OYESPARK



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WHAT'S NEW THIS SUMMER

OYEBOX is a seasonally curated selection of full-size and travel-size products from Oyespa Aveda Lifestyle and Oyevida Cafe at an amazing value, available in-store.

This season, OYEBOX will focus on curating a special box that includes our new product line, Dr. Squatch. You can read more about the brand in this issue.



Keep a lookout for the latest OYEBOX announcement by checking our Instagram and Facebook pages! IG: oye.spa | FB: myoyespa

OYESPARK

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LETTER FROM THE EDITOR

Originally published in Be a Natural Beauty: The Five Habits of Holistic Beauty by Carrie Soneji

What is being a natural beauty, and why would you want to be one?

Back when I started the journey of natural health and beauty, I wanted simply to feel good inside and out, and I had wondered why it always felt like I was fighting the current. I kept searching for more and more products that would do nothing for me but disappoint and take my money, burn my skin, give me acne, or fill my body with foods that left my body toxic, overweight, hormonal problems, endocrine problems, and starving for something my body just wasn't getting. I was searching for that bliss.



I began to question things around me and what I was buying, trying to understand what I was getting exactly, what was it really doing for me, who are these people and companies who are selling these things, and that maybe I needed to learn more about how to create these products myself and foods that would nourish me because the shelf life of these things is not compatible with stores and regulations.

Why did I need all these things in the first place to look and feel beautiful? Have you ever noticed young children—how beautiful they look, and they don't worry about mountains of products to look and feel good? They also have yet to realize the amount of damage they will do to their bodies in the course of their lifetime and wonder as they are older what went wrong if this realization doesn't influence the children to break the cycle.

With the art of marketing and the nature of business versus pure humanitarianism, creating and selling an illusion, a belief, and giving a false sense of results with set images have stood out in the awakening and transformation of returning to natural beauty. Seeing through deception, false promises, buying more than we need, buying what we don't need, on a budget, can't afford, pseudo-natural products, expensive organic, and nonorganic products have prompted us to think more about what we buy and use. More and more people are becoming aware of these things and realize this model is not working—we want better and want to take care of our planet and each other.

It's about realizing that everything has always come back to doing things naturally and you've always known this all along. You've realized that many of the problems you've faced were a result of not following this basic nature and it is freeing and comforting at the same time, like coming home.

I think many people might feel intimidated or overwhelmed when seeking a natural lifestyle, and, as a result, never fully commit and go back to their old way of living. This comes mainly from a lack of proper research and planning. Realize also though that true changes take time, so please be kind to yourself, and don't rush the process. In this process, you will experience monetary savings, simplifying your life, and regaining the inner peace and homeostasis of your body. From my research and experience over the years, I've come to this realization. I've also come to realize that there is a simple way and a complicated way to living naturally, and know that the simple way is what comes naturally to you.

Being a natural beauty should in no way feel complicated, but rather more effortless and in tune with the natural way of the earth. There is no complex plan involved or complicated imitations of the old way of living, just a remembrance of the natural way, and the gentleness of bringing one back to that.

Carrie Soneji Executive Editor OYESPARK







NEW FEATURED PRODUCTS















GIFT IDEA!

Makes a great gift for dad. Instead of socks, ties, shirts, or underwear, why not get him some Dr. Squatch this year and love his skin!

METACOGNITION: THINKING ABOUT HOW WE THINK

LEARN HOW TO SEE. REALIZE THAT EVERYTHING CONNECTS TO EVERYTHING ELSE.

LEONARDO DA VINCI

Metacognition is a way of thinking taught to teachers in training as a way to understand ourselves and the world around us, and to help students learn. It is a process of reflection—thinking about why we think about something in a certain way, in order to produce a change in our thought process in the brain. It is through this process that we can break away from old habits and thinking, and synthesize new thinking.

One of the first mistakes made is underestimating the power of our own creation ability. Imagine creating the product yourself instead of running to the store to find one. If it's synthetic, it's most likely not good for your skin. Even if it's not exactly hurting you, are you really getting the most value and benefit from it? Foreign substances produce inflammation: the body's response to dealing with that foreign substance. It's an alert by the body that says there is something wrong here and we need to get rid of it.



Therefore, when you think about these problems that manifest themselves outwardly, it's the intelligence of your own body to keep you healthy. What happens though, if you don't correct the problem, you will always be in this inflammation state—not exactly bliss here.

