

November, 2005

What's New?

- **Gel Eyeliner! It's one of the coolest new makeup trends! Applied with a synthetic brush, you get a dramatic line or smoky smudge!**
- **Our Limited-Edition Holiday Collections are here! They will be showcased at the Open House—see pg. 4 for details!**
- **OPI's Holiday Collection is here! We have cute mini's available.**

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The Glow Gazette

Flaky Skin?

There are many ways to prevent and treat dry skin. Try working from the inside out. Drink lots of water and reduce caffeine intake (caffeine is a diuretic and therefore causes fluid loss and contributes to de-hydration). Use tepid water when bathing as hot water can be drying to the skin. Also, use a moisturizing cleanser rather than a drying soap product. An exfoliant is essential to remove dry, flaky skin from the face and body.

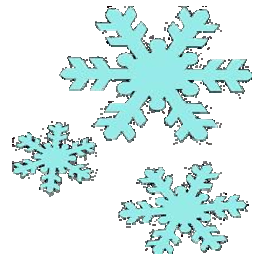
After bathing, use a moisturizer all over to help seal the moisture into the skin. A moisturizer containing humectants will be even

more beneficial as these act as “moisture magnets” and help the skin retain moisture. Two of the most common are Hyaluronic Acid and Sodium PCA.

More attention should be applied to the skin on the face, hands and feet. (The face and hands get more exposure to the elements and the feet just get trampled on...) Use a rich cream daily on heels to combat dryness and regularly use a callus file to prevent dry skin build-up. On the hands, use a rich, sun-screen-infused product at least once daily and add a cuticle treatment 2-3 times/week. For the face (a.m.), use a rich, sun-

screen-infused product and (p.m.) an even richer night cream. Products with ceramides are particularly useful here, because they form lipid barriers on the skin to hold in moisture (much like our skin does naturally in normal circumstances).

Also, be sure to add an eye cream, lip balm, and specialty dry skin product (like our rescue balm) to your arsenal this winter to combat every potential dry skin problem!



November Philanthropic Cause: VH1's Save-the-Music



VH1 SAVE THE MUSIC FOUNDATION

The VH1 Save The Music Foundation is a non-profit organization dedicated to serving elementary school children of all backgrounds and diversities. In its capacity as a public charity, the Foundation operates in affiliation with, but separately from, VH1 the cable music channel.

The VH1 Save The Music Foundation provides a unique service in its efforts to improve the current state of education. The Foundation works directly to support only music education programs and does not provide any money to the school or school district. Instead, The Foundation provides complete band, string, keyboard, or guitar programs to benefiting schools. It is our belief that by providing instruments and not funding, our contribution will be used for its intended purpose: the restoration of public school music programs. *-Taken from their website.*

Please visit the VH1 Save-the-Music website www.vh1.com/partners/save_the_music/home.html for more information on how you can help support this important cause. Also, turn to page 2 to see how we can help make a difference together!

Products & Services for the Cause:

Besides going on to the Save the Music website and giving a monetary contribution, or volunteering your time, here's what you can do to help!

- Come into the salon and make a monetary contribution. For every \$10.00 you donate, you'll be entered into a drawing for a \$50.00 Polished Salon/Spa Gift Certificate.
- When you purchase Bed Head Superstar Thickening Lotion or Headbanger Spray Wax from us during the month of November, we'll donate \$2.00 per bottle to Save the Music.
- Come in for Balyage (painted-on) Highlights and we'll donate \$5.00 of the service price (\$25.00) to Save the Music.

October cause update—Together we raised \$154.80 for the Susan G. Komen Foundation!!! That's awesome! Thank you all for your support of this effort!! Kim Ashmore is our \$50 Gift Certificate Winner for the direct donation drawing!



Feature Product: Got Polish? Pumpkin Scrub

Need to get rid of some cool-weather dry skin? This is one of the best-smelling ways to do it! This fabulous scrub looks and smells just like pumpkin pie batter. It contains finely-ground apricot kernels and walnut shells that act as manual exfoliants and the pumpkin enzyme works to break down the dead skins cells on a chemical level. Much like our Exfoliating Enzyme Scrub, but with a stronger "scrub". The best part, you can get your pumpkin pie fix with no calories!!!

Regular Retail Price: \$15.95 Monthly Feature Price: \$12.95 (through 11/30)

Feature Service: Holistic Facial

This facial features our Holistic Skin Care line and is perfect for helping to combat the challenge of cool-weather induced dry skin and to help reduce holiday-season induced stress! All the products utilized in this service are aromatherapeutic and employ many natural ingredients to cleanse, exfoliate, moisturize, and pamper your skin. The process is similar to our European Facial—cleansing, exfoliation, extraction, massage, masque, and moisturizing. It also includes and foot & hand massage and an eye treatment.

