



the Powder Room

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September Newsletter

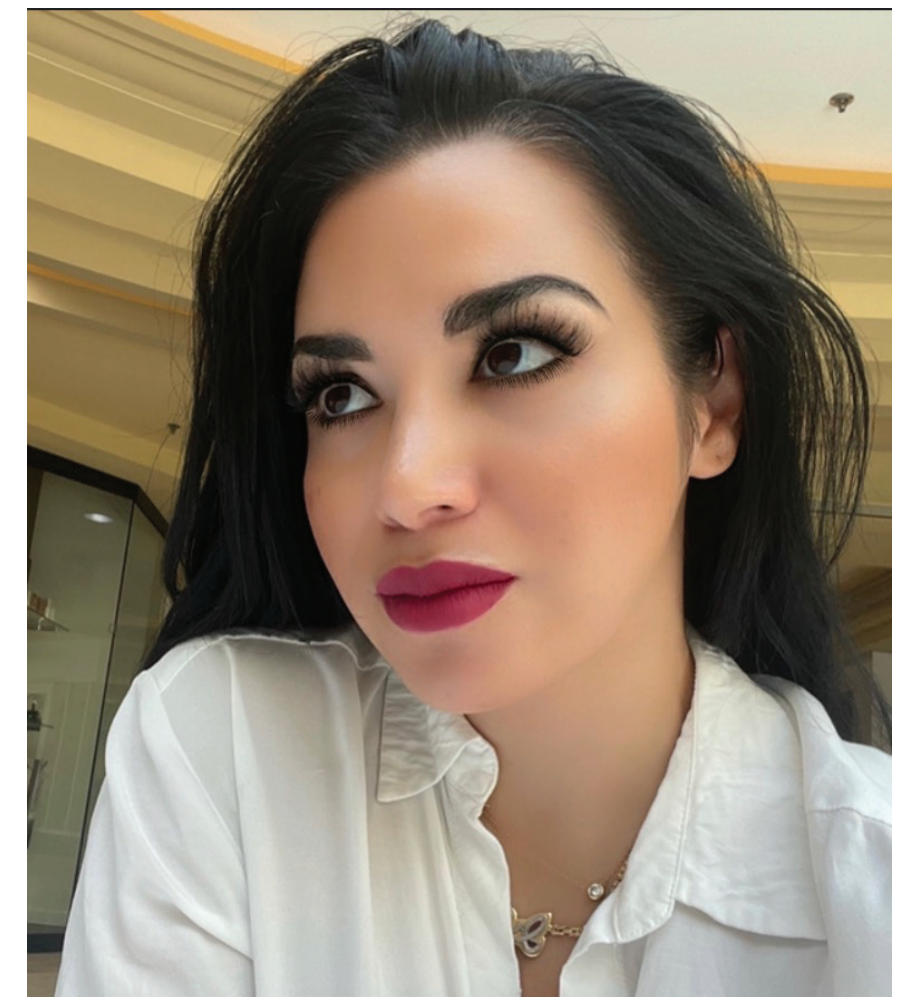
As we make our way through the waning days of summer, we want to begin September with glowing, brightened skin, NYFW inspiration, and fabulous products! The Powder Room Makeup Oasis & Boutique is excited to guide you through the NYFW maze of new makeup trends and then expertly show you how to transition these runway looks into accessible, wearable ideas to fit your lifestyle. Don't be intimidated by what you see on the catwalk this fall; let us assist you in finding the right balance between avant-garde and you – it's easy when we're here to help you pamper your pretty self! So welcome September in, and let The Powder Room show you all we have in store for you!

Also, check out one of our favorite clients, @mrs.vitale, on this month's Fit, Fun, and Frazzled podcast.

Kelly's Picks

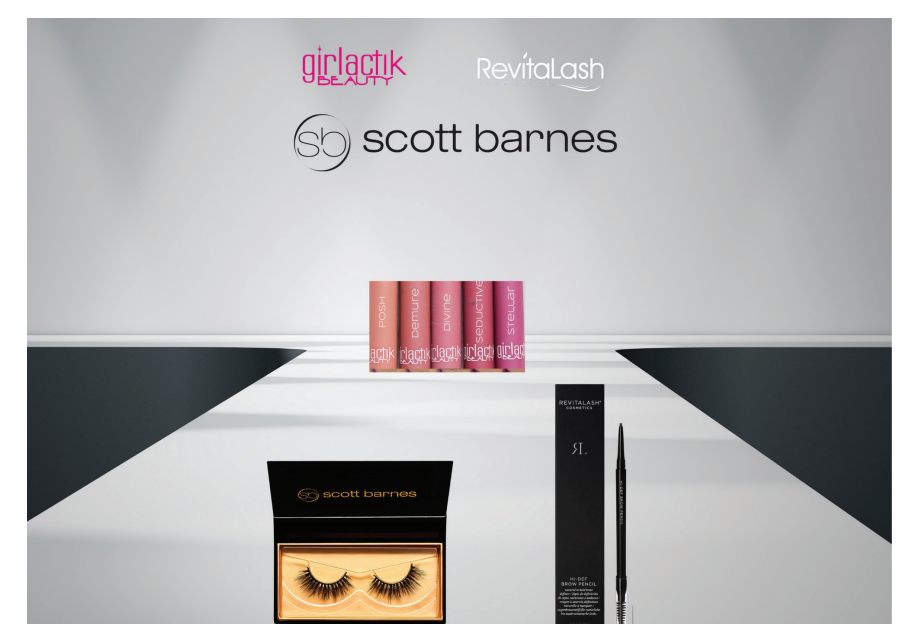
FALL 2021 NY Fashion Week Makeup Trends

Our professional makeup artists have the knowledge and experience to teach you anything and everything you need to know about makeup! With that in mind, The Powder Room is taking a cue from this year's NY Fall Fashion Week – this month, we'll be focusing on natural brows, loaded-up lashes, and the return of lipstick. Sit back and relax and let Kelly use her expertise to show you the techniques and products you'll need to transform you into your own version of cat-walk ready!



