



Blow Hair Care: East Coast Beauty Meets West Coast Luxury

LOS ANGELES (July 1, 2009) – Blow, the New York Blow Dry Bar, the eponymous salon charged with transforming the tresses of beauty editors, celebrities and Manhattan’s VIPs one blow dryer at a time, is headed West! Blow and Loews Santa Monica Beach Hotel are excited to announce that Blow’s self-titled hair care line and its proprietary blow out are exclusively available in the newly renovated eco-friendly Ocean Spa & Fitness. This new alliance brings Manhattan’s quintessential blow out to the beach and promises to leave guests blown away with perfect “Blow”-approved locks after every service.

Loews will be the first full-service salon in the state of California staffed with Blow Hair Care products to deliver beautiful blow outs to each and every client each and every time. Blow’s proprietary *pure protein blend* replenishes heat-styled hair with the exact proportion and type of pure proteins needed to optimize hair’s health and vitality for longer-lasting style and protection inside and outside of the salon. The products’ premium professional formulas are affordable, everyday luxuries that appeal to mass and prestige costumers.

“Blow is thrilled to be partnering with the coveted Loews Santa Monica Beach Hotel,” says Stuart Sklar, Founder and Partner of Blow, the New York Blow Dry Bar. “Recognizing that every woman looks better with a blow out, we are excited to share our exclusive collection of products that deliver better blow dry results at home every time. Now, every Loews client will not only get expert service in the salon but better blow dry results at home so she gets the most of her style.”

From cleaning and nourishing to styling and finishing, Blow’s comprehensive collection is designed to cure the three most common problems that plague women every time they pick up a dryer: damage, inconsistent results and a style that does not last. Free of sulfates, parabens, detergents and artificial fillers that deplete hair and limit the life of your style, Blow Hair Care is the only line specifically formulated to give women better blow dry results at home every time.

Voted “best blow out” by *Allure*, *In Style*, *New York Magazine*, *Time Out New York*, *Vanity Fair* and *Vogue*, Blow is a “beautiful addiction” for women with hair of any shape, length or style.

****Introductory Gift with Purchase****



Prolong your perfect blow out with **The Perfect Shower Cap** - our **free gift** with any Blow Hair Care purchase of \$25 or more.

Offer valid at Loews Santa Monica Beach Hotel June 13 – August 1

Blow’s signature cap is terry lined and over-sized to prolong your blow dry style even longer! (\$18 retail value)

Availability: Ocean Spa at Loews Santa Monica Beach Hotel, 1700 Ocean Avenue, Santa Monica, California, 310-899-4040. Blowout services (\$45) with Shampoo (\$55).

About Blow, the New York Blow Dry Bar

Blow, the New York Blow Dry Bar, favored by Manhattan socialites, celebs, beauty editors and bold-faced jet-setters alike, has single-handedly changed the typical wash-and-wear beauty routine of today's modern woman. Voted "best blow out" by *Allure*, *In Style*, *New York Magazine*, *Time Out New York*, *Vanity Fair* and *Vogue*, Blow is a "beautiful addiction" for women with hair of any shape, length or style. With the blow out as their forte, the pros at Blow also offer a full range of beauty services including cuts and color, manicures, make-up applications, waxing and bridal services. With two locations nestled among New York's chicest restaurants, bars and retail shops downtown and uptown, obtaining the perfect blow out is never far out of reach or a quick cab ride away! www.blowNY.com

About Loews Santa Monica Beach Hotel

Loews Santa Monica Beach Hotel, opened in 1989 as the first beach-front hotel in Los Angeles, is located steps from the famous fitness paths and outdoor parks that run along the breathtaking Santa Monica shoreline. The hotel is environmentally responsible while still providing a luxury spa experience for hotel members, guests and local residents. With recent lobby, spa and pool deck renovations and a new East coast alliance, Loews continues to provide its clientele with an experience unlike any other. Hotel amenities include 342 spacious guestrooms and suites, three restaurants and lounges, Ocean Spa & Fitness, 17,000 square feet of meeting space and immediate proximity to Santa Monica's premier attractions. For more information, please call 310-458-6700, 800-23-LOEWS or visit www.loewshotels.com.

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For more information about Blow Hair Care or Blow, the New York Blow Dry Bar, please contact Misty Koons, Jenna Sokolich or Heather Braasch of Behrman Communications at (212) 986-7000 or log on to www.blowNY.com

For more information about Loews Santa Monica Beach Hotel, please contact Anne Stephany at 619-424-4416 or astephany@loewshotels.com.