

The Loft Newsletter

In This Issue

[What's happening at The Loft?](#)

[New at The Loft](#)

[Great Deals](#)

[Trends and Tips](#)

[Welcome Gracyn Lee Patterson](#)

Check us out!

[The Loft Hair Design and Skincare](#)

or come visit us at
106 W. Grand Ave
Escondido, Ca 92025
760.741.LOFT(5638)

Welcome to The Loft Newsletter. Read on to learn about fun upcoming events, great new promotions offered at The Loft and hot tips and trends for the season.

What's happening at The Loft?

Saturday, September 19th: The Loft Hosts Stone Brewing Co. during the Taste of Escondido.

<http://www.downtownescondido.com/taste.html>
www.stonebrew.com

****Sunday, September 20th**:** **DON'T FORGET! The Loft takes part in a National Infomercial and we need your help! [Click here for details](#)**

Wednesday, October 14th: Join The Loft and the San Diego Blood Bank as we make a difference in our community by hosting a mobile blood drive from 11:00am-4:30pm! *Please RSVP to info@thelofthairdesign.com if you would like to take part so we can get a head count for the blood drive!*

Thursday, December 3rd: "Nuit de la Beaute" (Night of Beauty) returns! You told us you wanted it again, and we listened! So round up your girl friends and come out for a fabulous night of fine dining beauty treatment, fashion and more with Vincent's on Grand and The Loft! *More info to come!*

New at The Loft

Thickening Serum

Bumble and Bumble introduces a new member to their most successful styling line!

Wearing thin? This nightly, leave-in treatment fattens and fortifies over time for thicker, stronger strands and fuller hair (really).

Who: Those wearing thin, the fine, and the ultra-fine.

When: Nightly. Twice-daily for the ultra-fine.

How: Before bed, pump serum into palms 2 or 3 times; work into roots and through damp or dry hair. Longer hair types should pump again and be sure to smooth through ends.



Introducing our new Senior Apprentice Menu of hair services!



What is it?

Our Senior Apprentices are licensed hair stylists that have nearly completed the rigorous advanced education required to be a stylist in our salon. They have passed the fundamentals of our program and are at the point where they are performing services at a reduced rate so that they may receive the practice required to increase their proficiency as well as the timing of their services. We are excited to provide this opportunity to introduce you to our upcoming talent

while providing an affordable option that honors your budget. It's a WIN WIN!

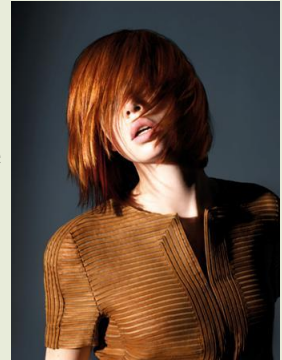
Tell a friend!

[Click here to view the entire menu and additional details](#)

Great Deals at The Loft

Stock Up and Save!

Buy any two liters and receive an Aveda Color Conserve Strengthening Treatment for *FREE!!* (while supplies last)



Save up to \$800 on the hair of your dreams!

For a limited time only

Only \$1000 plus the cost of hair!

For more information on these awesome specials [click here](#)

Trends and Tips for Fall



Violet is the new.. Black...?

Deep, rich jewel toned violets are hitting the runways this fall season paired with a classic... black.. and a not so classic grey! Who would've thought! Violet and Grey? Gorgeous! Not sure about wearing violet? Try an oversized violet clutch. It will give you a beautiful punch of color with your classic little black dress at your next holiday party.

Is Violet a little to much for you?

Soft muted rose tones and taupe might be what your looking for this season. An uncanny combination? No! Pair that muted rose blouse with some billowy taupe slacks or try a taupe tweed long jacket with an above the knee dusty rose dress. Soft and classy.

Fall Fashion in Full Plume... again?

Yes, feathers are back. But this time is bigger, bolder and brighter than ever. Ditch those natural looking feather brooches and feathered hair pieces and opt

for a feathered jacket or feather stole in a bright magenta or purple color. You'll be sure to have all eyes flock on you.

Spend all summer in the water and sun? Don't forget your hair and skin need a little love and replenishment too! Try a great clarifying treatment and masque to rid your hair of unwanted minerals and/or chlorine and follow with the masque to ensure you seal that cuticle and lock in all the luscious moisture your hair has been asking for since your last sun session. Not sure what to get? Try Aveda's new Sun Care line. Now on to that skin... give it a good scrub down and drink as well. slough away that dry sun weathered skin with a good exfoliant and don't forget to slather on that moisturizer as well to make sure your skin stays soft and supple through the colder winter months.



The Loft Welcomes Gracyn Lee Patterson

Born 8.3.09

5lb 10oz, 20in long!



Danielle's first day back is Monday, October 19th and we are heading into our busiest season of the year. If you see Danielle don't forget to book your appointment now, she's booking up quick!

Sincerely,

Shawna Cruise and The Loft Team
The Loft Hair Design