



Welcome Spring...

It's time to renew, refresh and embrace! Remember the old saying "April showers bring May flowers?" Well, at Lavish we say: "Color is in bloom and your hair should blossom too." Let us fill you in on what's new and what's news, so...get ready to get the scoop!

Extra, Extra Read All About It...

Hi everyone, I'm Rochelle and I'm in charge of Public Relations. I'm thrilled to have the opportunity to use my creativity as well as to work with Tracey and the Team - what a great group! Tracey and I collaborate on writing ads and composing the Lavish Newsletter, and we collectively brainstorm to come up with clever new ideas and fun games. We hope you enjoy participating in our promotions and reading Lavish Living. Don't miss this edition's Jumble and please make sure to check out Tracey's exclusive new column, Tracey Explains It All. Thanks again, and if I haven't already met you at the salon, I look forward to doing so in the near future.

More New Faces...

We are continuing to grow and we are very excited about it! One of the great things about welcoming new team members is that we are able to offer our guests more options, as well as an even higher level of customer service.

Barb Janzen decided to return to her "cosmetology roots" after working for Nordstrom and being affiliated with the fashion industry for the last 18 years. Barb specializes in manicures and pedicures and is particularly fond of the new soak-off nail lacquers. She is excited to be back in a salon atmosphere, and clients will find her warm and charming, as well as very talented when it comes to creating beautiful nails. She's a lot of fun to have around and she exudes positive energy and harmony throughout the salon. In her personal world, Barb is a wife and mother and she and her husband Keith have three children.

What We've Been Doing...

Since our last newsletter Lavish Color Salon was fortunate enough to be selected by Kim Crow, Plain Dealer Fashion Editor, for yet another Plain Dealer fashion photo shoot. November 9, 2009 marked the day that Tracey and the team created fabulous hairstyles for models posing in the spread titled "Holiday Fashion 2009." The newspaper also featured an additional section with more exclusive shots, along with an in depth interview with Tracey. I must say that it was all very impressive and many accolades were received.

On a very special note, Plain Dealer photographer/illustrator Andrea Levy earned a silver medal for her photo illustration "To Prom to prom" which featured our very own Diana, last May. The award was presented at the Society for News Design's 31st annual Best of Newspaper Design Creative Competition. Our heartfelt congratulations go out to Andrea and we are very proud that we had been selected by Kim Crow to participate in the shoot.

Tracey's talents led her to an International Hair Show in Puerto Rico in November where she was very well received. After returning home, Tracey and the team entertained casting calls for models to appear in upcoming internal and promotional photo shoots. These were shot in December and January at the salon, and as Tracey explains, "This exercise puts the whole team through even more intense color correction training, which in turn helps us to better handle any color challenges that our guests may face." Look for these new photos which will be posted very soon on our website.

Our holiday newsletter showcasing the Team's favorite food & drink recipes along with favorite nail and hair tips was a big success. We definitely plan to repeat this format in the future. If there are any other beauty tips or recipe themes that you would be interested in seeing, please let us know - we love hearing from you.

On Friday, January 22, Diana, Stephen, Denise and Lora headed to the Parkside Church in Chagrin Falls to participate in a "SPA Night Out for Moms" event hosted by the church. Our ladies and gentleman provided hand massages and extra special pampering to more than 500 women. The team members felt good about making others feel good, and the participants felt good cause our team made them feel good!! The event was very successful and we would love the opportunity to participate in similar ones, so, if you think that your religious organization, school or club may be interested in hosting something like this, please let one of us know.

On February 1, Lora and Lindsey traveled to the Joan of Arc School in Chagrin Falls to provide its teachers with relaxing hand and arm massages. Hired by our very special guest Shelly Dibacco, the duo was there to show Shelly's appreciation to her staff and to thank them for doing a wonderful job. Shelly reported that the teachers gave Lindsey and Lora each a gold star as well as an A+ for their top-notch work!

On Friday, February 5 we participated in the "Respect: Pass It On" event held at Nordstrom. The evening included a fashion show, and was presented by the Cleveland Cavaliers along with Nordstrom to promote awareness on domestic violence, and how to prevent it. There was a silent auction, to which Lavish donated a "Lavish Your Lover" package. The lucky winner was *Lori Yaeger* of Solon, and our congratulations go out to her. Also, congratulations to the promoters of the event for their involvement and for donating the proceeds to the Domestic Violence Center.

And more on our Valentine's Day special this year, "Lavish Your Lover," which turned out to be quite a hit. The \$99.00 package including: a luxury pedicure & manicure, a mini facial, a Mirabella make-up application, a chemistry conditioning treatment and a blow-dry style appealed to gift givers and their recipients, as well as those of you who treated themselves to it!

March Madness made another "mad" appearance at the salon this year with our famous basket-bowl filled with mini numbered basket-balls. We hope you all enjoyed playing and winning. The best thing about our March Madness game - everyone is a winner!

Along with March Madness, we had some fun with March staff birthdays. Can you believe that five of us were all born in the 3rd month of the year? We hope you enjoyed playing our March Birthday Match Game, and congratulations to the following guests for correctly solving the puzzle and being the first five to submit their answers:

Kim Joseph, Jennifer Sabol, Kathy Tolchinsky, Kelly Canzone & Dawn VanderNeut

March 1st marked the end of the “Sleeves for the Environment” drive. Thanks to all of you we managed to collect oodles of Caribou cardboard coffee sleeves, which we donated to the Beachwood High School Ecology Club. The project proved to be very successful for Lavish as well as for Brian Fuller and his staff at Caribou Coffee at La Place. Our guests enjoyed discounts at the salon and free drinks at Caribou, so all in all everyone benefited! We can’t wait to see what the Ecology Club created with their donated sleeves, so be sure to catch them at the upcoming Green Showcase on April 16th between 1:00 - 7:00pm at the Beachwood Recreation Center. There will be numerous “green” vendors at the fair. For more info please contact Jason LeDonne at the Beachwood High School.

