

OYESPAK

Inspiration and Insights from OYESPA Aveda Lifestyle Salon & Spa and OYEVIDA Lifestyle Cafe

Issue 7 | Spring 2022

APRIL IS
EARTH MONTH

Join Us and Celebrate!

SPRING
ESSENTIALS

VOLUPTUOUS
Lashes & Brows

Inspired by Water
*Bloom to Your Full
Potential*

CAFÉ PICKS
Rise and Shine

Smooth
INFUSION

WHAT'S INSIDE

SALON & SPA

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FROM THE EDITOR

Welcome to our Spring 2022 issue of OYESPARK magazine! This season is all about growth, rebirth, renewal, rejuvenation, warmer weather, and longer daylight. Birds, blooms, baby animals--what's not to love? This issue invites you to explore these themes through our various services and products in our OYESPA Aveda Lifestyle Salon and OYEVIDA Wellness Cafe. Prepare to bloom into your best self this season!

Carrie Soneji
Executive Editor



Executive Editor
Carrie Soneji

Graphic Design
Montana Stayer

Art Director
Meek Guise

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Contributors
Aveda
Sparitual
Peace Coffee
Rishi Tea
Dr. Squatch

Careers
<https://oyespa.com/careers/>

Customer Service
media@oyespa.com

Editorial Mailing Address
OYESPA LLC
7741 Amana Trl
Inver Grove Heights,
MN 55077

360 & Street Views
Google: [https://g.page/oyespa](https://google.com/maps/@44.9172222,-93.0844444,15t/data=!3m1!1e3!3m2!1s360+Street+Views+of+oyespa+magazine+office+location+in+Inver+Grove+Heights,+MN+55077+USA+on+Google+Maps+360+Street+View+data!3m1!1s360+Street+Views+of+oyespa+magazine+office+location+in+Inver+Grove+Heights,+MN+55077+USA+on+Google+Maps+360+Street+View)

Spring Lifestyle

NAVIGATING YOUR SELF-CARE JOURNEY

This issue will explore themes of self-care and how to best express that on your personal journey. Self-care is a holistic process that includes taking care of the mind and body in preventative, healing, and maintenance methods. Everyone has different needs and is at different levels in achieving their best self-care.

EMOTIONAL



PHYSICAL



SOCIALIZE



6 Types of Self-care

MENTAL



SPIRITUAL



INTELLECTUAL

How to bake

SELF HEALING



Be kind to
Yourself



Forgive
Yourself



Appreciate
Yourself



Understand
Yourself



Listen to
Yourself



Love
Yourself

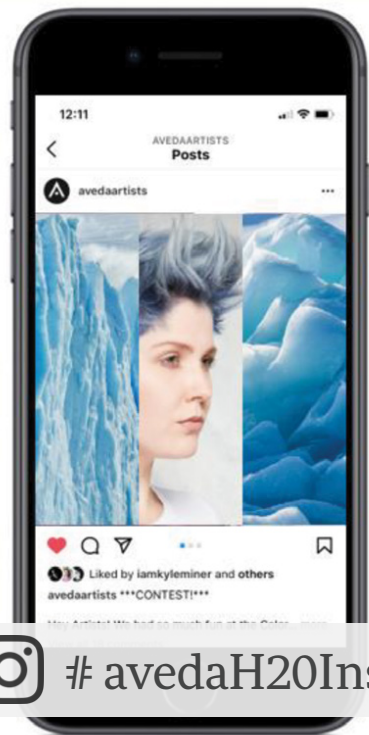
Inspired by Water

GROW AND BLOOM

This season, Aveda wants to see your looks inspired by water.

How does that look for you? Let us know what looks and routines you create at OYESPA!

Post a picture on Instagram and tag @oye.spa with your water inspiration picture.
#avedaH20Inspo #oyespa



 #avedaH20Inspo

Now Available at OYESPA!



Lash & Brow TINTING

The look of fuller, thicker brows and lashes

Call or text 651.371.9100 or book online at oyespa.com to get your fuller, thicker brows and lashes at OYESPA!

