

HALO [FOR MEN] MEDIA KIT

HALO [FOR MEN] has three locations in Chicago and the SALON and SPA at HALO [FOR MEN] in Chicago's Gold Coast features over 3,000 square feet of luxury services designed just for guys. Services include; massages, facials, hand and foot grooming, straight razor shaves, waxes and halo's signature service found at all locations, "THE MAN™," which combines a haircut, style, scalp massage, hand wax and massage, hot towel and facial toner, cleanup shampoo and a free touch up within two weeks.

Located in Chicago's Gold Coast, Lakeview and Bucktown neighborhoods, HALO [FOR MEN] offers men an ultimate escape and provides a hip, guy-focused and relaxing environment where men can comfortably enjoy salon and spa services. Stay tuned for FOUR more locations slated to open in fall 2008.

HALO [FOR MEN] exclusively carries JOE Grooming and Mario Badescu products.

HALO [FOR MEN] is open Monday – Thursday from noon – 9:00 p.m., Friday from 10:00 a.m. – 7:00 p.m., Saturday from 9:00 a.m. – 6:00 p.m. and Sunday from 11:00 a.m. – 5:00 p.m. For more information about HALO [FOR MEN] products, services, and more, please visit www.halochicago.com.

LOCATIONS:

[GOLD COAST] 21 W ELM, 312.642.4256

[BUCKTOWN] 1655 N DAMEN, 773.342.4256

[LAKEVIEW] 3324 N CLARK, 773.348.6210

[LINCOLN PARK] 654 W DIVERSEY, COMING SOON!

[LOOP] CLARK AND MADISON, OPENING FALL 2008!

[OGILVIE] CANAL AND MADISON, OPENING FALL 2008!

[WEST LOOP] COMING SOON!



SPA SERVICE MENU

THE RUBB™: 90 DOLLARS

CHOOSE ONE OF OUR 60 MIN STRESS REDUCING TREATMENTS. WANT MORE THAN 60 MINUTES? ADD 1 DOLLAR FOR EACH ADDITIONAL MINUTE. CHOOSE: SPORTS MASSAGE [DEEP TISSUE], SWEDISH MASSAGE OR NECK, BACK AND SHOULDERS ONLY

THE REFLEX™: 50 DOLLARS

30 MINUTE REFLEXOLOGY FOR HEAD, FACE, HANDS OR FEET

THE SHAVE™: 55 DOLLARS

45 MINUTE HOT LATHER SHAVES FOR YOUR FACE OR SKULL

THE FACE™: 125 DOLLARS

CHOOSE ONE OF OUR CUSTOM FACIALS FOR YOUR SKIN TYPE EXTREME HYDRATION, RELAXATION AND RENEWAL, AGE MANAGEMENT, ANTI-ACNE AND/OR SKIN... OR SOMETHING A LITTLE DIFFERENT 85 DOLLARS: DEEP POOR CLEANSING FOR OILY-DRY-SENSATIVE SKIN TYPES

THE SCRUB™: 75 DOLLARS

CUSTOMIZED FULL BODY EXFOLIATION & HYDRATION SCRUB

THE CRACKBERRY™: 1 DOLLAR PER MINUTE

PAY BY THE MINUTE CHAIR MASSAGE AND/OR HAND AND FOREARM MASSAGE FOR THE MAN ON THE GO WHO CAN'T PUT DOWN THE CRACKBERRY & ENJOY OUR SALON. PERFECT FOR SOMEONE WHO JUST WANTS A LITTLE EXTRA ATTENTION.

THE BACKSCRATCH™: 10 DOLLARS

YES YOU READ THIS CORRECTLY! COME & RELAX IN THE SPA & GET YOUR BACK SCRATCH FOR 5 MINUTES. WE'LL EVEN TICKLE YOUR HEAD FOR A FEW MINUTES TOO!

THE SPA™: FREE

THAT'S RIGHT, FREE! THE SPA AT HALO [FOR MEN] OFFERS INDIVIDUAL RAIN SHOWERS, PRIVATE LOCKER ROOM & A RELAXING WAITING AREA FOR ALL CUSTOMERS DURING THEIR SERVICES OR ANYTIME THEY WANT TO STOP BY.

THE YOGA™: 80 DOLLARS PER HOUR

THIS PILATES & YOGU-BASED PRIVATE CLASS (yes one-on-one) EFFECTIVELY COMBINES MIND & BODY TECHNIQUES ALONG WITH CORE STRENGTH & BODY SCULPTING CONDITIONING EXERCISES TO CREATE LONG, LEAN MUSCLE MASS, A MORE FLEXIBLE, YOUTHFUL BODY, AND TOTAL RELAXATION.

