



Profiles News Letter

This letter is to thank all our clients for their support and valued custom, and to inform all our valued clients of our new treatments, new promotions and new salon policies that are now in place within the salon.

As most of clients are aware Profiles is an award winning beauty salon and a gold award salon of excellence, which offers the highest standards of treatment and the most up to date beauty treatments and complimentary therapies available for both men and women.

Profiles offers a wide range of beauty treatments which include: high tech anti ageing treatments, semi permanent contour make up, nails extensions, temporary tattoos, body piercing, hair removal, mole and skin tag removal and a specialised Collagen and Restylene clinic to name but a few. Please see our full in depth brochure on our web site at: www.profilesbeauty.com

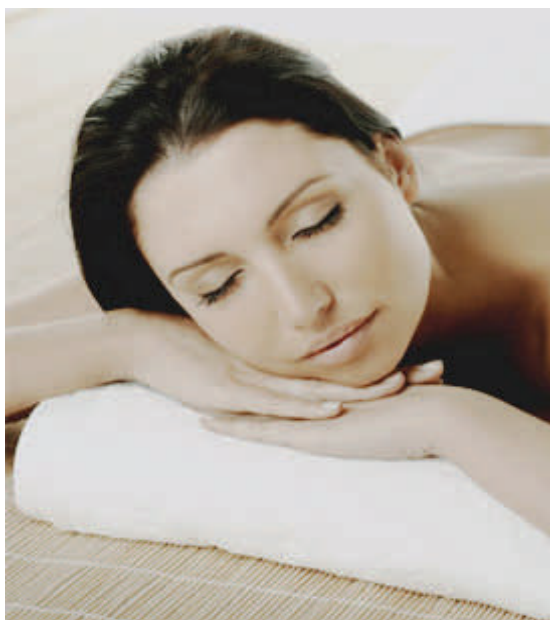
Important News

On line Bookings and our new web site www.profilesbeauty.com

Due to the sheer size of our treatment brochure due to all of our new treatments, Profiles are happy to announce that our new web site is now up and running. It as been designed to hold the full treatment price brochure, and is regularly updated with news and forth coming promotions. The site is very user friendly, even for the most novice of computer users, and it is very easy to navigate. The site contains a very detailed price brochure which gives the customer detailed information about each treatment including price, time, contra indications, what you need to wear or bring and what is involved in the treatment.

Our web site has a *what's new* which also contains discounts and new promotions which will allow our customers to enjoy more discounts and get to try out new treatments first as well as a VIP invitation new treatment launch evening

where you are served champagne and strawberry's and more importantly with our fabulous launch evenings



FIND OUT ABOUT ALL OUR TREATMENTS ONLINE

comes never to be repeated discounts on the treatments.

The most important part of our new site is that we have

created a facility to allow you/ customers to book on line, day or night from the comfort of your home or work on our secure web site.

However if you wish to book the more conventional way Profiles still are available to make your booking anyway you choose.

Our web site allows you to pick the

therapist you want and is easy to navigate and totally secure and will allow the salon run more efficiently.

Due to our new computerised system our therapists will be updating customer records, we will be asking for clients to please bring their web address, postcode, home, work and mobile telephone number details so that we may enter it in to your details on our data base.

This allows us to email you our special offer brochures and email you or text you to contact you, remind you of your appointments or to contact you in the case of booking requirements or problems etc. Obviously all your details are private and confidential and are not passed on to a third party. This allows you the opportunity to email us and received on line treatment discounts.

Heated Stone Therapy Massage

Where ancient therapies meets the present!

If you have never experienced the wonderful, unique indulgence, you owe yourself this exquisite moment. Just one treatment allows you to feel completely at peace with your self and your surroundings. It has been described as the ultimate journey for the mind, body and soul. Stone therapy massage is pure decadence and a real indulgence that you definitely deserve.

Hot stone massage is an age old therapy dating back some five thousand years to India and almost certainly to the Mayan culture

Hot stone massage uses heated stones to relieve stiff, sore aching muscles. Stone therapy massage involves the application of warm volcanic or Basalt Stones of different shapes and sizes and temperatures to the key points of the body in order to balance the Chakra. The stones create a sense of warmth and comfort. The heat from the stones relaxes the muscles allowing greater

manipulation and a massage of a deeper intensity.

How Does Stone Therapy Massage work?

