## OYESPARK

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

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oyespa.com

## Letter from the Editor

"When she transformed into a butterfly, the caterpillars spoke not of her beauty, but of her weirdness. They wanted her to change back into what she always had been. But she had wings."

– Dean Jackson

"Autumn is a second Spring when every leaf is a flower."

– Albert Camus

#### Welcome to the Fall 2020 Transformation Edition of OYESPARK Magazine

Hey, or as we say, OYE!

Transformation is about becoming a more complete version of yourself. The past is disappearing, and coming changes await. It may feel like you are being tested and challenged at times-it's a time of great personal growth. You are in the process of awakening, transforming, and becoming whole. Here at OYESPA, we celebrate this positive transformation during the fall season in all its wonderous forms. Autumn is a time of color, enchantment, and natural beauty. It's a time of things revealed before rest and renewal.

No matter how the season touches your life, our OYESPA team helps spread the joy of this transformation by helping you to be your best self. Be sure to stop by and check out some of our season's features, including: warming and rejuvenating skin products, color trends, The Sound of Color by SpaRitual, and OYEVIDA Cafe specials. We'll also be featuring a new botanical product line from Aveda that is sure to transform your hair from the inside out, featuring both repair and hydration properties for the ultimate natural hair makeover. Look for these products on our shelves and also featured in our services. Come visit us today! We can't wait to see you!



Carrie Soneji Executive Editor OYESPARK



# Nanager Spotlight

#### Jessica Rank Manager

Hello! I am so excited to embark on this new journey and to navigate all the exciting new technologies that OYESPA has to offer. I enjoy leading by example to ensure every guest is well-attended. I always make sure guests leave feeling rejuvenated and all needs are met before walking out the door. Education is my top priority, whether I am training others or receiving information from other classes and summits. Along with utilizing leadership principles from Jack Canfield's leadership summits, I have extended experience with Aveda Makeup, hair color, cutting and styling. In my spare time, I enjoy shopping, creating, and spending time with my two littles. I am very excited to be a part of the OYESPA team.

#### Ashley Skamser Manager

After graduating from the cosmetology program at the Aveda Institute in Minneapolis, I traveled to Texas to study a specific skill set working with laser and medical aesthetics. Working with lightbased, resurfacing, and rejuvenating technologies, I have successfully treated many guests. My favorite aspect about the industry is the ever-changing course of treatments offered and product evolution. My background in esthetics and cosmetology brings a wide variety of knowledge and skills to give the best recommendations on products and services. My specialties are being an "ingredient junkie" and knowing how products work synergistically.

#### Healthy Looking Hair STARTS WITH A HEALTHIER SCALP



#### Introducing HydraFacial<sup>™</sup> Keravive<sup>™</sup> Scalp Health Treatment — Now Available at OYESPA

A healthy scalp is the foundation for healthy hair. Did you know that poor scalp health – dry skin, clogged follicles, dead skin cells, lack of circulation – can lead directly to thinner-looking hair?

HydraFacial Keravive is a unique and relaxing treatment designed to cleanse, stimulate, and nourish your scalp and hair follicles for fuller, thicker, and healthier-looking hair.

HydraFacial's proprietary Vortex Technology easily dislodges and removes impurities, such as dirt and oil, from the scalp and hair follicles. The Keravive Peptide Complex Solution delivers a hyperconcentrated blend of biomimetic growth factors and skin proteins that help exfoliate, hydrate, and nourish the scalp.

After just 1 treatment, patients reported improvement in scalp itchiness, scalp dryness, scalp flakiness, and hair fullness. Following the full course of treatments, 75% of patients reported improvement in hair fullness, 72% reported

#### Book a series of KERAVIVE appointments



BEFORE

AFTER



improvement in overall hair appearance and 64% said they felt more confident as a result. \*A series of at least three 45 minute treatments is recommended for best results.\*

Receive a \$100 gift card when you book a series of 3 Keravive appointments. Valid through 03/31/2021. No cash value. One per guest. Not valid with other offers, promotions or discounts. AVEDA Pure Privilege registration required.

#### The Journey to Holistic Beauty

by Carrie Soneji

Back when I started the journey of natural health and beauty in the 90s, 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 during their lifetime and wonder as they are older what went wrong if this realization doesn't/influence children/ to break the cycle.

With the art of marketing and the nature of business vs. 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 non-organic 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 that 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 that 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, and what I'm hoping will help you with using this book. 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 the 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 natural, and I know that the simple way is what comes natural 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.





