



# Lavish Living!

Where We Only Dream In **lor...**

FALL 2009

**Fall**  
The leaves are resonating dazzling shades of cool crisp color.

Let the experts at Lavish awaken the perfect cool crisp highlights for your individual color.

Experience a multitude of radiant tones that will leave your hair glowing like a beautiful autumn day!

Hi everyone, hope you all had a wonderful summer and were able to take advantage of everything that Cleveland has to offer. Team Lavish has been very busy with a lot of exciting events, and now that fall is here and the leaves are turning colors, turn the pages of the Lavish Newsletter and find out what we have been up to!

## New Faces...

As most of you already know when you first come into the salon, Briana Biello is the friendly face that greets you. Briana, who attended Brush High School, completed her cosmetology training and received her license before graduating. She went on to college for 2 years, but realized that her calling was in the hair industry. Briana enjoys working with color as well as styling and her motto is "I love what I do and I do what I love." In her spare time she enjoys playing fast pitch softball and listening to music. I'm sure you will agree that Briana is an excellent addition to our team!

## What We've Been Doing...

Let's go back to May 9<sup>th</sup> when our team participated in the Relay For Life event at the Beachwood High School gym and track. Relay for life is a yearly event, held rain or shine at numerous locations in Cleveland and across the country. Participants are encouraged to walk throughout the evening and into the night, keeping the premise that cancer never sleeps. Our team volunteered to cut hair for "Locks of Love." We were there for most of the evening, met some great people and were happy to be a part of such an important event.

Also in May, the creative talents of Team Lavish were featured on the front cover and in a special article about proms in the JStyle Magazine. Stephen, Lindsey, Diana and myself had the pleasure of creating hair and make-up for models Alexa and Jessica from Solon High School. We all had a great time, and the students were definitely ready for a night to remember!

June was a busy month for weddings and graduations. Thank you for allowing us the opportunity to be a part of your celebration preparations, and we hope that you enjoyed consulting with Colleen Alioto at our Mirabella Make-up day on Saturday, June 13<sup>th</sup>.

Hooray for July 5<sup>th</sup>, our one-year anniversary! Needless to say, as you all well know, we were so excited and eager to celebrate all month with all of our fantastic guests. To show our appreciation we offered a 2 for 1 Keratin treatment special. Many of you were able to take advantage of this fantastic offer, and walked out of the salon with amazing new hair. Saturday, July 11<sup>th</sup> and Saturday, July 25<sup>th</sup> were our special Customer Appreciation Days. We offered numerous specials as well as goodies, and Brian Fuller, the manager of Caribou Coffee at LaPlace, was on hand on the 25<sup>th</sup> serving his delicious Caribou Coffee.

(Read more about Caribou and Lavish later in this publication.)

Congratulations to the winners of our weekly Lavish "Kitty" drawings. We hope you all enjoyed your great prizes, and thank you for pre-booking your 2 appointments in advance.

We had a Team Lavish Party on July 12<sup>th</sup> to honor our wonderful staff for all their hard work and dedication. Special awards were given to each team member showcasing his/her unique talents and distinct personalities.



In August our back to school special had a bit of a different flavor. We partnered with CBIZ to help others less fortunate by offering a product trade-in event, and I believe that this promotion has been our most popular and successful so far. Our guests were able to clean out cupboards and bring in slightly used hair shampoos, conditioners, gels, etc. In turn we gave a 20% discount towards a brand new product of choice. Donations went to the Dress for Success Organization, which benefited a local women's shelter, and we all felt like winners, including the recipients of the donated items. Also, students going back to school and college were able to purchase 2 liters of their favorite shampoos & conditioners for the low price of \$28.00, which made all of the moms out there very happy!!

On August 12<sup>th</sup>, The Ohio Academy Paul Mitchell Partner School selected Lavish Color Salon to be featured in their new instructional video. The learning tape titled "Why it's Great to Work Here" focused on qualities such as education, the greatest clients that any salon could ask for, teamwork and the goal to provide exceptional customer service. Lavish was showcased as the standard for future professionals in the hair industry, and the team and I were proud and humbled to be selected for this valuable project!

Our favorite photographer extraordinaire, Carol Pham was on hand on August 14<sup>th</sup> at the salon for a promotional photo shoot.

On August 24<sup>th</sup>, yours truly was pictured in the Plain Dealer at the Dress For Success event held on August 14<sup>th</sup> at the Cleveland Marriott East, and Diana later represented Lavish on October 1<sup>st</sup> at the CBIZ Dress For Success event.

September's promotion focused on our new affiliation with Caribou Coffee at La Place, and brought manager Brian Fuller into our lives. Our efforts together with Brian's helped introduce the "Sleeves for the Environment" drive. Through 3/1/2010, the collection of every 20 "sleeves" from Caribou entitles the consumer to 20% off any cut or color service at Lavish, which in-turn offers a coupon for a free beverage of choice from Caribou. All collected sleeves will be donated to Jason LeDonne, head of the Beachwood High School Ecology Club for recycling, which benefits our precious environment.

September 12<sup>th</sup> marked the one-year anniversary of the opening of Sanity Boutique, and Team Lavish was on hand to help Kevin and Isabel celebrate. We gave mini manicures at the party, and also shared some amazing new make-up trends with the guests. It turned out to be a great evening, and it was fun to meet and mingle.

