

# CONCEPTS

## FALL/WINTER 2008

Well, here we are, winter is just around the corner (I think ☺), and I'm just now getting this newsletter finished! There's been so much going on and lots of changes in the salon, too, with more on the way.

First of all, here at Salon3121, I've made some staffing changes. We no longer have receptionists and a housekeeper. Instead, we've created the 'Salon Coordinator' position, which combines the previous positions and a whole lot more. Our Salon Coordinators have been working diligently at fine tuning this combination and once the bugs are out, will take on managing our boutique/product wall, salon maintenance/online store, charitable work, as well as communications through newsletters/email club. This distribution of responsibilities will allow me to merely oversee these areas and give me more time to focus on marketing the salon and developing the Satisfaction product line.

I am very proud of the effort our Salon Coordinators have been making to ensure that our staff has the support they need and you, our clients, experience the level of excellence we *all* feel you deserve. Our Salon Coordinators are here to serve you, from booking your appointments, making coffee, stocking the paper towels, *etcetera*. Please, let them know, if they can be of any assistance. In addition, we will be taking suggestions and ideas, so please use our suggestion box at the front desk.

Changes on the way include remodeling our shampoo room late this month or early January and a new front desk!

Remember that all Concepts newsletters are posted on our website in an interactive version, featuring links and additional details attached to all underlined words or phrases. These will be available after Dec. 15th. As always, feel free to contact me if there is something you would like to see in upcoming newsletters. Your suggestions are always welcome!

### Spring Trends...

#### **Clothing**

rocker, tailored jackets, art prints, feminine, high-waisted pants, floral, fuller skirts, chunky knits, metallic, slouchy, autumn hues, jumpsuits

#### **Hair**

chunky waves, or long, lean and flat-ironed with a center part, 40's curls, chic punk-like up-dos, twists and braids, short styles are messy and textured, bobs with or without bangs

#### **Makeup**

blue eye shadow and liner in all shades with smoky eyes, skin pale with icy rose shadows and maroon lips, glossy black lips, neutral skin, and cat eyes

#### **Nails**

OPi's French Collection has the perfect colors for Fall, which are mostly plums and grays, earth and jewel tones, plus dark browns, chocolates, and caramels

### **Fall/Winter Theme: Making Life Easier**

I know some people don't like them, but I could not live without them. I have business ones, personal ones, household ones, and ones about goals. Yes, you guessed it, LISTS!

With all the busyness, it's one of the best ways I know to keep it all straight, get it all done and avoid stress.

Here are some thoughts on lists:

#### **The Beauty of a List!**

We can make a list of all the reasons to make a list, but here are our top 4:

1. Lists keep you organized and help you accomplish your desires (or chores, whichever way you choose to look at them ☺)
2. A list is a great way to review your accomplishments. This is a fantastic habit to get into before going to bed.
3. Lists help you prioritize. List the most important tasks first and focus on completing those for the day, as less important (or not time-sensitive) items can always be shifted to the following day.
4. A list also clears your mind, so you can be more creative and open to new thoughts instead of trying to remember what errands you need to run.

Go to our website [list topics and forms](#).

Speaking of Lists, bring your holiday shopping list to Salon3121, as we can create the perfect, personalized gift bag, box, or basket with our hair and skin care products, makeup, jewelry, purses, music, life coaching sessions, massage, facials, boutique items, gift certificates, and much, much more. We also take and create orders over the phone or by email.

Here's to making the holidays easier!

### **What's New...?**

#### **Brazilian Keratin**

This extreme, de-frizzing treatment is the solution to frizzy, damaged, dull, unhealthy, or mistreated hair! It can be used over the Japanese straightening process, hair that is colored/highlighted, on hair previously relaxed or chemically treated, and on children's hair six years or older. It's that gentle! Ask one of our specialists for more information.

#### **New Website**

Check out our new website. Its design is fresh, easy to use, and updated every month.

#### **Website:**

[www.salon3121.com](http://www.salon3121.com)

**Online Scheduling:**  
[salon3121@salon3121.com](mailto:salon3121@salon3121.com)

#### **Massage Therapy**

Introductory Special:  
Chair Massages  
\$1/minute, every Friday!

