

October, 2005

The Glow Gazette



What's New?

- **Holiday Party Packages! Let us get you "Polished" for your holiday social event! Check out page 4 for more details!**
- **Bed Head's Spoil Me—a smoothing, antistatic defrizzer. Also offers light hold and is an excellent 2nd day restyler.**
- **Creative Nail's Rejuvenator. A copper-peptide cuticle treatment that helps damaged skin repair itself. A must for winter dried skin!**

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Think Pink! Susan G. Komen Breast Cancer Foundation

October is Breast Cancer Awareness month and we are going all-out pink for the occasion. A woman's risk for breast cancer is 1 in 7 (over her lifetime—risk increases with age) and it is the 2nd leading cause of death among women (behind heart disease). Because our industry (salon/spa) is predominately women, this a problem I felt compelled to take a bit greater effort with as our Cause-of-the-Month goes... See below for ways you and I together can help make a difference!

The Komen Foundation website www.Komen.org is an excellent resource for information. I urge you to check it out when you have a few minutes. The foundation applies less than 10% of donations to administrative fees and the remaining 90% is used for treatment, education, fundraising, etc.

Here are some other ways you can help with this cause:

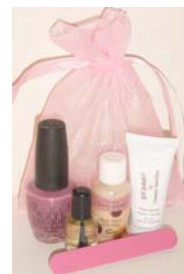
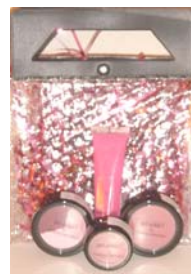
<http://www.target.com> (look for Share Beauty Spread Hope)

<http://breastcancerawareness.theshoppe.com/>

<http://www.pinkribbonshop.com/>

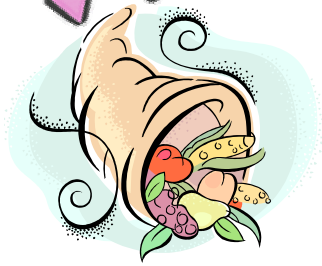
Here's how we can help together! Come in during the month of October and:

- Wear **pink** for your appointment—get 10% off your total bill and 10% of the remainder will be donated to the foundation.
- Purchase our Pink Ribbon Cards for \$1.00— 100% is donated to the foundation.
- Purchase any Pink OPI nail polish and \$1.00 (per bottle) will be donated.
- Purchase any "Pink" TiGi product and \$2.00 (per bottle) will be donated.
- Purchase any item from our "Think Pink" jewelry collection and 30% of the price will be donated.
- Purchase any of our Think Pink Gift Sets and 25% of the price will be donated.
- For every \$10.00 in direct donation you make through us, you'll be entered into a drawing for a \$50.00 Polished Salon/Spa Gift Certificate!





November—a month of Thanksgiving



What are we thankful for? **YOU!** November is our Client Appreciation Month—and to show our appreciation, we are offering you 20% off everything. Services, Products, Gift Certificates too! (Remember, you can buy them for yourself to get that price for one year from date of purchase!)

We'll also be doing weekly prizes—for any purchase, you'll be entered in the drawing!

- Week 1) Litre Size of Self Absorbed Shampoo & Conditioner
- Week 2) Gift Certificate for an Ultimate Manicure
- Week 3) Powertrip Gel, Hard Head Spray, & Girl Toys from Bed Head
- Week 4) Gift Certificate for a European Facial



Feature Product: OPI Nail Envy

This natural nail strengthener comes in 5 formulas for the perfect remedy for problem nails. The Original and Matte formulas offer protein for weak nails. The Soft and Thin formula offers calcium and sea minerals. The Dry and Brittle formula offers moisturizing and antioxidant vitamins E & C. The Sensitive formula offers kukui nut oil and aloe vera.

Regular Retail Price: \$14.95

Monthly Feature Price: \$11.95 (through 10/31)

Feature Service: Hollywood Multi-Color

The ultimate in sophisticated hair color! We begin with a single-process (all over) color to balance base color. We then add multi-dimensional foil high/lowlights throughout and finish with a luster + gloss for perfect tone and unparalleled shine.

Regular Service Price: \$125.00

Monthly Feature Price: \$100.00 (through 10/31)

Beauty Tip of the Month:

To make hair behave during the cold, dry winter months approaching, start increasing the amount of moisture applied. Add a leave-in conditioner or heavier rinse out. Salon or at-home treatments are a perfect way to combat dryness. Also, use an antistatic hair product or Static Guard on your brush to eliminate fly-aways.





