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Cutting Edge

New York City-based hairstylist and beauty expert **Mark Garrison** is known for his artistic eye and his personalized precision cuts that take into account each client's bone structure, hair texture and lifestyle. Now, Garrison is sharing his techniques for wearable hair with stylists across the country in his new instructional DVD, *Mark Garrison Signature Styles #1*.



Signature Styles #1. In the step-by-step segments, Garrison teaches three essential cuts: Graduated Bob, Mini Shag and Mo' Layers. The DVD is available for purchase at markgarrisonsalon.com. —L.M.

BLOWN AWAY

Swink Style Bar

After searching in vain for a place in Seattle to get a quick blow-out on short notice, Natalie Angelillo realized she couldn't be the only busy working mom who wanted great hair without planning ahead or spending a lot. Thus, the idea for **Swink Style Bar** was born, and Angelillo opened the small, blow-out- and makeup-focused salon with a friend who had retail experience in late 2009. "We wanted to offer what customers sought after—a total experience—without providing every service that traditional salons offer," she says. "We spent about a year talking with potential customers and found that hairstyling, makeup application and eyelash extensions were all the things that clients wanted to get done quickly and efficiently at the same time and place."

Swink Style Bar, which has two makeup stations, four styling chairs, a combination station for VIP or bridal clients and an upstairs loft for private parties, features a clean, modern decor that is also feminine, warm and inviting. The salon offers a cheeky menu of eight hairstyles—including The Fifth Avenue, described as "flat-ironed to classic, clean lines, your hair says, 'I own this town'"; The G&T, which promises to "make you feel like you just stepped out of a shampoo commercial with luscious, bouncy curls or an artfully messy look"; and The English Rose, a romantic updo that comes with the caveat, "Bodice-ripping not included"—all of which can be done in less than 30 minutes for around \$30. "We take the business of making our clients look their best very seriously, but we absolutely think it should be a fun process," Angelillo explains. "Lots of laughter is an important part of our lives and the tone we wanted to set." —L.M.

SIGNATURE SERVICE Star Treatment

When image-conscious Angelenos and Hollywood hipsters want to get their skin glowing before a night on the town, they head straight to Los Angeles' **Kate Somerville Skin Health Experts** for the Ultimate Kate Facial. The service starts off with enzymatic exfoliation and light extractions before skin is drenched with DermalQuench Serum and oxygen technology. The client is then placed under a Dermalucent red light to speed penetration of the serum and stimulate collagen and elastin production. "This is one of our biggest selling services because it delivers firm results and a red carpet-ready complexion," Somerville says. —K.D.



Kate Somerville exfoliates the skin during the Ultimate Kate Facial.

BETTER BY DESIGN

Help your salon stand out in the crowd by creating professional marketing materials, such as brochures, appointment cards and business cards, using the new **Quark Promote** program. This free application, which is made for individuals with no design experience, allows users to easily create all of their marketing materials online and pick them up the next day at a local print



shop. It's an easy and affordable way to promote your salon business with high-quality marketing materials. quarkpromote.quark.com —N.P.