



FOR IMMEDIATE RELEASE: Oct. 6, 2011
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Simply Eyebrows opens first airport location at IND

Boutique-style store offers cosmetic services on Concourse B

INDIANAPOLIS – Simply Eyebrows has expanded its beauty brand, which includes walk-in eyebrow threading, lash extension services, and henna art, to the Indianapolis International Airport. The business prides itself on offering customers a unique experience in a convenient, one-stop-shop atmosphere. This concept allows women and men alike the opportunity to attend to personal grooming needs that sometimes fall by the wayside, even as they are on the go at the airport.

The boutique-style store, which opened this week, operates from 6 a.m. to 8 p.m. daily and is located on Concourse B near gate B6. Introductory prices include \$5 for brow shaping and \$14 for lashes.

“We have developed the concept for Simply Eyebrows around the idea that many travelers sometimes do not have the opportunity for personal appointments, especially when they are trying to manage work and family life. The ability to come into our airport store before you catch a flight or while you are on a layover allows for easy in and out service, but with a highly personal touch that busy customers enjoy,” stated founder Vas Maniatis.

The brand Simply Eyebrows was created in 2008, and became an immediate hit once it was discovered that impersonal beauty kiosks didn’t necessarily fit the needs of on-the-go clients. The brand opened its first store in Indianapolis in 2008 and has since expanded across nine states while broadening its service line to include traditional waxing as well as nail and spa services.

“We have been very excited to continue expansion of the Simply Eyebrows line from our initial service offering of facial threading and eyelash extension services,” commented Maniatis. “The airport boutique concept fits brilliantly into the Simply Eyebrows business model, and we are excited to contemplate further expansion across national and international airports in the hopes of serving customers with the same high quality service we have been known for in retail markets.”

About Simply Eyebrows

Simply Eyebrows, a sister corporation of Seva, a trademarked Wal-Mart-exclusive brand boutique service, is headquartered in Chicago, Illinois. The company specializes in eyebrow threading and eyelash extension, as well as conventional hair removal services such as

waxing, and a diverse selection of nail and spa services. The organization was started in 2008.

For more information about Simply Eyebrows or to obtain franchise information, visit www.SimplyEyebrows.com. Additional information and franchise inquiries about Seva can be found at www.SevaBeauty.com

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