



INTRODUCING TILIA & FINN, A BEAUTY CONCEPT FROM THE GROOMING COMPANY

DUBAI, UAE 30TH NOVEMBER, 2008 – The Grooming Company today announced the official launch of its latest grooming concept: Tilia & Finn.

The Grooming Company, parent company of three of Dubai's most renowned and award-winning grooming concepts, today launches the latest addition to its portfolio of innovative and trend-setting brands.

The brainchild of Negin Fattahi-Dasmal, Founder & CEO of The Grooming Company, Tilia & Finn is a dedicated beauty lounge which brings complementary beauty and grooming services under one roof for the first time. The new brand combines a host of fresh and exciting elements, carefully paired with many of The Grooming Company's existing and most sought-after concepts.

Tilia & Finn's first branch opens on 30th November 2008 and is located in-store at Boutique 1, Jumeirah Beach Residence. Extending across two levels, Tilia & Finn features four treatment rooms which count massages, facials, a variety of indulgent body treatments and hair removal among their services. Each treatment room also comes complete with a luxurious shower room for optimal comfort and convenience.

Negin Fattahi-Dasmal says, "Boutique 1 approached The Grooming Company with the idea of combining our grooming expertise with their retail offering to enhance their new lifestyle store at Jumeirah Beach Residence. We had already conceptualised the addition of a beauty lounge to our portfolio, and Boutique 1's invitation provided the perfect opportunity to bring Tilia & Finn to fruition."

In addition to the treatment rooms, Tilia & Finn also provides express versions of two of The Grooming Company's award-winning concepts – N.Bar, the Middle East's first chain of nail treatment bars and JetSet, the region's first 'wash and blow dry' hair care concept. Existing clients will recognise N.Bar and JetSet's unmistakable interior decor, despite the brands' adoption of Tilia & Finn's delicate colour tones.

Tilia & Finn is founded on the same superior standards, service quality and inimitable style that has established The Grooming Company's other brands as industry pioneers. Negin continues, "With the introduction of a new concept, we wanted to make sure that it not only adhered to the same high standards of its sister brands, but that it complemented their style. The interior of Tilia & Finn retains the same fresh, clean and calming environment you would expect from





The Grooming Company, but captures the mood of a homely holiday beach cottage through its use of 'shabby chic' elements."

Negin's well-documented knowledge of the beauty and grooming industry has also been vital in sourcing the finest and purest skin care products available to the market. Negin adds, "We felt it was essential to focus on simple yet effective treatments which use only natural and organic products. Even the name, Tilia & Finn, is taken from two species of tree – the fragrant Lime and the steadfast Oak."

With the introduction of a dedicated beauty lounge, The Grooming Company's legion of devoted clients can now enjoy life's little essentials in the convenient surroundings of Dubai's most contemporary lifestyle store.

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ABOUT THE GROOMING COMPANY

The Grooming Company is the parent company of three unique grooming concepts founded in the UAE – N.Bar, the Middle East's first chain of nail treatment bars, 1847, the region's first brand of dedicated grooming lounges for men, and JetSet, the region's first 'wash and blow dry' hair care concept. A fully-fledged division, WellBe, serves as the company's distribution arm for premium retail grooming products.

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