

Big Fish, Small Pond

In every small town across America, there's at least one salon that raises the bar for everyone else. **Steubenville, Ohio**, (population 19,329) has Legal Hair and Day Spa.

Referred to as "The City of Murals" for the more than 25 murals found in the downtown area, Steubenville, Ohio, is known for its steel and manufacturing economy and for its historic sites that date back to the days of frontier life and early settlement. Locals looking for a taste of modern life flock to Legal Hair and Day Spa for fashion-forward hair services.

What started with two young hairdressers who had a dream of opening a salon turned into a reality in 1981. Leslie Icuss, who co-owns Legal Hair and Day Spa with her husband, Chip, attributes the salon's success to the couples' ambition, education and goal-setting and the desire to constantly learn what to do to get to next level. "Through the years, we've never felt like we were competing with any other salons in the area," says Leslie, who is also launching her own jewelry line. "We remain focused on ourselves and being the best we can be."

The 7,000-square-foot salon features a comfortable and homey decor with a fashionable flair and green, gold and red colors throughout. Though Legal Hair and Day Spa offers a wide range of hair, skin and nail services, "hair is our forte," Leslie says. Clients, consisting mostly of professional women, visit the 21-chair salon for complete makeovers and trendy hairstyles, such as the current fave, the Victoria Beckham bob.

Stylists are required to specialize in one area and receive expert training. "As of now we have four stylists who have attended wig training and have attained a certification to work with wigs for chemotherapy and alopecia clients," Leslie says. The Redken Elite salon boasts a special Wig Room containing a complete inventory of wigs for these clients. "This is just one example of how we are committed to behaving like a big city salon even though we are in such a small town," she says. ☞ —NICOLE PALMIERI

In stock: Sexy Hair, Brocato, Redken, Nude



CLOCKWISE, FROM TOP: The pedicure chairs provide comfort and functionality; the styling stations; the retail area displays a selection of products from Redken and Sexy Hair; makeup application complements the salon's wide range of hair, skin and nail services.

LEGAL HAIR AND DAY SPA
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