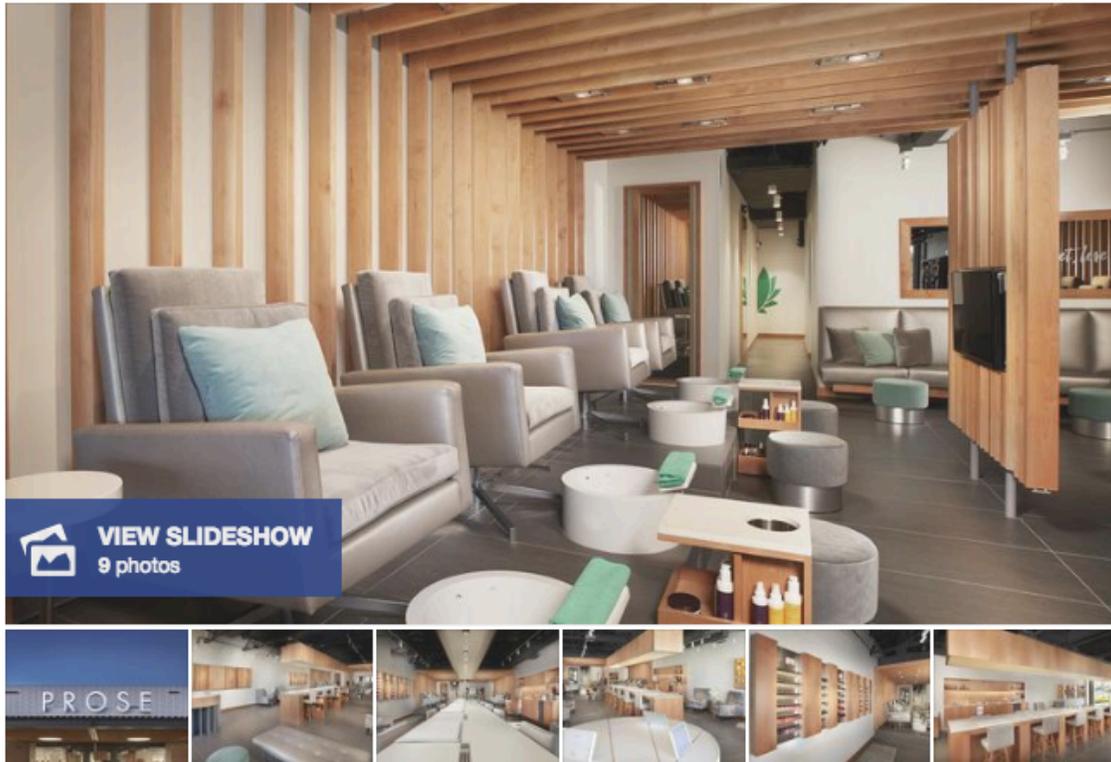


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## Boutique nail salon franchise, founded by former Massage Envy leaders, enters Jacksonville market

### Prose salon

The team that made Massage Envy a national juggernaut is bringing a boutique salon concept to Jacksonville.



By [Dahlia Ghabour](#) – Reporter, Jacksonville Business Journal

Dave Crisalli is a visionary.

At least, that's how his colleague and friend [Richard Adams](#) describes him.

The former President CEO of Massage Envy, Crisalli has been a leader in the health and beauty space for decades. He's been friends with Adams for decades, too: they worked together at Massage Envy, where Adams led the franchise group on the east coast.

Adams left the company in 2010. When Crisalli left Massage Envy in January 2016 and founded his own concept, it wasn't long before he contacted Adams to see if he would like to join.

Now, the team who made Massage Envy a national juggernaut is targeting northeast Florida for franchise growth with their new concept: [Prose, an innovative nail boutique](#).

“There was no national brand for massage until Massage Envy,” said Adams. “It did some amazing things for that industry. We’re going to do the same thing here.”

Prose’s headquarters location opened in November 2017 in Phoenix, Arizona. The franchise concept launched in January, with a second location now open in Scottsdale, run by a group of four people that [includes P. F. Chang’s CEO Rick Federico](#).

Adams has purchased the area agreement for both North Florida and South Florida, and plans to open eight to 10 Prose salons in the Jacksonville area and 38 salons in the Miami area.

“We’re very enthusiastic about this concept and where it’s going to go,” Adams said. “With Massage Envy and its offshoots, each one grew faster and stronger than the one before it. And with the awareness now with the membership model in service, we see growth potential for Prose. It will go quickly. Like wildfire.”

Adams describes Prose as bridging the gap between the resort spa experience and the corner nail salon experience. Prose will have a thoughtful, boutique feel, he said, with a consumer-centered manicure table and online booking options. The salon will not perform acrylics or use harsh chemicals, Adams said. It also uses medical-level sterilization machines between services.

“I have been listening deeply to customers and the amazing people who perform this important work and I concluded that we needed to create a better experience for them both,” said Crisalli in a release. “The outcome is Prose – a more thoughtful brand, one that transforms not just your nails, but refreshes your hands and feet, your outlook and your day.”

Memberships cost \$105 per month for three manicures and pedicure services. Manicures are \$45 and pedicures \$55 for non-members and \$40 or \$45 for children.

Adams said that the nail industry is dominated by independent shops, and most nail technicians have to provide their own products. With Prose, everything will be consistent.

“We’ve seen Jacksonville really grow up, into one of the fastest and most up-and-coming areas for growth and development,” Adams said. “When we looked at the concepts already here, there’s nothing remotely close to what we’re going to be offering.”

Adams said he is using a service called Buxton to target demographic areas. While leases have not been nailed down yet, he anticipates locations in San Marco, Fernandina Beach, Ponte Vedra Beach, Mandarin, Neptune Beach, Northside and St. Augustine. He is working with CBRE Jacksonville to identify locations with high foot traffic surrounding other beauty concepts, gyms and high-end restaurants.

“We’ll be bringing the boutique experience to the nail industry here,” Adams said. “And that’s not just about the beauty: it’s about the wellness.”