



News Release

February 2010

***Local Stretford Salon & Spa Selected
in Quarter Finals of the Nations Favourite Hairdresser***

Newly relocated hair and beauty emporium 'identity the salon & spa' has battled against the nations hairdressers, and has made it through to the quarter finals of the Head & Shoulders sponsored 'Nations Favourite Hairdresser' competition that the company is currently running. Richie McPherson, owner and Creative Director of identity the salon & spa is now battling against only 9 other hairdressers in the North West to go forward to the semi finals, the next stage.

Local clients of the salon have been voting on the purpose website and sharing their experiences of the local hairdressing salon manager. The top hairdressers with the most fans/shared experiences have been awarded their quarter finalist place.

As the quarter finalists have been announced, anyone that has been at the salon, or indeed has had Richie look after them at the salon are able to go online and pledge their vote! 'To be the Nations Favourite Hairdresser would be such a coup for the salon, but as always, I'm happy looking after my Stretford clients' said Richie McPherson, thinking about the new possible rise to fame!

Late 2009 identity the salon & spa relocated from neighbouring Stretford Mall to Ursinton Road with a brand new concept in hair, with beauty services fully launched now in its new beauty lounge. The salon now not only offers full hairdressing services and beauty treatments, but also specialist services including deep tissue massage and cosmetic creativeness.

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*For further information, images or details on identity the salon & spa simply contact
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