This unique therapy involves using stones that are formed from volcanic origin and are extremely effective due to the stones thermal and energy conductive effects. Stone massage relaxes the body at its deepest levels. The stones are heated in a special heater to a comfortably warm temperature prior to the treatment the different stones that are applied to the body have a different purpose. Hot stones of varying sizes are used during the treatment, becoming an extension of the therapist's hands. At times during the treatment stones will be placed on or under the body to facilitate deeper heat penetration creating a greater relaxation of the musculature. Seven chakra stones are used for bringing balance to chakra centers. Some stones are used for massage and layouts and others are used for palm rests. A single massage stroke

using the stone is equivalent to fifteen manual massage strokes making the treatment far more effective than just normal manual massage.

To elicit mental and physical healing the stones are heated to varying temperatures between 125-135 degrees Fahrenheit and placed in various positions of the body.

Warm basalt stones are used for deep penetration of muscular tissue which helps loosen and soothe tight knotted muscles and stimulate the body's circulation and help move waste materials through the body.

Profiles combine Stone therapy massage with other massage therapies such as Aromatherapy, as this combined with the use of the stones produces energy, and releases areas of lactic acid and blockages. The use of hot stones encourages healing and well being.

The benefits of Stone Massage:

The heat from the stones can penetrate and reach up to 3cm into the muscle. Stone therapy massage relieves stress, anxiety and tension. It is deeply relaxing and improves poor circulation; it is effective in removing deep tissue muscular pain and strains. It effectively detoxifies physically and energetically. It tones and enhances tissue repair, it soothes and decongests the body which will relax and rejuvenate you and this in turn leaves you feeling grounded, balanced and revitalized.

For the launch of this wonderful new treatment when you bring this news letter you receive 10% of any stone massage treatment with any member of staff from before March 30th 2008.

New: Professional Acid Peel Facial Treatment

This peel is not like the conventional face peels where for a week after you have to hide away due to your skin flaking and falling off. With this new innovation in acid peel technology where you can have a deep acid peel without any down time or looking unsightly and can even put your make up on after.

Acid peels are a much specialized area of skin therapy, available at few salons through out the country. Our therapists are fully trained and can advise you

on which peel is right for you. Your consultation will explain the involvement required to have this treatment and what results you will achieve. Acid Peels are designed to treat:

- Fine lines and wrinkles
- Scar tissue reduction,
- Acne scar tissue reduction
- Dull and congested skins
- Pigmentation disorders,
- Remove severe sun damaged skin

- Ageing and thickened skin
- Stretch mark reduction
- Or just simply refresh tired, dull skin.

This acid peel treatment is a safe and effective none aggressive deep peeling system which can be used alone or combined with Micro Derma Brasion(see specialized facial section of price brochure for more information on the Bio Brasion), which will achieve an even

deeper peel without any down time of surgery or the more aggressive conventional peels. This new and exciting peel system encourage deep exfoliation of the epidermis which continues over a number of days to provide an evident lifting effect to the skin, thus offering a smoothing effect to wrinkles and fine lines. Acid peels stimulate the fibroblasts within the skin to function properly and stimulate cellular renewal

and collagen and therefore can be used as a very effective anti aging treatment with amazing results which can be instantly seen.

This is the first peeling system that allows the therapists to modulate the nourishing and exfoliating dosage to achieve the effects that our clients deserve. Outstanding effects can be achieved over a course of three unique peeling procedures carried out over a period of four weeks. The beauty is that you can continue your life as usual.

Laser Teeth Whitening

A bright, white confident smile creates the best possible impression to all the people that you come in contact with. Cosmetic Bright laser teeth whitening can help you re-gain the confidence that may have gone with gradual teeth discoloration.

Inevitably the consumption of coffee, red wine, tobacco and many different food types discolor your teeth over time, which even regular teeth brushing cannot remove. But now, with the Cosmetic Bright Laser Teeth Whitening system the effects can be quickly, painlessly and easily give you back that dazzling fresh confident smile.

The Cosmetic Bright Laser system uses a unique patented lens shaped mouth piece which hold specialized strips within which contain hydrogen peroxide gel, which is simple, sterile and comfortable to use. Each mouth piece is designed exclusively and is user friendly.

