

Services Guide

Beauty Salons

**NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

**NOTE 2: For MCP websites, stick to general information and avoid specifics.*

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1. BEAUTY SALON OVERVIEW

1.1 GENERAL INFORMATION

- Things to Discuss with Your Stylist
 - Talk to your stylist to discuss what you have challenges with, what you do not like to see, and what you wish for your hair
 - Talk about shampoos you use and styling aids, how much time you want to spend on your hair, and your comfortability with styling
- Why Visit a Salon?
 - To cover greys
 - To revamp your look
 - To try out the newest trends all over Pinterest or Instagram
 - To maintain your current style

1.2 SEO

Keywords (First Row – BEST, Last Row – LEAST)			
○ Hairstyles	○ Hair salon	○ Hairdresser	○ Haircut
○ Short hairstyles	○ Hairstyles for long hair	○ Hairstyles for short hair	○ Short hairstyles for women
○ Hair stylist	○ Makeup salon	○ Beauty parlour	○ Makeup artist
○ Hair studio	○ Eyebrow tinting	○ Hair colour	○ Hair dye
○ Nail art	○ Acrylic nails	○ Manicure	○ Pedicure

1.3 TYPES OF HAIRSTYLES AND HAIRCUTS

General:

- Finding the right haircut depends on the shape of your face, how you dress, your personal style, and how much time you want to spend maintaining your hair.
- Your haircut can be classic or cutting edge, short (bob, pixie, etc.) or long (side swept, beach waves, etc.)

Type	Description
Layering	○ Hair is layered with longer hair on the bottom and shorter hair on top. This can help give volume and life to hair and makes

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	it easier to style and manage.
Corn Rows	<ul style="list-style-type: none">○ For natural hair, corn row can help hair grow and protect it from damage○ Low-maintenance○ Keeps hair soft as you apply moisturizers and natural oils at night○ Versatile
Braiding	<ul style="list-style-type: none">○ Types of braids include: Regular three-strand, fishtail, French, Dutch, milkmaid, box, Boho (Boho braids resemble French braids, but are more asymmetrical in keeping with a more relaxed hairstyle.)
Updo	<ul style="list-style-type: none">○ An updo is typically done for long hair, but can also be done for medium hair. This style is difficult to do for shorter cuts.○ Updos are great for: wedding, prom, special occasion, bachelorette party, night out○ Types of updos include: ballet buns, chignons, boho chic braids, sleek ponytails, twists, knots

2. HAIR SERVICES

2.1 STYLING

<https://en.wikipedia.org/wiki/Hairstyle#Process>

General:

- Available after a haircut or on their own, hairstyling services are especially popular for proms, weddings, and other special events. Having a professional hair stylist is great for wedding photos as they'll know how to make your hair as photogenic as possible.
- Blowout services (shampoo and style)
- Curling or straightening
- Can involve products such as mousse, hairspray, or gel

2.2 COLOURING

https://en.wikipedia.org/wiki/Hair_highlighting

Services/Products under Colouring:

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Service/Product	Description
Full Head Colour	<ul style="list-style-type: none">○ Applied to entire head to create new base colour○ Available in permanent, semi-permanent and demi-permanent
Colour Re-Touch	<ul style="list-style-type: none">○ As your coloured hair grows out, your natural colour will begin to show in your roots. That's where colour re-touch comes in.
Colour Correction	<ul style="list-style-type: none">○ Did your last hair colouring go horribly wrong? We have the expertise and the experience to bring your hair back to a desirable shade while maintaining the best condition possible.
Bleach & Tone	<ul style="list-style-type: none">○ Bleaching is used to achieve desired lighter hair colour○ Toning is putting pigment back into hair after it has been bleached○ Toning gets rid of undesired shades (ex: yellow or brassiness)○ Toning might not be necessary depending on desired level○ Bleach damage includes: dry, brittle, inelastic hair, hair more prone to breakage, and split ends
Highlighting	<ul style="list-style-type: none">○ Hair highlights are used to create hair strands that are lighter than the original hair colour or the base colour. In contrast to highlights, lowlights are a darker colour than the base colour of the hair to provide texture.○ Highlighting can be done in natural-looking or bold colours○ 4 main types methods: foil, painting, frosting, and chunking○ Subtypes: natural thin, peek a boo, ombre, textured, balayage○ 4 categories: temporary, semi-permanent, demi-permanent, and permanent○ Hair lightened with bleach is permanent

Highlighting Styles:

<http://tipsandbeauty.com/different-types-of-hair-highlights-and-techniques/>

Steps	Description
Foil	<p>Foil highlighting is the process of using foil to separate strands of hair which will be lightened from strands of hair which will stay the natural colour. The process is done by applying lightener to the hair that has been woven and separated using an applicator brush. The foil is then folded to protect the hair and surrounding area during the "processing" time (the amount of time required to achieve the desired results). In highlighting hair, hydrogen peroxide mixed with pigment is used to change the colour of the strand. This process is also used in applying lowlights to the hair. In this process, hair dyes are used to create strands of hair that are darker than the natural colour.</p> <p>Great alternative to all-over colour and show less regrowth</p> <p>Suitable for subtle or strong highlights/lowlights. More subtle effect uses more foils on smaller sections</p> <p>More comfortable alternative to streaks (hair pulled through holes in plastic wrap to separate hair being coloured)</p> <p>Provides a subtle shimmer that's ideal for summer hair</p>
Painting	<p>Hair painting is a method of highlighting hair that may be done at home. Hair painting methods are often permanent and employ a simple hair-painting brush. Hair painting is also used with temporary and semi-permanent types of brushes. While brushes are commonly used in hair painting, one may also use combs to paint or highlight thin-sized strands of hair.</p>
Frosting	<p>Frosting is the process of free-hand lightening the tips of the hair, and is generally performed on men with short hair.</p>
Chunking	<p>When the texture of hair is coarse and thick and one has lots of hair, then chunky highlights are the best technique of hair highlighting. In this type of highlights, streaks or bold sections up to an inch thick are highlighted a couple of shades lighter than the</p>

