

SERENITY NOW

Serenity Featured in Boston Voyager

On August 21, 2018, Boston Voyager published an article spotlighting Serenity Spa and Salon and our recent expansion!

In this interview, Melanie spoke about opening Serenity, with five employees and a modest 2,000 square feet and how we have since grown to a team of nearly 40 and a space three times the size.

She credits her success to her passion for the industry, her team, and each and every one of our amazing clients.



“There’s nothing more powerful than making people look and feel beautiful...”

Find the link to the full article on our Facebook Page : Serenity Spa and Salon



Nail Department:

Introducing Baby Boomer Nails and 15 New Shellac Colors! Plus, see monthly product and service specials!



Hair Department:

Learn more about our amazing assistant, what classes we’ve been taking, and what products are on special!



The Spa:

Find out more about our new massages, check out our skin specials, and see what’s in store for The Yoga Spa!

What's New?

Buy 5, Get 1 Free
Seasonal or Serenity
Signature Pedicures!
**PLUS, receive a
FREE gift!**

Our Master Acrylic Techs,
Jacqui and Kerri, are
working hard to perfect
the new Baby Boomers
Technique!

Product Spotlight

Stock up and Save!

This month, **take 20%
off Footlogix
Mousse!**

INTRODUCING...



The Peru collection from OPI in
Infinite Shine & regular polish
are arriving just in time for fall!

* We will be introducing the new
LUXE line from Shellac with 15
NEW colors!

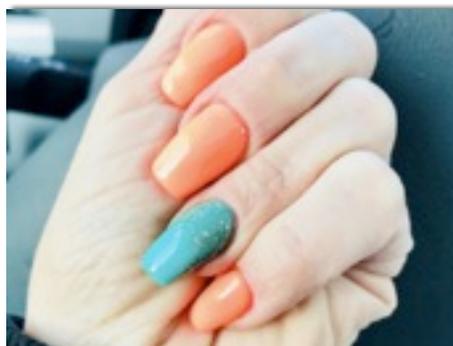


BACK TO SCHOOL SPECIALS



**Take \$10 off a
Hydrotherapy Pedicure
and Shellac Manicure
Combination with Jess!**

**Take \$10 off a Full Set
of Acrylics with Kerri!**



**Indulge in our Monthly
Pedicure
Apple Cider Sangria
\$65**

PRODUCT SPOTLIGHT

RevitaLash

What it is: Original, Physician developed lash and eyebrow conditioners that address the visible signs of eyelash aging, leading to healthier-looking, more luxurious lashes and more beautiful brows.

20% off this month

What it Does: These award-winning and category-leading serums feature advanced technology to strengthen lashes and brows and protect against breakage while improving flexibility and shine, resulting in dramatic looking lashes and brows!

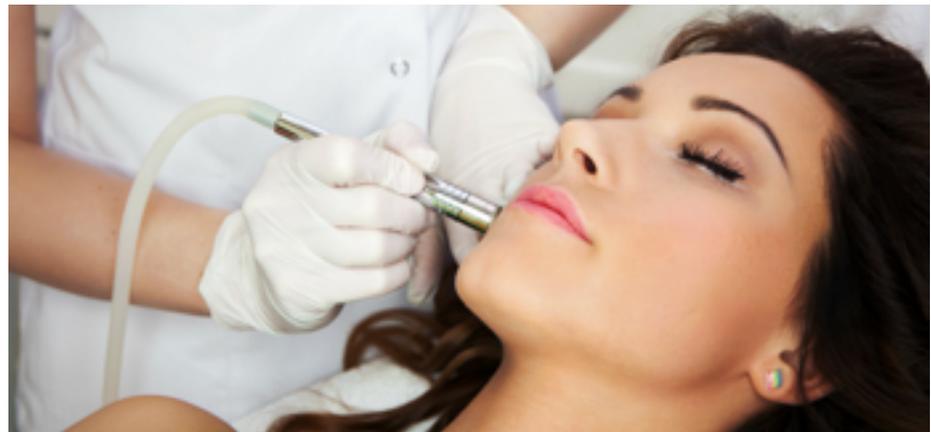
Did You Know?

RevitaLash is completely safe to use with Eyelash Extensions! In fact, it can aide in strengthening natural lashes, enhancing the results of lash extensions!

Skincare Specials

September is here: back to school, back to the grind! It's also a great time to focus on skincare! After a long summer of congesting your skin with sun, sweat, and sunscreen, it's time to refresh and revitalize with these September Specials!

Express Microdermabrasion Series - Buy 5, Get 1 Free! For best results, schedule your first 3 treatments 2 weeks apart!



Microdermabrasion Facial - Microdermabrasion treatments exfoliate the top layer of the skin, removing the dry, dead cells to reveal a clean, fresh, and bright complexion. The benefits of microdermabrasion facial treatments are numerous, including unclogging pores, brightening skin, and lessening signs of aging.

\$125.00 this month (regularly \$150.00)

Seasonal Body Exfoliation - Are you exfoliating? You should be. Exfoliating will not only give you silky, smooth skin, but will also lessen the appearance of fine lines and wrinkles. Plus, it helps your summer tan last longer!