#### How to Make Your Perfume **Routine Healthier** by Carrie Soneii

Some of the worst allergic offenders are the perfumes we buy. They are often a synthetic chemical concoction that can cause respiratory problems and skin ailments. They may also release toxins into the body through breathing and skin contact. Certain public places, such as schools, are even banning perfumes in the building because of these allergies.



#### Here's an example... NGERINE TOP MIDDLE AVENDER BASE

ATCHOULI

If you choose to wear perfume, aim for scents that are natural, such as those made with nautral and essential oils. Wearing a natural perfume, that can enhance the body and mind, is a smart choice that isn't difficult to make. Essential oils also carry a high vibration from their life force, which can enhance the body's function and mental health.

Wearing your favorite essential oil, or a blend of essential oils, is a simpler and healthier alternative to traditional perfume. It is best to mix them with a carrier oil, such as jojoba or apricot oil, as they are concentrated and can sometimes irritate the skin if used alone. The essential oils generally more favorable for skin application include geranium, lavender, and chamomile.

To make a more layered, complex blend, combine essential oils in a way that contains base, middle, and top notes. A general guideline to follow includes: citrus scents (such as lemon, lime, and bergamont) for top notes, florals (such as lavender, rose, and geranium) for middle notes, and woodsy scents (such as patchouli or oakmoss) to add depth as base notes.

Aveda essential oils come pre-mixed with a base carrier oil, so they are ready to be applied directly to the skin. Aveda Lavender, Peppermint, Tangerine, Patchouli, Bergamot, Eucalyptus, and Vanilla Absolute essential oils are available for purchase. Try them on their own or combine one or more to create your own custom blend.



#### THAT SMELLS LIKE AVEDA

Enjoy \$5 towards your first AVEDA Aromatherapy Experience. Your \$5 goes towards your first Essential Oil or Chakra Balancing Mist, valid through 03/31/2021. No cash value. One per guest. Not valid with other offers, promotions or discounts. AVEDA Pure Privilege registration required.



## VIBRANT HAIR COLOR 1 95% NATURALLY DERIVED. VEGAN. DAMAGE FREE.

### SO MANY WAYS TO WEAR VIBRANT

Introducing Aveda Full Spectrum Vibrants. Beyond the spectrum of vibrant colors your artist can handcreate for you, are so many different techniques and placements to choose from. Find the look you love.

#### FIND YOUR NEW SHADE WITH AVEDA'S VIRTUAL HAIR COLOR TOOL:

www.aveda.com/hair-color-ideas www.aveda.com/vibrant-hair-color-videos

#### DAMAGE FREE

Express your vibrant nature, and enjoy \$10\* toward your new Aveda vibrant hair color. It lasts 15 washes and is 95% naturally derived!\*\* What are you waiting for?

Your \$10 goes toward a first-time Aveda vibrant hair color at OYESPA AVEDA Lifestyle Salon & Spa only, through 03/31/2021. No cash value. One per guest, please. Not valid with other offers, promotions or discounts.
 From plants, non-petroleum minerals or water. Learn more at aveda.com.

Please recycle.



A scalp-to-ends surge of color.

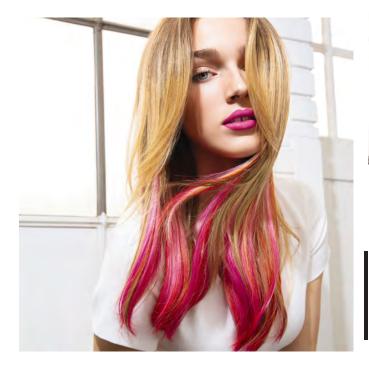




COLOR DIP Color just at the tips.



COLOR MELT Brightens down the strands.





COLOR UNDERCOVER

Peek-a-boo color.

