

Services Spotlight

TRANSFORMATIVE TECHNIQUES

Antonino Salon offers advanced services that can completely transform nearly anyone's hair.

One of these is known as thermal reconstruction (commonly referred to as straightening). Antonino Salon has stylists trained in the use of two products and techniques that can relax and straighten hair, leaving it soft, shiny and manageable.

According to Harris Van Cleef, who uses the Yuko System at the Birmingham salon, the system enables a stylist to reshape the hair, using chemicals followed by a hot iron to smooth and repair the hair cuticle. Although the process can take as long as seven hours, it's well worth it – especially since the process lasts until the hair grows out.

"For some women, it's a miracle product that makes their hair straight and shiny," says Harris. "For others, it makes their hair incredibly manageable."

Both systems can be used to smooth and relax nearly any type of hair, but Harris and Kelly Whitman, who uses the Bio Ionic system at the Commerce salon, insist on an in-person consultation first, at no charge.

Kelly offers another transformative service: hair extensions. Made from human hair, the extensions are glued to individual strands

of the client's own hair, resulting in longer, fuller, natural-looking hair. The process takes a few hours but, with proper care, glued-in extensions generally last for three or four months.

"Nearly anybody could benefit from extensions," says Kelly. "I recently applied some for a woman with thin hair, just to add some thickness. She can't imagine living without them now."

Hot Products

Making this season's retro-inspired styles look new requires the right styling products, all of which are available at Antonino Salon.

To achieve wavy or curly looks, try a leave-in conditioner like **Conditional Love** from the la tête product line. For more holding power, try **Curls Rock** from the Catwalk product line by TIGI.

For fine or straight hair, **Into Thin Hair** by la tête adds body and volume. If you have wavier hair, try **The Straight Stuff** by la tête – and for the ultimate in curl control, there's **As Straight As It Gets**, also from la tête, a product line formulated especially for Antonino Salon.

The Latest and Greatest

ANTONINO NEWS

■ Antonino Salon in Birmingham is on the move! The salon's new location – right next door to its current home – is undergoing a makeover, with the grand opening planned for early winter. (See story inside.)

■ Stylists Monique Vanderkerkhof and Jackie Allen of Antonino West Salon spent three days in October attending an advanced haircutting academy at Toni&Guy in Dallas, where they learned about some of the latest trends and how to achieve them.



■ Three more stylists – Cindy Wade, Harris Van Cleef and Deversa Babacic – earned a trip to Toni&Guy to attend an upcoming haircutting class, as winners of a contest sponsored by Antonino Salon.

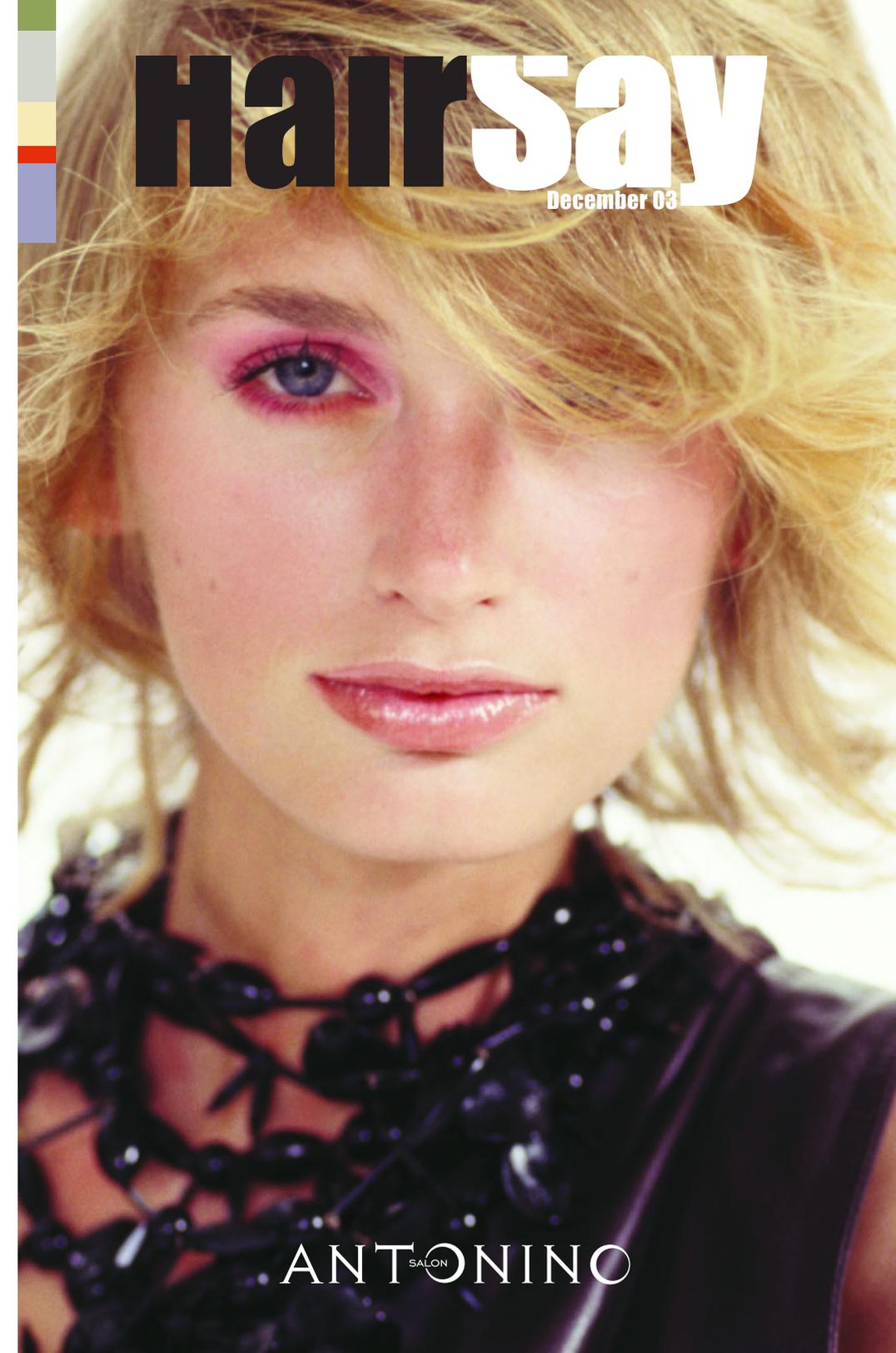
■ Antonino Salon showed the style world what it's made of, by placing an ad in the fall fashion issue of *Vogue* magazine.

