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July 22, 2009 | 12:21 pm | Karon Liu

## Just Opened: Do My Hair blow-dry bar opens today



Salon owner Deborah McGrath says the blow-dry business is recession proof (Photo by Karon Liu)

When a client leaves the salon, the inevitable countdown from having an impeccable do to having a flat, windblown bird's nest begins. So consider the freshly opened Do My Hair blow-dry bar (the inclusion of the word "dry" is imperative) a pit stop between cuts.

For \$32 (\$22 for men), women will have their tresses washed and styled in about half an hour—ideal for a post-gym, pre-dinner touch-up or before a stressful job interview.

Unlike at typical hair salons, part of the store's policy is to encourage walk-ins, rather than keep appointment books, says owner Deborah McGrath, who comes from a corporate consulting background. "A hair appointment is supposed to make life easier, but I find that my entire day has to revolve around that one appointment, which defeats the purpose."

Do My Hair is the third blow-dry salon to open in the city in the past year, along with two other midtown spots, [Blowdry Lounge](#) (1343 Yonge St.) and [Blo](#) (2594 Yonge St.). In a time when people are cutting back on extra expenses, McGrath believes the blow-dry business is recession proof. "For many women, a visit to the salon costs \$60 to \$80," she says. "A lot of people are cutting back on big-ticket items, but they still want to spend a bit of it elsewhere."

Other quick, lunch hour-friendly treatments (customers scarf down the contents of Tupperware containers in the salon chairs) include six-minute hair masks (\$5) and hand massages (\$6).

**Do My Hair**, 583 Mount Pleasant Rd. (at Manor Rd. E.), 416-544-0505, [domyhair.ca](http://domyhair.ca).

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