Treatment session times varies depending each individuals teeth, life style and age. Profiles advise a dental check up prior to treat-

The method is simple and painless. After a deep Micro Derma Brasion treatment a specialized peel cream is applied to the area that you want treating. Peel cream is a specialist exfoliating and stabilizing polymeric emulsion which contains lactic, salyclic and glycolic acids as well as Retinol which is used as a preparation treatment. Peel cream provides a deep exfoliation without any trauma to the skin and is an excellent anti ageing treatment. The client may

ment and a hygienist treatment at your dentist to remove tarter as this will help to obtain maximum results from your laser teeth whitening system. If you undergoing any



dental medical care of any type profiles advise that you to wait and start your tooth whitening treatment after your dental treatment is fully completed. The amount of treatment needed varies from client to client, although the average client requires one

experience a tingling and warming sensation which is very normal for this type of treatment. Then a super deep Polyalcohol film solution mask is applied. This mask is left to set and is gently peeled off the face leaving a beautiful, clear, smooth complexion. This mask contains anti-oxidant properties which are deeply penetrating anti aging ingredients with give amazing results.

course of laser teeth whitening which consists of five treatments. If you require an extra treatment this is paid for separately to the course. Although tooth whitening will remove all stains and ensure your teeth look clean and healthy, this will not last forever. Once you consume food, drink and tobacco the teeth will start to restrain as it is impossible to stop this process, therefore a regular top up treatment is available at discounted prices for clients which had previously had a course of our tooth whitening system.

There are next to no contra indications to this treatment, however all dental and health medical details are required prior to treatment and you will be required to fill in a questionnaire prior to the treatment. Sometimes teeth can be sensitive after laser teeth whitening, this is nor-

As part of the launch of this wonderful treatment Profiles have put together special offers which are available to view on our web site under Crystal Skin Professional Acid Peel section near the beginning of the brochure at www.profilesbeauty.com

£50.00 off acid peels on producing this news letter, offer valid until 30th March 2008 (one offer voucher per client)

mal. Profiles advises after your treatment and until your treatment course is completed to use a tooth paste and mouth wash designed for sensitive teeth, as this will help remove any sensitivity. Before the treatment commences all our clients receive a free consultation explaining the full treatment times, procedure and expectations. Your tooth colour will be marked on shade chart prior to treatment and at the end of the treatment so you can see how your tooth staining has been removed.

Tooth whitening treatments starts from £70.00. Profiles is offering a never to be repeated once only special offer on this treatment on production of this newsletter. You will receive as a special offer of one full course of (5) treatments for £199.00, with the offer closing on 30th March 2008 or while stocks last.

The Ancient Art of Reflexology

The history of Reflexology dates back to ancient Egypt, India and China. But it was not until 1913 that a man called Dr William Fitzgerald introduced it to the west and called it 'Zone Therapy'. Fitzgerald observed that reflex areas on the feet and hands were linked to other areas and organs of the body within the same zone.

In the 1930s Eunice Ingram researched zone therapy to a far greater extent with Reflexology being the result. She observed that the congestion or tension in art of the foot was mirrored in corresponding parts of the body.

What is reflexology?

Reflexology is an ancient art of massage therapy through the reflex points of the feet. The technique involved in reflexology involves applying gentle pressure to parts of the feet, which correspond with the precise reflex points in the body. It revolves around the understanding that there are 7,000 nerve endings, or reflex points on each of the feet (or hands) that related to the organs, tissue and systems of the body.

Applying gentle pressure to these reflex points may influence the body in many ways, for example: Reflexology has been found to reduce stress and tension, relieve pain, improve bodily functions and generally restored the body to a better state of health thus improving physical well being.

How can Reflexology help you?

The healing art of Reflexology can be used to restores the body's equilibrium. This gentle holistic therapy encourages the body to work naturally to restore

its own healthy balance. Whilst Reflexology does not claim to cure, diagnose or prescribe, many health problems have been helps, including:

- Arthritis
- Asthma
- Anxiety
- Back Pain
- Colitis
- Chronic Fatigue Syndrome



- Digestive disorders such as constipation and IBS
- Hormonal Imbalances
- Headaches and Migraine
- Hay fever
- Insomnia/sleep disorders
- Infertility
- M.E and lack of energy
- Menstrual disorders such as PMS and menopause
- Mild depression
- Nerve disorders (MS,

Parkinson's disease)

- Pregnancy management
- Stress related disorders
- Skin disorders (Eczema, Acne Psoriasis)
- Sports Injuries
- Ulcers.

How does Reflexology work?

