

# Bella

bethesda salon

4733 elm street, 2nd floor  
bethesda, maryland 20814

301.718.9111

www.bellabethesda.com

**we're open 7 days a week!**



Happy March! We are so excited that Spring is right around the corner. This month is a perfect time to get that new hairstyle you've been considering. What better way to start this season off right.

We had a great February with our Locks of Love campaign, and will continue with our blow dry classes and new makeup specials for this month. Read on to learn more.

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

Stacy and Lindsey  
Owners, Bella Bethesda Salon

## Hey There Gorgeous!

With spring on its way, now is the time to indulge in some new makeup from the experts at Bella Bethesda. Our in-house makeup specialist, Daniela, can customize her products to perfectly match with your skin tone and type. She can even add a firming complex to help tighten your skin!



This month, we introduce a number of new makeup specials, courtesy of Daniela. For first-time clients, receive 10% off your product purchase. And for mineral powder foundation lovers, receive half off any pump brush when you purchase a foundation. Wooden eyeliners are on sale for \$7.50 and if you purchase three or more eye shadows, receive a free mascara.

**Looking (and feeling) gorgeous just became so much easier on the wallet!**

## Bella Bethesda Welcomes Color Expert Boy Sharp



Boy has been doing hair for over 20 years (nine of which have been in DC area; he is originally from chilly Michigan) and color is his true passion. Boy believes understanding his clients is extremely important and therefore

consults with his clients to discuss cut and color, and to make sure their hair looks natural and fits not only their face but their lifestyle.

Along with Boy, Khang Sharp and Christina Church also call Bella home now. More details on Khang and Christina in the coming issues.

## Save the Date!

**free blow dry class  
april 24 & may 29**

Join us for an evening of tips and tricks on how to blow dry your hair straight, curly or how to add extra volume, and enjoy a little one on one time with our stylists! Each class is free and participants receive 10% off products purchased on the night of the event. Light appetizers and wine will be served at 6:30pm; the class will begin at 7pm.

Call us today at 301-718-9111 to reserve your spot, as space is limited.



# we ♥ your hair week

a campaign to support locks of love

## lots of love (and hair!) donated

On February 8, Bella Bethesda kicked off a very special "Cut It for a Cause" campaign to benefit Locks of Love.

Over the course of seven days, Sixty-three individuals generously donated over 640 inches of hair for the worthy non-profit that makes wigs for financially disadvantaged children under the age of 18 with medical hair loss. Our salon also raised over \$400 in cash donations and discounted hair products for Locks of Love.



A sincere thanks to everyone who joined us for the week, especially those of you who donated your hair live on the Fox Mornings News! We were so excited to have the local news cover our event and help celebrate the campaign with us, and we're already thinking about improving and expanding the campaign for next year!

## Products We Love! Kerastase Express

This month, we are all about the Kerastase Express Treatments. These treatments take no extra time so you can be on your way to fabulous hair while getting your hair cut. There are four unique express treatments, making them perfect for any type of hair.

If your hair is dry, the Aqua-Oleum treatment is just what you need. It delivers lightweight nurturing to revitalize your dull locks with brilliant shine. If you are worried about breakage, your hair can be strengthened from root to tip with the Injection de Force treatment that has the micro-targeted action of the Vita-Ciment complex. If your hair is starting to show signs of aging, the centre age recharge dual repair treatment can restore substance and youth to your tresses. And if you think your color is starting to fade, the chroma perfect post color treatment ensures optimal reflection and ultimate protection.

Take advantage of this month's featured product by using the coupon listed below.

Mention this newsletter at your next appointment and receive an Express Kerastase treatment with a haircut for an additional \$15 (\$35 Value). Expires 4/30/08

## Parking Reminder

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

## Prom Queen

Spring is almost here, which means one thing if you're a high school junior or senior, Prom is just around the corner.

Bella's hair specialists would love the chance to help you create a special look—whether it's fun, glam, simple or sexy—to make sure you look and feel fabulous.

We've all been there, and we know Prom can get pricey, so we are offering a special price specifically for our high school clientele. Make an appointment at Bella Bethesda for the night of Prom, and receive your updo and makeup for only \$90 (regularly \$140!). Better yet, make it a prom pre-party with four or more of your friends and you'll each receive an additional \$10 off.

Book your appointment now!



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

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