

# theUtopian

salon|utopia  
experienceutopia.com

DETOXIFY,  
REVIVE &  
RESTORE

with Urgent Repair Shampoo  
& Replenishing Treatment

blonde *to*  
dark?

what you need to know before  
booking your appointment!

*Meet Melissa!*

Utopia's newest team member

**FREE**

body blends lotion!  
while supplies last



October/November 2009

# utopia *featured* products

eufora 

DETOXIFY, REVIVE & RESTORE

## Urgent Repair Shampoo



- Brightens color by gently removing dulling build-up
- Biodegradable ingredients are People and Planet friendly
- EDTA free formula contains no sulfates or parabens
- Based in Certified Organic Aloe Vera Gel

## Urgent Repair Replenishing Treatment



- Protein-rich deep conditioning treatment strengthens and repairs damaged hair
- Menthol and Camphor stimulate circulation to the scalp and soothes dry, itchy skin
- Based in Certified Organic Aloe Vera Gel



# URGENT REPAIR

# Meet Melissa...

## Our newest Utopian

*Melissa Walters* has been a cosmetologist in the Des Moines area for the past eight years. Melissa studied cosmetology at the Professional Cosmetology Institute in Ames before moving to Des Moines. Prior to joining Salon Utopia Melissa rented a chair at a salon in West Des Moines. Melissa enjoys building relationships with her clients and making sure they are always satisfied when they leave. Melissa also enjoys coloring and highlighting. Over the past eight years Melissa has attended many continuing education classes and hair shows.



Melissa Walters  
*Utopia Stylist*

WELCOME TO UTOPIA!



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dark?

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*Every Fall,* we see a plethora of clients who want to color their blonde tresses darker. In summer, blonde highlights and overall lighter shades compliment skin tone and wardrobe, but now that the trees are turning and the days are getting shorter, darker tones seems to be a much better fit.

Seems simple for a professional to do, right? Just put the color on and “poof”, no more blonde! It absolutely can be done at utopia, but there are a few things you should know so your experience is exactly what you expect.

According to Patricia Beck, one of Utopia’s senior stylists, there are several steps that must be taken to ensure the transition from blonde to dark goes as planned -

*“First we will decide on the final color you want to see. From there we need to fill the hair, or put in the pigments that are needed to make and hold your final color. **This is an additional step that some people might not expect.***

*After shampooing we will do a treatment on the hair followed by a color lock consisting of euphora’s fortifi, sculpture and illuminate. If the filled hair is at the appropriate level, we then apply the final desired color and repeat shampoo, treatment and color lock.*

***Sometimes two to three fills are necessary! This adds time and product, which will add additional “fill” charges to your final bill.***

*Each individual fill charge is an additional \$20. Always follow at home with a color safe shampoo and conditioner like euphora’s hydrating shampoo and moisture solution.”*



Patricia Beck,  
Utopia Senior Stylist

eufora

giveaway

Receive a  
**FREE**

Eufora  
Mini Body Blends  
Lotion!  
While supplies last

Come into salon utopia  
and purchase one Eufora  
product and get a

**FREE**

**Mini Body Blends Lotion!**

*While supplies last*

# Spice up your life!

Extensions are a wonderful way to add length, fullness or highlights that won't fade!

*Cinderella 100% Human Hair extensions can be removed quickly without damaging the hair.*

**Schedule a FREE consultation with Maija!**  
**call 274-1888**



*Maija Jorgensen  
Utopia Senior Stylist  
Certified Cinderella Hair Specialist*