

THE MDS PRESS

Spring 2010



The Buzz at MarcDaniel Salon

New Axxium Soak-off Gel Polish



OPI Axxium Soak-Off Gel Lacquer

We are happy to introduce a revolutionary soak-off gel system that allows you to keep your radiant nail color for up to three weeks! OPI leads the gel revolution with the new

Axxium Soak-Off Gel Lacquer System. Polish it on like traditional nail lacquer, then UV-cure for results that are nothing short of brilliant! It's as easy as 1-2-Polish! The gel lacquers are easy to apply and produces flawless results. Perfect for busy professional women, special occasions, extended vacations, or any occasion that demands long-lasting color. When it comes time to refresh your nail look, no drilling or filing is required, simply soak-off and go. This is

available exclusively as a professional salon service. Give us a call to learn more and to schedule your Martini-Straight Up (Soak-off Gel Service)! You will love the dazzling results- just ask our regulars! No smudging, no dents, no chips- now that's a nail service!

No More Bad Hair Days!

Have you heard the buzz about Brazilian Blowouts? If not, that's okay; we have something better that does not contain the carcinogen Formaldehyde! Introducing the all-new Coppola Keratin Complex Smoothing Therapy for your hair. This is a revolutionary smoothing system with no chemical damage! That means it can be used on previously permed, relaxed, naturally

curly, colored, and/or over-processed hair. What is so special about this system you ask? Keratin Complex removes up to 95% of frizz and reduces up to 50% curl, restructures gaps in the cuticle left by heat and chemical processes by encapsulating the hair which creates a new Keratin bond that is sealed into the cuticle. The system lasts up to 4 months, depending on your

hair type and desired results, with proper aftercare products. And it doesn't leave lines of demarcation as it slowly "wears" off, as a relaxer would. If you want to reduce the time spent trying to get rid of unwanted frizz or curl, try a Keratin Treatment today! Please give us a call for complete consultation and pricing information.

Pet Head Has Arrived at MDS

Not only can you treat yourself at MarcDaniel Salon, now you can treat your pet with our all-new Pet Head product line. Whether it's a frisky pup in need of a "Quickie" (quick rinsing shampoo perfect for a fido who won't sit still) bath, or a knotted mutt that needs to go from "Furball" (a detangling

spray that makes for smooth brushing) to fabulous, Pet Head has the perfect product to suit every dog's needs. The line of shampoos, crème rinses and sprays are made with ingredients specially formulated to pamper and indulge all doggies making them clean, fluffy, silky and

smell oh' so good! All Pet Head™ formulas are pH adjusted and free of parabens, petroleum derivatives, propylene glycol, sulfate and DEA. Don't forget to check out this awesome new indulgence for your pets at your next visit to MDS.



The New Bb. Buzz

MarcDaniel Salon is now carrying the new Bb. Wear and Care line!

The Bb. Mending line works to repair, strengthen, and protect chemically damaged hair from inside and out. It's perfect for anyone who regularly colors,

straightens or perms their hair.

The Bb. Quenching line provides the best moisture to replenish, strengthen and protect the terribly thirsty hair you may have from chronic dryness, heat styling, and

brush strokes. An excellent way to counteract frizzy, unmanageable dull hair that is prone to breakage and split ends! If you hair is terribly damaged or extremely thirsty, we've got the antidote!

Bumble and bumble.Wear and care



Kérastase Rituals Rewards

Get rewarded for taking the very best care of your hair. For every 5 Kérastase products purchased, you will receive a



complementary Kérastase in-salon treatment. Each treatment is specifically tailored to our

guests' individual needs. Stop in today to find out more!!!

Last Chance!!!

Last Chance!!! A few of our favorite Kérastase products are going away for good! Stop in today to take advantage of the savings! Take 30% off all

remaining quantities of Lait Nutri-Sculpt, Lumiere Nutri-Sculpt, Bain Gommage (Oily and Dry), Bain Divalent, Voile Nuit & Serum Nuit, Masque

Oleo-Curl, Mist Oleo-Curl, Crème UV Intense Active, Forcintense and Chroma Protect. Get them before they are gone!!

Papaya or Lemon Anyone?



