



photo by joel koyama



# SIMONSON'S

## SALON & SPA

by **ann e. butenas** | photography by **michelle lockwood**

With nearly three decades of experience in the beauty industry, it's only natural to remain impressed by the skills, education, experience and genuine leadership qualities of CEO Kyle Simonson, owner of Simonson's Salon & Spa. What truly sets Kyle and her dedicated team of nearly 200 professionals above the rest is their unparalleled commitment to customer service and overall desire to create a salon and spa experience that cannot be found anywhere else—one that allows its guests to experience perpetual renewal.

"We have a genuine love of people that inspires us to cultivate each guest's unique image," noted Kyle. "When you feel good about how you look, you're more confident, and nothing is more appealing than the gleam of self-confidence."

Those words are echoed in the company's overall philosophy, mission and creed: "Simonson's promises to serve you joyfully and peacefully, knowing that the right thoughts and efforts ultimately bring about the right results. If there's a better way, we'll strive to find it."

And if there is a better place to find it, you may be hard-pressed in your search. This award-winning salon and spa boasts three locations—in Anoka, Maple Grove and Plymouth. In fact, this ambitious salon has been recognized as one of the fastest-growing salons for ten years in a row by *Salon Today* magazine. When it opened its doors at its first loca-

tion in Anoka in 1983, it successfully synergized salon and spa services, recognizing the changing dynamic in the industry and the need for comprehensive services offered under one roof.

Kyle has been at the helm since the beginning, and her love of fashion and beauty, constantly indulged by her creative side, are equally tempered with her quick wit and analytical mindset. She's a motivated, driven individual who recognizes and appreciates the needs of her clients. Her tenacious side keeps the salon on the leading edge in the industry, while her ability to color outside the lines in terms of ideas, services and presentation sustain the engaging ambiance and overall vibe unique to each location. It's where beauty meets excellence; ideas meet purpose; and clients meet with results that are not only enviable, but long-lasting.

Even though most of her daily duties revolve around the corporate side of the salon/spa, Kyle is still known for her quality services as a seasoned, European-trained aesthetician. With clients who've been coming to her for over 25 years, it's obvious that she understands their needs. "I work with my clients to gently turn back the hands of time," she noted. "While most will agree that reducing exposure to UV rays is the single biggest anti-aging strategy, highly-developed forms of exfoliation like progressive peels and microdermabrasion rank a close second."

Simonson's maintains the best of the best in its team members. From hair care, skin care, nails and massage, they leave no stone unturned and hold each service provider to the highest standards. Becoming part of the Simonson's team is no easy task. Every technician must successfully complete a comprehensive training program and certification process germane to their position to become fully vetted.

"Trends come and go, so we're exceptionally passionate about bringing the freshest fashion and beauty innovations to our diverse clientele. We believe that real style transcends age, sex or ethnicity," said Kyle, who noted that they have their own design team and frequently host world-renowned artists who educate and inspire their technicians.

The newest service to grace the Simonson's runway is Easihair



There are two more cool reasons to shop the retail lines at Simonson's: they match any competitor's advertised or everyday price on identical items during the identical dates the price is in effect. Online smart phone finds are honored too! Plus, you'll earn STYLE (Simonson's Thank You Loyalty Extra) Perks points—good for free services and products on your purchases. Simonson's Salon & Spa is decidedly a place that marries long-term results with a solid reputation.

Despite her 30 years in the business, Kyle enthusiastically describes herself as an interminable student, always eager to learn new things about people and about the beauty industry. She finds the greatest reward in helping her team achieve their fullest potential. "My goal is to look for ways to utilize the strengths of the team to reach our common objectives," she commented.

One of Kyle's biggest cheerleaders is her only daughter, Deidre Simonson, who is the Director of Quality Control for the salon and also its heir apparent. The apple does not fall far from the tree, as Deidre truly exemplifies the strong work ethic and compassionate nature seen in her mom.

"Deidre brings such grace, talent, compassion and determination to the team," noted Kyle. "She does not expect to be handed everything, either. She harbors no sense of entitlement, only a sense of commitment to our goals, philosophies and above all, our clients."

The results clearly speak for themselves. To learn more about the available services, products, locations and hours, visit them online at [simonsons.com](http://simonsons.com) or call them at 763-746-8180. ■

Extensions. This affordable hair extension option can add length, fullness—even bangs—to give you the hair you've always dreamed of having. The mid-February Easihair hair extensions launch will be accompanied by an introductory savings offer. To be in the know, you can connect with Simonson's online and receive exclusive email offers.

Among the exciting products Simonson's offers include Unite Eutherotherapy, Keratin, Kevin Murphy, ghd, Nioxin, glo Minerals, Hydro-Peptide, Novalash, Skincenticals, Rhonda Allison, OPI, Zoya, Hempz and 21 Drops, a new and exciting aromatherapy product delivered in a roll-on tube for easy application that addresses 21 universal concerns with 21 custom-blended solutions.

Additionally, Simonson's carries SweetSpot, a unique collection of feminine elixirs designed to work in close harmony with a woman's natural, delicate bodily functions and stay within a complementary pH range. They also feature Happy Tails and Kissable, two eco-friendly products for canines that are free from dangerous petro-chemicals.

"All the products we offer meet the discriminating expectations of today's sophisticated consumer," she emphasized. "When we decide to introduce a product, we are first focused on its performance and how it works; however, it can never be at the expense of sacrificing safety. If it doesn't stand up to my own personal litmus tests, we simply won't retail it."

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