

# New You

Advertising feature of The Markham Economist & Sun/Stouffville Tribune

## Salon Massimo does 'fabulous work,' says Makeover winner

By ROD URQUHART  
Advertising Writer

"I think it looks fabulous," exclaimed Susanne Resar, following her New You Makeover at the impressive Salon Massimo of Richmond Hill.

Susanne, winner of this month's New You Makeover, has never had a makeover before. And, she had had long hair "since high school," prior to her makeover.

Following her makeover at Salon Massimo, "They brought me to life again," she exclaimed.

"The enthusiasm of the staff there...it was a lot of fun," she added.

Salon Massimo Co-owner and Hair Stylist Angie Ursomarzo, noted that Susanne was a little apprehensive when she first arrived. Angie said Susanne wanted "something different" but "more along the safe lines."

"We are big on education," noted Angie. "We explained to her the whys and listened to her needs and her wants. And, there's no point doing something that can't be maintained at home," explained Angie.

However, after consultation, and despite the fact Susanne was "married to the idea of longer hair, she allowed me carte blanche on colour and she finally allowed me to take it (her hair) to her shoulders," noted Angie.

Susanne realized that her hair needed a change and her face needed a change. "It was really great that she allowed us to come up (with a hair style) and carte blanche on the colour. We went

into Schwarzkopf, a new series of vibrant reds with a very rich reddish copper base."

Angie then sliced in a double copper and very soft blondes.

Susanne has seamless layering, which incorporates length. Angie, who teaches for KMS, said they are "very big in seamless layering."

"We stayed with the very warmer tones," noted Angie.

After she was done, "her face looked warmer. She had a lot more colour than when she walked in."

In fact, "we warmed up her hair colour and gave her face a whole new shine." And as a result, "her comfort level was big. She was quite confident!"

"We brought her a softer more romantic look," said Angie, who noted that "the entire staff had a say in what happened. We are a tight-knitted team and everybody has a forte - it's wonderful."

Roxana Boldein, the Esthetician and Makeup Artist at Salon Massimo, noted that "first of all, she was pale when I met her. Her hair was ash blonde and she had no makeup. By the time

Angie did her hair, I was thinking of something neutral, feeling that she was a type of neutral person and not into the stronger colours."

Roxana said that following the application of makeup and the



AFTER

hairstyle, "(Susanne) really enjoyed it." "She had looked in a magazine and said 'I like that.'"

Roxana applied plum colour around the eyes, light, and dark on the lips, with a lip gloss on top, with a line of lip liner.

"She was so happy. She looked amazing and her personality changed. She was smiling and jumping around."

Roxana used VapourVelvet as a base for the eyes; Sketch from Mac as eye shadow, a lighter colour; and, Plum from Mac lip liner, in combination with a Lip Gloss.

"She looked amazing," said Roxana.

Susanne said after, "it was a huge collaboration over there." She said the makeup was "fantastic - very dramatic and sexy, fun

and vibrant!"

All in all, she said it "was a great experience. I looked like a pale little ghost before, now I'm alive."

The stay-at-home mom, who lives in Ballantrae, said, "I thought they were spectacular. My husband loved it. They brought me to life again!" she exclaimed.

"I'll definitely be back there

again. I felt part of a family there, which I don't think you find in many salons," she concluded.

Salon Massimo is located in Richmond Hill at 10737 Yonge Street, at the corner of Yonge Street and Elgin Mills. They are open Tuesday to Thursdays, 9 a.m. to 7:30 p.m.; Friday 9 a.m. to 6:30 p.m.; and Saturday, 8 a.m. to 3:30 p.m. Phone 905-737-0767.



BEFORE

### What Women Really Want promises to be a 'fun' show

(From Page 14)

for the "What Women Really Want" Package when you call.

One speaker already lined up is Dr. Date, a psychologist and sex therapist.

Dr. Date will be featured Saturday, May 4, with two lectures: at noon, it's "Relationship Rescue" - getting back on track and recapturing the spark.

At 2:30 p.m., Dr. Date will talk on "How to Drive your Man Wild" - becoming irresistible and irreplaceable to your man.