\$85.00 this month (regularly \$100.00)

Skin Classic Treatments - The Skin Classic Direct high frequency technology is an affordable non-laser treatment for minor skin irregularities such as telangiectasis, cherry angiomas, keratosis, fibromas, skintags, hyperpigmentation, milia, sebaceous hyperplasia and acne pimples.

\$50/15 minutes (regularly \$75/15)

In The Know

Education:

Tim and Kate took the **Arrojo American Wave Certification** in July! This new hair texturing service will give you that lived-in wave look and texture lasting up to 5 months!

Candice, Samantha, and Sadye took an amazing braiding class with Instagram star **@braidedandblonde**, which gave them an in-depth understanding of **new and trending braiding techniques!**

Tim, Kim, and Samantha recently took the **Kevin.Murphy Color.Lab class**, an in-

TRENDING...

* Braided styles are taking over Pinterest and Instagram! These new braiding techniques will take your prom, wedding, or special event look to another level!



Gorgeous, braided looks by Candice (pictured right) and Samantha (pictured above) after an incredible braiding class!

depth color class that gave them a deeper understanding of our new Kevin Murphy color line, both technically and

practically. In this class they learned how to enhance and counteract Kevin Murphy color.

EMPLOYEE SPOTLIGHT: SADYE GERARD



Meet Sadye! Sadye started at Serenity this April! She graduated from the Shawsheen Technical High School in June as a Licensed Cosmetologist! Serving as an assistant to our Level 3 Stylists, Tim and Candice, she has gained both knowledge and hands-on experience! In addition to being a fabulous Assistant, she is also a talented makeup artist! Sadye will be independent and taking clients later this fall!

**Back to School
Special**
.....
**Receive a FREE
Color
Refinement
Service with any
Full Foil and Cut!**
.....

PRODUCT SPOTLIGHT



Eleven Australia Miracle Hair Treatment

Suited to all hair types, this lightweight leave-in treatment delivers ELEVEN benefits your hair will LOVE.

This unique all-in-one MIRACLE HAIR TREATMENT works to:

1. Add shine, smoothness and softness
2. Control frizz and flyaways
3. Moisturize
4. Strengthen fragile hair
5. Prevent split ends
6. Detangle and create manageability
7. Protect against heat styling
8. Enhance natural body
9. Repair dry damaged hair
10. Protect hair color with UVA and UVB filters
11. Prevent chlorine and sun damage

Suited to all hair types, simply pump and apply to damp hair.

20% off this month!

~NEW~

American Wave

Tim and Kate
are both Arrojo
American
Wave
Certified!



**American
Wave** creates
soft, natural-
looking wave
and curl
patterns for
today's client.

Whether you

want to increase volume, make curls, or add beach waves, this professional service offers the permanent creation of texture with results lasting up to five months.

The system uses editorial hair setting techniques for fashionable looks. The ionic waving lotion reduces stress on hair, smoothes the cuticle, and encourages wave and curl patterns that are tailored to fit the needs of each client.

Introductory Special

\$250

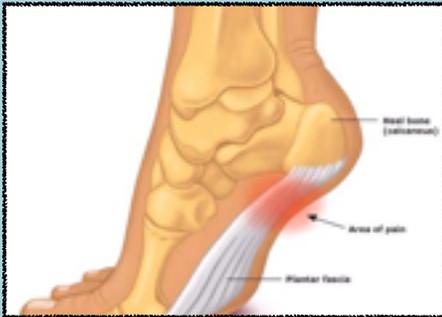
through October

WELLNESS SPOTLIGHT

Plantar Fasciitis

What is it?

Plantar Fasciitis is a chronic local inflammation of the “bowstring-like” ligament that stretches underneath the sole of the foot.



How can massage help?

A good foot/leg massage can break up scar tissue in the area and increase circulation. This is known to decrease the inflammation and the pain and to aid in recovery.

Helpful Hints:

- Roll the bottom of your foot with either a frozen water bottle or a hard nubby ball. Serenity carries this product for your convenience.
- Stretch your calves and Achilles often.



Massage Therapy

September Specials

Receive any massage in the month of September and **receive a coupon for 20% off your next massage** (valid from October 1 - October 31)

Book any 90 minute massage and receive a **complimentary travel size allergy relief aromatherapy roll on!**

DEPARTMENT NEWS

We now offer two new therapies!

Thai Yoga Massage - A centuries old therapy developed in Thailand. It is performed on a massage mat on the floor with the client fully clothed. It is a combination of a wide variety of yoga-like stretching, passive joint movements, and full body compressions that are applied very slowly in a rhythmic way. It is especially helpful for anyone seeking greater range of motion in the muscles and joints.

*Please wear comfortable clothing that will allow for a full range of motion during the session.

Introductory Special \$125 - 75 Minute Session

Reiki with Laura - Utilizing the universal life force, this ancient Japanese treatment modality increases energy flow for overall well-being and/or specific areas of intention. This type of energy work can be directed by intention or utilizing direct hands on approach. Among the many benefits are increased relaxation and stress reduction, improved sleep, and a deeper connection to self-knowing at a physical, emotional, and spiritual level.

