

Holiday Edition 2010

Letter from Kathy

Wow, what a year. I must say the seasons were quite delightful! Let's hope that winter brings us the same results.

Last year we introduced you to Custom Spray Tanning by Tan with Kare. This service provides a custom airbrushed glow that can be achieved all year long, without damaging your skin from the suns UV rays. We have received such a great response that we are turning our sauna into another tanning room. This addition will allow us to serve you better.

Throughout the year we added three new services to give you even more options. Last spring, Cyndi, who is not only talented in hair, skin and nails, decided to add Dinair airbrush make-up to her repertoire. The application gives flawless and even coverage that is long lasting. Clients have not only enjoyed the service for weddings and special occasions, but simply a reason to pamper them selves.

This summer we introduced the Shellac nail system which has been a phenomenal hit! A manicure that is chip free and dries instantly, how much better can it get? So much so, that the company that supplies our product, CND, could not keep up with the supply and demand. Those problems are now solved and our clients are loving this new service!

In the fall Darlene was inspired by a client who had received a new service called the Keratin Complex System, and wanted us to be able to offer this service. I personally would not have believed it without seeing how beautiful her hair was, as well as how excited she was. She said that the hours she saves on getting ready in the morning were well worth the \$350 she had spent on the service. This unbelievable treatment reduces frizz and curl by 95% leaving the hair shiny and more manageable. Thanks to Dar her client is now able to receive the service here. Due to Dar's perseverance and researching the best options out there not only are Dar, Tammy, and I certified, but on December 6th several other stylists will be certified too. To view the amazing before and after pictures please go to our website: OptionsSalonSpa.com.

What does 2011 have in store for us? We will do what we always do, be thankful for another year in business, for wonderful clients, and employees that keep us on our toes.

I am wishing you and yours a beautiful holiday season and a year that is new and exciting!

Kathy



New at Options...

Keratin Complex Smoothing Therapy

- ◆ Infuses Keratin deep into the hair cuticle reducing up to 95% of frizz and curl.
- ◆ Leaves hair smooth and shiny.
- ◆ Easier and faster to blow-dry
- ◆ Lasts 3-5 months.

Price starts at only \$350
(includes complimentary Keratin Shampoo and Conditioner to use at home).

Ask about the Express blowout starting at only \$165!

Shellac Manicure

The latest in nail technology! This manicure includes cuticle care, nail shaping, and Shellac polish. It also provides these benefits:

- ◆ Chip-free, 14-day wear
 - ◆ Zero dry time
 - ◆ Mirror finish

Only \$35 plus tax

Why not pamper yourself and upgrade to a Spa Shellac Manicure that includes the sugar scrub exfoliation and hand massage for only \$5 more! French polish is an additional \$2.

DinAir Airbrush Makeup

Airbrush Makeup is a makeup application previously only used by makeup artists for professional photography and celebrities. When you airbrush you get:

- ◆ Flawless, even skin tone
- ◆ Long lasting duration
- ◆ Perfect cover up

Perfect for weddings, parties, and special events!

Only \$40 plus tax



The Secret to Younger Looking Skin

In today's world, we unload our savings on plastic surgery to get the smooth and younger looking skin that every woman deserves. Why spend so much money when you can look and feel just as good, at a fraction of the cost? We believe in 3 concepts, Prevent, Protect, and Maintain!

At Options, we have the perfect product to get you started. Our skincare line imported from Canada, Nancy K. Brown (NKB), will give you these glowing results. It is enriched with the whole aloe plant, allowing the product to soothe, calm, and penetrate without stripping the skins natural oils.

Prevention should start in your 20's; when we look and feel young. NKB has the perfect solution for you, NKB SunDefense Moisturizer. It is an

excellent aide in helping prevent skin damage, premature aging, fine lines and wrinkles, and discoloration from the sun. SunDefense Moisturizer can be used on its own, or mixed in with your favorite foundation. UV protection is not only needed in the summer, but for the winter also. SunDefense Moisturizer will help protect your skin in the winter from sun reflection off the snow, and wind damage due to harsh weather.

Protection should start in your 30's; when we feel young and want to keep looking young. AloCel C, by NKB, has various potent forms of Vitamin C to help stimulate your skin's own natural collagen and elasticity. Pycnogenol is a super anti-oxidant, 100 times more powerful in its ability to fight and neutralize free radicals, then vitamins A, E, and C.

Maintenance should start in your 40s; when we mature, but still want our skin to look as it did in our 20's and 30's. Serum #2, by NKB, is an anti-aging stabilizer with Retinol complex to visibly improve quality, appearance, and texture of our skin. It helps prevent premature aging by diminishing fine lines and wrinkles. It is essential for growth function, and the maintenance of healthy skin.

