



Lavish Living!

Where We Only Dream In Color...

MAY 2009

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Welcome Back...

Spring is in the air! We've survived the cold and the snow, warmer weather is on the way, and it's time to catch up. It has been a very busy winter for Team Lavish! We have a lot to share, so sit back, relax and let us fill you in.

New Faces...

Please join us in welcoming our new team members Denise Ann Ferguson and Lora Latini. Denise is a graduate of the prestigious Brown Aveda Institute in Mentor, and she passed our intensive Lavish testing process with flying colors! Most of you have already met Denise, so as not to be confused...I'm not the only blonde! Lora comes to us with 5 years of experience from Lucia's Salon. She is an extremely talented stylist with a very loyal following. We are very excited to have Denise and Lora on board, and we are confident that they will be a great addition to Team Lavish. They look forward to meeting all of our Lavish guests.

The Latest...

Rusk has introduced their new line of eco-friendly hair care products called "Go Green," which were recently featured on The Ellen Show. To encourage a greener, cleaner safer world, Rusk has come up with a professional blow dryer and straightening iron that deliver performance, while reducing damage to our planet. The blow dryer consumes 26% less energy, and the straightening iron is powered by a signal that tells it to reduce heat when not in use. Both are made out of 100% recycled materials and printed with soy ink. Check these out the next time you visit the salon, and for the month of May, we are offering them at a 20% discount. Don't forget our other great natural products, Pureology and Mirabella. Need more info, we will be glad to oblige!

What We've Been Doing...

Okay, here goes.... We started the very successful and popular "Blow-dry Style Club" in January, and the response has been overwhelming! \$40.00 per month for unlimited blow-dry styles has turned out to be a great deal, and as of now, we will be continuing it through the summer months. After all, the frizzies are just around the corner!

Those of you who were in the salon on Friday, January 2, 2009, got to witness the amazing photographic talents of Carol Pham. Carol is responsible for the Lavish banner that appears in our front window and on our website showcasing Diana, Lindsey and two of our fabulous models.

We are pleased to announce our new affiliation with Sanity Boutique, located in Chagrin Falls. We partnered with Kevin and Isabel Pritchett, owners of the very trendy shop, on January 31st, at a Hair and Fashion Show at the Anatomy Night Club, in downtown Cleveland. Team Lavish began preparations a month prior to the event, by providing the models with the latest haircuts and coloring techniques. Needless to say, the audience - all dressed in black - were in awe at how gorgeous the models looked in their head-turning hairstyles created by our team, and their traffic-stopping clothes chosen by Kevin and Isabel. Tracy Fana, make-up artist extraordinaire, added just the right amount of color to enhance our ladies' beautiful faces, while Carol Pham lent her photographic genius.

Lavish Spring
Specials

Mother's Day Gift
Cards

Prom Special
Hairstyle & Manicure
\$55

10 for \$10 Manicures
Purchase 10 Manicures
for the fantastic price of
\$100 - an \$80 savings

**Buy Two Luxury
Pedicures Get One
Free**
Get three pedicures for
\$104 –
A savings of \$52



I would like to thank everyone involved for helping to make this a successful show with special thanks to Diana, Stephen, Lindsey, Isabel and Kevin, Carol, Michaele, Sarah, Tony, DJ Adio for providing the music, the Anatomy Nightclub, all of our models, and last but not least, my husband Anthony. Anthony so gallantly saved the night at the last minute by filling in as one of the male models, and I might add, did a great job! If you missed the show, check out the pictures on our website.

The day after Valentine's Day, Sunday, February 15th, we sponsored a table at the annual Beachwood Chamber of Commerce Pancake Breakfast at the Beachwood High School. There were close to 2000 people that attended, and we were right there to meet and greet!

On Monday, February 23rd, our travels took us to Toledo, Ohio where we held a Trend Focus Advanced Cutting Class for 35 participants. Our instruction revolved around the latest in Spring and Summer hairstyles that are offering a great variety for long or short hair. Strong perimeters along with lots of loose disconnected layering throughout leaves ample room for softness, femininity and body, creating numerous styling options. Ask us about updating your look the next time you're in.

In March we got into the spirit of College Basketball by creating our own "March Madness!" Most of you benefited from our craziness as you picked prizes out of our "basketbowl," and were able to take advantage of some great deals.

March turned out to be the month of photo shoots! Kim Crow, fashion editor at The Cleveland Plain Dealer invited us to do a prom spread for her newspaper. Did you recognize our very own Diana whose hair, make-up and outfits left her looking just like a schoolgirl ready for the big dance? Stephen, Lindsey and myself worked together to create Diana's beautiful looks that appeared in the Style & Taste section on Wednesday, April 8th. If you did not get a chance to see these amazing photos, please check our website at www.lavishcolorsalon.com and click on the link to view photographs. Or, the next time you are at the salon, check them out at Diana's station!

We also did a fabulous prom shoot for Jstyle Magazine. Details will appear in our next newsletter.

Monday, March 2nd, Diana, Stephen and Lindsey attended an advanced Keratin Smoothing Certification Class. My talented threesome made a very good impression, and the instructors of the class called to inform me that they were so knowledgeable they could have easily taught the class! Needless to say, I am very proud! The Keratin Smoothing treatment is designed to reduce your styling time by making the hair softer, shinier, silkier and more manageable. It produces amazing results, as I can offer testimonials from some of our very satisfied clients. Feel free to ask us if Keratin is right for your hair.

In an effort to improve our guest services, Lindsey and I took a front desk workshop on Monday, March 9th, in Perrysburg, Ohio. We were delighted to return to the salon and share what we learned with the rest of the team. As we continue to grow, we are focusing on getting more organized to better serve you. Please let me know if there are any areas where you would like to see more improvement.

