

# SIMONSON'S SALON & SPA

## Experience Perpetual Renewal

From the moment you enter the tranquility of a Simonson's Spa & Salon, that is what you can expect.

**E**xperience Perpetual Renewal is Simonson's "brand promise" and is accomplished in a myriad of ways, from trendy facilities to luxurious products to top-notch salon and spa professionals.

The four Simonson's Salon & Spa locations — Elk River, Maple Grove, Anoka and Plymouth — provide premium hair, face, body and nail services together with world-class customer service.

And the Simonson's experience is ever-evolving, as owner/CEO Kyle Simonson continues to look for ways to improve her spas and salons.

A new Maple Grove location is one example.

The Maple Grove Simonson's opened last year in the new Lifestyle Commons building off Interstate 94 at Weaver Lake Boulevard. It had been squeezed into a nearby strip mall.

The new Simonson's Salon & Spa is spacious, bathed in natural light from large windows and decorated in calming natural tones with lime green accents. Simonson describes the overall feeling as "contemporary Zen."

One of the hallmarks of the new Maple Grove salon and spa is its energy efficient "green" lighting, using a combination of skin-tone-friendly and long-lasting compact fluorescent lamps (CFLs) and LED fixtures.

Three-dimensional ceilings in the Maple Grove Simonson's add to the ambience. They were designed to reduce echo and enhance the acoustics of the space.

Meanwhile, Simonson's products and services continues to evolve.

### Keratin results in smoother, silkier hair

New to Simonson's is Keratin Complex, including Keratin's Express Blow Out. This one-hour service reduces frizz, curl and styling time, resulting in smoother, silkier, more manageable hair. It starts at \$105, compared to \$300 for a regular treatment, and people love it, Simonson said.

Two new Keratin products are also wildly popular. They are Intense RX and Infusion.

There's been some concern about the safety of smoothing blowouts when it comes to formaldehyde levels. Simonson's uses only the COPPOLA Keratin Hair Smoothing Therapy and Express Blowout, which have been proven safe for both clients and technicians. See Simonson's Glam Jam blog entry at [www.simonsons.com](http://www.simonsons.com) for more information.



### GloMinerals: Make-up that improves skin

GloMinerals are a new make-up line at Simonson's. GloMinerals carry the tagline "Beauty With A Higher Purpose" and actually protect and improve the condition of the skin.

They feature an exclusive antioxidant formula blend (ACE + green tea) with pharmaceutical-grade ingredients.



GloMinerals also offer broad spectrum UV protection and contain anti-inflammatory ingredients.

They are great for sensitive skin because there are no dyes or added fragrances in the bases.

The minerals in gloMinerals offer a glimpse into how it all works:

- Mica diffuses light to give skin a smoother appearance.
- Iron oxides provide natural colorants.
- Titanium dioxide is a natural colorant that protects from UV rays.
- Zinc oxide provides a barrier from the sun and other irritants.

GloMinerals differ from traditional make-up in that gloMinerals do not contain talc, need less to achieve necessary coverage, will not settle into fine lines or clog pores and allow skin to breathe.

The micronized, triple-milled minerals in gloMinerals also lie smoother on the skin.

### Two-week, no-chip manicure is popular

Simonson's has also rolled out Axxium products, which are a natural alternative to artificial nails. "We call it a two-week, no-chip manicure," Simonson said. "It has been all the rage."

OPI Axxium gel polish is a professional salon service that features weightless soak-off gel polish. It is instantly dry, as it is cured under a UV lamp. It is long wearing, lasting two weeks or longer.

Customers can match their favorite OPI shades, or shades can be combined for a customized color. It requires a two-week maintenance.

OPI Axxium gel polish is ideal for special occasions, everyday wear, extended vacations and busy professionals.



### Web site, social media opportunities

On the technology front, Simonson's is tuned into new trends. Its web site has been recently upgraded and Simonson's is very active in social media, including Facebook and the Glam Jam Blog.

"They are really two great tools that help us continue our relationship with our customers on a daily basis," said Rebecca Seeman, Simonson's marketing and media coordinator.

Simonson's has nearly 1,100 "fans" or "likes" on its Facebook page, and continues to draw more. A campaign to increase awareness of Simonson's Facebook page will run this spring.

Facebook is a launch pad for conversation and sharing. Simonson's guests get involved by joining in on a conversation, whether it is about different services, their recent Simonson's experience or visit to the salon, Seeman said.

"It allows us to share fun new blog topics, pictures and videos. We are constantly updating and informing our fans," she said.

Glam Jam Blog posts are updated weekly and cover topics like 'what's new and hot' along with answering questions about services, beauty and lifestyle tips.

The entire Simonson's team gets involved. Team members contribute to the blog posts as 3S (Simonson's Salon & Spa) Celebrity Bloggers.

Simonson's Educators also add and validate facts. Simonson's Web site is a place to find money-saving offers as well, including:

- New Guest Offer: Receive \$5 off your single service purchase of \$30 or more OR 15 percent off your combined service and product purchase.
- New Experience Offer: Receive 10 percent off your next new service of \$10 or more.
- Email list: Sign up to be on Simonson's email list to receive exclusive offers and information.

### About the Simonson's Salon & Spa spiral

Featured prominently in Simonson's Salon & Spa's logo is a spiral, which is more than just a pretty symbol.

"For us, it symbolizes perpetual renewal, rebirth and enlightenment, beginning from the center and expanding outwardly," said Kyle Simonson, owner/CEO of Simonson's Salon & Spa. "This is the way of all things, and thus the spiral symbolizes the very essence of our profession: Perpetual Renewal."

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