Finally, our very own Stephen lent his creative talents at the Nordstrom cosmetic counter on Thursday, September 17, by giving customers styling tips and handing out Lavish goodies!



Lavish is proud to introduce the prestigious Vagheggi line of skin care and cosmetics. We are so excited to carry this fantastic product, and we welcome the opportunity to pass the benefits of Vagheggi, an exceptional line featured in premier spas throughout the world, to our guests! For the month of September, we offered Vagheggi mini facials for the introductory price of \$15.00, and we would love to hear your thoughts on the skin care company that has been named the #1 natural product line in Italy.

And for your nail care...introducing Soak-Off Gel Lacquer. Ladies, this new product from the experts in nail care, OPI, is short of amazing! Wow nail polish that lasts for up to two weeks. We would love to hear your comments and would appreciate any feedback you may have. The next time you come into the salon, fill out one of our comment cards regarding one or both of the above new products, and drop it into the box by the window. Three lucky winners will be drawn, and each will receive a Vagheggi skin analysis/mini facial or a soak off gel nail treatment FREE, your choice. Thank you in advance for taking the time to tell us what you think!



## Educational Highlights...

As you all well know by now, continuing education is a daily part of life at Lavish. We strive to be ahead of the game and on top of the industry, and we are proud to pass our knowledge on to our guests. There have been numerous training sessions at the salon that have included new methods in color, cut, nails and skincare, as well as classes in neighboring suburbs and in other states. In July, I participated in the Professional Beauty Association's annual conference in Las Vegas, and later that month the whole team and I ventured out to Aurora, Ohio where we attended a cutting-edge educational seminar with salon guru, Michael Cole. In August I was fortunate enough to attend a progressive Master Team cutting and color training in Stamford, CT, and the following week, Stephen, Denise, Lora and Briana, along with 20 other local stylists, took an advanced cutting class taught by yours truly in Independence, Ohio. In the beginning of October, I was invited to Atlantic City, where I taught many classes at a hair show there.

Finally, how pure is pure? Just ask Stephen, Diana and Lora. Stephen and Diana recently completed classes and received their Certificates of Excellence, and Lora is our seasoned graduate. Together they hold the prestigious title of Pureologist from the leader of pure - Pureology. Congrats to our "Purists" who have learned the art of maximizing the beauty of color treated hair.

If you ever have any questions or comments about our educational programs, please feel free to ask - WE LOVE TO BRAG & WE AIM TO PLEASE!

## Think Pink...

October is Breast Cancer Awareness month, and Lavish will be offering guests a "streak of pink" for their hair. A portion of anything "pink" purchased through October 31<sup>st</sup> will be donated to The Cleveland Clinic Breast Cancer Survivorship Program.

If you like the idea of extra color, add more flair to your hair with the Lavish palette of semi-permanent accent colors. We have a rainbow of shades to choose from, (just ask Lora!) Call for details, and anyone of our talented team members will be more than happy to assist you.

October is also "Cash for Clunkers" month at Lavish. Here's a chance to up-date and un-load your old blow-dryers, flat irons etc. in exchange for \$20.00 off a new one of your choice at our boutique.

## Upcoming stuff...

Look for the BYOB (bring your own blow-dryer) party on October 23<sup>rd</sup>. Let us teach you styling tricks with your own appliances, while you eat, drink and be merry! There will also be some festive events in November and December, so be sure to check out our website and our monthly promo e-mail for all of the "lavishy" details!

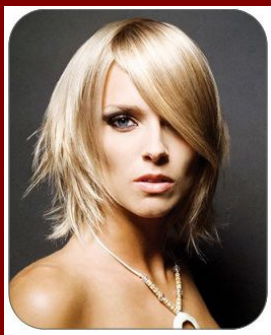
## In Our Next Issue...

Our special holiday newsletter will feature favorite recipes and creative styling tips from our fabulous stylists and staff, so look for it sometime after Thanksgiving!

## Thanks...

I'm so happy that you enjoy reading Lavish Living. It's fun putting it together, and it makes for great communication. Here's something new - try your hand at our "Lavish Jumble." The first ten guests who solve the puzzle will receive a 10% discount on either a cut, color or manicure service. E-mail us your answer ASAP and we will let you know if you are a winner!

Thanks so much for making Lavish Color Salon a part of your lives.



*Best Wishes,*

*Tracey*

## LAVISH JUMBLE



Unscramble the following six words. Take the letters in pink from each scramble to form the surprise answer!

What is most the most important thing that Team Lavish offers their guests?

1. tarknie \_ **█** **█** \_ \_ \_ \_ \_ Clue: No more frizz
2. aomohsp **█** \_ \_ \_ \_ \_ **█** \_ Clue: Cleans your hair
3. lyucr **█** **█** **█** \_ \_ Clue: Lindsey's hair
4. ruicaemn **█** \_ \_ \_ \_ **█** \_ \_ **█** Clue: Beautiful nails
5. ethpsen **█** **█** \_ \_ \_ \_ **█** \_ Clue: The only male
6. gehgavgi **█** \_ \_ \_ \_ \_ **█** Clue: Amazing skin

Answer: (two words) \_ \_ \_ \_ \_



Clue: We aim to please