Spring Essentials

SPARITUAL



Pamper your nails this season with Sparitual's vegan formulas that are free of harmful chemicals. Do your nails and cuticles need some TLC? Try the Sparitual Cuti Cocktail Oil.



REVITALIZED HANDS AND FEET- AND WHOLE SELF

Pampering those feet and hands can go a long way in not just their physical appearance, but also how you feel inside. Our spa therapeutics massage points that positively affect the whole body holistically. We use Aveda rituals to enhance your overall experience.

Stop by or book an appointment today for these wonderful products and services!

Call or text 651.371.9100 or book online at oyespa.com!



SPRING ESSENTIALS



GIVE YOUR HAIR ITS BEAUTY SLEEP

Botanical Repair™

Strengthening Overnight Serum

Strengthen and repair hair while you sleep with our first overnight bond-building serum powered by plant technology.

WHAT'S NEW: BOTANICAL REPAIR™ STRENGTHENING OVERNIGHT SERUM

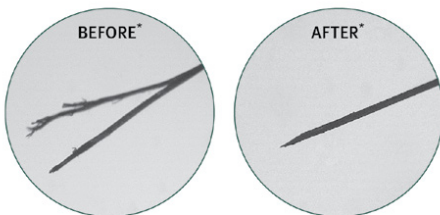
LIKE A SILK PILLOW CASE FOR YOUR HAIR

There is a new member of the Botanical Repair™ family! Introducing the overnight intensive repair serum that builds bonds while you sleep for stronger, visibly revived hair. Reduces the appearance of split ends by 84% in one night.

Botanical Repair™ Strengthening Overnight Serum deeply nourishes, softens and smooths overworked hair. The lightweight formula creates an invisible veil that minimizes friction and helps prevent damage to hair while you sleep. In one night, hair is stronger.

You sleep. It works.

Reduces the appearance of split ends by 84% in one night using nangai oil to help attract the separated ends back together. Nangai oil is pressed from the nuts of the tree *Canarium indicum*, native to the South Pacific Island of Vanuatu.



*25x magnification

1 Cortex

Plant-Derived Bond-Building Molecule:

- Plant-derived, bond-building molecule goes below the surface—strengthening and reinforcing hair integrity at the core.
- Strengthens hair from within.

2 Cuticle

Nourishing Macro Green Oil Blend:

- Emollient-rich, certified organic sachai inchi, green tea seed and avocado oils help replenish the essentials of healthy hair that were lost from daily assaults.

3 F-Layer

Protective Bio-Shield Complex:

- Coconut and corn derived ingredients create a botanical F-layer to help protect and shield the hair from future damage.

hair strand

Stop by OYESPA to get your Aveda Botanical Repair™ Overnight Serum or shop online at oyespa.com!

SMOOTH INFUSION™ RELAUNCHED



AVEDA HAIRCARE FOR FRIZZ AND HUMIDITY



Aveda's Smooth Infusion Relunched line is six years in the making! A revolutionary new plant-powered technology provides a weightless veil of protection to each strand, locking out humidity, while keeping shine and smoothness in, leaving your hair frizz-free for up to 72 hours and 5x smoother!

AVEDA
THE ART AND SCIENCE OF PURE
FLOWER AND PLANT ESSENCES

SMOOTH INFUSION RELAUNCHED / 7



SPA PACKAGES

Choose from our many options below, or call to customize your experience.

Day Of Beauty:

60-minute Custom Facial, 60-minute Massage, Sound of Color Pedicure, Botanical Repair Treatment with Blowout, Your choice of entrée from OYEVIDA Lifestyle Café

Half Day Of Beauty:

60-minute Custom Facial, 60-minute Massage, Daily Special from OYEVIDA Lifestyle Café

Men's Escape:

Signature Haircut, Gray Blending, 30-minute massage, 30-minute Signature Facial, Polish-free Manicure and Pedicure, Daily Special from OYEVIDA Lifestyle Café

Ladies Night Out:

Sound of Color Manicure, Blowout and Makeup Application, Specialty Beverage from OYEVIDA Lifestyle Café

Teen Clean (Under 18):

30-minute Facial, 15-minute add-on LightStim treatment (Handheld), Blowout with Hot tools add-on/style, Specialty Beverage from OYEVIDA Lifestyle Café

Tip Toe Nails:

Sound of Color Manicure and Sound of Color Pedicure, Specialty beverage from OYEVIDA Lifestyle Café

Children (Under 18):

Sound of Color Manicure and Sound of Color Pedicure, Specialty beverage from OYEVIDA Lifestyle Café



LightStim®

What is LightStim?

