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AFFINITY SALON FOR HAIR & BODY AN AVEDA CONCEPT SALON NAMED ONE OF NATION'S FASTEST GROWING SALONS BY SALON TODAY MAGAZINE

LINCOLNSHIRE, IL (January 2008) – **Amherst's Affinity Salon for Hair & Body an Aveda Concept Salon** owned by **Sheila A. Osborn**, recently was named one of the 200 fastest-growing salons in North America by *Salon Today* magazine, a top business publication for salon and spa owners.

The magazine's eleventh annual *Salon Today 200* profiled the selected salons in its January 2008 issue. The 200 salons were selected from applications submitted by *Salon Today* readers, who represent the 25,000 top-producing salons and spas in the country. The magazine honored the applicants who posted the highest increases in gross sales between 2005 and 2006, and who were on track to increase sales significantly in 2007.

"The eleventh annual issue of the *Salon Today 200* features growing salons with excellent customer service, innovative marketing and top education for employees," said Laurel Smoke, editor-in-chief of *Salon Today*. "*Salon Today 200* owners keep their businesses competitive by branding their salons and spas in their communities as the best places for beauty services and treatments."

For a salon to be named to the *Salon Today 200*, it had to meet the following criteria:

1) The salon is a provider of professional salon services including one, or more, of the following: hair care, nail care, skin care, body care or spa treatments; 2) It generated gross annual sales revenues of at least \$250,000; 3) The salon's revenues were greater in 2006 than 2005, and projected to be even higher in 2007; 4) The owner charted his or her business financial growth for the past three years and shared information about the service and product categories that fueled the salon's growth; and 5) The applicant submitted financial documentation, such as a tax return or certified letter from an accountant, to verify revenues.

Growth-oriented salons of every type and size participated and were showcased in the issue. To help the magazine's readers benchmark their own businesses against the honorees, the *Salon Today 200* coverage was broken down into four revenue categories: 25 were profiled in the \$250,000 to \$499,999 category; 69 were profiled in the \$500,000 to \$999,999 category; 63 were profiled in the \$1 million to \$1,999,999 million category; and 43 in the \$2 million-plus category. Each salon competed for a spot in the 200 against other businesses in the same revenue category.

Salon Today and its sister publications, *Modern Salon* and *Renew*, are published in Lincolnshire, IL, by Vance Publishing Corporation.