Reflexology induces a state of deep relaxation and since it as been estimated that 75% of disease is stress related, this is a major contribution to the

return to health. As the treatments continue over a period of time the client will a deeper relaxation which allows better health and healing to take place. As well being is used to help relieve specific disorders, reflexology may also be used to the efficiency of the body. It

helps to stimulate the body's own healing abilities bringing the body back into a more natural and healthy balance.

Reflexology is a very safe treatment with very few contra indications where it would be inappropriate to treat the client. All ages can benefit from the wonderful therapy as it helps to Detox the body, boost the immune system and acts as a good prevention

against illness. Reflexology is ideal for pregnant ladies and is extra special of anybody when combined with Aromatherapy heated stone massage.

This lovely soothing and relaxing treatment is recommended as a course of treatment to help treatment the various bodily acnes and pains then we then recommend that this is followed by a monthly treatment to keep the ailment from returning. Has with all our therapies you receive a complimentary consultation followed by the treatment in a candlelit room with gentle relaxation music playing in the back ground. On completion of this treatment you receive a complimentary chart which indicates which reflex points you may want to massage at home. To celebrate Kerry's completion of training for this wonderful treatment, on producing this news letter you will receive a 15% discount on all undiscounted Reflexology treatments booked with Kerry from now until March 30th.

New, as seen on T.V – Hollywood Lashes - Semi Permanent Eyelash Extensions.

The newest of beauty crazes. Profiles are happy to announce that we are one of a few salons that offer this fantastic service. Semi permanent lashes will definitely enhance any woman's look. They come in variety of looks from soft and sensual or full and glamorous and a great beauty investment that keeps on lasting. The lash extensions we use are of the finest quality and offer no allergy problems. The

individual lashes offer curl and an uplifting enhancement. There are different lengths available allowing you to choose the look that you want to achieve, from a more natural look to fill out and thicken your own lashes to a more dramatic look...the choice is yours. If you care for them in the proper way, then there is very little maintenance required. They are comfortable

and natural like your own lashes – you will not be able to tell the difference in a real lash compared to the artificial lash. They will add volume and length to your lashes and are great for every day wear on even the most sensitive of eyes. These totally natural lashes offer curl and uplifting enhancement. They are waterproof and weather proof and will eliminate the need for an

eyelash curler and do not cause any damage to the eyes and are a fabulous must have for the Christmas party season or a special occasion.

Discounted Prices on Creative Nails Professional Nail Extensions

Profiles uses only top quality Acrylics to give our clients the strongest and most natural looking Nail Extensions available. Our products do not contain the harmful MMA unlike many nail bar products. Our Nail technicians are highly skilled and fully qualified nail technicians, and we ensure that beautiful nails are guaranteed even on the shortest nails. Profiles can now offer the new and unique

**Full set of
Acrylic Nail
Extensions
£25.00**

service of toe nail extensions. There are now special offers available on our wonderful high quality nail extensions with Deanne. Appointments are advisable but not always necessary. To get your nail extensions at this special offer please bring this news letter with you.

New Staff Customer Discounts

All Profiles staff are fully qualified therapists. Profiles goes through thorough training programme with all new staff to ensure the same service to our clients which is second to none. This allows our customers to enjoy the same quality of treatments never mind which therapist performs the treatment. To help build up new clientele for our new members of staff, customers attending with the new staff member are issued with a plastic credit card style discount card which gives the customer a 10% unlimited discount of all undiscounted treat-

ments for one full year. This is valid with the new staff member only. The details of your card are put into a data base to ensure you get your full year of discount. The card is only valid for discount when it is produced; if the card is not produced then the discount cannot be given, as we need the card to fill the discount details on our data base. The card cannot be given to or used by any third party.

The Salon

Profiles as just recently completed a full refurbishment creating a new and relaxing atmosphere for our clients to relax and enjoy in. This includes a rest area, which is more private and relaxing which allows you to continue to relax and unwind in a peaceful environment after your treatment is completed, allowing you to continue your experience for as long as you want.

Our new manicure area is fresh but peaceful and allows a more professional service to be carried out. The area allows you to especially enjoy our Deluxe manicure

as you now receive a top of shoulder and scalp massage followed by your hands massaged with heated stones in a more luxurious and private environment accompanied by all the other special little luxuries that Profiles offers with all their nail treatments, all of which are designed to give you the best possible treatment and salon experience.

