

# the Utopian

November/December 2007  
experienceutopia.com

salon | utopia

1208 42nd Street Des Moines, IA  
515-274-1888

MEET  
our new  
stylist!  
Maija  
Jorgensen

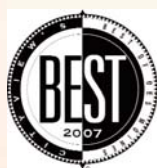
## CLIENT REFERRAL CONTEST

WIN a night out  
on the town!

Happy Holidays!  
Love,  
salon utopia

## HOLIDAY HAIR

what are your plans? Let us help!



Model: Heather, Courtesy of Fusions by Jacob Ross  
Hair: Patricia Sarcone  
Photographer: Joe Armitage

# fun holiday hair & makeup

**You've been invited  
to your boyfriend's  
company Holiday party.**

You scramble to find the perfect  
dress, shoes & accessories. The  
night of the party you start to  
get ready when.....ugh.....  
your hair just won't cooperate!

**LET US TAKE THE  
STRESS OUT OF  
HAIR & MAKEUP  
during the HOLIDAYS!**

## **#1 Holiday Special:**

**Wash & Style** (includes minor pinwork)  
& Make up Application: **\$55**

## **#2 Holiday Special:**

**Wash & Style** (full updo)  
& Make up Application: **\$70**

*Have fun with your Holiday Look!*

Our model Nicole Schafer shows us  
a "pin-up" look in this photo.

Hair by Patricia Sarcone. Photo by Joe Armitage.



# M E E T

## the Newest Utopian: Maija Jorgensen

We are excited and proud to introduce Maija Jorgensen, the latest Utopian to join our team! Maija has been a stylist for the past seven years in the Des Moines area. Maija is multitalented in our field as she is also a licensed Esthetician and is currently studying for her Massage Therapy license at La James International College in Johnston! She is a wonderful addition to **SALON | UTOPIA** and will also be a future team member of **SPA | UTOPIA** (coming in 2008).



### Maija's hours are:

Sundays: 9 – 3

Mondays: 12 – 8

Tuesdays: 12 – 8

Thursdays: 5 – 8

Here's how to make a  
massage appointment  
with Maija at La James College:

Call La James at:  
515-278-2208

Ask to make a full body massage  
appointment with  
Student #325, Maija Jorgensen

Maija's appointment hours:  
Wednesday - Friday: 12 - 1pm  
Saturdays: 8am - 4pm

Maija lives in Greenfield with her eight year old daughter, Elle. She enjoys reading, movies and biking.

Her favorite thing about doing hair is having the ability to be creative and help people look and feel their best!

We asked Maija to tell us what celebrity she would choose to do their hair. She said, "Matthew McConaughey – so I could run my fingers through his curls." We have to agree . :-)

Maija's favorite Eufora product is Fortifi, because it strengthens, detangles and adds shine.

## CLIENT REFERRAL CONTEST

# Win a night out on the town!

The customer who refers the most clients between October 15th and December 29th will not only receive a \$10 service coupon per referral, but will win all of the following:

**FREE CUT AND STYLE or UPDO with your stylist**  
**\$50 GIFT CERTIFICATE TO Christopher's Restaurant**  
**\$50 GIFT CERTIFICATE TO The Des Moines Playhouse**

### HERE'S HOW TO WIN A NIGHT ON THE TOWN!

1. Refer all your friends and family to *your* stylist at Utopia
2. Once they come in and list your name on their new client sheet, we will send you a \$10 coupon AND enter your name into the drawing!
3. The person with the most referrals at closing time on December 29th wins!  
(In the event of a tie, we will hold a drawing to determine our winner)

Pass these two offers on to your referrals!

### NEW CLIENT COUPONS

*Choose One:*

**RECEIVE A FREE CUT  
WITH THE PURCHASE OF  
ANY COLOR SERVICE**

New Clients Only  
May not be combined  
with any other coupons

OR

**TAKE \$5 OFF  
A HAIRCUT**

Not valid for kid's cuts  
New Clients Only  
May not be combined  
with any other coupons

# CLIENT CORNER

CLIENT

## Get to know... Nicole Schafer

You've seen her in several of our newsletters and newspaper ads. So who IS this talented client of ours??

When we opened the salon and decided to do our first newspaper ad, we had a vision of what we wanted but had no idea how to accomplish it. Nicole happened to be in Tara's chair the day we were talking about the potential ad. Tara knew that Nicole was a model and actress, so we nervously asked her if she would be willing to help us out. What we got was more than we ever expected....

Not only did Nicole offer to model for us, she arranged for an incredible photographer (Brinny D.) to do the shoot. We contacted a boutique called "Aimee" (located in the East Village) to supply clothes for the shoot. After a whole day of work, we wrapped it up with incredible photos to choose from! This started our relationship with Nicole, doing hair and make-up for many more of her photoshoots.

### NICOLE'S NOTE:

The first time I walked into Salon Utopia was on a recommendation from my boyfriend. My regular stylist was out of town, I was having a "root crisis" and I'd spent some time with Tara in a social setting. I was immediately enamoured with the salon. It truly has become my own "Utopia." I new right away that I would never want another stylist. Tara listened to my ideas while helping me revamp my style in a subtle, comfortable way. Since that day I have had the joy of working with Tara many times as well as collaborating with the rest of the Salon Utopia staff for the styling of many photo shoots. They have worked with many of my friends and were generous enough to do the hair styling for the film I produced this month as well. I am honored to have appeared in advertisements for the salon.. This salon has become like a small sorority to me-every hair appointment is the perfect combination of relaxation and socialization.



Nicole Schafer



Juice Magazine/  
Utopia Newsletter  
April 2007



Juice Magazine  
October 2007

Nicole Schafer is a model, actress, film producer and business consultant. She spends her days helping small businesses in the area find creative, inexpensive ways to market themselves. She is a full time over achiever who is obsessed with reaching her goals and helping the individuals and businesses she respects reach theirs. Nicole is fully dedicated to her community- whether it be helping raise money for local charities or finding ways for like minded people to connect. When Nicole isn't shopping she does free lance web design, a bit of graphic design and a ton of networking. If her services sound like something that could benefit you feel free to take a look at her website: [www.nworks.info](http://www.nworks.info). Much like Nicole herself, it is a work in progress.

# The New Look of eufora!

INTRODUCING the new  
bio-friendly look of eufora.

Same great product -  
different look!

Take 20% off all old packaging  
until inventory is depleted.



## Our Favorite Teas...what's yours??

Tara - *English Breakfast*

Alison - *Lemon & Hibiscus*

Patricia - *Black Mango*

Maija - *Cloud Nine*

Jennifer - *Organic Jasmine Dragon Pearls*



GONG FU TEA

we are proud to offer teas  
from Gong Fu Tea  
414 East Sixth Street  
Des Moines, Iowa  
[www.gongfu-tea.com](http://www.gongfu-tea.com)

**COME IN AND TRY THE NEW HOLIDAY BLEND!  
HERE AT UTOPIA FOR A LIMITED TIME ONLY**