How do you determine which products and foods you buy? Do you plan ahead of time? Are you an impulse shopper? Do you follow the crowd? Do you take interest in examining the products you buy? Do you like to save time and prefer things that are easy? Do you buy the cheapest products? Do you buy the expensive ones? Do you feel that makes a difference? Examining these things is metacognition because you are looking at the factors that run the cycle of things in your life.

Start asking questions like these to yourself to help you make more positive changes.

"IT IS A PROCESS OF REFLECTION."

YOUR ORGANIC BODY, ORGANIC MIND

Creating all you need, we are given the power as individuals to know what we need in its natural state, learning to be creative and self-reliant. There is a saying-- always follow nature, for it will never fail you. Everything else is experimentation, and you're the specimen.

We like to rely on science and studies to help us feel secure and comfortable, but science lacks in that we can only examine that something is true for that moment in the time it is observed, so it can change.

Your body functions from the inside out, so this is first and foremost in achieving natural beauty. Focusing on nature's foods: fruits, vegetables, nuts, seeds, rice, oats, and overt fats (plant-based diet) will reward you pleasantly and give you the nutrition you've been missing for so long: vitamins, minerals, amino acids, fatty acids, fiber, water, phyto (plant) chemicals.

Have you ever heard of someone with an ailment who went to the doctor, and they came back in disappointment that there was no treatment, no pill they could give for the condition, except to heal the condition through the diet? That's all. That's all? Well, diet is an important step in prevention and treatment.

Realize that you have at your disposal, a Farmacy right in your own home and you are ultimately the chemist. Keep in mind that you really are what you eat. Every twenty-eight days your skin replaces itself. Every five months, your liver replaces itself. Your body is continually making new cells from the food you eat. By the time a year passes, your cells have been fully replaced. You have a choice in what you're made of.



"Your body functions from the inside out."

HOW THE SYMPATHETIC NERVOUS SYSTEM AFFECTS YOUR HAIR

THE CONNECTION BETWEEN SNS AND GRAY HAIR

Stress – it prepares you for survival situations, but it burns your body out in the process like a wick of a candle.

In the previous issue, we discussed about the Autonomic Nervous System, which is the part of the nervous system that unconsciously regulates processes in the body—such as heart rate, digestion, and respiratory rate, and is the primary mechanism in control of your body's flight or flight response.

On the other hand, the sympathetic nervous system stimulates this flight or flight response by getting the body "ready for action." This generally results in changes such as blood flow getting concentrated away from internal organs and more towards the extremities in anticipation of fleeing a threatening situation. If your body is in this phase frequently, this takes away blood and therefore nourishment away from your body's internal organs and functioning, which can result in a host of problems. Whether or not the stressful situation is a life-threatening danger or not, your body tends to gear-up the same way.

So, what does this have to do with hair? How does hair get affected by this? Your scalp is the center of hair growth where there are many follicles. These follicles receive nourishment from the inside of your body out. The healthy hair on your head started internally, and the result of your head of hair reflects the conditions and nurturing it had to build inside first.

Some factors of the health of hair can include things like hydration, vitamins, and minerals. Some effects include elasticity, texture, hydration, color, grayness.

I'm sure you've heard of a connection between stress and gray hair before. But have you ever wondered why this is exactly?

It turns out there are sympathetic nerves found in each hair follicle. The stem cells that produce melanin decreases, which is responsible for producing color in hair, due to the fight or flight stress hormones that pass through. Apparently, the damage is permanent. Once these melaninproducing reserves are gone in the follicle, they're gone permanently as far as it's known, hence leaving gray and white hair. It is interesting to note that sometimes we gray more or earlier in certain parts of the head, such as the front and temples, and the reason for this pattern is not exactly known.

ACTIVITIES TO HELP RELAX THROUGHOUT THE DAY:

Anything that involves repetition, such as walking, dancing, listening to music, meditating to sounds, cleaning, waking up slowly in the morning, easing down at bedtime.

The repetition works by slowing down your brainwaves into a more relaxed alpha and theta state, down from the hyper active beta alert state. This helps calm your sympathetic nervous system, thus slowing down aging and preserving stem cells that help keep your hair beautiful.

"Stress — it prepares you for survival situations, but it burns your body out in the process like a wick of a candle."





NOVALASH®

WHY CHOOSE NOVALASH®?



