

OYESPA

Inspiration and Insights from OYESPA: Inver Grove Heights' New Aveda Lifestyle Salon & Spa

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<https://oyespa.com>



Editor's Note

Welcome to OYESPA: An Aveda Lifestyle Salon & Spa

Hey, or as we say, OYE!

I'd like to warmly welcome you to the brand new OYESPA: An Aveda Lifestyle Salon and Spa! My name is Carrie Soneji, and I'm the Executive Editor of OYESPARK Magazine.

Here at OYESPA, we have much to share with you about the exciting new opening of our flagship salon and spa in Inver Grove Heights, Minnesota, including our vision and mission that cares for the planet and the people.

OYESPA is an Aveda Lifestyle Salon and Day Spa, the highest salon ranking Aveda gives with specific requirements, which means we align most closely with the Aveda brand, mission, education, and total experience, offering the most products and services to its customers in the Aveda stratosphere.

We are pleased to bring you OYESPARK magazine thoughtfully filled with inspiration, insights, and action. The word "spark" is defined as "a small amount of something, such as an idea, that has the potential to become something greater, just as a spark can start a fire." We not only strive to bring you an awesome customer experience, but also to educate and inspire you along the way into a world of wellness that is good for you and our planet.

We'll also be featuring our everyday complimentary rituals and a new product line from Aveda that is sure to finally make you fall in love with your hair again with hydration that far surpasses typical moisturizing.

Come visit us today and discover more featured products and services. We can't wait to see you!

Carrie Soneji

Executive Editor
OYESPARK

OYESPA: An Overview

Why do we visit the spa? What makes it appealing? Is it the experience? An escape? Does it help us transform? Unleash a new version of ourselves? An experience of the senses? All of these? Whether you've visited a salon spa before, or have yet to experience one, we hope to inspire you to do so at OYESPA as we are unique, which you will learn more about!

Today, salons and spas are more mainstream than ever before, sporting locations about as common as your everyday stores. It can be confusing in selecting one, as each one varies a lot in terms of the services offered. OYESPA offers a closer to home experience with many types of services that adhere to a loving mission to promote wellness to the people and the planet.

You also won't need to necessarily drive far, travel downtown, or fly somewhere to get a great experience. Some of the services we offer are Aromatherapy and Chakra Consulting, Hair Styling and Color, Hair Extensions, Scalp Consultation, Facials, Nail Treatments, Manicures, Pedicures, Massage & Body Treatments, and many Aveda Rituals. The location also features a Wellness Cafe, OYEVIDA.

SALON & SPA SERVICES

Hair Care

Trim, Cut, Style, Shampoo, Blowdry

Hair Color

Single & Double Process

Highlights Partial & Full Foils

Hair Extensions

Scalp & Conditioning Treatments

Makeup

Facial Treatments

HydraFacial

Waxing & Hair Removal

Aromatherapy

Massage Therapy

Body Treatments

Nail Care

Nail Enhancements, Manicure & Pedicure

Sound of Color

Featuring Meditation from Unplug

LightStim LED Therapy

ON SUSTAINABILITY:

See the World from a Higher Perspective

Along with aligning to Aveda's mission and principles, OYESPA is pleased to be a member of Green Circle Salons and B Corporation (pending certification).

The mission of Green Circle Salons is to provide a sustainable salon solution to recover and repurpose beauty waste ensuring that we can help keep people and the planet beautiful.



Certified B Corps are leaders of a global movement of people using business as a force for good.

Honest, Ethical, Communal, Purpose-Driven, Responsible, and Sustainable, they meet the highest standards

of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems.

Audited every two years by B-Lab Company, an independent Not-for-profit, these companies exchange their best practices in an active purpose-driven network.



In addition, Aveda has been cruelty-free since its founding in 1978 as part of caring for the world and the people that live in it.

MASSAGE THERAPY

A great way to experience massage the Aveda way if you haven't before is to first try one or more of our complimentary services. Starting with a Scalp to Soul consultation is a great way to get started with us in order to help us learn more about you and your skin and hair. This will help put you on the right path to choosing products that are right for you. Included in this consultation is chakra therapy and a mini-massage.

We also offer a variety of other mini massages that focus on the back, hands, and neck. These are short, 3-5 minute rituals that introduce you to the Aveda experience. From there, you may want to schedule a more comprehensive massage treatment.

We offer a variety of treatments, including deep tissue massage, shiatsu, stone, and aromatherapy integration.

To compliment your experience, we also offer products that are proven to reduce feelings of stress. They are formulated using the science of aromaology and the power of pure essential oils.





Caring for the Planet and Giving Back: A Look Into the Future

Here at OYESPA and with Aveda, our mission is to care for the world we live in, from the products we sell and the ways in which we give back to society.

