



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

37111 Euclid Ave, Willoughby ~ 440.951.4124



## Hair it is!

Do you "Tweet"? Would you like to? Follow us on Twitter <http://twitter.com/hairstylers>  
Salon specials for those who tweet! Become a Fan on our new Face book page!

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

### The Story

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#### Tea Tree Collection

- Special Shampoo invigorates
- Conditioner energizes
- Scalp Treatment soothes
- Hair & Body Moisturizer protects
- Body Bar refreshes
- Liquid Hand Soap kills germs
- Shave Gel is super rich
- Styling Gel gives body & shine
- Grooming Pomade is flexible
- Shaping Crème adds texture

**100,000**— the number of trees that have been planted in the last 5 years worldwide by Paul Mitchell with each Tea Tree purchase you have made!

With your support, Paul Mitchell celebrates Earth Day every day. Each Tea Tree purchase helps fund urban forestry, educational programs, rural reforestation and the establishment of tree nurseries.

YOUR PURCHASE  
MAKES  
A DIFFERENCE!



Over 28 years ago, two friends had a vision—to found a company for hairdressers—one that would provide tools of success for hair care professionals and educators, their salons and the entire beauty industry. It all began in 1980, when John Paul DeJoria and Paul Mitchell first decided to launch their professional hair care system around a revolutionary new styling method—hair sculpting—and a revolutionary new styling product—Hair Sculpting Lotion™. They established a

partnership with a borrowed \$700.00 which eventually became known as John Paul Mitchell Systems. The two partners began marketing their products under the brand name Paul Mitchell, as Mr. Mitchell was the hairdresser of the two.

Initially, John Paul Mitchell Systems faced many challenges. According to Mr. DeJoria, “We should have gone bankrupt perhaps 50 times during the first year.” Resources were so

limited that the Paul Mitchell brand’s now-famous black and white packaging was a result of not being able to afford color ink. At one point, the company consisted of a post office box and an answering machine with a female friend (with an English accent) producing the message recording to convey that there was, indeed, an “office.”

However, the partners had a unique and win-



**PAUL MITCHELL**  
since 1980

ning strategy—a company-building plan that stemmed from their convictions. DeJoria and Mitchell traveled extensively to conduct no-cost product demonstrations for salon owners. Tragically, Paul Mitchell died of pancreatic cancer in 1989. Under DeJoria’s leadership, however, the company continued to grow to one of the largest in history.

The two partners’ dream has flourished. The company currently produces over 90 products

including the brands Paul Mitchell, Modern Elixirs, Tea Tree, Paul Mitchell Pro Tools™ and Paul Mitchell Professional Hair Color. All John Paul Mitchell Systems hair and skin care products are manufactured within the United States. John Paul Mitchell Systems products are sold within the United States to approximately 100,000 hair salons and schools. Internationally, John Paul Mitchell Systems supplies thousands of hair salons.

John Paul steers the company according to its original vision. Despite hugely lucrative offers from public corporations to purchase John Paul Mitchell Systems, John Paul refuses to sell the company because of the initial vow he took to stand by the professional beauty industry. Since no public corporation can guarantee it will market John Paul Mitchell Products exclusively through salons, for John Paul—selling is simply not an option.

**NEW in the Salon**

We have new additions to our Pure Enchantment all natural body care line. New body bars, handcrafted in Rocky River are the Cucumber Melon, the Orange Patchouli and the Lavender Chamomile!

New handcrafted Shea Butter hand bars are in Sandalwood Vanilla, Honeysuckle and the Lavender Chamomile!

Along with the Verbena Body Lotion we have added a new Oatmeal & Honey lotion!

Pure Enchantment lip balms are in all your favorite flavors!

We restocked our specialty scarves with four more designs!

Paige wallet products have been so successful I have gotten in some really cute totes, jewelry travel cases AND wait for it...purse hooks!

Also Salon Exclusive body care packages with four bath products in 7 awesome scents!  
~ **Come in & shop!**

*Gina's Designs* loyalty points add up with every single purchase made. So you can save dollars off products and services or receive FREE select services! 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.

**The T3 Experience**

Treat yourself to a true oasis in your day.

- T1 - We start your salon service with a refreshing shampoo using the Tea Tree Special Shampoo. We will relax you with attention given to a relaxing scalp massage for healthier hair and scalp.



- T2- We extend the massage experience further with the extra soothing Tea Tree Special Conditioner. Experience the Tea Tree "tingle"!
- T3— An invigorating and refreshing Tea Tree steamed towel is placed around your face during the whole treatment. We finish with the Tea Tree Hand & Body Moisturizer for soft, supple skin.
- Bliss out with a massage wash!



**Ponder the Possibilities**

The right hair color will give you the most youthful appearance. A variety of tones gives more dimension and brightens your hair color.

Can your hair be saved? Yes! Our intensive steam treatment brings shine, strength and moisture back! Special price add on to your service!

Tiring humdrum ponytail? A textured & tousled shoulder grazing side braid with a deep side part gives your style a refreshing new twist!

**Healthy Thicker Hair** 

How about a shampoo & conditioning that is an energizing body builder for your hair? Lemon Sage Thickening shampoo hair products cure the blues with citrus refreshment that goes straight to your head. Zest up fine to normal hair with unique thickening agents. Natural extracts of uplifting lemon, soothing sage, tingling peppermint and tea tree oil invigorate and renew mind, spirit and hair. Enhances blonde hair color beautifully!

**Earthy Delights**

Mud and clay masques soothe and smooth skin while offering eco-friendly benefits. We want products that produce change in the skin, these treatments accomplish that while also providing essential minerals from the earth. A mud

masque will cleanse and promote circulation and detoxify through their ability to remove environmental substances from the pores. The body quite often has a difficult time flushing out toxins on it's own. By adding essential oils to the

**Skincare**

treatment, I can further customize your facial for hydration, calming, detoxifying or awakening the skin. Come and explore the benefits that these treatments offer. Soothe, heal and smooth your skin!

