Volume 12

willow & birch BEAUTY BUZZ

May & June 2026

Glow Like Glass: *Dermaplaning Has Arrived at Willow & Birch*

If your skin has been feeling dull, textured, or just not hitting the way it used to, we have something new (and very satisfying) to introduce: dermaplaning...your shortcut to that ultra-smooth, glass-like glow. Dermaplaning is a gentle, non-invasive exfoliation treatment that removes dead skin cells and fine vellus hair (aka peach fuzz), instantly revealing brighter, softer skin underneath. Think a smoother makeup application, better product absorption, and that luminous "lit-from-within" finish everyone's chasing right now.

At Willow & Birch, we're offering dermaplaning in two different ways to fit seamlessly into your routine...

The Dermaplane Facial

This is the full experience. A results-driven treatment that starts with a deep cleanse, followed by expert dermaplaning, and finishes with customized skincare to hydrate, soothe, and enhance your glow. It's equal parts relaxing and transformative, perfect if you want that full reset moment for your skin.

The Dermaplane Add-On

Already booked for a facial? Elevate it. Add dermaplaning to your existing service for an instant upgrade. It's the perfect way to boost your results without extending your appointment too much, because sometimes a little extra makes a big difference.



Why everyone's obsessed:

- Instantly smoother, softer skin
- Enhanced glow…hello, glass skin
- Better absorption of your products
- Flawless makeup application
- Zero downtime

Whether you're prepping for an event, refreshing your skin for the season, or just ready to feel like your most polished self, dermaplaning is one of those treatments that delivers immediate, visible results.
Your glow-up is waiting. Book your dermaplane facial or add it onto your next facial service at Willow & Birch and get ready to see your skin in a whole new light!

Celebrate Our Sweet 16 All May Long

Sixteen years… how did that happen? Truly, time flies when you're having fun and because of you, it really has been the best!



To celebrate this milestone, we're saying *thank you* in a way that feels very Willow & Birch: beautiful, feel good services at a can't believe it price! For the entire month of May, we're offering a curated selection of services for just $16. From shine boosting treatments and plumping hydration to fresh brows, blowouts, and more! These are the little luxuries that make a big difference, now with a celebratory twist and special price!

This anniversary isn't just about us, it is about every appointment, every conversation, every moment you've trusted us with your hair, skin, and confidence. You've allowed us to grow, evolve, and continue doing what we love every single day.

So here's to 16 years of beauty, community, and connection! We can't wait to celebrate with you all month long!

MAY & JUNE

Birthdays & Anniversaries!



Happy Birthday to Willow & Birch on May 18th!



Happy Birthday to Hannah on May 27th!



Happy Birthday to Madyson on May 27th!



Cheers to 3 years with Becca on June 6th!



Happy Birthday to Emily on June 17th!



Cheers to 4 years with Reagen on June 28th!

The Nest is Growing: *The Next Chapter at W&B*



This summer, something beautiful is unfolding at The Nest. What began as a thoughtfully curated space for alternative hair solutions is expanding to meet the incredible demand we've experienced from our community. And with that growth comes an even deeper commitment to providing comfort, confidence, and care to every guest who walks through our doors.

The Nest's expansion will introduce a larger, more diverse selection of wigs and toppers, allowing guests to explore more styles, colors, and fits than ever before. Whether you're navigating hair loss, enhancing your current look, or simply exploring something new, our goal is to ensure you have options that feel like you.

Beyond the product offering, the space itself is evolving. The Nest will now feature a **dedicated service and customization area**, designed specifically for alterations, personalization, and maintenance. From cutting and color customizations to cap adjustments and styling, every detail is handled with care as we know these pieces are more than just hair.

One of the most exciting additions is the flexibility in how guests experience The Nest. We understand that every journey is personal, and privacy matters. That's why the expansion includes **both private, one-on-one consultation rooms** as well as **an open, welcoming floor setting** for those who feel comfortable in a more social environment. Whether you're seeking quiet support or a more relaxed, boutique-style experience, you'll have the ability to choose what feels right for you.

At its core, this expansion is about more than space, it's about *holding space*. For conversations, for transformation, for healing, and for confidence to grow. The Nest has always been a place of renewal. This summer, it becomes a sanctuary, and we can't wait to welcome you in.

Hair Safe SPF is Here For the Summer

Sun protection just got a major upgrade at Willow & Birch, and it's more important than ever, especially for our extension and alternative hair clients. We're so excited to introduce **PoolBar London Mineral Sunscreen & Aftercare**, a clean, effective SPF line designed to protect both your skin *and* your investment. While most people think about SPF for their skin, it's often not considered what the chemicals in traditional sunscreen can do to your extensions, wig or topper.

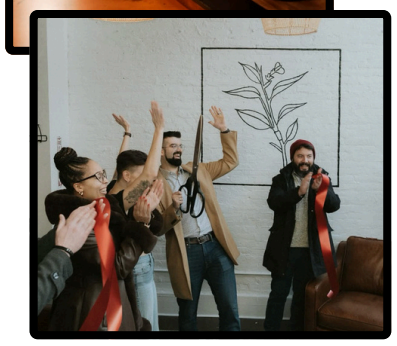
That's where mineral SPF makes all the difference. PoolBar's formulas have a lovely fragrance of coconut and vanilla, plus they are free from harsh chemicals which ensures your alternative hair won't experience discoloration, which is common with typical sunscreens.Choose from SPF 30 or 50 for the body, SPF 50 that is unscented for the face, and an after care lotion that leave your skin feeling hydrated and luxurious.



At Willow & Birch, we're always thinking about the full picture, how to protect, maintain, and extend the life of your hair. Bringing in a safe, effective SPF option means you can enjoy the sun without compromising your look. Because great hair deserves great protection.