NovaLash Extensions Are Life-Friendly

NovaLash's adhesive is rubberized, which helps it bend and flex with your natural lash. The adhesive also makes NovaLash extensions immediately waterproof, oil-proof, and sweat-proof. Unlike other lash extension brands, you'll experience absolutely no downtime with NovaLash. You'll also be able to clean your lashes and extensions every day without damaging them, which is critical to maintaining the health of your eyes and natural lashes.



NovaLash Extensions Last Longer Than The Rest

When properly applied, NovaLash lash extensions can last up to 8 weeks — over 2x longer than the leading competitor! A double-blind study proved that NovaLash Platinum Bond® adhesive beats the competition in strength, durability, pigmentation, texture, and curl. That means you can enjoy the volume, length, and look of your eyelash extensions without spending so much time in your lash artist's chair.

Available now!

Experience the Difference

NovaLash is the first and most awarded eyelash extension company in the world. Since the company was founded in 2004, NovaLash has been voted #1 more than any other lash company, making it clear that critics agree that NovaLash is better than the rest. Learn why critics, consumers, and lash artists alike love NovaLash.

NovaLash Is The Safest Lash Brand

You only have one set of eyes, and maintaining the health of your eyes and eyelashes is at the forefront of NovaLash's priorities. When Sophy Merszei, molecular biologist and cosmetic chemist, founded NovaLash in 2004, she focused on accentuating individuals' natural beauty through safe, biocompatible eyelash extensions and adhesive. By studying the natural lash growth cycle, Sophy and a team of physicians and scientists produced the safest possible products and techniques that work with your natural lashes, not against them. This means you can enjoy NovaLash eyelash extensions year-round without damaging your natural lash. NovaLash was the first brand in the industry that uses human-safe adhesive to bond the extension to the natural lash, and our lash artists are trained to use physician-developed, damage-free techniques. Many competitors use industrial-grade adhesive, which can damage the natural lash over time and cause irritation and discomfort.





NEW TARGETED SKIN CARÉ, INFUSED WITH PLANT STEM CELLS

Introducing three targeted skin care solutions, the first collection of serums from Botanical Kinetics™, infused with powerful plant derived acids and 10,000 plant stem cells in every bottle. Clinically proven, visible results from first use. Skin is transformed, day after day, for lasting results. Fresh, nourishing, fast-absorbing textures suitable for all skin types.

LANT-POWERED KIN CARE. LINICAL RESULTS.



1. Botanical Kinetics™ Intense **Hydrator Serum**

Instantly restores skin's optimal moisture levels; minimizes the appearance of fine, dry lines; and strengthens the skin's protective lipid barrier over time; 98% naturally derived*

Key technology:

- Cactus fruit stem cells help provide hydration and retain moisture in skin
- Plant-derived hyaluronic acid pulls in moisture to plump cells and hydrate skin, visibly reducing fine, dry lines Skin concern: Dehydrated skin leading to rough, dry texture and noticeable fine, dry lines.



Botanical Kinetics™ Serums can be layered. Just layer them in this order: Hydrator, Luminizer, Refine

2. Botanical Kinetics™ Instant **Luminizer Serum**

Instantly dissolves surface cells to unveil smooth, bright skin with even-looking tone; 99% naturally derived*

Key technology:

- Snow lotus plant stem cells add brightness to the complexion to unveil a more even skin tone
- Plant-derived alpha hydroxy acids, including lactic acid derived from sugar beets, tartaric acid derived from grapes and citric acid derived from corn, help gently exfoliate dead, dull surface cells to reveal smoother, glowing skin Skin concern: Slow cell turnover leading to a dull complexion.

3. Botanical Kinetics™ Pore **Refiner Serum**

Botanical Kinetics™ Pore Refiner Serum Gently resurfaces the skin's texture for smooth, poreless-looking skin; 97% naturally derived*

Key technology:

- Sweet clover plant stem cells help reinforce and smooth the outer lavers of the skin and reduce visible pores
- Plant-derived beta hydroxy acid sloughs away dirt and dead skin cells to help clarify skin and clear excess oil and debris within pores Skin concern: Enlarged, clogged pores due to the gradual build-up of oil and cellular debris.

Layer, don't cocktail!