As set forth by the original founder (a pioneer of holistic beauty) of Aveda, Horst Rechelbacher, the Aveda brand strives to set an example for environmental leadership and responsibility everywhere around the world. Horst showed us the power of living from a place of love in order to make the world a more beautiful place.

Aveda was founded with the mission of creating beauty through wellness. Aveda means “knowledge of the whole” and applies concepts of Ayurveda, the holistic wellness principles from India. Horst was inspired by his experience in India to create the original Aveda company, where he envisioned a mind, body, and spirit approach to wellness and beauty.

Aveda is the leading high-performance, plant-based hair and skin care brand, trusted by millions of guests and thousands of artists and salons around the world. Aveda’s promise is to care for the whole you, connecting beauty, well-being and sustainability. Aveda’s powerful products are rooted in nature and inspired by the bold self-expression of art and style

from around the globe. We work to make a difference in the world by using recycled packaging, responsible sourcing and manufacturing, and raising money for clean water.

A Holistic Environment for All

Horst said, “We are the earth. We are soil. We are water. We are everything. Celebrate life.” Often we get disconnected from this as we get caught up in our daily lives. When we can think back to nature, we can think back to life and how nature can heal us and help us thrive.

He also said, “Every day presents every one of us with the opportunity to create positive effects. Even the simplest, seemingly insignificant choices we make in our daily lives—what to eat, what to wear, what to use on our bodies and in our homes—have a ripple effect that reaches far beyond us personally.”

Have you taken the time to stop and reflect on your day and choices like these?

Success isn’t just about what you accomplish in your life, it’s about what you inspire others to do. Discover why you should visit us for a moment of relaxation and beauty. We want to treat you our signature care whenever you have a few minutes to spare.

OYESPARK magazine is dedicated to you and the beautiful possibilities within us.

Meet Our Wellness Café – OYEVIDA

Featuring Peace Coffee, Dr. Smoothie, and Rishi Teas

Located right in OYESPA, you'll find our wellness cafe. Here you can relax with chef-inspired, nourishing foods, as well as enjoying our special selection of coffee, tea, and smoothies from the brands below. Our wellness cafe is an ideal, convenient place to visit when having services done or on its own! You may dine-in or take it to go. Ordering is made simple through mobile ordering or using one of our self-service kiosks in the Spa or Cafe.

Coffee: If you appreciate a company that is coffee "crazy", that is, very passionate about the coffee they provide, then Peace Coffee is for you, and OYEVIDA is excited to offer their products in our café. They purchase only organic, fair trade coffees from small-scale growing cooperatives. Based in Minneapolis since 1996, Peace Coffee is committed to sustainability, and here at OYEVIDA, we have a huge focus on this effort and are very proud to partner with them to bring our customers an outstanding coffee.

What's better than a breakfast made with love at your local neighborhood cafe? Staying home and making it yourself with a delicious mug of Birchwood breakfast blend. Imagine a stack of pancakes, perfectly cooked eggs, and a pot of this delightfully balanced coffee sure to get your day headed in the right direction.

Smoothies: Here at OYEVIDA, we are pleased to offer Dr. Smoothie in our café. For over 20 years, Dr. Smoothie has been providing shelf stable smoothies that have no artificial ingredients and are GMO free. In addition, these do not use high fructose corn syrup, only real fruit juices and cane sugar. Both fruit and vegetable juices are available. These are gluten friendly and vegan. Available as classic smoothies, organic smoothies, and crushed smoothies in a rainbow of flavors and add-ins, you're sure to find something you'll love while being good for you.

Dr. Smoothie Organic Smoothie Blends meet the FDA 100% fruit standards, giving you 5 servings of fruit in every 20 oz beverage. These delicious, healthy blends are all hand-crafted and sweetened with organic pear, apple and pineapple juices.

EVERYDAY MEALS

Avocado Toast
 Breakfast Egg and Sausage Burrito
 Breakfast Panini
 Morning Starter
 Overnight Porridge
 Cauliflower Rice Bowl
 Croque Monsieur
 Fire Grilled Artichoke Flat Bread
 Grain Bowl
 Garlic Italian Herb Chicken Bowl
 Grilled Chicken Mac and Cheese
 Grilled Steak and Egg Bowl
 Grilled Vegetable Sandwich
 Mediterranean Spiced Chicken Bowl
 Veggie Lite

Tea: Direct trade, organic certified, and culinary inspired, we are proud to offer you Rishi Tea at OYEVIDA. In Sanskrit, Rishi Tea means, "one who is a seer, sage, or seeker of truth."

