

# THE MDS PRESS

Fall 2009

## MarcDaniel Salon

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## The Buzz at MarcDaniel Salon Bumble and Bumble Comes to MDS

If you haven't been in the salon recently, you've missed our exciting news: MDS is now carrying Bumble and Bumble products! The product line features a wide array of products offering versatility and creative styling options.

Bumble and Bumble also offers many opportunities for education and leadership for our staff. We are very excited to be part of the Bb. family and know that you will be too!

### School Daze for MDS

Our new Bb. Network Educator, Courtney Tousignant,

was excited to attend the **Bb. Immersion class** in New York City September 21-24. The symposium was four days of intense theory and hands-on education like no other. Now that they've returned, the salon will hold a product launch party to share valuable ideas and skills with the rest of the staff, who will then pass them onto you!

To follow up on this training, MDS stylists will be partnering with stylists from Lili - a William and Friends Salon on November 2 for a class with the Bumble and Bumble regional educator. By the time they're done, our staff will all have PhD's in hairdressing!

And if you're looking for a product that will give you tons of volume and thickness, try their new **Thickening Serum**. It's a leave-in treatment applied nightly that will increase the diameter of the hair shaft, giving you thicker, fuller hair.



Bb.'s new Thickening Serum

# Trends and Products

## Products

### Kerastase

Get ready everyone, because Kerastase has added yet another slew of products to their line that will address even more hair issues you may have:

- **Sublimateur Jour** - Do you use a hand cream when your skin gets dry? Well, here's one for your hair. Sublimateur Jour can be applied to dry hair and gives it an extra dose of moisture, life and shine.
- If you have fine, vulnerable hair, **Volu-morphose** is a treatment applied to dry hair that expands within the hair shaft and acts as a filler, creating denser and fuller hair. You'll get more volume with blow-drying and results last up to 10 shampoos.
- If you like the smoothing effects of the Oleo-Relax line, wait till you check out **Oleo-Relax Slim**. The line includes an in-salon treatment, a masque and a styling lotion that controls unruly hair even better. Think: Oleo-Relax on steroids!
- Sometimes you just need a hairspray that would be able to hold up in a windstorm. And now we have it with Kerastase's new **Double Force Ultimatum** - hair will stay in place even after a wind storm!
- If you're looking for a daily conditioner that goes with the Bain Volumactive shampoo, Kerastase has now added **Lait Volumactive**, a light cream that can be used in between applications of the Care Volumactive masque.

## Fall Trends

### Cut/Style

Hannah Lewis, Styling Director, explains that "fall looks are evolutions of the spring and summer trends with updated spins put on them." She found that fall cuts/styles are shorter versions of disconnection and overlays (a la Pink), with the versatility to wear the look asymmetrically or balanced based on where it is parted.

For long hair, texture is king - curling irons and crimpers are coming out of the closets! Hair has more curl and volume - wear it with a straight, blunt bang to make it contemporary! Braids are also back for all lengths - mix them in a messy updo or wear with a polished blow-out, they are not just for school girls anymore!

### Color

Angie Lyman, Chemical Director, says fall fashion colors are dark charcoals, deep purples and plums, and blacks. You can contrast with bright, warm reds. "This fall and winter, redheads will get the spotlight. They will be more vibrant and sophisticated, with deep red tones accented by a few cool blond highlights."

**Brunettes:** Cool tones- espresso, cocoa, walnuts. Think Fergie: dark chestnut base with lighter cool beige highlights underneath. Keep lighter shades of cool tones around the face to soften the look for warmer skin tones. Copper, reds, and chocolates on deep dark cool bases.

**Blondes:** ash toners- silver undertones, beige and wheat tones. "Minking"- adding vibrant hues/ highlights under blondes: pinks, blues, yellows.

**Right:**

Try the new Oleo Relax Slim treatments to tame curly and frizzy hair

**Far Right:**

Look to the stars, like Pink, Fergie, and Sarah Michelle Gellar, for fall trends.



# Salon Happenings

## Welcome, Diana!

MDS would like to welcome and introduce you to our new nail tech, **Diana Hubbard**. Diana comes to us with over a year of experience and we're excited to add her talent and expertise to our salon. Next time you're in, consider a sit-down with her to revive your own nails!

