

Winter 2008



# ARCANA GROUP OF SALONS

hair, beauty & specialist treatment centres

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## Auld Lang Syne

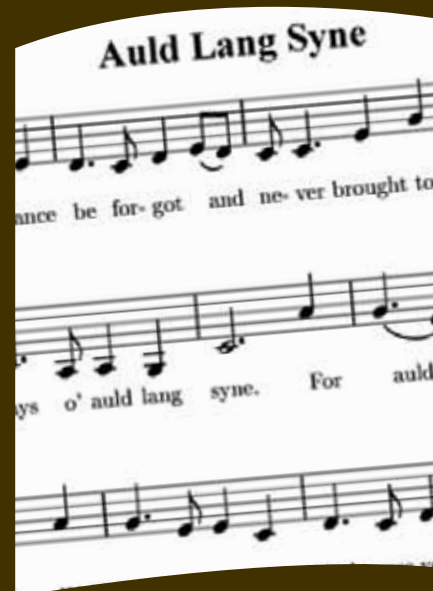
*Definition: old times; times past, esp. those remembered with affection or nostalgia*

**Crikey what a year it has been!**

**We would like to take this opportunity to thank all Arcana clients both old and new for their business throughout 2008, it has been a whirlwind year that has seen some terrific 'highs' despite the global economic downturns.**

- The Crownhill salon was opened in February by Shane Lynch (Boyzone/ Cirque de Celebrity/Celebrity Love Island) and has enjoyed steady growth of business throughout the year. Spa manager Debbie and her team have surpassed all expectations for the opening year; the salon has already been shortlisted for the 2009 Professional Beauty Awards (two categories); results in March... watch this space!
- Salon owner Debbie Elderton was nominated by Milton Keynes College for a government award in favor of training (sponsored by the LSC), she went on to win the regional AND national title of 2008 Small Employer of The Year.
- The artistic team at Shenley made it through to the regional finals of the L'Oreal Colour Trophy AND had their first published pictures in hair magazines this year – well done girls!

We have lost a number of long serving and highly respected staff this year who have all gone on to enjoy personal success either through extension of their families, marriage and travel and even those who have started their own businesses; we wish them well for the future and thank them for their hard work and professionalism. The success of 2008 would not have been possible without the loyalty and support of our customers and staff. It has been a difficult year but one that has been full of excitement and rewards.



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# Scheming

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**In light of the current economic doom and gloom on the TV we have decided to inject a bit of enthusiasm into spending for 2009. Everybody loves a bargain, an unexpected gift or a bit of money off so we are launching a 'clubcard' scheme. And the best bit? No card to add to the wad in your already straining wallet.**

Is it just me, or do I now have more plastic than Jordan when I go to the shops? I can never find that bloomin' nectar card, advantage card or discount card when I need it, thus making it totally pointless. The ever-polite sales consultant 'reassures' me that if I "keep the receipt the points can be added later" yeah right. So next time I have to remember my card AND old receipt. (sigh).

The Arcana Reward Scheme is totally computer based, every transaction made is recorded against your individual account (no change there) and for every pound you spend you earn one point.

**With me so far?** Once you have earned 100 points you can start enjoying the treats. The more you spend, the more you save or enjoy. Detail of the gifts and savings will be posted on the website from January or available from

## 2009 Pricing

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**The recent reduction in VAT on services has allowed us to hold our current prices through next year which would have otherwise been raised, you will also notice a reduction in the cost of our products within the retail area of the salon.**

