



## GLAMOUR AND GLITZ IMPRESS JUDGES

YOUNG trainees from the Contrast salon proved it is never too soon to get a taste of life in the fast lane.

They pitted their skills against another 123 talented young stylists from across the country when they entered a



National Hairdressing competition in Oxford called Prom Night.

As the title suggests, Kassie Reeves, ??, a second year trainee and Charmaine Thomas, ??, a third year trainee, had to style and dress their model's hair in a style suitable for a major Prom Night or Ball. With just 45 minutes to complete the look and with the judges watching their every move, Kassie and Charmaine did

not disappoint and managed to create two stunning looks that showed not only their skill, but their ability to stay calm under pressure.

Contrast owner, Jenny Dyer, was thrilled that both trainees used all the skills they have learnt over the past years to show they had mastered how to twist and curl hair as well as dress it with cool accessories to create a fashionable, wearable style.

Such talent meant they finished in the top 20 in their year category which is an amazing achievement for their first National competition!

Jenny added: "Both girls really embraced this challenge to show how much they have learned so far in their careers and prove that they truly are Contrast's future professionals."

Kassie is due to complete her NVQ Level 2 hairdressing award soon and Charmaine will also be achieving her NVQ Level 3 award. And, as a colour specialist salon, both girls are soon to gain their Colour Associate qualification after extensive training with the world renowned Paul Mitchell Art Team. Congratulations go to both of them!

## QUICK FIX FOR STRESSED OUT LOCKS

LOOKING for an instant result to put the shine back into dry, damaged hair? At Contrast we have just the answer - our new Moroccanoil treatment!

Moroccanoil is an ultra light, non-greasy solution that is infused with Argan oil. High in anti-oxidants and vitamin E, the Moroccanoil treatment helps create amazing shine with a silky finish for all hair types. More importantly, it can help restore condition to



over-processed hair damaged by colour procedures, perms or simply the environment.

For best results, just apply a pound coin size of Moroccanoil treatment to damp hair after shampooing and conditioning your hair, and blow dry as normal.

Instantly absorbed, the product will help eliminate frizz, work as a detangler and provide long term conditioning to all hair types. It also helps reduce drying time and speeds up styling.

Moroccanoil is now used in salon, especially before colour or chemical treatments, and is also available to buy at just £29.85 for 100 ml, in special amber glass bottles, which

protect the oil from UV rays.

To find out more about how the treatment can help your hair, please speak to your regular stylist.

## CONTACT US

We're always happy to talk through our treatments in more detail. So whether you'd like to book an appointment or simply find out more information, please get in touch.

198A Frome Road, Trowbridge, Wiltshire BA14 0DS

t. 01225 775961

e. [enquiries@contrasthair.co.uk](mailto:enquiries@contrasthair.co.uk)

w: [www.contrasthair.co.uk](http://www.contrasthair.co.uk)



**CONTRAST**  
HAIR AND BEAUTY STUDIO

newsletter  
winter-Spring 2010

## CONTRAST OPENS NEW BEAUTY STUDIO

A new beauty studio at Contrast means you can get top to toe grooming whenever you visit the salon.

Having opened at the start of the year, the beauty salon has already been a huge hit with old and new clients, delighted to have a one stop facility that meets all their hair and beauty needs.

Using some of the best professional products, our therapist can offer a full range of face, body and nail treatments. With a wide selection of Dermalogica products to choose from, Jodie can offer clients prescriptive care which addresses individual skin problems.

While the winter months can cause skin to be dry and a good moisturiser is the best way to tackle problems, the warmer months equally demand that we moisturise and care for our skin, particularly our face.

Jenny Dyer, owner of Contrast Hair and Beauty Studio said: "Now that the cold months are behind us, it is important to ensure the moisturisers we put on our



face have a sufficiently high SPF factor to protect against UV.

"Dermalogica offer a good range of products designed to protect and nourish skin during the summer months and we can advise our clients on which are best suited to their needs."

Keeping hands and nails in good condition is also important and having fun with nail colour ensures you will stay on trend. Spring/Summer 2010 is all about colour, pattern and wild prints and nails echo this look too. Check out the new Hong Kong Spring/Summer 2010 collection from OPI which is full of bright tones including orange, pink, green and blue!

You can make an appointment at our beauty studio now by calling **01225 775961**

## TERRIFIC TUESDAYS OFFER A RIOT OF COLOUR

With colour a hot topic this summer, now is the time to start thinking about updating your hair with a new shade or enhancing your existing tone!

