

the Utopian

August/September 2007

experienceutopia.com

salon | utopia

1208 42nd Street Des Moines, IA

515-274-1888

leftover
chlorine
in your
hair?
we can help!

FALL
SAVINGS
on EUFORA
PRODUCTS

HOT back to school hair
for teens

Model: *Kelsey (courtesy of Fusions by Jacob Ross)*

Hair: *Alison Sorenson*

Photographer: *Joe Armitage*



Swimming



was so much fun for you and your family this summer! But now, your hair seems to be coated with a foreign substance and it feels as though it should be on a Barbie Doll! Worse yet, if you're a blonde it could be **GREEN from the water & chemicals!**

chlorine minerals chemicals
copper calcium discoloration

WE CAN HELP

Ask for our NEW in-salon chlorine treatment

1. We will start off with a specialized shampoo, created to remove build-up as well as rejuvenate hair texture, tone and manageability.
2. Next we will treat your hair with a Malibu 2000 crystal gel normalizer. This is an in-salon treatment that takes between 10 - 30 minutes depending on build-up. Then we shampoo and rinse. This treatment will remove Iron & Calcium, Chlorine & Copper, Mineral Discoloration and help remove medications.

ONLY \$16

b a c k t o
s c h o o l

HOT teen looks



Utopia Client: Becky W.
Stylist: Patricia Sarcone
Technique:
Panels of alternating pink and purple highlights

Utopia Client: Carrie L.
Stylist: Patricia Sarcone
Technique:
All over red with copper, black & purple highlights

Dark Chocolate

DID YOU KNOW that a dark chocolate a day keeps the Doctor away?

Dark chocolate -- but not milk chocolate or dark chocolate eaten with milk -- is a potent antioxidant, report Mauro Serafini, PhD, of Italy's National Institute for Food and Nutrition Research in Rome, and colleagues. Their report appears in the Aug. 28 issue of Nature. Antioxidants gobble up free radicals, destructive molecules that are implicated in heart disease and other ailments.

What is it about dark chocolate? The answer is plant phenols -- cocoa phenols, to be exact. These compounds are known to lower blood pressure.

While a little dark chocolate is good, a lot is not better. Chocolate still is loaded with calories. If you're going to eat more chocolate, you'll have to cut back somewhere else. And remember that a balanced diet -- and plenty of exercise -- is still the key to heart health.



We are proud to get our chocolates from Suzette Home Made Candies 2837 Ingersoll Ave Des Moines (515) 288-1405

Ask the Stylist

This summer I had blonde highlights. Now I want it darker for Fall. What are my options?

There are several options you have for your new fall color.

If you want a gradual procession to a darker color, I would recommend lowlighting your hair. This way you can get an idea of what your hair would look like darker without having to commit to an all over color.

If all over color is what you're looking for, a two-step process is necessary. First, the stylist will apply a filler which will even out the porosity of the hair, reduce fading and allow the color to take on its true tone. Then we would apply the desired color, rinse and apply the color locking system. (The Eufora color locking system consists of: Fortifi, Sculpture and Illuminate Shine Mist). This will leave you with healthy, shiny, new fall hair color!



Patricia Sarccone, Stylist

Have a question for a Patricia? email her at: psarccone@hotmail.com

Fall Savings

thru September

Purchase 3

Eufora products & get

\$10 off your service!



eUFORA