



# OPTIONS SALON & SPA

*"Spring is in the air at Options"*

## Professional Hair Color vs. Home Hair Color

Hair color is a big business for TV and salons. On TV the commercials make it so very appealing to want to run to the closest grocery store and grab that very inexpensive box of beautiful color, right?

So what is it that makes "at home" hair color look so great on TV? Let's take a look at this and break it down. First of all, they usually use a well known celebrity...and who doesn't want to look and feel great like they do? Then there is the whole "behind the scenes" thing that happens to make a commercial. There are professionals, all across the board, making that \$7.00 box of "at home" hair color look so enticing.

We know the celebrity sporting that color did not do their own color for the shoot. You will always find a professional taking care of their hair, hairstyle, and hair color.

Has anyone ever shared with you what your hair is made of? The first 85% is comprised of protein and moisture. Are you ready for this...?? Only 1% of your hair strand is natural melanin pigment.

It is information like this that is a point of difference as to why it would be most beneficial to have a professional colorist provide that service for you. Beautiful, drop-dead, gorgeous hair color really comes from taking care of what the hair is made of first.

If your hair's protein and/or moisture balance is off, then the end result of your hair color will be significantly affected. You may not notice a difference with a single application, however, repeated incorrect color application can jeopardize the health of your hair. The "box" at-home hair color is very appealing because of the price, the photography on the packaging and the star appeal.

There are limitations to opting for the "box" at home hair color, and one major limitation is that the color is in the bottle. Non-professional hair color cannot achieve the same results that a professional hair colorist can.

In the salon, sometimes it may take 2 or 3 different colors mixed together to make the perfect, beautiful shade of hair color. There are many options when going to a

salon, too. Techniques are what a "box" at home hair color cannot provide.

So as it may seem appealing to reach for the "box" of at home hair color because it seems more economical, in the end, the opposite may be true. More times than not, it has been my experience that the "box" of at home hair color situation has come out with unexpected results. That leads to more time and money.

Professional quality hair color is an investment and an insurance that enables you to achieve that gorgeous hair color you desire. See page 3 of this newsletter to see how you can save money on your next hair color!

You, too, can look like your favorite movie star!!



## Letter From Kathy



Spring has finally arrived and I am looking forward to the sunshine and warm weather up ahead. As the seasons change, there are a few other changes that are taking place here at Options Salon & Spa. I would like to briefly touch on an article in the Winter Newsletter regarding the price increase for color, perms and men's haircuts. We understand that some of you may be experiencing challenges and unfortunately, we too are faced with economic changes. The decision to do a slight increase was unavoidable due to the increase in product costs. We have, however, been able to minimize the increase to only \$3 for perms and color

services instead of the \$5 we were anticipating.

As a small business owner it is my responsibility to take proactive measures to maintain employment for our staff of twenty-nine. I bear the weight of their jobs/financial security and their families as well. The small price adjustments help protect those jobs and address the rising costs we have absorbed for quite some time. In addition, effective May 1, 2009 we are adjusting our operating hours and will close on Mondays to help cut additional costs. This schedule change is hopefully a temporary situation, should the need arise we will re-evaluate.

Since 1996, it has been my goal to be one of the most affordable growing salon and spas in the area. After comparing prices with other salons and spas in the area I am proud to say that even with the price increase our prices are more

affordable, and our customer service is a top priority.

We will continue to show our appreciation to you by offering monthly and quarterly specials, \$5 off thank you cards for referrals, birthday coupons, VIP cards and many other client benefits (see full list on page 4 of newsletter). Please review the newsletter and take advantage of our upcoming specials, manufacturer color coupon promotion, referral program, and our 13th anniversary celebration on April 16, 17, 18<sup>th</sup>. Stop in for some appetizers, punch and put your name into a drawing to win a \$25 Options gift card with \$25 basket products. Two winning names will be drawn at 4pm on Saturday April 18. Thank you for helping Options Salon & Spa reach this milestone!  
Kathy

### April Special

Try our **NEW** Exfoliating Sea Mud Mask!

Only \$60 plus tax

See article "What's New at Options" on Page 4 for more information.

