Volume 9

willow & birch

BEAUTY BUZZ

Oct., Nov. & Dec. 2025

Now Open: Your New Destination for Alternative Hair Solutions

Downtown Springfield is about to welcome a new kind of beauty experience. Willow & Birch Salon, already known for setting the standard in innovative services, fashion, and self-care, is proud to announce the opening of The Nest, a one-of-a-kind space dedicated to alternative hair solutions. The Nest offers a carefully curated collection of wigs, toppers, extensions, and rejuvenation treatments—all designed to help clients look and feel their best, whether they're seeking a style change, managing thinning hair, or navigating hair loss. What makes The Nest truly special is Willow & Birch's signature approach: blending advanced techniques with compassionate, personalized service in a private, welcoming setting.

THE NEST
ALTERNATIVE HAIR SOLUTIONS



"Beauty is deeply personal, and we wanted to create a place where people could feel seen, supported, and inspired," said Jessica Kocurek, owner of Willow & Birch.

"The Nest is more than just hair—it's about restoring confidence, celebrating individuality, and giving people back a sense of joy when they look in the mirror."



Alongside brand-new pieces, The Nest will also feature refurbished, pre-loved wigs, refreshed by the salon's expert team and offered at accessible prices. Each wig is professionally cleansed, styled, and ready for its next life—making The Nest both a sustainable and compassionate resource for the community.

Guests can look forward to:

- Private consultations with trained specialists
- Custom wig coloring, cutting, and styling
- Hair rejuvenation treatments using cutting-edge technology
- Exclusive collections of wigs, toppers, and extensions for every lifestyle and budget

With the launch of The Nest, Willow & Birch continues its mission of staying at the forefront of beauty innovation while honoring the unique needs of every client.

The Nest officially has opened its doors inside Willow & Birch at 521 E. Washington St. in downtown Springfield. Appointments can be made online at willowandbirchsalon.com or by calling/texting the support team at 217-726-7050.

INTRODUCING

Rooted Rituals

Enhancements to Elevate Your Experience



ALL CALECIM, 25% OFF!

Valid on the hair system and skincare, while supplies last.



OCTOBER

Let's Celebrate!



Happy Birthday to Stevie on October 15th!



Happy Birthday to Nikki on October 17th!



Happy Birthday to Morgan on October 29th!



Cheers to 1 year with Alison on October 29th!



Cheers to 7 years with Stevie on October 30th!



Cheers to 3 years with Madison on October 31st!

NOVEMBER



Cheers to 2 years with Sydnee on November 5th!



Happy Birthday to Shelby on November 14th!



Cheers to 6 years with Jess on November 20th!

DECEMBER



Happy Birthday to Reagen on December 20th!



Happy Birthday to Lynsie on December 22nd!

LOCAL
Business Spotlight
Anvil & Forge







Anvil & Forge came to fruition in late 2018 out of passion for local craft beer and distilled products. Brothers and business partners Mike, John, and Adam Zerkle opened the doors of Anvil & Forge in historic downtown Springfield, IL. With a love for great beer, they cultivated an atmosphere that people want to be a part of. In their hearts and minds - that all starts locally as their mission is to share their craft with the community. From an incredible selection of food to delightful drinks, it is our favorite downtown spot for lunch or dinner! Large portions that are perfectly priced, taking bar food to a whole new level! Be sure to check them out at 619 E. Washington St., right across from our parking suite!

Black Friday

Early Bird Shopping starting at 7am!

Check out all the deals & savings on the Uprooted social media pages!

Uprooted

119 W. Main Cross St.
Taylorville, IL 62568
wbuprooted.com

Win a $250 gift card!

Schedule ALL OF 2026 to be entered to win!

Seasonal Skin Revival: Why Fall & Winter Are the Perfect Time for a Facial



As the air turns crisp and the leaves begin to fall, our skin starts to feel the shift too. The cooler months of October, November, and December bring cozy sweaters and pumpkin spice, but also dry indoor air, fluctuating temperatures, and less humidity. All of that can leave your skin feeling dull, dehydrated, or even irritated. That's where a professional facial at Willow & Birch Spa makes all the difference.

Our customized facials are designed to do more than just relax you (though that's a big part of it!). They help repair summer sun damage, restore hydration, and strengthen your skin barrier before the true chill of winter sets in. Think of it as a seasonal reset for your complexion *and* your peace of mind.