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	base colour.
Natural Thin	This type of hair highlights are more suitable for fine hair and create a natural effect. In this, fine stripes of hair are highlighted. Thin strips are dyed near the front section or the face framing layers. The colour used for the highlights is not too dramatically light but just a shade or two for natural look.
Peek a Boo	Peek a Boo highlights are ideal for those who wish only a subtle change and nothing obvious or dramatic. This type of highlight can be done with highlighting colour that is a couple of shades lighter than the original colour, an extreme light, or even neon hues for that extra pop of colour. The pieces are very thin and mostly hidden in the inner hair but show through the mid length of the hair around the shoulders.
Textured Highlights for Volume	Textured highlights are usually done with at least 3 colours and the primary idea is to make the hair look fuller. Prior to this, a layered hair cut is suggested which further accentuates the hair volume. The strategically placed highlights with 2-3 different shades of colour will give an illusion of head full of hair and also makes the cut more alluring.
Ombre	Ombre is type of highlight technique where the darkest colour is at top near the roots and the colour fades as we goes down towards the hair ends. Ombre can be done in natural way like the gradient and colour fading effect.
Balayage	Balayage is a technique of free-form painting on clean, styled hair. The results are subtle, and thus more natural-looking than foiling or chunking. Balayage is currently trending among women aged 18–27 in the American South. Balayage is the type of hair highlight technique which means to sweep in or paint the colour. It involves a free hand stroking of the highlighting colour across the hair for a more natural gradient. Balayage highlight technique can be commonly referred to as the beachy hair highlight. The hair ends are lighter which also gives a beautiful natural ombre effect to the hair.

2.3 CONDITIONING TREATMENTS

<http://www.hairromance.com/2013/11/best-salon-treatments-to-fix-dry-damaged-hair.html>

<http://avalanchesalonandspa.com/benefits-to-deep-conditioning-treatments/>

<http://butterflystudiosalon.com/2013/deep-conditioning-treatments-qa-with-kattia-solano-2>

General:

- Take care of your hair with conditioning treatments that boost the structure and condition of each hair.
- Conditioning can help you save money on styling and maintenance by giving you stronger, better-looking hair.
- Colouring and heat styling your hair causes damage. No matter how careful you are, everything you do affects your hair. To keep your hair looking shiny and feeling healthy you need to treat your hair.
- Doing a deep conditioning treatment once a month will keep your hair healthy and looking beautiful.

Conditioning Treatments FAQ:

Question	Answer
1. How often should your hair be deep conditioned? Does it need to be conditioned more frequently in the winter?	If you have damaged or dry hair, a deep conditioning treatment or hair mask should be done two to three times a week. If you wash your hair only once to twice a week, you should be using a hair mask each time instead of a conditioner— which is normally too light for thicker, long hair types. In the winter, it's always recommended to bump up moisture in your hair regimen because the air is drier. To avoid any dryness or static, do this more frequently. When recommended by your stylist, making in-salon treatments a habit during your visit is important to jumpstart addressing any hair issues. The high concentration in the formulas and concern-specific technology transform hair immediately, with results that last for weeks after to help maintain hair.
2. What is the main ingredient to look for in a deep conditioner?	There are many great ingredients out there that work according to hair type. Start by asking yourself what you like least about your hair and go from there. If your main concern is weakened, brittle, and damaged

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	hair, you want to look for strengthening and repair-centric ingredients over anything else. Revitalizing the hair is number one. Colour treated hair might want ingredients that help with shine and smoothing the hair. For normal to thick hair experiencing dryness, you want to look for ultra-nourishing ingredients—like an oil based treatment using argan or camellia oil with a combination of any vitamins, antioxidants, and ceramides that will benefit hair.
3. Is it possible to over condition your hair and cause breakage?	No, but sometimes hair can become oversensitive when compromised by bleach or chemical relaxers—which can turn treating hair with too much protein into overuse. Your hair will start to feel stiff or hard. The solution is to balance with a more moisturizing conditioner.
4. For the different hair types, what are the best conditioning treatments for thin hair, coarse hair, and curly hair?	Approach it with the goal of achieving your best hair health, because helping your strands get as healthy as possible will make maintaining your hair type easy. Fine and thin hair needs light-weight conditioning with vitamins for strengthening and rebuilding the hair. Coarse, curly, wavy, or thick hair responds better when it is amply moisturized. Moisture rich, oil-based, hydrating, and creamy formulas are the way to go.
5. If I'm low on cash, what are some products from my kitchen cabinet that can be used to deep condition?	For dry or thick hair, make your own DIY treatment blend of almond, olive, and coconut oil, and fresh avocado. Fine hair is more delicate so a mix of egg whites with a little oil is great.
6. For someone who has a dry itchy scalp, what conditioner should be used?	This is a common problem, especially around the winter time. You should address this differently, and not by using a hair mask. You have to treat this situation as a skin issue. Your stylist can use an effective scalp treatment that starts by cleansing the scalp with a tonic that contains oils and apple cider vinegar. Then follow it up with a honey and oil treatment applied to the scalp with a nourishing mask through the ends only. Finally, you finish off under a steamer for 15 minutes to allow saturation deep down and rinse.
7. How long does it take	Vitamins work, but you have to be constant with use and

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for the vitamins in the conditioner to take to your hair?	consistent to the single type for a few months to see the best results, internal or external. If you are going for treating a specific concern or seeing an inside-out effect, don't switch around until the bottle is done. Treating hair long term starts with the shampoo, which is very important. Change up your deep-conditioning regimen by switching up your haircare after it's finished to prevent your hair from getting used to a specific line. You can always consult with an expert for their recommendation on your best at-home cleansing plan.
8. Is it better to condition using your body heat and a plastic cap, or sitting under a dryer?	If you have access to a dryer—great! This helps with even heat distribution and usually saves time. If not, at home you can put a plastic cap on and wrap with a hot towel that has been heated in the microwave for 10 minutes.
9. The final word on great hair...	Application is key when treating hair. The biggest tip is that you simply have to apply the mask on the ends and not the root area. This will avoid your hair getting too heavy or oily quickly. Most of the time, except for those with chemical damage, the roots are healthy. Make a ponytail and apply treatment only on the hair that sticks out. Another important rule is to make sure you have removed excess water from the hair by ringing out the hair and using a towel to soak off the ends. If your hair is too wet, the treatment won't absorb and will basically slide right off. Have no time? Try applying your treatment on dry hair overnight or before you hit the shower. Saturate hair generously, pull back, then hit the gym, make breakfast, etc. then rinse out and shampoo.