30 Minute Session....\$35

60 Minute Session....\$70

The Yoga Spa

Yoga is for everyBODY!

Whether you have never taken a class or have been attending classes for years, Yoga is for you! Yoga does more than just burn calories and tone muscles; it's a total mind-body workout that combines strengthening and stretching poses with deep breathing and meditation or relaxation. Try a class today!

To learn more about class schedules and pricing, please visit:

www.theyogaspaatserenity.com

Candle Light Yoga

Sunday, September 9th

6:30 PM

Instructor Jeremy Hansen will walk you through a slow-paced style of yoga with poses that are held for extended periods of time. These longer holds target the connective tissues of the body, increasing circulation to the tendons, fascia, and ligaments.

\$20 for this 75 Minute Specialty Class.

Register online or through our Facebook page. Space is limited.



Introducing our new instructor, Shannon LeLacheur!



Stay Tuned

NEW classes, as well as new class times are coming this Fall!

Plus, stay tuned for an all NEW Parent-Tot Class!



The
Yoga Spa

3 Easy Ways To Change Up Your Makeup For Fall

1. Opt For Darker Lip Colors.

Colors. While summertime is all about sheer lip balms or bright colors, fall is the perfect time to experiment with darker hues! We love dark cranberries, deep plums, and rich crimsons! If you are a little more hesitant, try experimenting with a berry lip stain or hydrating lip balm!

2. Choose A Heavier Moisturizer. With the heat and humidity of summer, skin may be on the oilier side; however, with the cooler weather coming in, skin will dry out! Keep

your skin hydrated with a heavy-duty moisturizer for a flawless makeup application!

3. Try A Matte Finish. Summer = shimmer! This

summer was all about shimmering highlights, bronzers, and eyeshadows. For fall, switch up your look with more matte formulas, including your foundations, bronzers, and blushes!

MAKEUP WE LOVE!

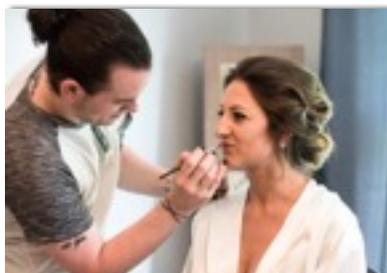


✦ Did you know Serenity has its own line of Lip Glosses, Lipstick, and Lip Liners? Whether you are looking for a soft nude or something a little more dramatic, we have the perfect shade for you!



Jane Iredale makeup is skincare makeup! Clean ingredients with powerful results!

FIND YOUR FOUNDATION: MAKEUP CONSULTS



Liquid? Powder? Primer? Color?

Let our expert makeup artists help you find your ideal makeup must-haves!

**30 Minute Consultation/Lesson \$30
PLUS 20% off your entire makeup purchase!**

Did You Know?

According to a recent study, up to 77 percent of women wear the wrong color foundation! Find your ideal match today!

*Calling all
Serenity Brides!*



Our new bridal suite is almost complete, but now we are looking for the finishing touches! We want **our Serenity Brides** to fill our walls with their favorite wedding pictures!

If you'd like your photos to be featured, please email them to SerenitySpa315@icloud.com

**note you must own all photos*

Did You Know?

If you book any spa services for you and your bridal party of three or more the week of your wedding, you'll all receive **15% off!**

Bridal Parties & Bachelorettes



- Indulge in the ultimate wedding experience -

Make Serenity Spa and Salon your destination for bridal party prep, bachelorette parties, and more! Ask our Wedding Coordinator for more details about our bridal party packages!

Bridal Tips

1. **Do not** experiment with any new skincare products one month before the wedding. During your consultation your makeup artist/esthetician will review a proper skin care regimen specifically designed for you.
2. **Drink plenty of water!** Remember what you put into your body reflects on the outside as well. Staying hydrated keeps your skin's natural hydration level in balance.
3. **Schedule routine facials** and any necessary waxing services months before your big day! Professional skincare services cleanse your skin on a deeper level.
4. **Get plenty of sleep!** It is crucial to rest before your big day.

We Want To Hear From You



*What's
Coming
Next
Month?*

BOTOX NIGHT OCTOBER 23RD

Dr. Seth Kates will be providing a special Botox Night for our valued clients on **Tuesday, October 23rd, from 6:00-9:00 p.m.**

Consultations are always free!

Please call 978-649-0970 to schedule your appointment



Contact Information

Serenity Spa & Salon
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Tyngsboro, MA 01879
978-649-0970
serenityspa315@yahoo.com
www.serenityspaandsalon.com

Hours

Monday, Wednesday

9:00 am - 8:00 pm

Tuesday, Thursday

9:00 AM - 9:00 PM

Friday

9:00 AM - 5:00 PM

Saturday

9:00 am - 4:00 pm

Find us on Social Media

Instagram:

@Serenityspaandsalon

Facebook:

Serenity Spa and Salon

Instant Gift Certificates

Shop online for any occasion with instant Serenity Spa & Salon gift certificates!

Design and personalize your gift certificate, preview it, and then send or print it immediately! It's fast and easy!

What services or products would you like to see at Serenity?

Let us know!