## le sound of color

#### Choose your color. Calm your mind

#### Featured Colors This Season:



Abracadabra deep red créme



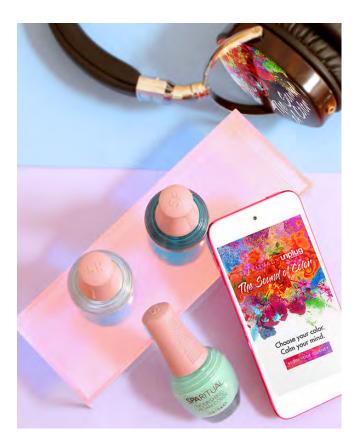
Delve Deeper dark purple créme

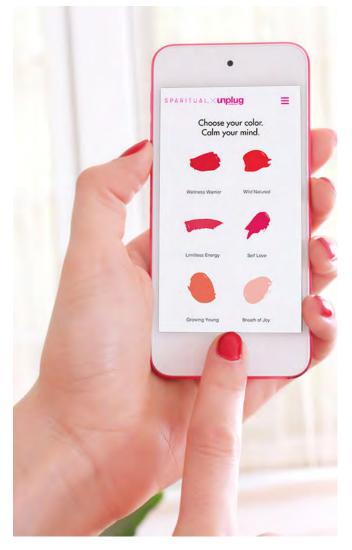


Glowing Gratitude bronze shimmer



Golden Thread gold shimmer





#### SpaRitual<sup>®</sup> – A unique experience combining our Manicure & Pedicure Service with The Sound of Color meditation integration.

What is The Sound of Color program? SpaRitual® has collaborated with Unplug to develop an unparalleled manicure and pedicure experience. Merging the beauty ritual of the manicure and pedicure with the ancient practice of meditation, the Sound of Color nail program offers a unique spa experience integrating beauty, health, and wellness services, as they should be for a holistic experience for the guest to enjoy. All delivered by the nail technician and the healing voices and visualizations of the world's most renowned meditation gurus. This service simultaneously offers an inner and outer wellness experience.

What makes SpaRitual Nourishing Vegan Color different from traditional nail color? Our Nourishing Vegan Nail Colors are vegan, cruelty-free and clean. Our colors are formulated without 13 harmful chemicals and are 1-Step, no need for a base coat or top coat. SpaRitual introduces the next big innovation in healthy nails. SpaRitual Nourishing Vegan Color allows your nails to take advantage of nourishing treatment benefits in an All-In-One formula. Unlike traditional nail lacquer that creates a shield, SpaRitual Nourishing Vegan Color allows hydration to penetrate in and out of the nails.

Formulated Without: Dibutyl Phthalate (DBP), Toluene, Formaldehyde Resin, Camphor, Triphenyl Phosphate, Hydroquinone Monomethyl Ether (MEHQ) / Hydroquinone (HQ), Gluten, Parabens, Ethyl Tosylamide, Xylene, Methylisothiazolinone (MIT), and Animal-Derived Ingredients

#### FREE SLOW BEAUTY BOOK

FREE SLOW BEAUTY BOOK by SHEL PINK, with your next Sparitual Manicure or Pedicure Service. Book will be mailed directly to your address on file within 3-4 weeks. Valid through 03/31/2021. No cash value. One per membership. AVEDA Pure Privilege registration required. Not valid with other offers, promotions or discounts.



## Featured Products for the Season

Feed My lips™ Pure Nourish-Mint™ Lip Primer

This 95% naturally derived, multi-tasking lip primer nourishes and smooths dry, fine lines wih a blend of botanical waxes to help create a smooth base for lip color and prevent feathering. Available in a colorless, matte finish. Features our signature aroma with certified organic peppermint, vanilla, and ginger.

#### Feed My lips<sup>™</sup> Pure Nourish-Mint<sup>™</sup> Lip Liner

Define and shape lips with precision. 96% naturally derived lip liner with mango seed oil and a blend of botanical waxes for smooth gliding, blendable color. Helps to extend wear and reduce feathering.

#### Feed My lips<sup>™</sup> Pure Nourish-Mint<sup>™</sup> Lipstick

95% naturally derived, longwearing lipstick with nourisng organic cupacu fruit butter, botanical oils and our signature peppermint, vanilla, and ginger aroma flavor. Choose from shades in a satin finish to complement your hair color.



#### Feed My lips<sup>™</sup> Pure Nourish-Mint<sup>™</sup> Color Balm

93% naturally derived vegan liquid lipstick with a rich cream finish. Lips are saturated in nourishing, highimpact vibrant color that lasts all day. A breakthrough formula that feels like a liquid balm with a soft, cushiony texture. Easy to use applicator with unique curve allows for precise application and control. 7 available shades.

#### Feed My lips<sup>™</sup> Pure Nourish-Mint<sup>™</sup> Lip Gloss

98% naturally derived vegan lip gloss, that delivers shining color and all-day moisuture. Smooths the appearance of lines and visibly plumps lips. Ultra- lightweight texture featuring pomegranate and babassu oil to deliver shine.



