

hello gorgeous.

a media guide to everything  
and anything blo

blo  
blow·dry·bar

# the blo concept



you're not cheating on your hairdresser.

Blo is America's Original Blow Dry Bar. No cuts, no color: Just wash, blo, go. Guests choose from 7 signature styles featured in the Blo Look Book, from the razor-straight "Executive Sweet" to the runway-inspired "Pillow Talk".

Visit [blomedry.com](http://blomedry.com) for the skinny.

# blo facts

- Just wash, blo, go for \$40/\$45\*  
*(\*Pricing varies by location.)*
- Walk-ins accepted during regular hours, 7 days a week
- Blo is not just about hair, it is about experience, culture and vibe
- All Bloers (aka Stylists) go through an intensive training program, affectionately known as Blo U(niversity), where they master Blo's signature styles
- Blo offers more than in-house styling. Our signature Blo On The Go (BOTG service comes to you on set, at work and at home)
- Blo has a signature Blo Bridal service available in-bar or on location
- Blo is not a salon, we are America's original blow dry bar
- Blo was the first to market no cuts, no color concept in the US – we created the blow dry bar business category
- Blo is the world's largest blow dry bar franchise
- Over 100 locations to serve you in the US, Canada, and the Philippines

## fav blo hooks

1. 'cause you can't blo yourself
2. you're not cheating on your hairdresser
3. no cuts, no color: just wash, blo, go.





# in-bar + out-of-bar services

## blo on the go (botg)

Blo offers more than just in-house styling. Blo's signature BOTG service goes wherever flawless hair is desired or required. Some recent BOTG's include both Miami Swim Week, Agent Provocateur fashion shows, Aritzia's corporate fashion show, NBA all-star weekend and Barbie: The Dream Closet at New York Fashion Week F/W 2012.

## blo bridal

Blo hearts wedding belles. Blo's signature bridal service includes a consultation prior to garter belt removal and perfect hair on your wedding day.

# blo love

“Perfect hair at a perfect price.”

Extra

“The stylist took my hair from its embarrassing state to another level of fabulous (like SJP fabulous)...”

“Blo.. made our list for their quick and easy service. Walk in or make an appointment as early as 7 a.m. and leave with a polished look.”

OK! Magazine

Refinery29

“Blo Blow Dry Bar... promises to deliver va-va-voom volume for its well-coiffed clientele.”

The Boston Herald

Check out [blomedry.com/press](http://blomedry.com/press) for more Blo press hits.



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