

# The Locks Letter

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

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## Hot Locks Salon of Westlake, Inc.

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### A letter from Julie

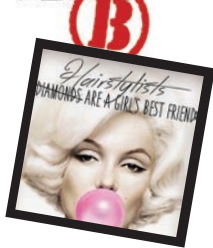
Welcome Spring! It's a time of renewal, changes and warmer weather. While we can't control the weather, we CAN help you with changing up your look. Look for our Spring promo on Salon products and services through April 30th.

Get a perm, try some new highlights or color! If you have any questions or suggestions you know your stylist is always here to help.

There will be exciting changes for the look of our Salon, too! In the coming months, Hot locks will be under going a "facelift." More details should be coming soon.

I want to thank my clients for their patience through my own health issues. Your business is important to us, and I've added extra hours to better serve you!

### PLAN: Do You Have One?



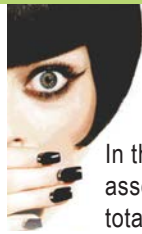
We realize there is a special relationship between a girl and her hairdresser but sometimes life gets in the way. As we try to make ourselves available to you for that special night out or that emergency root touch-up you need by tomorrow, sometimes it's just not possible.

That's why you should have a plan B.

#### How to deal?

Maybe your hairdresser is due to have a baby (Congrats Erin & Maddie!) or is out for medical reasons (We're so glad you're back Julie!) it is good to know, if you need your hair done while they are out, there is someone you can trust with your locks. When visiting your stylist, please do not hesitate to ask them who they would recommend for you in the event she is not able to do your hair.

Your stylist records your service and retail information in our computer system. Every Hot Locks stylist/nail tech has access to that information should they need it. As part of the Hot Locks family, know that we will do everything we can to help you get that appointment with your stylist but, if she isn't available, know that you are still in good hands.



Yes it's **True**

### Perms Are Back In Style

But don't worry, the modern perm isn't nearly as frizzy as the '80s version! an excerpt from Simplemost.com

oh, NO!

In the 1980s, one hairstyle dominated: the perm. We still associate the strong chemical smell of getting a perm with total glamour or rotten eggs. Well, what's old is new again because the perm is poised to make a comeback.

For a while now, hair salons have been adding the style back to their repertoire, but today's perms aren't exactly what you remember from the first time around. "The perms trend back in the '80s had extra volume, tight waves, curly bangs, and lots of hairspray paired with a scrunchy or headband," Matrix SoColor celebrity stylist George Papanikolas says "Back in the '80s the perm looked frizzier with lots of back combing."

The modern perm, however, is a much more subtle style. Today's perm is softer and more relaxed. Think: effortless beach waves.

"It's a great look to get an air-dried finish and a great way to give straight hair a soft bend and movement without additional heat and styling time," Papanikolas said. "There are also modern techniques where it can be straighter at the top half with the bend in the hair starting at the mid length and ends. The other big change is using a larger rod to create a loose, soft bend in the hair. We've also seen a big shift away from the over-styled curling iron waves to a more natural air-dry texture."

And the result is super pretty! The style works for all ages and hair colors, too.



Yes and Yes



For BEACH WAVES



MATRIX Air Dry BOHO Cream



MATRIX Rough ME UP Salt Infused Spray

MATRIX Airy Builder Dry Texture Foam



AQUAGE Sea Salt Texturizing Spray

## The Grande Dame of Hot Locks Salon



**Grand Dame** /'gran 'dam,'grän'däm/ noun a woman of influential position within a particular sphere.

Hot Locks Salon and friends wish a special Happy Birthday to Ethel Cooke, born 2-22-13. She's 105 years young and showing us beauty doesn't have an age limit! She comes to visit us every other week to get her locks coiffed by Cathy. A lot can happen in 105 years...In 1913:

- Ford Motor Company institutes world's 1st moving assembly line for the Model T Ford
- The "Mona Lisa" was recovered 2 years after it was stolen from the Louvre Museum
- US Post office begins parcel post deliveries
- The 1st sedan-type car (Hudson) went on display at 13th Auto Show (NYC)
- The 1st prize was inserted into a Cracker Jack box
- Invention of stainless steel by Harry Brearley, Sheffield, England
- US Federal income tax was signed into law (at 1%) by President Woodrow Wilson
- The 1st modern elastic brassiere is patented by NY socialite Mary Phelps Jacob







**Are you getting a color service today? Want to make it last?**

Add this to your rinse at the bowl.

This Professional-only Color Care Acidic Milk Rinse with coconut and oat milks, provides an extra caring step after color service, noticeably softening, smoothing, & rebalancing hair's pH for 5X more vibrancy and 6X smoother hair. This liquid rinse cocoons and saturates strands, transforming the look and feel of hair after color service. Visually seals for optimal color vibrancy.

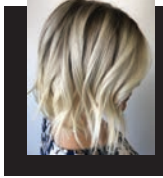
Add it to your color service for only \$6 thru April 30, 2018.



