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STRIKING A BLOW

Murale to introduce Marc Anthony Blow Dry Bar at Murale in Select Stores

Internationally recognized celebrity hairstylist Marc Anthony and Murale, an innovative Canadian beauty destination, are raising the beauty bar. First debuting at the downtown Ottawa location in May 2010, the West Edmonton Mall Murale will offer the second Marc Anthony Blow Dry Bar when it opens on Thursday, June 24th, 2010. "We are thrilled to announce the launch of the Marc Anthony Blow Dry Bar at Murale," says Shelley Rozenwald, President, Murale. "Marc Anthony's superior expertise is a great addition to the exceptional service offering at Murale."

The Marc Anthony Blow Dry Bar at Murale will offer a range of services to damsels in hair distress. In 35-minutes or less women can receive one of five come-hither hairstyles including:

The Society Girl – Need a lift? The society girl blow-out will give hair a boost leaving it silky smooth and loaded with volume. Sexy, voluptuous hair never goes out of style.

The Straight Up – From root to tip, transform even the most stubborn waves into sleek, chic and sophistication. This style will leave hair with an ultra smooth finish.

The Glamour Girl – Hair in motion with loose curls that rule the hair waves. The glamour girl offers a lady like elegance with a sexy strong look.

The Flirt – Luscious locks with sizzling style. The flirt presents naturally tossed curls with an ultra sexy feel.

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STRIKING A BLOW

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"Canadian women are increasingly interested in personalized services and pampering that leave them looking and feeling great," says Marc Anthony. "The Marc Anthony Blow Dry Bar at Murale will help women on-the-go look fabulous in just 35 minutes or less."

The Marc Anthony Blow Dry Bar at Murale offers two by appointment services: **Wash. Blow. Go. (Includes Wash)** Packages include: The Signature Blowout (\$35, 35 Minutes), Three-peat (\$90 for 3 Blow-Outs), Gimme Five (\$125 for 5 Blow-Outs), The Top Ten (\$200 for 10 Blow-Outs) and **Just Blow. (Touch up blow dry only)** Packages include: The Quickie (\$20 for 15 minutes), Three-peat (\$50 for 3 Blow-Outs), Gimme Five (\$75 for 5 Blow-Outs), The Top Ten (\$100 for 10 Blow-Outs).

About Murale

Murale is an innovative beauty destination for those seeking unparalleled service and access to the world's beauty brands. With an emphasis on advanced dermatological skin care and luxury beauty, an elevated level of expertise, personal service and unbiased advice, Murale offers an atmosphere that caters to creativity and accessibility. The wonders of Murale can be discovered in Ottawa, Toronto, Montreal, Calgary, and Vancouver.

About Marc Anthony

Owner of Toronto's trend-setting Marc Anthony Salons and winner of numerous international awards, celebrity hairstylist Marc Anthony is the creator of the comprehensive Marc Anthony® True Professional line of premium stylers, shampoos and conditioners that can be found worldwide.

Today, Marc Anthony and his roster of Celebrity Stylists have become the definitive Team to the Stars for television features, trends and celebrity hair styling. They can be seen regularly at such prestigious events as the Oscars, Emmy's, Grammy's and Toronto's International Film Festival; styling the manes of Royalty to A-list celebrities like the Duchess of York, Fergie, Tilda Swinton, Ellen Page, Freida Pinto, Harrison Ford, Justin Bieber and Jeremy Renner to name a few.

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