

NEW IN THE NEIGHBORHOOD

PROSE has premium hand and foot treatments

Georgann Yara

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The brainchild behind some of the Valley's hottest restaurants is part of the quartet ownership of PROSE Scottsdale, a boutique salon offering premium hand and foot treatments. Rick and Peggy Federico, Lauren Bailey and Lorrie Fickas opened their doors in Scottsdale in March. Here, Rick talks about their new venture.

What goods or services will customers find?

PROSE provides premium hand and foot treatments. As more than a traditional manicure and pedicure salon, our stylish boutique, healthful products and proprietary service protocols create a healthful yet beautiful experience.

What makes your business unique?

PROSE marries health with beauty. Our guests expect that their nails will be beautiful but they genuinely appreciate the fact that we only use natural and chemical free polishes, lotions and



Rick Federico is one of the owners of the new mani/pedi salon PROSE Scottsdale.
PHYLLIS LANE

scrubs. The PROSE boutique is designed to eliminate all the toxic fumes found in many manicure and pedicure

experiences.

Why here?

The corner of Scottsdale and Shea is one of the busiest intersections in the state of Arizona. Men and women who live in Scottsdale and Paradise Valley genuinely care about what they put in their bodies, and we believe they also care what they put on their bodies. PROSE provides a beautiful and healthy manicure and pedicure.

What did you do professionally before opening this business?

I was the chief executive officer and chairman of the board for P.F. Chang's China Bistro Inc.

What made you want to open your own business?

Years ago I started my own restaurant company. I truly enjoy start-up businesses and getting a chance to partner with Lauren Bailey (CEO Upward Projects) and Lorrie Fickas just added top-spin. PROSE has the opportunity to create the first national mani/pedi brand across the U.S.

Details: 9 a.m.-9 p.m. Mondays-Saturdays, 9 a.m.-6 p.m. Sundays.10893 N. Scottsdale Road, No. 109, Scottsdale. 602-262- 2222, myprose.com.