

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

On the Fringe

Fall 2010, Volume 1

Patrick's
HAIR DESIGN

HAIR • NAIL • SKIN CARE

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

owner, stylist Jodie Gil

salon manager, stylist Nina McGinnis
stylist Shan Allen
stylist 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

nail technicians Velma Butler
Laura Golomborko

esthetician, reflexologist Karen Eby
massage therapist

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

Special Monday Hours
Mon. 11/22, 10:00am - 6:00pm
Thanksgiving
Thur & Fri. 11/25 & 11/26, Closed
Christmas Eve
Fri. 12/24, 9:00am - 4:00pm
Christmas Day
Sat. 12/25 Closed
New Years Eve
Fri. 12/31, 9:00am - 4:00pm
New Years Day
Sat. 1/1, Closed



HOW TO GET YOUR BEST STYLE AND CUT

by Jessica Schwarz

Getting the most out of your salon experience is of the utmost importance to all of us here at Patrick's, and to ensure this, we would like to provide you with essential salon tips that you can utilize to make sure you are getting all you need and more from your time with us! The first tip we would like to share with you, is how to know what to expect from the complimentary consultation that each client receives before every service. Your desired results will be our goal together!

- Thoroughly exploring your hair, scalp, skin type, facial structure, and coloring, are all part of the interview.
- During this time, we will make you aware of our salon services, your time commitment, and the price of your service.

- Several factors may influence our decision in hair services, including the hair type, length, texture, and previous services performed to your hair.
- This is your time to express what you want out of your visit. We want to hear your likes, dislikes, and challenges that you experience with your hair so that together we can come up with the most effective and suitable solution for your lifestyle.

Communication is the key to optimum results, so always make sure that you and your stylist are on the same page before the service begins. This will truly make your experience everything you desire each and every visit!



FEATURED PRODUCT B Bold Texture Spray

by Jessica Schwarz

We are thrilled to introduce you to one of our new product lines, BennieFactor! Designed for the artist to create, and the client to recreate, BennieFactor Products is a line of performance-driven shampoos, conditioners, styling, and finishing products that promote inner as well as outer beauty.

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STYLIST OF THE MONTH

by Tarah Coates

One of the biggest attractions to our salon is our veteran stylists. We have 5 stylists who can proudly say that they have been a part of the Patrick's team for over 20 years! And our highlighted stylist for this issue holds bragging rights of 30 years! Carol began her time at Patrick's by cleaning and maintaining the salon. She would also sneak in a shampoo here and there when Patrick was not looking only to become one of his greatest successors. In addition to having one of the best mentors, Carol insists that her success in this industry is her commitment to consulting each and every one of her clients. Whether you are a fresh face to our place or have grown up with Carol, she believes in taking the time out to make sure excellent communication occurs before each service. It is her way of making clients feel important at every appointment even if the art of hair comes to her like second nature. When asked "Who is Carol...the stylist?", she responds by saying that she is very easy going, creative, a people pleaser, a big listener and loves education. It is her decades of experience combined with her hunger to continue her education and stay up to date with the latest trends that makes her such an important and talented part of our team.



SKIN CARE TIPS

Karen Eby is very proud to have joined the team of professional beauty experts at Patrick's Hair Design. The team at Patrick's has been dedicated for over the last 35 years to excellence in hair, nail and skin care.

She has been a licensed esthetician and massage therapist for 25 years as well as a certified reflexologist for 13 years. Her passion has always been to help people look and feel their best.

It is her pleasure to invite you to Patrick's Hair Design for a combined treatment of two or more services, or the treatment of your choice and offer you 10% off of your first service with Karen. This is wonderful way to treat yourself to some relaxation and pampering.

10% off of your first service with Karen
(Expires December 31, 2010)



FEATURED PRODUCT

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Each product features positive power names such as B More, B Strong, and B Confident to remind us that true beauty comes from within! All products in the line are made with the patented Vital Hair and Scalp Complex, which provides hair with nourishing care while cleansing, conditioning, or styling.

The featured product we are so excited about is the B Bold Texturizing Spray. This spray really pumps up the volume in less than perky locks, while adding control and shine all in one. Features include:

- Volume for any hair type
- Superior control during heat styling
- A strong hold, and high shine
- Great when used alone, or used with an additional product
- Acts as a gel in spray form, with a soft, touchable finish
- Build-able strength, the more you use, the stronger it gets
- Great for men too!

Ask your stylist about this powerful new product, and get personalized tips on the best way to add it to your styling routine!



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EVENTS

Men's Night

Friday, December 17th

5:00 pm - 9:00 pm

Special event, just for men! Open house hosted by Patrick's to welcome the gentleman to the community, and to provide the opportunity to purchase those last minute gifts for the ladies in their lives. Light fare, refreshments, and good ole male camaraderie will be provided, as well as gorgeous gift baskets and gift cards ready to go for an effortless holiday gift loved ones will be sure to appreciate.

PRESS

Over the summer, Patrick's owner and senior stylist, Jodie Gil, was featured in the "Women in Business" section of Howard magazine. Check her out in the June issue page 56!

Check out Patrick's profile on the popular review site Yelp.com. Please feel free to review your best Patrick's experience or praise your favorite stylist, esthetician, or nail tech.

We are pleased and excited to welcome two new hair care lines to our reputable selection of professional brands: BennieFactor and Davines. Check out the "Featured Product" for a more in depth look at one of BennieFactor's key products and consult with your stylist to determine what items in each line can be customized for you and your hair care needs.

GIVE AND RECEIVE

Buy a \$50 gift card and receive 10% off on your next service.

BRIDAL CORNER

by Tarah Coates

So the question has been popped and soon so will your head! Saying "Yes" will lead to an assortment of many more questions such as the guest list, the cake, the colors and of course our favorite...the hair. So here is our top 3 tips to help you say yes to the perfect

Saying "Yes" 'do! First, start with you! Examine your hair texture, color, length, and face shape. Now is definitely the time to play up your best features. Secondly,

incorporate your hair to compliment your dress and its neck line, the veil, the tiara, etc. If you are planning to bling out the accessories perhaps a sleeker style will be more flattering. Last but not least, consider your venue. Will you wed outdoors and be subject to wind? Or are you tying the knot 'black tie' style and need an elegant up-do? These are only a handful of factors to contemplate. Please consult with a Patrick's professional to collaborate a hairstyle that is as unique and special as you and you big day!

Don't Miss out on coupons, specials and events at Patrick's Hair Design. If you would like to receive a copy of our newsletter each quarter, email or call us and we'll put you on our mailing list.