## AVEDA feed my lips. primer à lèvres nourish-mint" pur



Seasonal Hair Trends: Gemstone | Wedding Hair | Midnight Blue



#### Aveda Vanilla Absolute + Base

Achieve feelings of calm with this sweet aromatic oil derived from vanilla beans. Vanilla isn't just a delicious flavor, in addition to a range of other mental and physical health benefits, it's a powerful anti-inflammatory, antioxidant, and relaxant. Use for body or bath, alone or layer to create your own aroma. Layers well with patchouli or tangerine.



#### Aveda Patchouli Essential Oil + Base

A calming aromatic oil with a woodsy aroma derived from patchouli leaves. Patchouli oil has a grounding and balancing effect on emotions. Calm the senses, ease tension and enhance massage. Smooth over moist skin after your bath or shower. Can be applied directly to the skin, scalp, or bath water for an aromatic experience.



#### Aveda Tangerine Essential Oil + Base

A refreshing aromatic oil with a sparkling, sweet, citrus aroma derived from the ripe peels of tangerines. Tangerine oil is known for its stimulating and energizing effect. It can also be used to promote feelings of happiness. Creates an invigorating bath experience. Use alone or layer to create your own aroma.

## The Perfect Present

#### AVEDA GIFT SETS FOR THE HOLIDAY SEASON





#### Love is in the Present

The perfect present is one that cares for the Earth, and our iconic holiday packaging puts love into every detail.

Love is in the present means every detail is considered. Discover Aveda's high-performance holiday gifts designed to delight — and transform. Aveda uses 100% post-consumer recycled paper, and boxes that are reusable and 100% recyclable.

Love is in the present. Created consciously, wrapped in love, discover gifts designed to delight.

#### Aveda Gifts are Transformative Experiences

Oyespa is the go-to destination for thoughtful gifting of quality, eco-ethical products and remarkable experiences -- from aromatic escapes to therapeutic rituals of self-care, Aveda gifts are transformative experiences that express love, warmth, and care about people and the planet.

Gift yourself during the holiday frenzy with self-care to nourish body and spirit. Stop by today!

Made with pure flower and plant aromas since the 1970's

#### Gift sets now available in store



#### Created consciously. Wrapped in love.

- Pure flower and plant aromas
- Minimum 90% naturally derived ingredients\*
- Responsible packaging
- Products made with 100% wind power\*
- Cruelty-free, no animal testing

#### INTRODUCING AVEDA BOTANICAL REPAIR

#### THE NEWEST LINE OF AVEDA HAIRCARE

Botanical Repair<sup>™</sup> is formulated to address the effects of the four types of damage: physical, chemical, heat, and environmental. Poor hair elasticity is an indicator of damaged hair.

The future of hair repair is here with a breakthrough collection that transforms your hair with molecular plant repair for stronger hair that is repaired to the core after just one use.

93% naturally derived, silicone-free, sulfate-cleanser free, vegan & cruelty free. For all hair types and textures.

Featuring a host of new products and service protocols that help repair hair damage at the molecular level while penetrating more layers of the hair structure. It can also be used in conjunction with the Nutriplenish line if hair is both damaged and needs moisture. Hair that is moisturized is better enabled to be repaired.

Try our STRESS-RELIEVING SHAMPOO RITUAL FEATURING BOTANICAL REPAIR™ to experience it today.

Ask your stylist for a FREE sample of Botanical Repair Shampoo and Conditioner to try at home. Limit ONE per guest.





#### Hair & Scalp Quiz

Take the online hair quiz to find the best prodcuts for your hair type and to get to the root of your hair and scalp issues.

www.aveda.com/hair-quiz/find-best-haircare-products

	TECHNOLOGY	LAYER	BENEFIT
Y.R	Plant-powered bond multiplying molecule	Cortex	REPAIR • Create bonds in the cortex, strengthening and repairing hair from within
T	Nourishing macro green blend	Cuticle	<ul> <li>PREVENT</li> <li>Smooths the cuticle to detangle, helping prevent breakage</li> </ul>
	Plant-derived complex	F-layer	<ul> <li>PROTECT</li> <li>Mimics and restores the benefits of the hair's outermost f-layer to help protect hair from humidity and water that can make hair more fragile</li> </ul>

**AVEDA BOTANICAL REPAIR™ :** STRENGTHENING SHAMPOO | STRENGTHENING CONDITIONER STRENGTHENING LEAVE-IN | STRENGTHENING MASQUE: LIGHT | STRENGTHENING MASQUE: RICH

#### Featured Seasonal Refreshments at OYEVIDA Lifestyle Cafe



#### Peace Coffee Yeti Cold Brew Blend

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.



