

Let the *staff* at
Patrick's Hair Design
help you look your best . . .

On the Fringe

Summer 2011



410-730-1700 • patrickshairdesign.com
9194 Red Branch Road
Columbia, Maryland 21045

owner, stylist Jodie Gil

salon manager, stylist Nina McGinnis
salon stylists Shan Allen
Nora Auer
Tarah Coates
Winnie Dekoning
Keith Harrington
Joe Heathcoate
Missy Hutchinson
Karen Mirando
Michelle du Monceau
Nate Morris
Carol Norris
Tammy Plein Walczak
Rose Salvo
Jessica Schwarz
Justin Spicknall

nail technician Laura Golomborko

reflexologist
massage therapist, Karen Eby
estheticians Elise Feldman

front desk managers Marielle Goodman
Missy Henry

extension specialist Holly Huff

Regular Hours

Mon. 10:00am - 4:00pm
Tues-Fri. 9:00am - 7:00pm
Sat. 8:00am - 4:00pm
Sun. Closed

Holiday Hours

4th of July
Mon. 7/4, Closed
Labor Day
Mon. 9/5, Closed

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If you would like to receive a copy of our
bi-yearly newsletter, email or call us and
we'll put you on our mailing list.



HOW TO GET YOUR BEST STYLE AND CUT

by Tarah Coates

The staff at Patrick's most enjoys the satisfied look on our guest's face at the end of a successful service. And more often than not our clients wish that the image in the salon could be recreated each and every morning in their own bathroom. That is why we are so excited to introduce our very own Style Labs. Come enjoy a night right here at Patricks where you and some of your friends can enjoy wine, cheese, some helpful daily hair care tips, and exclusive in salon deals. At the lab, your stylist will give you hands on techniques to make a salon style last long after you have left the chair. Say good bye to your bad hair days and hello to our Style Labs!

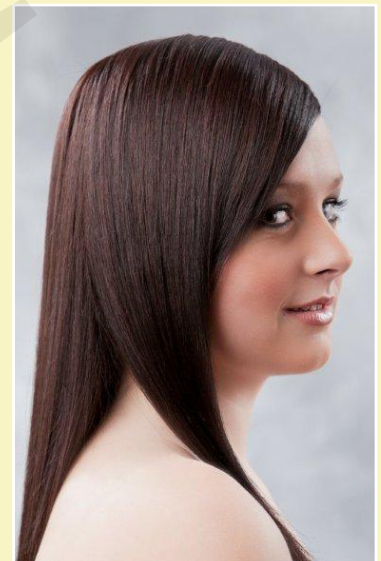
In addition to our Style Labs, we are also thrilled to expand our helpful hands on approach to cosmetics. Our new mineral makeup line Glo Cosmetics is a line that we truly can stand behind and our Makeup Parties are best way to introduce them to you. We had our first party in May and it was a huge success. Our makeup artists assisted each individual as some got full face makeovers and others just came to learn and enjoy the wine and lite fare. Exciting things are happening at Patrick's Hair Design make sure you do not miss out!

FEATURED PRODUCT

Davines Relaxing Fluid

by Jessica Schwarz

We are absolutely loving the Davines Relaxing Fluid, especially with the coming humid summer months ahead! This is a smoothing balm, that is enriched with both vegetable and water soluble silicone derivatives, as well as Pro-vitamin B5 for softening, hydrating, and shine. It is used by evenly distributing and combing into towel dried hair prior to blow drying, and is exceptional for both straight and unruly or curly hair, for a smooth effect and total control of frizz. While very effective in controlling and holding the style, it keeps the hair light, giving it a natural, shiny, and luminous result. The Relaxing Fluid also protects against the heat of the blow dryer, as well as forms a barrier to block humidity from causing unwanted frizz in the hair. We find it to be an indispensable, multi-tasking product, and can't wait for you to try it for yourself!



FEATURED STYLIST

by *Tarah Coates*

What is true about Patrick's is the wonderful foundation that was laid in order to create such a successful business. But a business is only as good as its supporters. Nora Auer, a seasoned stylist on the Patrick's team, knows this all too well. From the very beginning, Nora supported Patrick's dream of starting a highly sought after salon in the Columbia area. A native of Austria, Nora began her love for all things hair with an extensive study of trichology. She remembers at a young age standing in front of a mirror brushing her hair all day. Now she takes brushing to the next level by creating blow outs that most stylist aspire to achieve. And even with her years of experience she continues her education through many of the classes offered. When asked what is her specialty she humbly replies, "so long as you have hair." An answer that if you have ever had the pleasure of meeting her comes as no surprise. Nora is an icon of our salon's history and an inspirational part of our future.



