



Eton
28601 Chagrin Blvd
Woodmere, OH 44122

216.831.7666

powdergirl15@gmail.com

www.thepowderroomboutique.com

July Newsletter

At The Powder Room, we love summer! There are so many things to do like going to the pool, picnicking, boating on the lake, watching fireworks on the 4th...we could go on for days! During this festively patriotic month, we want our lovely ladies to focus on summer makeup trends and getting the clearest, dewiest skin you can imagine. Showcase that pretty face with minimalistic makeup, which is excellent in the warm summer months because you allow your skin to breathe and can also be worn year-round! Using products from Natura Bissé to girlactik to ELLIS FAAS, we'll show you the best (and easiest) ways to look your best no matter the season. We're halfway through 2022, so break out the fireworks because we're celebrating this month with some explosively great selections that everyone will love!

Kelly's Picks

Dewy Skin and Metallic Eyes

My mantra from Day One of opening The Powder Room has been "makeup is only as good as the skin underneath." This saying has served us well throughout our existence, and it's as true today as it was all those years ago! Industry experts are now acknowledging what we've been preaching – real women want to showcase their skin and eschew full-face makeup daily. It has its time and place, but the heavily powdered Instagram look is falling by the wayside, and as professional makeup artists, we are thrilled! We want to help you keep your skin looking good, and by good, we mean bright, dewy, and glowing at all times. To enhance your naturally pretty skin, try Natura Bissé's Cocoon Cream for an overall sheen, or use girlactik Skin Glow to subtly highlight your high points like cheekbones, cupid's bow, and collarbones. While keeping skin minimalistic, add the wow factor of metallic eyeshadow with products like ELLIS FAAS Lights eyeshadow to make lids appear gilded and glisteningly wet. The eyes are a great dichotomy to showcase while featuring dewy skin. And remember, easy makeup never goes out of style, and that's why The Powder Room will always be here to help you discover the best version of yourself! Wanting to see the application process? Watch on our Instagram!



Diamond Cocoon Sheer and Ellis Lights

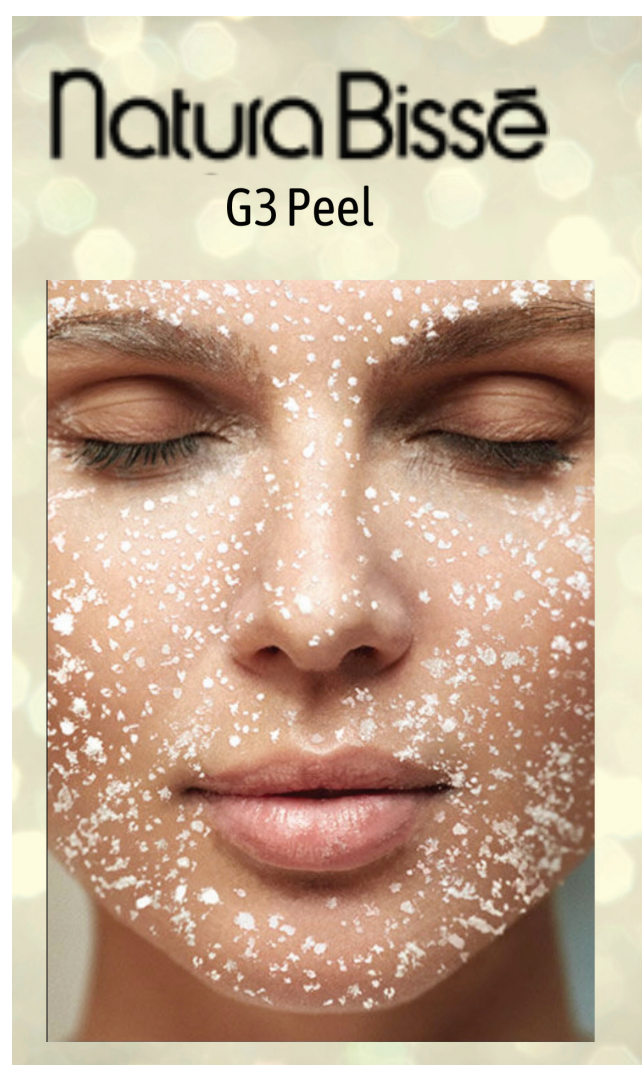
Fresh, dewy skin paired with sexy, shimmery eyes is a great (and trendy) way to celebrate the summer! Your favorite tinted moisturizer from Natura Bissé has proven to be incredible at showcasing skin rather than hiding it. Intensely hydrating, their amazing Cocoon Cream not only repairs your skin but also prevents and counteracts signs of aging, protects against modern pollution, and improves your skin's resistance to stress. Using this magical formula, you will protect and plump your skin while providing that touch of perfecting color to even any skin tone, reduce imperfections, and leave behind a natural dewy glow. Capitalize on another trend – the metallic eye – by using ELLIS FAAS Lights highlighters for your eyes. These fabulously liquid eyeshadows dry upon application to create the illusion of truly metallic eyelids. The texture appears wet while being perfectly dry with a smooth finish so that you won't feel any stickiness, and you'll avoid those dreaded eyelid creases. Pairing Natura Bissé with ELLIS FAAS together will help you achieve your desired trending looks. Would you like to know how to "Get the look" -Use our Booker app to make your appointment.



