

THE HAIR ARCHITECTURE  
FIRM @  
SALON ALLEN-MITCHELL

# HealthyHairDigest

[www.healthyhairarchitect.com](http://www.healthyhairarchitect.com)

FEBRUARY 2010

## NEW HOURS

**Monday OFF**

**Tuesday**

9am-5pm

**Wednesday**

9am-230pm

**Thursday**

9am-6pm

**Friday**

9am-7pm

**Saturday 130pm—**

3pm

**HOURS SUBJECT  
TO CHANGE**

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THE DATE 4  
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## IT'S OFFICIAL.....

I...YOU..WE...US have moved to  
**Salon Allen-Mitchell** in THE STUDIOPLEX on  
Auburn Ave, in historic Downtown Atlanta.

I am excited to not only join this team but be in a  
NEW and REFRESHING atmosphere. The owners  
of the salon are both stylists I worked with when I  
started and they have both mentored and encour-  
aged Mi over the years. To my NEW CLI-  
ENTS...WELCOME....and to my OLD CLI-  
ENTS...thanks for your continued support and for  
standing by Mi through my transitions. Im not one  
to move my clients around so you know this was a  
BIG decision!

There are a few logistic and rules that are salon  
policy...THE MOST IMPORTANT BEING....NO  
CHILDREN ALLOWED IN THE SALON! Eating is  
allowed only in certain areas of the salon. Snacks,  
Coffee, Tea, Water, Wine (on certain days) are  
available and complimentary.

**When you come into the salon, please sign  
in, and if you are more than 15mins late  
please be prepared to pay the \$5 late fee.  
Other changes are listed under the Need to  
Know section.**

**\*\*Always text/email/call if appt time you seek  
is not available.**

**SAVE THE DATE....  
MARCH 21, 2010**

**PRESERVE YOUR PRETTY**

## STEAM THERAPY

Steam treatments are recommended to deal with the  
dryness of hair. Regular treatments will enhance the  
condition of hair, locking in moisture and reducing break-  
age.

Steaming the hair while deep conditioning imparts as  
much moisture to your hair as your hair will be able to  
take. After a steam treatment, not only is the hair shiny  
and soft after treatment, but hair that is prone to puffing  
up in humidity is less likely to do so. This is because the  
steam has infused moisture into the hair. Our hair has a  
limit to how much moisture it can take in. Therefore,  
hair that has been given a steam condition treatment is  
practically humidity proof. When natural hair that is  
pressed/silked out starts to frizz and fight against hair-  
styles it's time for a steam treatment.

In order for hair to obtain and maintain proper moisture  
and elasticity, conditioning is an important part of your  
hair care regimen.

Steam treatments also help seal in moisture to reduce  
breakage and seal in color to reduce color retardation.

Steam therapy treatments greatly enhance body, life and  
manageability, provide protection. Adding steam therapy  
thru external and internal applications greatly decrease  
occurrence of dry hair and scalp.

For a limited time, steam therapy is an additional \$5 to  
any conditioning treatment.



# Is Natural for me?

Many women are debating on going natural or they are in between natural and relaxed or they are natural and bored with the lack of versatility.

Going natural is a process. You will have to train your hair and every person's hair texture is different and will react differently being natural. Thus...being natural is not for everyone. Some people need to chemically relax their hair or texturize to loosen the curl pattern and thus make the hair

easier to manage. Some women drastically cut off all relaxed hair after a few months of virgin growth. However, other women choose a hybrid approach of retaining current length and style while allowing natural hair to grow. If you choose the hybrid approach, 3 things are important.

1. Get a trim 6-8 weeks provided you don't use a lot of heat on your hair.
2. Keep skin/scalp/body

hydrated. Make sure you drink plenty of water.

3. Maintain consistent texture to minimize hair breakage. Please note, hair will be weakest at the point where virgin hair and relaxed hair meet. Frequent Deep Conditioning and Protein treatments will retard against breakage.

If you are looking for a different look, try braid or flexi rod set or ceramic pHusion wrap.

