

September, 2005

# The Glow Gazette

## What's New?



**OPI's Fall Collection: "Chicago" is here!**

**12 Gorgeous fall shades to dress up your fingers and toes.**

**We retail full size bottles as well as the 3-shade Mini Collection.**

## Inside this issue:

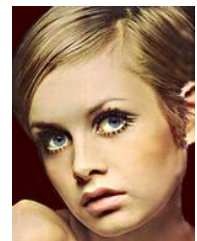
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## Fall Preview 2005: Hair, Beauty, and Fashion Trends



What drives hair and makeup trends each season? Fashion, of course! This fall is no exception and if the forecasts are anything to go by, we're going to have a mixed bag for the next few months. The majority of looks hitting the runways for the cooler months are mod meets military with a little fur and ruffle on the side. The looks are dark, stark, and clean with modern lines and minimal fuss. The small feminine details or edgy hardware really let you make the look your own.

To balance out these stuffy, harder-edged looks, the makeup is on the flashy side. Glamour is back with frosted metallics on the eyes paired with warm russets and reds for cheeks and lips. The mod 60's look is in as well with super pale lips and lids with heavy eyeliner and mascara.



Hair is headed for glamour as well. The chignon is extremely popular on the runway for both daytime and evening looks—but with a twist. It is a much softer, more mussed version than the sleek classic and is adorned with sparkly, girly accents for the evening. As with makeup, the mod look is strong this season for hair with both large, teased up-do's and sleek, straight locks.

## September Philanthropic Cause: American Diabetes Association.

Our cause for September is the American Diabetes Association. This coincides with the Walk for Diabetes to be held in Raleigh on September 10.

If you would like to participate in the walk, go to [www.diabetes.org/walk](http://www.diabetes.org/walk) or call 1-888-DIABETES.

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. The cause of diabetes continues to be a mystery, although both genetics and environmental factors such as obesity and lack of exercise appear to play roles.

There are 18.2 million people in the United States, or 6.3% of the population, who have diabetes. While an estimated 13 million have been diagnosed with diabetes, unfortunately, 5.2 million people (or nearly one-third) are unaware that they have the disease.

*The mission of the Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.*

Taken from their website:  
[www.Diabetes.org](http://www.Diabetes.org)

Continue on to page two for information on how we can help make a difference together!

**Products & Services for the Cause:**

Besides 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. (FYI—the salon matches this contribution dollar for dollar!)
- When you purchase Creative Scentsations Lotion from us during the month of September, we’ll donate \$2.00 per bottle to the American Diabetes Association.
- Come in for a Holistic Facial and we’ll donate \$5.00 of the service price to the American Diabetes Association.

August cause update: Together we donated \$15.00 to the Wake County SPCA!

**Feature Product: Skin Care Travel Set**

This comprehensive set offers everything you need for perfect skin maintenance on the go! The sets include: Cleanser, Toner, Masque, AM & PM Moisturizers, Eye Care and more. Plus they come in a great bag that you can toss in your suitcase and be ready to roll! They come in Hydrating, Control, and Enzyme collections.

Regular Retail Price: \$39.95

Monthly Feature Price: \$34.95 (through 9/30)



**Feature Service: Intermediate Makeup Lesson**

Our Intermediate Makeup Lesson includes all the basics—Foundation, Basic Eye Makeup, Blush, Lipstick, & Powder—plus Concealing, Facial Contouring, Eye Makeup Options, Proper Brush Selection & Care, plus a few “secrets” to give you the confidence to have fun with your makeup while achieving professional results!

Regular Service Price: \$40.00

Monthly Feature Price: \$35.00 (through 9/30)



*Beauty Tip of the Month:*

*To avoid eye-makeup smudge and smear, start by priming the area with a shadow base product. Apply loose powder liberally under the eye with a cotton ball or cosmetic sponge to “catch” falling shadow. When shadow is complete, lightly dust this powder away with your powder brush then apply mascara. Also, load eyeshadow onto brush, then blot brush on a tissue before applying to insure an even application.*

## 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!

### August Makeover



Before (above)



After (right)

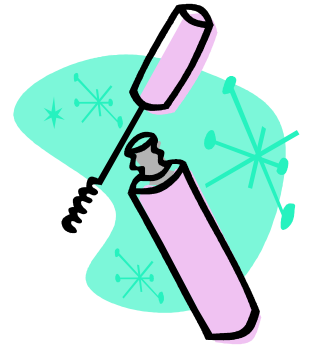
#### Services Included:

Single Process Color, Partial Foil (light), Cut with Square Layers, Blow Dry, Eyebrow Waxing, Makeup Application

#### Services Received Retail Total:

**\$145**

For more information on this makeover, check out our website!



*“Beauty is about perception, not about make-up. I think the beginning of all beauty is knowing and liking oneself. You can't put on make-up, or dress yourself, or do your hair with any sort of fun or joy if you're doing it from a position of correction.”*

— Kevyn Aucoin

### Ingredient Spotlight: Silicone

Silicone is a lightweight polymer used in many skin, hair, and cosmetic preparations.

AKA: Dimethicone, Dimethicone Copolyol, Cyclomethicone

Sources: Polymer derived from halides of organic silicon through decomposition.

We offer: TiGi: Headrush, Masterpiece, Girl Toys, Creative Genius, Dumb Blond Conditioner, and Uptight; Paul Mitchell: Straight Works, Super Skinny Serum, and Heat Seal. Plus many of our skin care products.

For more information: Don't Go to the Cosmetics Counter Without Me 6th Ed. By Paula Begoun; Milady's Hair Care Product Ingredients Dictionary by John Halal; [www.encyclopedia.com](http://www.encyclopedia.com); <http://www.silicone-review.gov.uk/silicone/index.htm>

#### Benefits: Silicone:

- Coats hair shaft to provide shine and makes hair “slick” so there are less tangles and therefore less breakage from brushing and combing.
- Helps to form a water barrier to hold moisture in the hair and skin.
- Smooths skin texture.

Did you know? Silicon is the 2nd most abundant mineral in the earth's crust?





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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!

October Cause of the Month Preview Think Pink!

Susan G. Komen Breast Cancer Foundation

I know that for many of you this is a cause that hits way too close to home. So, in honor of all of you who have lost loved ones, who have surviving loved ones and yourselves as fighters and survivors, as well as in memory of those we have lost, we are going Pink for October. Here are just a few of the many ways we plan to encourage support for this cause:

- Purchase any of our Think Pink Jewelry collection and 30% will be donated.
- Purchase any of our Think Pink Gift Sets and 25% will be donated. There will be a large selection of these. Please come by and check them out starting the last week of September. Get a head-start on your holiday shopping!
- Wear pink when you come in for your appointment and get 10% off your total bill and 10% of the remainder will be directly donated to the foundation.
- Purchase our Pink Ribbon cards for \$1.00 each which is all donated.
- Purchase any OPI Pink Nail Polish and \$1.00 will be donated.
- Purchase any "Pink" TiGi product and \$2.00 will be donated.

Also, remember, as always with our Cause of the Month, any \$10+ direct donation you make through us is matched dollar for dollar and you are entered into a drawing for a \$50.00 Polished Salon/Spa Gift Certificate.



Age: a major factor

A woman's chance of getting breast cancer increases with age. Your chance by your current age is:

age 20	1 in 2152
age 30	1 in 251
age 40	1 in 69
age 50	1 in 36
age 60	1 in 26
age 70	1 in 23
ever	1 in 7

Source: American Cancer Society Surveillance Research, 2003.