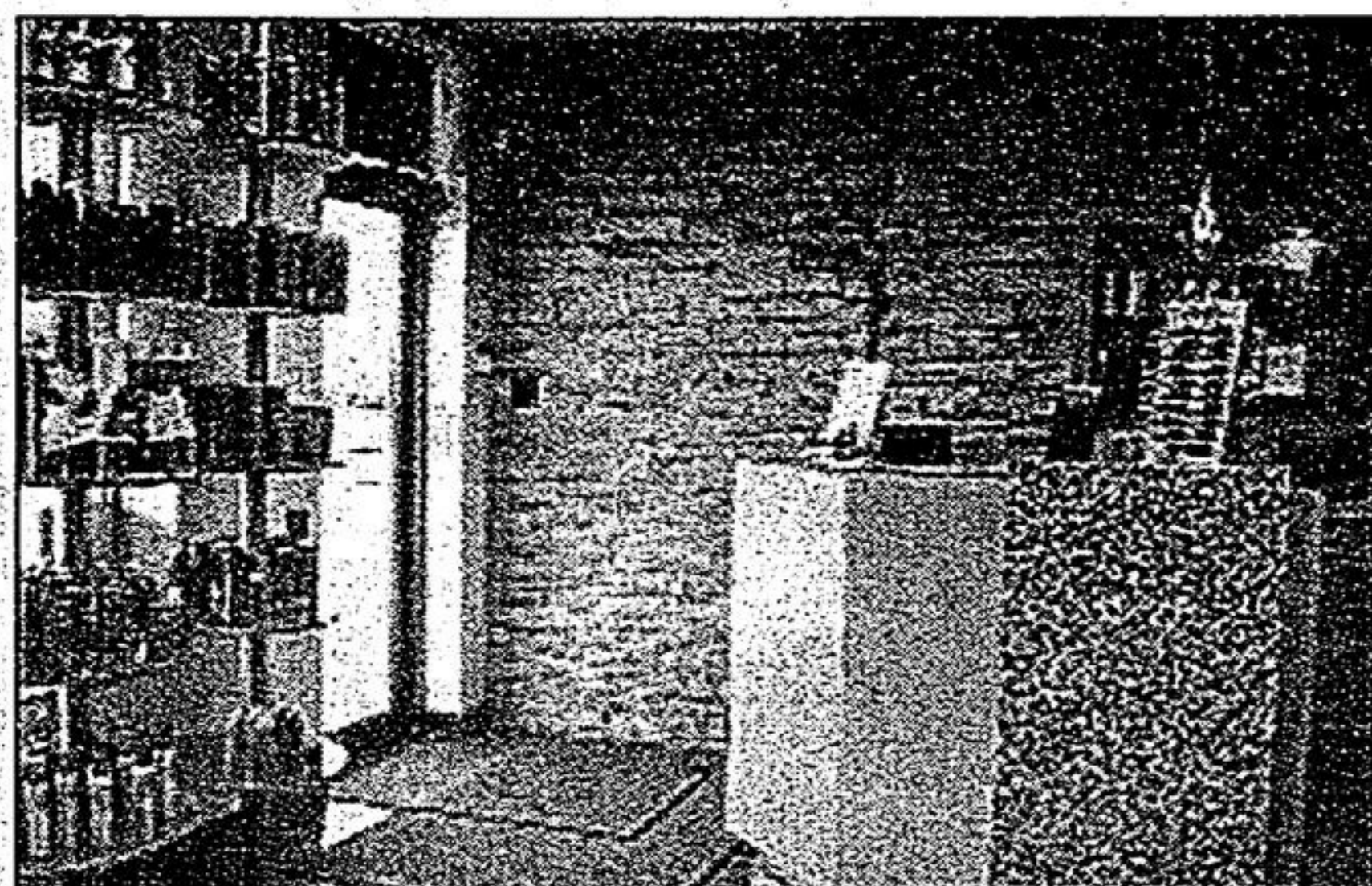


New You

An Advertising feature of The Markham Economist & Sun/ Stouffville Sun-Tribune

Makeover at Salon Cachet



"I love it!" said a thrilled Julia Dempsey, this month's New You Makeover winner. "I'm still me, only better." Julia received a much needed boost from Salon Cachet in Markham, which has been open since 1997, and is well known for always being on the cutting edge of fashion in the industry. In fact, owner Marisa Cannataro and her staff are always taking the time to educate themselves on the latest trends, which involves trips to New York and Miami for indepth cutting courses at Tigi in Manhattan so they can bring the latest styles and fashions back home to their valued clients. Marisa, has over 21 years of experience in the business and a great passion for what she does. She consistently strives to provide the best hair care and service to all clients, some of which travel great distances for the salon's fashion expertise. Makeover winner Julia Dempsey had the chance to experience the talents of Salon Cachet, and was impressed by the "unbelievable service." "They did a fantastic job," said Julia. "Before my hair seemed tired, and the style was outdated. I really needed a boost. Now I look totally different!" Marisa explained that Julia's hair had been coloured in the past, and was now very faded and discoloured. The hair also appeared bulky, and overwhelmed the facial



Julia Before

features.

The first step, however, was to add fresh new colours with a 3-colour foil technique. "I added blonde, copper and chestnut brown to put life back into the hair," explained Marisa. "Between the foils, I used a demicolour, a soft caramel." In addition to being fully up to date on the latest fashions, Salon Cachet is also well known for its remarkable colouring expertise, which is apparent from the long waiting list of clients eagerly waiting for their appointment with Marisa.

After the colour, Julia received a deep treatment from Alfaparf, called Semi-Di-Lino, which created a smooth, silky look while creating the appearance of increased movement within the hair. "Semi-Di-Lino is a company from Italy, a product which is great for bringing hair back to life," explained Marisa. "The product adds moisture and shine to hair that is very dry." Other top brands used at the salon include Bed Head and Cat Walk.

