



Cindy's prize for winning the competition was the opportunity to create total looks for a photo shoot in South Beach in Miami, Fla., sponsored by a hair color company. In addition to being featured in the company's marketing materials, the photos are expected to be published in salon industry trade magazines. Cindy also stayed an extra day with Antonino's Anthony Marsalese to participate in a second photo shoot for publication in style books found in hair salons.

"The whole thing was such an amazing experience," says Cindy. "Everyone here seems to get an opportunity like this at some point, and I'm so grateful to work at a salon that makes these kinds of experiences possible."

Lifestyles PERSONAL BEST

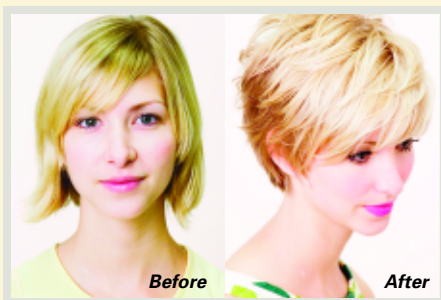
Last fall, Cindy Wade was a finalist in one of the year's most exciting salon industry contests. But her friends and colleagues were sure she'd never get to the competition in New York City.

This notion had nothing to do with her talent. After 30 years as a hairdresser, Cindy is an extremely popular stylist at Antonino Salon and Spa-Commerce. She's known for her enthusiasm about every aspect of her work and for educating her clients in achieving great looks at home.

It's just that every time Cindy was supposed to fly to the Big Apple for a major show, something always seemed to come up – like the 2003 blackout that grounded millions of people.

But this time was the charm: Cindy made it to New York City with only a few minor glitches. And she took home the competition's top prize.

The contest was sponsored by Intercoiffure, one of the world's most elite salon industry organizations. Stylists from salons across North America were invited to submit photos of "makeover" models to demonstrate how they could transform someone's look. Cindy was among 10 finalists chosen to present a model during a two-day show in New York, where they had to create a glamorous look for their model from clothing to hair and makeup.



New Looks, New Beginnings

Do you know someone whose life could be transformed by a complete makeover? Antonino Salon and Spa can make it happen – with a new makeover giveaway feature we're introducing in *HairSay*.

Maybe it's your best friend who just went through a divorce, or a child starting a first career. It could even be yourself – just tell us why a makeover could make a difference. We'll select the most compelling stories, and winners will receive a free makeover – including hair cut, color and other services – courtesy of Antonino Salon and Spa. Plus, their stories and photos will be featured in upcoming issues.

Send your nominations to:

HairSay Makeover

Antonino Salon and Spa

39590 14 Mile Road, Commerce, MI 48390

191 TOWNSEND
BIRMINGHAM, MICHIGAN 48009

Antonino

At Antonino Salon and Spa, our staff is delighted to provide superior hair care and beauty services in a comfortable, welcoming environment. We take great pride in our work, striving to exceed our clients' expectations by placing their needs above our own egos or personal satisfaction. We believe in being highly knowledgeable in all aspects of our craft, so we can accommodate our clients' requests while educating them in revealing their best individual style.

