

**PRESS CONTACT:**

**LFB Media Group**

Erin Brunner

Carly Ginsberg

[Mynd@LFBMediaGroup.com](mailto:Mynd@LFBMediaGroup.com)

646-455-0042



**THE RED DOOR SALON & SPA ANNOUNCES FULL REBRAND & NEW NAME:  
INTRODUCING MYND SPA & SALON**

*The renowned spa and salon relaunches as a self-care destination designed for everyone*

**NEW YORK, NY (July 24, 2019)** – The Red Door Salon & Spa announced today that it has undergone a comprehensive rebrand and will now be known as [Mynd Spa & Salon](#). Maintaining what's at the heart of The Red Door's philosophy -- caring for its guests -- Mynd Spa & Salon will have a new look and feel, signifying an opportunity to grow and evolve the brand, expand service offerings, and partner with additional and innovative product lines.

Mynd Spa & Salon will offer a streamlined menu of tailor-made beauty and wellness services featuring the same seven self-care areas – massage therapy, body treatments, skincare, nail care, haircut and color, makeup, and waxing – from the experts whom people have come to know and love in the company's 26 locations nationwide. New retail brands from female- and family-owned businesses, including cosmetics companies [Rodial](#) and [Delilah](#) and skincare brands [Babor](#) and [Dr. Dennis Gross](#), will be introduced in-store and online, providing guests with clean, cruelty-free products and conscious ingredients.

At its core, Mynd believes that beauty is intrinsically connected to wellness – both of the body and of the mind – and is dedicating itself to using its resources to support guests' overall wellbeing, not simply their outward appearance. Realizing the life-changing potential of personalized self-care, Mynd invites guests to “drown out the noise” of the stressors and influences around them and find the path that's unapologetically right for them. With a community of best-in-industry experts, products grounded in science and nature, and services that demonstrate the power of human connection, Mynd sees itself as a brick-and-mortar support system for individuals seeking lasting health, beauty, and wellness – however they choose to define these goals for themselves. “Self-care, undefined” is the mantra of Mynd.

“In a world where self-care is an increasingly vital need – where the cause-and-effect between self-care and health and wellness is so clear – we're thrilled to offer services that have the ability to tangibly improve our guests' lives,” says Todd Walter, CEO of Mynd Spa & Salon. “While proudly embracing our roots as The Red Door – more than 100 years in the spa and salon space – we're excited by the far-reaching potential of this evolution of the brand. With new product lines and services, an introspective articulation of our core values -- and new values -- and an innovative focus on personalizing self-care, we're looking forward to supporting our loyal and ever-growing community.”

Existing guests will find familiarity with Mynd's programs and menu of services, which are remaining in the brand's tiered Mini, Essential, and Escape options. The spa's Membership program provides guests with a monthly Essential massage, facial, or body treatment, along with

15% off retail products and additional services. Guests can also opt in for Mynd Mobile Rewards to receive texts about special offers and exclusive deals. For the brand's celebrated At Work services, Moment by Mynd will continue to provide working professionals with the quick convenience of beauty and wellness services in corporate offices.

The existing 26 locations will undergo renovations in waves separated by region, to be completed in 2020. At the renewed Mynd Spa & Salon, guests can expect to see a soothing color palette, warm textures, and airy spaces, providing a new face to a beloved brand.

For more information about Mynd Spa & Salon, please visit [www.MyndSpa.com](http://www.MyndSpa.com), and follow Mynd on Instagram, Facebook, and Twitter.

###

### **About Mynd Spa & Salon**

Mynd believes that a healthy body and mind are essential for people to look and feel their best and offers a wide range of tailor-made beauty and wellness services. Composed of industry experts, the Mynd team specializes in seven self-care areas – massage therapy, body treatments, skincare, nail care, haircut and color, makeup, and waxing – and can customize each service using unique enhancements and technologies. Mynd has 26 locations nationwide.