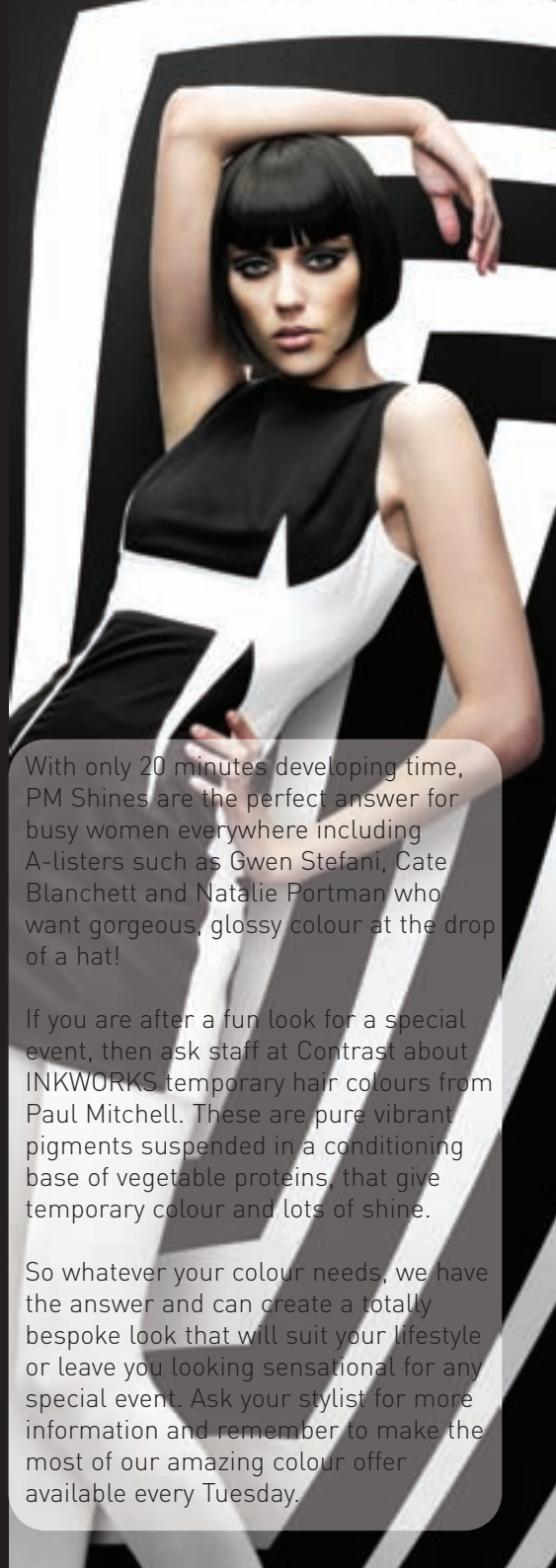
Thanks to our Terrific Tuesday offer, there has never been a better time to treat yourself to a colour treatment. Every Tuesday colour treatments are half price with a full price cut and finish. This offer is available every Tuesday and with all our stylists.

So whether you want to make a big change, or go for something more subtle our range of Paul Mitchell colour treatments can create the look you are after.

If you want permanent colour, then Paul Mitchell the colour offers superb, natural looking coverage while giving hair outstanding shine and condition.

The low ammonia, beeswax base provides a natural, conditioned healthy-looking end result. The eucalyptus fragrance also means hair smells as good as it looks!

For those looking for a non-permanent colour, PM Shines are the perfect solution and the choice of many celebrities. With a large range of intermixable colours and a Clear Shine that can be used alone or mixed with the other colours, a multitude of shades can be achieved.



With only 20 minutes developing time, PM Shines are the perfect answer for busy women everywhere including A-listers such as Gwen Stefani, Cate Blanchett and Natalie Portman who want gorgeous, glossy colour at the drop of a hat!

If you are after a fun look for a special event, then ask staff at Contrast about INKWORKS temporary hair colours from Paul Mitchell. These are pure vibrant pigments suspended in a conditioning base of vegetable proteins, that give temporary colour and lots of shine.

So whatever your colour needs, we have the answer and can create a totally bespoke look that will suit your lifestyle or leave you looking sensational for any special event. Ask your stylist for more information and remember to make the most of our amazing colour offer available every Tuesday.

## CLIENTS RECEIVE MORE BENEFITS

The arrival of our new client pack means you can look forward to more benefits as a reward for loyalty to the salon.

And, even better, you don't have to be a new client to benefit from some of the fantastic offers contained within the pack. Recommend a Friend to the salon and both you and your friend can look forward to a 50% discount on a cut and finish!

There is also currently an offer available on visits made to the beauty salon which opened at the beginning of the year and a chance to let us know your views about the service you receive at Contrast.

If you complete and return our Your Views Count short questionnaire, you will be offered a free conditioning treatment when you next visit the salon.

You can find out more about all these offers and more by visiting our new look

website – [www.contrasthair.co.uk](http://www.contrasthair.co.uk)



**STOP PRESS... STOP PRESS...  
JUST ARRIVED IN SALON  
THE ROCKAHOLIC RANGE  
FROM TIGI**

## NEW TREATMENT MEANS NO MORE BAD HAIR DAYS

A new hair treatment that makes bad hair days a thing of the past is now on offer at Contrast Hair and Beauty Studio.

The Brazilian Blow Dry has become increasingly popular in London over the last year and has been identified as one of the reasons so many celebrities, including Nicole Richie, enjoy permanent good hair days.

The treatment is ideal for frizzy, wavy hair that is difficult to control and manage. The hair is treated with a water based, keratin rich lotion which penetrates the shaft without causing any harm to the hair.

Unlike other straightening systems, volume and movement can be blow dried into the hair once the solution has been applied, so if you like a bouncy finish, this can be achieved. You can also choose to have a straighter effect if you wish.

Once the hair has been washed, the solution applied and the blow dry has taken place, the procedure is completed by running straightening irons through the hair.

The Brazilian Blow Dry can be used on coloured hair and, in fact, works really

well on chemically treated hair because the hair shaft is more absorbent to the protein-rich keratin.

Once the Brazilian Blow Dry has taken place, hair cannot be washed or tied back for three days. But, once you do wash it, you will notice that hair is noticeable smoother and much easier to style. The effects can last for up to three months.

Jenny Dyer owner of Contrast believes there will be a real demand for the Brazilian Blow Dry.

He said: "So many clients have read about the treatment and seen reports on the TV but did not know where they could get it done.

"We are delighted that we are now able to offer the Brazilian locally and I am sure that once our clients see the effects for themselves, they will come to rely on such a revolutionary treatment.

Prices for a Brazilian Blow Dry start from £85.00 and vary according to length of hair.