Regular Service Price: \$55.00 Monthly Feature Price: \$45.00 (through 7/31)

Beauty Tip of the Month:

For efficient skincare, keep "time-consuming" and messy products such as exfoliants and masques in the shower. Apply them after cleansing and let them process while shampooing, shaving, etc., then simply rinse them away. You'll save valuable time and have great looking skin!



November Beauty Seminar

Our Beauty Seminar this month is Polished Party Prep. I'll show you how to get gorgeous for a special occasion whether you have a month, week, day, or hour to get ready! Never miss another event because you "can't possibly be ready to go in time!" We'll cover special hair styling

methods for both short and long styles. I'll share makeup tips & tricks to have you glowing in a snap. I'll also divulge a few other secrets for pulling together the whole package in no time flat—so even if you don't have time to come see me, you'll look like you did!



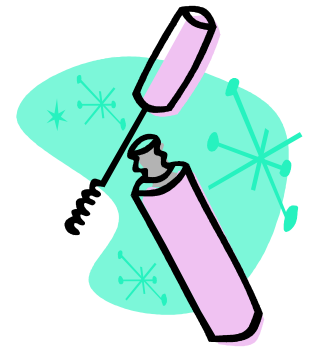
The Details:

Where: Polished Salon/Spa

When: Thurs. Nov. 17th 7:00-8:30 or Sun. Nov. 20th 2:00-3:30

Cost: Free!!

Please choose the session that is convenient for you and pre-register. Each session is limited to 5 participants!



"Like anyone else, there are days I feel beautiful and days I don't, and when I don't, I do something about it."

- Cheryl Tiegs (O Magazine, 05/04)

Customer Appreciation Month!

Don't forget! November is Customer Appreciation Month! You'll receive 20% off everything! Services, Products, Gift Certificates, etc! Get started on your holiday shopping and stock up for yourself to save year-round!



We'll also be doing 4 weekly drawings for prizes! You'll get one entry per service and/or product purchase.

FYI—the salon will be closed from Nov. 23rd-Nov. 27th to celebrate Thanksgiving! For the purposes of the drawing, Nov. 21-22 and Nov. 28-30 will constitute 1 week.

Ingredient Spotlight: Glycerin

That's one rockin' moisturizer!

AKA: Glycerine, Glycerol

Sources: Hydrolysis of Fats (natural) & Propylene (synthetic)

We offer: Numerous hair conditioners, styling products, and skin care products

Did you know?: It is used to produce nitroglycerin which is used both as an explosive and as a vasodilation medication for heart patients!

Benefits: Studies have shown that glycerin

- Is a humectant that has water-binding capabilities and pulls moisture from the air.
- Has the ability to facilitate enzymatic reactions in the skin which enhance exfoliation.
- Softens hair and skin.
- Is also used as a solvent, plasticizer, emollient, and lubricant.

For more information: (Sources) The Hair-Care Product & Ingredients Dictionary by John Halal.; Don't Go to the Cosmetics Counter Without Me by Paula Begoun; What's in Your Cosmetics? By Aubrey Hampton; Mi-lady's Skin Care & Cosmetic Ingredients Dictionary 2nd Ed. by Natalia Michalun; and <http://en.wikipedia.org>





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Our Mission:

To provide our clients with high-quality products and services to polish their self-image as well as to promote the health and vitality of the hair, skin, and nails while also providing relaxation and stress relief for the mind and body.

We also pledge to utilize continuing education opportunities and to research the latest product/styling innovations to provide you with the best. We also relish feedback from you as to how we can serve you better. We may not always be able to immediately implement ideas and changes that you suggest, but they are a very important factor in determining our current success as well as plotting our future course! Please let us know what you like or feel needs improvement regarding our facility, products, services, etc. We love to hear from you!



Holiday Open House!

Come celebrate the holidays with us! We have some limited edition items, clearance items, stocking stuffers, and just fun stuff to help you get into the spirit!

We'll be having two sessions of our Open House to better work with your busy schedules!

When: Thurs. Dec. 1st from 5:00-9:00
and Sat. Dec. 3rd 12:00-6:00

We'll have snacks, give-aways, prize drawings, and other cool stuff—including (but certainly not limited to):

- 3 New Limited-Edition Makeup Collections!!! Holiday Sweets (Coffees, Chocolates, etc...); Holiday Shimmer (Silvers, Whites, Lt Pinks, etc.) ; and Holiday Fling

(Warm, Bright, Brazen colors). There are new products to go with the new colors and you'll love them all! They are only available to order during the Open House (though a few of them will return with the release of our re-vamped line next spring!) so be sure to get by and check them out. They will be available individually and in gift sets.

- Sale & Clearance Items—This will include some of our Kypris label leftovers and some items that we are no longer going to regularly carry.
- Stocking Stuffers—We'll have lots of sample-size items for all those stock-

ings you need to fill—as well as for your travel or new item fix!

Ordered items will be available the week of Dec. 12. We'll also have a variety of gift-wrap options to add onto your order if you like! We want to help you have a happy, stylish, and stress-free holiday season!

We look forward to seeing you!

