

TRIBECA COLOR SALON

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Top 5 Things to NOT Give up in a Recession

With an economy in recession, so many people are trying to decide what they can do without. Here is a top 10 list of things worth keeping.

- 5.) Education—You can never learn enough. Knowledge is power.
- 4.) Date night—It's easy to forget about romance when there are bills to pay. Life is hard enough; so treat each other well.
- 3.) Girl's/Guy's night—Even if it's just a poker game with monopoly money or at-home-spa night. You'll need someone to lean on.
- 2.) Healthy diet—Some things are just worth the money. Maintaining a healthy diet helps to maintain a healthy attitude.
- 1.) "Me" time—The stress of work, bills and everyday life can take its toll. Don't forget to breathe.

Feeling Frustrated?

Can't quite get your hair to look like it does when you leave the salon? No problem. Our styling tips will help you get a straight-out-of-the-salon look, everyday!



Stressing About Your Tresses?

The trip to the salon is one of the first things to be pushed aside when budgeting expenses, but are you giving up more than you bargained for?

With the economy in recession, everyone is trying to cut costs wherever possible. The question of what to curtail is when people get stumped. Getting hair colored or cut seems trivial when trying to pinch pennies.

When trying to balance bills, work, a social life, and the overall chaos of everyday life, a visit to the hair salon becomes more than just touching up root growth or cutting off split ends. Going to your stylist acts as an escape from the stresses that can depress and deflate a person.

A recent study by A. Picot-Lemmasson, G. Decocq, F. Aghassian, and J.L. Leveque from the International Journal of Cosmetic Science conducted questionnaire research to measure the mood change of 359 women after receiving various hair care services.

The results of the survey found that the women overall had an increase in all positive aspects of mood and a decrease in all negative ones. Getting pampered and leaving the real world behind for even an hour significantly improved the mood of the client.

When times are tough, the first priority is taking care of the necessities. We often forget to include ourselves among that list. Going to the salon not only helps to improve self-image, it can be a much-needed break from the anxieties of the everyday.

Going to the salon should be a treat, not a burden. Take the time to enjoy your service. Read a magazine, drink a cup of coffee, tea, or wine, or just simply visit with your stylist. Make it about taking care of your hair *AND* your mind.

Worried about the breaking the bank? Don't fret; Tribeca ColorSalon has solutions

Getting your hair done should be an experience you enjoy, not dread because of cost. Here are some tips to managing your salon visit:

1.) Ask about clear coats—If you are a color client, getting a clear gloss in between color appointments can help extend and refresh color and add shine.

2.) Utilize the Tribeca ColorSalon level system—

Women's haircuts range from \$25 to \$75, depending on the stylist's level of experience. Men's cuts start at \$15. If you usually go to a senior level stylist for cut and color, but want to reduce the price, try going to your regular stylist for one service and a lower level stylist for another.

3.) Alternate the amount of foils—If you get highlights, alternate between the amount—full, partial or quarter. If you normally get a full foil, try getting a partial every other visit.

If you usually get a partial foil, trying getting a quarter. It will save you about \$10 to \$15 every other visit.

4.) Bang trims and clean-ups—Men can pop in for complimentary clean-ups with their regular stylist or an assistant in-between haircuts, stretching their cut up to two weeks longer. Women can come in for a complimentary clean-up on short hair or a bang trim, which can stretch a cut up to an extra 4 weeks.

From Frazzled to Fab: Get That Salon Look Everyday

Everyone loves the way their hair looks when they leave salon. It's freshly cut and perfectly blown dry. The color is vibrant and shiny, and it just feels healthier and softer. There is no reason that look can't last.

We all love to look our best. Going to the salon is just one way that helps to keep us looking and feeling top notch. It's easy to get frustrated, however, when replicating and maintaining that style becomes challenging.

To get that perfect salon style on your own, it's best to start with the basics—shampoo and conditioner. Check your shampoo and conditioner for harmful sulfates. These surfactants can damage the follicle, fade color, and make hair look dull.

Try to wash your hair every other day at the most. Even sulfate-free shampoo and conditioner will affect the shade of color-treated hair; so the less you wash, the better. If you have color treated hair, it's best to use tepid water.

To keep hair looking vibrant and shiny longer, try using a toning foam or ask your stylist about a clear coat inbetween color services. Using a deep conditioner once a week will also help maintain health and shine. Ask your stylist about our Milkshake line.