GET THE LOOK

Natural brows have taken a backseat with all the brow service hype, but this multi-functional, long-wearing, and water-resistant Brow Pencil by Revitalash® is firmly in the driver's seat and will allow you to create a full, bold brow with ease. Kelly will show you how to expertly shape and fill in your own natural brows. Next, she'll load up your lashes with Scott Barnes and his beautiful Bella lashes that will give you the multi-layered wide-eyed effect we all adore. Made of luxurious mink, his believable lashes will give you volume, length, and thickness like you've never seen – all in one simple appointment! Finally, skip the gloss for real lipstick and finish your look with girlactik's creamy Matte Lip Paint, a formula that will dry into a long-lasting finish in less than a minute. No kidding, girls, your lips will look full and beautiful without any of the usual dryness or flaking you get with the other stay-put, quick-drying liquid lipsticks on the market: no transfer, no cracking, no bleeding. Reap the benefits of this trifecta of products as Kelly and The Powder Room help bring Fashion Week a little closer to home this month!



Karli's Korner Treatment Specials

Peel Season Appeal

Celebrate the beginning of peel season by letting The Powder Room help you achieve smoother, younger-looking skin! We know that summer has its perks, but it also has some not-so-perky downsides like sweltering heat, icky humidity, and the thing we all dread – sun damage. Luckily for all of our lovelies out there, we have various incredible peels for every skin type! Looking to improve your pretty skin's color, clarity, tone, and texture? We got you! Stimulate new collagen and healthy skin growth? We can do it! Reduce discoloration caused by sun damage? Yep, that's us! Clear up breakouts? Check. Smooth away the look of fine lines and wrinkles? Check and check. With guidance from our professional staff, we'll help you get results that will increase skin hydration, address visible skin imperfections and superficial scars, and allow your products to penetrate deeper into your skin. This month, finding the right peel is easy, so why not peel back damaged, less-than-perfect skin to reveal happier, glowing skin underneath? We can do it! Don't forget about our convenient Booker app; appointments are made easy at any time, any place!



Karli's Korner Product

Revisions Revox Line Relaxer

The next best thing has just arrived at The Powder Room! World-renowned Revision Skincare has once again brought their A-game, producing an advanced, targeted serum specifically formulated to work synergistically with a neuromodulator. This breakthrough formula contains eight potent peptides plus GABA and uses LineRelax Technology to give you dramatic results that will go way beyond what ordinary serums can offer. Using patent-pending technology, Revox™ Line Relaxer provides a topical infusion of benefits that helps minimize the impact of facial expressions that can cause horizontal and vertical lines to appear, including forehead lines, crow's feet, and under-eye lines, nasolabial folds, and marionette and vertical lip lines. In addition to proprietary peptides, Revox™ Line Relaxer also contains hyaluronic acid and arnica montana flower extract to support your skin's natural collagen and elastin, reduce the appearance of lines, and wrinkles, and improve the look of skin elasticity. Book online using our convenient Booker app to book a renewing peel or any one of our signature services.



SPECIAL: This month, when you book your service online and purchase our new Revision Revox™ Line Relaxer, you'll receive a Revision five-piece deluxe bundle! Revise your look with Revision Revox™ Line Relaxer for the ultimate one-two punch this month!

Cara's Confidential

FALL 2021 NY Fashion Week Makeup Trends

Kicking up the NY Fall Fashion Week trends a notch, let's take a step back in time with the timeless vintage makeup of a 50s pinup girl! Fresh, dewy skin, intense black liner, and kitten liner (sexily subdued cat eye) combine to present a current take on yesteryear glam. Cara and all of her wisdom will carefully take you through the techniques and products that will help you bring this trend to fruition – it's as easy as making an appointment. Move over, Bettie Page, there's a new girl in town!



Get The Look

Cara's expert instruction starts with using Skin Veil by Ellis Faas, a radiant foundation that will give you a proper canvas with which to begin your transformation. This moisturizing makeup miracle diffuses light across your skin's surface, which visually reduces the appearance of fine lines, wrinkles, and imperfections. Next, she'll add girlactik's Skin Glow Duo in Moonlight to illuminate your pretty skin with a seamlessly finished glow. Formulated with crushed pearls, this duo gleams without looking greasy and adds a hint of dewy glam to the bridge of your nose, your cheekbones, and your Cupid's bow. Lastly, your eyes are the prize using Precise Marker Liner by girlactik to create a perfect, smudge-proof line to accentuate your orbs. Just like the paintbrush-type markers we all used growing up, their paraben- and cruelty-free, the vegan liner is ergonomically friendly in your hand and will make completing this look a total breeze. This timeless look is easy to achieve this month when you pair up with Cara and The Powder Room to bring the 50s into 2021!



And, as always, don't forget to pamper your pretty self! Love, Kelly

The Powder Room is excited to partner with REACH. Reach will ensure you never forget to schedule your services and keep you up to date on any last-minute openings. Correspondence and booking are made easy thru text messages! Just another way to pamper your pretty self.