

The Luxe Spa Newsletter

April/May 2009



Luxe Spa

2541 Monroe Avenue
Rochester, NY 14618
585-256-1050

Spa/Salon Hours

Sunday - Closed
Monday - 9 AM - 3 PM
Tues. & Wed. - 8 AM - 8 PM
Thursday - 8 AM - 9 PM
Friday - 8 AM - 8 PM
Saturday 8 AM - 5 PM

**WE'RE ON THE
WEB!**

www.luxespa.com

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Luxe Spa 2009 Prom Specials!

Book Your Prom Specials at Luxe Spa Today! Our specials are:

- Up style, Makeup application, Mini Manicure and Mini Pedicure – All for only \$115
- Up style and Makeup application – \$85



*Space is
limited!
Book your
appointment
today!*

Mother's Day Specials at Luxe Spa!

Buy that special woman in your life a gift card for one of these wonderful packages!

- **Total Luxe Mom Makeover:** Start off the day with a perfect smile with our exclusive teeth whitening treatment, next meet with a highly trained esthetician who will evaluate your skin and provide you with recommendations. Next, you're treated to a makeup application and finish with a new hair cut. \$230 (value saved \$55)
- **Super Woman's Revenge:** This is the day for that special woman in your life to take a break and be pampered! She will enjoy the Luxe Signature Facial followed by a 60 minute Holistic Relaxation Massage \$125 (value saved \$25)
- **Mommy to Be:** She may not be a mommy yet but she sure does deserve the royal treatment this Mother's Day. Treat her to a prenatal massage followed by a spa pedicure \$120 (value saved \$20)
- **Queen for a day:** *We brought back your favorite package!* This is a taste of some of the most popular services we offer. Start your day of luxury with our Luxe Signature Facial followed by a 30 minute "oh my aching back" massage. We will provide you with a spa lunch and then take you off to our private pedicure room for a mini pedicure and mini manicure. End your day with a makeup application and a wash and style. \$200 (value saved \$52)

The Benefits of Hot Stone Massage and Therapy

Are you in need of something to help you relax, relieve muscle tension, or make you forget about your rough day? If so, then a hot stone massage, also known as hot stone therapy, may be the solution you have been looking for. The therapeutic benefits of a hot stone massage have been around for centuries. Ancient cultures and Native Americans used this technique to improve overall mental, spiritual, and physical wellness. Native Americans used hot stones to detoxify and to find harmony and balance. In some European cultures, hot stones or bricks were wrapped in cloth and placed over a person's injury for relief. In China, hot stone therapy was used as early as 1500 BC as a method for relieving muscle aches and tension. Today, hot stone therapy is used much in the same way as it was centuries ago and for the same benefits. One session can help you to relax, release, and rejuvenate.

Hot stone therapy is perfect for achieving mental wellness. Basalt stones, polished, hardened lava rocks, are heated by water in an electric roaster. The heated stones are then placed strategically along pressure points to help melt away tension creating a calming atmosphere. Stress, deadlines, anxiety, and other life annoyances disappear long enough for your mind to relax at the deepest level. The therapeutic massage creates a sense of well being. Insomnia is often cured through the use of hot stone massages because of its ability to put the mind at ease. It is also known that depression can be helped by the use hot stone therapy.

Another benefit of hot stone massage is the feeling of spiritual wellness being achieved. As the warm stones relax the body, the mind is calmed retreating into a deep meditative state. In this meditative state your body becomes re-energized. Sensory stimulating oils used along side the stones help aid in

the rejuvenation of your mind. The soothing heat therapy promotes a positive energy flow giving a sense of harmony and balance helping you to feel at peace. Receiving hot stone therapy is like going on an intimate, personal vacation. It is a wonderfully refreshing experience.

Physical wellness can also be achieved through hot stone massage. Hot stone therapy relieves muscle aches and pain. The penetrating heat also helps to relieve pain associated with arthritis. It improves blood circulation keeping your heart healthy. The therapy also helps stimulates the flow of oxygen and nutrients helping your body to detoxify and heal. This helps create a calming effect on the nervous system increasing vitality. The end result is a feeling of overall good health.



Hot stone therapy is a wonderful treat for the body. It is very rewarding with lots of benefits. Hot stone massages can be found at almost every medical spa around the globe. This therapy is also offered at regular day spas and at vacation destination spa resorts. Everyone needs a break from time to time. Taking the time to get a hot stone massage is worth both the time and money. You will be able to relax, release, and rejuvenate. Reconnecting with you is priceless.

WAY TO GO LUXE SPA!

Luxe Spa is the ONLY salon in Rochester to have all L'Oreal Certified Color Specialists!

Advanced Education and Training at Luxe Spa!