Botanical Kinetics™ Serums can be layered with Tulāsara™ Concentrates. Apply your chosen Botanical Kinetics™ Serum(s) first, followed by your chosen Tulāsara™ Concentrate(s), in this order: Calm, Bright, Firm



REVIVAL

Add Blonde Revival™ to your current lineup. Blonde Revival™ is not a daily cleaning system. When used too frequently, it will over deposit mauve tone. This system should be an addition to your existing haircare, rotating it with another shampoo and conditioner, such as Botanical Repair, Nutriplenish, or Invati. Revive your color with 8x the violet-rich pigments* for your coolest blonde yet.

Progressive benefits—leave on for up to three minutes, depending on the desired amount of neutralizing. Use immediately after a color service or between services to maintain a cool blonde shade of Aveda Hair Color. 96% naturally derived** shampoo and conditioner system for blonde, naturally grey or silver hair. Silicone-free, vegan, cruelty free and sulfate cleanser-free.

Visit us at OYESPA to shop Blonde Revival™ or book a Blonde Revival™ service! Call 651.371.9100 to book or book online at oyespa.com.

Aveda Blonde Revival Toning Shampoo and Conditioner neutralizes brassiness for brighter, salon-fresh blonde color.

Reawakens color, Revives softness, Restores smoothness



TRENDING

SUMMER BRAIDS

Resist the urge to cut long hair this summer by indulging in beautiful, cool braids. Braids are a time-tested, elegant hairstyle that never goes out of style.

Not exactly skilled in the braiding department and need a professional look? Our stylists can create a variety of braids suited to your needs.

For those everyday, casual looks, don't sweat it if your braid is less than perfect! Practice on a friend, your child, or a doll. You may find braiding wet hair is a bit easier to prevent ends from falling out. A great bonus is revealing some beautiful waves when you take it out later or the next day!

For an enhanced look to your braids, add a balayage, highlight, or color service. We use Aveda color, which also offers some exciting vibrant colors to rock your summer.

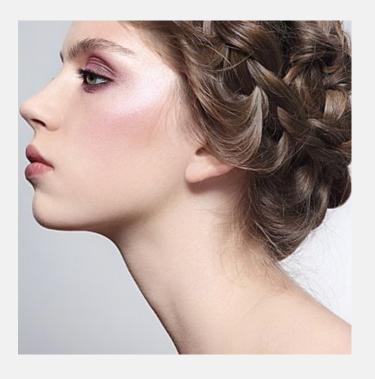
Braids also offer an often overlooked benefit of doubling as a hair treatment when applying a leave-in conditioner after washing and before braiding. The conditioner gets to work overtime in saturating and nourishing your hair with Aveda's pure plant essences and nutrients.

Some great recommendations include Aveda Nutriplenish Daily Moisturizing Treatment with natural UV filter or Aveda Cherry Almond Leave-in Conditioner, sporting twelve benefits, including banishing static, leaving hair ultrasoft.

CALL 651.371.9100 OR BOOK ONLINE AT OYESPA.COM TO GET YOUR SUMMER BRAIDS!







SUMMER CURLS AND WAVES

AVEDA'S NUTRIPLENISH CURL GELEE HELPS KEEP YOUR SUMMER CURLS AND WAVES LOOKING SOFT AND FLAWLESS

NEW TO NUTRIPLENISH!

Curly and wavy ladies and gents can have a real struggle when it comes to making their curls and waves behave, especially in humid, summer weather.

Introducing Curl Gelee, a new product haircare line. It's a styling gel that provides the flexible hold of a gel enriched with the nourishment and moisture of a lightweight leave-in conditioner, smoothing and sealing the cuticle to help lock out frizz and promote consistent curl formation

addition from the Aveda Nutriplenish without flyaways!

Just look at all the benefits your hair will

- · Creates shiny, moisturized, and defined waves, curls, and coils
- Provides textured hair with light hold for natural bounce and movement
- Defends hair from humidity and reduces frizz for up to 24 hours
- Elongates curls
- Suitable for all hair types (fine, medium, coarse/thick) and wavy, curly, and coily hair textures
- Developed with and evaluated by Aveda global stylists
- Vegan
- Cruelty-free
- Silicone-free
- 96% naturally derived*
- Conditioning formula with mango butter, organic coconut oil, and organic pomegranate oil delivers nourishing moisture and shine while styling
- Certified organic coconut oil easily penetrates hair to help moisturize
- Aveda's own Pure-Fume™ aroma with cocoa, certified organic ginger, cardamom, and other pure flower and plant essences.
- •Clear gel texture.

