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Just in time for the heat wave, Blo Launches its Summer Hair Menu

3 new summer styles at Blo Blow Dry Bar

TORONTO, ON (May 2017) – [Blo Blow Dry Bar](#) is rolling into this upcoming heat wave in style! Just in time for the Summer, Blo has released its hot new Summer Hair Menu, equipped with three pool-side approved styles (sassy attitude not included!).

“The looks for our summer hair menu are a little more undone and natural versus our more glamorous, traditional styles available year-round on our regular hair menu,” says Chanel Peraza-Munoz, Corporate Style Director. “These looks are fun and can transition easily for summer weddings, music festivals or poolside fun!”

The new menu features three new styles: the “Coastal Cutie”, a down style which features loose beach waves that can be worn in the daytime and easily transitioned to be night ready. We finish the style with a texture spray for a “lived in” look.

The “Knotty by Nature” style, which features an intricate knot in the back, it can be paired with our classic “Pillow Talk” or “Hollywood” style (available year-round on our signature style menu), or added to the summer style “Coastal Cutie”. To achieve this look, we take a section of hair from each side above the ear and twist into a knot. Pin sections to secure the knot and finish with a medium hold hairspray.

The last style, “Festi-gal”, was the winner of the [Summer Menu Hairstyle Contest](#) we held this spring. Stylists from Blo locations across North America submitted their summer hair ideas and we asked all of our Blo Babes to vote for their favorite! This style is great for someone who wants to be stylish while having their hair off their face. It’s a twist on a classic ponytail, with a beautiful Dutch Braid to add a little something extra! (Hair tips from Joya Smith, Blo’s Corporate Style Director.)

Twice a year, Blo releases an exclusive seasonal hair menu, in addition to our [7 signature looks](#), available year-round! The seasonal hair menu styles are chosen by Blo’s Corporate Style Directors, and are on trend for the year. Past hair menus have included braid styles, old Hollywood inspired styles, and styles focused around beach vibes!

ABOUT BLO BLOW DRY BAR

Blo Blow Dry Bar’s motto is: “You’re not cheating on your hairdresser”. No, seriously. Blo is North America’s original blow dry bar (75+ locations and growing!). No cuts, no color: Just wash, blo, go. Guests choose from our signature styles featured in the Blo Hair Menu, from the razor-straight “Executive Sweet” to the runway-inspired “Pillow Talk”.

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