

New You

Exciting new image evolution refreshes the body and soul

Sylvie Theoret admits to feeling a bit glum and tired before a recent visit to Svengali Salon and Spa in Markham. The Unionville resident has been recovering from a serious auto accident which occurred on Christmas Eve and she wasn't in the best of spirits.

A complete image evolution from Svengali Salon and Spa changed all that.

"I was nervous at first," says Sylvie. "I'd never experienced a makeover before and didn't know what to expect."

From the moment she entered Svengali Salon and Spa, she was pampered beyond her wildest dreams. "The atmosphere is so upbeat and positive," she says. "The staff of 18 team members are professional, courteous, friendly and very talented."

After a thorough consultation with Svengali stylist Marisa Fiori, and colour technician April Smith, both of whom have an extensive training portfolio with Svengali Hair Studio and Vidal Sassoon, Sylvie knew she was in good hands.

Applying Svengali's New Spring/Summer Collection of styles and make-up, derived from a recent New York-based educational seminar, Marisa brought the catwalk into the salon creating a look for Sylvie that is versatile, natural, simple, but STRIKING. "Sylvie's look needed updating," says Marisa. "She wore shaggy, wispy hair, the look of the '90s. We wanted to take her into the new millennium by creating a strong, geometric shape."

Marisa achieved a modern look for Sylvie by taking her hair length to chin level, creating a strong jaw line, eliminating the weakness for her chin as well as creating balance for her overall physique. Marisa then utilized New Cutting Techniques by carving into the interior - creating texture, movement and reducing unnecessary weight.

Following the cut, colour technician April Smith applied New Colours for the Spring: pale blond, beige and caramel highlights using the New Shadow Technique to create depth and contrast in the hair, which enhanced Sylvie's outstanding blue eyes and bronzy skin tone.

"This technique is exceptional for women with fine hair because it creates the illusion of having thick, dense hair," says April. "It made Sylvie's hair more invigorating and alive."

Sylvie's image evolution also took place in Svengali's newly-renovated Day Spa. Karin Cacciola, New Spa consultant, pampered Sylvie's skin with Sothy's comforting Sensitive Cleansing Milk, Gommage Exfoliant, New Lift Defense Moisturizer, and Bio Relaxant Eye Gel.

Fatima Ali, make-up artist, then applied beach-inspired colours which burst into life with washes of Sea Salt Blues, Chic Mango Lips and Sunny Mocha Golds. Sylvie's skin was finished with a final application of all-over shimmer sticks from the New Sothy's Make-up Line, followed by a Sothy's blusher.

"The best news this spring is that colours are all sheer, gorgeous and very wearable," says Karin.

When it was all over, Sylvie couldn't believe her eyes. "I was astonished at what a great job was done," she says. "My friends and neighbours have stopped to look

twice. My boyfriend told me that it's the best hair cut I've ever had."

Thanks to Svengali Salon and Spa, Sylvie feels spirited and rejuvenated. Would she recommend Svengali's to others? "To refreshen your body and soul, Svengali Salon and Spa is the place to go."

Svengali's Salon and Spa is located at
39 Main Street in Markham.
Call: Salon (905) 471-6662
Spa (905) 471-6268



Sylvie Theoret Before

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Sylvie Theoret, after a visit to Svengali Salon and Spa in Markham

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