

# INSPIRED BEAUTY HEADLINES

Ps 90:17

“and let the beauty of the Lord our God be upon us,  
and establish the work of our hands for us;  
yes, establish the work of our hands.”

## We Are in LOVE with Fall!!

Fall means pumpkin lattes, suede taupe boots, thick cozy scarfs and yes, a new hairstyle!! The fall/winter trends on the 2016 runways of New York inspire our team to be creative with texture, simple with waves, daring with accessories and creative with knots for every lock length. Our team is obsessed with touches of terracotta highlights, shadow bases, cranberry reds, mid-length cuts, piecey bobs and long tousled layers.

More than ever, the hair fashion this season is driven by individuality and each woman's unique natural hair texture. From windblown looks to simple knots and full fringe bangs, hairstyles have never been so customized. Women of all ages are wearing all different lengths of hairstyles with innovative colors, and using their hair as the accessory they are always changing. Check out what our team is designing, wearing and excited about for Fall 2016.

XOXO,

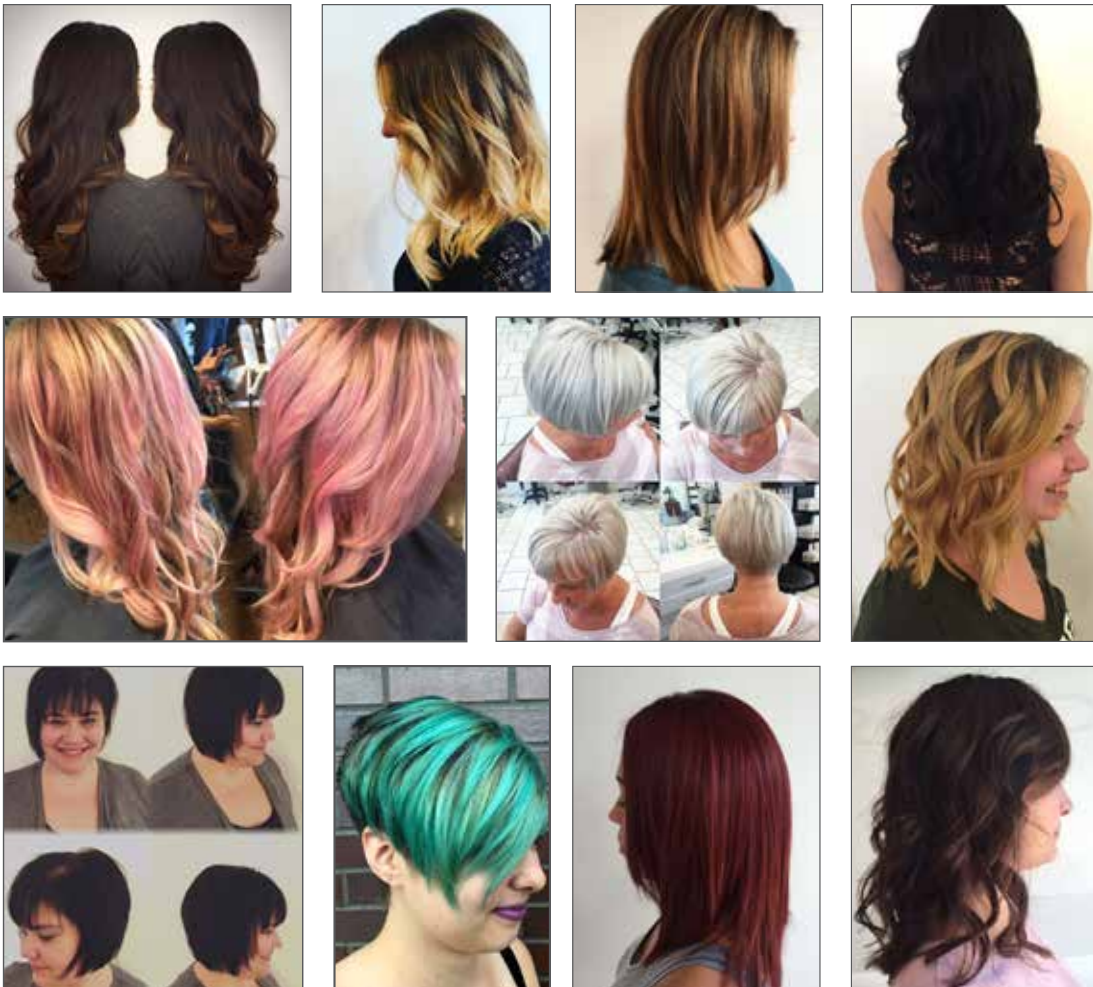
*Geno Levi & Team*



## Straight from the Studio...

Touches of terracotta, shadow bases, beige blondes, berry stained reds, shining silvers, warm caramels, dusty rose, raven black, striking movie colors and bronde are the "it" hair colors this fall. Dimension is added by free-hand painting (aka balayage) giving each client their own exclusive hue and tones that glow. From the gatsby –inspired bob to the reinvented shag, to the long textured lob and beyond, haircuts this season are designed to work with women's natural hair texture.