If you would like to customize your own skin care regimen, one of our Estheticians: Connie, Brandie, Hannah, Carollee, or Cyndi would be happy to help you. Call to schedule your free consultation today 440-331-0084. NKB Starter Kits are also available for only \$40. If you receive a Signature Facial and purchase the same day your kit is only \$20. Limit one per person.

HOLIDAY HOURS

If you have not scheduled your holiday appointment, we encourage you to call at your earliest convenience. Due to appointments already scheduled, we ask that you please bear with the front desk as we do our very best to accommodate you. We will do everything we can to get you in for your holiday appointment. For your convenience, some technicians will be adding hours to their schedules. The following are additions and changes to our regular hours:

Monday, Dec 20	12pm-9pm
Friday, Dec 24	9am-2pm (Christmas Eve) Gift Card Sales
Saturday, Dec 25	CLOSED (Christmas)
Friday, Dec 31	9am-5pm (New Year's Eve)
Saturday, Jan 1	CLOSED (New Year's Day)

Save 30% on all Clearance items in the month of December!

Would you like to know our monthly service and retail specials? Contact the front desk at 440-331-0084 or by email: info@OptionsSalonSpa.com and be put on our email list!

PRODUCT OF THE MONTH SAVE 10%!

January Product of the Month

Aquage Beyond Shine - Reg-\$16.95



- ◆ Ultra -light silicone polish.
- ◆ Smoothes cuticle for maximum light reflection, giving brilliant shine.
- ◆ Can be used with a flat iron or blow dryer.

February Product of the Month

Biofeeze GEL Reg- \$16.99



Long lasting pain relief from:

Arthritis ~ Sore muscles and joints ~ Back pain

March Product of the Month

Nancy K Brown AloeCel C 1oz

Reg—\$39.00



- ◆ Vitamin C therapy Crème
- ◆ Helps skin fight effects of aging
- ◆ Great for ALL skin types



Options Salon & Spa Packages

Give the gift of relaxation and rejuvenation this holiday season with a gift card for a Spa Package at Options Salon & Spa. Available for purchase online at www.OptionsSalonSpa.com

Option One \$115 plus tax

1/2 Hour Relaxation Massage
Signature Facial
Manicure

Option Two \$163 plus tax

1 Hour Relaxation Massage
Signature Facial
Pedicure

Option Three \$205 plus tax

1 Hour Relaxation Massage
Signature Facial
Manicure with Hand Paraffin
Pedicure with Foot Paraffin

Option Four \$116 plus tax

1/2 Hour Relaxation Massage
Petite Facial
Petite Manicure
Petite Pedicure

Purchase the Option 4 Package and receive a \$10 gift card FREE!

Purchase must be made by December 24, 2010

Salon & Spa News

- ◆ Congratulations to Amanda and Dave! They welcomed their first child, Evan Daniel, on October 15, 2010. Amanda will be returning to work on December 8, 2010. Her hours will be: Wednesdays 3pm-9pm, Fridays 3pm-9pm, and Saturdays 9am-4pm.
- ◆ The winner of October's Product of the Month drawing was Virginia Gibson! She won the Aquage pink Finishing Spray and a stylish pink purse.
- ◆ Additional winners of the October raffle for the pink purses were: Debbie Zanotti, Karen Rego, Judy Cullen, and Anna Durst. Congratulations ladies!
- ◆ Kathy, Darlene, and Tammy attended the Keratin

Complex Smoothing Therapy class in September.

- ◆ We have a class scheduled at Options Salon & Spa on December 6 for the Keratin Complex Therapy. The class will be attended by: Celinda, Hollie, Lauren, Rochelle, Robin, and Toni.
- ◆ We would like to welcome Josh to our team of Stylists. Josh worked in a salon in Geneva for 6 years and recently relocated to the Cleveland area.
- ◆ We also want to welcome our new Esthetician and Massage Therapist, Hannah. She is available to take appointments Wednesdays 3pm-9pm, Thursdays 3pm-9pm and Saturdays 9am-4pm.
- ◆ Megan is our new addition to the Front Desk team, and is happy to take care of all your customer service needs. Ashley has taken on a new position as our Saturday Assistant.

How YOU Can Help a Local Family in Need...

This Christmas, Options Salon & Spa has chosen to help a local family in need. Thanks to the Fairview Park City Hall, we will be assisting the family of a 2 year old boy, a 4 year old girl, and an 8 year old girl. We are accepting cash and checks (to purchase Christmas gifts), and gift

cards for Target, Giant Eagle, and Kohl's. Donations cannot be put on a credit card. If you donate a minimum of \$15 you will receive a \$5 Options gift card to use in the month of January (one per person). If you would like to make a contribution please make your

donation at the front desk. For more information please call us at 440-331-0084 and speak to a Salon Coordinator. We will be accepting donations through Dec 22. This season, give a gift of hope!



Happy Holidays from Options Salon & Spa



Here's wishing you all the
joys of the season. We wish
you and your family a
Merry Christmas!

