

salon today **200**

The Fastest-Growing Salons
with Revenues of

\$2 million plus

SALON BY DEBBIE

Baltimore and Hunt Valley, MD

www.spaontheave.com

Debbie Nazelrod

'05: \$4,183,000

'06: \$6,233,000

increase: 49%

'07 projection: 12%

square feet: 6,400/10,600 (two locations)

total employees: 187

full-time income-producing: 29

full-time support: 25

average cut & style: \$43

best-selling retail lines: Aveda,
Bumble & bumble, Goldwell

most frequently used color: Goldwell,
Wella

salon software: Millennium by Harms
Software

marketing budget: \$149,000

education budget: \$24,600

"By providing Ayurvedic massage treatments like Blissful Nirvana and our new Tabetin Chakara Balancing Treatment, a special Tuscan Room (with a warm jetted pool, sauna and eucalyptus steam room) and indulgent spa packages, we set ourselves apart in style, trend and atmosphere."