



HAIR CARE ^RX 4 U



Larry's Hair Designers

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Teens and Our Salon



From Dorky to Mini-Fashion Experts

At 15, 16, 17, Young adults may still be too young to vote or, more importantly, to drive to the mall, but they are the target market. She, or he, is on her way to our salon.

Teens are the new demographic darlings.

They spend an estimated \$94.7 billion each year, or \$3,309 per person, and many sources confirm that both teen income and spending are on the rise, as much as 29 per cent in the last five years.

According to MSN's Money Central, one in three high school seniors now has a credit card, and according to the Ceridian Corporation, teens no longer need parental consent to get their own plastic.

Teen girls, as well as boys, are primed to become loyal clients for hair, skin care, nail and/or make up salon services. In these years, passionate professional loyalties may be cemented, especially if you're the beauty guru who helped her grow out her "gross" bangs in time for prom, or cleared up her skin before his/her first day of class as a college freshman.

Stylin'

Her Biggest Beauty Priority: HAIR



The cusp years between high school and college are typically when a teen girl makes the leap from virgin hair, often all one length and often longish, to something more sophisticated.

The first step for a fresh

back to school look for girls or boys, men or women, may be damage control. Even if a teen has never colored their hair, our stylist's first priority may be restoring and protecting the hair's quality and integrity. The ends of the hair may often be dried out and porous, especially after the summer. Chlorine is a big factor, and so are

alcohol based styling products, particularly when the hair has been exposed to a lot of sun.

Trimming off ½ inch up to a couple of inches is usually the place to start, followed by a deep clarifying shampoo to pull out the mineral deposits which can build up in hair. We also can recommend a clear shine deposit, Like Shades E.Q. Clear, to glaze

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Hot Tips

- Buy any Paul Mitchel product, get the second one 50% Off .
- Use a deep clarifying shampoo to remove mineral deposits from your hair.
- Teens spend an estimated \$94.7 Billion dollars each year on beauty supplies and services.
- Use an ice cube in a clean cloth to bring down redness and swelling of blemishes.



Stylin' cont.

and seal hair and make it glossy. Also, we recommend a polishing serum which may be smoothed over dry hair (2-3 drops) or worked into damp hair.

Soft is definitely what's happening for fall. Girls and boys, men and women, are asking for naturally placed highlights, or just going back to their natural color if they've done too much experimenting over the summer. The basic look requested for back to school by the ladies is, well, basic: above the shoulder, lightly layered, and polished. Our teen clients want the hair just above the shoulder at its shortest point, a few long layers, and usually with a side swept bang, if they wear bangs at all. The girls all say they want to be able to put their hair up for going out, and that means hair which is not too short, but also not too long. If hair is mid back or longer, an up do becomes tricky, because there is so much hair and it gets heavy and hard to hold with a clip.

Our Hair Stylists can help young clients avoid disappointment by talking to them about how making a cut and style work, one that a client

can really live with, depends on many things, including face shape, how much time they want to spend on their hair, and hair texture. At this age, they are very sensitive to the fact that 'you never get a second chance to make a good first impression'. We advise staying away from anything severe. Color's a big step, but parents have less to fear than in seasons past in terms of daughters or sons being swept up into extreme 'dos. This fall's trend is toward upscale, statement making fashions, along with lady like hair.

For men, short is in, but with a twist. They want a style that can be worn at a school or a work environment, but also tousled for nights spent hanging out with friends.

For the younger teen clients, we advise mid length cuts, essentially solid color, with maybe a few highlights. If a client's ends are noticeably sun bleached, we recommend treatment with a semi-permanent product to balance out the color. As far as introducing color as part of the style, try a few really fine

slices and weaves of highlighting on the surface only, not going down into the depths of the hair, which is a much greater expense and commitment in terms of upkeep.

While the days of maniacally flattening hair into stick straightness may be over, clients often use heat styling tools to create loose, voluptuous waves. Thermal Protecting Spray keeps them from frying their hair. This is a client who may heat style her hair two or three times a day, (because you never know when you might be invited out for a late night laundry and latte date.)

