

WORKPLACE OF THE DAY




## Giving Hair Care a Spiritual Touch

Two years ago, Dominick Sansevero and Richard Cronk opened Bangz, a hair salon, massage-therapy and skin-care business, in what was once a Masonic Temple.

### Giving Hair Care a Spiritual Touch

After completing \$3.2 million in renovations two years ago, business partners Dominick Sansevero and Richard Cronk opened Bangz, a hair salon, massage-therapy and skin-care business, in this former Masonic Temple in Montclair, N.J.—Sarah E. Needleman, 03/28/2011

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Every spring, thousands of tulips are planted outside the salon, as shown in this May 2010 photo. Bangz, which posted more than \$4 million in sales last year, also decorates for the winter holidays with ornaments and lights. "It looks like a mini Tavern on the Green," says Mr. Sansevero.

W8 Photography



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Bangz's owners kept the temple's original lights and more. "We didn't want to destroy the integrity of the building," says Mr. Sansevero. "We kept all the moldings, stone and exposed brick. The altar area is now a shampoo lounge."

*W8 Photography*

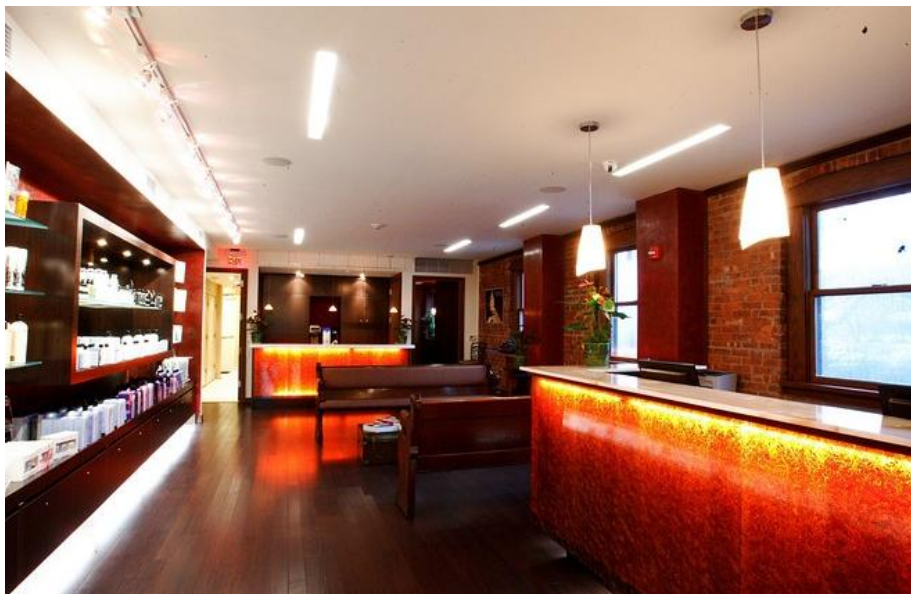


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The salon has more than 90 employees, plus a plastic surgeon. Services range from \$25 for a basic manicure or blowout to \$500 for a full-day service that includes a massage, skin treatment, hair care, make-up and nails.

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Bangz, which was named Salon of the Year in 2010 by Salon Today magazine, has a reception area where customers are treated to complimentary coffee, water and smoothies. The restored pews feature ostrich leather upholstery.

*W8 Photography*



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Mr. Sansevero says he and Mr. Cronk bought the building, which dates back to 1889 and spans 10,000 square feet, in late 2005. He declined to reveal how much they paid but says, "We got a great price."

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Bangz regularly makes room for community events, like this January seminar led by career coach Laura Berman Fortgang on how to land a job. The salon also has a charitable arm, the Bangz Better World Foundation.

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Mr. Cronk, like his business partner, owned another salon for 10 years before opening Bangz. Here, he gives a haircut to actor Richard Kline, who played Larry Dallas on the popular '70s and '80s sitcom "Three's Company."

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