

theUtopian

Salon Utopia 1208 42nd Street Des Moines, IA

February 2007

experienceutopia.com

Lil' Shug's in the house!

Patricia does
hair and makeup
for local Hip-Hop Artist's
Juice Magazine Photoshoot

Not your Mother's Perm!

Introducing the
Flash Wave by
Eufora

Spring Style: What's In

Valentine's Day
♥ Gift Baskets

Call 515-274-1888 to set up an appointment

Hot Hair & Make-up for DM Hip-Hop Artist

Our 4th Juice Magazine photoshoot was for Velora James, a.k.a. "Lil' Shug", a Des Moines Hip-Hop artist. We were excited to help with hair and make-up. We are proud to add this to our list of models for Juice Magazine, including: "Des Moines' Hottest Reader", "Hottest Bartender" and their Fall Fashion Preview issues.

Patricia choose big, loose curls for Velora's hair and stuck with golds and bronzes for a natural eye-opening look.



Patricia Sarcone prepares Lil' Shug for her Juice Magazine photoshoot

Check out Lil' Shug's music on her my space: myspace.com/lilshugdmi

ON SALE

thru february:

ARBONNE

RE9 Night Cream

\$47

Save \$25!!

Ask the Stylist

Ever since the temperature has dropped, my hair has been dry and brittle. Is there a certain product I should use?



**Tara Carver,
Manager**

I would start off by recommending Urgent Repair Conditioner by Eufora. Urgent Repair is 85% Aloe based like all of Eufora's conditioners. In conjunction with a Eufora shampoo (which is 75% Aloe Based), your hair should be feeling healthier quickly!

If you have a question for Tara, email her at: tarautopia@yahoo.com

A promotional graphic for a salon. On the left is a close-up of a woman's face with short, dark, styled hair. The text "hair off the hook" is written in a large, white, bubbly font across the middle. Below it, "salon | utopia" is written in a smaller font. At the bottom left, "ANISON stylist" is written in a stylized font. At the bottom right, the address "1208 42nd Street in Des Moines", phone number "515-274-1888", and website "www.experienceutopia.com" are listed.

1208 42nd Street in Des Moines
515-274-1888
www.experienceutopia.com

NEW at Salon Utopia

The Flash Wave™ Perm

from Eufora

Absolutely Not Your Mother's Perm!

What is a Flash Wave™? The Flash Wave™ is a technique and system designed specifically to create various types of waves and texture while leaving the integrity of the hair intact. Note that the Flash Wave™ system is not intended to create tight curl!

Eufora's Flash Wave™ system incorporates specialized techniques in:

- Hair analysis
- Strategic rod size and placement
- Creative solution application and placement
- Specific processing guidelines

Eufora's Flash Wave™ utilizes AloePlex™ waving solutions. These advanced formulations are the difference in creating healthy wavy hair without the excessive damage caused by traditional perm solutions.



Benefits of Flash Wave™ over Traditional Perming

- Maintains the integrity of the hair. Limits damage, breakage and frizz
- Natural looking and behaving waves, body and texture
- Versatility in managing new growth by allowing additional processes to maintain lock
- Versatility in the types of styles a client can achieve. The Flash Wave™ can be worn wavy or straight

experienceutopia.com

Referral Program

For each new client your refer to the salon, you will receive a \$10 coupon to use on your next visit!

(Coupon is not redeemable for retail products).

Just have the person you're referring list your name on their new client sheet when they come in and we will automatically send you the \$10 coupon!

NOW BOOKING SPRING BRIDAL PARTIES

**Remember to schedule
your wedding
appointments as
soon as possible.**

Let us know if you'd like us to send you our Bridal Services Brochure

for more information,
please email Jennifer at:
jennifer@experienceutopia.com





Don't forget Valentine's Day on February 14th!

We have unique ideas for your sweetheart all beautifully packaged and ready to go



Gift baskets ranging from \$8 - \$82

or

Create your own gift by picking out product and receiving a free Valentine bag!

**Gift Certificates
in any
amount**



Have a complimentary cup of tea while experiencing Utopia!