Once a young client is in our booking system, we can send her periodic updates, anticipating prom, home coming, graduation, semester and quarter breaks when her locks will need care. Today's tech whiz teens may be able to email, chat, text and IM simultaneously, but they're still prone to be notoriously forgetful when it comes to details and sticking to a regimen. Please fill out a chemical card with their e-mail and we will e:mail them.

Face Time



Professional skin care for teens often begins as problem solving, usually for acne. But the benefits of treatment and learning proper

product use can build us a long-term loyalty that we seek for our clients.

Undoing myths and acquiring a few good habits are the keys.

The fact is that severe, cystic acne appears to be genetic in origin, while the more isolated monthly blemish, especially around the chin, is probably the result of hormonal activity.

Dirty skin is not the problem. In fact,

overzealous cleansing can make matters worse by escalating sebum production. The worst idea: using bar soap (especially a boyfriend's deodorant bar!) on the face. Soap is by definition alkaline, which upsets skin's acidic pH. Also, soaps usually contain artificial fragrances which are known irritants.

Face Time cont.

What about Diet?

There is not a demonstrated correlation between food and acne, although of course good nutrition supports all aspects of good health. However, eating pizza and chocolate will not cause acne.

We do advise that teens learn to kick their soda habit early. Soda makes the skin sallow, and there does appear to be a link between soda's sugar & ingredient contents and cellulite, pre Diabetes, Adrenal gland issues, teeth & gum disorders, not to mention osteoporosis later in life.

Another no-no: harsh scrubs. Most scrubs contain ground up apricot pits and walnut shells. Those little particles always remain pointed and jagged, no matter how finely they are milled, and the sharp edges scratch and irritate the skin. This is not good, especially for acne.

Acneic skin does require gentle exfoliation, however. For home use on mild acne as well as teen skin which simply produces abundant natural sebum, recommend a mild exfoliant, which whisks away dulling surface debris. For skin which is not inflamed, a non abrasive skin care regiment.

Other than recommending clients to a dermatologist, The best advice a our professionals can give a teen about her skin is, 1. not to sleep in her makeup, 2. not to pick or pierce a blemish once it manifests, 3. an ice cube in a clean washcloth can bring down the redness and swelling.

A gentle cleanser, and a spot-treatment, a mild exfoliant as well as an antibacterial, are a must for her backpack if she's blemish prone. Another clear skin must: hygienic Skin Purifying Wipes, perfect for on-the-go cleansing without stripping the skin.



NAILING IT

Young celebrities like their nails short and dark this season. Nails that are just over the tip of the finger, square oval, and a dark enamel, which looks like a glossy, patent leather black.. Other teen favorites: crayon-brights and deep berry tones.

Strictly for soccer moms: Severely squared off nails. The hard looking pink and white is definitely not in tune with this demographic.

Except for special occasions, we do not recommend enhancements for younger clients without the most in depth education on the care and use of artificial nails. Even the most advanced processes require "balancing" (fills) every two to three weeks.

Maintenance is a must for healthy nails and nail beds. When sending nail biters off to school or

college, have them prepare a "stress" package containing a purse/pocket sized emery board, a tiny container of cuticle cream for dry cuticles to prevent hangnails, and a pack of sugarless gum.

Since, in terms of fashion, they aren't usually overly obsessed with having super long nails, the most important thing to teach them is to not damage the nail bed by tearing at themselves, and keeping the nails and hands moisturized and in good condition. A must for our male or female clientele' of all ages



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Larry's Hair Designers is a full service family salon, located in the Festival at Old Bridge Shopping Center in Woodbridge, VA.

We've been serving the Woodbridge community since March 27th, 1990. We've got the best stylists in town!

"We cut, shape, and design to the desires of the individual. Customer satisfaction is our goal. When our customers look good, so do we. Every client is our walking advertisement."

...Larry Housden, Owner and Master Barber



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