

**NEW 29,000 SQUARE FOOT SALON TO OPEN IN ARROWHEAD,
OFFERING FREE SPA SERVICES FOR A YEAR**

MEDIA ADVISORY

For September 11, 2007

FOR IMMEDIATE RELEASE

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WHEN:

Saturday, September 15, 2007 before/at 8:00 a.m. – Tours or previews before this date are available by contacting Theresa Sarna

WHERE:

Dolce Salon & Spa's NEW location - 3 story, 29,000 square feet
8353 West Mariner's Way
Peoria, Arizona 85382

WHAT:

The first 10 people in line before 8am at Dolce Salon & Spa's new location in Arrowhead on Saturday will receive free spa services for one year. The next 100 people in line will receive different levels of gifts, prizes and gift certificates. Clients are encouraged to bring in 10 new or used books to receive an additional \$50 in Dolce Gift Certificates. All books will be given to Homeward Bound, a transitional housing facility in Phoenix. Tours of the 29,000 square foot salon and spa will be given. Breakfast snacks will be available. Get there early or camp out!

WHY:

Dolce Salon & Spa's is opening up their newest Arrowhead location at 3 stories and 29,000 square feet making it the largest salon and spa in the Southwest. This facility features 62 stylist stations, 9 manicure stations, 14 pedicure thrones, 21 spa rooms, makeup counter, a couples suite, steam room, dry sauna, and Jacuzzi. In addition, there is a full service barber and spa for men only.

VISUALS FOR BROADCAST OR PHOTOS:

Stylists working on hair models – progressive and classic styles
Makeup Artists blending and applying Dolce's custom makeup line
Creative Nail Art on toes
Ear Candling being preformed
Unique Boutique Items
Magic Tanning Booth
President of Company, 28-year-old Brandi Nuttall