Benefits of Conditioning Treatments:

Benefits

Deep conditioning penetrates the hair shaft which restores the natural shine of your hair. Over time your hair gets buildup from the weather, products you use, etc. Using a deep conditioner smoothes the shaft of your hair and allows you to gain back your natural shine!

Deep conditioning moisturizes the scalp. A dry scalp, itching, scratching, and

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flakes...all things you don't want! Using a deep conditioner keeps you from having to deal with all of those things.

A deep conditioning treatment can restore weakened and damaged hair and give it back strength, which can prevent breakage and split ends. Who wants split ends? No one!

A deep conditioning treatment may be a major benefit to coloured and chemically treated hair. If you often colour your hair, or chemically treat it, it can become dull and lifeless. The treatment gives the colour in your hair new life and can make it last longer. It can repair damage and leave your hair looking better than ever!

2.4 CHEMICAL TEXTURIZING

<http://www.jobmonkey.com/cosmetology/chemical-texturizing/>

<https://designessentials.com/professionals/education/hair-basics/types-of-relaxers/>

General:

- For naturally curly hair, we can change your texture with smoothing techniques to make your hair more versatile and easier to manage.
- Chemical texturizer can loosen curls but not straighten hair entirely. To straighten hair completely, a chemical relaxer should be used. (See the Chemical Relaxer section for more info.)
- Perms are another type of chemical texturizing. (See the Perming section for more info.)

2.5 PERMING

http://www.figarosalon.com/toronto-top-hair-salon/best-perm-toronto/technical_services.html

General:

- Sometimes called “permanent waving”; for naturally straight hair, we can take your style up a notch with permanent waves that will give your hair some oomph.
- Perms work best on hair that has not been coloured or highlighted. The chemicals are too harsh for double-processed or heavily highlighted hair. Perming hair that's already been chemically treated from highlights or colour can cause frizz. If you have dry hair or loads of short layers, you aren't the best candidate for a perm. Perms will dry hair out even more and a perm on short, layered hair could end up poodle-like. Not sure if your hair is a good candidate for a perm? Ask our stylists. You'll want to tell him or her every chemical process your hair has been through in the last couple of years.

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- One way you can find out if your hair is damaged and can't withstand more chemical processing is to do the old float trick. Take a few strands of hair and put them in a glass of water, if they sink, this means your hair is damaged and is soaking up moisture. If the strands float, this means your hair is healthy. You may want to keep it that way and avoid the perm. The thicker your hair, the better the perm.
- Perms take one to two hours, depending on how long your hair is. Your stylist will apply a single chemical solution to break the structural bonds in your hair, and another one called a "neutralizer". Also keep in mind, a perm takes 28 hours to relax. It means you cannot shampoo your hair for 2 days.
- Most perms generally last for about 2-6 months. Body foam perm will last for about 4-6 weeks.
- It's recommended that you bring a picture or pictures of the type of wave you like. Just telling your stylist what kind of curl you want leaves you in jeopardy of getting super-duper tight ringlets. Stylists can control the amount of wave they give you as well as the part of the hair they want to perm. It's not recommended that you have a perm if you are pregnant or having your period as results would be unpredictable.
- Use specially formulated hair care products at home that help your hair keep moisture and the perm stay longer.

2.6 CHEMICAL RELAXER

<https://en.wikipedia.org/wiki/Relaxer>

<https://designessentials.com/professionals/education/hair-basics/types-of-relaxers/>

<https://www.mtholyoke.edu/~nshah/cosmetics/relaxers-healtheffects.html>

General:

- Will straighten hair almost completely or just loosen curls depending on which relaxer is used. You should use the lowest strength relaxer possible based on your hair texture, in order to avoid hair or scalp damage.
- Leaves behind sleek hair, doing more straightening than texturizer
- If you relax the hair until it is bone straight, you are essentially over-relaxing the hair. This removes any degree of elasticity, thus weakening the hair. Over a period of time of continuous over-relaxation, blow drying and hot curling, the hair will become damaged and prone to breakage.
- Lately, new "no-lye" products have been introduced. While the chemicals in these products are not lye, they are very similar and have the same effect, chemically, on the hair. Advertising leads people to believe these chemicals are much safer when in fact they are only slighter better. "People may think because it says 'no lye' that it's not caustic," says US Food and Drug Administration (FDA) biologist Lark Lambert. But both types of relaxers contain ingredients that work by breaking chemical bonds of the hair, and both can burn the scalp if used

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incorrectly. Lye relaxers contain sodium hydroxide as the active ingredient. With "no lye" relaxers, calcium hydroxide and guanidine carbonate are mixed to produce guanidine hydroxide. Research has shown that this combination in "no lye" relaxers results in less scalp irritation than lye relaxers, but the same safety rules apply for both. They should be used properly, left on no longer than the prescribed time, carefully washed out with neutralizing shampoo, and followed up with regular conditioning. The FDA has received complaints about scalp irritation and hair breakage related to both lye and "no lye" relaxers. Sodium hydroxide is a common ingredient in relaxers

2.7 EXTENSIONS

https://en.wikipedia.org/wiki/Artificial_hair_integrations

General:

- Having long hair takes a lot of time and effort
- For instantly long hair, you can use a long wigs or hair extensions
- Can be created from 100% real human hair to 100% synthetic hair or a mixture of human, synthetic, and animal hair
- Natural human hair can be permed, dyed, and flat ironed whereas synthetic hair cannot.
- Available in any colour, texture, or length
- Extensions can be attached by a number of techniques involving adhesives or sewing. Methods include: clip-on, tape-in, pinchbraid, fusion, micro rings, netting, etc.
- It is difficult and risky to attempt to add hair extensions on your own as attachments are hard to handle, there's risk of uneven overall length, and you could damage your hair unnecessarily.
- Extensions can take several hours to apply, depending on which type you choose, and the different types can last anywhere from a few weeks to several months.
- Virgin hair is hair that hasn't been coloured or processed in any way and may or may not still be growing from the head.

