



**ELECTRONIC PRESS KIT**

# HAMMER & NAILS

The Nail Shop for Men is Los Angeles' first and only nail salon created specially for men. Founded by Hollywood screenwriter Michael Elliot in November 2013, HAMMER & NAILS offers men an attractive alternative to visiting traditional female-centric nail salons, which can often be awkward, embarrassing and uncomfortable. Custom-designed hand and foot treatments are paired with personal flat-screen TVs and headphones, premium sports channels, and complimentary beverages to create the ultimate man cave experience.

HAMMER & NAILS is located at 8257 Melrose Ave, Los Angeles CA 90046.  
Call 323.651.1458 to make an appointment.



**CONTACT: Travis Culver**  
HAMMER & NAILS Media Representative  
PH. 323.937.1951 | Travis@tylerbarnettpr.com

**FOR IMMEDIATE RELEASE**

## **HAMMER & NAILS, Los Angeles' First Exclusively Male Nail Salon Opens Flagship Shop on Melrose Avenue**

*Custom Designed MANicures Provided With Flat Screens, Sports,  
And Beverages Create Luxury Male Nail Shop*

**LOS ANGELES, CA - October 22, 2013** - HAMMER & NAILS - The Nail Shop for Guys announces the November 9 launch of their flagship location on the famous Melrose Avenue as the first male nail shop in Los Angeles. The opening of HAMMER & NAILS offers men an attractive alternative to visiting female-centric nail salons, which can often be awkward, embarrassing and uncomfortable. Custom-designed Hand and Foot Treatments are paired with personal flat-screen TVs and headphones, premium sports channels, and complimentary beverages to create the ultimate man cave experience. Decorated with oversized leather chairs, the front-end of a classic Chevy pickup truck and a leather punching bag and gloves from the 1940's, founder Michael Elliot has spared no cost to create a relaxing escape for men in Los Angeles.

"When I first visited a traditional nail salon to treat my callused hands and feet, I felt completely like a fish out of water in a predominantly female environment," says Elliot. "I immediately saw a need for a nail shop that caters to businessmen, athletes, mechanics and men who take proper care of their appearance and hygiene. We've created a first-of-its-kind environment that is welcoming to all men by catering to their specific needs in a super-cool environment."

HAMMER & NAILS will offer custom MANicures and pedicures, as well as their signature "Repair" MANicures and pedicures for those who need a little extra hygienic attention. These treatments include nail trimming and shaping, moisturizing, callus removal, paraffin treatment and massages all designed with a man's needs in mind. Prices range from \$25 to a total package of salon treatments for \$80.

"Men have very different grooming needs than women and should be treated accordingly," says Elliot. "We decided to open our flagship store in Los Angeles, with all its diversity, culture, fashion and forward-thinkers. Our goal is to provide a HAMMER & NAILS experience to men across the nation in the near future."

Accepting appointments and walk-ins, HAMMER & NAILS - The Nail Shop for Guys will officially launch on November 9 at 8257 Melrose Ave, Los Angeles 90046.

**For more information please visit [www.hammerandnails-salon.com](http://www.hammerandnails-salon.com).**

**To set up an interview and/or media inquiries, call Travis Culver at 323.937.1951.**

###

# BIO: MICHAEL ELLIOT

Michael Elliot is the founder and owner of HAMMER & NAILS, the first male nail salon in Los Angeles. Elliot has an eye for identifying untapped market niches, and in 2013 he discovered that while there was a need for a business to properly care for male hands and feet, no such service existed. Elliot's vast and successful entertainment career allowed him to see the shift in attitude regarding male hygiene and self-care, creating long-term potential for a salon such as HAMMER & NAILS. He published Krush Magazine, the first exclusively hip-hop magazine on the brink of the genre going mainstream and later became president of Source Entertainment, the multimedia arm of The Source magazine. For the past decade, Elliot produced, wrote and developed films and television projects for some of Hollywood's most important studios and television networks. Music/fashion icon Sean "Diddy" Combs and NBA legend Magic Johnson have recruited him to help manage their film companies. Today Elliot is one of the most accomplished African-American screenwriters in Hollywood, having written films that have generated over \$115 million in box office revenue and having won the 2011 NAACP Image Award for Outstanding Writing in a Motion Picture.

