



THE LOFT
HAIR DESIGN & SKINCARE

May 2009

The Loft Newsletter

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or come visit us at
106 W. Grand Ave
Escondido, Ca 92025
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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.

Spring Has Sprung

at The Loft!

Spring Clean Facial

1 hour European Facial for only \$40 (reg. \$75)!
*ends 6/30/09

Spring Brighten Up

Add FOILS to any full color for \$1 per foil! You decide what you want to spend!
*ends 6/30/09

3R's of Beauty Specials

Spend \$50 in retail and receive a cool reusable tote bag!
Donate a pair of new or used pantyhose and receive an experience size Aveda Color Conserve Treatment FREE!
*ends 6/30/09

New at The Loft

We now donate all your cut hair to create hair mats used to cleanup oil spills in our oceans!



We partnered with a non profit organization called Matter of Trust. They collect all the hair clippings from thousands of salons (and any new/clean, used nylons) and turn them into hair mats that collect petroleum oil spills-just like your hair collects oil from the

scalp!

Check them out at

www.matteroftrust.com



**The Three "R's" of Beauty...REDUCE, REUSE, RECYCLE!
The Loft is Going Green! (It's about time)**

Reduce

- We no longer use paper to collect new client information.
- We refill our toner cartridges rather than buy new ones. We communicate with you electronically as much as possible.
- We serve all our beverages in glass.
- We upgraded our water heater to use 33% less power.
- We switched out our track lighting for low voltage and added fluorescent bulbs wherever we could.
- As of May 1st, we will be doing all our laundry in-house. (No more delivery trucks or chemical cleaner usage)
- We consciously do business locally supporting our community and reducing the impact of shipping and delivery.

Reuse

- We now donate all cut hair to create hair mats used to clean up oil spills.
- We reuse printed paper for our in-house communication.
- We make memo pads out of our used office files.

Recycle

- We set up recycling stations throughout the salon and recycle all our bottles, cans, plastic and paper.
- We choose to do business with companies committed to responsible manufacturing (Aveda, Bumble & Bumble and Dermalogica)

We will continue to seek out other opportunities to reduce our carbon footprint. Any other ideas? We'd love to hear them!



Trends to rock the rest of spring-

right on into summer!

Red lipstick with bronze blush

Metallic plum eye shadow

Silvery eye shadow

Sexy pale lips with pink and bronze
blush

Creative side twists

Beautiful messy buns



Fashion Week Wrap Up!

This year was the 2nd annual Fashion Week Escondido. It was a huge success and so much fun! We are all looking forward to next year. If you missed out this year be sure to check it out next year. Below are a few behind the scenes picture. To see all the pictures from fashion week click [here](#)



The Loft Welcomes Paige Lauren Gray!



Our Loft Artistic Director, Samantha Shafer, and her fiance Jeff Gray welcomed their beautiful daughter Paige Lauren Gray on March 25th, 2009!

Sincerely,

Shawna Cruise and The Loft Team
The Loft Hair Design