

Options Salon & Spa

"Spring is in the air at Options"



Letter From Kathy

Spring 2011

Dear Friends,

As you know from past newsletters, spring is my favorite time of year. I look forward to the happiness this season brings, and it comes at a much needed time. The sunlight at 7pm is just what I need to stay energized, focused, and positive. As spring arrives, so have a few new employees. I would like to welcome our new team members: Josh our stylist and pedicurist, Hannah our massage therapist and esthetician, and Emily our salon coordinator. These additions join our dedicated staff, who continue to work hard everyday to make you look and feel beautiful.

I am excited to announce that we will be celebrating our 15th year anniversary April 15th. When Options first opened, one of my goals was to provide my stylists with

training under my favorite educator, Martin Parsons. On February 28, 2011 my dream came true! Ian, a 16 year veteran of the Martin Parsons philosophy, came to Options Salon and Spa for a two day advanced-cutting class. Nearly all of our stylists were able to attend.

Martin Parsons has been an icon in the hair industry for over 35 years, and his school is located in Toronto, Canada. The basis of his teaching provides hairdressers with simple and original techniques. His philosophy is that fashion evokes change and experience changes everything. Martin is a proud Canadian who travels the world from North America, to Europe, to the Orient. These opportunities give him a wealth of knowledge and experience and inspiration through various cultures, colors, textures and photography. His technique is based

on an architectural philosophy to create the perfect haircut or formal style. Martin takes the shape and features of the face into account when designing the perfect haircut. The time and financial investment that we made was well worth it. Ian left us with Martin's main objective: to be educated on these techniques and to be confident in our work, and we are! So when you come in for your next haircut, be ready to know you will be getting one of the best!

Finally, we invite you to help us celebrate our 15th Anniversary! Please stop by the week of April 11th to join in our festivities. Thank you for helping Options Salon & Spa reach this milestone.

Sincerely,

Kathy Wilson

Anniversary Special

*Celebrating our
15th Anniversary!*

Receive 15% off
all retail purchased
April 1 - April 15th

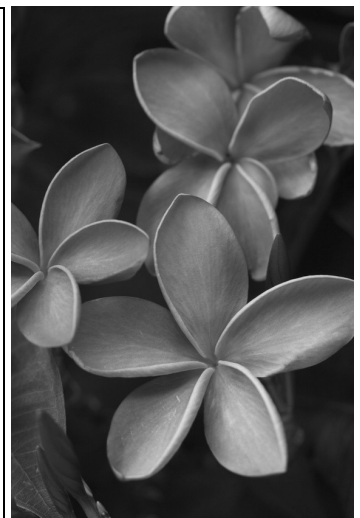
*Purchases cannot be put on VIP retail cards.
Must have receipt for returns.
Expires April 16, 2011

Mother's Day Special

**Petite Package only
\$116 plus tax**

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

Not valid with any other offer or discount.
Gift cards must be purchased between
May 1 and May 31, 2011.
Other restrictions may apply.



Featured Product of the Month

Purchase our Featured Product of the Month and receive 10% off! Additionally, every month we have a raffle to win our featured product of the month. For EACH service you receive, you will earn an entry ticket for the raffle that month. If you pre-book your next appointment, you will also receive a bonus entry ticket.

APRIL

Nancy K. Brown Hydrant Essence 4oz



4oz \$33.90
regular price

Replenishes, restores, and normalizes your skin's essential moisture level.

- Fast absorbing
- Vitamin A & E (powerful anti-oxidants)
- Alcohol free
- Fragrance free

*Bonus April 1st-15th
Extra 15% off
Anniversary Special*

MAY



7 oz \$14.00
regular price

Qtica Sugar Scrubs

Qtica exfoliating scrub goes on like honey and removes dead skin with delicate sugar crystals that dissolve completely to leave behind smooth, softened skin. Available in the following scents: Pomegranate Lime, Eucamint, Vanilla Wild Plum, Mandarin Honey, Cool Mint, Grapefruit Surprise, and Papaya Star.

JUNE



8 oz \$17.00
regular price

Sea Salt Texturizing Spray

Firm hold, volume building styling and texturizing spray.

- Allows you to create messy, random texture.
- Lightweight, while adding thickness and volume.
- Creates a "just left the beach" look.

Keratin Complex Smoothing Treatment

Are you tired of having hair that is unmanageable and frizzy? Do you want your hair to be softer, smoother, and have more shine? Look no further, Keratin Complex Smoothing Therapy is the answer.

This revolutionary smoothing system infuses Keratin deep into the hair cuticle, reducing up to ninety-five percent of frizz and curl leaving the hair smooth, shiny and luxurious. Results typically last 3-5 months. An added benefit to the Keratin Complex Smoothing Therapy is the more you treat your hair, the healthier it becomes. The Keratin builds up on the hair with each treatment leaving your hair:

- Smoother and silkier
- Straighter and shinier
- Easier and faster to blow dry
- Close to being "maintenance-free"

Keratin Complex Smoothing Therapy

encases the hair follicle with a keratinous bond to:

- Promote healing
- Block the effects of humidity
- Prevent environmental toxins from entering the hair.

Keratin Complex Smoothing Therapy is gentle enough to use on all hair types: color treated, chemically processed, bleached or highlighted. Talk to your stylist about how Keratin can prolong the life of your color.

This service starts at \$350 and includes a complimentary 13.5oz Keratin Care shampoo (regular price \$19.99) and conditioner (regular price \$19.99). It is recommended that you use the shampoo and conditioner to ensure optimal results. This treatment lasts 3-5 months.

