon and Spa MKT
 Josephine's Day Spa and Salon R&R
 Jungle Red Salon INV
 Karen Allen Salon and Spa GRO, RET
 La Jolie Salon TECH, R&T
 Ladies and Gentlemen Salon Spa INV
 Landis Lifestyle Salon ENV, R&T, RET
 Lasting Impression Hair Design C&B

Tribeca ColorSalon GRO
 Tru Salon ENV
 Twin Image Salon Spa C&B
 Tyler Mason Salon Spa C&B
 Urban Trends SalonSpa GRO
 Valentino's Grande Salon INV, R&R, R&T, ED,
 MKT, TECH, ENV, RET
 Vanity Salon GRO
 Varuna Aveda Salon Spa ENV
 Vero Salon and Spa GRO
 Veronica Stone Salon GRO
 Vito Mazza Salon and Spa C&B
 Wax Poetic TECH, ED, MKT, INV
 Westend Hair Co. and Day Spa R&R
 Wildflowers Salon GRO
 William Edge Hair.Skin.Body GRO
 The Wingate Salon and Spa TECH
 Wisteria Salon Spa RET, ED, INV, TECH
 You Salon GRO, INV
 Zanya Spa Salon RET
 Zender's Salon and Spa GRO

Download Salon Profiles (PDF)

**Although many salons captured multiple honors, they each are profiled once in the ST200 issue. The following are PDF files. If you are unable to open PDF files, first [download Adobe Acrobat Reader for free by clicking here.](#)*





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