

## He's 'King of the Beauty Business'

Posted at 11:20 AM

Updated at 11:20 AM

DOVER — Watson Fields in Dover recently was the site of an honor bestowed on a man called by many an icon, not only of the Seacoast but the entire state.

Norman Langlois, 92, was a child of the Depression and, like many a young man of that era, did not graduate from high school. Instead, at the age of 17, he enlisted in the United States Navy and served on a PT boat and destroyer through to the end World War II.

In the mid-1950s Langlois purchased his first beauty salon in Durham, and began a career that would span some 50 years and earn him universal respect.

Over that time period, he added to his group of salons which by the 1960s became appropriately named the Empire Beauty Academy.

Langlois' business acumen and caring management created a beauty empire, stretching far and wide as he added supply arms and schools. His business even branched out to include regional esthetics and cosmetology centers as well as barber schools.

By the 1980s he was joined in the business by his son John and daughter Donna. His business now sports a total of 1,000 employees and he is known throughout the region as "King of the Beauty Business."

As his business grew, Langlois never lost sight of the values he developed in the military nor respect for his fellow veterans.

To that end, he instituted a policy whereby all veterans entering any of his shops would receive free haircuts. It is estimated that more than \$100,000 worth of haircuts have been given and are still being given out to those who served.

This generosity didn't go unnoticed by the New Hampshire Chapter of the Military Officers Association of America, which presented Langlois with the 2018 MOAA-NH Granite State Warrior Award.

This recognition is given annually to a person or organization who, among other things, "improved the health, morale, welfare, and recognition of US military personnel." Langlois joins the likes of the Pease Greeters and former U.S. Sen. Kelly Ayotte for their recognition and actions towards veterans.

Langlois was honored most recently as family, friends and those at Watson Fields, including more than 20 veterans, gathered to honor him.

Many of his Empire Beauty staff joined in to honor a man they have served for many years; calling out the years they have worked with him ...15, 16, 21, 23, and more.

A surprise recognition came from Dover Mayor Karen Weston who presented Langlois with a plaque thanking him for all his all his good works and name the day after him, a first according to the mayor.

"It's been a great ride, and thanks for coming everyone." Langlois said to all those on hand.

