

Winter Wonderland at Options Salon & Spa

WINTER ISSUE 2009

Do You Want Smoother, Younger Looking Skin?

Since the introduction of Glycolic (an alpha-hydroxyl acid that works as an exfoliant), skin care has been reinvigorated and revolutionized. Results previously promised, yet never delivered, are now reality. NANCY K. BROWN has been at the forefront in the development of effective formulations to bring you products that work and the results you expect and demand. From the beginning NANCY K. BROWN has focused on Glycolic, the most effective member of the AHA family. Their Aloe Exfoliant[®], is the industry-leading blend of the purest Glycolic and Whole Leaf Cold Processed Aloe Vera.

Nancy K. Brown's Aloe Exfoliant[®] Glycolic containing products offer help with the following conditions:

- Aging and thinning skin
- Fine lines and wrinkles
- Oily skin
- Juvenile and adult acne
- Pigmentation/discoloration problems
- Dry/dehydrated skin
- Sensitive skin
- Enlarged pores
- Razor bumps
- Ingrown hairs (face and body)
- Acne scars

The Estheticians at Options Salon & Spa use and trust the Nancy K Brown Skin Care products. If you have any of the above mentioned problems and/or would like to schedule a complimentary skin analysis with one of our licensed Estheticians we encourage you to do so. Receive a Signature Facial

and receive a Nancy K Brown starter kit for 50% off regular price.

Available for at home use:

- 5% and 10% Glycolic Gel Exfoliant \$29.90
- 5% and 10% Glycolic Gel Exfoliant with Salicylic Acid \$39.90

Esthetician Tip:

Never allow a technician to extract blackheads or try to extract them yourself. Extractions don't really work and can tear or irritate the skin or cause broken blood vessels. Besides, the pores will fill up again within a day or two, because that's what pores do.

January Specials:

Receive a *free purse* and Joico K-PAK *re-constructing sampling pack* with any color service.

While supplies last.

February Special:

One hour relaxation massage plus 15 minute sauna for only \$60 plus tax (\$20 savings!)

Signature Facial only \$45 plus tax (\$10 savings!)

Expires 2/28/09 not applicable with other offers or for gift card purchase.

March Specials:

Manicure and Pedicure Combo for \$55 plus tax

*Not valid with any other discounts or gift card purchases.

News You Can Use

Our business plan for the past 13 years has been to limit price increases as much as possible. The last increase for color services was April, 2006 and for men's haircuts April, 2005. Therefore, effective April 1, 2009 our prices for color, perms and men's haircuts will increase slightly. Usually we do a color increase of \$5, however, due to the economy we will only increase by \$3 for each color/perm service (re-touch, partial highlights, full highlights and framing highlights). Men's haircuts will go up \$1. For budgeting purposes, we want to give everyone advance notice of this increase. As always, our goal is to improve our services and your "Options" along the way. We are confident that when it comes to affordability in the beauty industry, Options continues to provide superior value

Professional Hair Color vs. Home Hair Color

Haircolor 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" haircolor 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" haircolor 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 haircolor.

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 haircolor 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 haircolor 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 haircolor 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 haircolor, and one major limitation is that the color is in the bottle. Non-professional haircolor cannot achieve the same results that a professional hair colorist can.

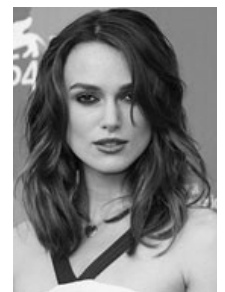
In the salon, sometimes it may take 2 or 3 different colors mixed together to make the perfect, beau-

tiful shade of haircolor. There are many options when going to a salon, too. Techniques are what a "box" at home haircolor cannot provide.

So as it may seem appealing to reach for the "box" of at home haircolor 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 haircolor situation has come out with unexpected results. That leads to more time and money.

Professional quality haircolor is an investment and an insurance that enables you to achieve that gorgeous haircolor you desire.

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



Letter From Kathy

As we enter 2009 I am excited to welcome our new neighbors, Personally Fit Health Center. Owner, John Dadante, has been a staple here at the Fairview Centre for over 16 years. He has now relocated two doors down from Options. It's a *new year* and a *new concept* with 24 hour access beginning March 2009. When Options came over to the Centre, my vision was "build it and they will come." Since we have moved here, the Centre has added Awesome Inflatable's, and Personally Fit. My vision is becoming a reality! With patience and gratitude I look to 2009 as a year of positive changes to come our way.