THE PACKAGES:

THE CUSTOM™: TBD DOLLARS

RECEIVE THREE OR MORE SERVICES & GET 10% OFF.

THE PIMP™: 150 DOLLARS

INCLUDES THE MAN™, THE BUFF™ (HANDS), THE FACE™ (SIMPLE) & THE WAX™ (BROW)

THE SUPER "MAN"™: 225 DOLLARS

INCLUDES THE PIMP™ PACKAGE, PLUS THE SHAVE™ & THE BUFF™ (FEET)

THE ROCKSTAR™: 310 DOLLARS

INCLUDES THE SUPER "MAN"™ PACKAGE, PLUS THE RUBB™

...SPA SERVICES LISTED ARE ONLY AVAILABLE AT OUR 21 W. ELM STREET LOCATION.



SALON SERVICE MENU

THE CONSULTATION™: FREE, NO OBLIGATION

THE MAN™: 45 DOLLARS

HAIRCUT & STYLE, SHAMPOO & CONDITIONING TREATMENT, SCALP MASSAGE, PARAFFIN HAND WAX, HAND MASSAGE, HOT TOWEL & FACIAL TONER, CLEANUP SHAMPOO AFTER THE MAN™, FREE TOUCH-UP WITHIN TWO WEEKS OF PREVIOUS APPOINTMENT, COMPLIMENTARY BEVERAGE

THE BOY™: 29 DOLLARS

THE NEW ADDITION TO THE HALO FAMILY... AKA KIDS' CUT, 12 & UNDER

THE MULTI-TASKER™: 20 DOLLARS

WHILE YOU EXPERIENCE HALO'S SIGNATURE HAIRCUT, THE MAN, YOU CAN NOW GET A MANI AT THE SAME TIME. NOTHING LIKE 45 MINS FOR A COMPLETE HAIR & NAILS OVERHAUL ... ONLY AT 21 W. ELM LOCATION

THE RELAXER™: 20 DOLLARS

EVERYTHING INCLUDED WITH "THE MAN" EXCEPT THE HAIRCUT

THE BUZZ™: 30 DOLLARS

FOR A STRAIGHT FORWARD, SINGLE GUARD CLIPPER CUT WE'LL SHAVE A BIT OFF OUR PRICE AS WELL

THE BEARD™: 10 DOLLARS

A LITTLE TRIM OFF YOUR STASH AND/OR BEARD

THE COLOR™: 40 DOLLARS +

CHOOSE FROM ALL OVER COLOR, SOME HIGHLIGHTS/LOWLIGHTS OR COVER UP THOSE GREYS CAMO STYLE

THE BUFF™:

COMPLETE HAND GROOMING 32 DOLLARS

COMPLETE FOOT GROOMING 42 DOLLARS

HAND AND FOOT GROOMING INCLUDE A PARAFFIN TREATMENT AND HAND/FOOT MASSAGE

THE WAX™:

CHEST/BACK/ARMS/LEGS

PERSIAN CAT 40 DOLLARS +

HAIRY GORILLA 80 DOLLARS +

NECK 20 DOLLARS +

EYEBROW 15 DOLLARS

MANKINI 50 DOLLARS +

THE PACKAGE™: 65 DOLLARS

THE MAN™ & THE BUFF™ (HANDS)



BOB PATRIZI **OWNER, HALO [FOR MEN]**



Bob Patrizi, owner of HALO [FOR MEN], grew up in Chicago Heights, was the first person in his family to go to college and after many odds-and-ends jobs now owns one of the most successful men's salons in the city. With three locations in Chicago (Gold Coast, Bucktown, Lakeview) and more to follow, HALO [FOR MEN] has grown with incredibly speed and popularity since its debut in 2005.

After putting himself through school at Northern Illinois University and graduating with a Marketing and Retail Merchandising degree – Patrizi got a job as a sales rep for James Hardie (world leader in fiber-cement siding). He played an integral part in the sales department, expanding the company from an initial a 6-person sales team to over 75 sales reps across the country in 4 years, eventually heading up Marketing and Branding division for all of the North America.

