



Staff of Paris Parker Canal Place in New Orleans, Louisiana.

Paris Parker Canal Place

New Orleans, LA
www.parisparker.com
Edwin Neill III and Debra Neill Baker
'06: \$472,000
'07: \$595,000
increase: 26%
square feet: 2,300
total employees: 9
full-time income-producing: 6
full-time support: 3
average cut & style: \$58
best-selling retail line: Aveda
most frequently used color: Aveda
salon software: SalonBiz
marketing budget: \$13,000
associations: The Day Spa Association, I/SPA, NCA, PBA

"We introduced a less-waste approach to billboard advertising. Our billboards are posted on a digital board that does not require paste, paper or vinyl. Additionally, every piece of our in-salon marketing collateral is printed with soy ink on recycled paper."

Pure Natur Salon and Spa

Fairview Heights, IL
www.purenaturalsalon.com
Amber Waltemate and Rodney Rohlfing
'06: \$402,000
'07: \$860,000
increase: 114%
square feet: 1,200/2,400 (two locations)
total employees: 24
full-time income-producing: 7
full-time support: 3
average cut & style: \$55
best-selling retail line: Aveda
most frequently used color: Aveda
salon software: SalonBiz
marketing budget: \$19,900
education budget: \$18,800
associations: NCA, PBA

"Our landlords are allowing us to get solar panels on top of our building and are actually going to subsidize part of the expense!"

Reactions Hair Studio

Granger, IN
www.reactionshairstudio.com
Gene Risner and Christopher Burns
'06: \$677,000
'07: \$933,000
increase: 38%
square feet: 2,500/2,800 (two locations)
total employees: 29
full-time income-producing: 15
full-time support: 2
average cut & style: \$40
best-selling retail lines: Pureology, Redken, TIGI
most frequently used color: Redken
salon software: Salon Iris
marketing budget: \$26,000
education budget: \$6,200
associations: CC, NCA

"We customized our on-hold music with messages that describe services and specials that we are currently running. What a small price to pay for such a huge return!"

Riah Salon

Saint John, IN
www.riahsalon.com
Gwendolyn and Robert Shauer
'06: \$592,000
'07: \$681,000
increase: 15%
square feet: 3,000
total employees: 12
full-time income-producing: 7
full-time support: 3
average cut & style: \$45
best-selling retail lines: Davines, Paul Mitchell, Benniefactor
most frequently used color: Davines, Paul Mitchell
salon software: Harms/Millennium
marketing budget: \$2,200
education budget: \$10,000
association: NCA

"We changed all our lighting fixtures in the salon to fluorescent and changed our main sign that runs on LEDs to conserve electricity. We wash all of our towels in cold water, and recycle our boxes, newspapers and magazines."

Robert Allen Salon

Fort Lauderdale, FL
www.robertallensalonspa.com
Robert Allen
'06: \$951,000
'07: \$991,000
increase: 4%
square feet: 2,250
total employees: 18
full-time income-producing: 12
full-time support: 4
average cut & style: \$85
best-selling retail lines: Phytologie, J.F. Lazartique, private label
most frequently used color: Goldwell
salon software: Harms/Millennium
marketing budget: \$2,000
education budget: \$3,000

"The most amazing marketing that we've done was our latest photo shoot. So far, we submitted the photos to two different companies: Goldwell's International Trend Zoom—we took Top Finalist in the Nation! And *Inspire*—we received a two-page spread!"

Reactions Hair Studio in Granger, Indiana.