3. OTHER SALON, ESTHETIC, AND SPA SERVICES

General:

- Some beauty salons are just hair salons, while other offer spa services as well.
- Also see the Estheticians vertical for more information.

3.1 MAKEUP

<http://natalianails.ca/permanent-makeup/>
https://en.wikipedia.org/wiki/Permanent_makeup

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3.1.1 Professional Makeup Application

General:

- A professional makeup artist can do event makeup for weddings, proms, parties, a hot date, and other special occasions. Having a makeup artist can be beneficial for your wedding photos because a professional knows how to make you look great for pictures.
- Makeup artists often offer lessons to help you learn how to apply makeup to flatter your unique features.

3.1.2 Permanent Makeup

General:

- Permanent makeup is a cosmetic technique which employs tattoos (permanent pigmentation of the dermis) as a means of producing designs that resemble makeup, such as eyeliner and other permanent enhancing colours to the skin of the face, lips, and eyelids. It is also used to produce artificial eyebrows, particularly in people who have lost them as a consequence of old age, disease (such as alopecia totalis), chemotherapy, or a genetic disturbance, and to disguise scars and white spots in the skin such as in vitiligo. It is also used to restore or enhance the breast's areola after breast surgery.
- Permanent and semi-permanent makeup can accentuate and improve the definition of eyes and eyebrows. It can help change your lifestyle by creating more time for the things that are the most important to you. Permanent Makeup treatment is a procedure of implanting coloured pigment into the skin to create the desired cosmetic effects, whether it is for camouflaging imperfections such as discoloration or scarring, or just to look great all day, every day.
- Great if you're allergic to cosmetics
- Saves time in your morning routine
- Allows you to look your best 24/7, even when sleeping

<http://www.beautyink.ca/pictures/photos-of-our-beautyink>
<http://www.biotouchcanada.com/service/>

Service/Product	Description	Benefits
Eyebrows	<ul style="list-style-type: none"> ○ Tattooing creates lasting effects (1-3 years) by inserting pigment beneath the top layer of the skin to the dermal layer. ○ Eyebrow pigmentation can mimic the illusion of individual hairs, a powder fill 	<ul style="list-style-type: none"> ○ If you have thin, uneven, unruly brows or no brows at all, this process will make a huge difference to your beauty, self-esteem and confidence. ○ No need to use eyebrow pencils anymore



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	<p>or be a solid shade depending on what look is best for you.</p>	
Eyeliner	<ul style="list-style-type: none"> ○ Eyeliner defines your lash line, makes your lashes look thicker, enhances the shape and colour of your eyes, and makes you look fresh and youthful. ○ The colour is drawn on your eye line during the consultation to ensure you receive the look you want. 	<ul style="list-style-type: none"> ○ You can choose from a subtle natural line that will only enhance your natural lash line to something thick and more dramatic. ○ No more need to apply eyeliner in the morning.
Lip Pigmentation	<ul style="list-style-type: none"> ○ Lip pigmentation can give your lips a cleaner, more corrected shape, a sexy cupid's bow, or the illusion of fuller lips. ○ Full lip pigmentation will bring youthful colour back to faded lips as well as conceal scarring. ○ Lip liner, combined with a full lip fill is a wonderful alternative to injectable fillers without the puffy results, and this process can be achieved in a wide range of colours that are best suited for your skin tone. 	<ul style="list-style-type: none"> ○ You will never have to worry about bleeding colour again and you will have that look of glamour 24 hours a day.
Camouflage	<ul style="list-style-type: none"> ○ Camouflaging of surgical scars, tattoo removal scars, as well as vitiligo camouflage can be performed. 	<ul style="list-style-type: none"> ○ Can make scars on the face and in the hairline less noticeable. Can hide pigmentation problems.

3.2 TANNING

General:

- Tanning can be sunless spray tanning, or traditional tanning with UV lights.

3.2.1 Sunless Tanning

<http://kixtan.com/>

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General:

- Sunless tanning is a fantastic alternative for anyone to have a realistic, natural looking tan, without being exposed to the sun.
- It's perfect for those with fair skin who have trouble tanning, or those who have issues with UV exposure. It can also be used in combination with UV tanning, for accelerated results.
- It's suitable for all skin types and recommended by dermatologists as a safe way to achieve a tan.
- Arriving anywhere, beautifully tanned, gives you the benefit of added confidence, especially on those occasions when you need to reveal more skin.
- Sunless tans are possible because of an ingredient called DHA (dihydroxyacetone), a derivative of sugar cane.
- Sunless tanning products and solutions are formulated to work with the body's chemistry to darken the top layer of skin, and then fade gradually, as our skin cells shed, naturally. DHA oxidizes with proteins in the skin, much the same way that a peeled apple turns brown when exposed to air.
- DHA is approved for medical, and topical cosmetic use by the FDA and the solutions are safe and non-toxic. The effect develops only in the top layer of the skin during a 4-8 hour processing time, and can last an average of 5-7 days.
- Airbrushed tans can be done automatically by a stand-up booth or applied by a technician, to ensure even colour.
- Spray tans have sometimes been known to apply colour unevenly, leaving streaks especially on the hands and feet. A poor spray tan can look orange. However, a good quality tanning salon should not have these issues.

Important Tips:

- A sunless tan gives you no protection from the sun, like a UV tan. Use sunscreen, like you would normally, without a tan.
- Your sunless tan takes 6-8 hours to process completely. Closer to the end of your processing time, you will appear darker and perhaps a little too dark for your liking. Don't panic, your final result will be more natural once you shower off the topical bronzer.
- Normal washing will remove the colour of the topical bronzer from most bed linens, and washable clothing. To avoid any possibility of staining, during the processing time, avoid wearing fabrics made of wool, nylon, or silk, or sitting on light coloured leather with bare skin.
- It is normal, during your first shower, to see the topical bronzer washing off. What is left behind will be a natural looking tan.

Before and After Your Sunless Tanning Session:

- Using a spray tan booth is a bit of a learning process and takes some practice. 90% of customers get perfect results from their very first visit. Some people get a little nervous and forget to follow some of the instructions. That's OK! It's a

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learning process and by your 2nd or 3rd visit you'll be an expert. Keep in mind that very small imperfections are probably only noticed by you, as we're usually our own worst critic. Other people will be too busy admiring your fabulous tan!

