

The Locks Letter

A bi-monthly newsletter to keep you up on the latest trends & products

Vol 49 Sept/Oct 2018

Hot Locks Salon of Westlake, Inc.

31130 Center Ridge Road
Westlake, OH 44145 PH: 440.892.0097
hotlockssalonwestlake.com

A letter from Julie

Well... it is that time of year again. With back to school and the Holidays approaching quickly, it's time to start thinking about Fall and Winter.

While we hate to see the warm weather leave and cooler temperatures return, it's the perfect time to change it up a bit when it comes to your hair and nails.

Try some lowlights for a little more depth in that blonde or a sharp haircut to start the season off right. It is always a good idea to get those drier ends cut off at the end of a season to help keep them healthy!

However you decide to celebrate Fall, you know your Hot Locks professionals are here to help you achieve the results you're looking for.

4 Fall Hair Colors For You to Try Now

an excerpt from Elle.com



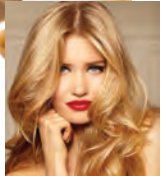
Fall is a natural time to be bolder and more daring. Jewel colors, plums, reds, and darker pinks will be all the rage when the weather starts to cool down.

Chestnut & Cinnamon

Why mess with a good thing? Spiced reddish browns like chestnut & cinnamon are on-trend this season—for good reason. "They add warmth and work great on most skin tones."



Honey, Honey



Honey is a smart option for blondes and brunettes alike. "We've been seeing a lot of honey styles, but I think it will continue this fall only a little darker and more dynamic."

Cool in Copper



And for those that like deeper brighter red, bright copper is a vibrant and bold option. Copper tones like this draw attention to the eyes—the contrast is fetching—and work particularly well against warm skin tones.

THE ONE & ONLY ORIGINAL BRAZILIAN BLOWOUT



BRAZILIAN BLOWOUT IS THE PREFERRED SMOOTHING TREATMENT OF CELEBRITIES, BEAUTY EXPERTS, AND STYLISTS AROUND THE WORLD.

YES...We're Certified!

WHAT MAKES OUR SMOOTHING TREATMENT DIFFERENT? Customizable – keep curls and lose frizz or just smooth straight Great for All Hair Types – curly, kinky, frizzy, fine, or coarse! No Change to Curl Pattern – your natural curl pattern returns Treatment is Finished at Salon – you leave the salon with smooth, frizz-free hair for up to 12 weeks.

this is Keri from HL!



this is Karen a HL client! At her 4 week appointment she said "Her Brazillian is a life-changer!"

Q. Who is the best candidate for the Brazilian Blowout?

A. It has been our experience, that good candidates for the Brazilian Blowout are anyone who has frizzy, damaged or processed hair. We have found that with proper communication and a professional application, anyone can benefit from the Brazilian Blowout smoothing treatment.

Q. Is the Brazilian Blowout going to make my hair straight?

A. If your hair is wavy, the Brazilian Blowout will make your hair appear naturally straight and healthy. If your hair is very curly, it will minimize frizz while enhancing the appearance of the natural wave/curl. If you have straight, frizzy hair, this treatment will eliminate frizz and promote radiant shine.

MORE QUESTIONS? JUST ASK YOUR STYLIST.

UGG LY Ugg boots may have garnered a reputation for being a bit...well, basic since their takeover in the early 2000s, but the latest styles are anything but.



Hitting the runway at Paris Fashion Week, the newest UGGs are slouchy, thigh-high boots complete with stiletto heels. So, make sure to put your UGG orders in early ladies... We're sure these boots will be flying off the shelves.

Ha Ha Ha



Mark your Calendar!

The Hot Locks Salon Vendor Fair will take place on Sunday, October 21, 2018. If you have not been part of one before... what are you waiting for? We have more than 15 vendors, give-a-ways and good times with friends and family! Oh... and all Hot Locks retail is 20% OFF during the fair.

DSTM

DON'T SHOOT THE MESSENGER

Cosmetic Products That Aren't Really Helpful At All

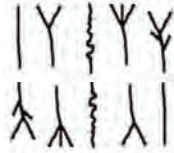
an excerpt from *healthway.com*

You want to believe that they work. You spend so much money on them and invest so much time in using them. But sadly, most of the beauty products that we rely on to make us look younger, prettier, and like we've slept for 10 hours don't do what they promise.

Here's a list of the **most popular products** that really **don't do a thing** for you.

Split End Remedies

Truth is, nothing can bind hair permanently together. Split end products may temporarily stick your hair together, giving the illusion that the problem is fixed, but take a shower or brush your hair, and your splits are back again. Save your ca\$h and invest in a great haircut (the only thing known to actually fix split ends).