LOCAL
Business Spotlight
Arrowroot Coffee



Arrowroot Coffee Co., has officially opened its first brick-and-mortar café in downtown Springfield, bringing a fresh, elevated coffee experience to the area. What started as a local favorite at farmer's markets and through a mobile espresso trailer has grown into a full café and roastery, designed as a cozy, lounge-style space where guests can slow down and stay awhile.

The menu features small-batch roasted coffee, unique specialty drinks, and thoughtfully crafted, allergen conscious options with oat milk as the default. More than just a coffee stop, Arrowroot is focused on creating a welcoming community space, making it a must visit new addition to Springfield's growing local scene. Check out this delightful spot at 625 E. Adams Wednesday through Saturday and follow Arrowroot Coffee Co. on social media to stay up to date with new launches, specials and more!

Rooted Rituals

Enhancements to Elevate Your Experience

FEATURED TREATMENT

K2.0 Protection & Repair $50

Powered by Kerastore 2.0 peptides, this advanced treatment mimics the hair's natural structure to repair, protect, and strengthen during chemical services. Leaves hair healthier, more resilient, and in a virgin-like state.

The Mistake Clients Make at Home

Ever feel like you're constantly buying new products but your hair (or skin) still isn't improving? Here's the reality: most people aren't using *bad* products, they're using the **wrong ones for their specific needs**. And over time, that trial-and-error cycle can cost hundreds (if not thousands) without ever delivering real results. Think of it this way, using the wrong shampoo for your scalp is like using the wrong foundation shade. It might *kind of* work… but it's never going to look or feel quite right.

At Willow & Birch, every product we recommend is tied to your service, your goals, and what your hair or skin is actually going through right now. Whether that's hydration, repair, scalp balance, or maintenance between visits, it's all intentional. When your home care is aligned, your results last longer, which means more *consistent, beautiful results* every day. Next time you're in, ask us what would make the biggest difference for you at home. Sometimes, the smallest switch creates the biggest transformation.

WORD FIND

1. BIRTHDAY
2. SIXTEEN
3. SWEET
4. SUNSCREEN
5. DERMAPLANE
6. CELEBRATE
7. CURLS
8. GLASS
9. WILLOW
10. BIRCH
11. COFFEE
12. GROWING
13. WISH
14. UPROOTED
15. REVIVAL
16. CANDLES

BIRTHDAY EDITION

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

You Wish It, We Grant It: Common Hot Topics & The Solutions To Make Your Dream A Reality

"I wish this scalp massage would last forever!"

We can make that happen! If you ever want to indulge in a longer scalp massage, it's as simple as adding on our *Extended Scalp Massage* during your shampoo service. And if you want something a little extra, treat yourself to a *Scalp Renewal Treatment*. This 30 minute service includes a lavender eye mask, aromatherapy, a conditioning treatment, and the best scalp massage on this side of the Mississippi.

"I wish I could do something about my hard water - it always fades my color, makes my scalp itchy, and my hair is so dry!"

During your color or cutting service, we can provide you with a *Metal Detox Treatment* that will help cleanse your hair of the hard water minerals and metals that tend to build-up on our hair and scalp over time. We can also point you in the direction of at-home products to help keep the mineral build-up at bay!

"I wish I could style my hair as well at home as my stylist does in the salon."

We can help you (and your friends) with that! Our Birch Babe University catalogue covers a wide array of courses that can be tailored to your specific needs, from styling, to curls, to makeup, and much more! Get some friends together to learn a few tricks and you'll have salon quality coifs in no time!

"I wish I could just close my eyes and get out of my head."

We have appointments available to you! If you just need some silence to yourself, your stylist can simply do their work after the consultation and check in with you when it's time to wrap up the appointment. Simply select the *Make it Quiet* enhancement when booking. During the hustle and bustle of life, sometimes it's nice to just sit back, relax, and let your stylist take the reigns while you enjoy some peace and quiet. We also have space available if you need a totally private appointment for whatever reason - just let the front desk team know and we will make sure you are accommodated!

Check Out Our Sister Store in Taylorville, IL!

Just a quick 30 minute drive down Route 29 to the Taylorville square, you will find your new favorite spot...stocked full of gifts, clothing, jewelry, baby items, plus the Rooted Revival section of gently used and name brand items! They also have the cutest charm bar, where you can make custom jewelry pieces that will be unique to you! Add in the charm of the small town square, and it's what shopping small dreams are made of. There is so much to explore in #smalltowntaylorville so make a day of it and check out all of the spots in town!





Not All Curls Are Created Equal: Teknia True Curls to Join the W&B Lineup Soon

Big news for our curly girls (and our wave lovers, too)… something exciting is on the horizon! The newest addition to the Lakmé Teknia family, Teknia True Curls, is set to arrive at Willow & Birch by the end of May, and trust us, it's going to be worth the wait.

Already a client favorite, the Teknia range is known for delivering high-performance, results driven haircare and this new curl-focused line is no exception. Designed specifically for wavy to curly textures, True Curls works to enhance your natural pattern while keeping hair hydrated, defined, and frizz-free.

What makes it different? It's all about smart, lightweight moisture and flexible hold. With ingredients like organic beet betaine to boost hydration and cotton-derived biopolymers to support curl memory, this line helps your hair do what it naturally wants to do, just better. Think soft, touchable curls with shine, bounce, and long-lasting definition.

Even better? The formulas are sulfate-free, silicone-free, and designed for layering, meaning you can customize your routine whether you're air-drying, diffusing, or refreshing day-two curls. If you've been searching for that perfect balance between moisture and movement… this might just be your new go-to.

