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CHARLIE TAYLOR HAIR HEALTH & BEAUTY NEWSLETTER—JANUARY 2012



Firstly, a very happy New Year and a very big 'Thank You' to you all for your continued support throughout the many years we have been here.

I'd like to begin with one of the most important announcements the Company has to make. After careful consideration both Alastair and I have decided NOT to increase our 2011 service prices at this time. This comes despite all our main suppliers placing price increases upon us which are above and beyond the rate of inflation! We know and understand how difficult times are at the moment and hopefully this gesture will go some way to kick start the New Year with a 'feel good factor'. Lets all embrace 2012 with a positive and encouraging attitude. This Year promises to be fantastic, busy and exciting.

At Charlie Taylor Hair and Beauty we're starting off 2012 fully focused with lots of in house training taking place ensuring our team are fully equipped to deliver the service you expect. I will also be speaking at the Perthshire Business Women's Meeting on the 25th January and then it's off to Prague for a 5 day meeting with Schwarzkopf's Professional Hairdressing Club where both Alastair and I will be finding out what's happening globally in the world of Hairdressing. If you add in meetings with our managers, meetings with manufacturers etc that gives you a little snap shot of my diary for January 2012!

I do hope you enjoy reading and don't forget our back page, there you will find 2 fabulous offers.

Best Wishes.

Charlie

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Client Loyalty Card

I do hope you have got your 'Client Loyalty Card'. I know it seemed to take a long time to reach you but only because we wanted to get it absolutely right before being launched - I hope we succeeded. The feedback we've had from you is encouraging with some really positive comments so, I'm guessing we did OK!

I bet you're all now seeing your points grow with every visit and with every purchase you make. Soon you'll be able to redeem them, minimum redemption is 250 points and you must bring your card with you EVERY time to ensure all your points are included.

Below are details of our January and February Client Loyalty Card offers:

- Recommend a friend who is not already a client and receive 500 bonus points . Your friend must complete their appointment in January or February and the offer is in both our Hair and Beauty Departments.
- Double Points on my chosen 'Hero Product'.
- Double points on all Nail Services throughout January and February.
- Triple Loyalty Card Points on all Schwarzkopf Bags & Boxes throughout January and February 2012.

Also, look out for our special offers on your till receipts, these are going to be a big part of 2012!



Charlie Taylor Nails:

Nails, one of THE most important finishing touches for every woman and one of the fabulous services we offer at Charlie Taylor Hair & Beauty. I'd like to tell you a little bit about one of the products within our Nail Services called Shellac. What is Shellac? Shellac is a polish hybrid that's applied like a polish but stays on like a gel. Our fabulous nail professionals will apply the polish to your nails and set it under a UV Lamp for a few minutes. Once your hand is removed there is no dry time and your polish is set for two weeks without the risk of dulling, smudging or chipping. So, you might think it damages your nails? Absolutely Not! After the two weeks, the polish is soaked off with a solution over each nail for 10 minutes and then wiped away. No drilling or filling necessary so your nails stay strong and pristine. If you've not tried this amazing product, try it now and you qualify for Double Loyalty Card points in January and February.

My Chosen Hero Product:

At Charlie Taylor Hair & Beauty we do try to bring you a variety of the very best products available on the market. MoroccanOil can simply be described as one of these amazing products. Instantly absorbed into the hair, this fabulous product helps eliminate frizz it detangles and provides long term conditioning to all hair types. I've personally chosen this wonderful product as my 'Hero Product' so, don't delay, it's in salon now and flying off the shelves quickly. Double Loyalty Card Points are available throughout January and February - RRP £32.95.



2012—Special Promotion Vouchers:

With the festivities all over, presents bought and received and the decorations tidied and put away, we now find ourselves firmly in 2012. I'd like to take a moment to remind you we do still have some fabulous savings to be made on our fantastic Schwarzkopf Bags and Boxes.

E.G.

Seah Box : RRP £29.95 - Saving £12.45 including Paddle Brush!

BC Bag : Prices do vary however, savings range between £10.15—£11.65 per bag!

As a special incentive we are offering 'Triple Loyalty Card Points' on either the Bonacure Bag or Seah Box—but only while stocks last. Don't miss out, this offer is not to be ignored!

Please cut out this coupon give to your stylist or take to Reception to reserve your purchase.



Also below you will find a Voucher to be used when purchasing a course of 6 x Hydradermie Lift Deluxe Facials. This treatment is the Rolls Royce of Facial Treatments and fabulous for your skin. The perfect start for the New Year and WOW—what a saving!

1 x Hydradermie Lift Deluxe Facial	-	£ 67.00
6 x Hydradermie Lift Deluxe Facials (Normal Course Cost)	-	£361.80 (£60.30 per facial)
6 x Hydradermie Lift Deluxe Facials (New Year Special Offer Cost)	-	£301.80 (£50.30 per facial)

This offer is available throughout January and February and I'm sure you'll agree, it's an offer not to be missed. Please cut out the Voucher and speak with a Therapist or a member of our Reception Team who will be delighted to assist you.