Volume 2

willow & birch BEAUTY BUZZ

July/August 2024

THE WILLOW & BIRCH *SUMMER HUNT*

Nostalgia of a Central Illinois radio station sparks a promotion for the community to enjoy & an opportunity to win big!

For years in the 90's, our local radio stations of Midwest Family Broadcasting, WMAY, WNNS, and WQLZ put on a hunt for the Bud Black Box, ultimately giving you the opportunity to win a brand new vehicle! People came and searched far and wide for the box, creating lasting memories and fun along the way. Our very own Nikki White was an active participant in this annual event with her father and best friend. Nikki said, "Lindsey & I enjoyed this so much, that we would often request to leave work early to go hunt and find the bonus clues. We would spend our free time riding around, chasing down where we thought the box could be. These times are some of my best memories with my father as well."

Willow & Birch is channeling our inner 90's kid for the summer and bringing back the concept of the hunt with the search of the **Willow & Birch Box,** stacked with a prize pack valued at **$2,500!!!** Find the box & you will win a **$1,000** gift card to both **Willow & Birch in Springfield** and **Uprooted by Willow & Birch in Taylorville.** For official rules, daily clues and more, be sure to follow and turn on notifications for our Willow & Birch Facebook Page! Share your adventures with us, using the **#willowandbirchbox** on social media. And may the odds be ever in your favor...

JULY & AUGUST SPECIALS

Stock Up & Save Liter Sale

Take 20% off ALL liters from any brand to stock up & keep your hair looking, feeling & smelling incredible!

Skincare Savings

Now is the time for that new regimen with 20% off ALL skincare products from any brand!

Boutique Gift With Purchase

Get a FREE pair of sunnies with a $50 boutique purchase!

Glo Lip Sale

Pucker up! All Glo lip products are 2 for $30, including our fave favorite suede matte & creams glaze crayons!



Win a $2,500 prize pack including a $1.000 Gift Card to BOTH Willow & Birch and Uprooted by Willow & Birch, plus our favorite products & beauty must haves!!!

- Daily clues will arrive on the **Willow & Birch Facebook page each morning**.
- There will be **bonus clues** available weekly at different locations and/or upon completion of tasks.
- Hunting is available **sun up to sun down** and the box is hidden in a public area, within a **30 mile radius** of Willow & Birch Salon.
- The box is black in color, although the size will not be revealed.
- If you find the box or believe you have, it must be **turned into Willow & Birch Salon** for confirmation and redemption of the prize pack as there very well could be **imposters on the loose!**
- Grab your friends & family to join the adventure! Share the memories with us along the way by tagging us in your posts & stories, plus use the **#willowandbirchbox** for more opportunities to win extra clues! **Happy hunting!**

WORD FIND

- Community
- Serve
- Friend
- Sunscreen
- Lipstick
- School
- Festival
- Illinois
- State
- Fair
- Concert
- Braid
- Hunt
- Liter
- Sunnies
- Shop

U I V J F L B R A I D F W V F R I E N D
Y N R P J I M X R O D G H V B F X K H V
T G M Z W G Q L L S T A T E S E B V O A
W S T V W J Z O B Y Z K G R L Q D U Q D
F H S O R A T L Y M B I L L I N O I S O
F X H M S K W A X S L G W B A L A U F T
G M O K U B G H U N T F L I T E R C A E
H L P S N Q F Z L I P S T I C K S O I P
A D G I S J E A E R F J U M D O W H R V
H L F P C E S V V E Z K W D T F W T I S
D J O W R G T Z S A E C J C O I O O I E
W C J X E S I T T A R M X L O J T J U R
J Z F T E W V K P K O R Q A Q N S I J V
K J W R N Q A F Q D H O P Q U K C A P E
Y V Q B U U L Y M S C H O O L L Q E X Z
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J M T Q T G H I T A Q V V E K Q U L K T
P L Z S P J W F C O M M U N I T Y B M N
H Q N N N G Z C R S U N N I E S T N U W
T J G S Z T Y J B Q U X I R X K Y T Q H

MAKING CENTS

20% off

a pair of earrings of your choice

20% off

any kitsch items

30% off

all W&B Gear

Will you send us your friends & family?

We are growing & enlisting your help in the process! We love our existing clients, which means we will probably love your friends & family as well! **Refer your friends, family, coworkers & more to us to get rewarded!** For every person you send to us, you will get a **$20 credit** on your account! Be sure to grab referral cards from your service pro today!

Trust me, they're great...

Enjoy $20 off your first visit!

Referred by: _____

The Pro: _____

217.726.7050 willowandbirchsalon.com
521 E. Washington St. Springfield, IL 62701

We can't even wait to meet you!

Cheers to all the celebrations

THE W&B TEAM CELEBRATES THE UPCOMING BIRTHDAYS & ANNIVERSARIES



Mallory Shehorn
Celebrating 1 year with Mallory on July 12th!



Megan Flanagan
Happy Birthday on July 15th to Megan!



Kate Lueken
Celebrating 12 years with Kate on July 28th!