So, we are all “sleeveless” now, which isn’t a bad thing since the weather is finally turning - yeah warmth and sunshine!!!

And the winner is...

Congratulations to *Lauri Ross* of Orange Village who was the big winner of our pre-book contest. Lauri is thrilled to have won \$50.00 a month worth of services for a year, just for “Booking 2 and Keeping 2.” Who wouldn’t want to be in her shoes??? The moral of the story: make sure you enter our 2+2 sweepstakes the next time we offer it!

Team Triumphs...

Congratulations to Lindsey who graduated from our Associate Training Program on November 11th, 2009. Lindsey’s talents and determination have also earned her a Lavish Master’s Certificate, and we can’t be more proud of her accomplishments. Lindsey, we truly appreciate your passion and dedication.

You may have noticed that Briana has emerged out of her shell and has left the confines of the front desk to be on the design floor. She recently passed all of her customer care goals and has earned the right to be working alongside her fellow Lavish stylists as an Associate. The Team also voted her *Most Improved Team Member!* Briana is quickly working through her Associate Training Program and before long she will earn the right to spread her wings and become a full-fledged Stylist. Congrats B B, you’re doing a great job!

Tracey and the team are dedicating even more hours to in-house advanced training, so if you’ve popped in and witnessed our cutting classes, or if you’ve noticed bodiless heads floating around the salon getting styled, well... more knowledge, more practice means: “The better to service you with, my dears!”

Finally, applause, applause for Stephen and Diana who have been diligently working to move up from their current positions as Stylists to the next level of Designers. They are both very motivated and extremely talented and are on the verge of reaching their goals, so please join us in cheering them on!

Relax...

Are you finding that it's harder these days to leave the lather lounge because the magic fingers that are massaging luxurious suds through your hair are sending you to a state of supreme relaxation? Well, there is a reason for that. The team participated in a Reiki Workshop with Rowan, a licensed Reiki Practitioner and local yoga instructor. The art of Reiki involves the transference of healing and positive energy through the palms of the hands, so not only are you getting an amazing shampoo, you are also receiving a dose of tranquility.

Tracey Explains It All...

Spring is finally here and to kick off my exclusive new column, I thought it would be fun to focus on color, specifically the kind you wear on your face. I always find that spring is the best time to renew and redirect, kind of a spring-cleaning of the mind and body. What better place to start than with your make-up. Cosmetics do in fact expire, and how many of you out there have blushes, foundations, eye pencils, mascara etc. that have totally out-lived their prime? Colors and pigments fade over time and mascara as well as eyeliner can develop bacteria, which is harmful to the eyes. Actually, to avoid any problems, mascara should be changed every 3 months. Now is the time to take inventory of your make-up drawer and decide what still has some life and what needs to go to cosmetic heaven! Some of the hottest trends in eye shadow colors this spring are luminous shades of apricot, aqua infused teals and purple visions of violet. Our team will be more than happy to assist you in selecting new and exciting fashion shades to compliment your hair and the season, so release and revive!

My column will be a new addition to our newsletter, and as always, I love to hear from you. If you have a specific subject or question that you would like me to address in the next issue, please email me at

tracey@lavishcolorsalon.com. If your question is picked you will receive a complimentary manicure and your name will be featured in this column with your permission, of course.

Upcoming stuff...

Don't forget to check our monthly emails for specials and promotions as well as our notice board when you walk into the salon. We are always planning surprises, so don't miss out on the fun.

Thanks...

Well, this marks the completion of the 4th Lavish Living Newsletter. We hope you enjoyed it and as promised, below you will find a new “Lavish Jumble.” This time, the first ten guests to solve the puzzle will receive 5000 Lavish Loyalty Royalties to kick off our new loyalty rewards program. (For details please contact one of our team members). Email us your answers ASAP and we will let you know if you are a winner! On behalf of the entire Lavish family, enjoy your summer and thank you again for making Lavish Color Salon a part of your lives.

“From Our Hearts To Your Hair” Tracey & Rochelle

LAVISH JUMBLE

Unscramble the following seven words. Take the letters in pink from each scramble to form the surprise answer!
If Team Lavish joined the military what branch would they be members of?

1. ERMILABAL _ _ _ _ _ CLUE: LAVISH MAKE-UP
OF CHOICE

2. OGPREULYO _ _ _ _ _ CLUE: A VERY
INNOCENT SHAMPOO

3. SIDNEE _ _ _ _ _ CLUE: SOMETIMES MISTAKEN
FOR TRACEY

4. ALOR _ _ _ _ CLUE: HER HAIR IS HER LANDSCAPE

5. ACMSRAA _ _ _ _ _ CLUE: LASHES ANYONE?

6. IRHA _ _ _ _ CLUE: A NOTABLE 70'S MUSICAL

7. CYTARE _ _ _ _ _ CLUE: SOMETIMES MISTAKEN
FOR DENISE

Answer: (three words) _ _ _ _ _

Clue: I Pledge Allegiance to the "flag"...