## What's Special...?

### Help us help them with our Donation Special

Bring in any item donation and receive 1% off any product, boutique item, or select service, up to 20%! As demand for donations have risen over 25%, we all need to do what we can, not only during the holiday season, but all year, too. Please, help us by bringing in your item donations for the Saint Mary's Food Bank, Crisis Nursery, or Arizona Animal Welfare League. We will accept them through January 2009. FYI, we are including the Crisis Nursery Gingerbread men (for sale at a donation price of \$1 each) and are suggesting used blankets, in good condition, for the Arizona Animal Welfare League. Thank You!

### December 2008

#### Spa Skincare Specials!

Microdermabrasion Treatment each \$85 regularly \$125  
A complimentary Brow Wax with any facial service (\$20 value)

#### Rene Furterer Special!

Buy any two products and receive a third product, of equal or lesser value, free! (while supplies last)

### Fall Party Idea

Hosting an Appetizer Party is a simple and fun way to celebrate the holidays without all the work ending up on your shoulders. Having guests bring their favorite appetizers (bought or homemade) on their own serving dishes, with their own serving utensils will make less work for you, before and after the party. Check out our website for yummy appetizer recipes.

## More on Making Life Easier...

Here are some more ideas, I've found, for making life easier (not in any specific order). If you have one you'd like to share, that's not listed, please let me know.

- Buying in bulk saves time and money. For example, did you know several of the haircare products we carry can be ordered in larger sizes, with a savings of about 50%?
- Record all your favorite TV shows, and skip the commercials.
- Buy only one kind of socks, except maybe 2 pairs of dress socks (no sorting or looking for a match).
- Instead of sorting the clothes in your closet by pants, shirts, etcetera, sort them into outfits.
- Cook meals in double amounts, and freeze half (use within the month).
- Put a trash can close to where you open mail.
- Divide cleaning chores between the days of the week.
- Carry a smaller wallet or purse.
- Get rid of clutter.
- Order your groceries from Safeway.com.

### Salon 3121 Restaurant Suggestion:

Last night I stopped into L'Amore, the wonderful Italian restaurant in our plaza (I must admit, I dine there several times a month). I just love the atmosphere, the food, the staff, and Greg's (the owner's) hospitality. As I was in the mood for something other than my usual seafood risotto, Laura (the bartender) suggested a combination of the spaghetti with Bolognese sauce and meatballs. Perfect! I, of course, had to have a glass of Riesling with that and one of their divine cannoli for dessert. As I was enjoying my time there, I began thinking of all our Salon3121 clients and that, if they didn't already know how lucky we are to have such a fine restaurant in our neighborhood, they should. So, I spoke with Greg, and now, all Salon3121 clients will receive 20% off the pasta special of the week, each week! All you have to do is bring in a signed business card from Salon3121, and present it when ordering the pasta special. Enjoy!

### Concept Hint

This hint comes from Barbara L. She suggests keeping a spray bottle of water handy and instead of ironing those wrinkled cotton shirts, just spray them with water and smooth out. This really works very well, thanks Barbara! You know, you can also use that same water bottle to help loosen tight jeans... ☺

## What's Next...?

### Client Appreciation December 19&20

#### Salon3121 Email Club

I know many of you have been waiting, so thank you for your patience. We've worked out the kinks and you should be receiving your first email club installment, in a few weeks. Our goal is to send these out weekly and include valuable information for all areas of our lives as well as special salon promotions and event invites in each one. So, if you haven't already signed up, you may do so at the front desk, on our website, or by sending me an email request.

The first installment will contain the buy one get one free coupon, usable towards any product purchase.

#### Salon3121 Online Shopping & Ordering

Salon3121 will now partner with the Beauty for Charity program to bring you the ability to shop for beauty products online. We have the ability to ship your order as well as have your order available for pick up at our salon. In addition, with this concept, we are able to offer more product line choices than we can carry in the salon.

Watch for postings in the salon or on our website, as we will be launching this program very soon.

# SALON3121

a davis concepts salon

hair • skincare • nails • makeup • massage • permanent makeup • boutique • gallery

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