Molly Fahs
Celebrating 8 years with Molly on August 22nd!



Becca Pritchford
Happy Birthday to Becca on July 21st!



Gracie Lechner
Happy Birthday to Gracie on August 16th!



Hannah Hendrickson
Celebrating 12 years with Hannah on August 7th!



Britney Donley
Celebrating 8 years with Britney on August 22nd!



Rowela French
Happy Birthday to Ro on August 19th!



Sydnee Gugouskis
Happy Birthday to Sydnee on August 13th!



Marydith Ference
Celebrating 2 years with Marydith on August 8th!



WE WANT TO HEAR FROM YOU!

What's In...

TOP 3 TRENDS IN BEAUTY RIGHT NOW!

1. **Clean & mascara free lashes-** Between the humidity & heat that the dog days of summer can bring, creating definition in the eyes without all the makeup is a must! We recommend a **lash lift & tint** if you're into a subtle look, or **lash extensions** if you are looking for more of a pop! Both will leave you ditching the mascara and embracing your enhanced natural beauty!
2. **Polished hairstyles-** Out are the days of the just walked off the beach looks and we are channeling our inner **"old money" vibes**. Think **rounded bobs, big bouncy blowouts, and even hot rollers!** All ends are finished, with shine and a weightless, moveable hold. Quite the dynasty we have going on here…
3. **Warm tones-** For years all we were asked for was ashy blonde hues that were as icy and cold as Elsa herself. However, this summer is bringing the heat in every single possible way! We are loving **warm golden blondes, sunkissed coppers, rich reds and chocolately browns**, all of which couldn't be further from the blue and violet frozen hues of winters past. Could a warmer tone be in store for you? **Ask your stylist what options would best compliment your skin tone during your next visit!**

STREAMING STRAIGHT TO YOU!

WILLOW & BIRCH SINCE 2024 PODCAST AFTER HOURS

Now available on Spotify & newly added to our Youtube channel!

LOCAL
Business Spotlight

Kari Bedford Photography



Kari Bedford has been creating authentic, timeless portraits since 1999. She sees each portrait session as an opportunity to combine her natural curiosity about people with her love of visual storytelling. Kari is a mother of two daughters, one of which being our very own Apprentice Stylist, Annelise! She loves to empower girls and women through photography — both as a photographer and an educator. She is an active part of the downtown business community, often pioneering initiatives to help our community when we need it most. She specializes in all types of portraits including kids, families, professional headshots and the one Kari personally enjoys most, Seniors! Now is the perfect time for incoming seniors to schedule their shoots to capture each season of what is sure to be the most incredible senior year ahead. Check out karibedford.com for more information, galleries of her work, how to schedule, current community campaigns and more. Also, be sure to follow Kari Bedford Photography on Facebook and Instagram to stay in the know with all things Kari!



August 8-18, 2024

Looking for a braid to add some fun to your hair for the Illinois State Fair?! Our braid bar gives you the option of multiple braids to choose from that will leave you beating the heat and looking oh so cute while you do so! Typical options include a bang braid, french braid, fishtail braid or dutch braids. This does not include a shampoo, blowdry or any thermal styling. Please come with clean hair. This service can be booked online or through our front desk team!

birch babe
OF THE MONTH

This recognition is voted on by the employees of Willow & Birch. Each team member submits their nomination for each month and the person with the most votes is selected. Congrats to the winners!

JULY



Hannah Hendrickson

AUGUST



Stevie Lievens

Behind the Glamour:
A look into life at the front desk

Written by: Courtney Burkhart



Hey Birch Babes! Let's talk about what happens Behind the Glamour…Life at the front desk working alongside the best beauty professionals in Springfield! We value each and every client that walks through our door and we enjoy getting to be the first face you see. It's a unique experience to be a part of many "firsts" that happen here at Willow & Birch. We love to see you bring your little ones in for their first haircuts or your daughters for hair and makeup because they're going to their first dance. From the moment a client walks in, our goal is to make you feel welcome and catered to. We are the first point of contact, setting the tone for their entire visit, whether in the salon or spa. Need a snack or beverage? We've got you covered! Our role is not just about answering phones and scheduling appointments; it's about creating a warm and inviting atmosphere where all feel valued and genuinely cared for. We strive to please and ensure that the experience is exceptional from start to finish. Your laughs, smiles and stories do not go unnoticed. We LOVE to see and hear them, so keep them comin'! The opportunity to connect with you all and be a part of your lives on a personal level is what makes this job so fulfilling. It's a role that requires a genuine passion for customer service and we hope to never disappoint you. We will be here ready to see you during your next visit and you can rest assured, that we will love every single second of it! Be sure to have a beautiful day and as always, thank you for branching out with us!

