

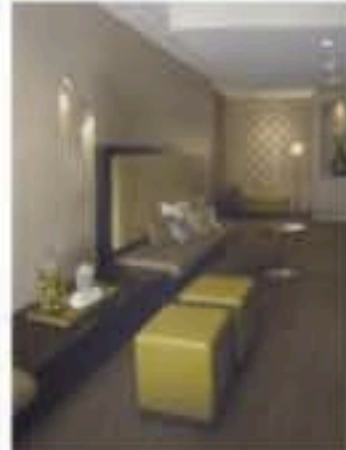
# Perpetual Renewal



Open spaces, vaulted cathedral ceilings, and refreshing earthy hues tie it all together in this Minnesota beauty oasis.

day life. The Coon Rapids, Minnesota measures 7,000 square feet and features cathedral ceilings lined with abundant windows that keep the salon awash in natural sunlight. Kari Anderson from Target Commercial Interiors worked with Kyle to achieve a suburban chic-contemporary Zen beauty oasis that would breathe new life into clients. Indeed, the spiral behind the front desk represents rebirth and enlightenment. The palette is somewhat neutral, with warm earthy tones of beige, browns, and copper, with accents of bright white and a refreshing lime green. Kyle was also rational about the outfitting (by Chris Erickson at Belvedere), saying, "Individual canopies over each stylist station are outfitted with four perfectly-oriented LED lights and a Freestylist hair drying system. These innovative technologies assist the professional hairstylist in achieving the most accurate hair color results possible while enjoying the ergonomic benefits of a weightless suspension blow dryer." The salon follows strict criteria for selecting only the best quality and most innovative of professional beauty brands (like Keratin Complex and CND Shellac and Olaplex), increasingly savvy clients are satisfied. But they also demand an ongoing commitment to deliver educational and promotional support, like that offered by UNITE's wide-ranging, neutral-smelling product family. Kyle says, "The UNITE international education team is outstanding in sharing techniques and products for today's consumers who desire to alter their look like they do their wardrobe. Their customized approach to product cocktail allows users to mix and match a few products to create multiple looks."

**C**hief Executive Officer and founder of Simonson's Salon & Spa Kyle Simonson has always been known for her inner capacity to bring out the best in others, finding her true calling in making others look good and feel great about themselves. And this is obviously the same approach she takes when nurturing her staff and surroundings, especially when it comes purchasing and developing real estate to relocate all three salons from humdrum rental sites to airy spaces harmoniously composed to offer guests a serene escape from the hustle and bustle of every



With such surroundings and a simply delightful menu of services using optimal products, it's no wonder that Simonson's has been recognized as one of the Twin Cities' "Top 25 Women-Owned Businesses", "America's Fastest Growing Salons" for 10 years in a row and voted "Best of" the community.



This salon oozes suburban chic & contemporary Zen in subtle, earthy tones