

# BUSINESS Spotlight

The Mineral Wells Index Business Spotlight will publish every week, featuring a local business and its story.

This week we would like to tell you about Hair Trendz located at 104 Garrett Morris Parkway, Mineral Wells, TX.

We hope you enjoy! If you are interested in having your business in the Business Spotlight give us a call at 940-325-4465 and ask for Mary in our Advertising Department.



Ashley Mast, owner of Shear Trendz, hopes her customers feel at home when they come to get haircuts, perms, colors or other services at her salon.

## Shear Trendz a hair salon looking to be a cut above

By TODD GLASSCOCK

Whether you're a guy looking for just a trim or a gal wanting a whole new hairdo, at Shear Trendz, expect to become part of the salon's family.

"We treat our customers as if they're our family," owner Ashley Mast said. "When they come in, we joke, we laugh. They're comfortable when they walk in because they feel like they're a part of the team, a part of the family."

Such an atmosphere is evident one morning when a regular comes in and jokes with Mast and Amy Cole, team member and Mast's aunt. Then they joke with him about the haircut they're going to give, showing him an internet photo of someone whose hair is styled like a pineapple. All is taken in stride.

If the family atmosphere isn't enough to draw customers in, Mast hopes prices will. A basic haircut is \$10 and men receive a complimentary hot

towel treatment and neck massage.

The salon also shows its hometown Mineral Wells pride: the interior is painted Mineral Wells Rams and Lady Rams red and black.

Though Mast just opened the business March 1, the Shear Trendz team is ripe with experience—more than 60 years combined—and all four have worked together at area salons.

Mast and the rest of the team learned their haircutting skills under the training of Cole.

The salon, at 104 Garrett Morris Parkway behind McDonald's, offers a full range of services, including haircuts, shampoos, perms, colors, highlights and waxes.

Walk-ins for haircuts are welcome, though they prefer to book appointments for other services so full attention can be given to each customer.

Hours are from 9 a.m. to 6 p.m.

Monday-Friday and from 9 a.m. to 5 p.m. on Saturday.

They are also currently running different promotions and giveaways.

Mast said she had long wanted to operate her own salon and it was her husband Ethan Mast who encouraged her to do it when the building became vacant.

"He was the one who told me, 'It's either now or never,'" she said.

It had been a salon beforehand and had the fixtures, she said, but needed quite a bit of updating to get it in order.

Before she opened up, she was still working at another salon and after work would pick up her children and work into the night to get Shear Trendz in order.

Now that it's in order, she's glad she's taken the chance and is happy to serve new and return customers alike.

**SHEAR**  
Trendz

**\$10** Hair Cuts

*Walk Ins Welcome*

104 Garrett Morris Pkwy. • Mineral Wells, TX  
940-325-3933