

Your Style... My Expertise



Lisa Hammond

Master Colorist / Stylist
(850)368-1660 Cell

Volume 16 Issue 4



Merry
Christmas
&
Happy New Year

I can't believe we only have 50 days left in 2016. Talk about a year of many changes. I appreciate the kindness and loyalty that you have shown to me while transitioning to a new salon, Hair Designers Plus, in January. I can honestly say that I know I am blessed to be able to do the job I absolutely love and am very passionate about. I look forward to the changes you challenge me with-new ideas and pictures of desired colors, cuts and styles, and to the fashion and season changes as we evolve your styles to your desired outcome.

In this edition of *Your Style...My Expertise*, I have quite a bit of information on Holiday specials, new trends and fashions. There is a clearance on the Redken products left on the shelf, to make room for Kenra, which is the line of color and products I will now carry, Pureology will also still be available. I am excited for a wonderful 2017 with all of you. As always if you have any questions please do not hesitate to contact me. Thank you for taking the time to read this edition of your newsletter.

Lisa



My hours of operation have changed to better accommodate you. .

OPEN:

Tuesday 10am-6pm

Wednesday 10am-7pm

Thursday 10am-7pm

Friday 10am-6pm

Saturday 9am-3pm

Closed:

Sunday & Monday

Calendar 2016

- Thursday, November 24th Closed for Thanksgiving
- Monday, November 28th Open 10am-5pm
- Thursday, December 1st– Saturday, December 3rd Closed
- November 22 thru December-20 Tuesday Evenings Open until 7pm

“Fashion fades

only style remains.”

- Coco Chanel

Changing seasons means changing the regimen of your hair. Conditioning treatments may be needed to add moisture or reconstruct the protein bonds. Fall and winter is the time of changing your wardrobe and hairstyle to something fun and interesting. In this edition of *Your Style...My Expertise* you will find some of the top trends and ideas for fall/winter 2016 . Reds, coppers, copper reds are the colors of the fall/winter 2016 season. If reds and coppers are not your color, have no fear! Buttery Blondes and rich auburn browns are also in style. A natural, organic look can be achieved with cuts and styles that require less heat styling. Bangs are back in fashion-full bangs with versatility to be side-swept. All versions of bob haircuts are in the mainstream as well as layers, layers and layers. Think “The Rachel” longer and updated. As you read and see new trends and ideas always remember a consultation is the best way to help decide what you want and need to express who you are. Your hair is an expression of you and your personal style. *Let me help you express yourself.*

CUIVRE

Get ready to see this French word, meaning "copper," all over the place as this shimmery shade gets big in 2016. "The cuivre trend of reflective intense copper is going to be the most popular shade of red in 2016." Think Julianne Moore with amped-up intensity and tons of glossiness.



Coppery Red

Autumn Auburn



Intense Red Copper



Your Style... My Expertise



Lisa Hammond

Master Colorist / Stylist
(850)368-1660 Cell

Volume 16 Issue 4

If being any shade of red or copper is not for you, there are other options that are also fashionable. Buttery, Natural Blondes are in style. Deep Chocolate Brunettes and Bronde (mixture of brown and blonde) are the fashion.



Golden Brown Sombre

Medium Brown to
Light Blonde Ombre





A variety of styles, cuts and colors are at your disposal for change, whether this be subtle or drastic. Bobs with layers to add texture, long hair with layers. The wonderful thing about your hair is, it's your greatest accessory. Bangs, center parts, and shaggy layers are all the rise in fashionable hairstyles for the fall and winter of 2016.

- ◆ Keep your hair in optimum style and shape with haircuts to maintain your style every 6 weeks.
- ◆ Cleansing Conditioners are your fashion colors best friend.
- ◆ Dry Shampoo is great for absorbing oils and dirt but not drying your hair out from shampooing every day. You should Shampoo every 2 to 3 days depending on your hair.
- ◆ Rinsing conditioner out of your hair with cooler water will help keep the cuticle closed and conditioner in.
- ◆ Deep Conditioning treatments at the salon every 10-12 weeks also helps keep the long term damage at bay. Bond Reconstructing Treatments are also a good add-on to hair color and highlighting services.
- ◆ Always use a heat protectant when using heat styling tools. Keep exposure to the heat tool to a minimum.

Product of the Month



I want to introduce you to Kenra Color and Styling. You will love this line with its clean, sleek design to its unbeatable shine. Kenra is a fast growing haircare product company based right here in the USA. The first product I want to introduce to you is Daily Provision a leave in heat protectant, detangler.

Daily Provision

- Conditions, hydrates, detangles, and adds shine
- Prevents breakage and split ends
- Controls frizz, flyaways, and static
- Provides thermal protection, humidity resistance, and is color-safe
- Lightweight formulation is perfect for every hair type and texture



Your Style... My Expertise



Lisa Hammond

Master Colorist / Stylist
(850)368-1660 Cell

Volume 16 Issue 4

Holiday Season 2016

Holiday dinner parties, luncheons, family get togethers, office parties...your hair needs to be styled for these occasions. I have several Holiday Specials offered.

