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**FOR IMMEDIATE RELEASE**

## Salon Geeks Nerdy Stylist Celebrates His Birthday in Style

Salon Geeks, the hip creative and consulting company exclusively for Salons and Spas, is turning one and has much to celebrate, and so do their clients..

For the past year, the phenomenon known as Salon Geeks has not only caught the attention and acclaim of salons and spas of all sizes, but industry professionals as well. Their hip style and ever-so-clever menu of services has begun quite the revolution in the salon and spa industry. From coast to coast, salons and spas everywhere are proclaiming their gratitude and accolades for this most unusual and not so boring consulting company.

"It's such a simple idea: To support salons and spas with the marketing, technology and business concepts that many of them were lacking and do it in a way they could understand, and afford," says Anthony Angell, the stylist who created Salon Geeks. "But I never thought the beauty industry would embrace Salon Geeks like this, or that our growth would be this amazing! It's been brilliant and we're having the best time with our clients."

In just a short time, news of Salon Geek's unique approach has spread from their home base in Washington DC, to Beverly Hills, Orlando, and all in between. Fueled mainly by word of mouth, which they so tellingly term gossip, Salon Geeks has grown organically all across the US and Canada.

"There was obviously a void in the Salon and Spa Industry," says Salon Geeks partner, Tiago Soromenho, who also owns Mosaic Total Body Salon with his wife Deb. "The difference is that we approach technology as an enhancer, something that has to be able to adapt to your needs, rather than a negative that is imposed upon the salon or spa."

And indeed when you look at the services they offer, from Loyalty Programs to Receptionist training, their mix of Marketing, Management, and Technology is understandable and accessible for any salon or spa owner. Their most popular offering, appropriately named BrainStorm Marketing, has been hailed as priceless by not only salon and spa owners, but also by well-known manufacturers, distributors, and other companies who come to Salon Geeks to learn how to better interface with their salon and spa clients.

# SALON GEEKS



"To those of you either starting up a new salon and spa, after years in the business, like I am, or those transitioning from the paper ways of the past, I must tell you there is no other company like Salon Geeks to get you well organized and on track", says Jennifer Hopkins, Owner of Image Salon and Day Spa in Yuba City, CA. "I saw several articles on Salon Geeks and just had to call. The first time I ever spoke with Anthony I knew he was the one. I don't know about you, but I know nothing about computers or technology and Anthony made me feel comfortable. Salon Geeks made the salon program - and even the training, actually enjoyable. At Salon Geeks University, they walk you through every step of the process. I can't thank them enough. I say Salon Geeks is the only way to go!"

The rapid growth of Salon Geeks has been incredible, fueled by not only by their enthusiastic clients, but also the numerous articles written about, or by Salon Geeks in the best magazines in the beauty industry as well as national newspapers. Their newsletter, The Nerdy Stylist, now has salon and spa readers in over 45 countries and continues to grow daily.

Salon Geeks provides salons and spas of all sizes with a support system that includes everything from assistance with day-to-day marketing, picking the right software program, management best practices, and gift card and retail therapy to help boost sales. Of course they also do the geeky stuff, like providing websites that you can edit yourself to keep them "fresh and sexy", setting up e-commerce sites, and online marketing to current and potential salon or spa clients, just to name a few. We can expect more innovative and fun things from Salon Geeks in 2007.

"We don't wear pocket protectors, we're much too stylish for that!", adds Tiago, "We're just geeky for salons and spas and love to help them become more profitable and successful."

Salon Geeks is currently booking appointments daily and invites salons and spas everywhere to visit their website, [www.salongeeks.com](http://www.salongeeks.com), or call 877-768-9962 for a free no-obligation consultation.

Heck, they even work on Mondays.

## **About Salon Geeks:**

Salon Geeks is a concept of Lord & Falconer Limited Company. For additional information, or for media inquiries, please email [press@salongeeks.com](mailto:press@salongeeks.com), or call 877-768-9962.

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