\*not valid with any other discounts

### May Special

Get ready for Summer with a

*Customized Spray Tan*

Only \$25 each session  
(regularly \$30) plus tax

or

3 sessions for \$60 plus tax

See article "What's New at Options" on Page 4 for more information

\*Not valid with any other discounts

### June Special

1 Hour Relaxation  
Massage for only  
\$55 plus tax

\*not valid with any other discounts

## Salon & Spa News

- Options Salon & Spa raised \$170 for St. Baldrick's. Thank you for supporting this great cause! A special thanks to Cyndi who "shaved" all the volunteers heads on St. Patrick's Day for the event.
- In February, we raised \$160 for the Heart Association. This April and May we will be supporting Relay for Life.
- April 15, 2009 will mark the 13th Anniversary for Options Salon & Spa. We thank you for the many years of patronage and loyalty!
- Beginning June 1, 2009 we will no longer be accepting American Express. We apologize for any inconvenience this may cause. We will continue to accept Mastercard, Visa and Discover.
- Hand's-on cutting and styling Aquage class was attended by Kathy, Toni, Darlene, Amanda, Rochelle and Cyndi in February.
- Need to purchase tickets for Fairview's "Home and Garden Tour" July 11th? We are selling tickets here at Options! Advance sale is \$15 or \$20 the day of the tour.
- We now offer 15% off Nancy K Brown Facial Shampoo and Milk Cleansers when you bring your bottles back and have them refilled. If you choose not to refill them, please be sure to recycle the plastic bottles!
- Beginning May 4 Options Salon & Spa will be closed on Mondays.
- Lori Chapin, LMT is back! She is taking massage appointments on Wednesdays from 3pm-9pm.

### Home Hair Color? Don't Do It!

April 1– June 30, 2009 Options Salon & Spa will be honoring all manufacturer coupons for home hair color!

Start clipping those coupons today!

Limit 1 coupon per visit, \$5 maximum per visit, expiration date on coupon will apply.

### *Nail Color of the Month*

April: *OPI's Overexposed in South Beach*

May: *OPI's Feelin' Hot-Hot-Hot!*

June: *OPI's Suzi & The Lifeguard*

*Receive 10% off regular size nail color of the month*

## Trade In Retail Special—May 17-June 27

Do you have a stash of hair products that you have purchased and never use? Options Salon & Spa invites you to bring in your hair products that are taking up space in your bathroom to receive a discount on retail products that you WILL use! Beginning May 17 through June 27, 2009 we will be accepting bottles of product that are at least 1/2 full (no travel sizes) to receive 25% off your retail purchase. Bring in one product and receive 25% off one product,

bring in two products and receive 25% off of two product, etc. Products brought in to trade can be salon quality OR drug store brand. The products traded in will be donated to the West Side Catholic Center in Cleveland. The West Side Catholic Center assists all who come in need of food, clothing, shelter and advocacy.

We kindly ask that the product bottles you bring in are clean and not damaged or broken. Due to

sanitation purposes we cannot accept nail or skin products, however, you may purchase nail and skin products at the discounted rate for hair product trade-ins.

If you have any questions about this program please see a member of our Front Desk Team. As always, Options Salon & Spa strives to provide you with the best possible prices, while doing our part to give back to the community. We thank you for participating!

## Looking for that Perfect gift for Mother's or Father's Day?

### *Try our Petite Package*

Petite manicure

Petite pedicure

Petite facial

1/2 hour relaxation massage

*Complimentary shower, lockers, robes, and slippers.*

*Not applicable with any other discounts.*

**\$116 plus tax**

With each Petite Package purchased you will receive a \$15 gift card that can be used throughout the month of July 2009

## April Special

### *13 Year Anniversary Special*

For every \$25 you purchase in retail products April 16 thru the 18th you will receive a \$10 gift card to be used for your next visit.

Purchases cannot be put on VIP retail cards. Must have receipt for returns. Expires April 19, 2009

## What's New at Options?

### Exfoliating Sea Clay Body Mask

This treatment will detoxify your body and leave your skin feeling silky, smooth and hydrated. Your body will feel renewed and exhilarated, while your mind is relaxed and stress-free. Begin by choosing your sugar scrub scent in Mandarin Orange, White Tea, Pomagranate-Lime, Exotic Mango, or Vanilla Plum. This antioxidant infused sugar scrub will exfoliate and polish your skin to prepare your body for the mask. The warmed Sea Clay Mask is then applied and you are wrapped in a cocoon-like blanket. While your body detoxifies, relax in a tranquil room filled with candles and soft music. **Come escape with us and experience the Sea Clay Body Mask for only \$60 plus tax.**

### Customized Spray Tanning

### **\*Perfect for Prom and Weddings!**

Welcome to the world of sunless tanning! Customized Spray Tanning is really the only way to tan because of the dangers of tanning in the sun or in a tanning bed. It is a healthy alternative that leaves your body and skin looking young and radiant. Options Salon & Spa is now proud to offer the TAN with KARE spray tanning system to our list of services beginning May 1, 2009. Our certified tanning specialists can create that perfect sun-kissed look in no time at all! This natural and botanical spray tan (derived from Aloe, Vitamin E, Ginseng and Rosemary) comes in 2 shades Winter and Summer depending on your undertone and how deep you want your tan to appear. This formula has a pleasant fragrance and gives the skin a natural looking tan that is not orange or streaky. After receiving the service your tan will appear within 24 hours and will last 1-2 weeks depending on the individual and at-home care. **Get that Summer tan look with a Customized Spray Tan in May for only \$25 plus tax (regularly \$30) or take advantage of a package and purchase 3 for \$60.**

## Are you taking advantage of Options client appreciation offers?

\* VIP Retail Cards \*Email Specials \*VIP Massage Cards \*VIP Manicure Cards  
\*Happy Birthday Cards \*Thank You Cards \*Referral Cards