Salon Cachet is a Schwarzkopf Pro salon and is a part of an elite Schwarzkopf professional program. The salon is also a PH salon, which means the staff have exclusive access to all Schwarzkopf related education, travel and promotions, which further places Salon Cachet on the cutting edge.

Next, after applying the exclusive Semi-Di-Lino treatment, it was time for the cut. Julia's hair was originally a one-length, bulky cut which hid her curls. Marisa, however, decided to create a look that can be worn both curly and straight.

"You couldn't see the curls originally, but once I layered the hair, they all came out," said Marisa. "By layering the hair and defining the curls, there's now shape to the hair." "You don't have to have a completely shocking change to improve your looks," explained Marisa. "Sometimes all it takes is a colour change. When Julia left, she was brightened up, she glowed!"

Now Julia is enjoying plenty of compliments from friends,

family and co-workers. "Everybody was completely taken aback, they all said 'Wow'." said Julia, still excited. "Everyone said my hair looks so healthy. It's now jazzy, and has lots of spark!"

Julia added that the staff were extremely friendly, and everyone in the salon seemed to know each other very well, which created a comfortable and relaxing atmosphere. "You could tell that the staff cared a lot about their clients," said Julia. "It was a great experience, and I recommend them to everyone!"



Julia After

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New You
An Advertising Feature of The Markham Economist & Sun/Stouffville Sun-Tribune

Make Over Contest

Name _____

Address _____

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Send to:
Markham Economist & Sun/Stouffville Sun-Tribune
9 Heritage Rd., Markham
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Fax 905 294-1538

SALON CACHET

GRAND REOPENING!

Marisa Cannataro, owner/salon director of Salon Cachet is pleased to offer during the March Break only - a FREE personalized Schwarzkopf professional treatment for your hair type. Receive a FREE full-size colour seal shampoo with the purchase of any bc treatment product.

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