



October Newsletter

Alas, summer has gone, but honestly, this is an excellent time of year! The temperature is borderline perfect, and the leaves are turning such beautiful colors that we can't help but be inspired. We want to share our October Obsessions with you this month! Seriously, like Calvin Klein or Animation obsessed! Undoubtedly, our boutique is THE premiere place for skincare and makeup in the Cleveland area, and we'd love to be your go-to for helping you make the best of memories this autumnal season. And although we adore seeing you stop by, we know that sometimes it's impossible with busy schedules and numerous commitments. We've made it easy for you to stay connected to us through our brand-new Shopify online store (yippee!). We are offering 10% off your entire order to celebrate our new online Shopify account! Some exclusions may apply. But if you prefer to order by phone or email, we're always here for you, too. Don't forget – we can ship anywhere you are!

Kelly's Picks Brow Services

Are you obsessed with brows? Why yes, we are! Having the perfect eyebrow is what defines the quintessential modern makeup look. For over 30 years, our uniquely talented owner has been framing faces and creating the ideal arches for her clients. Expertly trained in all the beauty industry's brow styling methods, Kelly is ready to share her obsession with you. If you are looking for a less permanent option, we recommend you try our boutique specialty - Brow Lamination, Sculpt, and Tint to frame your face beautifully. This service is perfect for those who have thicker, unruly brow hair. She will "tame" those unruly hairs into shape by applying a series of solutions. (typically lasting from six to eight weeks.) and then she will shape the brow- only tweezing, scissors, and a little razor to give you perfectly shaped brows; to complete the service, Kelly will choose the appropriate tint color. For those looking for a longer-lasting option, we suggest microblading. This is a semi-permanent technique that enhances your natural brows. It can be used to create, reshape, fill in gaps, improve the arch, and even reconstruct their entire appearance by depositing pigment into the top layer of skin so it will fade gradually over time. Typically lasting for a year and a half. Another semi-permanent technique is The Powder Brow, which uses high-quality pigments using a machine on your skin's epidermis to give you a more defined brow that looks closer to makeup and lasts an astonishing 2-3 years. Or combine both techniques for a Combo Brow and say goodbye to that eyebrow pencil! We're. Completely. Obsessed.



Karli's Korner Product Karlis Obsession

Obsessively plump and shape your lips at home this fall! Combining two products for a one-two punch of effectiveness is nothing new, but this lip powerhouse from iS Clinical will have you wondering how your pretty pout lived this long without it! Start with their Lip Polish to gently exfoliate your lips to reveal a smoother, glowing texture while the antioxidant-richness of Vitamins C and E condition, moisturize, and soften your skin. Follow up with their Youth Lip Elixir, which visibly hydrates as it enhances and plumps the overall appearance of your lips. This truly innovative formula combines the most powerful clinically proven botanical extracts and antioxidants to provide immediate and long-term improvements to your lips, including redefining your lip border. After applying the Lip Elixir, use the MY SKIN BUDDY™ device directly on your lips on setting one. The combination of red-light therapy, thermal heat, and ultrasonic vibration will infuse the serum into the lips, immediately plumping your pout while building collagen for long-term results. You can also use this little duo as a fantastic post-Lip Flip healing aid, so stock up for the fall and upcoming winter months –you'll have a new pout in no time.



Cara's Confidential Makeup Lessons

Passionately obsessed. That's how The Powder Room's Professional Makeup Artist, Cara McGuire, describes her feelings about the nearly 30 years she's spent in the cosmetics industry, helping women feel confident and beautiful through artistry and education. Relying on her vast experience and education, Cara will share her knowledge and passion to teach you how to utilize the best skincare products for your skin type and concerns and show you all the tips and tricks to take your makeup routine to the next level! Whether individual, group, or even teen lessons, Cara is flexible with any form of instruction to give you the confidence to explore new and different ways to apply your makeup, and she'll tailor each session to meet individual needs. Offered in two-hour increments (longer for a group), her lessons will benefit anyone from a novice to a self-described expert! Cara will cover it all and more, whether it's a natural look for every day or a glamorous look for a big event or special evening out. This fall, let our experts at The Powder Room obsessively show you everything from skincare to finishing spray and arm you with the tools and knowledge to feel confident and look your very best.