Speaking of changes, I am so looking forward to a change of weather. As we are all waiting for spring to arrive we need to take advantage of the cold and make the best of it. One "OPTION" is to keep your self healthy and fit by hibernating at Fairview Shopping Center. You can start at Personally Fit by getting yourself in tip-top shape for bathing suit season. Then, relax with us at Options. Treat yourself to a new hairstyle and enhance your hair with a few highlights or overall color. Intoxicate your feet with an "ahh" pedicure or pamper your dry chapped hands with a creamy exfoliating manicure and paraffin dip. Warm

your body up with a hot stone massage or settle into the sauna and refresh yourself with a hot shower before heading out. Following your relaxation time, stop into Fairview Tavern for an awesome lunch or dinner...the food is great! You may want to meet up with friends or family and end the evening bowling at Fairview Lanes, or stop at Blockbuster for a movie.

After you have enjoyed your day take advantage of our new referral program. This enhanced program will allow us to acknowledge you *each* time you refer a new client to Options. For every new client that you refer to us you will be sent a thank you in the mail for \$5 off your next service or retail. In order to qualify for the referral program, the person you refer MUST include your first and last name in the referral section of our new client forms and live in the state of Ohio. Unfortunately, if they do not write your name on the form, you will not be properly credited with the referral. Remember, the best compliment you can give your technician is a referral. If you enjoy coming to Options Salon & Spa, tell your friends and be rewarded with \$5 off service or retail! So spread the news and enjoy!
Kathy



Nail Color of the Month

January: OPI's Yes...I Can-Can!

February: OPI's Bastille My Heart

March: OPI's I'm Fondue of You

Receive 10% off regular size nail color of the month

Nail Polish Special

Buy 3



get 1 FREE



Not valid for VIP retail cards*free polish is item of equal or lesser value*applicable towards OPI or Zoya regular size bottles*offer expires 2/28/09*while supplies last.

Staff News and Thank You's

- Amendment to last newsletter—Kristen attended the GiGi waxing class in August
- Massage Therapist Tina and her husband Dennis welcomed their third child, Sarah Geralyn, born on November 5
- Manager Kelli and her husband Mark welcomed their third child, Dylan James, on December 1
- Stylist Amanda Perusak is engaged! Dave and Amanda's wedding will be in November 2009.
- Congratulations to Kathy Pawlowski who was the winner of the Fox HOT LIST raffle drawing for a \$50 gift certificate.
- Congratulations to Chris Funk who won the \$50 gift certificate and gift basket for our Holiday raffle drawing.
- Thank you to everyone who supported our Food Drive! In addition to the food, we raised \$165 in donations.
- Jill, Sharon, Amanda, and Cyndi volunteered for the Sport and Spa night at Stamper's December 15 where they gave complimentary services during the Monday Night Football game.
- Congratulations to Stylist Cyndi and her husband Brian who were married on December 27, 2008

Retail Special

February 15-April 5, 2009

Buy one product and receive 25% off the second product of equal or lesser value!

*These purchases are not applicable for VIP retail cards.
Litre duo's are considered one item

"Please Welcome"

- Shelly (Rochell) Fox

11 years of massage experience

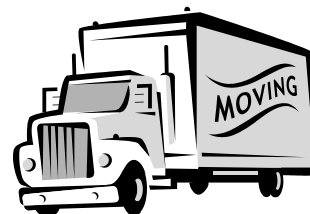
- Keli Buckey

One of our "favs" from the past.

Get to know them by taking advantage of our February massage special .

Personally Fit Health Center

John Dadante and Personally Fit would like to thank everyone for the warm welcome received upon its relocation to 21659 Lorain Road (only a hop, skip and a jump from Options Salon & Spa). It is a fact that working out relieves stress, balances hormones, will slow down the aging process and just plain make you a happier person! There is no time like the present, so treat yourself to a New You in the New Year. Condition yourself at Personally Fit (*1 membership*), rejuvenate yourself at Options Salon & Spa (*1 spa package*), feel great about yourself (*PRICELESS*). Stop into Personally Fit today to check us out: It will be the first day of the rest of your healthy life.



Have you recently moved or changed your contact information? Please see a Salon Coordinator to update your personal information or email us at info@OptionsSalonSpa.com