



## Blo Blow Dry Bar Hearts Colorado

*Blo Blow Dry Bar Opens first Colorado Blo Location, Blo Boulder*

**Boulder, CO (January 2018)** – Hello Gorgeous! Answering the call of the hair-impaired and those addicted to killer-coifs, **Blo Blow Dry Bar**, the original and largest blow dry bar franchise, will celebrate the grand opening of its first Colorado location in Boulder, on February 2, 2018. The first to market the no cuts, no color concept in North America, Blo Boulder will be located at 1600 Pearl Street – next door to Emerson. Now have runway-ready hair is possible in about 45 minutes for \$45 dollars.

Guests in need of top-notch tresses before work (opens as early as 7am), a power lunch, the red-carpet event or just because, can get affordable, catwalk-quality hair. Guests can choose from 7 styles featured in the Blo Hair Menu; the sexy razor-straight “Executive Sweet” to the runway inspired “Pillow Talk” or the paparazzi ready “Red Carpet” look.

Boasting a modern and chic interior design with a friendly and professional staff, the 978 square foot space will have ten stations in total; two for make-up and eight for hairstyling. Not just your average blowout bar, Blo Blow Dry Bar will offer blowouts, up-dos, make-up, hair styling “on location”, bridal services, and an array of retail products such as [Unite](#) and [Glo Skin Beauty](#). Expertly trained “Bloers” will deliver runway-ready hair in-bar or onsite for any special event (makeup services available as well).

“We’ve identified the Boulder and Denver markets at the helm of explosive growth. My partner and I wanted to seize the opportunity to bring new brands to Boulder and Denver. Everyone wants to come to Colorado because they see the value in the diversity of its people and industries. We moved here because we wanted to be in a city that could support a multitude of brands with room to incorporate additional locations in the future.” says multi-unit Franchise Partner, Christopher Leno.

Blo Blow Dry Bar offers perfectly styled hair and exceptional customer experiences seven days a week through professional products, a fun atmosphere, and fabulous results. Since inception, Blo Blow Dry Bar, has pioneered the blow dry bar concept opening the first Blo Blow Dry Bar in Canada in 2007.

Now with almost 100 locations across the US, Canada, the Philippines, Blo Blow Dry Bar continues to build its network in Colorado and will extend its roots beyond Boulder to Denver in 2018 and 2019. Blo Boulder will be open Monday-Friday from 9 am to 6 pm, Saturday from 9am to 7pm and Sunday 11am to 5pm. Open as early as 7am and as late as 9pm by appointment. Walk-ins are accepted and online reservations are available at [blomedry.com](http://blomedry.com) or via the app (available for iOS or Android). Appointments can also be made by calling 720-390-7874. Get ready to get fab-in-a-flash; it’s our exper-tease! Click to [blomedry.com](http://blomedry.com) for the skinny.

### 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, with almost 100 locations, making it the world’s largest blow dry bar franchise. 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”. Blo Boulder are owned by Colorado entrepreneurs, Christopher Leno and John Hernandez and have plans to grow to three Blo locations in Colorado over the next couple of years (next stop, LoDo!).

### ABOUT BLO BOULDER

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