

Simonson's Salon and Spa Introduces New MenYou Services Designed Just for Men

Simonson's Salon and Spa has expanded its service menu to include services designed just for men. In light of growing demand for men's salon and spa services, Simonson's new MenYou and GO 24-7 product line offers a comprehensive selection of new services and products.

MINNEAPOLIS, MN – December 17, 2009 – Simonson's Salon and Spa, which has four Minneapolis area locations, now offers a service menu exclusively for men to satisfy growing demand for men's salon and spa services. The new menu of salon and spa services is aptly titled **MenYou**. Among other offerings, the MenYou features **Guylights, Manscaping** and the **Six-Pack Play Spa** –the definitive mancave alternative.

“Traditional salon/spa services have characteristically been developed with the female gender in mind,” said Kyle Simonson, owner and CEO of Simonson's Salon and Spas. “We've changed all that with the introduction of our MenYou. A man's wants and needs are clearly unique when it comes to grooming.”

Men tend to be a neglected market segment of the salon and spa industry. However, a rise in men's salon and spa spending demonstrates that men are not to be overlooked. In the fourth quarter of 2009, Simonson's launched the GO 24-7 men's product line, the icing on the comprehensive cake of men's salon and spa offerings.

“Keeping it simple is key to the success of a male-oriented product line. GO 24-7's hair and skin products are spot-on in terms of efficacy too. The refreshing FACE & BALD Cleanser, FACE & BALD Shave Cream and FACE & BALD Moisturizer are three perfect examples of what a guy wants and what a guy needs,” said Simonson.

About Simonson's Salon & Spa

Simonson's Salon and Spa is an industry leader with a reputation for high quality services and products for both men and women. Simonson's (www.simonsons.com) offers professional hair, face, body and nail services at its four locations in Plymouth, Maple Grove, Anoka and Elk River.

For additional information about Simonson's Salon and Spa, please contact Casie Cook at 763.244.5765.

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