

WM DaySpa coming to Beloit

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WM DaySpa Salon will be opening a salon at Suite 130 in the Heritage View Building along Pleasant Street in Beloit.

The salon is expected to open in November and will offer services for hair, massage, nails and skin.

“As we celebrate 25 amazing years, we couldn’t be more excited to bring WM to Beloit,” said Howard Morris, owner. “This location will provide almost everything you have come to love about WM: the talent and expertise of our DayMakers and the finest product lines from Aveda, Bumble and Bumble, Guinot-Paris, Jane Iredale makeup, Kerastase-Paris, Mama Mio Pregnancy line, SkinCeuticals and more.”

The 3,200-square-foot location will include a retail showroom, a spacious salon with seven chairs and a color bar including a separate room with plush reclining shampoo bowls. Four pedicure throne chairs and manicure tables, a quiet room with fireplace and four tranquil adjoining treatment rooms for massage and skin care are tucked away.

Hendricks Commercial Properties based in Beloit secured the lease agreement with WM DaySpa Salon.

“We here at Hendricks Commercial Properties could not be happier that WM DaySpa Salon has signed a lease in our Heritage View property and are bringing their well established and highly sought after business to downtown Beloit,” said Rob Gerbitz, President and COO of Hendricks Commercial Properties. “The quality service and superior product that WM will bring is just another testament to downtown Beloit being a great destination for business, lifestyle and entertainment.”

Every detail of the client experience has been thought out: from the guest relations team offering short complimentary hand or chair massages to the refreshing cup of Aveda tea, coffee or freshly flavored waters, the team at WM DaySpa Salon is incredibly customer service savvy — your wish is their command.

“At WM we love what we do, and our goal is to share that love and passion through every service experience,” Morris said.

WM DaySpa Salon, formerly known as Weis-Morris, was established in 1988. WM DaySpa Salon is at 6555 Lexus Drive, Rockford, Ill.