## Rapunzel, Rapunzel...

Kacie Sorenson and Bella Kuzmich are currently training to apply extensions. They are excited to start taking clients near the end of October, and then their clients can look forward to long, luscious locks!

Kacie and Bella will be using [SO.CAP](#) products that serves the needs of the "urban, determined, chic and free spirited" woman. Set up a complimentary consultation to see how they could help you!

## Congrats to new Kerastase Educators

Congratulations to **Heather Frank and Megan Stuckey** on becoming our new Kerastase educators. They will:

- serve as official liasons to Kerastase
- educate staff on product knowledge
- provide feedback to Kerastase
- attend and promote Kerastase classes and events

Heather and Megan were chosen for these positions because they show:

- a passion for the art & craft of hairdressing
  - a love for Kerastase
  - natural leadership skills
  - strong team-oriented and communication skills
  - a desire to grow professionally and personally
- Way to go, ladies!

## Even More Promotions

As you can see, there have been a lot of changes - improvements, really - in the last few months at MDS. We would like to announce a couple more promotions within our staff that will help take the salon to the next level:

- Angie Lyman has taken over the position of **Chemical Department Director**, and
- Heather Frank has now taken the new position of **Education and Training Director**

These women are stars and MDS are proud to have them in their new roles!

## She's Got it in the Bag!

MDS has brought in some handbags and scarves created by Lynn Mischo. Her company, [Rags 2 Bags](#), creates "of a one-of-a-kind handbags individually handcrafted from recycled clothing and remnant materials." Please take a look at Lynn's products when you stop into MDS!

**Right:**  
Megan and Heather will be educating staff and clients on the latest and best Kerastase products

**Far Right:**  
One of Lynn Mischo's unique handbag designs from Rags 2 Bags



## Updates

### Website Changes

As if it wasn't enough that our site is smokin' hot, now we've made it even more helpful.

When you login book an appointment online, you will now see starting prices for each individual artist next to his or her name.

Also, when you view the services page, just click on your desired service and the website will take you directly to the online booking login page. Easy schmeezy!

### What MDS Did on Summer Vacation...

#### Ooh, Hot Mama!

We had a busy summer hosting some successful events with our favorite guests - you! In June, we hosted a makeover party for the group Moms Like Me.

The event offered food, drink, some fabulous giveaways for everyone, and complete cut and color makeovers for three of the attendees. We even had a visit from Diana Pierce of Kare11!

[MomsLikeMe.com](http://www.MomsLikeMe.com) is a website that allows mothers to "connect and share experiences about being both a mom and a woman."

#### Those Dog Days of Summer

And before we had even gotten over the rush of those party moms, we then hosted a pet adoption day during Maple Grove Days.



The event hosted dozens of irresistible dogs, cats, rabbits, and even a parrot. It sounds as if there were several inquiries and hopefully that means a lot of those cuties found homes.

If you're still looking for your own furry friend, check out these websites:

- <http://www.midwestanimalrescue.org/>
- <http://www.animalangelsrescue.net/>

### And What We're Doing This Fall...

Join us on Saturday, October 24, from 10 a.m to 3 p.m for the ALBA Fall Festival. There will be trick-or-treating up and down Main Street, so bring the family and have some fun!



Happy Halloween!



#### Our House Scholar

Janea Terry (left), college graduate, at the MDS pet adoption day.

### Artist Profile Congratulations Janea!

This issue we would like to offer a very special congratulations to our Director of Operations, Janea Terry. This May, Janea graduated from Metropolitan State University - yea, J!!!

Janea came to us in 2007 as a receptionist and currently she takes pride in ensuring proper operations and procedures of the salon on a daily basis, working with the management team to keep MDS on the path to success, and being ready to make each and every client experience one-of-a-kind.

Originally from New Jersey and by way of Sacramento, Calif., Janea is the youngest of 10 children and at last count has 22 nieces and nephews.

In May, Janea received her bachelor of Arts in Criminal Justice with a minor in HR Management and Mental Health Psychology.

Janea is very dedicated to the MDS staff and clientele. "I love providing excellent service and interacting with all of our awesome clients! I could not ask for better coworkers! Everyone here is like family and I am happy to be a part of such a dynamic team. Go MDS!! Woo woo!!