

GRAND BOULEVARD

— Sandestin® —

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Fusion Spa Salon Aveda Now Open in Grand Boulevard

Complete Menu of Spa and Salon Services Offered

Walton County, Fla, October 17, 2007 - World-class destinations are expected to offer the finest luxury amenities and services to pamper locals and guests. A new addition to Grand Boulevard at Sandestin® is doing just that. Fusion Spa Salon Aveda is a full-service salon and spa now open in the popular new town center located at the east entrance to Sandestin® Golf & Beach Resort.

Fusion Spa Salon offers a complete menu of services, treatments and products incorporating the Aveda lifestyle, approach and products. Hair styling and coloring, facials, skin and body treatments, massage therapy and aromatherapy are some of the services offered by a staff of experienced professionals. Manicure, pedicure, hair removal and tanning services are carried as well.

A full line of skin care products, make-up, candles and oils are on display and a trained aesthetician is available to assist customers with their selection. The Fusion staff will help clients identify a balancing aroma and mix a personalized aromatherapy just for that person. This unique service highlights the idea of balance that is one of the basic tenets of the Aveda philosophy.

The Grand Boulevard location marks the fourth Aveda spa salon for Pensacola-based owners Christian and Tandy Hinrichs. Looking to expand their thriving business, they identified the lifestyle concept of the town center as a primary attraction.

“The lifestyle center and the whole lifestyle concept fit really well with our approach and brand. Coming to Grand Boulevard was a natural fit for us and we wanted to be a part of it,” says Christian.

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As an Aveda spa salon, Fusion embraces a holistic philosophy to their services, including an all natural approach to health, beauty and skin care. All products are plant derived and 100% natural. Spa salons carrying the Aveda name and products must also adhere to stringent requirements including rigorous ongoing training and education for all staff.

The interior space within Fusion is designed to separate the bustling salon side from the more serene spa side. According to Christian, it's important to create separate areas for the different services.

"When you have a spa and a salon combined, the energies are completely different for each. We've created a high-fashion, modern area at the entrance and the energy changes by design when you enter the spa area," he says.

Christian says he, Tandy and the new spa salon's creative director Lloyd Carlyle are looking forward to raising the bar of the salon experience for the area and becoming part of the community.

Fusion Spa Salon Aveda is open seven days a week from 10 a.m. – 9 p.m. On Sundays, only the retail portion is open. Appointments may be made by calling 850.654.2444. Walk-ins are welcome.

Grand Boulevard is the new shop, work, play and stay town center located in Beaches of South Walton along the Emerald Coast in Northwest Florida. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 837-1886.

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