



# SERENITY NOW

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## Serenity (se-ren-i-ty)

**1: The state or quality of being serene.**

**2: A disposition free from stress or emotion.**

**3: The absence of mental stress or anxiety.**

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

## *What's New?*

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

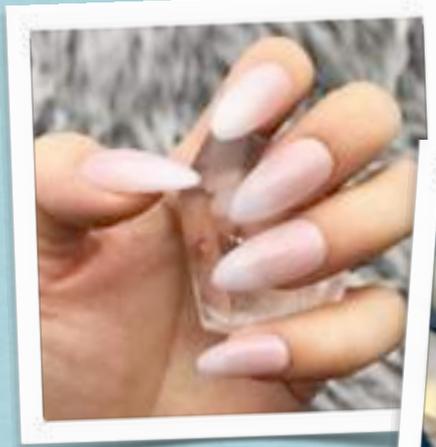
Indulge in our Seasonal  
**Pumpkin Pedicure**  
featuring our Pumpkin  
Martini!

**\$65.00**

Add our **Glycolic Callus**  
**Eliminator** to any  
Pedicure!

**\$15.00**

## INTRODUCING...



\* Our Master Acrylic Techs  
have perfected the baby  
boomer technique!



Book your appointment  
with Kerri and receive \$10  
off a Full Set of Acrylics!

## *Product Spotlight*

**With the change of the seasons, cuticles will start to become dry and cracked! Use Cuticle Oil every day to prevent this from happening!**

This month, **take 20% off CND Cuticle Oil!**

## EMPLOYEE SPOTLIGHT: JESSICA LAVEE



**Meet Jessica!** Jessica graduated from Michael's School of Hair Design & Esthetics in January, 2015! While she started at the salon as an assistant, she found her passion doing nails! Jessica loves doing pedicures and helping her clients feel relaxed! Jessica also loves recreating looks from Pinterest, especially ones that include nail stamping or glitter! See something online that you love? Jessica is always willing to try new ideas and techniques! Please see one of our Spa Coordinators to schedule your next nail appointment with Jessica!

## PRODUCT SPOTLIGHT

### *Farmhouse Fresh*

We are please to announce the launch of our new line "Farm House Fresh" (FHF). These products are all crafted in the USA, made from organic and natural ingredients.

**20% off this month!**

The creator, Shannon McLindden, has built her passion over the past 15 years, receiving awards for "favorite body care line." This line goes hand-in-hand with her dedication to animal rescue, with many of the proceeds going to help those in need!

***Check out our new, homemade scrubs, lotions, and other amazing body products!***

# Skincare Specials

Time to erase spots and soften wrinkles! Hands inadvertently receive a fair amount of sun exposure, but are often neglected! Hands are a tell-tale sign of age - but they don't have to be!

Purchase any chemical peel for the face and receive **a free chemical peel on the hands**. Plus, you'll receive a **free take home treatment** to enhance your results!

October is a great time to get back into your laser hair removal routine - or start a new one! It is necessary for the sun to be avoided throughout treatments, so make sure that summer tan has faded! Treatments work best on fair skin with dark hair. Unfortunately the laser doesn't recognize dark skin or pick up on light hair.

Start your routine now by purchasing a **package of 6 sessions** for any two areas and **receive your underarms for free!**

\*Results vary, each treatment will show visible reduction. Book your free consultation to discuss your options!

## EMPLOYEE SPOTLIGHT:

### LINDSAY CLARK



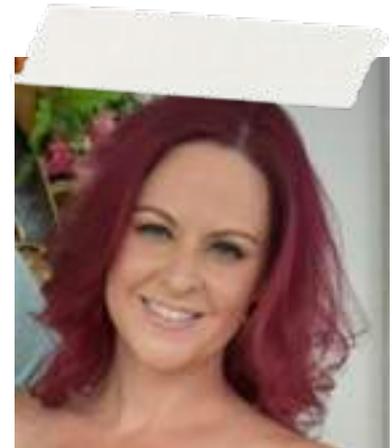
Lindsay has been with the Serenity team since 2008. She is a licensed esthetician offering a variety of skincare services.

One of her specialties are Lash Lifts! A lash lift is a semi-permanent treatment that gives your natural lashes the illusion of perfectly curled lashes with added definition!

This month marks 2 years of Lindsay doing Lash Lifts! To celebrate this anniversary, she is offering them for **the special price of \$50!**

(Regular price \$75)

Add a Lash Tint for extra drama!



## In The Know

*Should I wash my hair before my color service?*

Many clients ask whether or not they should wash their hair before coming in for their color appointment. To be put simply, yes.

