



News Release

SalonCentric Joins Tenant Roster at Aldrich Plaza in Howell, N.J. *Professional Beauty Supply Store Opens in 3,500 SF at Levin-Managed Center*

HOWELL, N.J., May 17, 2022 – Professional beauty supply store [SalonCentric](#) has opened a 3,500-square-foot location at [Aldrich Plaza](#) in Howell, expanding the national chain's brick-and-mortar footprint and representing a new retail tenant category for the Monmouth County shopping center.

[Levin Management Corporation \(LMC\)](#) serves as exclusive leasing and managing agent for the 128,000-square-foot Aldrich Plaza, located directly on heavily travelled Route 9. LMC Leasing Representative Kendal Hand-Freda and Senior Leasing Representative E.J. Moawad arranged the long-term lease.

“We’re excited to be open in our newest location in Howell,” said Gina Meggo, SalonCentric deputy president and chief customer experience officer. “SalonCentric offers licensed beauty professionals the very best products, innovations, education and business-building support and services. We believe in building a beauty community that works together to make the world beautiful – and we know customers will find our newest store to be accessible and easy to navigate, and managed by knowledgeable team members who provide unequalled support and guidance.”

SalonCentric, headquartered in St. Petersburg, Fla., is the premier distributor of salon professional products in the U.S. Created by L’Oréal USA in 2008 and operating in 48 states, SalonCentric has more than 400 sales consultants, 585 SalonCentric stores and 260 State/RDA stores.

“Aldrich Plaza’s ideal mix of stores, restaurants and service providers, paired with exceptional visibility, make it a very desirable place to do business,” said Hand-Freda. “SalonCentric has earned a large and loyal following with salon professionals. The new Howell store is larger than a typical SalonCentric location, making it one of the brand’s flagship shopping destinations. We are confident this tenant will see great success here.”

Anchored by Walgreens, Aldrich Plaza’s national and regional tenants include Retro Fitness, GNC, AT&T, Bubbakoo’s Burritos, Norman’s Hallmark, RE/MAX real estate, Big City Bagels & Salads and Boston Market. A host of neighborhood conveniences – such as a dentist, pizzeria, optician, liquor store, dance and karate studios, coffee and ice cream shops, and a dry cleaner, among others – round out the tenant mix.

More than 152,000 people reside within five miles of Aldrich Plaza, and the daily traffic count passing the property exceeds 47,000 vehicles. An existing, 31,000-square-foot anchor space and a 10,000-square-foot proposed pad site remain available at the property.

For seven decades, North Plainfield, N.J.-based LMC has served as a trusted single-source commercial real estate services provider for institutional and private owners. The firm today maintains a diversified, retail-focused portfolio of 120 properties totaling almost 16 million square feet in the Northeast and Mid-Atlantic states, offering leasing, property management, financial management and reporting, construction management and development, lease administration, marketing services, and acquisition and disposition consulting services. LMC's capabilities continue to evolve with new technologies, efficiencies, and sustainability-focused initiatives to serve a new generation of properties, investors and tenants.

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