Through various client comments and ideas put forward to us, we have now changed some of our salon etiquette

policies. The new etiquette, booking, gift voucher and cancellation policies which are essential to create the best possible working environment, relaxing atmosphere and ease of experience for all our clients can now be viewed in our price brochure on our web site at: www.profilesbeauty.com. We understand that some of our policies will not suit everybody, but all have been brought in to action with good reason; so please if you have any concerns please do not

hesitate to contact us.

For the purposes of security Profiles now offer an intercom service. The intercom is situated on the right in the walk way of the salon front door. All you do is press the buzzer for a few seconds and wait for a therapist to let you in, please be patient.

New Products

Profiles as now introduced a new skin care company to the salon called 'ANESI', Anesi is an established skin care company with a high quality and comprehensive retail skin home care range. Anesi as a range to suit all skin types even the most sensitive of skins or the most oily, blemished and congested of skins, with new products and new treatments now also available to suit all skins and everybody's needs.

Do you wish your make up would stay on better and look more perfect?

If the answer is yes, then you need Anesi Firming Concentrate. Anesi offer a fantastic and unique Botox style anti ageing, anti wrinkle cream the cream and serum is for our clients over 35 years of age and can be used on a daily basis. The Anesi Firming Concentrate has a dual action on the skin. Once the serum is applied to the skin, and because it contains effective anti-ageing ingredients, you will notice a difference

straight away. With this treatment you will receive the benefits of fine line and wrinkles being reduced and treated, you will receive a firmer and more toned and radiant skin appearance thanks to this serums unique patented ingredients, once you apply the serum it will keep your make-up in place all day.

Botox without the needle

New to Profiles is our Botox home use treatment. This wonderful treatment smoothes and softens lines and wrinkles and reduces muscle contraction creating an anti aging effect. Unlike Botox this will not cause muscle wastage over time so you can achieve the Botox effect without the long term muscle damage.

New Fake Tanning Range

Profiles are pleased to announce that we now stock a new tanning range. San Tropez is a tanning system that has gained world acclaim and an 'A' list following for the high quality tanning products. Profiles can both retail and apply a tan for as a salon tanning treatment with this wonderful new tanning system for you. (See tanning section of our brochure for helpful hints and tips at: www.profilesbeauty.com). The application with this product is the same as always both for salon and in home, the colour is superb and the application is very simple. What is better with this product is that we have not only a clear mist application but also a mousse fake tans a body lotion which contains a light tanning action, so that you can build up your tan naturally and give your skin a healthy bronzed glow. We truly love the new tanning product range and hope you will do to.

New Staff Member

Profiles would also like to take this opportunity to welcome Deanna to the salon. Deanna is an experienced and fully qualified beauty therapist who is happy and more than capable given the opportunity to pamper you and make your treatment extra special. To help Deanna gain new clients and for our existing clients to try something new with our new staff member the offers below are discounted luxury treatments with Deanna. Just bring a copy of this letter to the salon and book for any of the offers listed below.

Creative Nails Acrylic Nail Extensions £29.99 with a qualified nail technician.

30 minuet Back, Neck and Shoulder Massage £19.00

1 hour and 15 minute Full Body Massage £25.00

Luxury Spa OPI Manicure £20.00

1 hour Spa pedicure £19.99

1 hour spa Facial £25.00

Profiles Institute luxury Facials normally £60.00 - £70, on offer at £40.00 each

All listed offers above are available with Deanna until 30th March 2008.

Finally we would like to take this opportunity to thank all our customers for their much valued custom and support. We sincerely hope you enjoy all our new treatments and the new online booking facility.

We hope all our policy changes benefit you and that you enjoy a, more relaxed and enjoyable better experience at Profiles.

Thank you.

Discount Vouchers

As means as a thank you for all your support below are some discount vouchers to be used off various treatments of your choice. Please remember to bring the voucher in with you as discount is strictly for customers who produce the voucher cannot be given without the voucher.

Promotions!

2008 Savers Promotion. Profiles are happy to announce a super savers opportunity. Pay £45.00 monthly by direct debit and receive £65.00 worth of treatment with Deanna. (Terms and conditions apply, please cal the salon for more details)

Happy New Year from Profiles—The leaders in beauty Therapy

*This voucher entitles you to 15% off any undiscounted beauty treatment over £20.00 with any therapist at Profiles.
Voucher valid until 30th March 2008.*

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