Here are some guidelines to **prepare your hair for your next color service!**

1. **Wash your hair 12-24 hours before** your color appointment. You want hair to be clean while also allowing the oil in your scalp to create a protective barrier against irritation.
2. If you work out before a color service - wash your hair! **Excessively oily hair lifts poorly and processes slowly,**

## STYLIST SHOUTOUT



\* Samantha specializes in hand-painted highlights!  
IG: @sam.c.hair

Brianna shines when it comes to Balayage!  
IG: @slayed.by.bri

- resulting in a less-than-desirable color.
3. Be sure to wash your hair before your color service if you use a lot of products, especially dry shampoo. **It can create a barrier that color doesn't penetrate well.**
  4. Shampoo especially well if you use heavy products in your hair, such as coconut

oil. **Heavy, oil-based products make the color ineffective** and can cause highlights to bleed all over the place!

Ask Your Stylist  
What's Right For  
You!

Find the perfect  
Shampoo,  
Conditioner, and  
Styling Products

## PRODUCT SPOTLIGHT



### *Cezanne Reboot, Keratin Restorative Treatment.*

Gives thirsty, unruly hair the extra nourishment it needs.

Reboot is a replenishing and restorative treatment to extend the life of your Cezanne keratin smoothing treatment.

Use this anti-aging intensive treatment 1-2 times per week (as needed) to drench and nourish the hair, leaving it silky and youthfully restored.

**Receive this product FREE with our Express Smoothing Services!**

## OCTOBER IS BREAST CANCER MONTH

**Our salon** is taking “the pledge” and partnering with our distributor alongside 250 salons across the country to raise \$70,000 for the trailblazing non-profit, Wings of Karen.



In the three years since Wings of Karen was founded, they have granted **over a half million dollars** to some of the most promising research in the world, including a cancer vaccine study, genetic sequencing, and new methods of early detection.

It is the passion and intimate understanding of what it means to face breast cancer that drives these results, benefiting men and women around the world!

**Join us by getting a pink inspired tape-in extension today for \$15 and we will donate the profit of \$5 to Wings of Karen through the month of October!**

# WELLNESS SPOTLIGHT

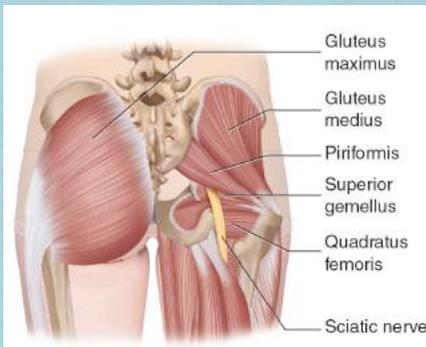
## Sciatica and Piriformis Syndrome

### What is it?

Did you know that Sciatica is not a medical diagnosis? Rather it refers to pain, tingling, and/or numbness felt along your Sciatic nerve. In contrast, Piriformis Syndrome refers only to when your Piriformis muscle irritates your Sciatic nerve.

### How can massage help?

Massaging and stretching the lower back and especially the gluteus muscles can initiate the deep Piriformis muscle to relax and reduce the pressure on the sciatic nerve



### Helpful Hints:

Here is a good, seated stretch for the piriformis and gluteus muscles.



# Massage Therapy

## October Specials

Pamper your hands or feet with a **fall scented scrub and warm booties or mitts** for just **\$15**. Can be added on to any massage!

Add on a **30 minute Jacuzzi tub soak with salts and aromatherapy oils** for **\$25** this month only!  
(must be pre-booked)

This month, take **10% off** our **Serenity Signature Massage!**

## DEPARTMENT NEWS

Have you seen our new couples room with our two-person Jacuzzi tub? Now that's luxury!



Have you tried our two new therapies,  
**Thai Yoga Massage** and **Reiki**?  
Both are still running introductory specials.

**Thai Yoga Massage \$125 - 75 minute treatment**

**Reiki with Laura**

**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](http://www.theyogaspaatserenity.com)

## *Goodbye Summer, Hello Autumn*

Join The Yoga Spa for 2 months of **unlimited classes!**

Classes include Beginner Yoga, Intermediate Yoga,  
Sunrise Yoga, and Yin Yoga!

**\$130**



### 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.

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!



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



*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!*

## 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](mailto: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**

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*- 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?*

## **Black Friday Specials!**

**Start your holiday shopping with a little  
Serenity!**

7:00 AM - 9:00 AM only

**25% off all gift certificates and retail products!**

## **Cyber Monday Special!**

**15% off all online gift certificates!**

\*Due to high volume we cannot accept any pre-orders or phone orders.  
Offers can not be combined with any other discount.

### Contact Information

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Tyngsboro, MA 01879  
978-649-0970

serenityspa315@yahoo.com  
[www.serenityspaandsalon.com](http://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!**