

July, 2005

What's New?

- **We're taking cards now! Amex, Visa, & MasterCard are all welcome!**
- **Our Referral Program! We want to thank you for sending us new business. Send us 3 new clients and you get a free haircut! Be sure to ask for our referral cards the next time you're in!**
- **Baby's First Haircut: Our program includes a certificate, a preserved lock of hair and a digital photo!**

Inside this issue:

Beauty Tip of the Month	2
July Feature Product	2
July Feature Service	2
Beauty Seminars	3
Makeover-of-the-Month	3
Cosmetic Ingredient Spotlight	3
Your Beauty Questions Answered	4

The Glow Gazette

Sun Ravaged Hair & Skin?

This is the time of year when we all start to head outdoors (that is, those who can stand the heat and the mosquitoes!). It is very important to protect ourselves from the harmful rays of the sun. Nothing gives us wrinkles or 80's-looking hair faster. Plus, how much did you spend on your last hair-color? So, you want to keep it looking good, right? Not faded, frizzy, and dry...

The sun dehydrates both our skin and hair and the free-radical damage per-

petuated by over-exposure can cause premature aging and skin cancer. Follow these easy steps to make sure that the only effect you get from the sun is a healthy dose of Vitamin D...

- Always wear sun-screen with a minimum SPF of 15. Even if it is a cloudy day. Make it a habit!
- Use an SPF spray on your hair or don a hat before seeking out the rays!
- Be sure to consume

extra water to combat dehydration.

- Be sure to consume plenty of anti-oxidants to ward off free-radical damage.
- Make an appointment for an après-sun hair treatment and facial to bring back vitality & radiance!



July Philanthropic Cause: Make-A-Wish Foundation

Mission Statement:

"We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy."

-Taken from their website: www.Wish.org

The Make-A-Wish Foundation began in 1980 and is celebrating it's 25th Anniversary this year. To date, they have granted wishes to some 127,000 children. The foundation currently has 74 chapters in the US and it territories and 28 international affiliates.

To contact our local chapter: **Make-A-Wish Foundation®** of Eastern North Carolina

Web site: www.eastncwish.org

3803-B Computer Drive Suite 108
 Raleigh, NC 27609
 Office Phone: (919) 821-7111
 Office FAX: (919) 832-0079
 Toll Free: (800) 432-9474
 E-Mail: info@eastncwish.org

Find out how we can make a difference together on page 2.

Products & Services for the Cause:

Besides going on to the Make-A-Wish Foundation website and giving a monetary contribution, or volunteering your time, here's what you can do to help!

- Come into the salon and make a monetary contribution. For every \$10.00 you donate, you'll be entered into a drawing for a \$50.00 Polished Salon/Spa Gift Certificate.
- When you purchase Bed Head Queen For a Day Thickening Spray from us during the month of July, we'll donate \$3.00 per can to the Make-A-Wish Foundation.
- Come in for a hair treatment and we'll donate \$5.00 of the service price to the Make-A-Wish Foundation.

Feature Product: Gentle Resurfacing Lotion SPF 15

Our new favorite moisturizer! This lotion offers a triple-threat to the aging process. First—it provides sun protection to help prevent further sun-damage. Second- it offers Polyhydroxy Acids (more gentle than Alpha Hydroxy Acids) through Microsponges® which release them gradually to provide cell renewal. Third—it offers Antioxidants in the form of Green Tea Extract, as well as Vitamins A, C, & E. Through these ingredients, this product offers you skin that is smoother, more vibrant, and more youthful in appearance.

Regular Retail Price: \$24.95 Monthly Feature Price: \$19.95 (through 7/31)

Feature Service: Ultimate Pedicure

Want sexy, sandal-worthy toes? Come on in for our Ultimate Pedicure! After sanitizing, this service starts with a relaxing soak in the foot bath to which we add an aromatic sea salt blend which begins to soften and hydrate the skin. Your soak will be followed by the necessities for healthy, shapely nails—trimming, filing, buffing, and cuticle grooming. Next, we'll apply an AHA containing Sea Serum and pumice away all that dry skin. We'll follow with a AHA and quartz crystal-containing Sea Salt Scrub to complete the exfoliation process. We will then cool and sooth the feet with a Marine Masque featuring mineral clay and botanicals. After removing the masque with steam towels, we will proceed with a relaxing massage of the feet and lower legs. The service concludes with a dip in warm, moisturizing paraffin and then polish in the fun color of your choice!