HairSay Publication Team

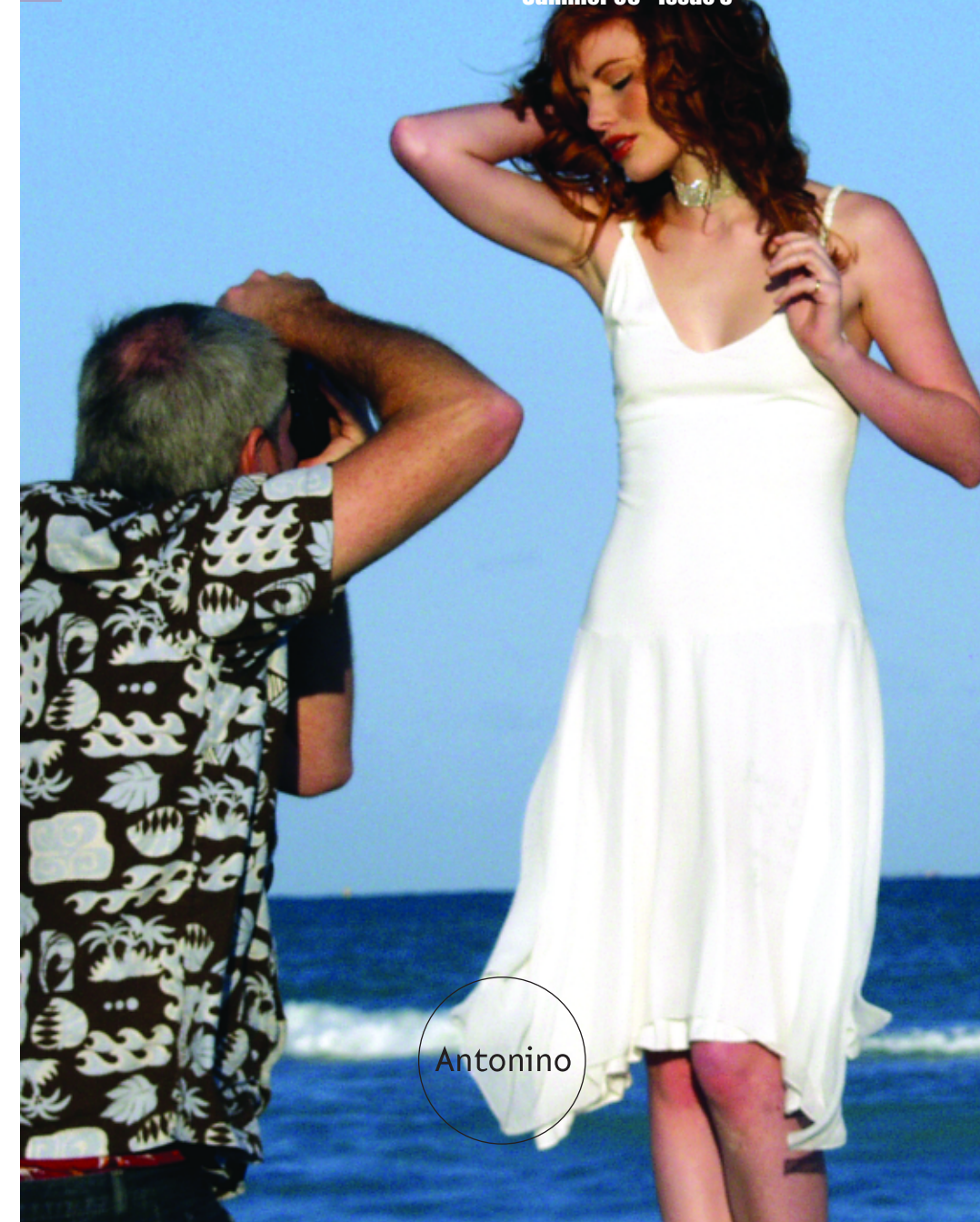
Writing/editing: Amy Lynn Smith

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HairSay

Summer 05 • Issue 3



Antonino

Body and Soul

A sampling of soothing spa treatments available at Antonino Salon and Spa:

FACIAL AND SKIN TREATMENTS

Professional skin treatments cleanse and nourish skin, improving its texture, tone and appearance.

- Custom European Facial
- Anti-Oxidant Anti-Aging Facial
- Skin Fitness for Men
- Clean Teen Facial
- Aloe Vera Alpha Hydroxy Peel
- Radiant Microderm Treatment

MASSAGE

Skilled massage therapists use healing touch to relieve stress and muscle aches while pampering the body and spirit. For clients with tight schedules, chair massages can be added to any salon or spa service for just \$1 per minute.

- Full Body Massage
- Hot Stone Therapy Massage
- Reflexology
- Deep Tissue Massage

Inner Beauty SPA TREATMENTS BRING OUT THE BEST IN EVERY BODY

Antonino Salon and Spa believes that beauty is more than skin deep. That's why both locations offer an array of spa services that can bring forth an inner glow by erasing the effects of stress and daily living – leaving clients revived, refreshed and renewed.

"Looking good and feeling good go hand-in-hand, which is why we created the spa and joined with Townsend Street Pilates downstairs," says Anthony Marsalese of Antonino Salon and Spa. "We've brought together a talented team of professionals, and the response from our clients has been excellent."

Spa services — including skin care, waxing and massage — are available at both Antonino-Commerce and Antonino-Birmingham. In designing the salons' dedicated spa areas, the goal was to create a therapeutic, relaxing atmosphere.



At Antonino-Birmingham, the nurturing environment is enhanced by the spa's R.N. aesthetician, Pat Chomet, who spent 30 years as a nurse before becoming an aesthetician trained in all aspects of European skin care and machine facials.

"There will always be an element of nursing care that I bring to my job as an aesthetician," says Pat. "I use the same holistic, hands-on approach that I did as a nurse, and I think people feel good knowing I'm meticulous in my techniques and procedures."

Antonino Salon and Spa uses two lines of holistic, plant-based skin care products: Jurlique and Jelene. Both product lines are made with natural products that are healthy for your skin and rich in antioxidant properties.

"Antioxidants are one of the major benefits of using these products," Pat explains. "Antioxidants counteract the effect of free radicals in the environment and also help stabilize the collagen layer, which is what gives our skin its firmness and keeps us looking younger."

