

## Fact Sheet

- Overview:** Beauty Brands is a revolutionary concept in the beauty industry, combining a full-service salon and spa within a dynamic retail superstore. Each 5,000- to 9,000-square-foot location offers a one-stop total beauty experience.
- Founded:** In 1995 with its first location in Overland Park, Kan.
- Locations:** Headquartered in Kansas City, Mo., with 52 locations in 11 states: Arizona, Colorado, Illinois, Indiana, Iowa, Kansas, Missouri, Nebraska, North Carolina, Oklahoma and Texas.
- Principals:** Robert Bernstein, Founder and President  
David Bernstein, Chief Operating Officer
- Employees:** More than 1,500 specially trained, knowledgeable customer service associates and salon professionals who help customers with all products and hair, skin and nailcare needs.
- Forty-three associates at the home office.
- Services provided:** Haircuts, highlights, texturizing, manicures, pedicures, facials, massage therapy, hair removal services and more.
- Exclusive products:** Each Beauty Brands location offers over 50,000 units of more than 10,000 salon-exclusive products.
- REDUCE ABUSE:** In 2001 Beauty Brands founded the REDUCE ABUSE program, which provides funding to local domestic violence shelters in the markets where Beauty Brands does business. To date, Beauty Brands has donated more than \$360,000 to numerous shelters in 11 states.
- Hours:** All Beauty Brands locations are open convenient, extended hours, seven days a week — 8 a.m. to 9 p.m. Monday through Saturday and 10 a.m. to 6 p.m. on Sundays.
- Web site:** [www.beautybrands.com](http://www.beautybrands.com)

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