

Fall & Winter
2013

HAIR TRENDS



Makeup
Fall hair
trends
& More

What's happening with the Ya Ya Staff...



We want to start by congratulating all of our promotions this quarter.

- Ali is now a level 1
- Chandra is now a level 3
- Haley is now a level 2
- Heather is now a level 1
- Jenna is now a level 2
- Maggie is now a level 1
- Rebecca is now a level 2
- Sarah is now a level 4A
- Tori is now a level 2



Also, we would like to take a minute and recognize Rebecca and Reyna on becoming *Redken Certified Design Stylists*. They were required to travel to New York for three separate tests. Congratulations on a great accomplishment.



We are also proud to announce that we have several stylists at both locations that have become certified in Dream Catchers Extensions. These stylist attended a training program and can now help you achieve your dream hair!

Hilsboro Village:

- Alysse
- Danielle
- Jenna
- Keri-Lynn
- Rebecca
- Reyna

Greenhills:

- Ali
- Holly
- Kat
- Kristin
- Tori

Reward
Recognize
Respect

DREAM CATCHERS EXTENSIONS

Have you ever seen a celebrity with thick, flawless hair that flows all the way down their back and thought "Wow, that's my DREAM hair" as you longingly twirl the 12 strands of your shoulder length hair?

Well turn that longing into a reality! Salon Ya Ya is now proud to offer Dreamcatcher extensions. Dream Catchers is the best quality of hair extensions on the market! I have had my fair share of extensions & have seen many other extension lines going totally nuts on someone's head, so believe me when I say... "WOW, these are incredible!"

So what makes Dreamcatchers so dreamy? For starters, other extensions are usually made with Indian hair which is processed with bleach and colored several times before you even buy the hair. Dreamcatchers are made from 100% natural European hair and come packaged in a moisturizing silicone layer to provide you the utmost quality from day one. Dream Catchers also has a unique attachment application that is gentle on the

hair. The extensions are attached by using "cold cylinders." There is no heat involved, no messy glues or lumps of wax that are damaging to the hair.

While other extensions take forever to take out and put in, Dreamcatchers are quick and easy with no mess and best of all, the hair is reusable so you don't have to buy new hair with every application! Since they come in every color from black to platinum (or even fun colors like pink and blue!) matching it to your natural hair is simple & can be colored to add more depth and dimension.

Call either location to set up a consultation with one of our Dream Catcher Certified stylists! So what are you waiting for? Your dream hair awaits!

-Ali A.



BEFORE



AFTER



www.dreamcatcher.com

MAKEUP

EYES

- CAT EYE is still in . Create a modern feel and avoid the classic black heavily- lined look by using eye shadow or a soft pencil. Try to be a little more playful with the shape by squaring or rounding the edges. COLOR IS KEY to making this look current. Use metallic; bold blues and purples.
- Eye shadow is a top accessory this fall. Any texture will do, metallic, matte, and sparkly. The three most trending colors are orange (pumpkin or rust), purple (grape or plum), and gunmetal grays. The key to wearing this is to FULLY coat the eye in color. Go bold on the orange and purple, but only a light wash in gray tones.
- Stay away from: Pastels, greens, and a matte/neutral eye

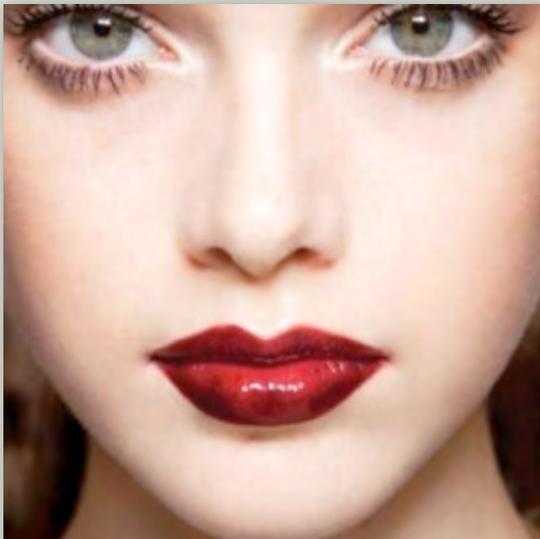
LIPS

- Red lips will never be out of style. This season they are trending in any tone of red and any texture. Try to find the best hue for your skin tone to really make them pop and play around with matte and gloss finishes.
- Lip stains are also big this fall. This look is more concentrated toward the center of the lips and blended out. Go for berry and wine tones!

FACE

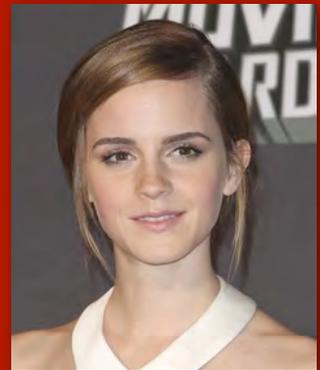
- In order to compliment the drama of the eyes and lips this season the face is simplified into a very clean natural look. This means less blush and bronzers. Blush should be a slight flush to the cheek. Use a soft natural color; apply with a light upward sweeping motion from the apple of the cheek to the top of the cheekbone.