- If you are very fair, you may need 2 sessions within 24-48 hours to achieve the desired results. After this, once per week should maintain the colour.
- Simplified, it's as easy as: shower and scrub your skin, then wait 6-8 hours after a sunless treatment before you get wet or moisturize again, but the following are more detailed instructions to help you get the most for your money, and the best results.

Dos and Don'ts:

- Shave, and have any waxing done at least one day prior to your sunless session.
- Having clean, exfoliated skin is an important step before any sunless treatment to smooth and even out your skin's texture. Exfoliation is the process of sloughing off dead cells and flakes from the top layer of your skin in the bath or shower with a loofah, shower puff, or exfoliating gloves.
- For optimum sunless results, shower or bathe using an oil-free exfoliating scrub with a rough face cloth, or puff, and rub in circular motions, paying particular attention to rough areas like, elbows, knees, and heels.
- Do not use salt/oil or sugar/oil based exfoliates, unless you shower again before tanning to remove the film they leave behind on your skin. A great product choice is Sunless Primer by California Tan, because it is specially formulated for sunless applications.
- You can apply a water-based moisturizer after exfoliating, providing it's at least two hours prior to your appointment, especially if you're experiencing dry skin.
- If you don't have acrylic or gel nails, apply a coat of nail polish or use the supplied barrier cream on bare nail beds, to protect from possible discolouration.
- Remove any deodorant, perfumes, foundation, oil based moisturizers, and jewellery before your session. You can wear eye liner and mascara, also lip coverage is recommended.
- Wear loose dark clothing after your session and until your tan is set. Flip flops on the feet are a good choice. Don't wear tight socks or tight boots right after getting a full body tan, as it could cause a tan line where they rub.
- Wait at least 6-8 hours after your session before you shower, moisturize, swim, exercise or get any esthetic services done i.e. pedicures, manicures or hair.
- After a sunless treatment avoid scrubbing your skin with anything rough like a loofah, and don't use any exfoliating facial or body scrubs until you're ready to prepare for your next sunless treatment, to preserve your tan.
- After your first shower, moisturize your skin daily with a water-based moisturizer, and re-apply after swimming, exercising, or any prolonged exposure to water.
- Tan Extenders are an excellent way to either intensify your colour, or even out results. These are typically moisturizers with a small amount of DHA.

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3.2.2 UV Tanning

<http://tandesoleil.com/benefits-of-vitamin-d/>

<http://tandesoleil.com/spray-tan-prep-and-care/>

<http://tandesoleil.com/smart-tanning/>

Safe Tanning Tips:

- Don't overdo it. Moderation is the key to smart tanning.
- Always avoid sunburn. Less is best.
- Always wear your eye protection. Failure to protect your eyes could lead to retinal burns, cataracts, and even blindness.
- Always use indoor tanning lotions while you tan. These products give your tan a big boost, and at the same time moisturize and nourish your skin.
- If you are on any medication please check with your doctor as some medications can cause reaction with UV light.
- Protect your lips. They do not produce melanin and will burn easily unless you protect them with lip balms or sunscreens.
- Cover previously unexposed areas for the majority of your tanning time for the first few visits. Gradually increase exposure to these areas until they catch up with the rest.
- Always use sunscreens when outdoors, and avoid sunburn at all costs.

Vitamin D:

- We all know that the sun can make us feel happier and more relaxed. Hundreds of studies now link sufficient Vitamin D with overall health and disease prevention.
- Vitamin D production is one of the benefits that has been associated with human exposure to ultraviolet-B (UVB) emitted in sunlight and by an estimated 90% of commercial indoor tanning equipment. While the North American indoor tanning industry conducts indoor tanning as a cosmetic service, an undeniable physiological side effect of this service is that indoor tanning clients manufacture sufficient levels of vitamin D as a result of indoor tanning sessions.
- The benefit of an adequate vitamin D level to each individual will be better overall health and a reduction of illnesses. In addition to rickets, bone disease and osteomalacia/osteoporosis, vitamin D insufficiency is associated with many other diseases including: tuberculosis, psoriasis, multiple sclerosis, inflammatory bowel disease, type-1 diabetes, high blood pressure, increased heart failure, myopathy, breast and other cancers. It is projected that the incidence of many of these diseases could be reduced by 20%-50% or more, if the occurrence of vitamin D deficiency and insufficiency were eradicated by increasing vitamin D intakes through increased UVB exposure, fortified foods or supplements.

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3.3 FACIALS

<https://en.wikipedia.org/wiki/Facial>

<http://www.eccotique.com/Spa-Services-s/106.htm>

General:

- A facial is a family of skin care treatments for the face, including steam, exfoliation, extraction, creams, lotions, facial masks, peels, and massage. They are normally performed in beauty salons, but are also a common spa treatment.
- They are used for general skin health as well as for specific skin conditions.
- Different types of facials can offer various benefits like helping to: cleanse, exfoliate, reduce redness, reduce blemishes, moisturize, minimize lines and wrinkles, refine pores, and lift sagging skin
- Choose your facial based on your skin type and your skin concerns

Types of Facials:

<http://www.allure.com/gallery/ultimate-facial-guide>

Service/Product	Description
Lymphatic Massage Facial	If clenching jaws or grinding teeth are your equivalent of a stress ball, you may want to consider a facial with a lymphatic massage. Kneading targeted points on the face can unlock strain (good-bye tension headaches) and even help temporarily reduce puffiness. Some spas call out the service specifically, usually including the word "lymphatic" somewhere in the name. Otherwise, you can ask which facial includes the treatment when booking.
Microdermabrasion Facial	The fastest way to get a healthy, youthful glow is to buff away the layers of dead skin that have accumulated from age and sun exposure. In microdermabrasion, a pressurized jet scours the skin with micronized crystals (usually aluminum oxide) and then vacuums the dead cells away. Make sure the spa uses a device on which they can adjust the grit so that it is appropriate for your skin type. And don't book this service the day of an event, since your cheeks may be a little rosy immediately afterward.
Acupuncture Facial	During this procedure, about 30 needles are pushed approximately 1 millimeter into your frown lines, forehead, and crow's-feet. Sounds fun, huh? It actually doesn't hurt as much

