

THE HAIR ARCHITECTURE
FIRM @
SALON ALLEN-MITCHELL

HealthyHairDigest

www.healthyhairarchitect.com

APRIL 2010

NEW HOURS

Monday OFF

Tuesday

9am-1:30pm

Wednesday

9am-5pm

Thursday

9am-6pm

Friday

9am-7pm

Saturday 12pm—

2pm

**HOURS SUBJECT
TO CHANGE**

INSIDE THIS ISSUE:

Preserve Your Pretty	1
Clipping Ends	2
Price List	2
Important Info	3
Payment Plan	3
Nutritional Info	4

Back on Track

Hey ALL! I am happy to be settled into my new location and thankful to those of you who made the transition with mi and I welcome all new clients. I thank you for bearing with mi as I find an assistant who is a perfect fit for mi. I apologize for not having a March newsletter, but time got away from MI!

A few things have changed and other things are being reinforced. As most of you know, my son is very special to mi and my schedule revolves around him. Soccer season has begun and my Tuesday/Wed/Saturday schedules have changed (see "New Hours" on left side). As of now, I will take my first appointment on Saturday at 12 pm. If appt time you need is not available online, feel free to email or text mi or contact Mi directly at the salon.

A FEW THINGS...

- *Children are not allowed in salon unless being serviced
- *Please do not park in the numbered spaces
- *visit www.healthyhairarchitect.com to book

an appointment (txt/email/call if time not available or special circumstances)

*\$2 service fee for debit/credit/check

*\$5 late fee

*Wireless internet available FREE

*Refreshments available FREE "Need to Know Section" for new information.

**EVENT RESCHEDULED....
SAVE THE DATE....
APRIL 25, 2010 5pm-8pm**

**PRESERVE YOUR PRETTY
\$10 ticket**

Preserve your pretty APRIL 25.....

I invite you out to PRESERVE YOUR PRETTY hosted by Mimi the Healthy Hair Architect.

Tickets are \$10.

The cost of your ticket includes:

2-\$5 gift certificates toward service

A chance to win free service valued at \$75

A chance to win a bag of goodies

Wine/Appetizer/Dessert

\$5 off service when you sell a ticket to event

The event will serve as an opportunity for you to bring your at home tools (flat irons/curling irons/scarves/rollers/bobby pins/bonnet) and demonstrate correct ways to maintain your hair at home by:

Pin Curling to maintain curls

Wrapping hair

Maintaining hair during work out

Utilizing the correct products and tools at home

**FOR TICKETS
MIMI@HEALTHYHAIRARCHITECT.COM
OR 404-934-5195**



Importance of CLIPPING ENDS

Let me start with a story. So I had a new client in the chair and a regular client looking on; I was trying to explain to the client why she **BADLY** needed a trim and that her hair would not curl without it. To show her the dead hair, I reached for a piece of paper to perform the paper test which I am famously known for by my clients...My regular client screamed "OH NO, NOT THE PAPER TEST..GIRL JUST CUT IT!" I thought to myself why is my regular client freak-

ing out and then...I thought, Am I that over the top when it comes to healthy hair? Ok, yes, I am. I am serious about healthy hair and I know that isn't achievable without proper hair care. One step in the right direction is keeping your ends trimmed. The ends of our hair take a beating and it's the place where the most heat is applied most often..Its the part of the hair strand that gets the last of whatever nourishing and moisturizing home maintenance product you use

(remember we begin application at the root and then down the hair shaft where most of the product has already been used). The ends of our hair catch the wool or cotton scarves, hats and sweaters.

If you use a lot of heat on your hair, more than likely you are frying your ends. Most products sold in the beauty supply stores contain a lot of alcohol. Alcohol tends to dry the hair out. If you have noticed that the ends of your hair will not
(see *CLIPPING ENDS* cont'd)

PriceList

\$5 off
Your next hair cut or trim

Clip this coupon for savings and present upon payment

Shampoo/Style (Basic)	\$40	Pre-Lightening	\$15+	Dandruff Trtmt	\$15
Rods starting	\$50	Permanent Color	\$65+	Protein Treatment	\$10
Basic Roller Set	\$40	Highlights	\$65+	Deep Cond./Moist Trmt	\$10
Up do's and spirals additional		Double Process	\$80+	Steam add \$5 to treatment	
Press/Ceramic pHusion	\$50+	Cut	\$20	Quick Weave	\$70+
Virgin Relaxer	\$85	Trim	\$10	Tracks Glued	\$10/track
Touch-Up/Relaxer	\$70	Layers	\$15	Weave Removed	\$10/15
Phyto Relaxer	\$105	Bang Cut	\$7		
Texturizer	\$60+	Bang Trim	\$5		
Rinse	\$15				

.....CLIPPING ENDS (CONTINUED)

curl or hold a curl, more than likely there is dead hair present that needs to be trimmed off.

When you don't trim your ends properly, the hair will begin to split up the hair shaft or just break.

When this happens, you will begin to see fly aways or mid-strand breakage all throughout your hair. If you are looking to grow out your hair or maintain healthy hair, it is important to not only keep the hair and scalp hydrated but to keep your ends trimmed as well. Dead hair does not grow, it just breaks.

REMEMBER THERE IS A DIFFERENCE BETWEEN A TRIM AND A HAIR CUT.

SPRING SPECIALS

I ran a special by text last month and decided due to the great response to extend it....

