



924 Washington Street ~ Braintree MA 02184 ~ 781.849.1770 ~ fisherexperience.com

DATE: 12.18.02
RELEASE: IMMEDIATE
CONTACT: Beth Fisher
Fisher Experience
781.849.1770

WHO SAYS YOU CAN'T WORK WITH YOUR SPOUSE?

BRAINTREE, MA ...Not only can you work with your spouse, you can create one of the top three percent-grossing spas in the nation, according to Bruce and Beth Fisher, owners of Fisher Experience in Braintree, MA.

Fisher Experience opened following a million-dollar build-out across the street from its former incarnation as Bruce Fisher Hair & Color Group. The 4,800 square foot, two-floor space accommodates 18 full-service hair stations on the top level. Spa services such as massage, facials, manicures/pedicures and make-up application reside in the lower level.

Owners Bruce and Beth Fisher, acting as their own general contractors, created an environment best described as "natural elegance." And they back it up with things like stone-backed waterfalls, domed skylights, and natural woods. The ultimate goal? Create a refuge in the suburbs for urban workers ... but suburban dwellers.

"The space reflects our philosophy towards our work. We enhance natural beauty, so it makes sense to be surrounded by it," explains co-owner Bruce Fisher. "We have created an environment that is a refuge from the stresses of daily life."

-more-



924 Washington Street ~ Braintree MA 02184 ~ 781.849.1770 ~ fisherexperience.com

"A great many clients work in the city, but come home to the suburbs," says co-owner Beth Fisher. "They're used to the amenities of the city, but don't want to go back into Boston for them. Here, we give a the luxuries of an urban salon and spa ... with easier parking."

The client reaction has been overwhelmingly positive, the Fishers say. So positive, in fact, that a separate call center room was created just to handle the volume of phone calls.

Fisher is a recent recipient of *Boston Magazine's* renowned *Best of Boston* award, as well as a recent *Best of Braintree* title. Bruce Fisher also holds the prestigious title of "Master of the Craft."

About Fisher Experience:

Fisher Experience is a full-service salon and spa dedicated to the highest standards of client service. With over 40 employees, they offer a variety of services ranging in price from \$27 to \$150 for salon services and from \$12 to \$250 for spa treatments and packages. Located at 924 Washington Street in Braintree, Fisher Experience is open from 9 a.m. - 8:30 p.m. on Tuesday, 10 a.m. - 9 p.m. on Wednesday and Thursday, 9 a.m. - 6 p.m. on Friday and 8 a.m. - 5 p.m. on Saturday. Appointments are required and should be scheduled at least 2 weeks in advance. Gift certificates in any denomination are available and all major credit cards are accepted. The phone number is 781-849-1770 and the Web site is www.fisherexperience.com.