



Blo Blow Dry Bar Makes Vegas Debut

The largest blow dry bar brand has women 'tickled pink' for the first Las Vegas location

Las Vegas, NV (Aug. 30, 2017) – From the creators of the blow dry bar category that has taken the beauty world by storm, **Blo Blow Dry Bar**, the original blow dry bar franchise in North America announces the opening of the brand's first Las Vegas location. Set to debut on Sept. 22, owner/franchise partner, and former branding lawyer, Nancy Ramirez Ayala is thrilled to be bringing Blo Blow Dry Bar to all the lucky ladies of Las Vegas.

"Every woman knows that great hair can make them feel invincible, and with the tribe of strong and poised women in my life, this concept was a natural fit," said Ayala. "Our city is a magical place where a woman wants to look her best during a getaway with her main squeeze or on a weekend away with her girls, and our location is perfect for tourists and locals – it's a true Vegas experience."

Featuring a modern and chic interior design with a friendly and professional staff, Blo Blow Dry Bar delivers perfectly-styled tresses and exceptional customer experiences seven days a week through professional products, a fun atmosphere, and fabulous results. Expertly trained "Bloers" deliver runway-ready hair in-bar or onsite for any special event, with a signature blow out starting at just \$40. Makeup services are also available.

Blo Las Vegas will host their grand opening on Sept. 22 & 23 at 3900 Paradise Rd. A fun and girly event with sweet treats, pink drinks, and \$25 blow outs. Appointments can be booked by calling 702.929.3342, online at blomedry.com, or via the Blo Blow Dry Bar app, available for iOS or Android. Walk-ins are welcomed.

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. 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 Las Vegas is owned by Las Vegas entrepreneur, Nancy Ayala.

ABOUT BLO LAS VEGAS

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