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	<p>as you'd think—some people barely even feel the pricks. The needles are plucked out after about 15 minutes—and an hour later, skin looks radiant and eyes are brighter.</p>
LED Facial	<p>This space-age-y facial harnesses the specific wavelengths in LED light to calm breakouts and inflammation, making it ideal for those with acne-prone skin and redness. A single treatment can improve both, but for severe breakouts, it may take closer to 3 sessions to notice a dramatic reduction.</p>
Diamond File Facial	<p>This is the Elizabeth Taylor of facials. Actual crushed diamonds are filed over the skin (it feels more like a cat's tongue than an electric sander). And although the service's claims of completely resurfaced skin are lofty, this one really does fade dark spots.</p>
Brightening Facial	<p>"Dull," "ashy," and "tired" are three words no one wants used to describe her skin. A brightening facial usually involves a combination of masks, enzyme peels, and acid treatments to remove dead-skin buildup. The result? Dewy, megawatt glow-y skin.</p>
Hydrating Facial	<p>When none of the lotions or creams in your bathroom seem to be cutting it anymore, you may need to dial up the intensity of your hydration routine. Look for a facial that focuses on moisturizing. This usually includes humectant-rich products and masks designed to soften and plump skin.</p>
Classic Facial	<p>Sometimes, you just want to close your eyes and drift while having your face pampered. A typical classic facial provides deep cleansing, extractions, a head and neck massage, and...zzz. The goal is to wake up looking—and feeling—rested and refreshed.</p>
Firming and Contouring Facial	<p>Yes, your face may twitch and vibrate awkwardly. And yes, you may experience a metallic taste in your mouth. But microcurrent devices can temporarily tighten muscles in the face for a more lifted appearance. Some contouring facials also incorporate massaging techniques to firm. Not everyone finds this intense—but often effective—sculpting to be super-relaxing, so consider skipping it if you're just looking to indulge.</p>

Decongesting Facial	A decongesting facial is like a professional pore excavation. It's designed to clear out clogged sebum and eliminate blackheads. Extractions (sometimes with a lancet) do most of the heavy lifting. And although they may leave your skin slightly pink immediately after, they should never hurt. Gentle acid peels, like lactic or AHA, also help dissolve the outer layers of skin to resurface it and keep pores clean.
Anti-Aging Facial	This one attacks signs of aging on all fronts: cleansing, resurfacing (often as microdermabrasion), brightening (acid peels), and hydrating. Book this one about a week before a big event, since skin can flake and peel depending on the strength of the peel. And be extra diligent about wearing SPF every day—skin can be especially photo sensitive.
Hydrafacial	There's a hydrating facial, and then there's a super-charged HydraFacial. The device essentially sucks all the gross stuff out of your face like a vacuum. Then the same tool helps infuse your skin with a vitamin-packed serum. It's surprisingly gentle, so skin looks soft and radiant without any redness or inflammation.

3.4 MANICURES AND PEDICURES

<https://en.wikipedia.org/wiki/Manicure>

Manicures—General:

- A manicure is a cosmetic beauty treatment for the fingernails and hands. A manicure consists of filing and shaping of the free edge, pushing (with a cuticle pusher) and clipping (with cuticle nippers) any nonliving tissue (limited to cuticle and hangnails), treatments, massage of the hand, and the application of fingernail polish. When applied to the toenails and feet, this treatment is referred to as a pedicure.
- Some manicures can include the painting of pictures or designs on the nails, or applying small decals or imitation jewels. Other nail treatments may include the application of artificial nail gel nails, tips, or acrylics, some of which are referred to as French manicures.
- In many areas, manicurists are licensed and follow regulations. Since skin is manipulated and is sometimes trimmed, there is a certain risk of spreading infection when tools are used across many people; therefore, sanitation is a serious issue.

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Pedicures—General:

- Pedicures are done for cosmetic, therapeutic, and medical purposes and can help prevent nail diseases and nail disorders
- Pedicures include care not only for toenails but also for the whole foot. Dead skin cells are rubbed off the bottom of the feet, using a rough stone (often a pumice stone) or other material. Skin care is often provided up to the knee, including granular exfoliation, moisturizing, and massage.

Services/Products under Manicures and Pedicures:

http://harmoniaspa.ca/spa_pedicure_manicure_nail_care.html

<http://www.livestrong.com/article/217736-what-is-paraffin-treatment/>

<http://www.allure.com/story/gel-manicure-led-uv-light>

<http://leahlight.co.nz/gel-vs-polish/>

https://en.wikipedia.org/wiki/Gel_nails#Pros_of_gel_nails

Service/Product	Description	Benefits
Paraffin Therapy	<ul style="list-style-type: none">○ A paraffin treatment uses warm oil-based wax to provide pain relief to hands, feet and sore joints and muscles. This treatment has skin-softening benefits as well.	<ul style="list-style-type: none">○ A paraffin treatment softens dry, rough skin and allows the moisturizing creams to penetrate into the deep layers of the skin.○ This treatment soothes chronic joint pain, relaxes stiff muscles and improves blood flow to the treated area. Your hands and feet will be left feeling soft and supple.
Gel Polish	<ul style="list-style-type: none">○ A gel polish sets (or cures) under a UV light. And sometimes Gel is known by some of its brand names like “Colour Gloss” or “Shellac”. A manicurist applies a gel base coat, then nails are placed under the UV lamp to set. Then they apply the gel polish colour and back under the UV lamp. Lastly, a gel top coat is applied and the nails	<ul style="list-style-type: none">○ Gel nail polish dries faster and lasts longer than traditional nail polish.○ Gel nails must be cared for properly – removed (with soaking) so as to not damage the

