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## February Newsletter

This February, you don't need St. Valentine to show you a little bit of love – let us be the ones to shower you with luxurious treatments, voluptuous hair, amazing skincare, and fantastic gadgets! This month we are placing a big emphasis on services and products for our favorite ladies out there to focus on taking care of themselves and loving themselves truly. Self-care is the most important thing a person can do, especially now. Still, we've never been trendy with our self-care and self-love suggestions and recommendations – we've always believed that it's essential to take care of yourself first. It's not selfish or self-serving, it's rooted firmly in reality, and we all know how important it is to take care of ourselves, or we can't be at our best to take care of others. So let The Powder Room be your special Valentine this month, and we'll help you focus on yourself in a healthy, loving way!

### Kelly's Picks Nourish Your Hair

#### Taboo Subject of the Month: Women and Hair Loss

With our focus on self-care and self-love this month, The Powder Room has the products you need to help you strengthen existing hair and regrow lost hair!

Award-winning anti-aging powerhouse, Miriam Quevedo, has rejuvenating hair and scalp treatments that are luxurious solutions for your hair loss issues. Miriam famously uses her knowledge of anti-aging techniques for skin and applies it to her hair collections. We believe that nothing is more youthful than a healthy head of hair, so we decided to pull together two powerhouses and The Powder Room to help you reclaim what has been lost!



#### miriam quevedo Black Baccara Pre-Treatment Exfoliator + Hair Multiplying Scalp Concentrate

This winter (and beyond), Self-care your way to thicker, more voluminous hair with this unique two-step intensive hair growth treatment. Begin your quest with their Pre-Treatment Exfoliator which uses gentle exfoliation to eliminate toxins, impurities, and dead skin cells. This vital step improves microcirculation which allows essential nutrients to be delivered directly to the heart of the hair follicle, preparing your scalp to receive the most potent dose of Hair Multiplying Scalp Concentrate to boost hair regrowth for stronger, fuller hair.

#### miriam quevedo Black Baccara Hair Repairing & Multiplying Serum

This winter (and beyond), Self-care your way to thicker, more voluminous hair with this unique two-step intensive hair growth treatment. Begin your quest with their Pre-Treatment Exfoliator which uses gentle exfoliation to eliminate toxins, impurities, and dead skin cells. This vital step improves microcirculation which allows essential nutrients to be delivered directly to the heart of the hair follicle, preparing your scalp to receive the most potent dose of Hair Multiplying Scalp Concentrate to boost hair regrowth for stronger, fuller hair.

### Celluma Light Therapy LED Red Light Therapy for Hair Loss

You know The Powder Room loves all of you! Still, we also love Celluma LED light therapy, so we are beyond excited to introduce you to the first FDA-cleared device to treat a slew of common concerns for any individual – meet Celluma! Although we usually think of LED red light therapy as being limited to repairing our skin, not only will it improve that, but it also addresses hair regrowth. This low-level red light therapy uses cutting-edge science to improve the cellular health of your body and increase hair follicle size while also preventing the cessation of active hair growth. The patented, shape-taking design easily permits customized placement over your head to effectively deliver light energy and promote hair regrowth. Our Celluma Red Light Therapy can be added to any service at The Powder Room. During February, purchase the Black Baccara "bundle." The Pre-Treatment Exfoliator + Hair Multiplying Scalp Concentrate, Hair Repairing & Multiplying Serum, and Hair Texturizing Wave Mist with Rose Gold receive three free Celluma light treatments (over a \$100 value). Love yourself and light up your life today with Celluma!



### Karli's Korner Treatment Specials NEW!! Chi HydroJelly Mask Facial

Nothing says self-love this Valentine's Day like our Chi Energy-Infused Facial! Originating in Asian culture, Chi is the Chinese word for the life force energy that flows through all living things. Present in every cell throughout our minds, bodies, and souls, Chi is what gives us vitality and the fullness of life. Quartz crystals have been used to assist with the metaphysical process helping bring positivity to your life and transmit Chi energy to your body. For this custom facial, healing crystals are infused into a hydro-jelly mask that, when applied, will act as conduits for positive Chi energy to flow into your body as negative energy flows out. Additionally, you will receive a complete cleansing and exfoliation, rose quartz stone facial, and shoulder massage while your Chi mask activates, followed by a specially selected individualized skincare application. Get your self-care energy infusion now with our Chi Energy Facial, and you'll feel more centered and positive just in time for Cupid's favorite holiday!



