



Changes Salon & Day Spa, Inc.

Press Release

Changes Salon and Day Spa Receives Top Honors Global Salon Business Awards Winner

Hollywood, CA - June 9, 2008

Bonnie Waters, founder of Changes Salon & Day Spa in Walnut Creek, received her second internationally recognized award at the Global Salon Business Awards® held June 9th in Hollywood, California. The ceremony was hosted by television personality Leeza Gibbons with many other prominent industry leaders in attendance.



Mrs. Waters and the Changes Leadership Team were recognized for their "Entrepreneurial Excellence" by the Global Salon Business Awards® for the Western United States. Arrojo Salon owned by Nick Arrojo of the A&E "What Not to Wear" television series received the same award for the Eastern United States. This international event acknowledges leading salons for exceptional business achievement, professionalism, leadership within the salon industry and their communities in twenty-two countries.

Also honored at the award ceremony was legendary Hollywood hairstylist José Eber, who received the 2008 Lifetime Achievement Award. In a surprise appearance, Jose's crystal statuette was presented by Jacqueline Smith with Farrah Fawcett joining the celebration via satellite.



In 2006, Changes also received a Global Business Salon Award for Management in Barcelona, Spain. At the same ceremony, Vidal Sassoon received the coveted Lifetime Achievement Award for his contribution to the salon industry. In 2007, Changes was voted both Best Salon and Best Day Spa of the East Bay.

Ever Growing, Ever Changing

Twenty-four years ago, Changes began as a full-service beauty salon with 1,000-sq ft of space. In 1996, with the addition of multiple spa and wellness services, Changes re-emerged as the 7000 sq ft. Changes Salon & Day Spa, Center for Well Being, an influential fixture in the Bay Area beauty industry.



Changes Salon & Day Spa has experienced tremendous growth in the new millennium; the 10,000-sqft holistic haven features 12 treatment rooms, 2 relaxation zones, and two retail-focused entrances. There are no less than 65 employees offering every imaginable service from "head-to-soul". In addition to the comprehensive salon, spa, teeth whitening and sunless tanning services, Changes also provides wellness programs to the community. The Chopra Center, founded by Dr. Deepak Chopra, recognizes Changes Salon & Day Spa as an affiliate, authorizing the salon to teach yoga and meditation to its clients. Exclusive Day Spa amenities include:

- The Aqua Terra Relaxation Room with a Stunning 16-Foot Water Wall
- The Steam Lounge For Self Applied Body Treatments
- Private Group Spa Parties Area
- Changes Garden Courtyard
- Vichy Shower Rain Bar



Changes Salon & Day Spa is well known for their community involvement and charity work, raising thousands of dollars over the years with programs such as, "The Beauty of Wellness" fundraiser, which raised \$15,000 for cancer victims and their families in May 2008. Changes also supports local schools by donating products and services and continues to be a major contributor each year in the American Cancer Society's "Relay for Life".

For more information about the Global Salon Business Awards, please visit www.salonbusinessawards.com.

For more information about Changes Salon & Day Spa, please visit: www.changessalon.com.

To request high-resolution copies of the images contained in this press release, please email Michelle Robinow at info@changessalon.com.