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## Madison Reed debuts first free-standing retail store in Boston

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Boston, MA As part of its exponential growth since COVID-19, beauty disruptor and innovative hair color line, Madison Reed, is putting down roots in the city with its first free-standing retail store and an all-new concept for the brand — The Madison Reed Mini Bar. The Mini Bar opened November 13th, and is part of Boston Seaport’s now iconic retail incubator, The Current.

With its new store, Bostonians will be able to get “carry-out color”— day-of, no waiting. It was a logical next step for a company that has been focused on delivering better-for-you, gorgeous salon-quality hair color since its online founding six years ago. In addition to the full lineup of Madison Reed’s salon-quality hair color and treatment products, the new location will have professional colorists at the ready to provide free color matching consultations. All Madison Reed products are formulated in Italy to meet not only stringent E.U. safety standards but also to meet the brand’s own Smart 8 standard— products that are free from harsh ingredients of ammonia, PPD, resorcinol, parabens, phthalates, gluten, SLS, and titanium dioxide commonly found in hair color.

The Madison Reed Mini Bar will neighbor six other entrepreneurial companies through the fall and holiday season at The Current – Organic Bath Co., Injeanius, Cupcake Mojo, Velocio, Harvey Traveler, and Uwila Warrior.

“We couldn’t be more thrilled to be opening in Boston,” said Amy Errett, CEO and founder of Madison Reed. “The Current is buzzy and fun, and we think it captures the spirit of the Madison Reed Mini Bar idea—‘Madison Reed to go.’ We’re committed to meeting our customers where they are.”

Madison Reed expects to open a full-service Hair Color Bar in the city next year; details will be announced in early 2021.

The Madison Reed Mini Bar at The Current opens with COVID-19 protocols in place to ensure customer and employee safety. Masks and social distancing will be required.

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