Introducing two new tantalizing flavors to invigorate your hands and feet this spring

and summer. Try the refreshing fresh scent of Papaya Star or the fresh-squeezed lemonade sensation of Lemon Dream. For results you can see, smell, and feel right away, our Seasonal Shakers are the way to go! Mother's Day is right around

the corner; manicure and pedicure gift cards make the perfect gift and can be ordered over the phone and sent directly to you or the person you are giving it to. Give us a call for more information.

Make-up Time!

Bridal and Prom season is upon us. Don't miss your chance to have the best

airbrush make-up application in town brought to you by our very own Bonnie Erickson.

Please give the salon a call for more information on this exquisite service at MDS.

Honing in on Redken Color

If hair color is your passion and you want to honor that part of your professionalism, a great way is to become certified. One of our very own MDS'ers, Heather Frank, is going to New York on April 28, 2010 to become a Redken Certified

Hair-colorist! This certification is designed to recognize and reward top colorists. We love to see our staff taking their education to all new heights. In the words of Heather, "I'm really looking forward to going to New York to train and meet

with some of the top colorists in the country and bringing back more in-depth knowledge and skills that I can share with my guests." Great Job Heather and Good Luck! We look forward to seeing you Certified!

We're on Facebook!

Who has a Facebook page? WE DO! Now you can be in the know every day about all of the salon happenings, including special events and promotions that may only be available to

our Facebook Fans. Stay tuned into Facebook for updates, new promotions, products, and events. After all, social networking is where it's at!

Click the logo below to find us and stay connected:



We're Busy Networking!

MarcDaniel Salon is actively involved in the Arbor Lakes Business Association (ALBA) and we were happy to host the Business Mixer on Monday April 19, 2010. Four of the

attending businesses were able to take some time to speak about their company. We enjoyed appetizers and wine and had some fun playing "Minute to Win It" and

participants won some great prizes. Thank you to everyone who helped with the mixer and we look forward to future networking opportunities!

MDS Supports the MN AIDS Walk

Join the Minnesota AIDS Project for its 23rd Annual Minnesota AIDS Walk to raise funds and awareness in the ongoing struggle against HIV. On May 16, 2010 thousands of concerned Minnesotans will get together at Minnehaha Park in Minneapolis to provide support that the Minnesota AIDS Project needs to maintain

critical programming and important prevention education. HIV is a serious issue- there's no debating that fact- with over six thousand Minnesotans living with the disease right now. However, when it comes to the Minnesota AIDS Walk, it's not all work and no play. This year, the AIDS Walk features some

outstanding hosts and great bands. Each year a group from MDS enjoys the scenic route of the AIDS Walk for a great cause. Come join us this year and share in the festivities. For more information, follow this link:
<http://community.mnaidsproject.org/aidswalk2010/home>

Divas and Diamonds Night

On April 29, 2010, MarcDaniel Salon will partner with Mark Michael Diamonds for an exhilarating Divas and Diamonds event night! What

two things go better together than Divas and Diamonds? Add a couple of MDS hairdressers, a nail artist, and some goodies and you have a

well-rounded, fun-filled evening! We are happy to share our passion with whomever wants a piece! Thank you, Mark Michael Diamonds.

Chi-Town

Welcome back Team MDS from America's Beauty Show! Over the weekend of March 27th - 29th, our team visited the windy city of Chicago to indulge on the latest and

hottest trends of the upcoming season at the biggest Midwest hair show of the year. Our team included Stylists: Dan, Josh, Hannah, Bella, and Lily, and Chemical Technicians:

Angie, Kacie, Rachel, and Nikki. They've brought back and educated our staff on these new trends and they are eager to show you what they can do! Come on in!

A Change to Saturday Hours

Announcing new salon hours for Saturdays- On April 24, 2010 the salon's Saturday hours were changed from 8-6pm to 8-4pm. We apologize for any inconvenience this may cause.

Happy Birthday MDS!

Happy Birthday to us, Happy Birthday to us, Happy Birthday dear MarcDaniel Salon.....Happy Birthday to

us!!! May 21, 2010 marks the 8th year in existence for the salon. Wow, EIGHT YEARS! We're climbing the ladder;

luckily our fabulous guests keep us young! We appreciate everyone and hope for many more birthdays to come.