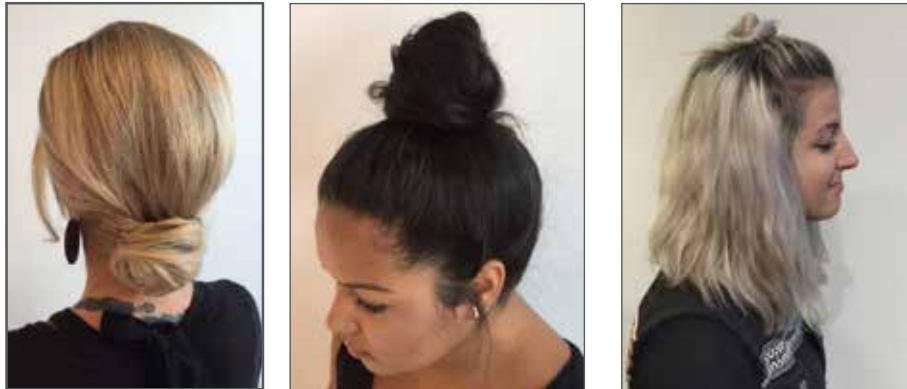
Fall/winter 2016 runways showed us that curls, waves, fringe and volume are rocking this season's must have looks. Long layers are accented by the creative touches of Balayage and by the gentle dance of blended tones. Our team is using The **Geno Levi Gravitational Cutting Method** to add volume, body and fullness to any silhouette with a few shuts of the shear. The styling of the cut and color is all about a shiny and glossy finish that very much makes hair an accessory that is worn with pride.



## What's Knot to Love???

While ponytails are clean, classic, and timeless, Knots are the ponytail's Best Friend!!! We are seeing top knots, low knots and everything in between worn on all lengths of hair for all types of occasions. From weddings to concerts to running around with the family, knots are trending as a simple way to wear a fun silhouette!

Check out how our team is sporting their knots and loving it!!!



## Hey Now... Where did you get that Headband?

Headbands have been a staple accessory now for a few seasons, and this Fall they aren't going away. More and more embellished hair accessories are making a statement in everyday styling. From simple cotton to lavish crystal, headbands of all kinds are just as unique as the women wearing them! We Love to support Headbands of Hope in our Studio! When you purchase a Headband of Hope, one headband is given to a girl battling childhood cancer and **\$1** is donated to childhood cancer research. From chic workout styles, to ornate chains, there is a headband for everyone!

Check out the Headbands of Hope collection in the front of the Geno Levi Studio!



## What's New in the Studio???

Trying to achieve a lighter platinum? Feeling like your hair is in desperate need of some MAJOR TLC? Let us share a little secret with you... it's called OLAPLEX. OLAPLEX is a revolutionary re-bonding product that strengthens the hair and allows your hair to restructure itself back to being healthy and strong. There are two ways the Geno Levi Salon is utilizing OLAPLEX. First is the standalone OLAPLEX treatment. Now being offered in the studio for **\$45**, it will

help give your hair the shine, elasticity and healthy appearance back again! The second way OLAPLEX can be used is in your hair color! OLAPLEX's innovative technology now allows stylists to take a client to a lighter shade of blonde while keeping the integrity of the hair! This results in brighter blondes, pearly platinum and insane silvers! If you are interested in learning more about OLAPLEX and how it can benefit you, talk to your stylist today!



## Got Regrowth?

The Solution is ColorWOW. Cover your regrowth and hide the shiny grays in Minutes! The mineral powder formula camouflages the virgin hair, blends seamlessly, and is easy to apply with a dual tipped brush. The temporary solution will last until you wash it out and there is no mess!

The best part, it isn't sticky or oily! You can even swim with it!!! Our Studio loves ColorWOW and carries a wide array of shades that can be matched to fit your unique hair color. You can even try it in the studio! ColorWOW is available at Geno Levi Salon and retails for **\$30**.



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## Even though Summer's over, the Balayage Trend is HOT!!

Our stylists are learning new ways to free hand paint every length of hair to add a more natural, tonal look to their client's color. While beautifully blended, a Shadow root is definitely en vogue for Fall 2016. Take a look at what our stylists have been creating...