Healthy hair is the key to maintaining beautiful looking hair. Hair can become extremely damaged from blow-drying and styling irons. Be sure to use a thermal-protectant whenever you blow-dry or use a styling iron. Ask your stylist about Marakesh oil or OSIS Flatliner.

The final thing to remember about basic hair care is to maintain your haircuts. Do not go longer than four months between cuts. Split ends can creep the hair shaft and cause even more damage.

Keeping up with basic hair care is the first step to maintaining your salon look. Even the best of styles cannot hide damaged and stripped hair. Great salon style starts with health.

Once basic hair care is established and maintained, styling can really come into play. Depending on what kind of hair you have, styling tips will vary.

For straight hair, begin by applying product to wet hair. It's suggested you use a thermal-protectant and something with an anti-humectant to help protect hair



and help it maintain its shape regardless of the weather.

After applying product, dry hair until it is about 80 percent dry. Section the hair, and being drying a section at a time with a round brush. Remember, the bigger the brush, the straighter the style, and the smaller the brush, the more the wave and volume.

Be sure to keep tension on the hair. After it's completely dry, finish with pomade for texture or a serum for shine and frizz control.

For curly hair, start wet and apply a generous amount of product. Spiral one-inch sections randomly all over the head. Once hair is set, leave to air dry or hold your head upside-down and diffuse. Once completely dry, scrunch hair to break up the product, but make sure not to scrunch before completely dry.

Getting that fresh from the salon look on a daily basis is easy with proper hair care and styling tips. The most important thing is to create a look that is your own and love it.



Tribeca ColorSalon now carries Surface Hair Art

Surface's line of shampoos, conditioners, and styling products are vegan-friendly, and Gluten, sulfate, and paraben-free.



Check out our product launch special!

If you're in one of our salons over the next month or two, you'll definitely get to experience Surface for yourself.

Tribeca is proud to introduce a line that gives such truly beautiful, healthy, green results.

October 14 through November 18, if you purchase any two full-size Surface products, get a travel size product free!

'Surfacing' with a green line

After testing several different "green" product lines, Tribeca ColorSalon has finally found a line that's both environmentally friendly and highly effective.

Surface's line of shampoos, conditioners, and styling products has wowed us, to say the least. Here's why we love it so much:

- **No sulfates:** Sodium laureth sulfate and sodium lauryl sulfate are cheap, widely used detergents, and among the first ingredients on the back of a shampoo bottle. They provide deep cleansing, but are harsh--also a main ingredient in many household cleaners. They are a main culprit in drying out hair and causing color to fade, and can leave deposits on the hair. Surface uses palm and coconut oils in their cleansing complex instead of sodium sulfates to provide truly clean, but not dried out or faded hair.

- **No parabens:** Parabens are cheap preservatives used for keeping water-based products from "going bad." They've been linked to cancer. Many doctors and health advocates are advising people who are at a high risk for cancer to use paraben-free skin and hair products, and until recently it was difficult to find products without parabens anywhere other than a specialty health food store. Surface is one of very few brands that can claim all its products are absolutely free of these controversial ingredients. Rose ether, a fermented plant sugar, and sorbic acid, a food grade preservative, are more expensive to use. Surface, however, believes "doing what is right is the only option."

- **No petrochemicals or PVP:**

Most product companies use petroleum based resins (basically, plastics) and PVP (poly-vinyl pyrrolidone) because of their ability to hold and smooth the hair. These products are both non-renewable and have questionable effects on consumer health. OSHA has raised concerns about inhalation of, and contact with, PVP over time. Petroleum-based products like mineral oil (used for smoothing and softening) also leave residues and buildup on the hair, resulting in loss of shine and moisture over time. In lieu of PVP, Surface uses naturally derived plant sugars and corn starch; organic Babassu seed oil is their alternative to mineral oil.

- **No animal products:** Surface is all-vegan (no keratin or urea from animals) and cruelty-free.

- **No wheat proteins:** Wheat proteins are used in nearly all other lines. Gluten allergies have surged. To answer this new consumer need, Surface's products completely wheat-free.

- **No DEA or TEA:** These ingredients, used for cleansing and lubricating, are potential irritants for many consumers. Organic palm and babassu oils are used by Surface as an alternative.

- **No synthetic fragrances or colors:** Surface chooses to replace synthetics with plant-derived fragrances and color-free products so as not to irritate the skin or scalp.