March was also Advanced Education Month. The team and I conducted a series of demonstrations, and we led a hands-on Thermal Straight certification class for 15 stylists in Cuyahoga Falls. We instructed the stylists on how to perform a Thermal Straight service, as well as the proper tools to use in doing so. Unlike the Keratin Treatment, Thermal Straight is a permanent hair straightening service that changes the textural memory of very curly, frizzy and dual textured hair to 90% straight. This service typically takes 3 - 5 hours and lasts anywhere from 5 - 12 months. This is definitely for those of you who want perfectly straight hair all the time!

On March 26 - 30, I was fortunate enough to be one of the many talented artistic Rusk team members that were chosen to participate in the Chicago International Beauty Show. There I was, inspiring hairstylists from all over the world sharing new color and cutting trends, while having the opportunity to learn techniques from some of the most acclaimed stylists in the United States. These experiences allow me to keep our team up to date and to provide them with the most advanced education available in the hair industry!

April 3rd - 6th, I was away yet again to be part of a hair show in Philadelphia, PA. This



venue was right up my alley, since I was able to showcase my favorite cutting techniques during the 'fast cutting' segments of the show!

On Friday, April 10th, Lavish co-sponsored a VIP exclusive event at the Cyrus Nightclub in downtown Cleveland.

Stephen & I led a hands-on advanced cutting class in Pittsburgh, PA on Monday, April 13th. The focus of this class was centered on the correct way to layer and texturize hair, in order to create maximum body and fullness.

Friday, April 17th marked the day of the Green Dream Event sponsored by the Beachwood High School Green Dream Project, held at the Beachwood Community Center. Lavish Color Salon joined over 70 exhibitors to promote an eco-friendly lifestyle. A record 3000 people walked through, and the Team Lavish table was a very popular attraction. We put on a mini hair show, where we used Emily, one of the students, to demonstrate a quick and easy hairstyle for Prom. Our team met and chatted with many wonderful people, handed out samples, gave away styling tips and thoroughly enjoyed ourselves!

We took our successful combination with Sanity Boutique a step further in April to "Ring in Spring" by hosting a Girls' Night Out at the salon. Friday, the 24th was a fabulous evening filled with all sorts of goodies. Isabel Pritchett of Sanity gave out fashion tips, skin care consultations along with amazing facials were provided by Vagheggi expert Martha Vucsko. Our team had the pleasure of demonstrating hairstyling techniques along with the fabulous new Spring make-up applications, and we previewed the latest in nail colors. Add wine and appetizers along with some laughs and the evening was a success!

Cut-A-Thon, Cut-A-Thon, Cut-A-Thon!!! Snip, cut, trim, shape from 9:30am - 3:30pm at the Beachwood High School atrium. Team Lavish along with Alee & Katie from The Ohio Academy Paul Mitchell Partner School, volunteered to do a fundraiser for the high school Green Dream Project, and what better way to lend a hand than by cutting hair for charity! Phew, by the end of the day we were pooped, but what fun we had helping out such a great cause by raising \$600.00!!! Everyone at BHS made us feel so comfortable and many thanks to Principal Bob Hardis for allowing us to invade the atrium, and to the students, staff members and custodians that assisted us. Thank you also to Karen Carmen with the City of Beachwood, Michelle Burgess with the Board of Education, and a very special thanks to Jason LeDonne head of the marketing department, for all his hard work and for spending the day with us!

Hair Style Appreciation Day...

Thursday, April 30 was "Hairstyle Appreciation Day." In honor of this special holiday, our purple wall became the "Gallery of Greatest Hair Goofs!" We offered yummy cake and treats, and we hope those of you who made it in enjoyed celebrating with us. April 30th will be an annual event here at Lavish. If you have any ideas, please let us know!

For Your Health...

Lavish is proud to carry MonaVie, a premier blend of the Brazilian Acai Berry and other body-beneficial fruits from around the world. This amazing drink is rich in antioxidants as well as vitamins and minerals. I have been enjoying MonaVie for a number of years now, and I'm happy to answer any questions you might have about its benefits. Next time you are in the salon, ask one of our team members for a sample; I can assure you that you won't be disappointed.

The Lavish Family is Growing...

Our Lavish Family just keeps on growing thanks to all of our loyal guests who go out of their way to recommend us to their friends and family. Here's a great big hug to those who never cease to sing our praises and a very warm welcome to all of our new clients! And PLEASE don't forget, if there is something that we can do to make your experience at Lavish even more rewarding, PLEASE, PLEASE do not hesitate to tell us. We are here for you, to service your needs and we want you all to feel totally comfortable and completely satisfied!!!



And Coming Soon...

Look for our new "Tell It To Lavish" box at the salon. There will be note cards available for you to write down any comments you may have, positive or negative. Fill one out at your earliest convenience and drop it in the box. You don't have to sign your name, just tell us what's on your mind!

A Round of Applause to...

Bring your hands together for Stephen, who successfully passed his Final Advanced Training Exam on Saturday, May 2. The amazing transformation of his makeover guest was very impressive!!! Yay Stephen, we are all so very proud of you!

Congratulations to...

Lacey Kogelnik for booking 2 appointments in advance and winning free services for a year!

Martie Jacobs for being the lucky winner of our flat screen TV! Martie purchased 3 Hair Products and was automatically entered into our contest.

Diana was the lucky staff member who was fortunate enough to also win a flat screen TV.

Thanks...

Thank you so much for reading our newsletter, we hope it was informative! If there is something you would like to see added, please drop us an email. Have a wonderful Spring and Summer and remember,

***Color Is Your Friend
Your Hair Is Your Crown
At Lavish Color Salon
We will never let you down!***

Best, Tracey

