

New You

New You Makeover winner 'thrilled' with Svengali

By ROD URQUHART
Advertising Writer

New You Makeover winner, Frances Dipasquale, was "thrilled" with her new look after visiting Svengali Salon and Spa, located on Main Street Markham.

The Markham stay-at-home mom said this was her first makeover and when she arrived home after, her husband "thought I looked fabulous, so he took me out to dinner that night." She said they never go out to dinner on weeknights, but "it was special."

"I was reading the newspaper and the story on a makeover caught my eye and I saw the ballot. I have a fax machine at home (and sent in the ballot). They called an hour later... I couldn't believe I was that lucky. That was great," explained Frances. Svengali "treated me so nice. I felt like a queen," she exclaimed. "They were all really nice to me — all of them. They took their time and everything was perfect. It was nice spending the day in there. I told all my friends and neighbours to look for me in the newspaper and they're all dying to see it," said the excited Frances.

The Svengali staff performed the haircut first. "When she came in her hair was unflattering and shapeless," said Dyson, a professional hairstylist since 1987 who teaches hairdressing in England, Europe and Canada. "We needed to give Frances a more elegant overall look. A classic shape, with a twist of asymmetry through the bang area, would be low maintenance, modern and most important compliment her face shape and features."

Leslene did the hair colour and then Fatima of Svengali Spa performed the makeup.

Leslene evened out the base colour with a tone closer to her natural colour.

"Frances had a very warm skin complexion. I suggested that she stayed with cool tones, rich browns, reds and plums."

"Placement is essential to compliment the hair cut and the makeup," explained Dyson.

Fatima, an Esthetician, applied the make-up to finish the look using shimmering bronze

and brown and a highlight of gold. Frances didn't need a lot of make-up so we used the fall and winter colours to create a subtle day time look.

Frances said she was "pleased with the haircut" and Leslene "did a nice job. I like the look. It's as natural as possible. I

upon to go into a salon and teach. He noted that the knowledgeable and friendly staff at Svengali put a lot of expertise and effort into their makeovers and if you're thinking of a new look, drop into Svengali Salon and Spa at 39 Main Street Markham (905-471-6662). Don't make the mistake of

Frances calls Svengali, "a really nice salon." She said she would "absolutely go back. I was so excited I told everybody. Two neighbours came and visited while the makeover was being done and they said they were doing a fabulous job!" She would also recommend

Svengali. "They seemed highly professional in what they're doing."

Svengali Salon and Spa, 39 Main St., Markham. Salon 905-471-6662 — Spa 905-471-6268.



Frances AFTER

just left it in their hands."

Dyson comes highly recommended. He is part of the artistic team for Joico. He teaches at trade exhibitions and can also be called

visiting several salons before trying Svengali! Dyson also noted after working on Frances, "She was great."

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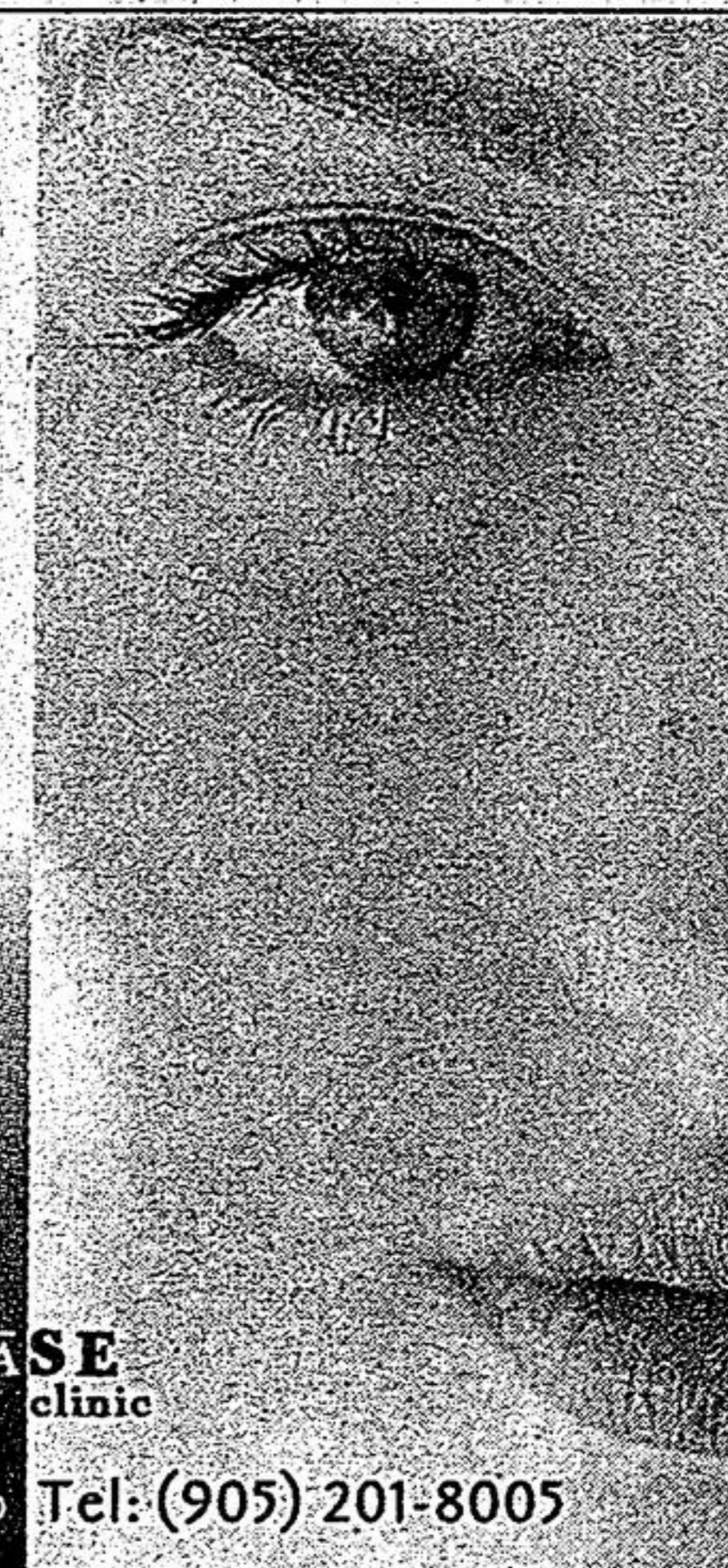
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Frances BEFORE