FOR RELAXER CLIENTS

3 VISITS FOR \$99...Services include

Relaxer/Cut/Trim/Conditioning treatment*/Rinse**

*Dandruff Treatment not included

**Black/Red/Clear/Pre-lightening only

FOR NATURAL/ TRANSITIONING CLIENTS

3 VISITS FOR \$135. Services include:

Ceramic pHusion (Press)/Cut/Trim/Conditioning Treatment*/Rinse**

*Dandruff Treatment not included

**Black/Red/Clear/Pre-lightening only

LIMITED APPOINTMENTS AVAILABLE at this price....

.FOR APRIL..all money due upfront, Appointments must be completed by **April 30,2010.**

FOR MAY...1st appointment must be completed by **May 8, 2010** at which time payment is due in full. Last appointment must be completed by **May 29, 2010.**

Preserving

Your

Pretty...

April 25,2010

5pm-8pm

NEED TO KNOW INFORMATION

*Please do not park in the numbered spaces

*Payment plan options are for weekly and bi-weekly service only! If you miss a week or do not complete appointments by the end of the month, you forfeit the plan.

*\$5 late fee after 15 minutes

*Please don't call for appointments or hair care information on Sunday...feel free to text or email. Thanks!

*Each client will receive 3-\$5 salon bucks used to refer clients; as you refer the client, when they come in, they receive \$5 off and after they redeem, you receive \$5 off your next visit.

*refer 3 clients and receive a free shampoo/flat iron (basic)...redeemable Tuesday – Thursday. Referrals do not carryover from 2009..you must start fresh for 2010.

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Plans Available for Payment Option

To meet a growing demand and in an effort to start a trend amongst salons and stylists, I am offering Service Plans. These plans serve as a way to not only reward weekly clients but to keep clients looking great at an affordable rate budgeted into your monthly bills. Healthy hair is important and when you look good, you feel good!

4Shampoo/1Trim \$155*
4Shamp/2Trtmnts/1Trim \$175*
7Shamp/1Rlxr/1Trtmnt/1Trim \$315*

2Press/1Trtmnt/1Trim \$95*
4Press/2 Trtmnt/1Trim \$195*

*due at 1st of each month
Dandruff Treatment not included in treatment options

Appointments must be kept weekly and not missed. If appointment is missed, forfeiture of plan may occur. Please discuss if special circumstances are needed with payment schedule.

**Mimi @
Salon Allen-Mitchell**

Studioplex Atlanta, GA



Phone: 404-934-5195 Salon: 404-522-8695

E-mail: mimi@healthyhairarchitect.com

www.healthyhairarchitect.com

**DESIGN ESSENTIALS PRODUCTS FOR
SALE..CONTACT MIMI**

When you look good...I feel great!

OVERALL HEALTH OF THE HAIR DEPENDS ON...

*Nutritional status (hair can not repair itself because it is already dead tissue, you have to grow hair from the inside out)

*deficiency in key hair nutrients will show up in the skin

*when hair is dry, brittle, dull and breaks easily that is a sign to check nutritional status

*Protein deficiency can result in changes in hair color and texture resulting in brittle, weak, thinning hair

*eating protein 3 to 5 times per week will help maintain protein levels

*when above deficiency is corrected, within 12 weeks new hair will grow through

*Diets high in sugar and animal fats may contribute to poor hair health

*an imbalance between good and bad fat consumption can either lead to an overly dry and flaky scalp and dry hair or excessive oil production, correcting this will help to normalize overall health of the scalp and relative dryness or oiliness of the hair.

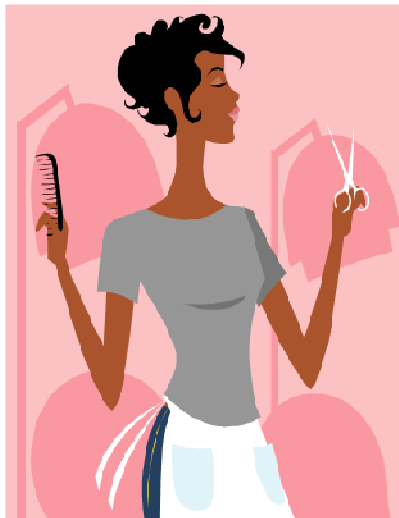
*high sugar consumption, highly processed and sugar rich foods affects hair health



Who Am I?

Savvy Entrepreneur, Seasoned Professional, Skilled Artisan **Mimi Armstrong**, a modern-day "Girl Friday" hailing from the suburbs of Houston, made the bold move to follow her dreams and channel her creative talents in the beauty industry. Having a background in corporate America and the entertainment industry, Mimi has always dabbled in hair. She began in high school as a shampoo assistant at *Headliners Hair Salon* in Houston, TX, to being the resident hair stylist in her dorm room during her college days at Dillard University. With the encouragement and advisement of her long time stylist, mentor and owner of Blendz Haircare Studio, Paula Britt, Mimi decided to embark on a new journey.

Hair Architect-n.— A skilled artisan who handcrafts professional care and professional attention into every client's style; one who provides unconditional service



and uncompromising attention. Quality hair care and personal attention are trademarks of my business.

As your hair architect, I administer a regimen of professional hair care designed to stimulate and promote healthy hair.

I pledge to address your hair care needs with an unwavering commitment to making your hair your crowning glory.