Patrizi relocated several times within the United States and Western Europe for work, but retained his entrepreneurial spirit and desire to own his own business, though constant travel and relocation made it near impossible to achieve. Upon being transferred back to Chicago, Patrizi was getting a routine haircut when the future seemed to fall into his lap. "The stylist kept telling me that their salon was failing due to poor management and would be a good purchase for an entrepreneur looking for his first venture - I couldn't resist." The rest is well-groomed history – after some preliminary research, Patrizi purchased Halo Salon in January of 2005 – a relatively well established unisex salon on a busy street in Lakeview. Initially, Patrizi continued to work for James Hardie and manage HALO [FOR MEN], researching salons in New York City, Dallas, Los Angeles, and London while he traveled and as a business professional, developed the idea for a men's-only salon – a place where men would actually want to go.

Patrizi remodeled and re-opened as HALO [FOR MEN] on September 22nd, 2005 and has strived to build the brand surrounding a complete and memorable experience – from ambience, breadth of salon offerings and quality of service. He opened up a second location in Bucktown in 2006 and officially left corporate America in March of 2007 to pursue HALO [FOR MEN] full-time. After success in both his Bucktown and Lakeview salon, Patrizi decided to venture into a full service spa – opening HALO [FOR MEN]'s Gold Coast location in May of 2007. Patrizi hopes to expand to seven HALO [FOR MEN] locations by the end of 2008.



GROOMSMEN/BACHELOR PARTY PACKAGES

With the wedding industry booming, grooms and their posse should look no further than **HALO [FOR MEN]** as opposed to the often overrated and typical Las Vegas guys' getaway. HALO [FOR MEN], Chicago's premiere all-men spa/salon, offers unique private groomsman parties that can be customized to the groom's liking and includes all the food/beverage and salon/spa services you could want for those special guys. Basically, whatever the groom might want (transportation in the Chicago area and more) – HALO [FOR MEN] can help create a memorable experience.

The Experience: The experience is HALO [FOR MEN]. We can cater to everyone's needs within reason to make it the most incredible time with your friends before the big day! If you want "Old School" on the flat-screen TVs, Frank Sinatra playing in the Spa and Beastie Boys in the salon -- HALO [FOR MEN] can make it happen.

The Spa: The Spa at HALO [FOR MEN] has complimentary showers, soap, lockers, iron and board, hair/facial products and a place for the boys to get ready together. With over 3000 square feet of space they can really spread around their mess!

Transportation: Yes, we will get the boys to the ceremony on time! We have limousine service for pick up from everyone's home and drop off to the ceremony OR another destination. We will even store the clothes, luggage, etc. for everyone. Costs are based on actual amount of time driven to and from.

Timeframe: Approximately 1.5-2 hours for every 4 guys. [i.e. 8-10 guys = approximately 3.5 hours]

Upgrades: Massages can be extended for individuals who may want additional time at one dollar per minute. Additional services can be added to single individuals or the whole party... whatever you want.

Substitutions: Anything can be done to accommodate the Groomsmen. These are merely suggestions as most men don't know what they want so we just make it easier on you.

Minimums or Maximums: No minimums on services or the length of time you would like to hang out at HALO [FOR MEN] before the big day!

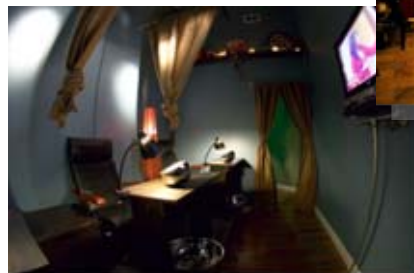
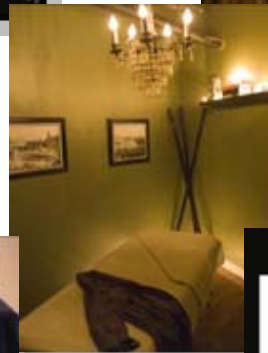
Food and Beverage Costs: Prices are based on actual cost of goods purchased from none other than Costco, Whole Foods and local privately owned restaurants. No additional markup is added. If you don't want to come up with ideas of food and beverage then leave it to us. We can take care of it, just give us a budget number from 5 bucks to whatever and we'll handle it.

Groomsmen package prices and additional package information available upon request. Please contact us if interested in filming a private party.



IMAGES

(4 x 6, Minimum 300 DPI Available Upon Request)





**TO BOOK BOB AS A GROOMING EXPERT,
INTERVIEWS, HALO [FOR MEN] INQUIRIES,
SPA/SALON IMAGES AND MORE, PLEASE CONTACT:**

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