Kellys Obsessions

I've been obsessed with anti-aging products for as long as I can remember! I opened my boutique almost 16 years ago to help educate my clients on great skincare and makeup. These are just a few must-haves. Stop in for more! The future has arrived, and we're more obsessed than ever! The revolutionary iS CLINICAL GeneXC™ Serum – a clinically proven combination of Extremozymes, antioxidants, and fruit acids that repair your skin's fragile DNA to brighten, protect, enhance, and hydrate your pretty skin while also supporting multilevel protection and long-term visible improvements. This innovative formula contains antioxidant-rich enzymes and super potent 20% Vitamin C that work synergistically to provide results such as younger-looking, more vibrant, and healthier skin that reveals a more glowing appearance. Second in the lineup of anti-agers is the FACTORFIVE Regenerative Serum. Created by Stanford-trained scientists, this serum deviates from traditional anti-aging skin care methods. It focuses on the five signs of aging – wrinkles, sun damage spots, skin laxity, thickness, and uneven texture – to promote healthy cellular activity. Their unique formula combines human-derived stem cell growth factors with well-known ingredients like aloe, copper, and citric acid to painstakingly create the most effective anti-aging skincare line on the market. For use after facial treatments like our Plasma Pen or as an everyday step in your skincare regimen. Results can be seen in as little as four weeks. After seeing these excellent results, you'll be just as obsessed as we are!



Since we know I'm BROW OBSESSED, we bring you Pretty Vulgar Defined Brilliance Eyebrow Pencil. So when you think of anti-aging, eyebrows might not come to mind, but a perfectly balanced eyebrow frames your face and, when done well, can lift the eye, giving the appearance of a more youthful appearance.

Their ultra-soft, water-resistant, and long-wearing formula comes in three natural colors and creates the look of fine brow hairs to define and fill in your brows. The precision slant tip brilliantly allows for easy control, even application, and the ability to create the look of thick or thin brow hairs. This fall, keep your brows looking artistically fuller and beautifully defined all day long with Defined Brilliance!

Karli's Korner Plasma Pen Lip Flip

You'll flip this month when you see what The Powder Room Makeup Oasis and Boutique has in store for you! We're obsessed with the Plasma Pen Lip Flip treatment, and trust us; you will be too – we're talking seriously head-over-heels here! The Louise Walsh Plasma Pen uses cutting-edge plasma energy to stimulate your underlying dermal skin layer, creating new, long-lasting collagen lasting two to three years. It's a great alternative to costly injections that only last a few months. When your skin is treated with the Plasma Pen, a tiny arc is created between the tip of the pen and the skin's surface. Although this plasma arc never touches your skin, it creates a channel of heat down through your dermal layer. This action creates a small micro-injury and stimulates new collagen to make your upper and lower lips look fuller and more balanced, giving you a beautiful pout in a non-invasive, non-surgical way. It can also be used anywhere on the face, neck, or body! Smooth and tighten unwanted lines, sagging skin, and acne scars. What are you waiting for? The holidays are right around the corner! Call to book your consultation with Karli Mohr, our Plasma Pen Elite Technician!



Cara's Obsessions

This month, my obsessions range from veiled skin to essential brushes that will prepare you to create the most stunning looks this fall. Skin Veil Foundation by Ellis Faas glides on effortlessly to diffuse light across the skin's surface, reducing the appearance of fine lines and wrinkles. With an exceptional balance of high-quality ingredients such as Vitamin E, Hyaluronic acid, and micronized pearls, this formulation will never look or feel heavy. Still, it will allow your beauty to show by illuminating and nourishing your skin. Complement your I'm-obsessed-with-beauty-look by topping off your pretty pout with a swipe of Rose Oil Clear Petal Gloss by girlactik. Naturally infused with dried rose petals, and argan, raspberry seed, vitamin E, and jojoba oils, this long-wearing, non-sticky rose oil gloss offers anti-inflammatory and antioxidant benefits for your lips as well as locking in moisture to leave your pout feeling soft and smooth with a glassy finish, perfect to wear for daily for a fresh natural look or use a part of your morning skincare routine to prep your lips for your favorite fall girlactk matte lip paint. The perfect fall look can only be accomplished with the proper tools. This is where The essential brush collection from FACE atelier steps in. These eleven Soft and luxurious synthetic brushes are perfect for creating a flawless complexion, perfectly blended shadows, and a precise, clean lip look. If you try them, I know you, too, will be obsessed. Contact us on social media, call, or stop by the boutique to make an appointment, get more info, or place an order. Feed your obsession for all things beauty this fall at The Powder Room.



***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.