

## Media Release

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### **FOR IMMEDIATE RELEASE**

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### **SALON INCORPORATES FENG SHUI AND THRIVES IN THIS ECONOMY**

Chrysalis Hair Designs hired Intuitive Concepts in the fall of 2007 to perform a classic Feng Shui consultation. The consultation helped to minimize operational challenges, improve financial flow, attract new consumer markets, and create an edge over the competition. Specific goals were set and benchmarks established, but it didn't take long to see results.

After only three months of working with Intuitive Concepts, Chrysalis' sales increased 100% from the previous year's quarter and their return clients grew 64%. With the small changes that were made, their clients thought they had completely remodeled. This energy shift, resulting from practical solutions, was something felt by management, employees, and clients alike.

Over the next 18 months, Intuitive Concepts held quarterly meetings with the salon owner to assess the progress and statistically track their growth. The salon was astonished as results continued. While most companies have been experiencing a downturn due to the economy, business at the salon has been thriving. Their sales are up 109% from this time last year and the average ticket sale is now 119%.

Salon owner, Michele Walker Lawrence says, "I continue to hire Intuitive Concepts for their yearly updates and insights to ensure our progress continues. Now that we're ready to search for new retail space, you can rest assured they'll be an integral part of that process too. If you're a business owner who wants to lead your competition, make Intuitive Concepts a part of your team!"

The salon is located at 1285 Cherry Valley Road in Newark, OH. For more information about their products and services, visit <http://www.chrysalishair.com>

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Intuitive Concepts utilizes over a dozen sciences to evaluate influences internal and external to one's living and working environments. The highly-respected consulting practice celebrated 10 years in 2008. For more information about this press release, please call 866-689-6891 or visit our website at [www.intuitiveconcepts.com](http://www.intuitiveconcepts.com).