## Hair Colors You Should Try in 2018

It's time for a little change, and your hair is the perfect place to start. Now, hair colors are getting much more daring, and we're living for it. Whether you want to jazz it up with color or stick to natural colors, we've got these hair trends you should give a shot in 2018.

### Soft **Contrasting** Roots



Soft contrasting roots are a great way to dye your hair another color, but plan for the eventual grow-out. Nothing is worse than having two-toned hair or having to go for constant touch-ups. With soft contrasting roots, you can dye your hair blonde with natural brown roots or vice versa! They contrast and look beautiful.

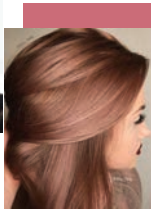
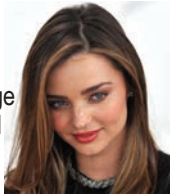
If you're the adventurous type that needs a little color in their life, you can go for geode hair. It's incredibly flattering and puts highlights in all the right areas. You can choose any color you want from a geode's natural purple or blue hue to pinks or greens. You can even get really creative and go rainbow!

### Geode



### Framing Highlights

Framing highlights can be the little change you need to amp up your style. This trend dyes certain pieces around the edges of your hair so your best features are highlighted – your face!



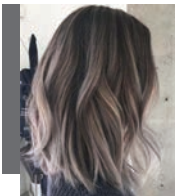
### Rose Blonde

Blonde is a classic hair color that will never go out of style, but it doesn't hurt to change it up a little. This hair trend adds a little rosy hue to your locks.



### Rose Gold

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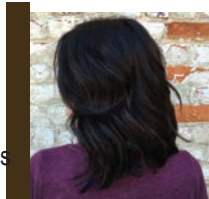


### Charcoal

Gray has been around for a little while, and it's a pretty style. Still, it's a couple of years old now, and we need something new. Charcoal is the answer to our prayers and has surged in popularity. This style is a darker gray with lighter highlights.

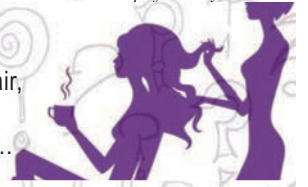
### Chocolate Brown

Chocolate brown is so dark that it looks almost black. Why would you dye your hair this color? Because it looks great by itself, and the sun brings out the natural brown highlights.



an excerpt from byrdie.com

## Questions Your Hairstylist Wishes You'd Ask



Often, it's intimidating to sit in that salon chair, surrounded mirrors and clients who seem fancier than you. So, you decide to go for it... and then wind up with a cut you're unhappy with. The bottom line is, stylists want you to like your hair. So, it's important to ask questions throughout the process. That way, you're both on the same page once it's all said, done, and cut.

### 1. What is the overall health of my hair and scalp?

This gives your stylist a comfortable way to broach the subject of hair health with you, a topic that may not be something you want to hear, but rather something you need to hear. It can also help you get to the root of any problems (pun intended). It is also important to remember that healthy hair needs a healthy scalp environment, so it's important to take care of dryness or itchiness, as well as greasiness.

### 2. How can we customize my haircut to best suit my face shape?

It's easy to bring in a bunch of photos of supermodels and ask for their hairstyles, but if they don't have similar facial features as you, you won't leave happy. Your stylist will be able to advise on how you can adjust your dream hairstyle to suit your features best, listen to their opinion. What looks good on Kim Kardashian may not look good on you. Sometimes an image of a celebrity or model looks great because of who's wearing it, but first, ask yourself if you truly like the cut on its own.

### 3. What hair color complements my skin tone best for this season?

Our skin tones change from season to season—so, be mindful of the upcoming season and if your skin will warm up. Sun-kissed skin can usually carry a deeper, darker color than pale skin (it tends to wash lighter colors out).

### 4. How often should I be shampooing?

Most people know their stylist doesn't recommend shampooing every day, but do you know how long you can actually go without washing your hair? Those with coarse hair can go a few extra days than someone with fine hair, so, be sure to get a professional recommendation. This also comes back to any scalp issues you may be having. If you're experiencing an oily scalp or dry, itchy flakes, it could be caused by over washing (or not frequently enough) for your hair type. Get some answers on what works best for you and if you need to purchase a dry shampoo to help fight oil, your stylist can make a recommendation.

### What is your pro recommendation for home care?

It's disheartening to leave the salon with your dream hair only to feel defeated after your first wash. Pay attention to how your stylist styles your hair post-cut, and ask questions about replicating the look at home. Sometimes, as hairstylists, we have really easy, realistic tips we can give clients about styling their hair that are less labor intensive than what we do but offer quicker, and achievable results. Taking care of your style or hair color at home is crucial to the longevity and overall maintenance of your look. Your hairstylist isn't just trying to sell you product, they are trying to help you maintain your look until your next appointment. We would hate for you to love your hair the day you get it done and then not be able to manage it once you leave the chair.

### When should I schedule my next appointment?

Knowing ahead of time how frequently you will need to be back to the salon is important. Your look should be conducive to your lifestyle, schedule, and budget. Opening the discussion about how often you want to come in and the time you have at home to style will allow your stylist to make adjustments to your color and haircut to work within your needs.

