

For Immediate Release

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Avantgarde de Salon & Spa

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Avantgarde Salon & Day Spa Celebrates Fourth Anniversary and a Year of Growth

Grand Rapids, MI, 17 October, 2011 – October marks the fourth anniversary for Avantgarde de Salon & Spa of Grand Rapids and Avantgarde West of Hudsonville. Since opening its doors in October of 2007, 'Making a Difference' has been the driving force at both locations. Owner, Bonnie Moore says, "The passion to 'Make a Difference' touches lives in immeasurable ways." This founding principle sets Avantgarde apart from many other salon and day spas, and it has proved to be a very successful business model. "We don't know what might be going on in someone's life when they walk through our door. We're here to Make a Difference because we know that everyone needs to be pampered," says Moore.

Like all small businesses in Michigan, Avantgarde has felt the impact of a struggling economy, yet they continue to beat the odds. "I feel so blessed to have a business that is able to continue to grow in spite of the condition of this economy," says Moore. Through it all, Avantgarde continues to strive to make a positive impact on the community, its clients and its employees, by hosting community events, giving away Mom Makeovers for Mother's Day, sponsoring fundraising events for local missionaries and other non-profit organizations.

For two consecutive years, Avantgarde has been awarded 'Top Hair Salon in Grand Rapids' by The Grand Rapids Press in an MLive.com readership poll, along with awards for Top Nail Salon and Top Day Spa. "To receive such an honored distinction as Top Hair Salon during our first year of business was truly an amazing achievement," say salon owner, Bonnie Moore. "But to receive the same award two years in a row, along with two additional 'Tops' awards, is a testament to the continued excellence of my team and our mission to 'Make a Difference'"

As Avantgarde has grown throughout the past year, so has their list of services and new products. In 2011, Avantgarde added the full line of Aveda hair products for men and woman, and they now feature a certified specialist for Great Lengths Hair Extension. In addition, they have added services for feather extensions, LOX Hair Extensions and a revolutionary series of Botanical Hair and Scalp Therapies featuring the new Aveda Hero product, Damage Remedy Daily Hair Repair.

The birth of Avantgarde Salon & Spa was born out of tragedy but has grown to great success. Following the sudden death of her husband in 2006, owner Bonnie Moore, of Ada, needed to find a passion and purpose and wanted to make a difference in people's lives. As a client of the salon, with no industry experience, Moore purchased both salons with a simple vision, to Make a Difference. After several renovation projects, acquisition of new and exclusive product lines and the addition of a small boutique, Avantgarde has establish itself as one of the finest salon and day spas in West Michigan.

For more information or to contact Avantgarde Salon & Spa, please go to www.avantgarde-salon.com.

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