Volume 11

willow & birch BEAUTY BUZZ

March & April 2026

Welcome Back Home, O&M

The Reboot of Our Most Loved Brand

We're so excited to officially welcome back the full line of O&M Original & Mineral at Willow & Birch! O&M has been part of our story since our very first location in 2011. It grew with us, evolved with us, and became a staple behind the chair. When O&M exited the U.S. market for a few years, we felt the gap and so did many of you. As soon as it became available again, we got our hands on a few of our favorites. Now, with a full evolution and U.S. relaunch, we're thrilled to say that O&M is back, and here to stay!



WHY WE LOVE O&M

Education Driven

O&M doesn't just deliver products, they deliver knowledge. Their commitment to stylist education means we stay ahead of trends, techniques, and ingredient innovation so you receive the very best every visit.

Performance Focused

Clean doesn't mean compromise. From vibrant color care to high-performance styling, O&M products are designed to actually work, and they do it beautifully. Think strong yet flexible hold, nourishing hydration, volume without buildup, and shine without heaviness.

Clean Approach

We care deeply about what we use on you and what we use all day, every day behind the chair. O&M's clean formulations are free from harsh chemicals like ammonia, PPD, resorcinol, parabens, and MIT, making them gentler for your scalp and your hair, along with our hands and our salon air.

More Than Retail, It's In Your Services

We're not just carrying the line, we've integrated it into your experience. From in-salon treatments to styling technology and color support systems, O&M is part of how we're elevating your results. Ask us about customized treatments, styling systems tailored to your texture, long-lasting color protection and anything else your hair may specifically need. Whether you're focused on repair, hydration, volume, or clean styling support, there's something in the range designed for you.

After a brief hiatus, it feels so right to have this longtime favorite back home at Willow & Birch. We can't wait for you to explore the entire collection and to feel the O&M love for yourself.



MARCH & APRIL

Birthdays & Anniversaries!



Happy Birthday to Clare on March 6th!



Happy Birthday to Madison on March 14th!



Cheers to 5 years with Courtney on March 16th, plus a Happy Birthday on April 30th!



Happy Birthday to Myka on March 19th!



Happy Birthday to Jess on March 20th!

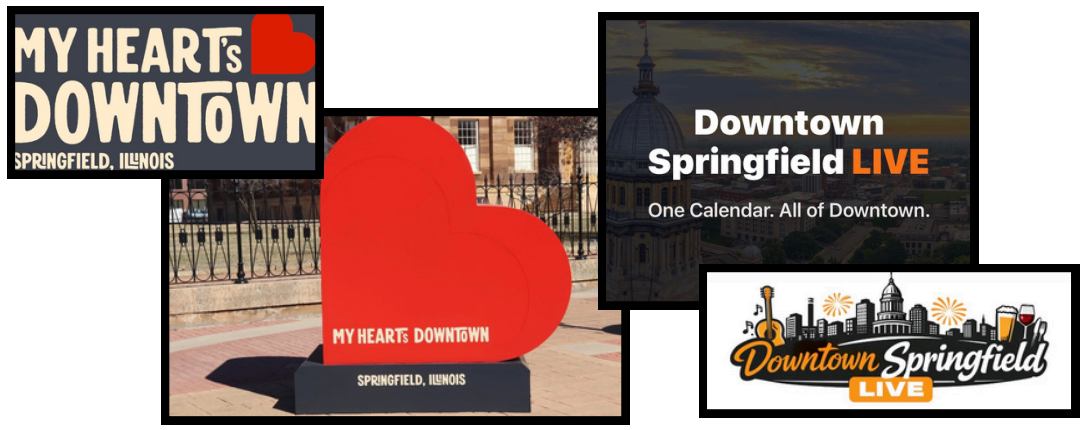


Happy Birthday to Kate on March 25th!



Happy Birthday to Ashlyn on March 27th!