To use, apply evenly on wet hair from root to tip. Glide downward to elongate curls, or scrunch to help define curls. Air-dry or blow-dry with a diffuser for added volume and curl definition. Once fully dry, shake at the root and scrunch to soften curls. Use it with other Nutriplenish hair products or your favorite Aveda line!







SUMMER NAILS

Featuring SPARITUAL.

We've partnered with the gurus of calm,

SPARITUAL





Shel Pink captured the attention of the spa industry when she founded and launched SPARITUAL in 2004. With a clear idea of an enlightened consumer in mind, she created a brand to honor mind, body and spirit.

Unplug, is the first drop in meditation space in the world. With two locations and a recently launched robust app, Unplug offers a wide array of healing and therapeutic meditation modalities to address a variety of mind, body and spirit needs

to create a new mind body experience...









SUMMER FANTASY THEME

SPARITUAL

SFRENDIPITY mermaid duo chrome

seafoam crème

NATURE BATHING



FNIIGHTFNFD deep plum creme

lilac silver duo chrome

MOON SALUTATION



CALL 651, 371,9100 OR BOOK ONLINE AT OYESPA.COM TO GET YOUR SUMMER NAILS!

TREND

MONTHSARIES

CELEBRATING THE 'BIG' IN SMALLER MOMENTS



Monthsaries are special days that are celebrated monthly (monthly anniversary), rather than yearly. Popularly done by teenagers and young adults, such as for relationships. It is not a standard English word, but rather an urban dictionary one, a colloquial word.

Every relationship is different, just like every person is different. The important thing is to show your significant other how important they are to you. This appreciation can take many different forms, but the underlying message will be the same: you are a special person to me, and I want to spend many more monthsaries and anniversaries to come with you!

Are you nearing your next monthsary with no idea how to express your feelings? To be fair, love is a tricky feeling to pin down to just one cause. It is an overwhelming yet comforting sensation that develops with each moment together, whether good or bad.

WAYS TO CELEBRATE AT OYESPA OR OYEVIDA

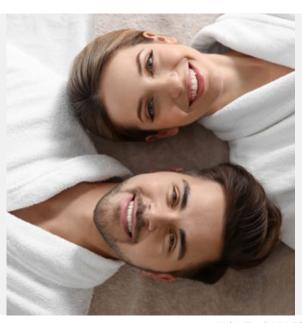
Relax and Renew

Have a spa day together!

- Buy one, get one free facials at OYESPA*
- Free upgrade from couple's Signature Hydrafacial to couple's Deluxe Hydrafacial (\$100 savings!)*

Get a meal together at OYEVIDA!
-Buy one, get one free drink (of equal or lesser value)*

*Deals on this page combinable. Valid through 9/30/21



NEW AT OYEVIDA LIFESTYLE CAFE: CHICKEN TIKKA MASALA WRAPS

A chicken, rice & quinoa blend, tikka masala sauce, and spinach, wrapped in a tortilla.

Enjoy this fusion cuisine and savor the taste of India. Traditionally served with rice and naan, we have created a wrap version that lets you enjoy the taste and the convenience.

Traditionally, tikka masala is a creamy orange-colored sauce consisting of spices, tomatoes, onions, garlic, ginger, and yogurt. This mixture of spices includes turmeric, coriander, cumin, mango, chili, cardamom, cloves, and cinnamon, providing a whirlwind of aromatic flavors in one. Available now at OYEVIDA Lifestyle Cafe, next to OYESPA Aveda Lifestyle Salon & Spa.





RETHINKING FAST FOOD

THE OYEVIDA DIFFERENCE

Oyevida Lifestyle Cafe breaks the barriers of traditional fast food, bringing fresher, natural, nutritious foods in the quick time we all crave while making your meal count the most for your body. Located next to OYESPA Aveda Salon and Spa.

Our carefully chosen and highly trained staff is here to exceed your expectations. The same goes for our elegant cafe space —dedicated to guest comfort and convenience — and our devotion to innovation and health consciousness. We're focused on making your day and continually raising the bar.

We are also proud to align with Aveda's mission of ethical and sustainable business practices and its aesthetic. We share Aveda's exceptional standards of quality products and guest care, and everything we do reflects the standards of Aveda.