"There is a variety of services and products that market to women (featured at the show), from fashion, to jewellery, astrology to financial advice," says Diana Marlo, of YRNG Shows.

"It's a strong cross-section all under one roof for the weekend that is zeroing in on women's issues, like health, fitness and relationships. The key is fun, but it's a high class, informative show," she adds.

A Day Pass is \$10. "That gives you everything. You have access to all the exhibits, lectures and draws."

For more information or to book booth space call 905-294-2200 (some space still available).

5,000 women, between the ages of 35 and 55 are expected over this weekend.

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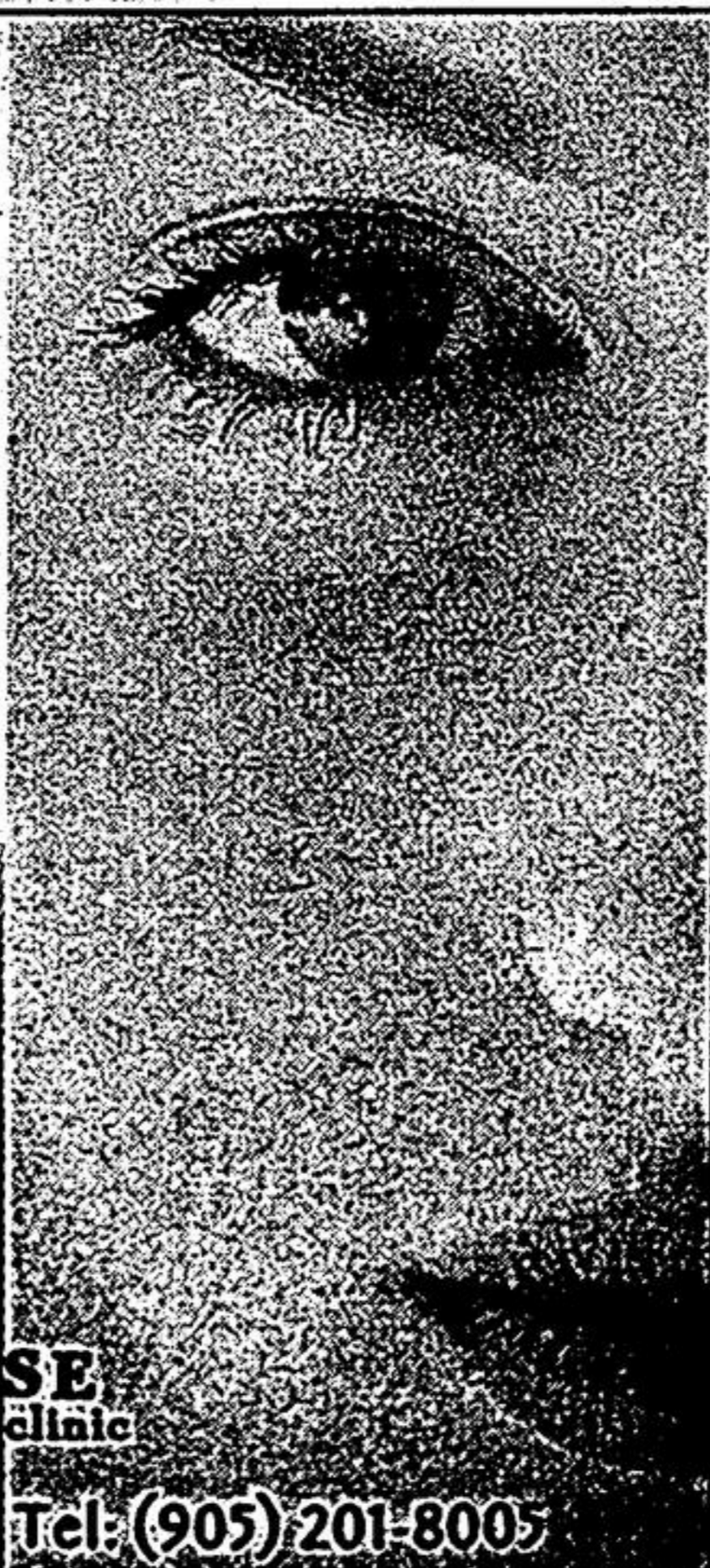
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