Gift Certificates are always available for donations needed for your office or charity functions.





2016 Holiday Calendar

Nov 14th - Dec 10th

Weekly Drawing “Selfie” Contest

Nov 14th - Dec 24th

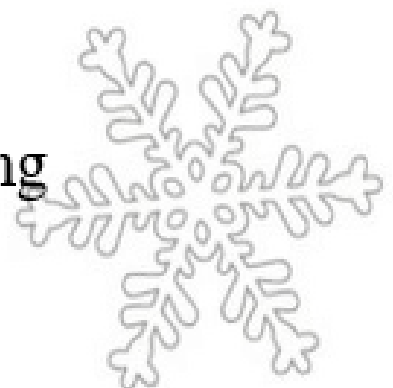
Merry & Bright Color Special
Sparkle & Shine Special

Nov 25th - 26th

Black Friday Gift Certificate Sale

Dec 24th

“Big Box” Gift Basket Drawing



Your Style... My Expertise



Lisa Hammond

Master Colorist / Stylist
(850)368-1660 Cell

Volume 16 Issue 4

But First Let Me Take A *Selfie*

Tag me (Lisa Hammond)



@Healthyhairbylisafwb



@Healthyhairbylisa

Tag one or both of my Social Media pages when you post your **"SELFIES"** to win



One entry for every "SELFIE" that you tag on either page.
Two entries if you tag both pages.

A weekly winner will be drawn on Mondays
Let me see your best selfie starting
Monday, November 14th. The first winner
will be drawn Monday, November 21st

Say **CHEESE!**

I look forward to seeing your selfies. Don't forget to tag me.



Your Style.....My Expertise



Lisa Hammond

Master Colorist / Stylist
850-368-1660 Cell

Volume 16 Issue 4

Merry & Bright

Nov 14th

thru Dec 31st Book any

Color Service

&

*Receive a FREE
Deep Conditioning Treatment,
or Haircut/Style*



Your Style... My Expertise



Lisa Hammond

Master Colorist / Stylist
(850)368-1660 Cell

Volume 16 Issue 4

Sparkle & Shine
Clear Gloss Color Refresher
Shampoo Cut & Style
Includes Flat Iron or Curling Iron Style
\$60
\$75 Value

The best way to accentuate your style can be as simple as adding some shine to your current color.

Clear Color Gloss is not going to change your current color it adds shine. Who doesn't like shiny hair?



BLACK FRIDAY and SMALL BUSINESS SATURDAY

Lisa Hammond
BLACK FRIDAY

Gift Certificate

Sale

Friday, November 25th 2016
&
Saturday, November 26th 2016

Purchase a Gift Certificate and receive *FREE* Money

Every Gift Certificate purchase will be entered into the "Christmas Box" Give Away

Email, Call, or Text me to purchase your Gift Certificate. You may also purchase online by visiting my Style Seat page book the "BFGCS" Package you desire.

\$100 = \$25

\$75 = \$15

\$50 = \$10

I will email you the Gift Certificates when the purchase is complete.

\$25 = \$5

www.styleseat.com/lisahammond

Not valid with any other promotions or offer.

What's in the Box?

Christmas Box Give Away

Kenra Shampoo & Conditioner
Kenra High Def Hair Spray
Kenra Platinum Blow Dry Spray
Starbucks Gift Cards
(Courtesy of Tammy Moore KW Realtor)
Scentsy Products
(Courtesy of Michelle Epps Scentsy Rep)
and a whole lot more stuff
Over a \$250 Value
Drawing will be held December 24, 2016



Starting November 14th thru December 24th
One Entry for purchasing a Holiday Special ,
Gift Certificate, Retail
or Getting Services Done

Five Entries for Referring a Friend*
Referred party will also get Five Entries

* Referred Party must have service booked by Dec 24th.



Your Style... My Expertise



Lisa Hammond

Master Colorist / Stylist
(850)368-1660 Cell

Volume 16 Issue 4

Gift Certificates purchased for the Black Friday Sale may be purchased online by going to www.styleseat.com/lisahammond and book the appointment "**BFGCS**" service appropriate to the amount you are purchasing, using the express pay method. I will email your Gift Certificates as soon as I complete the transaction. You, of course, may come in and purchase them in person, call me or text me.

KENRA®

CLASSIC. QUALITY. HAIRCARE.

Disclaimer on the holiday packages and specials. Gift Certificate Sale for Black Friday, Gift Certificate expires One year from the date of purchase, and may be used for services that are not part of a promotion. All **FREE** money will expire June 30, 2017. They are promotional and cannot be used for redemption with any other promotion or specials.

I look forward to seeing you and your referrals in 2017.

Lisa