

FOR MORE INFORMATION CONTACT:  
Carla Minsky, Communications Specialist  
920.924.0297 or [cminsky@charter.net](mailto:cminsky@charter.net)

FOR IMMEDIATE RELEASE

### **SECRET TO BEING THE "IT" SALON IN DUBUQUE DURING THE HOLIDAY SEASON**

DUBUQUE, Iowa. (December 2, 2013) – Many years ago, the Hotel Julien Dubuque was home to a fancy hair salon, considered the “it” spot for women of Dubuque, Iowa who wanted to be the first with the most on-trend hairstyles of the time. Now, in 2013, the hotel once again has a salon – it is part of [Potosa Spa](#) - and spa manager Melissa Kindred is working to repeat history and be the “it” place once again for fashion-forward women, especially during the holiday season. According to Kindred, the secret is in the products, the people and the promotions.

Potosa Spa recently signed on to carry Original Mineral hair care products. Original Mineral, an Australian company, spent the last 20 years perfecting products that are ammonia-free. These super-pure formulations are just now making their way into the U.S. market, with Potosa Spa one of Original Mineral’s first salon partners in the Midwest.

Unlike generations ago, when the salon that was housed in the hotel at the time was likely doing lots of perms and highlights using harsh chemicals, these products actually treat the hair as they’re coloring so hair is not damaged, explained Kindred.

The stylists at Potosa Spa have all been trained in the product line and are ready to raise the profile of the salon with the addition of Original Mineral. “We’re the only salon in the region to have this product line, in fact they came to us because they were impressed with the upscale, boutique feel of this historic property,” said Kindred. “Now, instead of traveling to Chicago or another big-city salon, you can experience in vogue hair care and styling right here in Dubuque.”

So with the products stocked and the people trained, Kindred went on to announce holiday promotions. She pointed out the importance of winter hair care, and not just for galas and holiday get-togethers. “With every cut and style, your hair will be detoxed, then a hydrating shampoo will be applied, followed by repairing of ends, then a moisturizing mask, and that’s all included in the price,” said Kindred. The salon is offering a product promotion too: Purchase any two Original Mineral products and receive the third free. Guests of the salon will also choose between complimentary fingernail polish or eco-fin treatment with essential oils for the hands while hair color is processing.

When asked what’s hot in hair styling at the moment, Kindred listed “lots of layers, chic bangs, and rich chocolate tones” as the top three trends.

Along with hair stylists, Potosa Spa has trained make-up artists on staff who are available for holiday and winter make-up consultations.

Potosa Spa, with a full menu of spa treatments along with hair, nail and make-up services, is open Monday through Thursday, 9 a.m. to 7 p.m., and Friday through Sunday, 8 a.m. to 7 p.m.

It's also bridal party-central for brides holding their wedding reception in the hotel's grand ballroom. For Potosa Spa reservations call 563.588.5570.

### **About Potosa Spa**

Potosa Spa is located on the lower level of the historic Hotel Julien Dubuque. It is named in honor of Potosa, daughter of the chief of the Fox Native American tribe which once inhabited the area. Legend has it she was also the wife of Julien Dubuque; storytellers have called theirs "a great romance of the Old West." The logo comes from original wrought iron tiles uncovered in the hotel restoration. The menu of spa and salon services is inspired by the Native American Medicine Wheel and includes signature services you will only find at Potosa. For the complete menu of services, log on to [www.potosaspa.com](http://www.potosaspa.com).

### **About Hotel Julien Dubuque**

The historic Hotel Julien Dubuque emerged from an impressive \$33 million renovation in 2009 as the grand hotel it once was, breathing new life into downtown Dubuque. The property has 133 guest rooms, a grand ballroom, meeting spaces, restaurant, lounge, spa, fitness center and indoor pool. The hotel's web site is [www.hoteljuliendubuque.com](http://www.hoteljuliendubuque.com). The toll-free phone number for hotel reservations is 800-798-7098.

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Potosa Spa in the Hotel Julien Dubuque, 200 Main Street, Dubuque, IA 52001, 563.588.5570  
[PotosaSpa.com](http://PotosaSpa.com), [HotelJulienDubuque.com](http://HotelJulienDubuque.com)