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Beauty on the Move

Gene Juarez Salons & Spas Unveils New Location at South Hill Mall

It is a place where guests come to relax, rejuvenate and transform. Now, the Gene Juarez Salons & Spas has transformed itself, in a new location at South Hill Mall, in Puyallup, WA. The newly expanded salon and spa will be unveiled on Monday, June 29 in the Sears/Macy's concourse. This change ushers in new massage, waxing, nail, makeup and facial services as well as more hair artists to provide expert cuts and color.

The salon and spa at South Hill follows the fresh, contemporary aesthetic of the company's most recent flagship location in University Village, which opened last year. It features contemporary design that conveys warmth, luxury, and a nod to the company's Pacific Northwest heritage. The modern yet comfortable 6,100 square foot space will become the jewel of the South Hill Mall. The design is the work of Judith Testani of Testani Design Troupe and Riccardo Cattapan of CMD Architects.

"We're thrilled to bring South Hill guests the full range of salon and spa services they have been requesting," said Janet Denyer, Gene Juarez Salons & Spas chief executive officer. "With a new and larger, contemporized space, we're able to deliver South Sound guests the complete spa experience and expand our ability to offer more options in hair services with more hair artists."

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The new spa area will envelop guests in luxuriously appointed spa rooms and service areas. A plush changing and guest waiting area for men and women is provided, along with an expanded retail area which will house Gene Juarez's high-quality beauty products.

Since 1971 Gene Juarez Salons & Spas has been the definitive authority on hair, beauty and wellness in the Pacific Northwest. The company's extensive training program and attentive guest service have earned the salon numerous honors including "Seattle's Best Hair Salon" by *Seattle* magazine readers, *Modern Salon* magazine's "Salon of the Year," *Self* magazine's "Top Day Spas," King 5 TV's "Best Hair Salon & Spa Escape," *InStyle* magazine's "Top Spas in the United States," and Citysearch Seattle's "Best Day Spa." To learn more about Gene Juarez Salons & Spas, visit one of the company's eight locations. Gene Juarez also operates the Gene Juarez Academy at two locations and the Advanced Training Salon. www.genejuarez.com.

South Hill Mall has been serving the people of the Puyallup/Tacoma area since 1988. The property was expanded in 1994. It is currently undergoing a dramatic, multi-million dollar renovation. The mall complex comprises over one million square feet, with anchor stores such as Target, Macy's, JC Penney, Sears and Regal Cinemas. Customers also enjoy 130 other specialty shops. South Hill Mall is owned and managed in association with Cafaro affiliated companies, based in Youngstown, Ohio. One of the nation's largest privately held shopping center developers, the Cafaro organization owns and oversees more than 30 million square feet of commercial real estate in 11 states. Founded by the late William M. Cafaro in the 1940's, the firm is now in its seventh decade as a family owned and managed business. For more information, visit online at www.southhillmall.com

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