

Snip-its, Children's Hair Salon Favorite, Expands to West Coast Opened in Palo Alto, California in April



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Salon Offers Premium Quality Haircuts with Laughter and Fun - Founded by Comedian Jack Benny's Granddaughter -



NATICK, MASS. (April 2009) - Cue the laughter and giggles. Snip-its (www.snipits.com), the fastest growing franchise of children's hair salons in the U.S, opened its first West Coast location in Palo Alto, California in April at Town & Country Village at 855 El Camino Real. Designed to ease the haircutting fears of children, Snip-its provides an entertaining and magical destination for premium children's haircuts and spa services. The 1,700 sq. ft. salon offers a complete line of natural hair care products plus two children's party rooms for memorable birthday parties.

"I'm thrilled to bring the high-quality Snip-its concept to California. Snip-its is a magical experience for children that turns an ordinary hair salon visit into an extraordinary adventure that ends with a smile," said Snip-its Palo Alto

owner Daniel Liberman. "Moms can feel good about visiting Snip-its. Not only do we have specially trained hair stylists, but children can look and feel their best with our many spa services and delightful birthday parties. I look forward to Snip-its becoming a part of the community."

Snip-its' no-tears haircut experience is weaved with vibrant colors and reminds many children of a Saturday morning cartoon. The salon interior features a cast of Snip-its own branded animated cartoon characters: Snips, Jean Luc le Spritz, Curly Comb, Flyer Joe Dryer, the Clip-ette Sisters, and Maranga Mirror plus animated videos, salon-tailored educational computer games and 'cushy' parents chairs so Moms can sit nearby. At the end of each visit, children receive a prize in exchange for a lock of hair from the 'Magic Box.'

"Snip-its caters toward entrepreneur spirits and Daniel is a perfect example of an owner with the drive and determination to succeed," said James George, the CEO of Snip-its. "We wish him much success."

Snip-its, a growing [kids franchise](#) was founded in 1995 by California native, Joanna Meiseles, the daughter of Hollywood producer, Robert Blumofe credited with the movie, Yours, Mine and Ours and is the granddaughter of famed comedian Jack Benny. After a heartbreaking visit to an 'adult' salon with her then young son, the first-time entrepreneur established the entertainment-styled salon with the goal to make children's hair care a positive fun-filled adventure for families. The Palo Alto location marks the 67th Snip-its location.

The Snip-its Corporation, based in Natick, Massachusetts is designed to untangle the hair care challenges of children and their parents. It provides the best customer service and a guaranteed great time for both kids and parents. The [salon franchise](#) has served more than one million children annually in 65 locations. In 2007, Snip-its was named the 30th fastest growing franchise in the U.S. by Franchise Times Magazine. For more information or [kids franchise opportunities](#), visit www.snipits.com or call 877-SNIP-ITS.

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