*"I'm undaunted in my quest to amuse myself by constantly changing my hair."*  
**Hillary Clinton**

## Price List

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

## Hair...BEWARE of WINTER



Each year the temperature drops and our hair goes in disarray. When the temperature drops, many women see changes in their hair and scalp. Most women don't know this is attributed to the cooler dryer weather. Everything from wind to wool can knock your hair into to despair, leaving it broken and frayed in your bathroom sink, on your clothes and on your pillowcases. It doesn't matter if your hair is natural or relaxed, when the climate changes from warm to cold, it upsets your hair's natural moisture balance. To correct this you must pay attention to not only what you

put on your hair but what goes into your body as well. During the winter months, while I know tasty has appeal,....avoid:  
 -overindulging in alcohol at holiday gatherings  
 -eating salty soup or spicy chili  
 -replacing water with hot cocoa or hot apple cider

# Hair....Beware of Winter...cont.

As for the hair, it is very important to properly cleanse the hair to eliminate the debris and pollutants deposited and trapped in your hair by winter winds. For at home maintenance, I suggest my clients utilize the same products I use at the salon. Start with Design Essentials Organic Deep Cleansing Shampoo and follow with Design Essentials Moisture Retention Conditioning Shampoo, which contains agents that produce soft moisturized hair. During the winter months change conditioner to Design Essentials Stimulation Super Moisturizing Conditioner, which penetrates the hair shaft in 5 minutes. For natural

hair I suggest Therapeutics Rx Leave-In Hydrating Conditioner to alleviate tangling and add sheen. This is used as a leave in conditioner. Another great product to put in your hair during winter months is Silk Essentials Thermal Strengthening Serum. Just a few drops on wet or dry hair can help repair the damage caused by wool fabrics, snapping winds and drying flat irons.

### Additional Tips for Winter Hair

-Use satin scarf to protect hair from cotton or flannel sheets and wool blankets (if hair is prone to be oily use cotton scarf to dry out moisture)

-Wear silk scarf under wool or acrylic coats and sweaters to prevent fibers from jaggedly cutting or popping your hair

-Avoid braids and extensions if your hair is dry and breaking

-Opt for styles that don't require daily use of heat.

*"I have always believed that hair is a very sure index of character"*

**Author**  
**Unknown**

## NEED TO KNOW INFORMATION

\*There is a 3% service charge for all credit/debit card transactions

\*Payment plan options are for weekly service only! If you miss a week you forfeit the plan.

\*\$5 late fee after 15mins

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

\*refer 3 clients receive a free shampoo/flat iron (basic)...redeemable Tues - Thurs . Referrals do not carry-over from 2009..you must start fresh for 2010.

\*PLEASE REMEMBER \$5 additional for Curly Style (straight/feather styles not included) rods and rollers additional charge

I'm out of the salon:

⇒ January 29-February 2, 2010

⇒ Feb 12-17 & Feb 23, 2010

## 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 needed with payment schedule.**

**Mimi @  
Salon Allen-Mitchell**

Studioplex Atlanta, GA

Phone: 404-934-5195

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[www.healthyhairarchitect.com](http://www.healthyhairarchitect.com)

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

**When you look good...I feel great!**

**THE DATE IS SET...MARCH 21, 2010**

**BRING YOUR TOOLS/HOME MAINTENANCE**

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 certificate

A chance to win free service valued at \$75

A chance to win a bag of goodies

Wine/Appetizer/Dessert

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

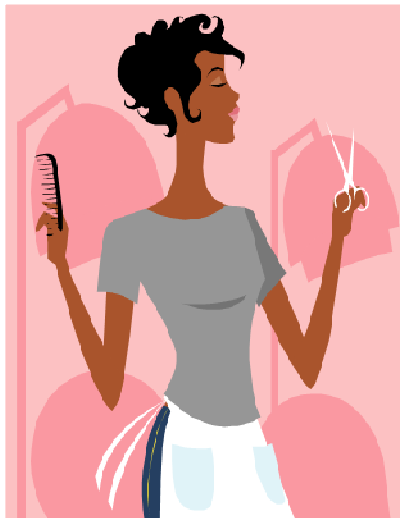
**FOR TICKETS MIMI@HEALTHYHAIRARCHITECT.COM  
OR 404-934-5195**



## 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.