

## The Latest and Greatest

ANTONINO NEWS

■ Congratulations to Nino Genna, who celebrated his 90th birthday in 2006. Nino continues to work at Antonino-Birmingham on Thursdays and Fridays.

■ This year's Americoif of Detroit press presentation was a smashing success, thanks to the efforts of Antonino's Anthony Marsalese, who coordinated the event. In addition to the work of many local stylists, the show featured a presentation by Nick Arrojo of TV's "What Not to Wear."

■ For the third consecutive year, Antonino Salon and Spa participated in the Serious Moonlight fundraiser to benefit Cranbrook Academy of Art and Art Museum. This year, Antonino's presentation brought the Seven Deadly Sins to life – adorning seven models with imaginative, outrageous hair creations that illustrated each sin.



## Hot Products

**Antonino Salon and Spa is pleased to introduce** the latest addition to its selection of world-class hair care products. PRoFOUND is a complete line of shampoo, conditioner and styling products designed to offer customized hair care for the individual.

PRoFOUND products treat and balance both the hair and scalp, leaving the hair in great condition. The line features a wide variety of products, each formulated to address the needs of a specific hair type.

One of the most innovative elements of the PRoFOUND product line is the Atmosphere collection, which prompts hair to behave as it would in a particular climate. For example, Arctic Chill mimics the effect of cold, dry air – leaving curly hair soft and supple instead of frizzy, even on the hottest, most humid day of the year.

Hair primers can also help hair behave, and are available in the PRoFOUND and Primary Syn product lines (see related story). Hair primer is a spray-on conditioner or protectant that replaces the protein hair loses during coloring, shampooing and heat-styling. In addition to holding hair color longer, protein-rich hair has more body and bounce.

*To determine the right hair primer or PRoFOUND product for your specific hair type, consult with your stylist.*

## Giving That Feels Good

Spa gift certificates from Antonino Salon and Spa make great gifts – and they're gifts everyone can feel great about, because Antonino combines medical-quality care with the ultimate in pampering. At Antonino-Birmingham, for example, skin care services are performed by an 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. Massage services are provided by Janie Minchella, a highly trained massage therapist with experience in a variety of techniques – including hot stone massage, a recent addition to Antonino-Birmingham's spa menu.

191 TOWNSEND  
BIRMINGHAM, MICHIGAN 48009

Antonino

At Antonino Salon and Spa, our staff is delighted to provide superior hair care, beauty and spa 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

Graphic design: Julie Pincus • The Garage

Cover image and model photos: John Roe

# HairSay

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Antonino

## Proven Prowess

All of Antonino's stylists are prepared to offer a superior level of skill and service – even if it's their first day going solo.

At many salons, stylists begin cutting and coloring hair as soon as they've passed their state exams. But at Antonino, graduating from cosmetology school is only the beginning.

"That's where they learn their basic skills," explains Antonino's Anthony Marsalese. "They learn everything else here at the salon."

Every new stylist at Antonino goes through a two-year hands-on training program. The new stylists rotate through the salon, shadowing more experienced stylists to learn advanced techniques. They also attend classes and must achieve certain goals before they begin cutting and coloring hair on their own.

Anthony points out that many of the newer stylists at both Antonino locations have quickly established a loyal following. But, as newer stylists, their prices may be more affordable for some clients.

"We make sure every stylist is ready to live up to our high standards before they ever get behind the chair," says Anthony. "So our clients can feel confident about the abilities of any stylist they choose."

## Smart Stylists

ANTONINO'S PEOPLE KNOW THEIR STUFF

Knowledge is power – which makes the team at Antonino Salon and Spa among the most powerful talents anywhere.

Education is the cornerstone of Antonino's mission to offer its clients the very best look for their personal style, in an environment focused on consistently impeccable service.

That's why the stylists at Antonino Salon and Spa receive the highest level of training



and continuing education available, even before they step behind the chair for the first time (see sidebar at left).

"Hair is the ultimate fashion accessory," explains Antonino's Anthony Marsalese. "Fashion changes with every season, so your hair needs to change, too."

Through a number of training opportunities, every Antonino stylist is well-versed in the latest styles and fashions. The majority of the staff belongs to Americoif of Detroit, the nation's only local non-profit association dedicated to the education and elevation of the area's hairdressers and salon industry, which Anthony currently serves as president. The organization brings in six top stylists every year for educational seminars.

The stylists also attend numerous hair shows throughout the year. What's more, Antonino holds regular training sessions at its locations in Birmingham and Commerce – often led by their own stylists.

"We really work as a team here," says Anthony, "and having our own stylists teach some of the classes really promotes that team approach."