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	<p>are again sets under the UV.</p> <ul style="list-style-type: none"> ○ UV light takes a couple of minutes to dry the polish while LED light can take just a few seconds. 	
<p>Nail Extensions</p>	<ul style="list-style-type: none"> ○ Artificial nails created by using a nail product to extend the nail past the edge of the natural nail. ○ Can be gel or acrylic 	<ul style="list-style-type: none"> ○ Gel nails can allow those allergic to acrylic or nail resin to enjoy an extension ○ Gel nails are less durable and more expensive than acrylic. ○ Many gel nail clients report that gel nails feel more natural and less rigid than acrylic nail extensions ○ Soft gel nails (gel polish) are easily removed with acetone when soaked or wrapped for about 8–15 minutes and do little to no damage to the natural nail ○ Gel polish manicures can last up to 3 weeks with no chipping, peeling or cracking ○ Leaves a glossier finish ○ Gel nails do not produce any odour ○ The curing time is very fast when using an LED light. This can be as low as 5-10 seconds with a 36 watt LED lamp. More powerful lamps are appearing all the time ○ Gel polish nails mean nails are dry immediately upon completion of the service so no worry about smudging ○ Holds shine and does not fade like regular nail polish

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Pumice Stone	<ul style="list-style-type: none">○ Rough stone used to rub away callouses and dead skin	<ul style="list-style-type: none">○ Leaves skin softer and reduces the appearance of callouses
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Mani/Pedi Process:

(The types of mani/pedis and the process involved can vary by location.)

<http://www.thesalonbeautybar.com/manicure-pedicure/>

Steps	Description
1. Manicure	<ul style="list-style-type: none">○ A classic manicure often begins with a pre-cleansing soak to soften the cuticles. Cuticles are then carefully trimmed, nails are precisely shaped, buffed and polished to perfection! It is then finished with a relaxing hand and arm massage.
2. Pedicure	<ul style="list-style-type: none">○ A classic pedicure often begins with a refreshing foot soak to gently eliminate the skin's impurities, dry skin and dead skin cells. Next, your nails and cuticles are carefully groomed before exfoliation and callus treatment; which are all steps taken to improve the condition and appearance of your feet. Feet are then wrapped in a hot towel before the nail color of your choice is perfectly applied.

When to get Manicures and Pedicures:

- Just because
- Girls night out
- Prom
- Wedding
- Bachelorette Party
- Big date
- Sandal season
- Special events

3.5 WAXING AND HAIR REMOVAL

<https://en.wikipedia.org/wiki/Waxing>

General:

- Waxing is a form of semi-permanent hair removal which removes the hair from the root. New hair will not grow back in the previously waxed area for four to six weeks, although some people will start to see regrowth in only a week due to

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some of their hair being on a different growth cycle. Almost any area of the body can be waxed, including eyebrows, face, pubic area (called bikini waxing), legs, arms, back, abdomen and feet. There are many types of waxing suitable for removing unwanted hair.

- Other types of hair removal include laser, depilatory creams, electrolysis and threading
- Many hair removal processes may be available from estheticians, but some can be found in some salons.

Types of Waxing:

<https://en.wikipedia.org/wiki/Waxing>

Service/Product	Description
Strip Waxing	<ul style="list-style-type: none">○ Strip waxing (soft wax) is accomplished by spreading a wax thinly over the skin. A cloth or paper strip is applied and pressed firmly, adhering the strip to the wax and the wax to the skin. The strip is then quickly ripped against the direction of hair growth, as parallel as possible to the skin to avoid trauma to the skin (i.e., bruising, broken capillaries, ingrown hairs caused by hair follicle trauma and lifting of skin). This removes the wax along with the hair.
Strip-less Waxing	<ul style="list-style-type: none">○ Strip-less wax (as opposed to strip wax), also referred to as hard wax, is applied somewhat thickly and with no cloth or paper strips. The wax then hardens when it cools, thus allowing the easy removal by a therapist without the aid of cloths. This waxing method is very beneficial to people who have sensitive skin. Strip-less wax does not adhere to the skin as much as strip wax does, thus making it a good option for sensitive skin as finer hairs are more easily removed because the hard wax encapsulates the hair as it hardens. The strip-less waxing method can also be less painful.

Comparisons of Hair Removal Processes:

<http://stylecaster.com/beauty/hair-removal-101/>
https://en.wikipedia.org/wiki/Threading_%28epilation%29

Types	Description
<p>1. Professional Waxing</p>	<ul style="list-style-type: none"> ○ How It Works: Hot (but not too hot!) wax is applied to the desired area and removed in the opposite direction of the hair growth, pulling hairs out from the root. ○ Best For: Legs, underarms, and bikini areas, and great for those with coarse, darker hair that tends to be stubborn. ○ Pros: Temporarily removes hair at the root for an average of three weeks of smooth skin, which can range from two to six weeks depending on your hair type and thickness. ○ Cons: Waxing requires some regrowth in order to be effective, as the wax needs at least a quarter inch of stubble to adhere to. Treatments can be moderately painful, as hair is indeed being ripped out at the root, but it becomes more tolerable over time. Waxing can also result in ingrown hairs. ○ Average Cost: Anywhere from \$35-80 for salon waxing, depending on areas waxed and your salon of choice. ○ Tips: “Don’t drink and wax,” warns Noemi Grupenmager, founder and CEO of Uni K Wax Centers. “Some people come in after consuming alcohol thinking it’ll ease the pain, but alcohol tightens pores, making it much more painful.” Stimulants, like coffee, can also increase sensitivity. Also, do your research and find a salon that uses good quality wax. Better quality wax can mean a less painful experience, says Grupenmager.
<p>2. Depilatory Creams</p>	<ul style="list-style-type: none"> ○ How It Works: Hair removal creams use chemicals to weaken the hair follicle so you can effectively wipe it away. ○ Best For: Those who want quick, easy, relatively painless at-home results. Depilatories are most popular for facial hair, bikini lines, and underarms. ○ Pros: Can be done at home, and removes hair just below the surface of the skin, ensuring slower and less coarse regrowth than shaving. ○ Cons: Chemicals in these products can irritate sensitive skin, particularly in more delicate areas. These creams are infamous for their odor, and can also lead to ingrown hairs. ○ Average Cost: Around \$6-12 for a tube of cream or spray-on depilatory lotion. ○ Tips: Choose a cream suited for the specific area you’re treating—and maybe light some scented candles in the bathroom to mask the strong smell most of these products tend to have! Veet In-Shower Hair Removal Cream has a