Facial Toner

Toners are meant to mop up the oil on your face, but unfortunately they often end up doing the opposite. Most toners are primarily alcohol, which overly dries your face. When your face is too dry, it signals your body to produce even more oil, making the product counterproductive. Dermatologists recommend cleaning your face with cleansing cream -- it's less harsh and will maintain your skin's proper pH.



Lip Plumpers

We smear on lip plumpers in hopes of looking like Angelina Jolie in a matter of minutes. The problem is, most lip plumpers work by irritating the lips with harsh products. Your lips react to the acid and they blow up...temporarily. Want **bigger-looking** lips? Makeup artists suggest a painless act of extending your lipstick or lip pencil above your natural lip line and adding a dab of shiny gloss to your bottom lip.



Pore-Shrinking Products

As the old saying goes, "You get what you get, and you don't get upset." Your pore size is predetermined by your genes, and no product has ever been proven to diminish the size of them. Products simply unclog them or temporarily fill them with silicone so they appear to disappear.

a few of our favorite things

Just because some products don't work quite the way they claim, it doesn't mean there aren't some awesome products that do... Here's a few of our favorites for your locks!

"Cassie" My absolute favorite go-to product is StyleLink Air Dry Twisted BOHO curl defining cream. It is a curl definer for all curl types and gives a frizz controlled finish! I hate to take time to blow-dry my hair but with the Matrix Air Dry, you just put it through your hair and go."



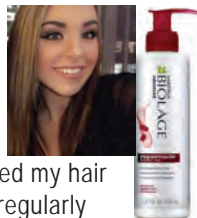
"Keri"

"Matrix's Turbo Dryer blow dry spray is my favorite product to use on my clients and on my own hair. This spray is an easy way to get a fast and professional blow dry. Fast drying ingredients in this blow dry spray tame frizz and fly aways while prepping for any style.."



"Makenna"

"Matrix Biolage RepairInside Control Cream saved my hair. I wanted to make my hair a lot lighter... that meant bleach. After the lightening, my hair "broke off." I started using RepairInside immediately and it strengthened and conditioned my hair back into shape after only a few weeks. I continue to use it regularly and my hair has never looked or felt better."



Back to School Hair Hacks for Busy Mornings



After a lazy summer, getting into the hectic back to school routine can feel like a drag. That's why we've pulled together a few lifesaving hair hacks that will take the stress out of the tress part of your morning.

Never lose a hair tie again Here's a genius idea for keeping hair ties organized, and accessible. All you need is a carabiner; then no more rooting through the bottom of drawers so you can pull your daughter's hair into a ponytail, as she's eating her cereal at warp speed!

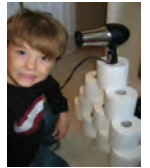


Plan ahead with pins

Welcome to your new go-to quick style on a school morning. All you need is nail polish and plain old bobby pins to make any hair day go from boring to bodacious! Better yet, have her make her own!



Dry hands free If you've got multiple munchkins to shuffle out the door and not enough hands to get it all done, try this smart hack for hands-free hair drying. Just be sure to supervise so no one gets hurt! Hey mom, you've got to go with what you've got LOL!



Detangle in 2

Got a kiddo with a head full of tangles and nary a drop of detangler left? No worries; you can make a homemade version with just two, yes 2, ingredients you already have in the house—hair conditioner and water. Better yet, it will take about 2 minutes or less to concoct.



Hey All you Shellackeys



Whether it's a new Shellac shade or a classic hue, here are the trend colors for fall according to Cosmo Magazine. In addition to this season's classic hues, such as black, white, red, and nude, there's also an underlying modern color scheme including teals, metallics, and greens.



Deep Blood Red CND Shellac OXBLOOD
The dark, rich shade is a spin on the classic bright red, featuring a berry-colored undertone.



Opaque Neutral CND Shellac UNMASKED
It's both flattering and versatile because it works well with all skin types. Thi is a nail color that will go with any outfit.



Smoky Teal CND Shellac BLUE RAPTURE
The dark, rich shade is a spin on the classic bright red, featuring a berry-colored undertone.



Black or White CND Shellac BLACK POOL/ CREAM PUFF
Choose one end of the color spectrum, and go with a bright white shade or deep black one. Pick either hue for that classic look; white will pop against dark skin, while black will stand out against fairer tones.



Metallic Jewel Tones CND Shellac TANGO PASSION
These shades are the perfect mix of futuristic and classic: Jewel tones are popular colors in the fall, but add metallics, and you've got a whole new look. Think of precious stones like amethyst or a rich malachite green.