



## June's a Buzz'in



### Forget the "Something Blue"

Today's bride wears all the color of the rainbow. It's all about the ring, the gown, and, of course, the hair. But, If the wedding hair is too stiff, too done, and too radically different from how she wears it in real life, the bride may feel awkward or artificial. If she's not happy, that's when she turns into a stress-monster, and nobody's happy. Half-up, half-down, versus a really perfect, "done" effect, looks relaxed

### Graduation Day

It's been longer than I would care to admit. As I day dream, I'm about to graduate from school, excited, eager, know it all ... and scared to death. Why not be proactive and apply to companies you are interested in right now? That way, you can land a part-time job, meet the team, learn their culture and techniques, and maybe engage in advanced education while finishing those exams. No matter what your career goal, focus on one thing at a time. In any career field, perfect what you do best, write a list of your weaknesses, and focus on improving one at a time. Don't try to master 26 things at one time! Life is a journey, as well as your career. The Nation's average polls say people have complete **career** changes up to 5 times in their lifetime. Most importantly **DO WHAT YOU LOVE**. Do what you **LOVE** and you will always be a success. **FREE TOTE with every Gift Certificate purchase for your Grad! See coupon at the end of this newsletter!**

and makes the bride **feel** more relaxed. One thing to discuss with the stylist is visual interest to the hair when viewed from the front for portrait purposes. It can be a mistake to have all of the detail-the flowers, the hair jewelry, the curls, the extensions, whatever, at the back of the head, out of view behind your veil, 90 per cent of the time.

However, if the veil is short, lots of detail, or will be removed at the reception, you have the best of both worlds. Most importantly, relax, this is your day, enjoy it!

**FREE TOTE with every \$10 Hair Spray purchase, for that last minute blast! See coupon at the end of this newsletter!**

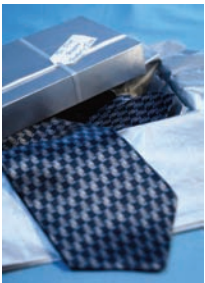
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#### Hair Tips:

A Half-up, half down style makes a new bride feel more relaxed.

## Father's Day



fathers and forefathers.

Father's Day is celebrated on a variety of dates worldwide and typically involves gift-giving to fathers and family-oriented activities. In the United States, the first modern Father's Day celebration was thought to be held on July 5, 1908, in Fairmont, West Virginia.

Another driving force behind the establishment of the integration of Father's Day was Mrs. Sonora Smart Dodd, born in Creston, Washington. Her father, the Civil War veteran William Jackson

Smart, as a single parent reared his six children in Spokane, Washington. She was inspired by Anna Jarvis's efforts to establish Mother's Day. Although she initially suggested June 5, the anniversary of her father's death, she did not provide the organizers with enough time to make arrangements, and the celebration was deferred to the third Sunday of June.

The first June Father's Day was celebrated on June 19, 1910, in Spokane, WA. Unofficial support from such figures as William Jennings Bryan was immediate and widespread. President Woodrow Wilson was personally feted by his family in 1916.

President Calvin Coolidge recommended it as a national holiday in 1924. In 1966, President

Lyndon Johnson made Father's Day a holiday to be celebrated on the third Sunday of June. The holiday was not officially recognized until 1972, during the presidency of Richard Nixon.

In recent years, retailers have adapted to the holiday by promoting male-oriented gifts such as electronics, tools and greeting cards. Schools and other children's programs commonly have activities to make Father's Day gifts.

Soooooo, what are you going to get your DAD? He's your hero. Your buddy. Your go-to guy. Dads today wear many kinds of hats. Let someone else buy the ties for Dad, beers for the groom and the new watches for graduates, Here's Our Ideas!

## Treat Him to the Best

Seven out of 10 men use some product meant for the opposite sex as part of their grooming ritual, according to men's Web site: [groominglounge.com](http://groominglounge.com).

Contrary to what most people

think, men use women's beauty products, and they like it. Their hair, skin, and senses just feels better. Gone are those harsh detergent days.

**Buy him a Body Wash  
on \$ale NOW  
no coupon necessary!**

## Winning Wrappings

Some men may argue it has nothing to do with the product itself but rather its immediate accessibility. Others, says it has to do with presentation. If something looks useful or it promises re-

sults, they will feel inclined to experiment with it. **HEMPZ Lip Balm**, a staple in my bathroom medicine cabinets, comes in a guy-appealing yellow tube with the image of a hemp leaf. The

packaging makes it OK for guys to use in public and for them to purchase it on their own.

**On Sale NOW**

**no coupon necessary!**

## Smell Test

After packaging, scent is the biggest draw for men who use beauty products. The most commonly used products in our salon is the American Crew Citrus Mint Shampoo,

which has a minty, woody smell. Men have discovered that soft supple skin is not a sign of weakness, but a healthy, well groomed, sexy man. Take advantage of our

“Lotion Commotion”. Select body lotions are:

**On Sale NOW**

**no coupon necessary!**

## Speak Out

With so many men using women's beauty products on the down low, why don't more men try the American Crew Professional Grooming Products for Men? Girls, unite! Take baby steps and just let him know we actually like

him taking personal grooming habits to the next level. It's O.K. to smell just as yummy as we do! Personally, we have several ladies using the American Crew Citrus Mint Shampoo, and it is one of the best we have found for dry

scalp, and other scalp conditions. Hair Care products, Skin care products, and Nail Care products are crossing the lines and are not just for Men or Women any more.

## Keep Him Rolling in Style

For those that need that MANLY smell, Find everything a man needs to be perfectly groomed with American

Crew, quality grooming products for men. Their men's products include skin care targeted to combat and help pre-

vent the signs of aging, a shave foam that provides the smoothest shave, and a cologne created just for him.

## Give Him the Edge

For every male client that gets rock'in highlights and a copper glaze, there are dozens who are intimidated by the whole brush-and-bowl scene. We have all the latest tech-

niques from rocked out hues to impossible-to-see gray coverage; quick; and irresistibly sexy. Give your guys a gift certificate. This will give your guys confidence to venture

into a whole new world!

**Buy any 1 American Crew product and receive the Daily Conditioner at 50% off. See coupon at the end of this newsletter**



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FOR THE ENTIRE FAMILY**

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