

Summer 2009



# ARCANA GROUP OF SALONS

hair, beauty & specialist treatment centres

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50 lennon drive, crownhill, milton keynes mk8 0as • tel: 01908 261040

## It's For Chaaaaarity, Mate!

THE PINK EDITION!

Every year we fundraise throughout October for a variety of Cancer Charities; this year is no exception. In memory of my step father who lost his brave battle with cancer last year and for all those who have lost loved ones to the disease, I hope this will be the biggest success yet.

The Ballroom at the MK Dons Stadium will play host to the Arcana Group Of Salons 'Cinderella Ball' 2009 (in aid of Cancer Research UK) on October 30th. The evening will begin with a champagne reception followed by a three-course dinner and (of course) a hair & fashion show, entertainment and auction hosted by a celebrity guest.

CONTINUES INSIDE...



### IN THIS ISSUE

YOU LITTLE MINX • CONGRATULATIONS! • HAPPY MONDAYS • SPOTLIGHT ON CLINICS • 'OFF PEAK' SPA DAY • NEW ARRIVALS • BARGAIN BASEMENT • LOYALTY POINTS SCHEME • SWEET SMELL OF SUCCESS

# It's For Chaaaaarity, Mate! (continued)

Tickets are on sale NOW and are strictly limited. Dress code is 'black tie and tiara' and it is a strictly over 18's event. Individual tickets are £45, including dinner, but a table of ten is available at an even better rate! It promises to be a fabulous event as well as a worthy cause.

Visit our dedicated website at: [www.arcanafundraising.co.uk](http://www.arcanafundraising.co.uk) for more details or to book online or telephone either salon reception (Shenley – 01908 505515 or Crownhill – 01908 261040) and ask for Debbie.

We are still looking for donations of: chair covers, large chocolate fountain, wine and champagne, large auction items (including experience events, signed memorabilia, designer goods, holiday/visits, vouchers etc), and corporate sponsorship/'pound for pound' matching! If you (or anyone you know) can help PLEASE get in touch.



## You Little Minx

Minx is the innovative new nail system from America. Join Beyonce and Victoria Beckham in being the proud wearers of this wonderful new idea and stand out from the crowd. 'Minx' is a solid nail coating, which is available in over 120 designs, including fantastic metallic colours to funky patterns, even tartans!

Unlike a polish, there is no drying time and no smudging can occur. Application is done in place of polish after natural nail manicure or any form of enhancement. No chemicals are used in either the application or removal; match Minx to your outfit, lipstick or even shoes!

Minx lasts approximately four to eight days on the fingers, and up to four weeks on the toes. Prices for Minx application start from £15.



## Happy Mondays!

Back by popular demand; Shenley will reopen on Mondays again. We will open 9am until 6pm from 1st November. However, we will not open on Bank Holidays.

## Congratulations!

Congratulations to LANA who has been promoted from a regular level stylist to an advanced stylist; Lana joined us as an apprentice in 2006 and has continued to impress us all with her incredible client request rate and continuing development. Her prices will rise accordingly from 1st September 2009.

Congratulations to NICKI; who joined the Crownhill salon (formerly Smartz) in 2006 as a part time member of the team. Nicki has excelled as a full-timer under the new management and we are delighted to announce her promotion to Advanced Stylist starting 1st September.

GEMMA joined us as a stylist last year despite holding qualifications since 2002 in advanced hairdressing which should have brought her in as an advanced stylist. Having settled in well and built a loyal fanbase, we are please to put Gemma where she rightfully belongs; in Advanced Stylist status from 1st September.

Congratulations to ALICE who, despite the desire to move to Australia (after visiting for 3 months last year) has braved the UK weather and stayed in Milton Keynes against all odds! Alice is another exceptionally busy and popular advanced stylist who will enjoy a promotion to senior stylist status. Alice completed her NVQ level 3 a few years ago and really got creative with a lot of 'Arcana' photographic and competition work (shoots etc) this year which has kept her motivated and inspired. Her prices will rise accordingly from 1st September 2009.