■ Speaking of style, Anthony Marsalese was recently named Oakland County's favorite stylist by *Style* magazine.

ANTONINO
SALON

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BIRMINGHAM, MICHIGAN 48009

At Antonino Salon, 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

December 03

ANTONINO
SALON

Holiday Sweets THE SEASON'S LOOKS ARE SIMPLY DELICIOUS

This fall and winter, some of the most delightful treats aren't on the party table or on people's hips. Instead, they're on everyone's lips... and eyes, and heads. Because this season, hair and makeup styles are some of the sweetest in years.

Hair is sleek and chic, either super-straight or precisely wavy, says Anthony Marsalese of Antonino Salon. The styles are inspired by looks of the 1960s – think mod fashions or Audrey Hepburn in *Breakfast at Tiffany's* – and the 1930s and '40s, à la Marlene Dietrich. These looks demand a quality cut to hold the shapes, and are

best served by colors that look as delicious as they sound: chocolate brown, caramel blonde or cinnamon red.

"You're seeing more solid colors right now, or panels of color instead of small highlights," says Anthony. "These looks really complement the textured fashions of this season – the more textured and detailed the clothing, the simpler your hair should be."

Karen Daskas, who co-owns Birmingham's Tender clothing store with her sister, Cheryl Daskas, agrees that retro looks and texture are among the biggest fashion trends for fall and winter. "We're seeing lots of soft tweeds and plaids, as well as fur and patent leather," she says. "And everything is very polished."

As always, the stylists at both Antonino Salon locations are up-to-the-minute in their knowledge of the latest styles and techniques, in both cutting and color. "If you're someone who keeps up with the newest fashions, your hair needs to stay current – it's really your most important accessory," explains Anthony.

Fortunately, this season's looks are easy to achieve. Hair can be blown straight, perhaps aided by one of Antonino Salon's straightening services. Sleek waves can be created by using a heavy leave-in conditioner, then combing the hair into waves and letting it air dry.

According to Joey Maalouf of Antonino West Salon in Commerce, the newest makeup looks are also clearly inspired by retro looks – but with a twist. "It's very '60s mod, but a toned-down version of it," he says. "Less eye shadow with more emphasis on eye liner and heavy, heavy mascara for a very wide-eyed look."

Joey recommends using black pencil eyeliner in the corners of the top and bottom of the eyes, and a dab of white in the inside corners of the eyes to open them up – finished up with lots of jet black mascara. Try using mascara with a thinner brush to make it easier to apply many coats.

With such dramatic eyes, keep foundation and blush very soft and subtle. Lips are finished with soft gloss or a cherry-stained lipstick – or, for extra punch in the evening, bright red, an especially good look for holiday parties.

"What's great about all the makeup styles this season," says Joey, "is that everything just looks really happy and breathtakingly beautiful."



