



**FOR IMMEDIATE RELEASE**

**CONTACT:** Lauren Reese / 301-585-5034 x113  
lauren@cfoxcommunications.com

## **Bella Bethesda Salon Named a Fastest-Growing Salon By *SALON TODAY* Magazine**

Bethesda, MD (January 18, 2011) — Bella Bethesda Salon was recently named to SALON TODAY 200 by *SALON TODAY*, a leading business magazine for salon and spa owners. This month's issue marks the 14<sup>th</sup> annual SALON TODAY 200 which honors growth and best practices of 200 salons across North America. This was Bella Bethesda's first year of eligibility.

"Our editors recognize that strong business leadership requires the mastery of a number of different best business practices," said Stacey Soble, editor-in-chief of *SALON TODAY*. "The salons named to the SALON TODAY 200 not only proved they excel in one or more of these areas, they also have created rewarding environments for their staff and standout experiences for their clients. Their willingness to share their success offers our readers important business benchmarks and fresh, sales-building ideas."

The magazine honored applicants in 11 different best practice categories. Bella Bethesda was chosen for its excellence in Advanced Education and Sales Growth and profiled because of the salon's impressive 59% sales growth in 2009 over the previous year.

"In tough economic times, we feel privileged to be able to celebrate growth at Bella Bethesda. It is the commitment of our clients that allowed us to achieve this great honor and drives our dedication to providing best in class service every day," said Stacy Dabney Ramirez, co-owner of Bella Bethesda.

Ramirez attributes a significant amount of Bella Bethesda's growth to the redesign of the salon's website in 2010, which increased company efficiencies and client interaction. The salon's commitment to advanced education has also attributed to the company's successes. Last year, more than 76% of Bella Bethesda's staff attended an industry class outside of the salon's required in-salon education programs.

*SALON TODAY* is a division of Modern Salon Media, which is owned by Vance Publishing Corporation in Lincolnshire, IL.

Located in the heart of downtown Bethesda, Bella Bethesda Salon is owned and operated by sisters Lindsey Dabney and Stacy Dabney Ramirez. Voted Best Salon in Bethesda in 2009 and 2010, by the readers of *Bethesda Magazine*, the salon offers a full range of salon services, including makeup and waxing. Bella Bethesda is located on the corner of Elm Street and Woodmont Avenue. For more information about Bella Bethesda visit [www.bellabethesda.com](http://www.bellabethesda.com) or call 301-718-9111.

###