

## Good Company: Pure Salon & Day Spa

# Business owner offers tips on providing wellness in team-oriented environment

Today, perhaps more than ever, there's an increasing awareness of taking care of oneself and the planet. At Pure Salon & Day Spa, there is a dedication to doing both.

The Commerce Township salon and spa's mission is to provide clients with the ultimate in services, including massage therapy, face and body treatments, and hair and nail services. It's also an Aveda Concept Spa, meaning it exclusively sells and uses Aveda's natural-based products, which don't harm the earth or environment.

"We are a business where you can come to get away from the daily stresses we all have in our lives and relax, renew and rejuvenate your mind, body and spirit," says Debra Lock, who co-owns Pure with her husband, Jim. "Our employees focus their total attention on each person we serve and provide our customers with care and attention to detail that makes them feel like they are their only client that day."

Lock says it's an exciting time for the industry, as treatments such as massage and skin care gain mainstream acceptance as a path to maintaining overall health, well-being and youthfulness.

"Customers no longer look at salons and spas as a luxury item," Lock says. "They see the services as an important part of their personal-care needs. They realize that pampering and care is a necessity to help them get through life's rough spots."

On that front, Pure is



Co-owner Debra Lock (second from left) encourages staff members at Pure Salon & Day Spa in Commerce Township to express their creativity and enhance their artistic skills through participation in various shows and fundraisers. Pure plans to hire additional employees in the next year.

branching out to offer more wellness services. It recently added acupuncture treatments and is embarking on a partnership with a weight-loss company.

"We will continue to bring in other services and businesses that complement Pure to create one-stop shopping for all your personal-care needs," Locke says. "Our ultimate goal is to address the whole person, both inside and out."

Pure currently has 25 employees, with plans to add massage therapists and skin-care professionals over the next 12 months. Lock says as the business grows, customer-service skills will become even more important for employees.

"To be successful at our company, you need to have a positive mental attitude, care about helping others look and feel better, and be warm, friendly and customer-service

oriented," she says.

Employees are considered an important part of a team and encouraged to express their creativity and showcase their talents in everything from hair to body-painting shows.

"We have a lot of flexibility, and more 'yes's' than 'no's' are allowed in trying new ideas," Lock says. "Several times a year, we do shows and get involved in projects that allow great artistic expression. The

staff has so much fun and is really only limited by their imaginations."

Whether trying something new or giving a tried-and-true treatment, the staff at Pure always has one goal: to help clients feel better when they walk out the door than they did when they walked in.

"A new haircut or a great massage can make all the difference in the world in someone's attitude and outlook,"

### Good to Know

■ Pure Salon & Day Spa, 39800 W. 14 Mile Road in Commerce Township, offers facial and body treatments; hair, nail and makeup services; massage, acupuncture and spray tanning, along with bridal and spa packages.

■ Pure supports many community programs, such as Open Door Outreach, and the work its product supplier, Aveda, does for clean water projects.

■ Prospective employees are encouraged to send résumés or stop in for a tour. Walk-in clients also are welcome. For more information, call 248-624-4700, e-mail [info@puresalondayspa.com](mailto:info@puresalondayspa.com) or visit [www.puresalondayspa.com](http://www.puresalondayspa.com).

Lock says. "All we want to do is make customers happy and have them leave with a smile on their face. That is our mission."