Emphasizing origins, Rishi Tea enables you to learn about the story of your tea by seeing exactly where it came from and its story. Rishi tea bags are made from a plant-based material, which is derived from renewable plant sources and biodegradable in the long term. If coffee isn't your thing, teas are a great way caffeine, as they contain about 1/2 to 1/3 the amount than in coffee. Rishi is the largest branded importer of organic tea in North America, and more than 95% of their products are certified organic. That goes for the ingredients, facility, blending, packing, and product handling.

Crafted Beverages: Enhance your beverage experience with our line of hand crafted speciality, blended, cold brew, and other formulations that include Lavender Latte, Vanilla Bean Blended, Nitro Brew, Sparkling Turmeric Tonic, or Flavored Waters for a truly unique compliment to one of our OYEVIDA meals or by itself.



AROMATHERAPY: Caring for your Chakras

Aveda Aromatherapy Mists
How do you use the Pure-Fume Mists? They're primarily body mists, but you can also use them to enhance your yoga or meditation practice; check out the Mister Chakra page (www.misterchakra.com) to get you started! Spritz your favorite all around you, whether that's in bed, in the car or at your desk, to instantly help ground you. While you enjoy the aroma as it wafts around you, consider setting an intention or releasing thoughts or negative energies that are not serving you!

Chakra Tips

Chakra 1 is the center where we ground ourselves and take care of our basic needs. When the root chakra is balanced, one has good energy, a feeling of security and a healthy body awareness.

Winter tip: Chakra 1 is associated with the color red, which is warm. Wearing red colors, layering for warmth, eating and drinking warm foods and beverages, and sitting by a warm fire all can stimulate this chakra.

Chakra 2 is the center of vitality and sensation where we move beyond our basic needs into relationships with others. When the pleasure chakra is balanced, one has stable energy, alertness, unblocked emotions and is connected to all five senses.

Winter tip: Chakra 2 is associated with the color orange. This is a close

association to chakra 1 and is also a warm color. Therefore, this chakra can benefit from some of the same suggestions, but it is slightly cooler as it following yellow chakra. Warmth is ideal for this chakra, but not overdoing it with too much.

Chakra 3 is the center of motivation where we set our intentions and desires. When the power chakra is balanced, one achieves goals, is self-confident and has strong motivation and direction.

Winter tip: Chakra 3 is the coolest of the warm colors, a yellow tone. It is the center between the warm and cool tones of the chakras. Since it's considered a powerful chakra, being in the center, it's like the sun of the chakras. Take advantage of sunny days in winter by being in the sun when possible. Wearing yellow can also feel bright and warming, which is also beneficial for keeping a positive mind during what can be a gloomy, hibernating type of season.

Chakra 4 is the center of sympathy, empathy and love. When the heart chakra is balanced, one feels love and connection to self and others.

Winter tip: Chakra 4 is the center of love and the color green. This can be a challenge to stimulate in this time of year. Wearing green, eating green fruits and vegetables, and using essential oils like rosemary, cedarwood, and balsam fir can be helpful. Taking a hike where there are evergreen trees can also stimulate this chakra. Spending time doing the things you love are also stimulating to Chakra 4.

Chakra 5 is the center of creativity, self-

expression and communication. When the throat chakra is balanced, one has inner trust, inner reliance and easily expresses their ideas and thoughts.

Winter tip: Chakra 5 is the center of expression and the color blue. Admiring a blue sky on a winter day is stimulating, as well as creative expression, such as singing, writing, and speaking your truth.

Chakra 6 is the center of intuition, imagination and perception. When the intuition chakra is balanced, one feels strong intuition, a connection to oneself and mentally fit.

Winter tip: Chakra 6 is the window to the mind and consciousness. It is the color indigo. Activities that open the mind, such as reading, browsing the library, meditating, and relaxing all help to stimulate this chakra. Stepping outside to enjoy some peaceful snow is also relaxing.

Chakra 7 is the center of connecting to something greater than oneself, and expressing wisdom and enlightenment. When the crown chakra is balanced, one feels strong, unclouded and joy for life.

Winter tip: Chakra 7 is the crown of your head and the color purple. It is the window from the body to the higher self. Taking your own wisdom and helping others can stimulate this chakra. Use this time to really focus on what you can give to others and how you can help someone else.



All the Free Things You Can Do at OYESPA Aveda Lifestyle Salon

Let us treat you to beauty, relaxation, and care, at no charge!

Aveda stores are so unique and special that we call them Experience Centers. When you're within the walls of an Aveda store, we want to treat you to our signature care whenever you have a few minutes to spare (if you're crunched for time and just on a shampoo run, we get that, too). And the best part? It's all free!

If you're in the mood to #treatyourself without spending a dime, discover why you should visit us as soon as possible for a moment of relaxation and beauty — and a cup of certified organic Comforting Tea.

TREAT YOURSELF SERVICES (20-30 MINUTES)

You can book your spot for a free mini facial, a makeup application and even a birthday or work event. Most of these free services are 20-30 minutes, and you'll leave feeling refreshed and glowing. We promise.