PRESS

- Patrick's Hair Design was proud to be a sponsor and guest at the Arc of Howard County's Chocolate ball in April
- Patrick's Hair Design and stylist Keith Harrington received the Health Action Award from the Horizon Foundation for volunteering at the Claudia Mayer Cancer resource center
- Nate Morris and Jessica Schwarz are now certified educators for Davines products
- Ten of our stylist became certified by Marcia Teixeira in the new "formaldehyde free" Brazilian Keratin Treatment
- Check out our new addition to the Aquage line...Biomega, whose volumizing shampoo has been featured in Self magazine
- We are also proud to add Kera Care and Moroccan Oil to our retail products



SKIN CARE TIPS

Summer time is the time for outdoor activities, but we must protect our skin while having fun. Dermalogica offers a variety of sun protection products. Our aestheticians are available to all of our clients. Please come in to have a complimentary skin analysis. We offer various types of facials for all skin types.



Tarah & Missy along with other Patrick's staff members represented the salon at the Fabulous Moms Expo at the Mall in Columbia as they networked with other small businesses and introduced our salon to new clients.

BRIDAL

by *Jessica Schwartz*

Many brides dream of having a scenic wedding on the beach at sunset, or maybe a woody ceremony beneath a few weeping willows. Whatever the choice, there are a few things you should keep in mind when planning your hair style for an outdoor wedding.

Here are some practical and creative tips to get you started:

- First make sure to tell your stylist that you will be outside, and that your style will need to withstand whatever nature has in store for the event. Curls should be initially tighter than you are aiming for, so that they have room to relax without turning into a tangled mess by the end of the ceremony!
- Use lots of humidity resistant hairspray, and keep a travel size with you for touch ups.
- Also, you should always do a trial bridal style, and test drive it in the weather conditions you expect to face on the big day to be sure it will hold up perfectly.
- Most importantly, get your hair in tip top shape, starting at least six months before the wedding. Use quality conditioning treatments and make sure you have your current color done two weeks before the ceremony. Whether up or down, curled or sleek, plenty of planning is the key to having your dream wedding hair just right!

EDUCATION

by *Sarah Balter*

At Patrick's Hair Design, we believe it is important to keep up with the latest trends in order to keep our clients looking fabulous! We gain our up-to-date knowledge through hair workshops taught by other professional hair experts. So far this year, we have had the opportunity to learn many new techniques and styles. Many of us also attended the "Best of Blending" lecture taught by celebrity stylist Kim Vo. He demonstrated the techniques of Ombre, the "smudge," American tailoring, and balayage.

In January, we were joined by a Wella educator who demonstrated the new sensual color collection. This consists of four personalized looks: sensual drama, sensual fusion, sensual nature, and sensual poetry. We accomplish these looks by sectioning hair into triangle shaped and semi-circle panels, and we apply different colors to each section. The sectioning and color variations give us the ability to turn dull color into something that pops!

Not only do we attend local or in-state classes, but some of us travel to other parts of the country for continuing education. Salon owner, Jodie Gil, traveled to attend the "Aquage Master Academy" class in Miami. This class consisted of Aquage product knowledge, techniques for editorial work, curl patterns, mixed media trends, formal styling and the ever-so-popular graduated bob. In the spring, Missy and Marielle joined Jodie in Kentucky for a Bennifactor class focused on management and business. This class emphasized new strategies for marketing and branding, as well as tips for photo shoots, consultations, salon tours and style labs.

Red carpet fashion influences our most popular seasonal styles and that's why we are committed to continuing education to ensure that we are up to date with the changing trends and styles. So the next time you are in the salon, let us show you what we have learned and how we can add to your salon experience!

Staff members are participating in the following upcoming education classes:

Advanced Hair Color Class
Thursday, June 30th
Wella Institute, New York City

Advanced Cutting Class
Monday, September 12th
Bennie & Friends Salon
Louisville, Kentucky with Benniefactor

