

The Loft Hair Design Newsletter

In This Issue

[Fashion Week](#)

[Ricky Lizalde](#)

[New at The Loft \(20% off Facials\)](#)

[Tips from the Pro](#)

[Senior Portrait Special](#)

[Check out our NEW website!](#)

Welcome to The Loft's newsletter. Read on to learn about upcoming events, promotions and style tips to keep you looking your best as we roll from spring into summer. We appreciate your patronage and look forward to seeing you soon!

Mercedes Benz Fashion Week Escondido!

It has come and gone. We had a blast and it was a huge success. We are so excited for next year, we can't wait. So get ready.. Next year is going to be even better!

To see the Give Back to Fashion show sponsored by The Loft featuring Project Runway Designer Ricky Lizalde's Spring 2009 Lingerie collection [click here](#)



www.fashionweekdowntown.com

The Loft Hair Design works with Project Runway contestant [Ricky Lizalde](#).



Hair and makeup for the Escondido native's photo shoot to launch his Spring 2009 collection.

Check out more about Ricky and his collection at

<http://rickylizalde.com/>



New at The Loft!

Dermalogica

MediBac Line and Facials - More than ever before, adults are enduring the challenges of oily and breakout-prone skin conditions. For this reason, Dermalogica researched and developed MediBac Clearing, the twenty-four hour treatment system specifically formulated with state-of-the-art technology to treat, clear and prevent adult acne. Each product is designed to be layered upon the skin to maximize breakout treatment while addressing the needs of adult skin.

Age SMART Line and Facials - Rather than focus solely on the manifestations of skin aging such as wrinkles, hyperpigmentation, loss of elasticity, etc., Dermalogica and The International Dermal Institute researched how to impact the biochemical reactions that trigger changes in aging skin to stop them before they start. The result is AGE Smart, the only system designed to help prevent the biological triggers that lead to skin aging while treating the visible signs of aging. Firmer, smoother, healthier skin is yours.

Mention our Summer 2008 Newsletter and receive 20% off the MediBac or Age SMART Facial! (valid through 8/31/08) [skincare menu](#)

Shave Line for Men and Women - There's no denying that shaving impacts skin health: ingrown hairs, irritation and redness are just some of the visible signs of trauma skin undergoes when you take a razor to it. The Dermalogica Shave 3-step system offers a complete regimen to help prevent the biological triggers that lead to skin aging while treating the visible signs of aging. Firmer, smoother, healthier skin is yours.

Bumble & Bumble

Spray De Mode - Part working spray, part finishing spray with a strong yet flexible hold and an uncanny memory for shape (even when brushed!).

Creme De Cocoa Mask - A weekly indulgence that bestows intensive moisture, softness and gloss upon all heads of hair. It adjust to deliver the right amount of conditioning to any type. It won't weigh down fine hair and will soften the coarsest cases. A trio of potent tropical butters make hair soft and silky (and rinse out crystal-clear).

Trends

Are you wondering what's in style for this season?

Here are 5 seasonal trends that are hot for summer.

1. **BRIGHTS!** Put that basic black away! Bold brights are everywhere this summer season.
2. **BOLD PRINTS!** Forget about soft floral patterns and subtle checks. Bold, geometric prints on dresses and skirts are current.
3. **PRINT BAGS!** The Prints aren't just for clothes anymore. Spice up any wardrobe with a bold bag as an accessory.
4. **COLORBLOCKING!** Big chunks of color break up dresses and blouses for a unique style that's not quite as funky for those who shy away from prints.
5. **VIVID COLOR SHOES!** Like the print bags, these provide the perfect pop to an otherwise ho-hum outfit. Try them in patent leather to make an even bigger statement.



Unique & CREATIVE
SENIOR PORTRAITS

BY ALEX SLATTERY PHOTOGRAPHY

SENIORS, BE PORTRAIT READY!

HAVE YOUR MAKEUP APPLIED AND YOUR
HAIR BLOWN OUT BY

THE LOFT HAIR DESIGN FOR \$75

THEN BRING YOUR RECEIPT TO
**ALEX SLATTERY PHOTOGRAPHY AND RECEIVE
15% OFF YOUR SESSION FEE!**

Cannot be combined with any other offer.

Expires on September 5th 2008.

Sincerely,

Shawna Cruise
The Loft Hair Design