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February Newsletter

You don't need Cupid to show you some love this month – let The Powder Room be the one to shower you with luxurious treatments, luxury skincare, and fantastic makeup! Add to that some very wearable trends to start your 2023 outright, and it's truly a match made in heaven! Another hope is for all our favorite ladies to focus on truly caring for themselves and loving themselves. Self-care is the most important thing a person can do, but we've never been trendy with our self-care and self-love suggestions and recommendations – we've always believed that taking care of yourself first is truly important. Regardless of what we're sometimes taught to believe, it's not selfish or self-serving but based firmly on the reality of our daily lives. We all know how important it is to take care of ourselves before taking care of others, so let The Powder Room be your unique Valentine this month, and we'll help you focus on yourself in a healthy, loving way!

Kelly's Picks

Spring 2023 Makeup Trends Metallic Eye & Hyper Glow

What's old is new this season, with metallic eyes making the rounds at New York Fashion Week. A significant transformation is happening where we see looks morph from polished and perfected to bare, dewy skin and lived-in, metallic eyes. Think classic silver, gold, or brown metallic, the most universally flattering for any eye color. Heavy metal is a great way to update your look by giving you a sparkling appearance that will have you shimmer brighter than any celestial being out there. To complete your look, pair your new metallic skills with skin so glowy you'll mesmerize yourself! Iridescent, angelic, and dewy, your newly no-makeup-makeup skin can appear almost mirror-like with the right highlighter and strategic placement. For this look, put your bronzer away and focus on light effects, holographic shimmer, and high-wattage highlighter because you can't possibly shine too much this month! And never fear, the perfect combination of drama and dewy, metal excellence can be found at The Powder Room, where we will show you how to create this smudgy, smoky, hyper glow montage trend that is always pretty without being overpowering.



Get the look!

While keeping skin minimalistic and glowing, capitalize on the metallic eye trend with the wow factor of products like ELLIS FAAS Lights eyeshadow to make lids appear gilded and glisteningly wet. This is a great dichotomy to showcase while featuring your dewy skin. World-renowned makeup artist Ellis Faas created Lights to be more than just highlighters. Although liquid, these fabulous eyeshadows dry upon application to create the illusion of genuinely metallic eyes. The texture appears wet while being perfectly dry with a smooth finish so that you won't feel any stickiness, and you'll altogether avoid those icky eyelid creases. You've never seen anything like it, so come by the store and mine your own precious metals this month! Highlight your on-trend metallic eyes with girlactik's Dewy Skin Gloss Duo for a wet pearlescent hyper glow that illuminates your skin with a dewy radiance. Formulated to be lightweight and non-sticky, this super smooth duo balm is hydrating and provides the perfect dewiness to your skin. You can apply Dewy Skin Gloss on bare skin for a natural look or even as a topper over creams and powders for a glass finish. For an overall best look, apply by dabbing your middle and ring fingers together on your upper cheekbones, down the bridge of your nose, Cupid's bow, and above your brow arch. To impart a look of youth and vitality from yesteryear, pick up girlactik's pearlescent duo balm this month to add that glass-like effect to your pretty skin that's been missing this winter season.



Karli's Korner

Gua Sha Rose Quartz Rejuvenation Facial

During this season of love, practice self-care with our Gua Sha Rose Quartz Rejuvenation Facial to feel more relaxed while also looking younger. Originating from Traditional Chinese Medicine, gua sha is a proven, centuries-old practice that lifts and tones the face and also aids in lymphatic drainage, and reduces inflammation. Our treatment begins with a deep cleanse, and exfoliation of the face and neck area, followed by a complete gua sha treatment using rose quartz stones and then finished with a rose-infused masking treatment. Ironically called the "stone of love," Rose quartz helps stimulate blood circulation to bring more oxygen to your skin's surface, encouraging a natural glow while helping to relax the face and neck muscles (always a good thing!) Receiving our Gua Sha Facial is a transformative process that detoxifies, relieves tension, and produces youthful, glowing skin. Care for yourself this month with help from the stone of love and The Powder Room! \$150 per treatment.



Karli's Korner Product

Natura Bissé Diamond Extreme

Continue taking care of yourself and your pretty skin this month with reimagined Diamond Extreme Cream from Natura Bissé and their two new finishes, Rich and Light textures. This luxurious cream is enhanced with Smart Energy Complex, which triggers your skin's defense mechanisms to repair it, protect it from harmful aggressors, and fight against signs of skin aging. Extremely decadent, their delicate formula provides your skin with elasticity, regenerates cells, fights wrinkles, creates firmness, and maintains an optimal state of hydration. Now presented in two textures adapting to all skin types, preferences, and seasonal needs, Diamond Extreme Cream is complementary when used following our Gua Sha Rose Quartz Facial and will revitalize your skin for unbeatable anti-aging results. A rich Texture is perfect if you prefer more of an emollient texture with a dewy finish and Light Texture is ideal for those looking for a fast-absorbing cream that dries to a matte finish. In testing, 100% of women reported more hydrated, softer, and smoother skin with less visible lines and wrinkles in only 45 days. So, begin your love affair with Diamond Extreme Cream today, and in six weeks, you'll reveal more luminous, radiant, and vibrant skin – trust us, the extreme results will astound you! Through February, to continue celebrating your self-care, we are offering a glass of bubbly AND a Gift with purchase when you come in for your Rose Quartz rejuvenation facial and the purchase of The Natura Bissé Extreme Cream. While supplies last.



Cara's Confidential

Spring 2023 Makeup Trends Brown Smokey Eye & Multi-use Makeup Products

This season, skip the usual dark, smoky eye when thinking about everyday looks for work or play. If you love the idea but want something more wearable, why not try a smoky brown eye instead? An easy look to the master, start your soft gradient with rich brown and finish with a neutral cream, blending as you go...that's it! This twist on a classic is perfect for daily wear, the office, or even an occasion where full glamour is not required. Think that's a piece of cake? To cut your prep time and clear up some coveted counter space, make your life easier with multi-use products. All the rage these days, these beauty phenoms can simplify your routine by being used in ways other than their intended design. Streamline your makeup routine by using bronzer as eyeshadow or shimmery champagne shadow as a highlight. A micro trend within this macro trend is using a cheek balm to tint your lips and cheeks to create effortless glamour with a magical glow in a snap! And remember, ladies, 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! Love the trend but need some help creating it? Book a One on One lesson to learn the techniques to accomplish this and many other looks with confidence. Schedule your lesson in February, and we will show your skin a little extra love with a complimentary IS Clinical active peel treatment as part of your One on One lesson. Beautiful skin and marvelous makeup go hand in hand at The Powder Room.



Get the look!

There's essential, and then there's essential...we're focusing on the latter this self-care month, ladies, with girlactik's The Essential Palette. Effortlessly applied, these twelve heavily pigmented shadows ranging from soft tone hues like Ballet to shimmering browns like Oak to deep berries like Crimson, are long-wearing, work well with crème products, and can also be used wet, which is a game-changer for those of you who like to play with your makeup! You also get a sparkly creme topper, Lace, which can be added to any shade to change your look when the mood strikes. Paraben- and sulfate-free, their soft colors include six matte shades, five metallic shades, and one creme sparkle topper. We've covered you this month with girlactik and their Essential Palette.



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



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