All the products we use to prepare our dishes are environmentally friendly, healthy and delicious. Online ordering is also available for pickup inside or curbside.



lifestyle café

OYEVIDA FEATURE

CAFE SUMMER

FEATURING SMOOTHIES, ICED COFFEES. AND ICED TEAS

Summer is a time of cool smoothies, iced teas, and chilly, creamy coffees.

The heat and humidity may have you ready to jump in a pool in a jiffy, but how cool can it get as summer actually kicks in?

While there are a number of coffee, tea, and smoothie combinations, at OYEVIDA, we are featuring some of the coolest trends this summer. If you're into cool drinks and smoothies, then you'll be sure to have a blast!

Some all-time favorites and dazzling newbs we are serving include the Blueberry Hibiscus Refresher, Iced Lavender Latte, Iced Chai Latte, Iced Coffee, Strawberry Acai Refresher, Sparkling Green Tea, Acai Gone Wild Smoothie, and Dulce de Leche Smoothie.

As always, we proudly feature brands Peace Coffee, Dr. Smoothie, and Organic Rishi Tea in our lifestyle cafe. We're in a time of cool, cool beverages--or whatever suits your style.



Refreshing iced latte with relaxing lavender.



A cool, summer-friendly alternative to hot coffee. Made with Peace Coffee's environmentally-conscious coffee.



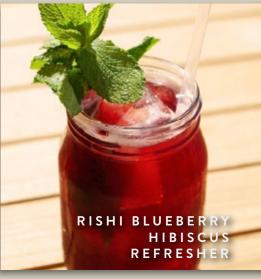
Refreshing green tea is noted for its fresh flavor and green character, along with its scientifically proven health benefits.



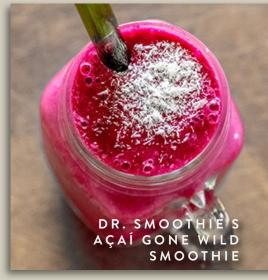
An iced cafe latte made with spiced black tea and steamed milk.



Delicious, sparkling refresher with strawberry açaí flavors.



Blueberry Hibiscus refreshes with the tangy-tart character of hibiscus, the sweet succulence of Great Lakes blueberries and the complex floral accents of wildharvested schisandra berries. Known as the "five-flavor fruit," schisandra berry has a long history as a traditional East Asian tonic and anti-stress tea.

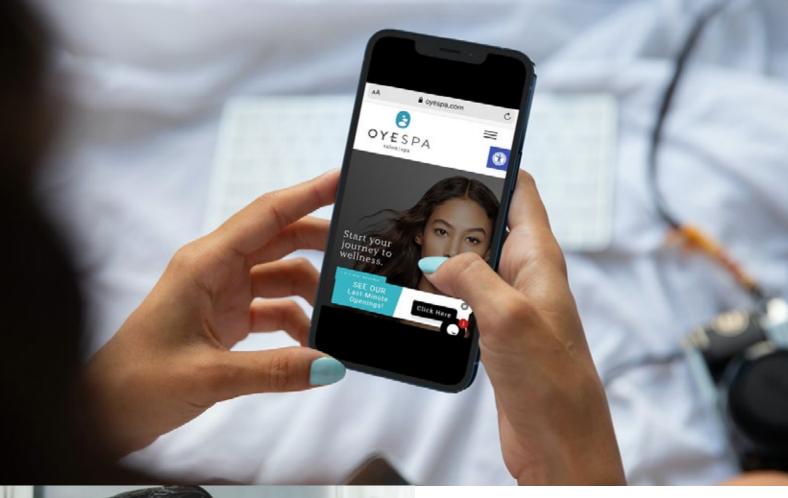


Made with real, ripe fruits and vegetables.

Brazilian acai boosted with banana, berries and pomegranate juice with tart, dark and sweet cherries plus vivid cranberries. All blended to delicious perfection.



Warm brown sugar, buttery toffee and rich cream harmonize with distinct vanilla notes in a rich creamy base in this decadent treat.





HYDRAHANDS MODEL EXPERIENCE FOR \$25 (REG. \$50)

One per family. Copies not allowed. Registration required.

GENTREVIVE SPA PACKAGE FOR \$99 (AN \$185 VALUE!)

One per family. Copies not allowed. Registration required.

20 % OFF

| ANY (1) DR. SQUATCH PRODUCT |

With this coupon.

One per family. Copies not allowed.



OYESPA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

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