## INTERVIEW WITH MICHAEL ELLIOT, OWNER AND FOUNDER

### IS THIS TRULY THE FIRST MALE NAIL SALON?

Yes, HAMMER & NAILS is the first nail shop for guys on the West Coast and we hope to open a new location in New York in the near future to become the first male salon on the East Coast.

### WHAT INSPIRED YOU TO OPEN HAMMER & NAILS?

Every salon has a group of men that receive nail care but feel slightly uncomfortable in the dominantly female environment. There was also an untapped demographic of men that would like to increase their hygiene and self-care, but would never step foot into the nail salons their wives and girlfriends frequent. This realization was the vision behind HAMMER & NAILS, a completely unique style of nail shop that meets the needs of all those men.

### OTHER THAN THE DEMOGRAPHIC BEING SERVED, HOW IS HAMMER & NAILS DIFFERENT THAN OTHER SALONS?

Our technicians are experts in male nail care and are using products and techniques that are particular to men. We also don't have the kind of furnishings that you'd find in most typical nails salons such as manicure tables and pedicure spa chairs. At HAMMER & NAILS, customers are serviced in king-size leather chairs that would be perfect in their man cave. Complimentary beverages, personal flat-screen TVs, king-size chairs and décor that's part upscale vintage man, part sexy auto shop, gives HAMMER & NAILS an ambience unlike any other nail salon in LA.

### WILL WOMEN BE ALLOWED TO GET THEIR NAILS DONE?

Absolutely. The environment and services we offer cater to a male demographic, but if women feel more comfortable in these chairs than in a typical salon, we'd love to have them.

# SERVICES

## HANDS

### Hand Maintenance MANicure \$25

Nail trimming, filing and shaping  
Cuticle oil and grooming  
Moisturizing with hot towel  
3-minute hand and arm massage  
Personal flat-screen TV & headphones  
Complimentary beverage

### Hand Repair MANicure \$50

Nail trimming, filing and shaping  
Cuticle oil and grooming  
Hammer & Nails sugar scrub  
Moisturizing  
Hot towel wrap  
Paraffin treatment  
Therapeutic massage oil  
Optional Buff Shine  
6-minute hand and arm massage  
Personal flat-screen TV & headphones  
Complimentary beverage

## PACKAGES

### Hand & Foot Maintenance Combo \$60

Hand and foot nail trimming, filing and shaping  
Hand and foot cuticle oil and grooming  
Hand and foot moisturizing with hot towel  
3-minute hand and arm massage  
3-minute foot and leg massage  
Personal flat-screen TV & headphones  
Complimentary beverage

## EXTRAS

Buff Shine - \$5  
Callus Removal - \$15  
Paraffin treatment - \$15  
Massage - \$1/minute

## FEET

### Foot Maintenance Pedicure \$40

Nail trimming, filing and shaping  
Cuticle oil and grooming  
Moisturizing with hot towel  
3-minute foot and leg massage  
Personal flat-screen TV & headphones  
Complimentary beverage

### Foot Repair Pedicure \$70

Nail trimming, filing and shaping  
Cuticle oil and grooming  
Hammer & Nails sugar scrub  
Moisturizing  
Hot towel wrap  
Callus Removal  
Paraffin treatment  
Therapeutic massage oil  
6-minute hand and arm massage  
Personal flat-screen TV & headphones  
Complimentary beverage

### Hand & Foot Repair Combo \$110

Hand and foot nail trimming, filing and shaping  
Hand and foot cuticle oil and grooming  
Hand and foot moisturizing  
Hand and foot hot towel wrap  
Hand and foot paraffin treatment  
Therapeutic massage oil  
Hand Optional Buff Shine  
Callus Removal  
6-minute hand and arm massage  
6-minute foot and leg massage  
Personal flat-screen TV & headphones  
Complimentary beverage









**8257 MELROSE AVENUE  
LOS ANGELES, CA 90046  
(323) 651-1458**

**[WWW.HAMMERANDNAILS-SALON.COM](http://WWW.HAMMERANDNAILS-SALON.COM)**