

Hearts & Stars Salon & Day Spa



Their dreams of owning a salon and day spa in Hawaii became reality for Jason Harsin and Joy Ray on November 1, 2013 as they welcomed their first clients through the doors of Hearts & Stars Salon & Day Spa, located in the Queen's Marketplace in Waikoloa on Hawai'i Island. Their concept required a floor-to-ceiling refresh of a previous salon to achieve the fresh, modern look, vibe and feel for Hearts & Stars.

The salon originally opened with 3 styling stations and 2 spa chairs and 3 employees. Today, 11 employees (8 full-time and 3 part-time), work their transformative magic at Hearts & Stars to the delight of their clients.

The salon features Jason's Hearts & Stars product line, which was created in 2011, and is professional quality and free of harmful parabens and sulfates. He has recently partnered with Big Island Soap Company to offer its products in the salon. Jason's latest creation is a men's line of shaving products to deliver the ultimate shaving experience, all packaged in a cigar box, complete with mirror.

Jason states that "the real motivation for him and Joy is the human touch. Salons are one of the last places to connect with people on the human level".

Jason identified several keys to the salon's success. He states that "as in real estate, our salon's location has contributed to our success. We have the best location at the Queen's Marketplace, right in the middle of the Waikoloa resorts."

He feels that social and print media have been amazing tools contributing to the success of their business. The biggest media splash for their business occurred in August 2014, when Hearts & Stars was named by ELLE Magazine as one of the top 100 US salons for 2014. The honor was bestowed just 10 months after the salon opened its doors!

He identifies their partnership with the West Hawaii Small Business Development Center as the final key to their success. "We would not be where we are today without the guidance and support provided by the SBDC. We look forward to our continuing relationship as we explore expansion opportunities for our brand."