

# Dannie Lea Hair & Beauty

## Newsletter S/S15



Welcome to the Spring/Summer edition of the Dannie Lea Hair & Beauty newsletter! Keeping you up to date with all things Dannie Lea, the latest hair trends, new products and services available in Salon.

### Hard work pays off ...

The results are in! Our Senior Stylist, Leanne, has made it through to the next round of the Wella TrendVision competition!

Leanne decided to go with "The New Frontier" trend, and created a look inspired by the natural colours and layers of rock and fossils.

The next stage of the competition, the regional finals, will take place at the Deansgate Hilton in Manchester on the 13th May. Leanne will need to recreate this look and present her model, mood board and full body completed look to a panel of 3 judges. Later in the evening Leanne will be part of a catwalk



show, where all the regional finalists will be presenting their individual looks.

We are extremely proud of Leanne! Not only is this her first entry of a competition of this scale, but only 16 entrants from each of the 4 regions get through to this stage. We will be there for Leanne, showing for support and representing Dannie Lea Hair & Beauty throughout the evening. Make sure you follow us on Facebook and Instagram (dannieleahairandbeauty) for instant updates on Leanne's progress!

Hair by Leanne (Senior Stylist)  
Make up by Stacey (Beautician)  
Photo by Nik Pickard

## New in salon ...

### Nioxin 3D Styling

Nioxin now provides a fully personalised approach to thinning hair which includes a new styling range.

The new 3D Styling range from NIOXIN complements the NIOXIN System Kits by addressing the 3 signs of thinning, and continuing the journey to thicker, fuller-looking hair. Each product comes in two different strengths, one for a more flexible hold and the other a stronger hold.

All the products are priced the same at £16.90



### Luxe Oil Conditioning Creme

We love the Luxe Oil range, including the original Luxe Oil and the lightweight, luxurious shampoo.

However Wella have now completed the collection and have introduced a Keratin Conditioning Creme.

On using this product in salon, we've found it softens even the most frizzy and course hair types.

For best results, start with the Luxe Oil shampoo and finish with original Luxe Oil.

Prices start at



Product of the Season

### Wella ELEMENTS

Free of Sulphates, Parabens and artificial colorants, Wella Elements is inspired by the combination of nature and science.

- Developed with NuTree Complex, enriched with natural tree extract.
- Provides anti-irritant properties for a balanced and protected scalp.
- Preserves moisture balance of the hair.
- Protects hair keratin and prevents it from long term degeneration.

Prices from £12.20



### Did you know?

Not only are we the only licensed salon in York, we were the first licensed salon in the UK!

Its PROM Season, why not make the most of it?

We have a prom package that will ensure you'll be the belle of the ball ...

Hair up and Make up for just £30

Why not upgrade with a file and polish for just £10



## Stacey's Beauty Blog

Now we've finally arrived into the sunny seasons, we'll need to be beautifully bronzed for those gorgeous summer dresses we've been dying to wear all year. But what do we do to get that healthy looking glow?

We all know there are many ways to get that golden tan, some safer than others, but my 'go to' method and product every time is **Kissed by Mii**. Kissed by Mii is the manual tanning range by Gerrard International, the makers of Jessica Nails.



Effortless to choose and even easier to use, three simple steps help you *prepare, bare and care* for your skin. An instant tanning boost with *marine minerals* for a *happy and healthy* feeling from tip to toe.

From a day to day gradual tan to an in salon luxury tanning treatment, the *Kissed* range offers a product and treatment to see you through the summer. With events such as the York Races or any weddings you may have planned, you'll be sure to have that post holiday glow.

You can get an in salon Essential Tanning Treatment for £25 or spoil yourself with a Luxury Tanning Treatment for £35, which includes a full body exfoliation to ensure your tan last longer.

Take your tan away with the *Kissed* retail range, with prices starting from £12.95.

## Dannie Lea VIP...

So far this quarter we've given back a total of £400 to our VIP members! VIP members can redeem this against anything in salon. Ask your stylist today how to become a Dannie Lea VIP.

## Cerys' Corner

So I underwent a slight transformation this month. I've always been one for changing my hair colour and sometimes chopping it off, but for the first time I've added length! With the aid of extensions, I've gone from an above the shoulder, one length bob, to long layered locks!

Leanne, our extension specialist, usually fits extensions for clients who are looking to thicken their current hair, whilst adding a couple of inches of length, however we wanted to see how this technique would work when used in a restyle (ie. short to long). We used a shorter length of extension as we didn't want them to look too long in comparison to my natural hair.

Having them fitted did take a few hours, and after they were fitted the braids did feel very tight but did relax after a couple of days. It is definitely weird having to manage so much hair, especially from going from a low maintenance bob. I'm loving being able to do something different with my hair each day



If you'd like to find out more about my extensions experience then do not hesitate to ask me, just grab me as I dash past!

Prices for extensions start at £100

## Chris' HOW TO...



### Do you really know how to straighten your hair?

Many people believe rough drying your hair and simply running the straighteners it over is enough, it definitely is not! I'm going to show you how to get beautifully glossy straight hair, with minimal heat damage.



1. It all starts in the shower! When conditioning hair, gently comb through to detangle the hair, this will also flatten your cuticle leaving it naturally smoother and shinier.
2. Don't rub it with a towel! To distress the hair as little as possible, try patting or squeezing the hair to remove excess water.
3. Rough dry the hair until its almost dry, ensuring the hairdryer is directed down length of the hair towards the tips.
4. Use a smoothing balm such as **Taming Elixir** which has heat protection or the **Trilliant heat spray** if you prefer a lighter finish, then dry with the paddle brush until completely dry.



*tip: using a paddle brush rather than your fingers will close the cuticle completely meaning smoother hair and no damage to the core of the hair shaft*

5. Take 1-2 inch sections, depending on the thickness and waviness of the hair, comb each section first to remove any tangles. Place the comb in at the root and follow the comb with the irons to the ends. Repeat up to 3 times until straight. Continue till all sections are complete.
6. Finish with **Luxe Oil** or hairspray.

*tip: spray hairspray onto your paddle brush and brush throughout the hair, it will distribute more evenly throughout the hair and keep it smoother for longer*