Karli's Korner Treatment Specials

Natura Bissé G3 Peel

The Powder Room, with a bit of help from Natura Bissé, is asking you to experience a facial providing luxurious and unequalled pampering for visible and immediate results. Impurities and excess oil in your skin can leave it looking dull and lifeless going into the summer months, making periodic deep facial cleansing essential. Our anti-aging G3 Peel incorporates the latest trend of aesthetic medicine, carboxytherapy, to combat the signs of aging and detoxify the skin, leaving it dewy and youthful-looking. The G3 Peel technique uses CO2 to revitalize and renew your skin with an effective protocol that gently resurfaces your skin while providing natural luminosity, making your face ready for the perfect minimalistic makeup look. Combined with glycolic acid and the Natura Bissé Diamond skincare line, this individualized treatment helps to reduce fine lines and wrinkles and increase radiance and balance to skin tone. This is the perfect Peel for the summer months because it is highly. Your results will show skin that is free of impurities, fully oxygenated, and well-hydrated, so book a G3 Peel this month for the ultimate detoxification and anti-aging that will leave your skin glowing!



Karli's Korner Product

Natura Bissé Diamond Glyco Extreme Peel & Essential Shock Intense Complex

Viewing its Diamond Glyco Extreme Peel as a scientific masterpiece, Natura Bissé has developed an exfoliating at-home treatment that is non-aggressive but highly efficient, with incredible results that uncover your true beauty. Containing salicylic acid and five AHAs, its exclusiveness lies in the triple enzymatic exfoliation system. It effectively eliminates dead skin cells and produces a renewing, rejuvenating effect to minimize pores, fade acne scars and dark spots, and deeply hydrate your dermis. We like to pair it with their Essential Shock Intense Complex, a shockingly intense and silky smooth formula that will improve your skin's texture and increase skin renewal. Reveal a radiant and even-toned complexion, reduce wrinkles and fine lines, and strengthen the structure of your skin. Highly recommended for all skin types, these exclusive formulas will help reduce visible sagging and smooth wrinkles and restore a youthful appearance to reveal softer, dewy, and tighter-looking skin. Your pretty face will be instantly improved, extraordinarily firm, and wondrously luminous – begin your transformation today!



Cara's Confidential

Minimalist Glam and Kitten Liner

Let your skin take center stage with the hot summer trend of Minimalist Glam! Use only what you need to enhance your features – no heavy foundation or concealers here; instead, apply a lightweight radiant foundation for a pretty, lit-from-within understated glow. Your eyes will be softly defined with a hint of shimmer using FACEatelier's Shimmers, and a natural-looking bronzer like girlactik's Cabo Bronzer is added for warmth and definition, cheeks are flushed with Girlactik's Cheeky tint and Glow, and a soft highlighter is also added. Next, the eyes are tightlined, and the Girlactik Percise Maker Eyeliner is used to create the ultra-feminine kitten liner. This hottest trend of 2022 is more subtle and less dramatic than the usual cat-eye and starts at the outer third of the upper lash line with a smaller baby wing at the ends. Try leaving the center lash line open so that your natural lashes look longer, and then to complete your minimalist look, swipe a lightly tinted gloss on lips to make them shine!



Precise Marker and Cheeky Tint and Glow

Favored by many with a Star Beauty Award behind it, girlactik Precise Marker Liner can help you achieve the ultra-feminine kitten eye everyone is clamoring for! Perfecting this look is as easy as swiping an uber-thin wing with its soft and precise liner tip for a weightless, long-lasting, and smudge-proof kitten eye. Paired with girlactik's Cheeky Tint & Glow Duo, your minimalist look is perfected by applying tint blush to the apples of your cheeks and blending, then applying the glow over the tint for a complexion-enhancing hue that will show off your fab skin while adding a hint of color. This natural-flush cheeky tint will give you a gorgeous subtle glow for that perfect just-hit-the-beach look. Put your faith in The Powder Room and girlactik this summer, and we'll have you maximizing minimalism in no time flat!



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



The Powder Room is pleased to offer clients an additional way to pay for services. Contact us today for a full list of Care Credit Services available.