

june/july 2008

Bella

bethesda salon

4733 elm street, 2nd floor
bethesda, maryland 20814

301.718.9111

www.bellabethesda.com

we're open 7 days a week!



Summer is almost here! We hope everyone is keeping cool and looking forward to having fun during the summer months. Whether you are planning to go to the beach, lounge around the pool or take in some sight seeing, Bella Bethesda wants to help you look fabulous doing it.

May was another great month at the salon. We have had tons of interest in our bridal packages and have been helping many

brides-to-be look great. We have also continued to expand and have brought in new stylists, Beth and Tania. We have some helpful summer tips for your hair as well as special deals just for summer this month. Read on to learn more.

As always, we thank you for your continued support and we look forward to seeing you in the salon very soon!

Stacy and Lindsey
Owners, Bella Bethesda Salon

Bella Bethesda Welcomes Beth White



We are excited to announce the hire of our newest stylist, Beth White. Beth is a native Washingtonian who has over 20 years experience in the hair community as well as a fabulous knack for business. She has a passion for helping people look and feel their

best and with an eye for color, she is going to be a great addition to our team. Outside of Beth's work at the salon, she is an equestrian and animal lover and has a daughter in college. We welcome her and invite you to meet with her next time you are in the salon.

lipgloss for the hair?



Just like our lips, our hair needs extra moisture in the summer months. We have introduced a new and improved line called Cellophanes by Sebastian. It offers a translucent color that provides unparalleled shine and conditioning - just in time for the summer when humidity and heat can wreak havoc on your hair.

During June, July and August you can schedule a 20 minute lip gloss treatment for your hair for only \$20 (a \$10 discount from our regular price of \$30!) Book your appointment now!



summer

Special

Take 50% off Bridal Hair Trial through Labor Day weekend.

Make your appointment soon!

Call us today at 301-718-9111 to make a reservation.

we ♥ your curls

For curly-headed individuals, especially those in Washington, DC, summer is often a time of blaming the hair gods. May was the second wettest on record for the DC area. June started with one of the worst thunderstorms the area has seen in decades, and extreme heat and humidity are on their way. Luckily, Bella Bethesda Salon has compiled a list of solutions for those looking to coil their curls, tame their twists, and be finished with frizz while still enjoying the summer weather.

Remember these tips this summer:

- * Moisturize. Your curls are thirsty for moisture, especially in the DC heat, so a leave-in conditioner such as Phyto 7 or 9 will help protect hair by restoring its natural defense and maintaining moisture levels.
- * Opt for a comb. It will help minimize breakage and keep those frizzies at bay.
- * Comb in your conditioner while in the shower to evenly distribute moisture and promote healthy and strong hair. But remember, be gentle.
- * Use the right products that will enhance your curls rather than fight them. Look for products that minimize volume and are humidity resistant like *Profound Beauty's Curl Glaze*.
- * Let your hair air dry. It's good on your energy bill and prevents damage and dryness that can be caused by heat appliances.
- * If you must apply heat, use a diffuser that attaches to your hair dryer, and scrunch curls with your hands as you are drying.
- * Twist hair individually while blow drying to enhance the curl.
- * Don't overdo it. Excessive product can weigh hair down.

Products We Love! Kerastase Soleil

The summer heat is scorching already, and summer has not even officially arrived! Just as you use sunblock to protect your skin, we have plenty of products to protect your hair from the sun, surf, wind and chlorine. This month's favorite is Kerastase Soleil, which helps protect and repair sun exposed hair. The sun's UV rays can harm different types of hair in different ways. This line has ultra-resistant daily UV protection for hair that has soaked up plenty of rays. Its Photo-Defense Filter absorbs these rays to help prevent deterioration of the hair fiber. So enjoy the warm weather and hit the beach, but remember to pack the SPF and Kerastase!

As a special promotion this month, receive 10% off Kerastase Soleil products through July 31, 2008, along with a free gift. Get yours fast, supplies are limited.

here comes the bride!

For the past few months, Bella Bethesda has been busy making sure that our brides look beautiful on their big days. If you are a bride-to-be or know someone who is getting married this summer or fall, be sure to send them our way. Bella offers great packages for hair and makeup, and we will gladly close the salon for our private bridal parties, if planned far enough in advance. Our stylists will work with the bride and her entire party to find the perfect look that complements each individual face and dress. We are currently taking bookings for Friday, Saturday and Sundays and invite you to set up a tour of the salon to learn more.

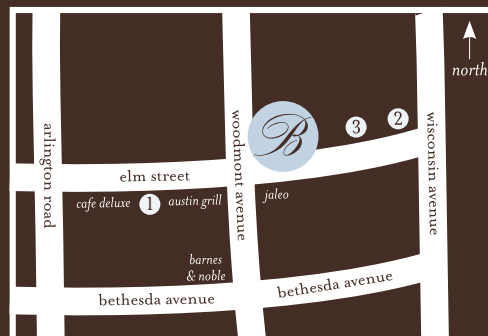


haven't stopped in to check us out yet? make an appointment today!

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visit www.bellabethesda.com for parking information

There is free parking on Saturday & Sundays in the garage between Café Deluxe and Austin Grill off Elm Street.