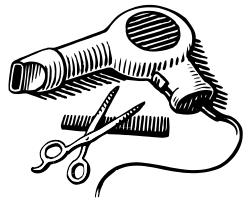


SALON VOGUE OF LONDON NEWSLETTER



SALON VOGUE OF LONDON

September 2014



BRAZILIAN BLOWOUT!!



CERTIFIED SALON

Through the use of innovative and breakthrough bonding technologies, these treatments actually improve the health and condition of the hair by creating a protective protein layer around the hair shaft to eliminate frizz and smooth the cuticle.

The end result is smooth, healthy, frizz-free hair with radiant shine!

What makes our professional smoothing treatments different?

They are the **ONLY** Professional Smoothing Treatments that actually improves the health of the hair.

No Damage!

No down time! The minute you leave the salon, you can wash and air dry your hair, workout, put your hair in a ponytail or clip and it will be smooth, frizz-free and radiant!

Results last up to **12 weeks**.

Leaves hair **smooth, shiny, and frizz-free!**

Açai aftercare products ensure longest lasting results.

(Read rest of article Q & A on page 3)

Featured Stylists

- OUR FEATURED STYLIST OF THE MONTH.

FALLON YADEN



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Next Best Look!

By: Sara Branson

One popular question asked amongst a hair salon is, "what color look best on me?". I think we can all agree that hair color plays a major role in completing our look. It allows us to dive deep into our creative side and to better por-

tray ourselves as individuals. If you're looking to discover your "next best look", keep reading!



Things to consider before you make the plunge:

- What's your style
- What's your skin tone
- Eye color
- What can your hair handle
- Maintenance

(Read rest of article page 2)

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Next Best Look

What's your style?

Style is how we best define ourselves. Rather you be high maintenance, low key (natural) or eccentric (playful); there's a hair color for you. From professional experience, if you're a client who visits the salon on a regular basis (4-6 weeks), you are more likely to upkeep a high maintenance look. If you're a client who doesn't visit the salon but every several months, a low-key (natural) look is best suited. An eccentric profile is most common in clients who like to stand out from the crowd and play off their individuality a little more. What's your style?

What can your hair handle?

No one knows your hair better than you do. How much heat do you use daily? How often do you receive chemical services? Consider your hair texture when choosing a color. If you're naturally fine in texture with light / medium thickness, you wouldn't choose harsh bleach every 4-6 weeks. What's the porosity of your hair? Porosity helps factor how your hair will react to color. How's the elasticity (damage) of your hair? If you don't know all the answers to these questions, include them into your client / stylist consultation.

Who's ready for their next color service? Be confident in your choice and if you're still uncertain, ask your stylist. Be open to suggest and it never hurts to bring a visual to your consultation. Communicate your ideas, and be on the same page as your stylist. A consultation that ends with deep understanding will have you well on your way to your

“NEXT BEST LOOK!!”

**“SORRY
LADIES,
ROOTS
ARE FOR
TREES!”**



To determine your skin tone, focus on the veins at your wrist.

Skin tone

When choosing a hair color that's best for you. Knowing your skin tone can be beneficial. To determine your skin tone, focus on the veins at your wrist. If your veins are more green, you're considered a warm skin tone. If your veins are more blue, you're considered a cool skin tone.

Green -> Warm -> bronze, golden, red tones

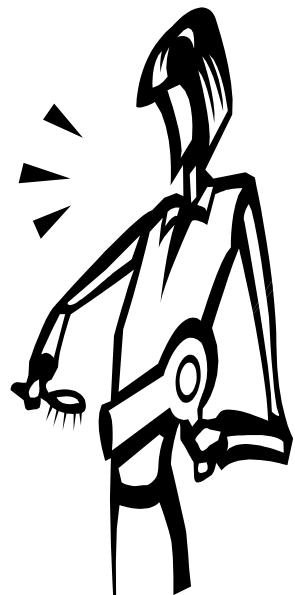
Blue -> Cool -> ashy, bluish, icy tones

Eye Color

In addition, eye color is another factor to consider. Choose colors that will enhance your beautiful baby blues or one that will make your soft hazels, “POP!”

Maintenance

Lastly, when it comes to hair color, how much are you willing to invest? Up keep plays a significant role in choosing your “next best look”.. Sorry Ladies, ROOTS ARE FOR TREES!! The estimated time for in between color services is approximately 4-6 weeks. Depending on how quick your hair grows. Time may vary. Once you start seeing a line of demarcation (roots), it's time to visit your stylist. You're not going to choose a head full of gorgeous blonde locks if you don't visit the salon but every 3 – 4 months. Keep it practical! In order to keep your look fresh and always at its best, you have to upkeep it.



