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May Newsletter

The May flowers are finally here, and so are some fabulous products from Vertere®, La Bella Donna, and Scott Barnes, and an excellent service duo from Karli! As spring is in full swing, we'll be focusing on Spring Makeup Trends to prepare us for the warmer months ahead, and The Powder Room is here to help you with this next seasonal transition. Let us give you a believable faux glow or assist you in selecting the makeup trend that will get you in the mood for the sunnier weather to come. And speaking of wonderful spring happenings, Mother's Day is just around the corner, so pamper your pretty mom with a facial, makeup application, or a gift card – the sky's the limit when it comes to this once-a-year celebration! Also, look at this week's Eton Behind The Biz article featuring The Powder Room, an easy way to get to know us or get reacquainted (and our passion for everything makeup) a little better. There is so much going on at The Powder Room, so skip the Maypole this month and stop by the store instead!

Kelly's Picks

Current Makeup Trends

This month combines two trends for the ultimate spring-into-summer look – pair High Shine Lips and Tantouring for a fresh take that is sure to wow this season! Let Kelly use her professional skills to help you achieve these top trends so you can be current without going over the top. Schedule your makeup appointment to learn the spring trends and more!



Tantouring

Now that spring is officially here; a bronzed style is front and center! Hot, hot, hot right now is a little-known technique called tantouring, and here at The Powder Room, we want to help you achieve this tropically breezy look with ease. Instead of using bronzer to create a chiseled look, try self-tanner instead. Yes, it's exactly what it sounds like: contouring with self-tanner for a more natural, effortless style. Kelly will expertly mix Tan Frenzy Elixir with an individualized foundation to help contour areas of your face, like the cheekbones, jawline, and nose, to seamlessly offer a naturally long-lasting look that continues for days. Next, she'll use Ellis Faas Glow up in Satin Glow or Deep Glow to your eyes to illuminate and bring them to life. Reflective pearls attract light to the skin with soft-focus properties to leave you with a delicate glow that highlights while also helping to mask any imperfections. Shimmer your way into summer with tantouring, and you'll love the result – radiantly bronzed and ready for longer days and warmer nights!



High Shine Lips

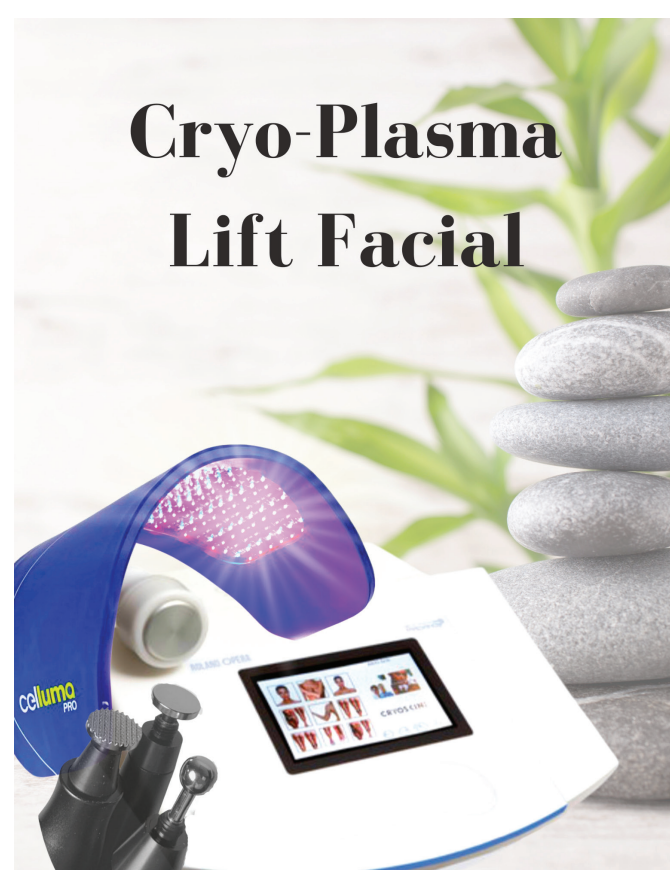
Playful and pouty, high shine lips are back for 2022! Celebrity makeup artist and founder of Makeup by Mario, Mario Dedivanovic, has all but guaranteed that sassy and glossy lips are making a significant comeback starting right now. Get with the times and shine up your pretty lips with Diamond Crush Lip Gloss by Surfer Girl Hawaii. Waterproof and long-lasting, this irresistibly sparkly Lip Gloss will take lip color from matte to a beautiful glittery stay-put glossy finish in mere seconds. To get your high shine lips, try adding Diamond Crush to either bare lips for a more natural glow or over your favorite lipstick for an even more significant lip moment. As Serena van der Woodsen of Gossip Girl fame once famously said, "Lipstick lasts longer, but gloss is more fun," and we couldn't agree more!