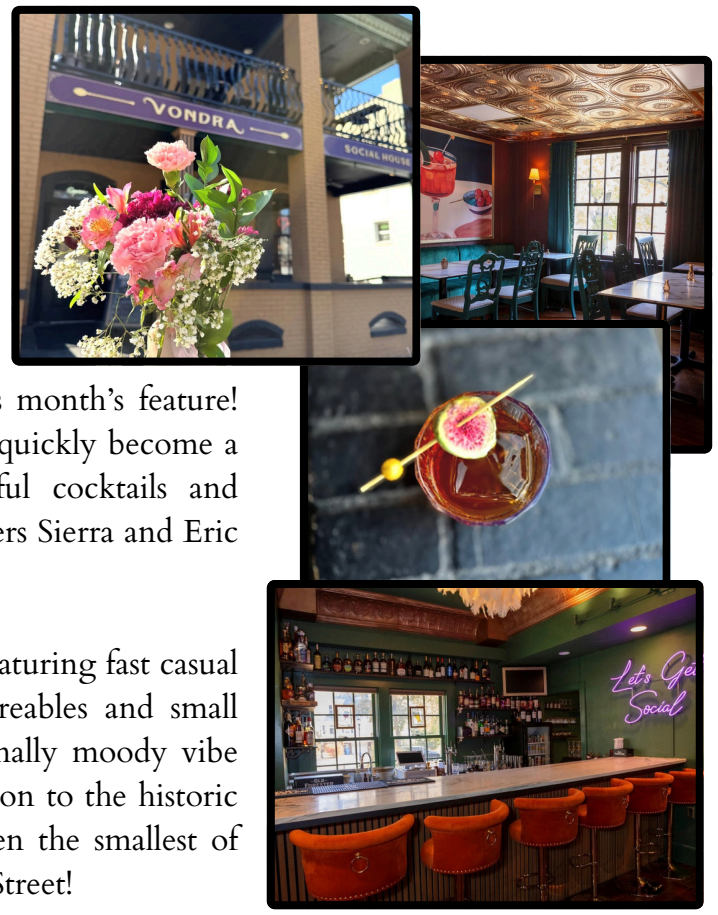




My Heart's Downtown is a community-wide initiative celebrating the businesses, people, and places that make downtown Springfield worth loving. Local businesses are showing their heart through extended hours, special experiences, and small moments of delight that invite families and neighbors back downtown. It started as a valentine to our downtown community and has grown into much more. With a focus on connection, creativity, and community this little-committee-that-could has pulled people together to bring a lively scene back to downtown. There is also a fun photo-op on the south side of the plaza, with the new heart sculpture! Be sure to stop by and capture your love for downtown! Want to get Involved? Check out the full website at **myheartsdowntown.org** for more information, participating businesses and more!

Along with this initiative, there is a NEW Community Calendar for everything that is happening downtown! Check out what is upcoming including shopping events, live music, dinner and drink specials and more are on the lineup at **downtownspringfield.live** . This is updated regularly and is your one stop shop for all things happening downtown!

LOCAL
Business Spotlight
Vondra Social House



The newest addition to our beloved neighborhood gets this month's feature! Vondra Social House opened just a few months ago and has quickly become a favorite amongst our team and customers. With delightful cocktails and delicious bites, this gem of a spot was brought to life by owners Sierra and Eric Ferrell.

Vondra Social House is designed to be a hip new restaurant featuring fast casual brunch and lunch six days a week, while also serving shareables and small entrees Wednesday through Saturday nights. Their intentionally moody vibe pairs well with their innovative cocktail program. This addition to the historic district of Downtown Springfield is hoping to give you even the smallest of reasons to celebrate. Be sure to check it out at 724 E Edwards Street!

Rooted Rituals

Enhancements to Elevate Your Experience

FEATURED TREATMENT

The Power Duo $35

Plant proteins infuse the hair with strength from the inside out to insure your healthiest hair yet. This is paired with the luxury of oil blends that create a weightless softness and hydration, leaving your locks effortlessly silk

The Secret to the Glow
Explore the Benefits of Light Therapy

One of the most powerful upgrades inside our 90 minute facial at Willow & Birch is LED light therapy, a non-invasive treatment that works beneath the surface to stimulate real skin change at the cellular level. Different colors of light target different concerns, safely, painlessly, and with zero downtime.

HERE'S WHAT IT'S DOING FOR YOUR SKIN:

🔴 Red Light – Anti-Aging & Firming
- Stimulates collagen + elastin
- Softens fine lines
- Improves firmness
- Boosts circulation

🔵 Blue Light – Acne & Congestion
- Kills acne-causing bacteria
- Reduces breakouts
- Helps regulate oil

🟢 Green Light – Brightening & Tone
- Reduces hyperpigmentation
- Evens skin tone
- Softens sun spots

🟡 Yellow/Amber – Calming & Repair
- Reduces redness
- Supports sensitive skin
- Speeds healing



WHY WE LOVE IT:

- Completely non-invasive
- No downtime
- Safe for most skin types
- Enhances the results of your facial products
- Builds cumulative, long-term results

While you relax, the light works to repair, calm, clear, and firm…making your glow last long after you leave. Because at Willow & Birch, we don't just treat the surface, we treat the skin beneath it.



Pro Ageing with Lakmé Teknia

Bringing Back the Balance to Your Hair & Scalp

PRO-AGEING from TEKNIA's holistic line, embraces authenticity in the natural ageing process of hair, in an era where longevity is the ultimate goal. PRO-AGEING aims to bring back balance and vigor, providing renewed energy to both the scalp and the hair, promoting healthy ageing and preserving its natural beauty. PRO-AGEING aims to bring back balance and vigor, providing renewed energy to both the scalp and the hair, promoting healthy ageing and preserving its natural beauty.

HAIR AGEING

The most visible signs of ageing hair are: discolored, thin, damaged, brittle hair, lack of volume, lifelessness, and dullness.
Hair damage has two causes: the natural ageing process of cells and oxidative stress caused by external factors.

THE PRO-AGEING ERA

The PRO-AGEING range reduces these signs and renews the hair fiber and scalp for all hair types, thanks to the innovative active ingredients selected by LAKMÉ's laboratories. PRO-AGEING is suitable for all hair types and scalps. The melting textures and balancing fragrance contribute to the feeling of comfort and luminosity they give to the hair.







Check out our upcoming event & save at our sister store, Uprooted by Willow & Birch in Taylorville!

Just a quick 30 minute drive down Route 29 to the Taylorville square where we are stocked full of gifts, clothing, jewelry, baby Items, plus the Rooted Revival section of gently used and name brand items!





