

The Beauty Spot *

A MESSAGE FROM THE OWNER

Hello my beautiful people and happy November to all!

As you all know, big changes are happening at Lashious Envy & Beauty and I want to share them with you. We are officially adding a Café Bar to our brand and name! Now, whether you are waiting or want to celebrate your new look afterwards, you can enjoy a hot and fresh espresso. Henceforth, we are now officially calling ourselves Lashious Envy Beauty and Café Bar!

Second, as you may have seen on our homepage, we are offering a loyalty and referral programs. These programs are not just for welcoming new clients into our establishment, but also a way to give back to all of you who have helped us on this journey. We absolutely love what we do and want to keep doing it for many years to come.

We thank you all for your continued business and hope to see you soon.



BEAUTY TIP OF THE MONTH

Want curlier lashes that last longer for that flirtatious edge? Why not try turning up the heat? Experts recommend that you heat your eyelash curler with a hair dryer for approximately five to eight seconds before curling them. The heat will help lock the curl in the lashes, so that they last longer. Perfect life hack if you're preparing for a hot date.



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SPECIAL POINTS OF INTEREST

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REFERRAL REWARDS PROGRAM

This is a simple “I scratch your back, you scratch mine” scenario. We are always excited to welcome new customers, no matter what age, who want to boost their self-esteem and meet some new friends in the process. We want to share the experience with everyone, so we have started a referral rewards program.

It’s really simple, all you have to do is refer four people to Lashious Envy Beauty & Café Bar and your next lashes refill will be completely on us. We know how frustrating it must be to constantly lose your favourite lashes . This is our way of saying thank you for your support in our

establishment.

Just know, when you refer someone to Lashious Envy Beauty & Café Bar, they must be able to give us your full first and last name. We need this information so that we can correctly log that you have referred this person and we can attribute that to your free refill. These new clients will also need to have gotten a full set of their own choosing.

This program won’t last forever, so take advantage of it while you still can. We’re looking forward to meeting our new clients!

“This is a simple “I scratch your back, you scratch mine” scenario”

3 WAYS TO PREVENT DRY LIPS

1. **No licking.** Yes, licking will help those dry, cracked lips... momentarily. However, saliva dries quickly, taking all the moisture with it, leaving them more dry than ever.
2. **Drink more water.** It’s no secret that dehydration plays a large part in dry lips. So, getting your daily fill of water will help in preventing dry lips
3. **Know what you are putting on your lips.** While it’s great to put on some lipstick or lip gloss when going out, but it can also be damaging to your lips. Many types of lipstick contain alcohol, which suck the natural moisture out of the lips. Investing in an alcohol-free lipstick can really help your lips.

UPCOMING CAFÉ MENU OPTIONS

As we are working towards the opening of our new café, extra care is going in to perfecting our menu with the best drink and sandwich options. We want to ensure that our beautiful customers have the best selection of cappuccinos, teas and even desserts for those popular cheat days.

With the options of 10oz and 16oz, just to name a few, we will brew fresh cappuccinos, lattes, americano coffees and that is only to name a few. Cappuccinos and lattes can come in five different flavours from the classic vanilla and chocolate to the more adventurous caramel, almond and hazelnut. We will also have several tea options including chamomile, earl grey, peppermint, ginger, and green.

Our menu will also include light food options, sandwiches, and wraps. We’ll include interesting sandwich options including ham and mustard on poppy bread, chipotle on sesame and even tai, a popular sea bream delicacy popular in Japan. For our wraps, we have a turkey option and a fresh veggie option for those who prefer vegetarian options. There will also be breakfast options of bagels with the creamiest cheese, oatmeal, and parfaits.

And finally, for those quote-on-quote cheat days, we have some delicious dessert options that will be perfect bookend for your drink and meal. We have a selection of three squares: date, lemon and brownie. If cake is more your speed, we have peanut butter fudge and blueberry cheesecake. You can see our full menu on our website, we hope to have the café up and running as soon as possible.



LOYALTY REWARDS PROGRAM

We value loyalty here at the Lashious Envy Beauty & Café Bar. Without our customers, we wouldn't be able to do what we love everyday. So, we want to give back to those who have stayed faithful to us for so long. A loyalty rewards program.

It's very simple, for every four lashes refills you purchase, we'll give you the fifth one on the house. Think of it as a little gift to you from Lashious Envy Beauty & Café Bar. However, there is one thing to keep in mind.

These refills will need to be booked in advance and your last refill must be at least 60% empty before it can be considered for a refill and not a full set. We will be keeping track of these refills for you, so you will always be notified when you are up for a freebie.

We offer a number of refills at our location including volume, classic, and hybrid refills. During a refill, we will be removing any old fans that have surpassed their time and replace them with brand new gorgeous ones. Refills are recommended every two—three weeks.

The refill process takes approximately an hour and a half to complete. Our prices start at \$45 per classic refill, while volume and hybrid refills are \$65 each. We look forward to seeing all your beautiful faces again soon!

5 TIPS FOR WATERY EYES

1. **Use eye drops before applying.** Most eye drops are able to flush out whatever is in your eye causing it to water.
2. **Check before applying.** Before applying any makeup, it's important to make sure your brushes are clean and your makeup hasn't expired. Using expired products could cause eye infections, leading to more tears. Change your mascara at least every three months and if liquids don't smell right, dump them.
3. **Tilt the chin up and use tissues.** If you're in the middle of applying and you can feel the tears welling up, don't panic. Simply tilt your chin up and take deep, calming breaths. Avoid blinking to prevent tears from escaping. If some do, then use tissues right underneath the eye to catch the droplet.
4. **Avoid powder near the eyes.** Should be a no-brainer. Obviously if you apply powder around your eyes, tears will be inevitable. Sure, it might last longer but streaks in your makeup are very noticeable.
5. **Remove everything at night.** After a long day or evening out, it's recommended you take off everything you applied to avoid any dryness or irritation. You should also use a pre-moistened makeup remover wipe in case soap and water doesn't wash out every crack.

NOVEMBER SPECIALS

- Makeup Application is 10% off during the week of Nov. 16—Nov. 22.
- Lash Lifts are 20% off with a purchase of Lash Tints throughout the whole month of November.
- Free spray tanning only on Nov. 20 to help keep that beautiful glow into the winter season.

CUSTOMER HIGHLIGHT OF THE MONTH

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

Hours

Tuesday - Thursday : 9:30am - 7:30pm

Friday - Saturday : 10:30am - 7:30pm (Saturdays until 4:30 pm)

[Book Now](#)

We ask that you give us 24 hours notice if you need to cancel your appointment.