Beauty Seminar: Basic Skin Care Regime

Want great skin without spending a lot of time or money? This seminar is just for you. Together, we'll determine the minimum products/routine necessary for you to get and maintain smooth, clear, healthy skin.

We'll cover:

- How to choose the appropriate products based on your skin type and needs.
- How to utilize your products in the most efficient, yet effective way possible.

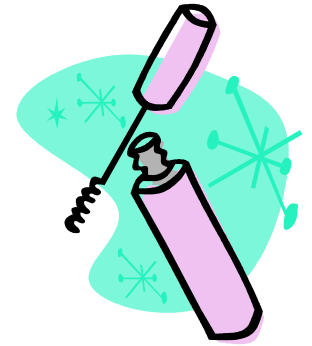
The Details:

Where: Polished Salon/Spa

When: Thurs. Oct. 27, 7:00-8:30pm or Sun. Oct. 30, 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!



Makeover of the Month

So, how brave do you feel? If you're up to it, I'd like to offer you a completely complementary Color, Cut, and Makeup Application! The catch? And, yes—it is a big one. You'll be completely at my mercy! However, you'll get a whole new look—for FREE! To maintain your new look, you'll also get a 30% discount off any products you purchase the day of your makeover. Plus, you'll get a write-up here the following month. We'll outline how we achieved your new look (so everyone can start to copy it!) and provide before & afters! So, who's game? Keep in mind, I'm only offering one makeover opportunity per month! Just let me know if you're interested!

Ingredient Spotlight: Tea Tree Oil

Tea Tree Oil is a popular essential oil used in the spa industry today. It was discovered in 1770 by then Lieutenant Cook (of the British Royal Navy) and Sir Joseph Banks (a botanist on the expedition) who brought the leaves to England.

AKA: Melaleuca Alternifolia

Source: Melaleuca Alternifolia Plant

We offer: Paul Mitchell's Tea Tree Shampoo, Conditioner, and Moisturizer; Our For Men Shaving Gel; Pure Tea Tree oil is utilized in our professional brow enhancement service.

Benefits: Studies have shown that Tea Tree Oil:

- has antiseptic and germicidal properties.
- helps treat yeast, fungus, and skin disorders and infections.
- exhibits positive benefits against psoriasis, eczema, and dermatitis.

Did you know? The Melaleuca Alternifolia plant only grows in the northeastern corner of Australia.

For more information: What's in Your Cosmetics? By Aubrey Hampton, and Milady's Skin Care & Cosmetic Ingredients Dictionary 2nd Ed. by Natalia Michalun.

"Ninety percent of how you look is how you feel about yourself and the other 10 percent is probably posture. I think that when you do something like have a facial, you just feel special."

—Marcia Gay

Harden





Beauty. Image. Style.



Contact us:

On the web-
www.BePolished.com

On the phone:
(919)274-6174

Snail Mail:
1134 Ivy Lane
Cary, NC 27511

Email:
Carla@BePolished.com

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 Party Packs

Our Holiday Party Packs are designed to have you looking and feeling gorgeous for your special event. They combine efficiency and discounts to get you to the party quickly and guilt free! We have a variety to meet every schedule and budget! Enjoy!

Basic:

- Shampoo/Blowdry
- Nail & Toe Polish Change
- Full Makeup Application
- Regular Service Total: \$75
- Regular Time: 1 Hr. 30 Min.
- Package Price: \$65
- Package Time*: 1 Hr. 15 Min.

* Packages are scheduled for maximum efficiency without compromising service quality. (Good thing I'm an excellent multitasker!)

Deluxe:

- Special Occasion Styling
- Nail & Toe Polish Change
- Full Makeup Application
- Hand & Foot Paraffin Dip
- Hair Treatment
- Regular Service Total: \$130
- Regular Service Time: 3 Hrs
- Package Price: \$110
- Package Time*: 2 Hrs. 30 Min.

Ultimate:

- Special Occasion Styling-Updo
- Ultimate Manicure
- Ultimate Pedicure
- Brow Wax
- Hair Treatment
- Lustre + Gloss
- Full Makeup
- Regular Service Total: \$240
- Regular Service Time: 6 Hrs.
- Package Price \$200
- Package Time*: 4 Hrs.