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**ST.HAIR** Community  
News

All for You!

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### Bb News

*Purchase any of the new Curl Conscious items and received a complimentary product from the existing range.*

*Bumble and bumble has recently introduced two products: **Bb Gel** and **Gellac**.*

***Gellac**, a brush-out gel, provides wonderful hold for both men & women without flaking! Our stylists are excited as this is what the industry needed!*

*We would like to invite you to have cheese and wine with us in April as we will be holding a blow dry demonstration. More details to come...*

*For more details just ask one of our team members today.*

### Curl Conscious Upgrade

*We are excited to announce the Curl Conscious upgrade! There are now seven products that make up the curl conscious collection. Improvements to the current shampoo and conditioners now create one universal formula plus a new Nourishing Masque. There are also expanded styling options for all types of curls. The curl crèmes have received a packaging makeover as well as new names, although they indeed are still the premier original formulas you've come to love.*

### Curl Conscious Smoothing Shampoo

Gently cleanse and help curls take shape right out of the shower - shiny and frizz-free.

### Curl Conscious Smoothing Conditioner

Turn tangles into tendrils with this whisper-light yet thorough curl-enhancing conditioner.

### Curl Conscious Nourishing Masque

This deep conditioning masque softens texture and helps curls feel fabulous without adding weight.

### Curl Conscious Defining Crème

Support soft, fine curls that tend to droop - keep them shapely and resilient.

### Curl Conscious Calming Crème

Smooth, soften and loosen tight curls that tend to frizz - keep them tamed and defined (without crunchiness).

### Curl Conscious Holding Foam

Keep curls together regardless of heat or humidity with flexible, durable hold.

### Curl Conscious Reactivating Mist

Reawaken soft waves or tame hyperactive curls - perfect for mid-morning touchups (and evening revivals).

### Education

#### March 2<sup>nd</sup>

Sharon will teach in an upscale salon in Warner Robins.

#### March 10<sup>th</sup>

Rachel will teach Bb blow drying techniques in the salon.

#### March 13<sup>th</sup>-16<sup>th</sup>

The Academy team will head to Fort Walton with Sharon to attend the hair show. Sharon, a Schwarzkopf artist, will teach at the show.

#### March 29<sup>th</sup>

Sharon will introduce Schwarzkopf color to a premium Tennessee salon.

#### April 6<sup>th</sup>

Sharon is scheduled to teach color in Atlanta.

#### April 13<sup>th</sup>

Sharon will teaching cutting in Atlanta.

#### April 20<sup>th</sup>

Sharon will teach color in Atlanta.

#### Ongoing

Sharon and Rachel continue the technical education of ST.HAIR's apprentices and assistants every Tuesday morning with the ST Hair Academy.

### Stylists Questions & Answers

#### **Q. What kind of cut is best for short hair?**

It's definitely case by case, depending on hair density, texture and face shape. If you have really thick, coarse hair, super short is usually a really good way to go, like a pixie. You just have to get it cut regularly, usually every 4-6 weeks. If you have fine hair, you have more options but it depends on your face shape. A longer grown-out version of a pixie, somewhere between a shag and a pixie is great on a variety of people. A graduated bob is another great cut for almost anybody. Short cuts accentuate the profile, cheekbones and chin.

### **Academy News!!!**

The launch of the Academy has been very successful. The Academy allows newer stylists the opportunity to gain invaluable skills and experience on the floor, ranging from customer service to technical performance with the support of senior stylists. The benefit to our clients who elect to use Academy stylists is a 10% – 30% savings on the services provided by the Academy stylist of their choice. Interested in making an appointment through the Academy? Talk to a member of our staff today.

ST HAIR'S pricing structure is a la carte and categorized according to your stylist's education and experience. Our pricing structure affords you the ability to move freely between stylists to best accommodate your needs.

#### **Q. How can people who blow dry their hair every day control or avoid the amount of damage they are doing?**

People that blow-dry their hair every day would tend to not want to put much in their hair before they blow it out...BUT you need to protect it from the humidity...The perfect products to put in before a blow-dry are Styling Lotion and Leave In Conditioner. Make sure that when you blow-dry your hair it is at an angle and not directly on your hair shaft. Using Hair Powder and putting your hair up in a ponytail when you sleep is a good way to keep your blowout longer. All you will have to do is to touch it up in the morning... don't wash your hair every day!

### **Salon News**

*We welcome Sarah from front desk to the academy side to learn hairdressing in our apprentice program.*

*We would like to announce that Lifestyles Magazine has named ST HAIR Salon of the Year for 2008. You can read more about it at their web site:*

[www.lifestylesmagazine.net](http://www.lifestylesmagazine.net)

*Our Color Lounge offers a variety of books and magazines for your reading pleasure. Relax and enjoy!*

*We would like to say goodbye to the following guests who have been very loyal to us but are moving; we will miss you!!!*

*Janet and Peter Moss  
Jane Brady  
Rick Burton, Angela Hunt and  
Yadira Nunez*

### **IN THE LIFE...**

Alex is proud to announce that she completed her hair design apprenticeship in January. She will continue her education with the academy of ST HAIR.

Dottie will take a trip to Las Vegas in April.

Heather is proud to announce that she has passed state board and happily joins our academy team.

Kealea will celebrate her 5<sup>th</sup> anniversary with her boyfriend Chris.

Lizzie is excited to continue her academy training in 2009. Wish her a happy birthday on April 9<sup>th</sup>!

Marisa is looking forward to her editorial styling class in St Louis with platform artist Tyler Colton.

Rachel is anxious for the weather to warm up so she can lay out by the pool.

Sharon is excited her mum will be here in April. She also wonders how she will fit in all the shows and classes this year !?!

Sarah is very excited to cross over to the hair side of things as a St. Hair Apprentice in the coming months!

Tiffany will celebrate her 2 year anniversary with her husband Wes.



*Be sure you receive a prescription from your stylist! All prescriptions are entered into our monthly drawing. Winners receive any of a variety of products from their personal hair prescription! Congratulations Linda Palermo who has been chosen as our lucky winner for the month of March! As always, we appreciate all our guests' loyalty and continued trust in our team!*