What's more, Jurlique and Jelene products contain no artificial additives such as fragrance or color that can irritate skin. Both

product lines are used in skin care treatments and are available for purchase at Antonino Salon and Spa. Pat points out that La Bella Donna mineral makeup, available at Antonino-Birmingham, is a good complement to holistic skin care because it doesn't contain mineral oil or talc that can clog pores and cause breakouts.

Antonino-Commerce features Sothys skin care products, favored by doctors because it's pH-balanced to skin – an important attribute in good skin care. Used in spa treatments and available for purchase, Sothys products cater to people with specific skin problems and needs.

During every treatment, Antonino's aestheticians consult with and educate their clients on proper skin care. For example, Antonino recently introduced a facial for teenagers that emphasizes good lifelong cleansing and skin care habits.

"We make sure we understand each client's unique needs so we can customize their treatment," says Pat. "It's important to give them a cleansing and care program that will really work for them at home."

And when taking good care of your skin, don't forget your feet. According to Elizabeth Kurkowski, a nail technician at Antonino-Birmingham, a spa pedicure pampers feet and legs with special services such as exfoliation and a leg mask.

"A pedicure is part of a total grooming package that should be done once a month," she says. "It's not just for summer when people see your feet – it should be something you do for yourself all year round."

Antonino Salon and Spa
Birmingham: 248.258.5990
Commerce: 248.669.0900

Stellar Performers

Antonino Salon and Spa-Birmingham welcomes two talented new additions to the staff:

■ **Janie Minchella**, massage therapist, chose her career because, "Massage therapy can make a difference in the health of a person's mind, body and spirit," she says. Through her studies in a variety of techniques, Janie gained in-depth knowledge of anatomy and physiology – all the way to the cellular level – and how massage works as a complement to traditional Western medicine that can decrease blood pressure, anxiety, tension and depression. Massage therapy can also increase endorphins (the "feel-good" hormones), circulation, lymph flow and range of motion while relaxing muscles. "Massage is my favorite all-occasion present for myself and others," she says, "and I think everyone can benefit from the massage experience at Antonino."

■ **Veronique Guillem**, eyebrow specialist and makeup educator, recently moved to Detroit after working in L.A. as a makeup artist for the TV show "American Dreams" and for celebrities including Mariah Carey and Adrien Brody. In addition to expert shaping of eyebrows – which Veronique considers the most important part of the face – she will offer hands-on makeup application classes at Antonino for women and teenagers. "The first thing you show people is your face," she says, "so by learning to apply your makeup correctly you will look beautiful and feel more confident." Other new services she is introducing include temporary henna tattoos and complimentary makeup application/eyebrow consultation sessions.

For more information, contact a reservationist at Antonino Salon and Spa-Birmingham.

The Look of Love SUMMER'S STYLES ARE SOFT AND ROMANTIC

For curls and waves, the glory days are here. More than ever before, curly, wavy hair with plenty of natural movement is the look of the season.

According to Anthony Marsalese of Antonino Salon and Spa, today's styles combine looks from two decades – the 1940s and the 1980s – to create luscious, full, gently shaped hair.

"If you were to take the more structured styles of the '40s and loosen them up, that's the look right now," he explains. "Hair is romantic and long with very soft edges."

Even for naturally curly hair, curling irons are a popular option for creating super-lush looks. Anthony recommends a ceramic curling iron for best results and less stress on hair. Ponytails are hot this summer, as are hair accessories such as silk flowers worn at the top of the ponytail.

The feminine, romantic looks seen in clothing and hair fashion are echoed in today's freshest makeup looks. Green and khaki eyes are popular, as are faces featuring metallic tones or lavender and rose shades.

A terrific hair cut and color – such as blended tone-on-tone copper or golden shades – are essential to achieving this season's styles. But so are styling and conditioning products designed to maximize and control natural curl or promote more curls when styling.

"You want to use those products to make the hair look really finished," says Anthony. "And treatment products are really important if your hair is colored or you spend a lot of time in the sun or chlorine. They'll keep your hair in good condition so it holds styling and color better."

Antonino Salon and Spa offers a variety of styling and treatment products (*see "Hot Products" sidebar*) and also provides in-salon conditioning and shine treatments that can be added to any salon service.



The Latest and Greatest ANTONINO NEWS

■ This spring, Anthony Marsalese of Antonino Salon and Spa was elected for a two-year term as president of Americoif of Detroit, a leading industry association.

■ Also active with Americoif of Detroit this year are two stylists at Antonino-Commerce: Cindy Wade is assistant styles director and Deirdre Suarez is on the styles committee. In April, Cindy and Deirdre served on the fashion committee to create an avant-garde hair presentation for the Americoif Press Show.

Hot Products

These products available at Antonino Salon and Spa are perfect for achieving this season's styles and keeping hair looking its best:

la tête – Conditional Love
Série Expert – Shine Curl
Kérastase – Soleil and Nutritive product lines
TIGI – Catwalk: Curls Rock