

Welcome to your *Fringe Benefits!* Each issue is designed to inform and transform the way you think about and care for your hair. We'll also keep you updated on the latest Tangi's Salon ventures and adventures. It's all "News You Can Use," so enjoy!

Ask Marci

Dear Marci,

Help me get through the winter. The season's gray sky gives me the blues. Even my reflection in the mirror seems cloudy. I just look and feel blah! What can I do to brighten up my mood?

Betty Blue

Dear Betty Blue,

You aren't alone. Winter doldrums affect us all. And, unless you are a frequent visitor to tanning beds, your skin tone is paler, which adds to your gloomy disposition. So, consider brightening up your facial features with a splash of contrasting hair color. Strategically placed detailed foils, in light, dark, or red shades, added to your existing hair color, can lift your spirit. Schedule an appointment or mention it during your regular visit with us, and we'll discuss options for bringing a little sunshine back into your life.

Marci



Marci Tangi,
Hair Color Expert,
Salon Owner

Bright Ideas for 2009!

Speaking of sunshine, the forecast is bright for creative hair ideas to extend the life of your in-salon services, while maintaining your fabulous look.

Hide & Seek: The layered look. By adding a few layers on the top, we can show you how to style your hair and add two weeks onto your normal salon return visit (depending upon your hair growth). The camouflage effect is wonderful.

Multi-tasking Products: Gray coverage. Another quick-fix solution, between salon visits, is mascara. Yes, mascara, for those annoying, although subtle, gray roots that show up in 3-4 weeks after your color visit (depending upon your hair growth). Take the mascara wand, in the color that's closest to your hair's color, and brush the little grays away. Waterproof mascara is best and easy to apply.

Professional Products: Less is more. Salon hair products may appear to be more expensive, but in fact, they are a better buy. Professional products last longer throughout your day, and require smaller amounts used when applying them to your hair. So, you use less, but get more for your money.

Speaking Engagement:

Over the years, Marci has developed a series of "Image" programs for clients needing a speaker for their business meeting, event, or club presentation. So when client, Susan Hendel, asked Marci to present her "Image" program to the Rotary Club at the Whetherington Country Club, she was ready.

During Marci's twenty-minute segment, she talked about the importance of image and what it conveys to the world. She engaged the audience in a color swatch demonstration with the help of a male participant. Marci placed warm and cool color swatches against his face, and asked the group to tell her which colors looked best on their brave volunteer. Instantly, the crowd saw the difference. They were amazed at the correlation between the colors we wear, and our overall appearance.

"Marci was an entertaining, informative, and energized speaker, during our 7:30 am West Chester/Liberty Rotary Club breakfast meeting. Everyone enjoyed her talk and walked away with great insights about their professional image."

Susan Hendel

Connecting with You, Creating Beautiful Hair!

Education Corner:

One of Marci's most important roles, as a salon owner, is keeping her staff educated, updated, and informed about upcoming trends, techniques, and technological advances in the hair care industry. Her philosophy is: The more we know, the better we are able to serve our clients.

January: We are kicking off the "New Year" with a "Presentation Skills" refresher course for the hair designers. The day-long program is designed to prepare the team for speaking engagements and presentations.

February is chemical month. We'll be investigating and testing new products for coloring, relaxing, and perming hair. Most of the new technology behind chemical services is focused on decreasing the amount of time it takes to process hair. That's good news; however, all products aren't created equal. Our job is to find which ones work best for our clientele and deliver on the product's promise.

Recipe Corner

Valentine's Decadence!

Black Russian Cake

Ingredients:

- 1 box yellow cake mix
- ½ cup sugar
- 1 box chocolate pudding mix
- 1 cup vegetable oil
- 4 whole eggs
- ¼ cup of vodka
- ¼ cup of Kahlua
- ¾ cup of water
- Pam Spray

Glaze:

- ½ cup confectioner's sugar
- ¼ cup Kahlua

Preparation: Pour all liquid ingredients into dry ingredients at one time. Beat for 4 minutes. Pour mixture into a sprayed Bundt pan. Bake 45-50 minutes at 350 degrees. Cool 10 minutes. Invert pan and poke holes into the top of the cake so the glaze can soak into the cake.

Glaze: Mix together and let stand while cake is cooling. Pour over cake. Dust with extra confectioner's sugar. Serves 8.

Tips from Tasha

Are you looking for the best way to enhance your natural curls and eliminate the frizz? Try this great technique. Apply a lotion or gel to your hair and comb through. With your fingers, separate your hair and twirl in ringlets, clockwise and counterclockwise all over your head. If you want volume, use a diffuser on the ringlets with Sebastian's Taming Elixir. For a smooth, wavy look use Goldwell's Flat Out and let your hair air dry. Forget the comb and let your fingers separate your curls. You'll feel like a classic fashion model.



Tasha Johnson-Stamper
Hair Designer, Color Specialist

Beauty Bits from Becky

Looking for the ultimate volume for your fine hair? AG's Bigg Wigg is my favorite: It blasts gravity defying volume into the roots of lifeless hair! Apply the product directly on your roots, rub into scalp, and style as usual. You will get the ultimate volume for your hair, with little effort.



Becky Freeman
Hair Designer, Color Specialist

Referral Program

At Tangi's Salon, your referrals are important to us. And, to show our appreciation, we've come up with a "Client Referral" program that has real benefits for you. So, the next time you refer a friend to Tangi's Salon, ask them to mention your name and enjoy the perks. Thanks for your continued support!

- **1st Referral** – Goldwell Serum (\$12.00 value)
 - **2nd Referral** – Any Shampoo or Conditioner (up to a \$20.00 value)
 - **3rd Referral** – Alfaparf shine serum (up to a \$27.50 value)
 - **4th Referral** – Complimentary Haircut with Design (up to a \$49.00 value)
 - **5th Referral** – Detail Foil Highlight (\$56.00 value)
 - **6th Referral** – Color Retouch (a \$61.00 value)
 - **7th Referral** – \$75.00 Gift Certificate
 - **8th Referral** – \$100.00 Gift Certificate
- Any more than 8, we'll take you on a DATE!*

Speaking of Image:

When you see your reflection in the mirror, do you often feel like your image could use a makeover boost; but, you don't have the time or energy to do something about it on your own? Well, we have the perfect solution: an "Image Coach." And, the perfect coach, Marci Tangi, who'll work with you one-on-one or in small groups.

Marci will guide you through the maze of beauty options; tying together your hair, makeup, and wardrobe, to develop your own unique image and style for work and play.

For more detailed information, call 755-6556 or email Marci at marci@tangissalon.com.

Salon News

Valentine's Gift Certificates!

Tangi's Salon "Valentine's Day" gift certificates are encased in red tissue paper with candy kisses inside a purse. A sweet gift for someone special!

In our next issue:

- The Annual Midwest (Chicago) Beauty Conference
- Beauty Trends for Spring!

NOTICE:

Tangi's Salon Upcoming March Schedule Changes

Closed: Friday, March 27, 2009 and Saturday, March 28, 2009.

Open: Tuesday, March 24; Wednesday, March 25; and Thursday, March 26, 2009 from 10:00 am – 8:00 pm.

Bulletin Board:

Tangi's Salon has a bulletin board online at www.tangissalon.com, under the "Make Connections" tab. If you'd like to join our online networking opportunity, please contact Mary Lynn Tangi, marylynn@tangimarketing.com.