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## THE CITY

# East Point lands another big tenant – Sally Beauty



SHERRY HINKLEY/TELEGRAPH-JOURNAL  
Sally Beauty, the world's largest supplier of beauty supplies, has opened its 56th store in Canada at East Point Shopping.

**KARISSA DONKIN**  
TELEGRAPH-JOURNAL

SAINT JOHN – East Point Shopping has a new tenant.

Sally Beauty, the world's largest retailer of professional beauty supplies, opened its doors at 11 Fashion Dr., unit 13, on Monday.

East Point developer Troy Northrup said the addition of Sally Beauty to East Point brings the shopping centre closer to its goals, including becoming the province's premiere shopping destination.

“Anytime you can attract the world's largest retailer in a category, it certainly takes us one step closer to achieving all of our goals,” Northrup said.

“It's a great addition to the community.” There are more than 2,700 Sally Beauty locations worldwide, and the Saint John store is the 56th to open in Canada.

The store will give consumers in the city access to “more than 6,000 professional quality products for hair, skin and nails,” the company's press release stated.

Sally Beauty's depth of knowledge in the industry, merchandising and their product line sets them apart from their competitors, Northrup said.

“Because they are the largest in the category, their pricing is going to be very aggressive.

“It's all to the benefit of the consumer.”

East Point's newest tenant had what Northrup calls a “soft opening,” with a grand opening planned for the future.

Sally Beauty spokesman Jason Ander-ton said in a press release that the chain

is “thrilled to become part of the rapidly growing East Point family.

“East Point, with its focus on creating a unique shopping experience, its cultured stone storefronts, high-end awnings, specialty lighting, treed islands and wide colourful sidewalks paints a perfect landscape for Sally Beauty,” Ander-ton said.

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Sally Beauty spokeswoman Jan Roberts said that when the chain chooses a new market, they “look for areas that mimic areas where we've been successful before.”

When East Point is complete, it will be the largest shopping centre in New Brunswick, Northrup said.

Northrup added that there will be more East Point announcements soon.

“There's certainly more to come.”

Sally Beauty is open at East Point Shopping on weekdays from 9:30 a.m. to 8 p.m., on Saturdays from 9:30 a.m. until 6 p.m. and on Sundays from 12 to 5 p.m.