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NEW CONCEPT, RE.YOU STUDIO, SIGNS LEASE FOR FIRST LOCATION
East Hyde Park location conveniently situated

CINCINNATI, OH – October 30, 2012 – With a rapidly growing population of tattooed adults “rethinking the ink,” local entrepreneurs Terry Lindquist and Teresa Wade are seizing the opportunity and will be the first to market in the Greater Cincinnati area offering state of the art laser tattoo removal in a unique approachable studio environment at an affordable price point. Lindquist and Wade, co-founders of Re.You Studio, recently signed a 5-year lease on a 1200-square foot space, centrally located on the 2nd floor at 3330 Erie Ave. Re.You Studio will be located just east of the Coffee Emporium, and across the street from the new Hyde Park Bridal. Construction on the space is underway with an expected opening of mid-December.

The Re.You Studio concept is centered on two words: Doable Removal™. Re.You Studio offers safe, effective and affordable laser tattoo removal and laser hair removal, utilizing the latest laser technology, in an approachable environment. While the core services are tattoo and hair removal, Re.You will also provide related wellness services and products, including skin care, facials and massage. Re.You plans to expand to include all things laser to refresh the skin—scars, skin lesions, and wrinkles.

“It is estimated that up to 50% of people with a tattoo would consider having it removed” says Lindquist. “A tattoo is often a symbol of who you were, and not the person you have become. Re.You Studio is a safe and accepting environment. When people visit us they will feel confident that their tattoos will be safely and comfortably faded or removed without spending a small fortune.”

“Similarly, current options for dealing with unwanted hair on your face and body can be embarrassing, stressful, expensive and time-consuming,” says Wade. “Laser hair removal/reduction will be a convenience for some and a life-changing solution for many others.”

Cincinnati architect Paul Frey is overseeing the design and renovation of the space. The transformation of the space will feature an interior that is an alluring, approachable and comfortable studio environment.

The Erie Avenue space will include a reception/lounge and three treatment rooms. Designers have selected a color palette of green, brown and sienna and incorporated natural and recycled materials into the design, reflecting Re.You's commitment to sustainability. The décor will incorporate graphics and customized lighting to create an environment that is warm and inviting, unlike a clinical doctor's office.

The Cincinnati studio will offer men and women the state of the art laser technology in the market today, which effectively removes tattoos of all types, as well as benign pigmented lesions, freckles, sun/age spots, birthmarks, scars and café au lait marks. All procedures will be performed by our trained team of physicians and laser certified cosmetic therapists.

Re.You Studio will offer complimentary consultations and evaluations, as well as fixed price packages based on tattoo size and complexity. Payment plans and financing options are available. To follow the renovation and learn more about Re.You Studio's services, visit www.reyoustudio.com or find Re.You Studio on Facebook and Twitter @ReYouStudio.