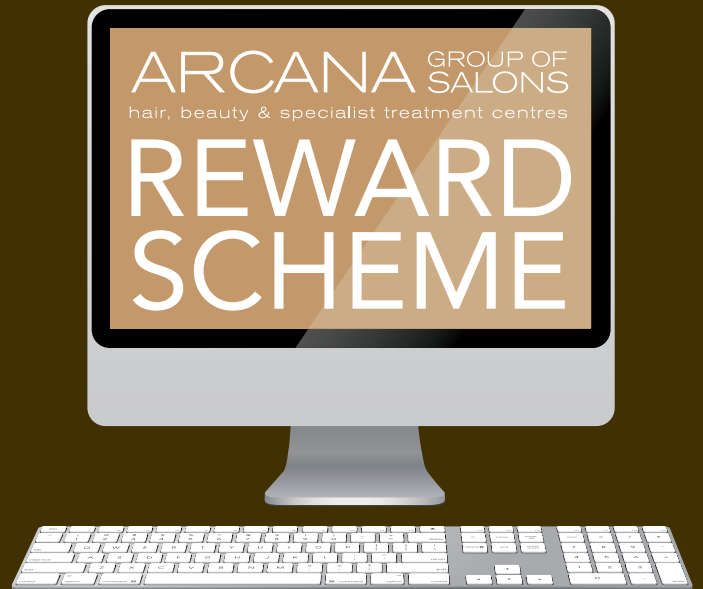
We have felt the need to introduce a 'tiered' pricing structure to the beauty services this year to reflect the varying experience levels of staff. The 2008 prices will remain unchanged for our new 'therapist/technician' tariff but will increase for our new 'advanced therapists/technicians'.

Congratulations to Sam, Sophie and Suzie who have all been selected for this phase of promotions.

These promotions are largely due to the extensive training and experience gained by our long serving team members who have spent the last two to three years continually studying new skills and post graduate techniques to surpass your every expectation in treatments. The growth of the beauty department has meant we have been able to employ some newly qualified staff and develop their basic college skills. This new pricing structure reflects each person's ability and therefore your treatment anticipation.

reception.

Please be aware that each salon has a totally separate PC system so if you enjoy visiting both sites you will be generating two individual accounts, until the software company catch up with us, we'll have to keep these balances isolated - sorry!



## Close Shave

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**Did you know that we offer a traditional men's barbers experience?**

A wet shave, sometimes called a cut throat or barbers shave. It consists of a traditional steam towel and products to prepare the skin. A dual shave follows; one with the grain/growth of the hair then the second against it to get as close as possible without damage to

the skin. A relaxing back and scalp massage can be added (optional) and then application of the finishing products from the NEW Dermalogica 'shave' range.



For the first time, skin can meet razor with no fear of irritation, redness, razor bumps or burn. Dermalogica Shave's exclusive three-step regimen is the first in the industry to take into account beard type, hair growth pattern and skin condition for a shave that actually delivers the healthiest skin possible. Homecare kits are available at an extra charge and are a great accompaniment to a gift token for this incredible new masculine treat; perfect for the man that has everything this Christmas.

# Rumbled by Bumble

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**Arcana Group Of Salons has been approached by Bumble & Bumble to be the first in our region to stock their luxury haircare products. New York City-based Bumble and bumble is celebrity and fashion world's favorite hair care company dedicated to innovation, inspiration and education.**

You'd be forgiven for thinking they will require a pay rise to obtain. We were also shocked to find prices start from as little as £4!

You may have heard of Bumbles famous hair powder sometimes referred to as 'dry shampoo', but they have a whole range of delectable washing and styling products. Their biggest fans are the cast of 'ugly betty' and the

## Fame Academy

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**We have been working with MK College for five years to provide work placements for trainee hairdressers. This year we started placements for beauty students as well as the after school club for teenagers interested in a possible career within the industry.**

Fuelled by the recent training award we are now keen to take our education provision a step further and launch 'Academy Days' in salon. During these sessions our full time students will be allowed to work alongside their qualified mentors in a true salon environment with their very own clients.

At a time where some people are being forced to purchase chemist style hair colours in an attempt

## Thermal Body Treasures

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**New year's resolution... lose 10lbs, join a gym, detox your body, have more 'me' time?**

Yep, us too. Dermalogica have launched a range of fabulous warm body treatments combining the power of heat with the power of touch to create serious results-driven treatments that feel insanely great.

