



## Blo Blow Dry Bar Celebrates 100 Franchise Locations Sold!

North America's Original Blow Dry Bar  
announces major franchise milestone.

**Toronto, ON** — February 5, 2018 – Cue the confetti and hot pink glitter! Blo Blow Dry Bar, the beauty franchise that redefined beauty norms when it created the blow dry bar category, announces that it has hit a major milestone with the recent sale of its 100<sup>th</sup> Blo franchise!

**Blo Blow Dry Bar** is North America's original blow dry bar and the world's largest blow dry bar franchise. Blo offers perfectly styled hair and exceptional customer experiences seven days a week. Blo reinvented the salon industry in 2007 when they launched the "no cuts, no color" concept with their very first location in Canada. Since then they have grown to over 100 franchise locations and continues to expand quickly.

"We are so thrilled to reach this important milestone which so few franchise systems ever achieve. Thanks to our dedicated franchise partners, our amazing guests, and our passionate head office team, we have reached this key benchmark. We are now better positioned than ever before for strong growth ahead," shares Blo CEO, Vanessa Yakobson, who has grown the number of franchises 120% since taking the role of CEO in 2016.

Blo's low-cost franchise opportunity delivers a proven concept, a simple business model, intensive training programs, and ongoing support from their dedicated head-office team. No hair or beauty experience is needed to become a [Blo franchise owner](#).

A well-recognized brand in the blow out/beauty space, Blo's hot pink branding helps solidify Blo's position as a category leader. As a female-led business, Blo's locations see strong year-over-year growth as this fast-growing beauty category attracts customers with convenient, affordable blow outs. Additional revenue streams are available through a range of [Blo Beauty Services](#) and carefully selected retail products. Blo is seeking single-unit and multi-unit operators across the US and Canada, and expect to reach 500 locations within the next few years.

To learn more about Blo franchising opportunities, visit [franchise.blomedry.com](http://franchise.blomedry.com)

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