

Paramount DaySpa Salon Boutique Celebrates 75 Years and Second Consumer Choice Award

SASKATOON, SASKATCHEWAN, CANADA, August 17, 2026 /EINPresswire.com/ -- Consumer Choice Award is proud to announce that Paramount DaySpa Salon Boutique has been named the 2026 Consumer Choice Award winner in the Day Spa category. This marks Paramount's second consecutive Consumer Choice Award and comes as the business celebrates an extraordinary 75 years of serving the Saskatoon community with exceptional beauty, wellness, and self-care experiences.



Founded in 1950 as a local beauty pioneer, Paramount DaySpa Salon Boutique has welcomed generations of families to recharge, connect with loved ones, and celebrate life's milestones through personalized, non-invasive care. Today, Paramount brings together a day spa, salon, and women's fashion boutique under one roof, creating a complete destination experience built around restorative care, time for yourself, and confidence in your own skin.

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Paramount DaySpa Salon Boutique Team

"Celebrating 75 years alongside our second Consumer Choice Award is an incredible milestone," said the Paramount DaySpa Salon Boutique team. "We're deeply grateful to the generations of guests who have trusted us—many who first visited with their mothers or grandmothers and now bring the next generation through our doors. Being part of so many lives is something we

never take for granted, and we're proud to share this honour with our talented, dedicated team and every guest who has been part of our story."

The experience extends beyond the salon and spa. Guests can shop a curated boutique featuring fashion, accessories, gifts, and professional products, or stop by Café Del Rey, an independently owned café located within Paramount, for specialty coffee, fresh sandwiches, and light bites. Private treatment rooms, couples' services, and dedicated group packages give guests even more ways to spend time at Paramount, reflecting a long-standing belief that the benefits of self-care is worth making time for.



Behind Paramount's legacy is a deep commitment to ongoing education. By continuously investing in advanced certifications and team training, and bringing proven techniques to Saskatoon, Paramount ensures that every recommendation and treatment is backed by expert knowledge and tailored to the individual guest.

As Paramount looks to the future, the focus remains on carrying forward the care, relationships, and values that have shaped the business for 75 years, while honouring those who came before and continuing to create an experience future generations will want to return to.

The Consumer Choice Award is based on independent market research evaluating reputation, customer satisfaction, and overall business excellence. Paramount's second consecutive Consumer Choice Award reflects the trust guests have placed in the business for generations and its continued commitment to providing exceptional care and service.

For more information, visit www.paramountdayspa.com or learn more about the award at <https://www.ccaward.com/award-winners/saskatoon-greater-region/best-day-spa/paramount-dayspa-salon-boutique/>.

About Paramount DaySpa Salon Boutique

Founded in 1950, Paramount DaySpa Salon Boutique is a Saskatoon-based destination bringing together a full-service day spa, salon, and boutique under one roof. Services include professional hair, skincare, massage, and hand and foot care, alongside a curated selection of women's fashion, accessories, gifts, and professional beauty products. Known for personalized guest care, private treatment rooms, and ongoing team education, Paramount has become a place guests return to generation after generation.

About Consumer Choice Award

Consumer Choice Award has been recognizing business excellence in North America since 1987. Its rigorous selection process ensures that only the most outstanding service providers in each

category earn this prestigious recognition. Visit www.ccaward.com

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