Welcome to Our World

Antonino Salon is pleased to introduce our newest creation! This is the first issue of HairSay, which we will produce periodically to keep our clients up-to-date on all the latest – in style and beauty, in fashion, and at our salon. It's just one example of our commitment to giving our clients a little more than they expect at every opportunity. We hope you'll find our newsletter both entertaining and enlightening.

Lifestyles PERSONAL BEST



Before Annette Abdelfatah became a hair stylist and colorist, she thought seriously about being a teacher. Fortunately for her clients, and for Antonino Salon, her passion for hair won out – and she brings her love of education to her work.

Annette started at Antonino Salon in Birmingham when she was just 18 years old, as an assistant, in 1985. Since then, as a stylist, she has earned a reputation for her innate sense of each client's needs and personality, and her ability to find the right look for every person.

"It's all about balance," she says. "I really study each person in my chair – the shape of their face, their skin tone, their eyes and their personality – to come up with the cut and color that balances them. The hair is the frame of the picture."

Annette's enthusiasm for education motivates her to continually study her craft, whether by attending hair shows or looking carefully at styles in fashion magazines. Since graduating from beauty school in 1984, she has attended advanced training courses with leading instructors around the world, in both hair cutting and coloring techniques.

"You have to keep up with what's new because life changes, and the look that was amazing for you a year or two ago isn't amazing anymore – it's old," she says.

Since 1990, Annette has shared her love of teaching with Antonino Salon. She is the founder and director of the salon's assistant training program, which develops the talent of the assistants at both locations.

"I love teaching them and I love helping people," she says. "I also educate my clients in products and styling their hair, so they can look good and feel good about themselves every day."

Annette is modest about her accomplishments and contributions, giving much of the credit to her uncle, Anthony Marsalese – who she says has inspired and guided her both in life and at the salon – as well as her husband, Sam, and three-year-old son, Hani.

"I'm so lucky in so many ways," she says. "My philosophy is to be the best of what I can be for this world, just trying to make a difference in whatever way I can."



In Good Company

A job well done is its own reward, but it's nice to be recognized for excellence, too.

Antonino Salon is proud to be a member of Intercoiffure America, a prestigious organization of salons with just 225 members nationwide. At this year's Intercoiffure America Fall Fashion Show, held in New York City in October, Antonino Salon was one of the ten salons to make a "coming out" presentation to the membership – a requirement for every new inductee.

During the presentation, Anthony Marsalese put his talent and style to good use, working around the theme provided by Intercoiffure America: "Imagination." By adding subtle hot pink and blonde extensions to a simple textured haircut, he perfectly complemented his model's edgy designer look, provided by Tender couture boutique located in Birmingham.

Anthony was accompanied by stylists from the salon, who assisted with the presentation: Jeff Davison, Rebecca Freeman, Johnny Maalouf, Joey Maalouf and Chrissey McDuffy.

In addition to this notable affiliation, Antonino Salon is pleased that 20 of its stylists are members of Americoif Detroit – more than any other area salon. A past president, Anthony is the organization's current vice president.



Tell Us a Thing or Two

Communication is the key to any good relationship – and at Antonino Salon, we want to know what our clients think. Don't be shy: Tell us how you feel about this newsletter, our salon and its stylists and services, or anything else you want to share! Call either of our locations (Birmingham, 248.258.5990 or Commerce, 248.669.0900) or send an email to antoninowest@hotmail.com.

On the Move

Antonino Salon in Birmingham is changing its outlook – literally – by moving into the building next door. The new location will be 40% larger, giving the salon an opportunity to provide a more spacious environment and additional services.

In conjunction with the salon, the new location is being designed by David Barczys – an architect with Niagara Murano, an architectural firm in Birmingham – and interior designer Kevin McManamon from Design Consultants, a residential and commercial interior design firm in Birmingham.

"The salon is very exciting – unlike anything anyone has ever seen around here," says Kevin.

Featuring a series of transparent and translucent surfaces, the design incorporates modular stylist stations on wheels, which can be rearranged with ease. While retaining the warmth and comfort of the current location, the new Birmingham salon will exude contemporary sophistication.

"We're designing the space so it can constantly reinvent itself, much like fashion does," says David. "We think this space will be a dynamic addition to the streetscape of Birmingham."

The new location is scheduled to open in early winter 2003-2004.

Get Smart TOP TIPS FROM ANTONINO SALON

"To keep your nails stronger and healthier – and to keep manicures lasting longer – try a product called N a i l e z e ."
– Larisa Osipov, Antonino West Salon

"Especially with the holidays coming up, the best way to ensure an appointment time that's best for you is to book in advance." – Diane Edwards, Antonino West Salon