We stylists, at Luxe Spa, are committed to continuously elevating all aspects of our craft. Advanced education and training are very important to us. Here are some of the things we have been working on:

New Product Training:



L'Oréal

- Liss Extreme – Ultimate nuit is a night cream for your hair that protects against humidity. It is a non-greasy gel cream that nourishes and conditions the hair fiber overnight for improved manageability in the morning. This deep treatment softens, conditions and enhances the texture of the hair fiber. This formula will not stain pillow-cases or bed linens.
- Volume Expand – Volume Expand uses mineral technology to expand the space between hair fibers for optimal volume. It lifts the hair from the root for all over fullness and body with a natural feel.

Nioxin

- Scalp Recovery – Scalp Recovery contains the scientifically proven anti-dandruff and anti-itch ingredient zinc, which helps treat and prevent *seborrheic* dermatitis, dandruff, eczema, and related scalp symptoms.

Scalp Renew – Scalp Renew is an anti-aging in-salon treatment that utilizes a patent-pending natural *dermabrasion* technology to restore scalp and hair health. You can think of it as a facial for the scalp. It works by addressing miniaturized, weak hair; sebum plugs and build-up; hardened collagen; layers of dead skin cells; it increases cellular turnover; and increases collagen production.

Advanced Training at L'Oréal Soho Academy:

- On June 28, 2009 Michele Scarpetta and Stephanie Danylysum will be attending a weekend long training at L'Oréal Professionals Academy in NY City. Training will include hands-on workshops in short and sexy women's cuts, and men's grooming workshops.
- On April 4-5 2009, Heidi Crimmins will be attending a 2-day workshop to learn about design trends for people in their 20's, 30's, 40's, 50's, and 60's. Her goal is to capture a client's beauty and make trends appropriate at every age.

Upcoming Events:

- On May 6, 2009 we will be holding a Thinking Hair Seminar. Nioxin Educators will be here to talk about hair loss, evaluate scalp conditions and perform Scalp Renew treatments. See a desk coordinator or a stylist to make a reservation or for more information.



- In June 2009, we will be holding a "Blow out to Go Out" Blow-drying workshop. Bring your own products and tools. We will show you how to do your own hair like the pros. See your stylist or Desk Coordinator for details.

*The greatest compliment clients can give us ~
the referral of their friends and family!*

MONTHLY SPECIALS

April: Purchase a facial and receive 20% off any Guinot or MD Formulation product.

May: Free cut with color and/or highlights. (New clients only)

June: \$10 off any hour massage.



LUXE SPA CANCELLATION POLICY

If a cancellation is inevitable, we understand. However, please adhere to our cancellation policy to avoid being charged a cancellation fee of \$25.00. Any single appointment not canceled 24 hours in advance is subject to this charge on your credit card. Clients who do not show up for appointments and who have not canceled in advance, will also be charged the \$25.00 cancellation fee in consideration of our professional operators' time.

For those who have reserved more than one service or package, Luxe Spa, requires 48 hours advance cancellation notice to avoid full fee charges. All multiple service appointments, packages, facials, Brazilian wax, massages, and eyelash extensions must be

secured with a credit card or gift certificate number. In the event of a no-show for a scheduled appointment, the client will be charged the full fee for the service(s) missed.

This cancellation policy allows us the time to inform our stand by clients of any availability. Thank you for your cooperation in this matter and your consideration for your fellow clients.

If you do arrive late to your appointment, the practitioner reserves the right to reduce the length of you session. You will be responsible for the total fee for your treatment as scheduled.

LUXE SPA'S MISSION STATEMENT

Our mission at Luxe Spa is to provide our clients with the highest degree of customer service in a professional, relaxed and caring environment. We are committed to performing our services to the highest of standards by continually educating

ourselves in the areas of technology, product knowledge and customer service. Our staff works as a team toward a single goal, to provide you, our client, with the most personalized beauty and wellness experience in order to achieve the results you desire.

BEAU LINES

Beau lines occur when the nail matrix is injured and the growth of the nail is slowed. This eventually causes grooves in the surface of the nail plate. Whatever the reason for the slowing of nail growth, it will result in transverse ridges on the nails, which look like pale bands lying horizontally across the nail plate. They first appear in the moon (lunula) and then progress with the growth of the nail. In cases where ridges are not caused by a systemic illness or congenital disease, Beau's lines will grow out with the nail and disappear. Fingernails take approximately nine months to grow out completely with the middle fingernail growing most rapidly. Toenails take approximately 18 months to grow out.

Beau's lines are a result of a variety of conditions, ranging from minor to severe. The most common causes are local injury or exposure to severe cold, both of which decrease the blood flow to the nail matrix. Any kind of injury to the nail matrix can cause transverse ridges to appear.

The first step in preventing this condition from coming back is to see your doctor. After seeing your doctor and getting the green light to have nail services, you might consider nail enhancements. The enhancements will make you feel better about your nails while the transverse ridges grow out. Otherwise, you might consider a natural manicure finished with your favorite polish color.



Beau lines on the nail.