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AS DEMAND GROWS FOR ANTI-AGING SERVICES, GENE JUAREZ SALON & SPAS RESPOND WITH NEXT GENERATION SKIN CARE

-- Skin Authority, Nation’s Leading Skin Care Services Company, Signs Juarez’s Eight Locations As The First Day Spa To Offer Its Exclusive Skin Care Program And Personalized At-Home Support. --

BELLEVUE, WA (March 08, 2007) – Because consumer demand for results oriented skin care products and services is increasing faster than any other part of the beauty industry, Gene Juarez Salons & Spas, Puget Sound’s leading full-service salon & spa network, is responding with an advanced level of skin care services and retail products, including adding personal “skin care coaching” for at-home follow up. Skin Authority, the nation’s leading skin care services company, chose Gene Juarez Salons & Spas as its first, full-service day spa partner because of its ability to provide the same level of trained professional staff and advanced treatments typically found only in medical settings or destination and resort spa settings.

With growth to nearly $5 billion in market size for 2007, the cosmeceutical industry is the fastest growing segment of the beauty market, and of that, skin care products for anti-aging, acne care and sun protection account for the largest segment.

“Customers today want to see immediate results,” said Janet Denyer, chief executive officer, Gene Juarez Salons. “The advances in cosmeceutical technology – medical grade skin care ingredients that can be bought without a prescription -- has allowed us to customize and improve our approach to each customer’s skin care needs like never before, both in our spas and when they get home,” Denyer continued.

Toward that end, Skin Authority has partnered with Gene Juarez Salon & Spas to implement its exclusive “Next Generation” skin care program. The program incorporates Skin Authority medical grade skin care products, advanced treatment protocols, and professional support services into Gene Juarez in-spa and at-home treatments. A toll free
phone line staffed by Skin Authority certified support professionals offers at home “coaching” to help maintain noticeable results at home.

“In Gene Juarez, Skin Authority found the right partner to launch our exclusive program into the Pacific Northwest. Their training and commitment to staff excellence is typically only found in medical settings or large resort and destination spa environments. We were impressed by the commitment of Gene Juarez to providing a higher level of value, quality and results to its customers as well as on going education of its staff necessary to administer our program. Our experience has demonstrated that when professional knowledge is combined with high performance products and treatment tools, the consumers can see a visual transformation in their skin,” said Celeste Hilling, chief executive officer of Skin Authority.

The Skin Authority Next Generation Skin Care program features a comprehensive range of medical grade products designed to achieve optimum cellular turnover with minimal side effects. They are manufactured in FDA-approved labs using pharmaceutical grade ingredients. They do not require a prescription but are not available over the counter and are sold only through licensed professionals.

Complete home-care kits from Skin Authority complement professional spa treatments and extend the results at home. Home care products contain the same resurfacing and antioxidant principles found in the professional treatments at the highest concentrations and lowest pH allowed by the FDA without a prescription. Its products contain no fragrance, dyes or mineral oils and have less than 1 percent allergic reaction rate.

The most popular feature of the program, and one that Gene Juarez is relying on to extend its “lifestyle” component, is the after-care home support for all customers. Skin Authority maintains a hot line staffed with certified professionals who serve as “personal coaches” for the skin. “Compliance is the key to having wonderful skin. We’ve found that having support through phone and email from someone who is there for any skin questions is essential for achieving and maintaining results,” said Hilling, who is also a member of the board of directors of the International Spa Association.

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ABOUT SKIN AUTHORITY

Skin Authority operates Centers of Excellence in the San Diego area as well as manages the skin care services for medical practices whose patients rely on its products and phone support. In addition, the Skin Authority authorizes its program through some of the nation’s top destination resorts and spas, including The Spa at Laguna Cliffs/Marriott, the MGM Grand Hotel and Grand Spa in Las Vegas, Sea Island Resort in St. Simon’s Island, GA, The Ginn Hammock Beach Resort in Palm Coast, FL, the Kohler Waters Spa at the American Club in Kohler, WI, Marriott Grand Hotel & Spa in Point Clear, AL, and the Renaissance Ross Bridge Golf & Spa in Hoover, AL.

For more information about Skin Authority, please visit www.skinauthority.com or call (866) 325-7546.

ABOUT GENE JUAREZ SALONS & SPAS

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 salons numerous honors including Modern Salon magazine's "Salon of the Year," Self magazine's "Top Day Spas," KING 5 TV's "Best Hair Salon & Spa Escape," and InStyle magazine's "Top Spas in the United States."

To learn more about Gene Juarez Salons & Spas, visit one of the company's eight locations including Downtown Seattle, Bellevue, Alderwood, Tacoma, Southcenter, Redmond, Northgate, South Hill or visit http://www.genejuarez.com.

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