#### Peace Coffee Nocturnal Seasonal Blend

Nocturnal is a coffee that bridges peak growing season in the midwest. An extremely balanced and sweet medium roast, this is a coffee lover's coffee. Nutty and smooth, it's perfect for campsite and patio alike; available now through late Autumn.



#### Peace Coffee Birchwood Breakfast Blend

After a few miles on the trail, a glass of our signature cold brew blend is just the thing to refocus your eyes on what fanciful furry beasts could be up around the next bend. No matter how you brew it, each sip will challenge your perceptions of sweet, caffeinated reality.



#### Dr. Smoothie 100% Crushed Red Apple

Apple takes center stage in this wholesome classic. We're crushing it. Our 100% Crushed smoothies are made with real, ripe fruits and vegetables to deliver creative flavor combinations inspired by nature.



#### Dr. Smoothie Blood Orange Coconut Ginger Refresher

A sweet combination of citrus and ginger balanced with smooth coconut. Handcrafted with real fruit juice and green coffee extract – the natural essence of unroasted coffee beans – so you can enjoy fresh, fruit flavor with a natural boost, and no "toasted" coffee taste.

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	CRUSHED
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#### Dr. Smoothie 100% Crushed Beetroot & Berries

Earthy beets mingle with sweet berries. Only real fruits and vegetables, nothing more. Each bottle contains 4 beets, 28 red raspberries, 14 strawberries, 11 apples, and 10 pears. Vegan, Gluten-free, Lactose-free, and fat-free with no added sugar.



#### Rishi Tea Matcha Ginger Buzz

This brain tonic energizes deeply with uplifting Matcha green tea and a zesty buzz of ginger, with fragrant peaks of rosemary and yuzu citrus. This stimulating blend elevates the senses with a special combination of ingredients designed to activate the central nervous system. The rich L-theanine amino acid contents promote concentration, mental clarity, and focus. Premium rosemary stimulates activity in the limbic system of the brain, which is linked to memory formation.



#### Rishi Tea Masala Chai Tea

Masala Chai is a spiced tea beverage with roots in ancient India, where traditional spice blends, known as karha, were mixed with black tea, milk, and sugar. Rishi's famously spicy Masala Chai is balanced and energizing when brewed either straight up or in the classic way with milk and sugar to taste.



#### Rishi Tea Elderberry Healer

A rich cup balanced with ginger and licorice root. This organic blend offers a soothing, cordial-like body that highlights immune-boosting elderberry. Elderberry has been used for millennia in folk remedies and has an elegant tannin structure and sumptuous flavor. Organic ginger root fortifies the blend; organic licorice root lends a natural sweetness, while essential oil of grapefruit provides a pleasant brightness at the finish.

#### Our COVID-19 Response

OYESPA is doing everything we can to protect you, our clients, our community and our staff. To this extent, we will be following the guidelines of the Center of Disease Control (CDC) and Minnesota Board of Cosmetology regarding social distancing practices and sanitation in order to reduce the spread of Novel Coronavirus, or COVID-19. This will require our staff to maintain six (6) feet of distance between ourselves and you, the guest, as much as possible in our salon setting. We will also be requiring this same procedure for guest-toguest contact in order to limit the exposure to all individuals. Only the person receiving the service will be allowed in the salon

All tools, stations and equipment will be sanitized and/or disinfected between each guest. Staff will follow proper hand washing protocols between each guest. We will temporarily suspend all complimentary services: NO rituals, NO hand massage, NO beverages, NO blow-drying.

OYESPA requires all individuals to utilize approved masks, such as surgical masks or improvised masks such as scarves, bandannas, and handkerchiefs that secure behind your ears only to reduce the risk of exposure to yourself and others. It is also required of everyone to either wash or sanitize their hands upon arrival of your appointment, after using the resteroom, sneezing, or coughing.

If we all work together, we can overcome the spread of this virus as well as other infectious diseases. We welcome you to: OYESPA - AVEDA Lifestyle Salon & Spa and OYEVIDA Lifestyle Cafe!

## To maintain a safe & healthy workplace we've implemented

## PlasmaAir



As much as buildings can spread disease, if operated smartly, they can also help us fight against it." -Joseph Allen, D.Sc. There is mounting research to suggest that clean air plays a vital role in preventing the spread of Covid-19. Plasma Air's HVAC-mounted ionizers use proactive air purification technologies to deactivate airborne viruses safely.



Working through this together.

#### AVEDA OYESPARK

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Postage

