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FOR IMMEDIATE RELEASE

Christina White Salon Joins the Streets of St. Charles. Expanding Premier Beauty & Lifestyle Offerings

St. Charles, MO (February 4, 2025) – Cullinan Properties is delighted to announce the **grand opening of Christina White Salon at Streets of St. Charles**, further solidifying the development's reputation as the region's go-to destination for premier services, shopping, dining, and entertainment. Located next to Funny Bone Comedy Club, the salon brings an elevated beauty experience to the dynamic Streets of St. Charles community.

"We are thrilled to welcome Christina White Salon to Streets of St. Charles," said **Kathleen Cullinan Brill, EVP, Director of Leasing & Strategic Partnerships at Cullinan Properties**. "This addition reflects the continued evolution of our development, bringing in top-tier brands and businesses that complement our diverse mix of tenants. Christina White Salon's reputation for expertise, luxury, and personalized service will be a perfect fit, and we look forward to seeing them thrive in their new space."

The Gold Standard for Hair Extensions & Luxury Hair Services

Recognized as the **premier salon for hair extensions in the St. Louis region**, Christina White Salon offers more extension varieties than any other salon in the area. In addition to extensions, the salon specializes in blonding, balayage, color transformations, and keratin treatments—all designed to help clients achieve their dream hair with expert precision.

"At Christina White Salon, we believe that your hair has the power to transform how you feel," said **owner Christina White**. "It's more than just looking good—it's about feeling confident, empowered, and ready to take on anything. We are so excited to bring our services to the St. Charles community and introduce more clients to our signature techniques."

Every hair extension client at Christina White Salon receives a customized consultation to ensure their goals are met. Using the exclusive Christina White Blended Method, the salon guarantees natural-looking results with a seamless blend, all while maintaining the health and integrity of the hair. This signature method is applied across hand-tied sew-in, fusion keratin bond, and tape-in extensions, providing options that suit every hair type and lifestyle.

"This new location allows us to bring our expertise in extensions, color, and styling to even more clients in the region," added **co-owner Martin White**. "We are committed to providing a personalized luxury experience that leaves every client feeling their best."

Now Open at Streets of St. Charles

Christina White Salon officially opened on February 3, 2025, welcoming clients to experience the artistry, innovation, and unparalleled expertise that have made the salon a five-star destination for hair transformations.

About Christina White Salon

Founded in 2016 by Christina and Martin White, Christina White Salon is a luxury hair extension salon specializing in balayage, blonding, color, and long-hair transformations. Known for its customized approach and innovative techniques, the salon is regarded as the go-to destination for seamless, natural-looking hair

extensions in the St. Louis area. For more information or to book an appointment, visit www.christinawhitesalon.com or follow @ChristinaWhiteSalon on social media.

About Streets of St. Charles

Owned and managed by Cullinan Properties, Streets of St. Charles is a vibrant 27-acre mixed-use community, offering retail, dining, entertainment, hospitality, multifamily, and office spaces in a walkable, town-center setting. With its sophisticated living options, high-end amenities, and diverse tenant mix, Streets of St. Charles is a premier lifestyle destination for both residents and visitors. For more information, visit www.streetsofstcharles.com or follow @StreetsofStCharles on social media.

About Cullinan Properties

For more than 35 years, Cullinan Properties has been a leading developer of commercial and mixed-use developments across the United States. With offices in Peoria, IL; Chicago, IL; St. Louis, MO; and Tampa, FL, Cullinan specializes in the development, management, and ownership of retail, multifamily, office, healthcare, and entertainment properties. Cullinan Properties is a certified Women's Business Enterprise through the Women's Business Enterprise National Council (WBENC). For more information, visit CullinanProperties.com or follow @CullinanProperties on LinkedIn.

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