



MEDIA RELEASE

Tuesday 29 November 2016

For immediate release

GRAND OPENING OF JUST CUTS™ DEVONPORT, TASMANIA IN THE HISTORIC BANK BUILDING

Just Cuts™ is set to open in the Historic Commercial Bank Building on Rooke Street in Devonport! **And to celebrate its Grand Opening on Thursday 1st December**, the salon will be offering \$19.95 Style Cuts™ cuts to all Clients, normally priced at \$31. **Mayor Steve Martin J.P. will attend the Grand Opening festivities to officially cut the ribbon from 9am.**

This is the seventh salon to be opened in Tasmania by successful Just Cuts™ Owners, Cassandra and Damian Colefax.

Showcasing the latest Just Cuts™ look with a modern, open plan layout, Just Cuts™ Devonport will open as a JUSTICE Professional™ exclusive salon, offering Clients a range of professional haircare, styling and scalp care products to help maintain and complement their Style Cuts™ cuts. The JUSTICE Professional™ range is available to purchase only from Just Cut™ salons Australia and New Zealand-wide.

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For further information and to organise a photo or interview with Denis McFadden, CEO and founder of Just Cuts™, or Damian & Cassandra Colefax, Franchise Owners of Just Cuts™ Devonport, please contact:

Just Cuts™ Franchising: Kelly Gaunt
+61(2) 9527 5444 or kelly@justcuts.com
<http://justcuts.com.au>

More about Just Cuts™

Just Cuts™ is a hairdressing salon that bridges the gap between the old style barber shop and the high end hair salon. Our fixed price, no appointment system is a convenient and practical solution for our Clients, offering them convenient, quality Style Cuts™ cuts from fully qualified Stylists at an affordable price.

Just Cuts™ was the brainchild of Denis McFadden, who, back in 1982 turned a simple idea into a business concept that would change the hairdressing industry forever. Always one to make the most of every situation, McFadden decided to run a promotion at his humble Sydney salon to boost business and offered all clients a “no appointment, \$6 Style Cut”.



The response was outstanding and the idea of Just Cuts™ was born.

The following year, the inaugural Just Cuts™ salon opened its door to the public. And in 1990, the first Just Cuts™ franchise opened in the suburb of Engadine, in the south of Sydney. Our brand has continued to expand ever since, with over 180 locations in Australia and New Zealand now open. That's an average of one new salon every six weeks!

And in 2013, we answered the calls of our Clients and Stylists and launched JUSTICE Professional™ – a range of salon quality, paraben free haircare and styling products available exclusively in all our salons at a competitive, affordable price. The JUSTICE Professional™ line has something for everyone, including everyday shampoos and conditioners, anti-dandruff and dry scalp treatments, toning products, nourishing leave-in treatments and a range of hair styling waxes and sprays. We now offer our Clients 20 salon quality products to choose from.

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Kelly Gaunt
Just Cuts™ Brand and Communications Manager
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