Black Teas

Spice Tea | Full Caffeine

A blend of the Orient's finest black teas and exotic spices. Spice Tea's unique but approachable taste will appeal to just about every palate. Naturally sweet.

Black Mango | Full Caffeine

Full bodied black tea from the Nilgiri region in Southern India with the essence of mango and marigold flower petals. This tropical treat is delectable both hot and cold. Indulge your taste buds.

English Breakfast | Full Caffeine

We searched long and hard for a high quality English Breakfast tea that we would be proud to serve to our customers. This blended black eye-opener truly fits the bill. Never mind breakfast, this tea is an excellent choice all day long. Hat's off to our friends from across the pond....

Herbal Teas

Honeybush Organic | No Caffeine (recommended hot)

This naturally sweet, mellow and deep red herbal tea is not made from tea leaves but from an herb that has been cultivated by the indigenous people of South Africa for hundreds of years. This natural tea is rich in the nutrients iron, potassium, calcium, copper, zinc, sodium and vitamin C. It is known to contribute towards preventing cancerous tumors and menopausal symptoms. A great late night tea!

Mediterranean Chamomile | No Caffeine

Enjoy this sweet Chamomile made even sweeter by the subtle addition of orange and hibiscus.

Green Teas

Mao Feng | Low Caffeine

One of China's Ten Famous Teas, our Mao Feng hails from Huang Shan in Anhui province. You'll find this tea to have a wonderfully complex flavor characteristic marked by a combination of both floral sweetness and a rich nutty aspect.

Jasmine Dragon Pearls | Low Caffeine

While many jasmine teas are simply commodities, this varietal is perhaps the finest you'll ever taste. Fine whole tea leaves are infused with the fragrance of jasmine, then hand-rolled into individual pearls to lock in the aroma. Jasmine teas have long been the preferred tea of the portion of China near Beijing, and can be likened to a cool evening after a warm spring day - very refreshing.

Peach Green | Low Caffeine

This Green tea is blended with the essence of fresh, ripe peaches - yielding a taste treat that will make you reminiscent of a warm spring day.

Cloud Nine | Low Caffeine

You'll think you found paradise once you've tasted this Green tea blended with Strawberry, Rhubarb and Raspberry. It's fresh, fruity taste will overtake you and whisk you away to a better place.

Lemon and Hibiscus | Low Caffeine

We offer this green tea blend for citrus fruit lovers. The floral overtones are sure to dazzle your senses. We find this brew to be perfect for hot summer days (and nights).

teas may be served hot or iced

We are proud to offer teas from
Gong Fu Tea
414 East Sixth Street
Des Moines, IA
www.gongfu-tea.com



Spring Hair Trends:

Big Hair is Back!

Long flowing curls are still in and will continue to be a trend. The added curl may result in an emergence of “big hair” styles before it swings the other direction, however unlike the old 80’s “big hair” styles, the look for 2007 will refer more to fullness and volume in the curl than in height of the style. The lengths of the hair will be cut into tiered layers to increase the volume generated by the curl.

Try our new Flash Perm™ from Eufora so you too can have big Hollywood curls!

For Men

Men’s hair styles will act nearly opposite the way women’s hair trends go. While recent years have seen hairstyles among young men getting longer and reminiscent of the “mop top” and shag styles of the 60’s and early-70’s – soft, shaggy, razor-cut styles that are styled to look like they just crawled out of bed – men’s hair is getting shorter again. This shortening trend isn’t to the traditional men’s clipper cut lengths, but rather to a more neatly groomed and textured look.

Color

Caramels, honey & coffee colors are in for Spring. Try all three for a multidimensional look. Make sure when getting a color service to keep protecting it with Euphora’s Sculpture and Illuminate, which when used together creates a color locking system.

Styling your hair

If you have shorter hair, try some Euphora Fixation combined with solidifi for a piecy, shiny but sassy style. For naturally curly hair, use Euphora Sculpture for light definition.

Fashion

To compliment your new look, ditch the little black dress and opt for a white one! Keep accent color to one shade: yellows, greens and reds are big this spring. For day attire, try a classic black suit and mix it up with silver metallic accessories.



We are proud to use Schwarzkopf professional color products


Schwarzkopf
PROFESSIONAL