During your facial, our skilled estheticians assess your skin's unique needs and tailor every step—from gentle exfoliation to nourishing masks and targeted serums—so you leave feeling radiant, refreshed, and renewed. Plus, the stress-relieving touch of a facial massage boosts circulation and gives your skin that post-treatment glow we all crave. Whether you're combating dryness, sensitivity, or just in need of a little self-care before the holidays, now is the perfect time to book your facial and prep your skin for the months ahead.

Book your facial today at willowandbirchsalon.com or call/text 217-726-7050 to reserve your spot. Your skin—and your spirit—will thank you!

W&B Gives Back

Help children in our community who need it most!



This year, the Willow & Birch team will be hosting the Giving Tree again to give back to children in need within our community. We fully believe that every child should be given the chance to experience the **magic** of this wonderful season. Last year, with your help, we provided gifts for 50 children in foster care with the Family Service center! We hope you can help us do the same again this year! The W&B Giving Tree will be set up in our front retail area and will have a card for each child, along with their wish list.

There are 2 ways that you can help...

1. Take a card and purchase a gift for the child based off of their personalized list. Bring the items back to the salon with the corresponding card.
2. Give a donation to the cause of any amount. As a team, we will be shopping for all remaining cards.

Cards will be available to pick off the tree beginning mid November and gifts must be must be returned to Willow & Birch no later than 12/12. Thank you in advance for helping us bring joy to the children in our community who need it most!

SAVE THE DATE

12 Days of Giveaways

Begins December 12th
on the W&B Facebook Page

OUR BIGGEST SHOPPING EVENT OF THE YEAR...

Small Business Saturday

NOVEMBER 29TH

DOORS OPEN AT 10AM

willow & birch

SALON • SPA • BOUTIQUE

Save big when you shop small!



The Willow Wheel of Deals, Gift Card Specials & more! Check out all of the details on our Facebook & Instagram pages!

Holiday Gift Guide

GIFTS UNDER $50



GIFTS UNDER $100



STOCKING STUFFERS



TOOLS



MUST HAVES



MEMBERSHIPS & PACKAGES

Blowout Membership $119
This monthly subscription gives you 4 Shampoo & Styles to use each month, which includes our signature scalp massage, blowdry and style. **value up to $220*

Spa Membership $99
For the ultimate spa lover! Choose from a 60 minute Facial or Swedish Massage each month with a complementary hot oil scalp treatment.
**value up to $122*

Healthy Hair & Scalp Package $ 99
Treat your scalp & locks to this luxurious package which includes a nourishing Sachajuan Scalp Scrub and an Innoluxe Rebond Treatment, topped off with a Shampoo & Style which includes our signature scalp massage. **value of up to $115*

Head to Toe Pamper Package $139
A relaxing escape from start to finish! Enjoy a 60 Minute Swedish Massage with an Aromatherapy add on, topped off with a Shampoo & Style including a Teknia Deep Care conditioning treatment.
**value of up to $174*

Unwind & Glow Package $159
Get ready to glow! Enjoy a 60 Minute Facial with an Ice Globe add on, topped off with a Shampoo & Style including our signature scalp massage and Fusion Shine Treatment.
**value of up to $192*

The Royal Treatment Package $259
For the one who deserves it all! Indulge in all that W&B has to offer as you enjoy a 60 Minute Facial, a 60 Minute Swedish Massage, a signature Pedicure, Bokka Botanika Deep Conditioning Treatment Mask and a Shampoo & Style.
**value up to $326*

WORD FIND

- TOGETHER
- CELEBRATE
- FEAST
- WREATHS
- PRESENTS
- WALK
- LIGHTS
- THANKFUL
- TREAT
- PIE
- HANUKKAH
- CHRISTMAS
- MAGICAL
- DOWNTOWN
- HOLIDAY

F	E	A	S	T	L	A	M	E	C	L	H	G	O
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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

Give us your review!

Share your experience by scanning to give us a Google review!

SCAN HERE

MAKING CENTS

20% off a piece of clothing from the latest W&B boutique collection!

20% off a Pure Brazilian Smoothing Treatment

20% off a Rooted Ritual of your choice!