



**Gina's Designs** ~ your salon for hair, skin and nails

37111 Euclid Ave, Willoughby ~ 440.951.4124

## Value Added Service

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

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### BONUS Salon Product & Service Specials

Paul Mitchell COLOR SINES	\$29.95
Select OPI Nail Lacquers	Buy one get one FREE!
Salon Exclusive Skincare Products	2 for \$15.00
Salon Exclusive Make-up & Cosmetics	3 for \$25.00



### Extensions Consultations:

- First we set up your consult
- Choose the type of extensions, length and color
- Purchase the hair you need
- Make your appointment to have them applied!
- Enjoy your new longer, fuller hair!

### Discounts or more for your money?

I am constantly reading articles in our trade magazines and beauty industry websites newsletters about how the economy is affecting all of us, you, the client and us the salon. I hear lots of opinions, in and out of our industry. I like the ones where there is an opinion towards a glimmer of better things to come, rather than the doom and gloom that seems to permeate the daily newscasts.

John Paul DeJoria, co-founder of Paul Mitchell, encourages us to hold the

course, keep it fun and not to raise any prices. I agree with him!

The thought remains, if clients are stretching their appointments even farther apart then ever, maybe even giving up their hair color or attempting to do it themselves, how can a salon survive this loss of business? My landlord still wants their share!

We can't cut our prices, even though I can do some awesome specials which I will tell you about, but we

CAN give you that extra bang for your buck! With a huge smile and a thank-you for your business!

Some things are still in the works, (i.e.: new equipment for new add on value) but others we have been doing since way before the holidays last year.

We offer ways to help you cope with the longer time period in-between visits and help keep your hair in it's best optimal condition from using box color or bargain store hair products.

### Hair Extensions ~

I am pleased to announce my newest service available, permanent hair extensions!

I can give your own naturally growing hair new length, volume or both! I have two options for attaching the hair strands to your own, one is a very lightweight aluminum bead, the other is a protein bond that is heated to mold with your

own hair.

I use "Remy" hair which is the highest quality with the hair cuticle in it's natural state, not processed and treated, and all in the same direction like your own natural hair. This hair can be re-used for a second application after four months instead of purchasing more

hair. A huge savings for you!

Extra Bonus! I can use hair in highlight/lowlight color mixed in with your own to save your own natural hair from the chemicals used to high lift natural hair. The strands can be removed when you feel like a change. What a great option!

## Added Value BONUS POINTS

Our loyalty points add up with every single purchase made. So you can save dollars off products and services or receive a FREE service such as a spa hand paraffin treatment **valued at \$12.00** or an eyebrow arch **valued at \$15.00**. These are at no cost to you! Just a way for me to say thank-you for your business! Sending us a new client rewards you with 100 extra bonus points to help you save more even faster.

~ NEW ~

### COFFEE BAR

*When you are here relaxing while you enjoy your service, you can partake of regular, medium or a dark roast coffee with a delicious biscotti. Or if you prefer teas, we have regular, green tea or a decaffeinated tea & some breakfast teas. Hot ciders or hot chocolate are also available. There are some snacks for the sweet tooth or to just soothe a rumbly tummy.*



## Added Value Hair Services

We have added several extras to all of our hair services, so when you come in for your hair styling service, your hair will be in it's best condition when you leave the salon. Shiny and healthy, your hairstyle will look and feel the way you want it to!

With every cut and style, a **professional conditioner** is always applied at the back bar after the shampoo. We choose the one that will

best repair and maintain your hair's good health.

Prior to every perm we do, a **special hair treatment** is applied first to help balance and strengthen the hair to prepare it to take the perm well and still look and feel healthy.

Hair color is no exception. A **professional hair treatment** is applied after every hair color service to stop all oxidation, close the hair's

[\\$6.00 to \\$15.00 value free](#)

cuticle and balance hair back to it's normal ph level, therefore helping your color to last longer and maintain good hair health.

Home box color can be drying and not quite "what you had hoped for." We have specially priced **Paul Mitchell's' Shine gloss color at \$29.95** to help save your home color! A top coat of gloss shine with a tone that you want adds shine & manageability to your hair.

## NEW EQUIPMENT has arrived!

[\\$25.00 value free](#)

This is COMPLIMENYARY hair service everyone will LOVE and benefit from. We purchased a specialized hair treatment steamer. With a haircut or style service (the color and perm services already have complimentary specific add on treatments) you'll experience an awesome steaming process for your hair and the scalp. The benefits are deeper more intensive conditioning for your hair and extra benefits for the scalp. Relax and enjoy!

## Added Value Nail Services

[\\$6.00 to \\$12.00 value free](#)

A complimentary spa paraffin hand treatment is included with every manicure! Your hands and nails will immediately start this service moisturized and soft! This is a **\$12.00 value**. If you prefer just the spa treatment while your hair color is processing or while your hair is being dried & styled. It is half price at **\$6.00**.

## Added Value Skin Services

[\\$5.00 to \\$30.00 value](#)

Any of my wonderful facial treatments can have added value with specially priced "add on" services. Some are **45% of the regular price** if the service was done alone on it's own. The benefits to your skin are multiple & at a great add on price!

One of my favorites is the

**eye treatment**. Alone it is a **\$25.00** service, add it to any of my facials and it is only **\$20.00**.

Purchase six treatments as a series at just **\$20.00** each.

I love the results of my **Microdermabrasion crème treatment**, regularly **\$35.00** alone, just add it on for only

**\$25.00**. Smooth your skin & make it soft & supple!

**The Photo Therapy Light Wave Rejuvenation** skin treatment can be added on for only **\$35.00**. This is regularly a **\$65.00** service! Whatever you decide to do, your skin will thank you for it with results you'll love.