CONNECT WITH US

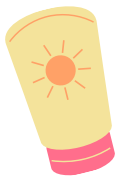
INSTAGRAM
@willowbirchsalon

FACEBOOK
Willow & Birch

FACEBOOK GROUP
Willow & Birch Babes



Journey in July: A Shopping Adventure will be held **July 12-14, 2024!** This epic, self-paced shopping adventure will take you to some of Central Illinois' favorite boutiques and specialty shops! Shops will be open **Friday & Saturday 9-5 and Sunday 11-2.** This is the perfect chance for you to explore all of the small towns we have neighboring Springfield, including where our sister store, Uprooted by Willow & Birch, is located…#smalltowntaylorville! **Check out the Journey in July Facebook page for a map of all participating shops!**



the scoop on SPF

Did you know the number one cause of both skin cancer and aging is sun exposure? The UV rays of the sun, over time, can damage the elastin fibers in the skin which causes irreversible damage. If you ask any skincare professional how you can best preserve your skin, the one thing they will all recommend, from doctors to estheticians, is spf! One simple product can make the world of difference and Eminence Organics has released a new option and we have relaunched a classic to boot! Check out these options and ask your skincare specialist which option would be best for you...

- **Daily Defense Tinted SPF,** *$64.* Achieve a natural finish with this lightweight, tinted SPF 50+ sunscreen. This all-mineral formula is non-comedogenic and enriched with antioxidants for hydration while offering broad-spectrum and blue light protection.
- **Translucent Sun Defense Minerals,** *$58.* These hypoallergenic, non pore clogging natural minerals provide water-resistant SPF 30 sun protection. They are excellent for post-treatment use, especially on red or blotchy skin.
- **Radiant Protection SPF Fluid,** *$58.* Help protect skin from the harsh effects of the sun while smoothing the look of fine lines and wrinkles. With a hydrating, nourishing feel and dewy finish, this SPF keeps skin looking ageless while offering broad spectrum SPF 30 protection for combination to dry skin.

Crack Dip

This easy cold dip is an often requested item between friends & family of Jessica Roegge. We hope you enjoy it!

What you need:

- 8 oz package of softened cream cheese
- 8 oz of sour cream
- 1 pack of dry ranch seasoning
- 6 oz package of real bacon bits
- 8 oz package of sharp cheddar cheese

How to make it:

- Mix well and enjoy with Frito scoops
- Double the recipe for large parties
- Enjoy every single bite!

VIP MEMBERSHIP

Annual Investment: $99

You're basically a celeb now...

- 10% off professional product, tools, & makeup purchases
- 15% off all boutique purchases
- Complementary hand & arm massage or double scalp massage during your shampoo experience
- Complementary lip treatment with any facial service
- Sample pack of professional products with each purchase
- Complementary Shampoo & Style on your Birthday
- 500 bonus loyalty points at sign up

Upcoming events in & around Downtown

- 7/13-Pop Up Summer Market @ the Brinkerhoff
- 7/27-Down Home Music Festival
- 8/8 to 8/18-Illinois State Fair
- 8/23- Mary Poppins @ the Hoogland
- 8/31- Springfield's Oyster & Beer Festival

For more info on these events & to see what other fantastic things are happening around town, check out visitspringfieldillinois.org.

"It's Just Hair"

Written by: Megan Flanagan



"It's just hair." I can't count how many times I've heard that phrase. In fact, I've said it myself! But when was the last time you went to the salon and walked out with "just a haircut"? If you've known your stylist for more than three services, you've likely already figured out that they're the one for you, and you are more than willing to spend thirty minutes to a few hours in their company. Maybe you even share some of the same interests and hobbies, and your relationship goes deeper than the hair follicle. Likely, you've had great days where your time at the salon is simply the cherry on top, and you've had days where your haircut was the best thing that happened to you all day. And sometimes, a haircut is what makes you feel like you. As we stand on the other side of Pride Month, I think it's a good time to reflect on how deeply a haircut can make you feel more like yourself. And at Willow, you can trust that you can be unapologetically and authentically you. Our services are not priced based on gender and you can always feel safe disclosing your preferred pronouns to our front desk staff. And with 19,000 square feet, we have areas where we can complete your service privately if that is an accommodation you need. It's just hair until it's not. It's just hair until it improves your confidence. It's just hair until a simple shampoo and style lifts you up out of a depressive episode. It's just hair until your stylist makes you feel seen and heard for the first time in a long time.

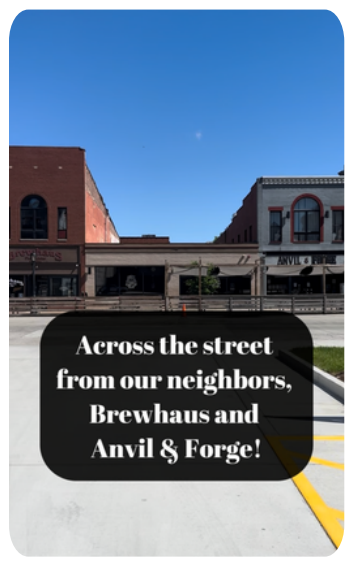
It's not *just hair.* It's *your hair.*

CHECK OUT OUR NEW PARKING SUITE FOR OUR GUESTS, COMPLEMENTARY & ONLY A 1/2 BLOCK AWAY!









Grab a pass from our front desk team for your next visit!