- Sarah Beth



RED LIPS
WILL NEVER
BE OUT OF
STYLE

FALL STYLES



CASUAL UPDO'S

Expect to see plenty of chic hairstyles pulled away from the face this fall. So start working on some up do's such as a stylish buns, braids with ribbon or embellishments, the wet look, and low pony tails.

-Tori



Rapha House's Mission:

Rapha House exists to love, rescue, and heal children who have been rescued out of slavery and sexual exploitation.

RAPHA HOUSE-FREEDOM STYLIST PROGRAM

Some of you have seen the signs hanging on our mirrors. Some of you have been in on a Friday where you find baked goods waiting for you in the waiting area and greeted by your stylist wearing red and black. For some of you, this is the first you have heard about our new mission at Salon Ya Ya. Rapha House Freedom Stylist Program is a program designed to prevent girls in Cambodia from being trafficked into the sex trade. Yes, this isn't the most exciting and happiest topics to talk about, but we at Salon Ya Ya have made it our goal to not only address the issue but focus on the hope that comes from partnering with a *preventative* organization that deals with protection, empowerment, and lasting freedom to girls

**LOVE
RESCUE
HEAL**

halfway across the world. So, you may be wondering, what exactly are we doing on "Freedom Fridays." Freedom Friday's occur one Friday a month in which we as a salon donate \$1 per guest we see in our chair. At the same time, your stylist is also donating one dollar on your behalf and as our guest you are also given the opportunity to donate a dollar that day. That is three dollars per person in the salon that day. Within the last three months of "freedom Fridays" we have raised over \$700 between both salons to send to the girls! How awesome is that? Please ask your stylist if you have any other questions about "Freedom Fridays!" See you then!

- Chandra

www.raphahouse.org



COURTNEY'S COLOR CORNER



WHATS HOT FOR FALL?

Fall is officially here, and many people use the change in season as an opportunity to change their hair color! Right now, the hottest hair color trends are mimicking the hues outside; think lots of bold coppers, glistening golds, and rich, deep violet browns.

Many blondes feel that just because it is getting cooler outside, they need to get rid of their blonde. Not true! Maybe just try changing it up with some rich golden lowlights, or darkening your base just 1-2 levels. Redken Shades EQ, a demi-permanent color gloss, can enrich or

enhance your color without the commitment of permanent hair color, and Redken has recently added brand new gold and copper shades that are stunning. Ask your Yaya stylist about them next time you're in the chair discussing YOUR fall color!

Color Blocking is also in this season. It enables you to showcase different looks and attitudes depending on how you part your hair! An accent piece can look like a hidden shadow of color for a business-professional and more conservative look. Going out with friends after work? Simply shift your part and that accent piece will boldly stand out and give an edgy look. It's the best of both worlds!

**DARKEN
ENHANCE
& ENRICH**



ABOUT COURTNEY

Courtney is our resident Redken Artist, she is also a Certified Redken Colorist. Not only is she passionate about hair, she also loves travel, music, and time with family. She is behind the chair at the Hillsboro Village location, where she acts as manager, as well as educator to her staff.

Product Spotlight

**21
Benefits**

Pureology's Colour Fanatic

The new Colour Fanatic has 21 benefits in one bottle! This multitasking hair treatment spray: primes, protects, and perfects.

Prime

- Hair color protection
- Leave in conditioner
- Hair detangling spray
- Blow dry spray for quick drying
- Moisturizer for dry hair
- Low porosity hair care
- Weightless conditioner
- Hair cutting lotion

Protect

- Split end treatment and prevention
- Hair breakage treatment from daily brushing and combing
- Hair fiber product
- Repair and protect heat-damaged hair
- Shields hair against environmental damage

Perfect

- Hair smoothing treatment
- Silky hair treatment
- Seals hair cuticle
- Hair moisture spray for reduced dryness
- Anti frizz hair spray
- Reduces static
- Hair refresher spray for restyling
- Hair shine treatment



SAVE THE DATE

PREBOOK CONTEST	SPECIALS	HOLIDAY EVENT
<p>This November and December if you prebook your next two appointments at check out you are entered to win an iPod Shuffle!</p>	<p>This November and December we will have Redken boxed sets available! These are a ONCE A YEAR way to save big \$ on your favorite Redken products for yourself or to give as a gift!</p>	<p>December 12th is Salon Ya Ya's holiday party. Both locations will be open from 6:00-8:30. We will be serving appetizers and drinks. There will also be product demos AND ALL product, makeup, and hot tools will be 15% off! This is a night you won't want to miss.</p>



Keep in touch!

Want to be up-to-date with our specials all the time? Then check us out on pinterest, facebook, twitter, instagram and on our website, www.salonyaya.com, for weekly updates!

TELL A FRIEND

We appreciate your loyalty like you appreciate great hair! We hope that you are receiving many compliments from friends and strangers alike. The next time someone notices your style or color, please refer them to us! We would love to take care of them like we take care of you. A referral is a very high compliment to us, because that is how we grow our business. As a thank you for sending us your loved ones, we will give you and your friend \$20 off your services of \$50 or more!

THANK
YOU!!!


SALON YA YA

www.salonyaya.com

REFER A FRIEND TO
YOUR STYLIST AND
YOU BOTH RECEIVE
\$20 OFF
YOUR NEXT
SALON SERVICE!*

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* on service(s) of \$50 or more