Antonino often sends its stylists for training they can bring back and share with their colleagues, such as a recent course at the

Toni & Guy Academy in Long Beach, Calif., attended by Cassie Duff of Birmingham and Cindy Wade of Commerce. What's more, Antonino frequently brings in world-renowned experts to lead in-house seminars.

Not every salon emphasizes education in the same way Antonino does, which represents a distinct benefit. "Our clients can trust that their stylist has encountered just about everything related to hair styling and coloring," says Anthony.

Understanding the right styling products for every type of hair and style is equally important. "You don't want to use last year's styling products on this year's look," says Anthony.

Ultimately, he adds, the investment Antonino makes in education is focused on providing the best possible service.

"When clients walk out of our salon, they should feel like they have exactly the right look for their life and the current season," he explains. "And they should feel like their stylist exceeded every expectation they had when they walked in our door."

**Antonino Salon and Spa**  
**Birmingham: 248.258.5990**  
**Commerce: 248.669.0900**



## Change for the Better

Antonino Salon and Spa offers a number of products and services that can truly transform anyone's look.

The Hairdreams hair extension system is now available in Michigan exclusively at both Antonino locations. Hairdreams can give anyone the longer, thicker hair they've dreamed about. Natural hair strands are attached to the hair using a gentle, damage-free system that requires no glue, wax or weaving. Hairdreams extensions look completely natural, offering the voluminous, full bounce of genuine hair.

Lavish Lashes – professional eyelash extensions that look, feel and wear just like natural lashes – are available at Antonino-Birmingham. The water-resistant, hypoallergenic lash extensions are bonded one at a time to a natural lash and last several weeks to thicken and extend lashes, even without mascara.

In-salon treatments are available at both Antonino locations and take just minutes. Some treatments can repair the damage caused by coloring or heat styling, while others can restore the sheen and luster that's lost as part of the natural aging process.

Antonino is also proud to introduce DejaVu Professional, a revolutionary line of rejuvenating skin care products that make skin look younger. The dermatologist-recommended line features an under-eye rejuvenator, a lip volumizer, and a wrinkle relaxer cream and serum.

Ask your stylist for more details on these products and services.



## Lifestyles

PERSONAL BEST

A new look can do much more than keep people in step with the latest fashions – it can transform them, inside and out. Just ask any one of the volunteer models from a recent "makeover class" at Antonino Salon and Spa in Birmingham.

"I was ready for a new look and the results are fantastic," says Judy, who agreed to cut her nearly waist-length straight hair to shoulder length. The shapely bob was complemented with subtle highlights that brightened her look – and her outlook: At the end of her makeover, Judy was giggling with delight. Her daughter, Jennifer, was a volunteer model, too, and received an even more dramatic color change from dark blonde to a rich strawberry blonde.

"Stylists love changing someone's look completely because it gives us the most creative freedom," explains Annette Abdelfatah, who led that week's class. "But a look that's great for one person isn't necessarily good for someone else, so there's a lot that goes into selecting the right hair cut and color for each person."

Teaching stylists to consult with clients is a central theme of the makeover classes, which Antonino has offered for 20 years. Just as they would with a client, the stylists ask their models about their lifestyle and the look they want. Guided by their more experienced colleagues, the stylists being trained recommend the hair cut and color they think best suits their model.

"Classes like these are how I learned to do hair – and I learn more every time I teach one," says Annette. "Whether you're a new stylist or a seasoned one, you have to keep filling up your cup with creative energy so you can continue doing your best work every day."

## True Colors

ANTONINO'S ARTISTRY IS ENHANCED BY NEW PRODUCT LINE

Excellence in hair coloring has always been a source of pride for Antonino Salon and Spa. And to let the artistry of its stylists flourish, Antonino has selected an innovative product line called Primary Syn as its new signature color brand.

"Primary Syn was developed by hair colorists for hair colorists," says Antonino's Anthony Marsalese. "They wanted to create the best hair color product on earth, which is exactly what they've done."

With the lowest ammonia content of any hair color product, Primary Syn is gentle on the hair and scalp. There are no fillers in Primary Syn products, which ensures more predictable results. Best of all, "the colors stay more consistent than anything else we've ever used," says Anthony.

Plus, Primary Syn puts stylists in complete control of the color palette. Unlike most hair color lines, which offer a selection of pre-mixed colors, Primary Syn gives stylists the freedom to mix customized colors for every client.

"There's no compromising on the color," says Anthony. "You're like an artist with a palette and the ability to create the color you think will work best."

This artistic streak will serve Anthony well in his role as creative director for Primary Syn. Based on his many years of experience and his enthusiasm for the product line, Anthony was asked by Primary Syn to help develop the brand's image and direct photo shoots for their national ad campaign.