Karli's Korner Treatment Specials

Cryo-Plasma Lift Facial

They say that with age comes wisdom, and maybe not all of us would want to be younger, but I know we'd all love to look at least a little younger! That's where our collagen-doubling Cryo-Plasma Lift Facial comes in. The Powder Room's anti-aging super treatment combines our Cryoskin Facial with Celluma® LED Light Therapy to lift and tighten to rewind the years, revealing newer, younger skin. The service will begin with a 10-minute cryo-lift followed by an entire collagen-inducing plasma micro-channeling session. Next, anti-aging LED light therapy will be placed over the face and neck to finish your treatment. Trust us; this dynamic duo will plump fine lines and wrinkles to INSTANTLY leave your pretty face radiant and glowing, deeply hydrated, and looking significantly lifted and tightened while reducing pore size and eliminating redness. One of these treatments alone would give you outstanding results, so you can only imagine what combining both will do! Whether for Mother's Day or just because you deserve it, use your hard-earned wisdom this month and save \$100 on our Cryo-Plasma Lift, usually \$575 for 90 minutes. Best. Day. Ever.



Karli's Korner Product

VERTERE® Dramatic Transformation Cream SPF 18

Dramatically transform your skin this month with Dramatic Transformation Cream SPF 18 by Vertere®. Simultaneously improving the appearance of aging, hyperpigmentation, and adult acne, this luxuriously textured cream absorbs instantly and is recommended for all skin tones and types – slightly dry to extremely oily – and for those with sensitive skin. Formulated with more than 60 percent clinically-active ingredients, non-comedogenic Dramatic Transformation Cream inhibits tyrosinase synthesis to help reduce reoccurrences of hyperpigmentation and is ideal even for women not experiencing breakouts as it will not deplete your pretty skin of moisture. In 72 hours, you'll see smoother, clearer, and more luminous skin, and after only 30 days, wrinkles will appear diminished, dark spots brightened, and skin will look more refined. The beauty of Vertere® is its ability to be effective without using numerous products and steps, all without breaking you out, so replace up to five products now because it's your moisturizer, wrinkle smoother, blemish minimizer, lightening product, and incremental sun protection in one. You seriously cannot go wrong this spring with Vertere®!



Cara's Confidential

Fresh Spring Makeup

Want a quick, easy way to look polished and put together in just a few minutes? Consider a Multi-Use color cosmetic palette. My favorite is the La Bella Donna Contour Compact, a versatile little palette with the perfect combination of mattes and shimmers to create looks from clean and simple to classic and sultry, all from one palette that can be used as a bronzer, blush, highlighter, and eyeshadow. You can stop on to check out my favorites and explore all the other Multi-Use color cosmetics The Powder Room offers and find your personal favorite.



Multi-Use Color Cosmetics

Whenever we can use one product instead of two (or three or four...), we jump at the chance! It is easier, but it's also more cost-effective, which is always a good thing. One of the biggest makeup trends in 2022 has been the growing desire for multi-functional cosmetics, and The Powder Room is here to help you find the right products to make your life a little less complicated. A great quad compact from La Bella Donna, Vision of Mineral Lights, fits the bill when it comes to looking your best as warmer temps head our way. Used as a bronzer, eyeshadow, and blush, these compressed mineral bronzing color compacts produce an après sun-kissed glow that is truly believable. Choose Naturelle if you're more fair-complected or Bronze for medium to darker skin tones. Also helping keep your makeup bag a little lighter is the Showy & Glowly Palette from Scott Barnes. Carefully crafted pigments combine to create the perfect tone on your pretty face without overdoing any one color – use as a highlighter, eyeshadow, and blush this spring to give you the most luxurious pigmented sheen rarely seen in other palettes. Let The Powder Room help you stay up on the latest makeup trends and streamline your daily routine today!



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