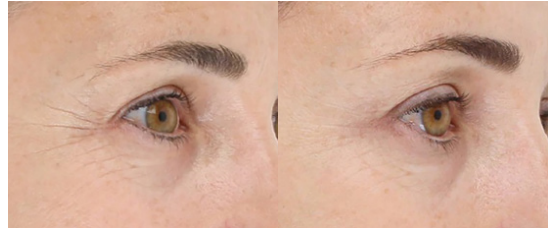
LightStim delivers light energy in a similar way plants absorb light energy from the sun. Each LightStim device uses different wavelengths, or colors of light. LightStim utilizes multiple wavelengths of Amber, Light Red, Dark Red and Infrared LEDs. The light penetrates the skin to reduce and eliminate fine lines and wrinkles.

How does LightStim work?

LED stands for Light Emitting Diode, which is a tiny computer chip encased in glass. Each LED wavelength (color) of light provides unique therapeutic benefits. LED is non-invasive, painless and requires no recovery time. This Light is good for all skin types and is engineered to emit a soothing, gentle warmth.

What are the benefits of LightStim?

Reduce and eliminate fine wrinkles. Maintain your skin's youthful appearance. Nourish your skin from within. In LightStim's clinical trials, 100% of participants were shown to have a significant improvement in their fine lines and wrinkles after 2 months of treatments.



BEFORE

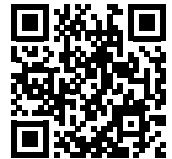
AFTER

Book your LightStim appointment at OYESPA! Call 651.371.9100 or book online at oyespa.com!

NEW!



OYESPA
MEMBERSHIP



Scan QR code for
invitation

Explore our new memberships at OYESPA! With four different tiers, you can pick the perfect membership for you. Each tier features different services and discounts. Visit oyespa.com/oyespa-membership/ for more info!

Essential - Style Tier

Explorer - Beauty Tier

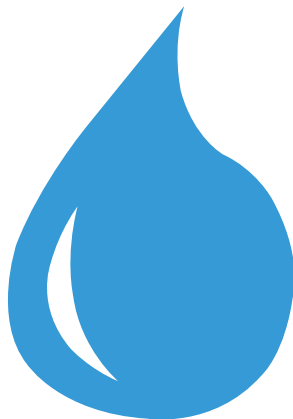
Elite - Relax Tier

Executive - Rejuvenate Tier

(Each membership has a \$25 initiation fee)



AVEDA



PROTECT WATER

Watershed Mindfulness *5 Easy Steps for Clean Water!*

- 1. Know Your Water Address**
- 2. Reduce Water Consumption**
- 3. Say NO to Plastics and Litter**
- 4. Scoop the Poop**
- 5. Plant the Seeds for Clean Water**



Take the pledge for clean water
with Watershed Mindfulness!

CleanOceanAction.org



EARTH DAY

THIS EARTH MONTH, GIVE THE ONE
THING THAT CHANGES EVERYTHING

Join us for Aveda Earth Month 2022, a month during which we celebrate our charity: water partnership and join efforts to provide clean water to our sourcing communities that need it most. We want to raise over \$2M to provide clean water to people in need; specifically, provide clean water to 100,000 people in India, Nepal and Madagascar.

Earth Day, April 22, 100% of sales*
will be donated by Aveda to help
bring clean water to those in need.