# Spotlight on ... Clinics

We now have a vast range of specialist treatments available on a monthly basis at our Crownhill salon including:

## PERFUME STUDIO

**The idea is simple; if Victoria Beckham, Jennifer Lopez, Paris Hilton and a host of other celebrities can create their own fragrance, then why shouldn't you?**

The Perfume Studio will allow you to do just that – a quality signature fragrance that you create - in our salon! You design your own fragrance from a palette of blends from across the whole spectrum of fragrance; light fruity top notes to the heavier base notes of Spices, Jasmine and everything in-between so there is something for everyone. At the end of the hour-long session each participant receives 20ml of fragrance in an atomiser spray of their choice to take away (4 colours to choose from) and a certificate of authentication. Prices start from £40.

## MAKE OVER WORKSHOP

**Love the idea of a total make over, hair styling, make up, nail paint applied celebrity style? Followed by a personal photo shoot in our upstairs studio with a professional photographer?**

Our makeover workshop makes a great gift or an affordable way to build a portfolio over a period of time if you are an aspiring model. The £50 fee includes all the in-salon hair and beauty prep, the 30 minute shoot and a 10"x 8" print to take away (other pictures available for an extra charge from our photographer). Children's shoots (minus the hair and make-up) are also available starting from £30 on selected dates. See our clinic schedules for guest photographers.

## MIRAGE MEDICAL CLINIC

**The ageless good looks of film and television personalities may, in some cases, be attributed to surgery, never to luck, but often to something called 'Collagen Instant Therapy'.**

Since the mid-70s, this simple non-surgical procedure has been available which eliminates age lines and scars in just a few minutes and the effects last for approximately 6 months. Small amounts of Collagen (which is a

natural protein) are injected very superficially along the lines where the skin's own collagen has lost its natural elasticity. The treatment can be repeated for as long as you wish to keep the years at bay.

These days a new generation of sugar-based dermal fillers are also available called Restylane and Hylaform. These are administered in the same way as Collagen by a fully trained member of the Mirage Medical Team (Di). Mirage work with selected salons throughout the UK and are considered to be leaders in the field of dermal fillers.

## TEETH WHITENING

**Emma from 'Teeth White' visits the salon at least once a month. Teeth whitening is one of the easiest and most cost effective procedures you can undergo to improve your appearance.**

It is not painful (aside from sensitivity, in some cases, which can last 24 hours) and will not harm your teeth or gums. Nearly everybody with good general and dental health is suitable for teeth whitening. Everyone wants beautiful white teeth and laser whitening can lighten teeth between five to twelve shades. The effect of the treatment lasts for up to three years, depending on your lifestyle, and the cost of the treatment (£250) includes a take home kit worth £55 to enable you to get your teeth to their optimum level of whiteness and maintain your new whiter smile for longer.

## PERMANENT MAKE UP

**Tracy is highly regarded as an accomplished Permanent Cosmetics Specialist in the UK's Permanent Cosmetics Industry.**

Initially trained and qualified in beauty and makeup Tracy has over 17 years as a qualified lecturer and assessor in the Beauty Education sector. Her expertise in providing safe, stunning results have become highly sort after across the country from beauty salons/medispa's, skin clinics to working alongside aesthetic doctors. As an advanced specialist Tracy also carries out corrective and medical procedures.

Popular procedures include permanent eyeliner, eyebrows, lip liner and many corrective applications including areola reconstruction, cleft lip enhancement etc. Prices start from £95.



## £50 'off-peak' Spa Day

For you and up to three friends;  
price per person. RRP circa £160

Offer valid Mon-Fri 9am-6pm

### Spa Day includes:

- DERMALOGICA PRESCRIPTION FACIAL (includes introductory back, neck & shoulder massage)
- DERMALOGICA THERMAL BODY THERAPY (deep thermal stamping, mud massage, nourishing mud therapy, power recovery therapy, body foliation or mineral salt scrub)
- DELUXE HOLISTIC SESSION (Indian Head Massage\* / Hopi Ear Candles\* / Reflexology\*)
- SCALP & HAIR SPA TREATMENT (Hydrating, Strengthening, Volumising or Colour Enhancing)
- COMPLIMENTARY BLOW DRY
- LUXURY MANICURE
- LUXURY PEDICURE
- MORNING OR AFTERNOON TEA with English Scones, Clotted Cream and Fruit Preserve

# New Arrivals

## WELCOMING TO THE SALON...

**AUSTIN** – Part Time Senior Stylist at Crownhill, Austin is originally from Ohio, USA and brings with her a fresh new perspective to our own British approach accompanied by bags of style and enthusiasm.

