

## Simonson's Salon & Spa Introduces KEVIN.MURPHY

Simonson's Salon and Spa has added an exciting and unique new product line, KEVIN.MURPHY, to its stores. KEVIN.MURPHY products derived from nature's best ingredients, giving you high performance products, beautiful healthy hair with results you desire.

MINNEAPOLIS, MN – May 17, 2011 – **Simonson's Salon & Spa** has added an exciting and unique new product line, KEVIN.MURPHY, to their retail mix. KEVIN.MURPHY products were developed by Australian native Kevin Murphy. Murphy is a session stylist for fashion, runway, editorial and film. When shooting the *Sports Illustrated Swimsuit Edition*, he noticed a critical need for products that were weightless yet had great strength and were high performing to keep up with the constant style changes. "Our commitment and passion is to create quality hair care products that are natural, authentic and genuine with a guarantee of reliability and effectiveness," (KEVIN.MURPHY, [www.kevinmurphy.com.au](http://www.kevinmurphy.com.au)).

KEVIN MURPHY'S product philosophy parallel's that of high-end skin care; with washes (shampoos), rinses (conditioners) and styling aids specially formulated for every hair type. With KEVIN.MURPHY products you'll find the perfect match for your hair, get the results you desire and be left with radiant healthy hair. KEVIN.MURPHY products are safe for color treated hair; all products are sulfate and paraben free, making them safe and gentle on your hair and scalp.

KEVIN.MURPHY products are made from nature's best ingredients; including Kakadu Plum, Shea and Mango Butters, Jojoba Esters, Omegas and Vitamins (A, C, B5, B7, E). The calming and fresh KEVIN.MURPHY aromas have guests buzzing about their enhanced salon experience.

Renee Teigen, Stylist at Simonson's Salon and Spa, raves about new line, "I absolutely love the KEVIN.MURPHY products. Finally, a product line that actually does what it says it will do! I have curly hair just like many of my clients. Whether they wear it curly or smooth they love the results. I was beginning to think I was too fussy, asking too much of products, but now I'm not only satisfied, I'm thrilled! My favorite new products for curly hair, emphasizing their curls, are Motion.Lotion with Hair.Resort layered on top applied on wet hair then diffused."

The KEVIN.MURPHY mission demonstrates Murphy's commitment to deliver quality products, "Our mission at KEVIN.MURPHY is to release cutting edge style via modern technology – straight from the catwalks of the world to the salon floor; from hair artisan to consumer." KEVIN.MURPHY products can be found in all of Simonson's four metro locations. See Simonson's Salon & Spa's website to learn more about KEVIN.MURPHY products and current specials.

*Simonson's Salon and Spa is an industry leader with a reputation for full-service, upscale hair, face, body and nail services and products for both men and women. Four convenient metro locations; Maple Grove, Plymouth, Anoka and Elk River.*

### For More Information

Visit: [www.simonsons.com](http://www.simonsons.com)  
Email: [info@simonsons.com](mailto:info@simonsons.com)  
Telephone: 763.746.8180

Contact:  
Rebecca Seeman  
Marketing & Media Coordinator  
Simonson's Salon and Spas  
763.244.5765  
[www.simonsons.com](http://www.simonsons.com)  
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