	<p>water-resistant formula that’s great for legs and underarms, while most popular brands, such as Nair, do bikini line or facial-specific formulas.</p>
<p>3. Laser Hair Removal</p>	<ul style="list-style-type: none"> ○ How It Works: Laser penetrates the skin to target the hair shaft and inhibit hair growth. It essentially destroys the follicle, meaning it can achieve permanent removal. Typically, the hair in treated areas falls out within 2-3 weeks. ○ Best For: People with hair darker than their skin—while professional dermatologists can vary the type of laser used, laser targets the melanin in the hair, so it’s not suited for people with dark skin or pale hair. The laser needs to be able to lock on to the dark pigment in order to differentiate the dark hair from the skin. ○ Pros: Great for long-term hair removal in all areas. “It causes no damage to the dermis, so even the most sensitive skin can be treated,” says New York dermatologist Dr. Ariel Ostad. ○ Cons: Laser hair removal can be painful, with most people describing it as a “snapping” sensation against the skin, as well as a sensation of heat from the laser. Also, it requires numerous visits to a dermatologist for best results. “It is important to go to a dermatologist who can offer different lasers which are customized to the patient’s skin color and hair color,” says Ostad. ○ Average Cost: \$95 to \$250 per treatment, with an average of six sessions recommended, depending on the area being treated. Several cycles of treatment are usually recommended to capture the hair follicles at different stages of the growth cycle. Some people require touch-up treatments to maintain, especially on larger areas. ○ Tips: While it may seem expensive, in the long run, many consider laser removal to be an investment that can pay off. “It is the most effective and cost-effective treatment, considering how much one can spend over a lifetime with options such as waxing or electrolysis,” says Ostad.
<p>4. Electrolysis</p>	<ul style="list-style-type: none"> ○ How It Works: Electrolysis uses a fine, needle-shaped electrode to apply an electrical current to the hair follicle. ○ Best For: Small areas such as the eyebrows, upper lip, and underarms, as it treats each hair and follicle individually, which is time-consuming and can get expensive. ○ Pros: Can permanently remove hair and is suitable for very fine and light-colored hair, unlike laser, which works best on

	<p>darker hair.</p> <ul style="list-style-type: none"> ○ Cons: When improperly done, electrolysis can lead to scarring or skin discoloration. Treatments can be uncomfortable and cause a “stinging” or “pricking” sensation, and as with laser hair removal, permanent results require multiple sessions. ○ Average Cost: Around \$45-65 for a 30-minute session. ○ Tips: Dehydrated follicles can be more difficult to treat, so be sure to drink plenty of water the day before, the day of, and the day after your treatment.
<p>5. Threading</p>	<ul style="list-style-type: none"> ○ Threading is a method of hair removal originating in Asia. In more recent times it has gained popularity in Western countries, especially with a cosmetic application (particularly for removing/shaping eyebrows). ○ In threading, a thin (cotton or polyester) thread is doubled, then twisted. It is then rolled over areas of unwanted hair, plucking the hair at the follicle level. Unlike tweezing, where single hairs are pulled out one at a time, threading can remove short lines of hair. ○ Advantages cited for eyebrow threading, as opposed to eyebrow waxing, are that it provides more precise control in shaping eyebrows and is gentler on the skin. It can be painful as several hairs are removed at once: however this can be minimised if it is done correctly.

3.6 TINTING EYEBROWS AND EYELASHES

General:

- Lash and brow tinting are done to define the shape of eyebrows and add emphasis to eyes through darkening the brows and lashes.

<http://www.besthealthmag.ca/best-looks/beauty/is-eyelash-tinting-safe/>
<http://health.howstuffworks.com/wellness/spa-health/eyebrow-tinting.htm>

Service/Product	Description	Pros & Cons
<p>Eyelash Tinting</p>	<ul style="list-style-type: none"> ○ Eyelash tinting, done in salons and spas by an esthetician, ranges in price from about \$20 to \$40 depending on the salon. 	<ul style="list-style-type: none"> ○ Adds definition to your eyes even when you’re not wearing mascara ○ Allergic reactions can be avoided by doing a patch



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	<p>Clients choose from brown, black or the more dramatic 'blue-black'. If you're a contact lens wearer, you remove them. You sit, wearing a protective towel on the neck so the dye doesn't get on clothing. The esthetician applies a protective cream, such as Vaseline, under the eyes, which prevents the skin from getting stained. Then a thin cotton pad shaped in a curve goes on top of the cream. You shut your eyes, and the tint is applied to lashes with a fine brush, and allowed to set for at least 10 minutes.</p> <ul style="list-style-type: none"> ○ With your eyes still shut, the esthetician begins to remove the dye with a cotton pad dampened with water. This might take a few minutes of gentle strokes and several pads. When the excess dye has been removed, you open your eyes; the esthetician cleans up the under-eye area and the lid with additional dampened pads, if there is staining. 	<p>test on the forearm or behind the ear 24 to 48 hours before the treatment.</p> <ul style="list-style-type: none"> ○ Estheticians mix the colour paste with a peroxide solution to start the chemical process. All-natural formulas are a myth. If a dye is going to deposit colour, it will have chemicals. Anything designed to tint strands of hair is potentially dangerous around the eyes. ○ Make sure your esthetician is trained and experienced.
<p>Eyebrow Tinting</p>	<ul style="list-style-type: none"> ○ Once you've located a salon that offers this semi-permanent hair darkening service, the procedure is similar no matter where you go. The esthetician will protect your eyes with an eye patch or mask and apply petroleum jelly or 	<ul style="list-style-type: none"> ○ If you're a girl with barely-there brows, eyebrow tinting can help frame your eyes beautifully. This semi-permanent cosmetic procedure is a very attractive option if you're tired of using an eye pencil or have noticed a

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another lubricant to the skin around the brows to help protect them. Then, she will use a cotton applicator dipped in dye (usually vegetable-based) to apply the color solution to the eyebrows, eyelashes or both. After the solution dries, the esthetician will wash away excess dye with soap and water.

- Eyebrow tinting costs about \$20 per eye and lasts four to six weeks.

few grays popping up in your brow line. Eyebrow tinting works well for most women, and it's perfect if you're looking for a way to streamline your beauty routine.

- Since dye is being used near the eyes, make sure you find an experienced, fully trained esthetician to perform your tinting.