Visit charitywater.org/aveda



EARTH DAY /11



AVEDA
×  charity: water



SHAMPURE™ NOURISHING SHAMPOO BAR

Weightless, Long-Lasting
Nourishment for hair.
Planet-friendly packaging for
the Earth.

94% naturally-derived* shampoo bar—
with Abyssinian oil—gently cleanses and
provides weightless, long-lasting nourishment
while infusing hair with our signature calming
aroma with 25 pure flower and plant essences.

Usage: Lather in your hands or rub it
directly onto wet hair and scalp. Rinse
thoroughly and follow with Shampure™
Nurturing Conditioner.



For the entire month of April, \$5 from every Shampure™
bar sale will bring clean water to more people.

Learn more at charitywater.org/aveda



Earth Month 2022 Participation

Aveda Earth Month 2022 RunWalk

Join us from March 22 – April 30

Take steps to bring clean water to people in need.

Join Aveda Earth Month 2022 RunWalk.
100% of donations will fund water projects in
India, Nepal, and Madagascar.

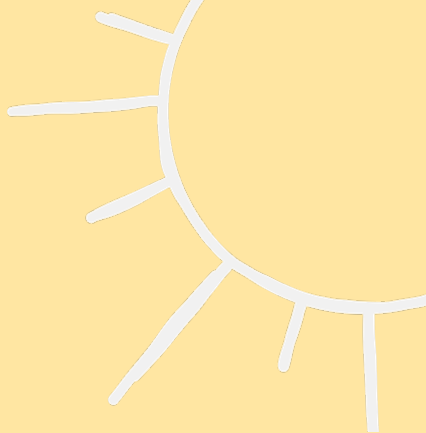


Use the QR Code to register
or visit movespring.com

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

Start Your Day At OYEVIDA CAFÉ



TRY OUR BREAKFAST WRAP

At OYEVIDA Cafe, you can expect wholesome goodness at any meal of the day. Our baristas are ready to customize your meal and/or beverage to suit your needs!

feel nourished.
Grab a healthy bite
from OYEVIDA.

Iced Coffee Latte For Spring

We feature Peace Coffee from Minnesota in our cafe. We also make an assortment of beverages from Dr. Smoothie and Rishi Tea.

Our full menu is available online at www.oyevida.com. Our baristas can customize to your needs, just ask!

This season, we are featuring our Iced Coffee Latte. We also have a variety of other coffee drinks, hot or cold!

take a break with café life





OYEVIDA RECOMMENDED



AVOCADO TOAST

A classic customer favorite for any meal of the day.

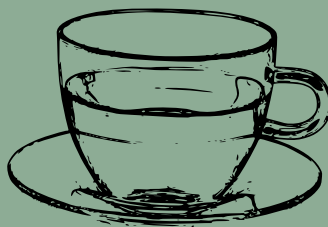
MEDITERRANEAN BOWL

Like a vacation in a bowl with a combination of chickpeas, feta cheese, tomatoes, cucumbers, red onions, chicken, and quinoa.



FIRE-GRILLED ARTICHOKE FLATBREAD

Wholesome artichoke, tomato, and parmesan cheese made on naan bread.



NEW **SPRING OYEBOX**

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



Learn more about OYEBOX at oyespa.com/oyebox/
Keep a lookout for the latest OYEBOX announcement by
checking our Instagram and Facebook pages!
IG: oye.spa | FB: myoyespa

HAPPY Mother's Day



This Mother's Day, treat the special lady in your life to a salon service, spa service, a special meal, or choose from an assortment of our vegan hair and body products from Aveda! Gift cards are also available.

10% OFF Brow Lamination

when you buy a Brow Tint and Brow Lamination service



10OFFBL

One per family. Copies not allowed. Valid weekdays only.
Exp. 6/31/22

10% OFF Blowout Service



10OFFBO

One per family. Copies not allowed. Valid weekdays only.
Exp. 6/31/22

BUY ONE, GIFT ONE LightStim LED Therapy Session



B1G1LED

One per family. Copies not allowed. Valid weekdays only.
Exp. 6/31/22



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(651)371-9100 | oyespa.com