

## Lavish Color Salon

Cleveland, OH  
 lavishcolorsalon.com  
 Tracey Watts Cirino

'09: \$358,000  
 '10: \$481,000  
**INCREASE:** 34%  
**SQUARE FEET:** 1,600  
**TOTAL EMPLOYEES:** 10  
**AVERAGE CUT & STYLE:** \$36  
**BEST-SELLING RETAIL:** Pureology, Redken  
**COLOR:** Redken  
**TECH SUPPORT:** Mikal  
**ASSOCIATIONS:** NCA, PBA, Summit Business College

"In the past year we have really amped up our focus on getting new referrals in the salon by asking all of our current guests to help us. We have taken the time to offer luxury pedicures or Shellac manicures to guests while their color is processing which has really helped grow our average tickets."

## Liquid Hair Salon

East Brunswick, NJ  
 liquidhairsalon.com  
 William and Lilly Distelcamp

'09: \$511,000  
 '10: \$566,000  
**INCREASE:** 11%  
**SQUARE FEET:** 900  
**TOTAL EMPLOYEES:** 11  
**AVERAGE CUT & STYLE:** \$45  
**BEST-SELLING RETAIL:** Aveda  
**COLOR:** Aveda  
**TECH SUPPORT:** SalonBiz, Demandforce  
**ASSOCIATION:** World Class Financial

"Failure is not an option and has always been and always will be my most profitable business decision. My family and entire team at Liquid look up to me to guide them through this economic storm, and I refuse to let any of them down."



Lilly and William Distelcamp of Liquid Hair Salon.

## Luxe Salon

Denver, CO  
 luxesalon.com  
 Laurie Helmick and Jody Martinez

'09: \$1,213,000  
 '10: \$1,633,000  
**INCREASE:** 35%  
**SQUARE FEET:** 1,600  
**TOTAL EMPLOYEES:** 21  
**AVERAGE CUT & STYLE:** \$55  
**BEST-SELLING RETAIL:** Kerastase, Bumble and bumble, Oribe  
**COLOR:** Wella Professional  
**TECH SUPPORT:** SalonBiz, Demandforce

"We continue to work with search engines Google and Yahoo to optimize our presence on their websites. Google is our number two referral reason after client referrals and our new clients increased by 426."