FREE CUSTOM MINI FACIAL (20 minutes)

Get your glow on with customized facial techniques and Aveda skin care tailored to you and your skin. We also offer a custom men's mini facial. Your natural glow will definitely attract attention once you leave.

TOTAL BEAUTY JOURNEY (20 minutes)

If you're starting from scratch, beauty-wise, you'll want to try the Total Beauty Journey, with a short but thorough consultation, an aroma journey and a session with our scalp camera to see what your hair is really craving.

MAKEUP SESSION (30+ minutes)

Enhance your best features with Aveda makeup in this fun, beautifying session with an Aveda Advisor.

ONE-ON-ONE STYLING SESSION (15 minutes)

Want to master a new look or technique? Here's where you'll get all the details, from product tips and recommendations to styling hacks. Looking good should be easy, and we'll help you get there.

BIRTHDAY

Celebrate your birthday with your friends, or relax outside your workplace with your colleagues. Call to book one of these special events.

WELLNESS

Sign-up for OYESPA Wellness Events on EventBrite.

MINI-SERVICES (3-5 MINUTES)

Strapped for time? No big deal. We offer several fun, quick mini-services that will make you feel great in just a few minutes.

STYLING TOUCH-UP

Pop in to touch up your hairstyle with one of our Advisors, whether that's with a pouf of Shampure Dry Shampoo or a quick ponytail or braid.

STRESS RELIEF

Feeling tense? Enjoy mini massage movements for your neck and shoulders or your arms and hands. The Aveda Advisor might add a drop or two of Cooling Oil or some Stress-Fix to really enhance the experience.

ENERGIZE YOUR EYES

Wake up with this quick treatment designed to brighten up your eyes utilizing Aveda products.

AROMA JOURNEY

Get your Chakras in order, or find the classic Aveda aroma that speaks to you with a short "aroma journey" to feel uplifted, invigorated, calm, or balanced.

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WHAT
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MADE
OF

AVEDA



OYESPARK

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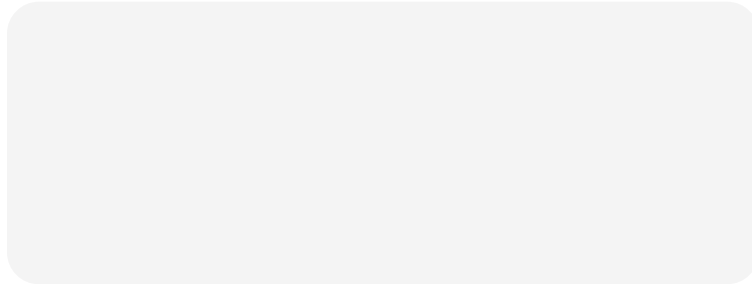
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Postage



AVEDA
LIFESTYLE SALON & SPA

OPENING
SUMMER 2020

OYESPA will open for business in Summer 2020. Reserve a spot for an exclusive OYESPA soft opening experience to take advantage of a variety of services that will give your senses a taste of what we are made of. Pure, Natural, Organic, one of a kind Salon and Spa in Inver Grove Heights geared towards providing you an ultimate health and beauty experience. More information and registration at: <https://cutt.ly/wrUVKf5>.



Survey

<https://cutt.ly/oe0K0ym>

OYESPA

<https://cutt.ly/5rUB9zK>

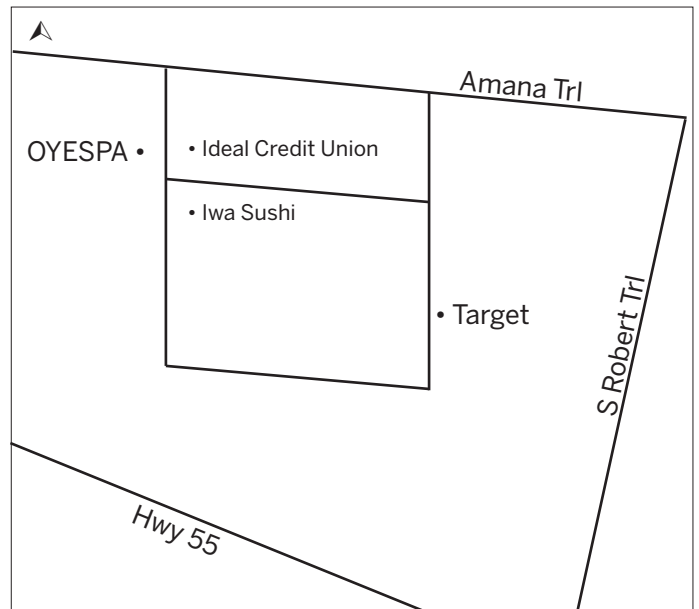


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