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FOR IMMEDIATE RELEASE

Upscale Men's Grooming Salon Opens in Town Center

PEACHTREE CORNERS, GA, March 28, 2019 – Boardroom Salon for Men celebrated the opening of its new Town Center location with a traditional ribbon-cutting event then followed with a “first shaving ceremony” to showcase one of the personal services the new salon offers.

Boardroom services include haircuts, shaves and spa services and complimentary beverages in an environment reminiscent of country club with a relaxing lounge and oversized leather chairs. The salon also comes with a few extra perks that’s not found in most salons, rich wood paneling throughout and a billiard table and chest set for customers to enjoy.

On Thursday, May 21, as part of the opening event, Mayor Pro Tem, Weare Gratwick took a seat in one of the plush barber chairs for the first official shave at the new salon.

“The hot leather shave was a real treat, the entire experience was very relaxing,” said Gratwick. “Boardroom for Men is a great addition to the Town Center. We are pleased to welcome the men’s salon to Peachtree Corners.”

The Texas-based business was founded by Bruce and Heather Schultz in 2004 who originated the concept of luxury salons for men. Today there are nearly 40 locations throughout Texas, Oklahoma, Georgia, Tennessee and Arizona. The Peachtree Corners salon is the third to open in the state. The company expects to enter the North Carolina market later this year.

The salon’s signature service includes a tailored cut, paraffin hand dip, shampoo and conditioning, scalp and hand massage and steamed towel. Annual memberships are available which provides members unlimited haircuts.

[Boardroom Salon for Men](#) is located at 5210 Town Center Blvd., Suite 230, Telephone 470-319-9001. Hours of operation are: Monday – Thursday, 10 a.m. – 8 p.m.; Friday, 10 a.m. – 7 p.m., Saturday, 9 a.m. – 5 p.m. and Sunday 12 p.m. – 5 p.m.

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