## Meet the Newest members of our Customer Service team....

These ladies have a heart to serve, will greet you with a smile, and best of all a warm cappuccino this fall!



Ariel and Chelsey



# Help us Jam the Van this Holiday!

## Help us Jam the Van this Holiday Season!



Join the Geno Levi Salon and the ProDry Blow Dry Studio in jamming our studio van with these much needed items for our friends in the community.

### For the Washington City Mission & Light of Life

#### Rescue Mission:

New mens and womens hats, gloves and socks.



### For the Finleyville Food Pantry:

Any canned goods and nonperishable food items



### For FOCUS North America:

New backpacks, notebooks and pencils.



We are excited to begin collecting all of these items at the studio on **October 1st**. Our goal is to **Jam the Van** by **November 23rd** to ensure that all of these donations can be distributed by the holiday season.

We appreciate your generosity and partnership in helping those in our community!

Thank You and May God Bless You!!



# You know what they Say... Girls that GLAM together, Stay together!!!

Our ProDry Blow Dry studio has been buzzing with wedding parties, bachelorette parties, prom updos and more! If you have a special event coming up and would love to be pampered, Give us a call!!

Have a few friends that would like to join you? *No Problem!* We can coordinate appointments, refer a makeup artist and help make your day special. For more information on ProDry and the variety of services we offer please speak with Christianna and she will be sure to spoil you!



**PRO\*DRY**  
BLOW DRY STUDIO

## Fashion Section:

Step out this fall in a fierce pair of fringe boots, a handbag detailed in metal, and wearing Pantone's "it" colors for the season! You can't go wrong with a wardrobe full of warm taupe, lush meadow green, riverside blue, potter's clay brown, sharkskin grey, aurora red, and dusty cedar items. Between the oversized 70's inspired bell sleeves to the pegged skinny jean, each fall ensemble must

be trimmed in the perfect accessory. Metal detail adds originality to your favorite jacket, handbag and shoe. Velvet and suede will be a staple for every fashionista this season. Be daring in an over the knee boot and oversized cashmere sweater for a fun night with the girls! And even on the coolest fall days, sunglasses are still a must! Here are our favorite pins this season!





## We are Obsessed with fall nails!

Berrys, greys, plums and blues are some of our favorite hues! From matte finishes to the glimmer of sparkle, there is so much variety this fall, you can't wear the same color

twice in the same finish! Inspired by a pattern? Make it a nail design! Keep that accent nail always fun and your nail shape always changing. We love these pins this fall...



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# It is an exciting time at the Geno Levi Studio and the ProDry Blow Dry Studio!

At our quarterly team meeting, we had a lot to celebrate.....

## **Holly Shanafelt was honored for her 15 years of dedication and hard work to the Geno Levi Team!!!**

Holly, our staff development and training manager, oversees our stylists' schedules, the Geno Levi Academy training program, works behind the chair, and keeps tabs on everyone in the salon, making sure everyone is appreciated and learning each day. Her generous heart, love for fashion and great hair talent makes her an inspiration to many of us, and we are excited to spend the next 15 years with her!!!



## **Ashley Mayak is not far behind Holly in celebrating 10 years with the Geno Levi Team!**

Ashley was Geno's right hand girl for many years and is such an artisan for hair behind the chair. Her sweet personality, natural talent and willingness to help in any situation make her such an incredible stylist and team member. Her creativity soars through her hands as she works behind the chair. Here's to another 10 years!

**Last but not least, we applaud Ashley Kilkeary, Brittini Zeigler, Nanette Sweeney, Mande Martinez, Bri Bedillion and Anne Otto who are all celebrating 5 years!!** These ladies have demonstrated fierce determination, dedication and work ethic to perfect their craft and earn their spot behind the chair. Mande, who is our operations manager, has created a standard of customer service that is unparalleled to any other salon. Each one of them holds a unique twist on creatively and how they service their clients. We are proud of each and every one of them as they continue to grow and amaze us!



**Congratulations to everyone!!!!**

## Make a statement with your eyes...

Eyelashes that is! Fall 2016 is the season for the Spider Lash. It is trending to have an eyelash extension slightly longer than your natural lash to accentuate your natural eye shape and draw attention to your eyes. If the Spider Lash is a little much for

your natural look, Katie, our licensed esthetician, can work to create the perfect lash look for you. To make an appointment with Katie, please speak with one of our customer service team members or call 724-941-8100.



