

New You

Advertising feature of The Markham Economist & Sun/Stouffville Tribune

Makeover winner 'adores' new look from Svengali

By ROD URQUHART
Advertising Writer

After getting a complete makeover, including hair, colouring and makeup at the prestigious Svengali Salon and Spa, New You Makeover Winner Alison Seidler exclaimed, "I absolutely adored it all!"

When contacted the next day, she excitedly reported, "I love it. It's funky and fresh and new and that's what I wanted."

Her family, she said, "didn't recognize me. They thought I looked completely different. They said I was in the 2000s now. They completely loved it!"

Alison first saw Svengali Colour Technician Leslene Hart. Alison had an all-over brassy tone and it caused her skin to look extremely washed out. "I decided to go with strong vertical blonde, copper and brown highlights and I tinted the remaining hair back to her natural colour."

Next Alison saw Hairstylist Kara Gilbey, who noted that Alison has beautiful, thick hair which had lost its shape. She needed a look that was more contemporary and flattering to her delicate features.

The hair was shortened to the hairline. Layers were added with a pointing technique to give a beautifully tailored head shape, while adding texture, movement, and lightness to the fabric of the hair.

The hair was flat-ironed to give shine and show the shape of the haircut. Finally wax was applied to give separation and definition to the layers.

Alison was treated to makeup by Svengali Spa Esthetician/Makeup Artist Sandy Giutsos. "I decided to use the colours of brown and charcoal green on the eyes to complement the red in her hair. I used a black shadow on her lash line to create definition and enhance the shape of her eyes. On her lips I used a burgundy shade with a little bit of gloss and lined her lips just above her natural lip line to create fuller lips," noted Sandy.

She also highlighted her cheekbones a bit and used a bronzer to give her more colour. She put dark black mascara because Alison's lashes were very long. This brought all the attention towards her eyes and made them appear larger, reported Sandy.

Sandy also noted that Alison said she also uses a lot of the same colours for makeup and "I wanted to give her something different. She was surprised at first, but she really liked it. She was very happy with it!"

Alison said she'd never had a makeover before, but wasn't the slightest bit nervous. "I wasn't nervous. I left it up to their own devices. It's something I wanted for a long time, so I was excited."

On Svengali Salon and Spa, she said they are excellent and very friendly. They did an excellent job!



Alison BEFORE.

professional job. They took the time and care to do a fantastic job."

When asked if she would recommend Svengali, she exclaimed, "I would completely and I hope to go back there myself. I'd heard about the Salon and heard they had an excellent reputation. I think they did a great job."

She also thanked the Markham Economist & Sun/Stouffville Sun-Tribune for the makeover. "Thank you. I had a great time!" she concluded.

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



Alison AFTER her makeover at Svengali.

New You Make Over Contest

Name _____

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