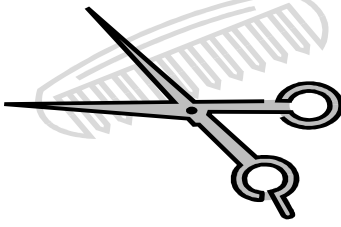


**“Expect the Best or Your Money Back”**



# ExSalonce News

**Volume 1, Issue 1**

**Winter 2008**

We plan to create a newsletter on a regular basis to keep our clients informed about ExSalonce, Ltd. and other interesting topics. If you have a friend that you would like us to send this newsletter to, please share their address with us and we will send them a copy.

Present this coupon to receive:

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25 % Savings on a “Dermalogica Facial”  
20 % Savings on Dermalogica Skin Care  
Products.

Call for an appointment: **(319) 395-9888**

## ***New Year’s Resolutions, Helpful or Not?***

**S**tart the New Year out right. Give yourself the chance to make a really great start with the New Year! I know New Year’s resolutions just don’t sit quite right. After all, year after year, we sit down and struggle to put down into words just what it is that will help us to change our lives.

While setting goals, personal, financial, or emotional, we generally focus on our past failures. After all, why would we be making a list of resolutions if we’ve been wildly successful? Don’t our past failings give us something to try to change?

Yes, that is one place to start. But this year, why don’t we try something new? The first step to this process is going to feel uncomfortably familiar, but it IS a necessary step. And for those of you who insist on being hard on yourself...you’ll love it!

The first step is to pick an area of your life that you wish to change and then we’re going to really take stock of that issue. Let’s say it is in business. Ask yourself these questions:

- What would a person who is successful in my business be doing? (Remember, no guilt here...just the facts ma’am...)
- What am I actually doing?
- What is the gap?
- What is that gap costing me?



The second step is to pretend you are your best friend, and share with him or her the absolute truth about what is going on with you in your business.

The idea here is to be honest, but because you are your best friend, you MUST be nice and compassionate! No, you AREN’T a loser! You’ve just not had all the facts, help, focus, or whatever!

Once you’ve taken that step, taking the next steps to change for the better is going to be easier. By being kind to yourself, just as you would with a friend, you can see that sometimes there are truly legitimate reasons for not succeeding in the past.

Now, what do we do? Well, rather than forcing yourself to do something, start by asking yourself some questions. How can I get there from here? What would be a small step to help me reach that goal? Is there something stopping me? Is it fear of failure? Fear of success?

That’s right, try to discover the real reason behind your inability to follow through on your goal. You might be surprised with the answer!

Furthermore, you might be surprised with your results. After all, Edison didn’t fail; he just found 2000 ways NOT to make a light bulb.

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## “Expect the Best or Your Money Back”

### \*\*\*\*PUTTIN' ON THE RITZ\*\*\*\*

Your are invited to a dinner party next week and the last time you actually tried to put on make-up you were getting ready for a costume party. What are you going to do?

It is pretty easy for women in their 20's and 30's to get advice on make-up. For those of us who have mellowed a bit longer, those tips are harder and harder to find. Here are a couple of simple tips to help.

To ensure success, be certain that you have a good set of brushes, after all, a truly great painting starts with a good set of brushes\*. Next the canvas needs to be prepped. Are you using a high quality skin-care regimen? Even a week will allow enough time to see an improvement.



As for the make-up, a little drama goes a long way. Accent either your eyes or your mouth, not both.

Use more neutral colors in deeper shades for your eyes. Stay away from the teen-age black-smoky-eyed look. Use deeper browns, greens, and taupe for drama. Your lips could use a deeper color than usual, again, stay within your normal palette, but a shade more dramatic. A lip liner helps to define your lips and will keep your lip color from going where it shouldn't. Your make-up, applied well, will make you much more confident.

You have a week, so, practice daily, and use those new brushes to blend, blend, blend. You will look lovely. Trust us.

**\*ExSalonce, Ltd. carries a complete line of Professional Brushes, Cinema Secrets Cosmetics and Dermalogica Skin Care Products.**



**Adding three Superfoods to your diet will change your life?** That's right, three foods... they are spinach, salmon, and blueberries. These nutritional powerhouses with their loads of omega-3 fatty acids and antioxidants can actually reverse signs of aging!

Check out these Websites for donating your old cell phones:

- [www.WADT.org](http://www.WADT.org)
- [www.shelteralliance.net](http://www.shelteralliance.net)
- [www.RecycleForBreastCancer.org](http://www.RecycleForBreastCancer.org)
- [www.cellphonesforsoldiers.com](http://www.cellphonesforsoldiers.com)
- [www.recellular.com/recycling](http://www.recellular.com/recycling)

### **New Service: “Body Waxing” at ExSalonce, Ltd.**

Martin Luther once said, “Hair is the richest ornament of women.” How true this is for the luscious mane that crowns your lovely head, and alas, how untrue for the hair on many other parts of your body. This has made hair-removal a routine process to be performed, especially by women and nowadays, even by men. Waxing is a very convenient, cost effective, longer-lasting and quick method of removing unwanted and unsightly body hair.

Waxing can be used for removing hair from virtually any part of the body. It is most commonly used for removing hair on the arms, legs, underarms and bikini line. Other parts of body where waxing is frequently used for hair-removal are face, upper & lower lips, eyebrows, chin, chest and the back.

#### **The benefits of waxing are many:**

Waxing removes hair from the root, so it takes a longer time for hair to grow again (3-8 weeks)

Waxing does not cause cuts, pigmentation, and no harsh chemicals are present in wax

The hair growth after waxing is finer and softer (no stubble feel like after shaving)

Waxing leaves the skin soft, smooth and rejuvenated because it removes a layer of dead cells

Do not expose yourself to direct sunlight in the 24 hours before waxing & 48 hours after waxing

Do not wax if you are using Vitamin A creams, Differin, Retin A, or Isoretinoin (these medications make the skin more prone to tearing when you peel off the wax)

Do not wax on irritated, broken, chapped skin or on moles