



PRESS RELEASE

Belleville's Newest Salon and Spa Opens Downtown

Belleville, Ontario, December 8, 2021 - A new one stop shop for beauty needs has opened on Front Street in Downtown Belleville! **Kita Beauty Lounge** is now open and offering facials, hair services, manicures, pedicures and more at **112 Front Street** in the Downtown District. Kita is a term used to describe the most beautiful person in the world, and the lounge's mission is to make every person feel this way.

On Wednesday, December 8, Owner Kailey and Spa Manager Denim were joined by Mayor Mitch Panciuk and Councillor Carol Feeney from The City of Belleville, Jill Raycroft from the Belleville Chamber of Commerce, David Joyce from MPP Todd Smith's office, Ingrid Moore from MP Ryan Williams' office and Luisa Sorrentino from the Downtown District BIA for an official ribbon cutting and grand opening ceremony.

It is the lounge's belief that beauty shines from the inside out. At Kita, staff strive to treat all concepts of beauty, from a cosmetic stand point as well as a holistic approach. Co-founders Kailey and Denim come from two opposing realms within the world of beauty and have joined forces to create one exceptional lounge.

Denim's background is Holistic Beauty. Which is an all-encompassing approach to a healthy body, mind, and soul. Applying energy work into all aspects of self care to truly relax and unwind our guests in our beautiful spa. This is met with Kailey's expertise in Medical Cosmetics, offering our guests the ability to enhance their natural appearance. With lasting results through medical injectables and the latest, most up to date beauty treatments in the medi-cosmetic world. Their dream was to create a space where all are welcome to fully rejuvenate, utilizing both of these worlds under one roof.

"We are very excited to be part of the continued revitalization of the downtown core. Our hopes were to keep the local residents from traveling to 'big cities' for these services by bringing the 'big city' vibes to our small town," says Kailey. "We are very proud of the team we have assembled and the space we have created for our guests to enjoy. It is our belief that we

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offer services which will cater to all and we look forward to welcoming everyone to the Kita Beauty Lounge.”

Kita has taken a historic Downtown Belleville building and transformed it into a luxury one-stop beautification shop. Walking through the arched doorway into the main floor with the high-end hair salon, you catch a stunning view of the Moira River. In the fully accessible facility, you can take the newly installed elevator up to the second floor to the spa rooms or grab a drink and unwind, cozying up by the fireplace in the picturesque loft or patio.

“Businesses like Kita are amplifying a movement of revitalization of historic buildings in the Downtown District,” says Luisa Sorrentino, Downtown Belleville BIA’s Executive Director.

“They are taking a gorgeous building full of history and using care and love to restore it inside and out to provide new, sought-after services. And we’re just so happy to have them be a part of it!”

Visit them in their new location at **112 Front Street** or online at **kitabeautylounge.com**.

For more information please contact:

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