Regular Service Price: \$55.00 Monthly Feature Price: \$45.00 (through 7/31)

Beauty Tip of the Month:

To keep your manicure looking shiny and new for a week to 10 days, apply a fresh layer of Top Coat every other day along with a cuticle treatment such as SolarOil. Your nails will look like you just left the salon and your polish will last longer and look much better!



Beauty Seminar: Getting a Healthy Glow!

Ok, I hear you! You want to know how to get a nice, natural-looking “tan” without the sun... July’s beauty seminar will show you how to get just that. We’ll compare several methods of getting your glow on and show you some tips and tricks to make it easy to do at home!

We’ll cover:

Tanning Powders, Liquid Bronzers, Powder Bronzers, Spray-on Tans, and Self-Tanning Creams

I’ll show you how to get even, natural results without streaking, and I’ll show you how to correct any mistakes that do pop up!

The Details:

Where: Polished Salon/Spa

When: Sun. July 24th 2:00-3:30 or Thurs. July 28th 7:00-8:30pm

Cost: \$10.00 (Includes workbook and product samples.)

Please choose the session that is convenient for you and pre-register. Each session is limited to 5 participants!



“I’m tired of all this nonsense about beauty being only skin-deep. That’s deep enough. What do you want, an adorable pancreas?”
--Jean Kerr

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: Vitamin C

Sure, it’s supposed to keep colds and scurvy at bay, but what can it do for the skin?

AKA: Ascorbic Acid, Ascorbyl Palmitate,

Sources: Citrus Fruits and colorful Veggies

We offer: Vibran-C Lip Treatment, Vibran-C Cream, and with a facial—Vibran-C Firming Eye Gelee and Vibran-C Serum

Did you know?: Most animals produce their own Vitamin C?

Benefits: Studies have shown that Vitamin C

- is crucial to collagen production
- acts as an anti-oxidant to repair free-radical damage and reduce the signs of aging.
- has skin-lightening effects
- helps promote healing from burns/injuries
- increases effectiveness of Vitamin E and some sunscreens

For more information: (Sources) The Wrinkle Cure by Nicholas Perricone, M.D.; Don’t Go to the Cosmetics Counter Without Me by Paula Begoun; What’s in Your Cosmetics? By Aubrey Hampton; Milady’s Skin Care & Cosmetic Ingredients Dictionary 2nd Ed. by Natalia Michalun; and www.HowStuffWorks.com





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!

Your Beauty Questions Answered:



Q: I have oily skin and a tendency to breakouts. I have been using a clay masque and have had no change. Is there another type of masque I should try?

A: Actually, you are only fighting half of the battle. The clay masque is a great choice for absorbing the excess oil that you are experiencing. However, a large cause of breakouts (especially blackheads) is the clogging of pores by dead skin cells that remain on the skin's surface. These dead skin cells combine with that oil forming a thick glue-like substance that clogs the pore completely. What to do? EXFOLIATE!!!

Exfoliating is the means by which you can remove these

dead skin cells thus preventing the cause of the breakout. You will also have a smoother texture to your skin, keep your pores refined, and help reduce the appearance of fine lines.

There are a couple of different types of exfoliants on the market. Some are scrubs, some are acids, and some are fruit enzymes or vitamin therapies. Most over-the-counter products are mild enough for most skin types, but if you think

your skin is particularly sensitive, try a small test amount under the chin or just behind your ear to make sure that you will not have an adverse reaction. Estheticians and dermatologists can offer stronger products if their OTC counterparts do not help you achieve the desired result.

Send your question to:

Carla@BePolished.com and look for the answer next month.