### Karli's Korner Product My Skin Buddy

One device with multiple benefits for you to continue your self-care journey with The Powder Room! For those of you who don't know the wonderfully multi-faceted MSB™, let us introduce you. With the help of the revolutionary MSB™ MYSKINBUDDY, you can now get four scientifically proven technologies in just one little handheld device. MSB™ uses ultrasonic vibration, ion care, photon LED therapy, and thermal heat therapy to help you achieve a clearer complexion, brighter and more even skin tone, smooth texture, and a more youthful appearance. Six convenient presets will take any guesswork out of daily use – from acne care to anti-aging, MYSKINBUDDY can do it all! Designed to enhance your Powder Room facial and body services, MYSKINBUDDY is the ultimate, affordable solution for you to continue your treatments at home so celebrate this Valentine's Day or any day of the week with a new little (skin) buddy; this year!



### Cara's Confidential Natura Bisse Diamond Well-Living Body Care Diamond Well-Living Body Scrub

Continue looking inward this month and truly focus on yourself to reveal the real you with an assist from Natura Bissé and their Diamond Well-Living Body Scrub. There is finally a granulated scrub that provides hydration as well as exfoliation! Using exclusive Dead Sea salt crystals, rice powder, grape seed oil, shea butter, and vitamin E, Diamond Well-Living Body Scrub will help you exfoliate your body while leaving behind smooth and nourished skin. Through their Well-Living line, Natura Bissé is on a mission to create a welcoming universe that believes honesty, beauty, and joy are needed today more than ever. This recognition using the mastery of touch will help us realize that giving ourselves the gift of time is not vanity but an act of self-care, and The Powder Room one hundred percent supports this notion. Take a chance on yourself (without feeling guilty) and exfoliate your way to smoother, firmer, and softer skin this winter with Diamond Well-Living Body Scrub!



#### Diamond Well-Living Dry Oils

This February, let The Powder Room support your focus on self-care by connecting your body, your mind, and your surroundings with help from Natura Bissé's vegan-friendly Diamond Well-Living Dry Oil Collection. These mosaic formulas of scent, sensation, and healing are an experience for you to celebrate your pathway to health and well-being and ultimately reveal more hydrated, supple, soft, and luminous skin. Using ingredients like citrus, calaria esculenta seaweed, sage, lavender, and sunflower oil, these Dry Oils will restore your skin's pH balance and turn your daily moisturizing routine into a ritual that will energize, detoxify, or de-stress your life by purifying your body to restore a fresh, healthy look. They will help you reset and emerge refreshed to experience a clear mind and incredibly smooth skin, all with a bit of Valentine's help from Natura Bissé! **\*\*SPECIAL\*\* See below.**

#### Infrared Sauna Treatment

Step in from the cold this month, get warm, relax, relieve some stress and soreness with the Infrared Sauna Blanket! This cutting-edge technology takes the time and energy out of the traditional sauna and provides numerous health benefits for you to take care of yourself on several levels truly. Not only does the Infrared Sauna Blanket strengthen your immune system, relieve tension, and deliver fresh nutrients to your muscles, but it also boosts your metabolic rate. Yes, this means that you'll burn calories even when you're not working out! A true cult favorite of celebrities, the soothing Sauna Blanket detoxifies your body of internal and external impurities and triggers your brain's happiness chemicals which is always a good thing. Enhance the benefits of your experience by treating your skin to the lavish exfoliation of the Natura Bisse Living Well Body Scrub before your treatment and the lush Dry Oils afterward. Get your restorative dose of self-care today for a healthy, rejuvenating experience that will leave you feeling completely blissful! **\*\*SPECIAL\*\*** You haven't had the chance to experience our Infrared treatment? This month purchase both Diamond Well-Living The Body Scrub & The Dry Oil and receive one free on us!



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