



For Immediate Release

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Good Salon Guide Helps to Boost your Blow-Dry

The Good Salon Guide, the only independent guide to quality standards in hairdressing and beauty in the UK and Ireland, is delighted to announce that it is now rating blow-dry salons. Good Salon Guide has been rating hair and beauty salons since 1993 and awards a star rating from Registered through to Five Star, now extended to cover blow-dry bars.

Blow-dry salons have taken the United States by storm, growing by over 30% each year, and Good Salon Guide sees this as a fantastic opportunity for salons in the UK and Ireland. With image being everything, blow-dry bars let consumers have the salon perfect hairstyle for important events and nights out. Most blow-dry appointments are only 15 minutes, so they are perfect for when you are on your way out to that all important party, date or meeting.

Every salon is inspected to a set of strict criteria so the consumer knows they are visiting a quality salon with trained staff. With the new 'Blow-Dry' rating, Good Salon Guide aims to help the consumer find a hairdresser they love and trust and to help the salon fill empty columns and boost business. All Good Salon Guide salons are listed through goodsalonguide.com where full details are available of all services on offer, including the salon's rating, prices and opening hours.

Gareth Penn, Good Salon Guide Managing Director, said of the latest 'Blow-Dry' rating,

"Blow-dry bars are set to take the UK and Ireland by storm! With both ladies and gents demanding that perfect look for a night out, blow-dry bars let them achieve that salon perfect look quickly, easily and without breaking the bank. Hairdressing in the UK and Ireland leads the world in creativity and standards, and we look forward to seeing blow-dry salons continue this trend."

With their members, Good Salon Guide continues to support improving standards in the industry and helping to develop salons as times and customer demands change.

ENDS

For further information please contact Jodie Withers on 023 92 295000 or email: jodie@goodsalonguide.com

Note to Editors

The Good Salon Guide (www.goodsalonguide.com) is the only independent nationwide scheme for assessing professional standards and service within the hairdressing industry. Hairdressing salons are visited and objectively assessed by professional inspectors in the same way as the well-known AA or RAC hotel guides, giving the customer confidence in their choice. Salons are regularly reassessed to ensure standards are maintained.

A Good Salon Guide rating shows that the salon has suitably trained and qualified staff, top quality products and aims to achieve and maintain the highest standards. Listing around 2,000 salons in the UK and Ireland, the Good Salon Guide is the kite mark of quality for the general public and a showcase for the artistic work of its members.