## The Geno Levi & ProDry Team is going on an Adventure!!!

Our entire team will be attending the Advanced BES Color hands on training and the Behind the Chair Color, Cut & Style Show September 23rd- 25th in Ft. Lauderdale, Florida. We are excited to go away together and share time learning new and innovative techniques that are cutting edge in the hair industry. We will have intense training and hands on education to perfect the skills we

are learning and be able to bring them back to our studio. Because the team will be traveling, the studio will be closed Friday, September 23rd and Saturday, September 24th. Please make sure to pre-book your appointments ahead of time with our customer service team. Follow us on Facebook, Twitter and Instagram to see highlights from our Adventure!!!



# Help us in raising funds for the Beauty Restores Foundation during the month of October...

## the kaleidoscope experiment



***During the month of October we are raising scholarship funds for graduates of restorative programs at Light of Life Rescue Mission and Washington City Mission and the high school students who have served them through volunteer projects!***

YOUR \$1 donation will enable the Beauty Restores Foundation to provide High School Seniors with college scholarships AND MIRROR SCHOLARSHIPS for graduates at Light of Life and City Mission.

Your \$1 donation enters you to win a FREE HAIR CUT and COLOR and a basket of Geno Levi brand products.



The Beauty Restores Foundation was launched in 2010 by Geno and Cindy Levi as a way to “give back” 2% of the sales of Geno Levi brand products to the homeless in our community.

Volunteer outreach for high school students is an important part of the work of the Beauty Restores Foundation. Scholarships are given from the foundation to HS seniors for their volunteer service, and MIRROR SCHOLARSHIPS are awarded to the homeless graduates they have served.

*More information is available in our brochure.*

**THANK YOU FOR PARTNERING WITH US TO ENCOURAGE STUDENT VOLUNTEER SERVICE IN OUR COMMUNITY!**

CELEBRATING THE BEAUTY  
OF RESTORATION & HOPE

[www.beautyrestoresfoundation.org](http://www.beautyrestoresfoundation.org)  
[www.genolevi.com](http://www.genolevi.com)



BEAUTY  
RESTORES  
FOUNDATION

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## Meet the Newest Members of the Geno Levi Salon Colleague Team!

What makes our studio so different is the education that is provided by the Geno Levi Academy. Each new team member must attend classes and trainings to advance in the colleague training program. Our team works to train, inspire and educate our new stylists to encourage them through the program.

Meet the Newest Members of our colleague team! They work hard each and every day learning the ins and outs of the salon, clients' experience and the Geno Levi Gravitational Cutting and Coloring Method.



Amber Stutzman



Jersey Penrod



Lizzie Pontiere



Shelby Celmens



Taylor Vester

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**The Holidays are just around the Corner! Please remember to pre-book your appointments with our customer service team at 724-941-8100.**

**Looking forward to Spoiling you!**

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## The Geno Levi Academy Proudly Presents Our Graduates!!

Our Graduates!!! The following colleagues are just about to graduate from the Geno Levi Academy and have begun the transition to be behind the chair. These ladies will begin accepting clients this fall and have all completed and passed the Geno Levi gravitational cutting and coloring practical and theory exams. We are excited and proud of all of their effort and enthusiasm as they move to their new roles as Academy Level 1 Stylists!



Ashley Baker



Samantha Thomas



Emily Barna



Shannon Hines



Gabriella DaPra

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**Need WI-FI? Log on to our “SALON”  
network and our password is  
724-941-8100**

# LOVE A GREAT DEAL??

Make sure to check out the signage and our social media pages for the most up to date product and hair specials!!! Here's a sneak peek of what is coming this Fall...

**October is  
Client Appreciation  
Month!**  
at  


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We LOVE our clients  
and want to spoil you!

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Each day of October we will  
be giving away one  
Geno Levi Product to a lucky Client!  
Winners will be notified by phone.



 GENOLEVI  
INSPIRED BEAUTY™

**October is  
Client Appreciation  
Month!**  
at  


Each time you visit the studio, you will be  
entered to win a FREE MAKEOVER!!

Your makeover will include a haircut, color service,  
brow wax appointment and three Free Geno Levi Products  
of your choice!

Winners will be notified by phone on November 1st.  
Good Luck!!!

 GENOLEVI  
INSPIRED BEAUTY™

**PRO\*DRY**  
BLOW DRY STUDIO

**Back to School Special!**  
Take some time for you!!

Enjoy a clarifying shampoo, a deep conditioning treatment  
with a luxurious scalp massage and flawless blowout



ONLY  
**\$45**  
LET US SPOIL YOU!

**PRO\*DRY**  
BLOW DRY STUDIO

**ProDry Special!!**  
When you Purchase a \$25  
gift card in October, you will  
receive a FREE travel size ProDry  
product of your choice!!

