

wishing you only good hair days ...

# tanaz hair body and nails wins global award



**Tanaz Hair Body & Nails** recently walked away with the **Global Business Awards Entrepreneurial Excellence Award for Client Philosophy/Marketing and Promotion. BEST** (Business Education for Salons Today) presented this prestigious award to Tanaz at a glittering ceremony in Barcelona, Spain. With more than 1 700 salons worldwide being nominated and more than 400 businesses in five different categories competing, *Tanaz* distinguished itself as an entrepreneurial leader in an extremely demanding and competitive international industry.

This coveted award, which was presented to Tanaz owners Shelene Shaer and Richard Wories, recognises the philosophy, mission and vision of the salon as it relates to the service it provides to its customers. The renowned judging panel included academics, leading business experts, international trade media and industry leaders.

The award considers business strategies which include the salon's brand and image, marketing and promotional programmes, innovative customer attraction and retention programmes as well as customer service policies, return visit initiatives, loyalty programmes and incentives. It also considers the active role the salon plays in community-based projects. Tanaz excelled in all these areas of expertise and was recognised by Kristin Firell, executive director of BEST.

Kristin said: "Tanaz is a business that consistently promotes and markets itself using innovative imagery and unparalleled attention to detail, while developing a recognisable brand. Tanaz is a model for other salons to follow."

The company's marketing philosophy is one of its key differentiating factors. Since its inception the salon has achieved excellent exposure through trade exchanges and building strong, successful media relationships. Owner Shelene Shaer said: "We maintain that clients we support will support us. We actively support our clients' businesses, either by using their services or products or by networking clients to one another on an informal basis."



Richard Wories and Shelene Shaer

## about tanaz...

Tanaz is a Persian word meaning "essence of the soul". The company offers hair, body and nail services and treatments for men and women across all cultural groups. The owners believe that the key to Tanaz's success is that clients can be themselves when they visit the salon. They offer a home from home experience while providing the highest level of service to a demanding customer base.

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