Just because our facial skin may be more delicate than our bodies, that doesn't mean the scrubbing, soaping, shaving and sun exposure is acceptable! Our bodies can experience the same conditions as our faces (acne, sensitivity, dryness) and they are now just as easy to treat.

editors at Vogue and Elle magazines. There is hardly an issue where Bb doesn't feature.

We want to know what you think; email or call in at either salon to register your interest in this exciting new range currently only available in Harrods, Selfridges and a handful of top salons nationwide. If you guys like it, you'll see it on our shelves in January...

# Bb.

## Bumble and bumble.

to cut back on spending, we can now offer a salon-guaranteed finish at a comparable price!

Treatment availability will vary according to student's individual level of capability. An Academy pricelist will be available at reception from 1st January. Please be advised that clients wishing to book for an academy session will need to visit in person for a consultation prior to their booking.

# ARCANA Academy

Body therapy is as ancient as Greek thermaes and Turkish baths, but Dermalogica bring these concepts bang up to date. Dermalogica believe that today's body therapy experience should be a collective homage to ancient traditions and modern technological wonders.

See our 2009 brochure out 1st January (also available online at [www.arcanasalon.co.uk](http://www.arcanasalon.co.uk)) for details and pricing.



# Holiday opening hours

DAY	SHENLEY BROOK END	CROWNHILL
Christmas Eve	9.00am - 3.00pm	9.00am - 3.00pm
Christmas Day	closed	closed
Boxing Day	closed	closed
Saturday 27th Dec	8.30am – 4.00pm	8.30am – 4.30pm
Sunday 28th Dec	closed	closed
Monday 29th Dec	closed	closed
Tuesday 30th Dec	closed	closed
New Years Eve	9.00am - 3.00pm	9.00am - 3.00pm
New Years Day	closed	closed
Friday 2nd Jan	Return to normal hours – Please be aware that our new treatment brochure and tariffs begin today	

*Seasons Greetings*

From all at Arcana Group of Salons,  
We wish you a Merry Christmas filled with  
joy and laughter and best wishes for a  
Happy, Healthy and Prosperous New Year.

## 2009 Promotions

Below is our promotional calendar for the first quarter of 2009, it will also be featured on the website for reference. New promotions will be added each quarter. Enjoy!

JANUARY	FEBRUARY	MARCH
<b>20% off all technical hair services*</b> <small>(colouring, perming and permanent straightening) plus selected retail discounts *Valid Monday to Friday 9am – 5pm</small>	<b>His &amp; Hers Offer</b> <small>Free Men's Cut (gift voucher) with any Womens Cut &amp; Finish appointment</small>	<b>Buy One Get One Free on all Holistic Treatments</b>

## On the net?

Visit us at:

**[www.arcanasaloon.co.uk](http://www.arcanasaloon.co.uk)**

for general information, or catch up on our gossip and latest activities at:

**[www.myspace.com/arcanasaloon](http://www.myspace.com/arcanasaloon)**

add us as a friend and receive special offers and promotions.

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**Please update your records with the following information to reduce waste and avoid disappointment**

We use these details to send Christmas vouchers, bi-annual newsletters and for insurance purposes. If you would really rather **not receive vouchers** (are you crazy?) please tick here:

Name	<input type="text"/>	Birthday	<input type="text"/>
Address	<input type="text"/>	Home tel.	<input type="text"/>
	<input type="text"/>	Work tel.	<input type="text"/>
	<input type="text"/>	Mobile	<input type="text"/>
Email	<input type="text"/>		

Changes you'd like to see @ Arcana/Arcana Spa: (optional)

Things you really like @ Arcana/Arcana Spa: (optional)

Text message reminders for appointments are automatically generated and totally free of charge

**Send to either salon, or drop in at your next appointment**