**AMANDA** – Part Time Senior Stylist at Shenley Brook End, a former salon owner and long-time stylist, Amanda brings with her a number of years experience and a great, friendly approach to hairdressing.

**HANNAH** – First Year Apprentice. Hannah has just finished GCSE's at Shenley Brook End School and joins the Shenley team ready to start college in September.

**DEMI** – Second Year Apprentice. Demi spent last year at Milton Keynes College starting her NVQ level 2 in hairdressing, but has decided to try apprenticeship at Crownhill to complete her final year.

**ELAINE** – Crownhill Part Time Receptionist. Another former salon owner who not only worked as a hairdresser for many years but also qualified in some aspects of beauty; a perfect addition to the Crownhill reception team.

## WELCOMING TO THE WORLD...

Unbelievably our **ANGIE** became a grandmother in April when her daughter Kerry gave birth to baby Thomas. Congratulations Angie!

Former stylist **LEANNE**, who left the salon back in 2008 to concentrate on being a mother to baby Olivia, heard the pitter patter of tiny feet again when Leo joined the family in April. Congratulations to Leanne and Ric who also tied the knot this year; we wish you all the best for the future and miss you lots!

We were all avoiding 'the chair' when both of our second year apprentices fell pregnant at the end of last year; Congratulations to **CLARE** and her partner Nick who welcomed baby Max into the world in July and good luck to **JESS** and her partner who are due to meet their son in September; we wish you all luck!

# Loyalty Points Scheme

**Have you realised that your salon client account is generating a 'point' with every £1 spent; we all know that points mean prizes right?**

**Check out the table below\* to see what you could be rewarded with once you have saved enough on your personal account:**

Spend	Points	Enjoy Free of Charge	Enjoy 1/2 Price
£100	100	In-Salon Spa Treatment	250ml Biolage shampoo
£150	150	Eyebrow Shape	Styling Product
£200	200	£5 Gift Voucher	Blow Dry
£250	250	£10 Gift Voucher	Holistic Treatment
£300	300	Back, Neck & Shoulder Massage	Colour Service
£350	350	Luxury Manicure or Pedicure	Midweek Spa Day
£400	400	Luxury Facial	Any single beauty treatment
£450	450	Cut & Blow Dry	Single entire bill
£500	500	Midweek Spa Day	Weekend Spa Day
£1000	1000	Weekend Spa Day	GHDs

\*changes will be made periodically but points will never expire. Prizes cannot be claimed or redeemed from 15th Nov -2nd Jan each year.

# Bargain Basement



**2009 has been yet another mixed summer weather-wise but these hot deals are guaranteed to give you a warm glow...**

GHD Limited Edition Pink Gift Set Collection; a baby pink styling iron complete with pink handbag brush, two sectioning clips, heat resistant styler pouch and versatile tote bag.

Now in stock RRP £135. Bring your copy of our newsletter when you purchase your Pink set to claim a free thermal protector while stocks last. Every pair sold will generate £10 plus VAT for Breakthrough Breast Cancer.

# Sweet Smell of Success

**Our dear friends at Matrix (who provide all our technical and salon professional wetcare products) offered us a client incentive that was too good to miss!**

Repeat colour clients who visit religiously every 6 weeks or less were in for a treat. They gave us four bottles of the summer scent 'Amor Amor' from Cacherel to give away.

**The lucky (and loyal!) winners were; Jo Cirket & Pam Verik @ Shenley Brook End and Carol Phillips & Jean Jones @ Crownhill.**

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