SALON VOGUE OF LONDON NEWSLETTER

Brazilian Blowout Q&A

Q. Who is the best candidate for the Brazilian Blowout?

A. It has been our experience, that good candidates for the Brazilian Blowout are anyone who has frizzy, damaged or processed hair. We have performed the treatment on every hair type (fine/course/frizzy/curly), as well as hair that has been permed, Japanese straightened and extensions. In doing so, we have found that with proper communication and a well considered application, everyone can benefit from the Brazilian Blowout smoothing treatment.

Q. What kind of look will you get from the Brazilian Blowout?

A. The hair will be left totally frizz-free, shiny, effortlessly manageable and with plenty of body and bounce. There will still be the option to wear hair curly/wavy (depending on the hair type) and the freedom to blow dry hair smooth and straight in a fraction of the time invested prior to receiving the treatment.

Q. Can I still receive a Brazilian Blowout if I have highlights and/or color?

A. Yes, the Brazilian Blowout will actually improve the health of color-treated/highlighted hair by conditioning the hair while sealing the cuticle for enhanced color, reduced frizz and radiant shine.

Q. Is the Brazilian Blowout going to make my hair straight?

A. If your hair is wavy, the Brazilian Blowout will make your hair appear naturally straight and healthy. If your

hair is very curly, it will minimize frizz while enhancing the appearance of the natural wave/curl. If you have straight, frizzy hair, this treatment will eliminate frizz and promote radiant shine.

Q. How long does the Brazilian Blowout last?

A. The Brazilian Blowout will last for 10-12 weeks if the Açaí After-Care Maintenance product line is used. The Brazilian Blowout is a cumulative treatment, in that the more you receive it, the healthier the hair will be and the longer the result will last.

Q. Can you apply the Brazilian Blowout directly on top of other relaxers and strengtheners?

A. Yes. The Brazilian Blowout actually works best on chemically treated hair, and helps to improve the hairs condition by fortifying each strand with essential amino acids. The Brazilian Blowout works great directly on top of a relaxer. Perform the relaxer first, Brazilian Blowout next, and then neutralize at the very end of both treatments.

The Brazilian Blowout is great to perform when someone is trying to move away from having relaxers or Japanese straighteners. It puts movement back into the hair, allowing the hair to look its best.

Q. Will my hair lose volume if I receive the Brazilian Blowout?

A. No, your hair will not lose volume as a result of receiving the Brazilian Blowout. Your hair will maintain its natural volume and you will still receive great bend and memory when blow-drying and/or using a curling iron.

Q. Can you color your hair the same day you receive a Brazilian Blowout?

A. Yes, however, you must color your hair prior to having the Brazilian Blowout smoothing treatment.



Before and after of a In house blowout. The blowout is a great service to seal in those BOLD fashion colors.



“..THE BRAZILIAN BLOWOUT ACTUALLY WORKS BEST ON CHEMICALLY TREATED HAIR, AND HELPS TO IMPROVE THE HAIRS CONDITION ...”



A MERGE OF CREATIVE FORCES UNDER ONE ROOF!!!!

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Featured Stylist of the Month



FALLON YADEN

Graduated from Tri-State Institute of Hair Design
Received the Top Stylist Award !

Fallon is experienced in working with all hair types from men, women, and children. Some of the services she provides includes Cuts, Colors, Perms, Up-do's, cosmetics, waxing, straight-razor shaves, and in-salon or on-location wedding and pageants.



We're on the web!
www.salon-vogue.com

Transformation
Stylist



Sara Branson

www.twitter.com/SalonVogueKY www.facebook.com/SalonVogueOfLondon

Transformation of the MONTH!

Before and After Transformation of the Month..

This client came in Ready for a change "MAKE ME FEEL BEAUTIFUL AGAIN".. Before 2-3 inches of new growth with washed out ends. Her hair appeared dull and lifeless. After; spiced up look with a beautify deep mahogany. The color itself added shine and pigment back to her hair. She came in blah! and left ABSOLUTELY VI-BRANT! We trimmed and reshaped her layers to help eliminate further breakage and add volume..



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(Add to Monthly Newsletter) to SalonVogueOfLondon40741@gmail.com