Depending on the results you are looking for we have another option. The **Keratin Complex Express**

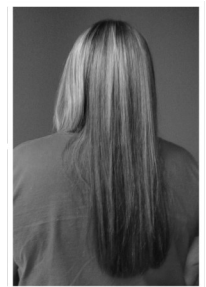
Blow-Out which is a temporary treatment that lasts 6-8 weeks. The price starts at \$165 which includes complimentary Keratin shampoo (regular price \$19.99 and conditioner regular price \$19.99).

Keratin Complex also has a full line of products that can be used on their own, or in conjunction with a Keratin service. For more information on how these products can be beneficial to you, a Certified Keratin Specialist can design a customized hair-care regimen.

Options Salon & Spa Results



BEFORE



AFTER

Monthly Promotions

April Special

Custom Spray Tan

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

*Not valid with any other discounts

**Perfect for Proms and
Weddings!*

Check out the NEW tanning room! Our certified tanning specialists can create that perfect sun-kissed look using this botanical spray tan. Your tan will be customized to your tone specifications, and gives the skin a natural looking tan that is not orange or streaky. This is a healthy alternative to tanning that will last 7-10 days depending on the individual and at-home care.

What to wear during your tan...

You will be in a private room with only your certified spray tanning specialist. You can wear an old or dark colored bathing suit, underwear and/or bra, or nothing at all (we will provide disposable boxers for men). Remember, our specialists are professionals. There is no need to be nervous about receiving this service. Bodies come in different shapes and sizes. Your specialist is looking to ensure the tan is applied evenly to your complete satisfaction.

Pre and Post Tan Kare info is available on our website at www.OptionsSalonSpa.com.

May Special

Mother's Day Special

**Petite Package only
\$116 plus tax**

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

Not valid with any other offer or discount.
Other restrictions may apply.

Looking for that perfect Mother's Day gift? Look no further! Our Petite Package samples a little bit of everything for hours of pampering.

1/2 hour Relaxation Massage: This service focuses on relieving tension in the neck, shoulders and back OR the legs and feet.

Petite Facial: This 20 minute service includes cleansing, steaming, toning, hand and arm massage, and moisturizer. You can also choose to add a mask OR face, neck and shoulder massage.

Petite Manicure: A great maintenance service that includes soaking, shaping, cuticle care, and polish.

Petite Pedicure: Take care of those toes with a service that includes sanitizing, soaking, shaping, cuticle care, light massage, and polish.

Call or stop in to purchase a gift card today or purchase online at www.OptionsSalonSpa.com.

June Special

SAVE \$15!

I hour Relaxation Massage
\$50 plus tax

or

I hour Deep Tissue Massage
\$60 plus tax

Other restrictions may apply.
Not valid towards gift card purchase.
Not valid with any other offer.

Did you know that studies show massage not only makes a person feel better, but also look better? Researchers have found that massage alleviates the stressed out, tight, anxious feeling that transfers to how we look.

Relaxation Massage: A light massage utilizing various stroking, flowing, effleurage techniques. This type of massage will help calm the nervous system and loosen the external muscle system leaving you relaxed, de-stressed, and floating.

Deep Tissue Massage: This massage utilizes rigorous, neuromuscular techniques that isolates individual muscle or muscle groups. This massage will strengthen overworked muscles by bringing blood flow to the muscle to help it work at its maximum capacity.

So, what are you waiting for? Give it a try. Call a member of our Front Desk Team for more details or to schedule an appointment.

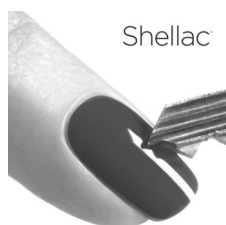
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Options News and Thank You's

- On St Patrick's Day, Cyndi, Lauren, and Rochelle shaved heads to help support St. Baldrick's. St. Baldrick's raised over \$6,800 at this event!
- This May OPI will be releasing their new "Colored Shatter" collection. The colors are: black, white, silver, red, blue, turquoise, and navy.
- Congratulations to the product of the month winners: January—Betsy Musbach, February—Deb White, and March—Jay Varady.
- This quarter we will be raising money for "Team Stephanie" for the ITP Foundation. For more information or to make a donation see the Front Desk.

Shellac™ Manicure

Tired of spending money on a manicure that doesn't last? The Shellac manicure is the perfect solution! This revolutionary product combines nail polish color and gel to create a long lasting, chip free, soak-off gel manicure that can be removed in minutes. This manicure is a "dry manicure" that includes nail maintenance, cuticle care, and polish application. It's benefits include:



- 14-day wear
- Zero dry time
- Mirror finish

Call to schedule your appointment today and discover how your nails can always look neat, polished, and the perfect accessory!

Shellac Manicure: \$35 plus tax
Shellac Removal: \$10 plus tax
Shellac Removal and Re-apply: \$35 plus tax
(removal is complimentary)
****Check out the 12 NEW colors!**

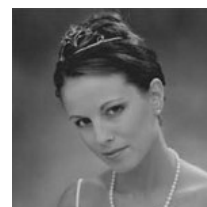
DINAIR® Airbrush Make-up

Airbrush make-up is a specialized make-up application previously used by make-up artists for professional photography and celebrities. It is a technique of applying make-up through an airbrush sprayer, which finely mists on foundation and color giving you a natural, flawless, durable picture perfect skin. It is perfect for weddings, parties, and special events.

When you airbrush you get:

1. Flawless, even skin tone.
2. Perfect cover up
3. Long lasting duration

Dinair is water-based, waterproof, and silicone free! It is long lasting and great for all skin types. The paramedical foundation is great for acne, scars, pigment issues, and sun damage.



Consultation and bridal trial: \$40 plus tax
Make-up Application: \$50 plus tax