

OYESPAK

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

Issue 6 | Winter 2021-22

**INSPIRED
LIVING**

**IMPROVE YOUR
LIFE BALANCE**

**CELEBRATING
VEGANUARY**

**EAT OUT,
EAT CLEAN**

**WINTER
NAILS**

**PERSONALIZED
HAIRCARE**

**WARMING UP
TO WINTER**

**NEW
FULL SPECTRUM
PERMANENT COLOR
WITH LIMITLESS OPTIONS**

**MINDSET VS.
RESOLUTIONS**

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FROM THE EDITOR

Welcome to the Winter 2021-22 edition of OYESPARK magazine! This is our second winter issue since inception, and we've come a long way since last year at this time.

We are always innovating and expanding OYESPA and OYEVIDA for YOU! This winter season, we're excited to bring you some new products and services that we know you'll get excited about. This season is all about self-care, family, giving and receiving, and internal reflection during a time where the natural earth goes into hibernation.

We offer our clients affordable, family-friendly wellness and beauty care powered by Aveda's 100% vegan products and botanically-inspired products. I hope you enjoy reading this issue as much as I have enjoyed and nurtured its creation. Be sure to pass it on to those you care about!

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Executive Editor



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PATIENCE THROUGH PERSPECTIVE

*Dear God, I pray for patience.
And I want it right now!
—Oren Arnold*

One of the most difficult virtues of the human condition we face is having more patience. If we realize that patience is a good thing, it can help us to think better, achieve our goals, and care for one another. Having a mindset of perspective when combined with patience offers a powerful way to change your mind and your life.

It has been said that ‘patience is a virtue’ and ‘good things come to those who wait’. Do you get upset when things don’t happen quickly enough for you? Does your impatience cause negative behavior like anger, jealousy, impulsion, sadness, and depression? Have you seen the result of your impatience sabotaging your life?

Patience is defined as “the ability to wait for an expected outcome without experiencing anxiety, tension, or frustration.” It is observing self-restraint under all circumstances, but not necessarily restraining logical action. Patience is further defined as “the state of endurance under difficult circumstances, which can mean persevering in the face of delay or provocation without becoming annoyed or upset; or exhibiting forbearance when under strain.”

Impatience is what occurs when emotions get in the way of our brains. Difficulty can ensue when we want a certain

outcome to occur, rather than approaching the situation with acceptance while doing the best we can. Impatience, however, can affect our health and can even accelerate failure.

Patience through perspective is about projecting your mind to the end result in examining our reactions to situations.

When we see the end result in our minds, it can help in readjusting our reactions, giving us a better outlook and encouraging more positive behavior.

Patience is often described as a core virtue in religion or spiritual practices. At its core, the theme is the co-existence of evil and God and the application of patience is highlighted as the antidote to the earthly struggles caused by that co-existence, enduring near-apocalyptic calamities without losing patience or reproaching Divine Providence.

The Indian Vedas use the word Kshama, a Sanskrit term, to describe patience. It is a very complex term though that includes not only patience and self-restraint, but also forgiveness. Also, it is not something you can learn or receive from another. Rather, it is acquired by self-effort through facing life experiences. When Kshama disappears, disturbance and decline set in. Interestingly, it is acquired during adverse circumstances, those events and curveballs in our lives. Perhaps this is because live events have a

lasting effect on our whole being. Slowing down to think more, see more, and observe more, will help you to achieve the desired result.

“Perspective” becomes a tool, a sort of catalyst when used in combination with “patience.” By combining patience with perspective, the two together create a powerful catalyst that helps you experience “waiting” in a new light.

Your botanical repair™ routine
Vow to **repair damage**



Your invati advanced™ routine
Commit to **thicker, fuller hair**



Your nutriplenish™ routine
Ready to **restore hydration**



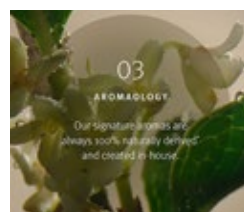
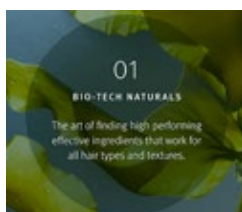
Personalized Haircare

Three Powerful Lines of Haircare

Heroes come in all shapes and sizes—and products! Discover your #AvedaHairHero for healthier, hydrated, thicker & more manageable hair—no matter your hair type.

Find the perfect hair care line based on your hair's unique needs. If your hair needs attention from more than one category, use them in a layered approach. For example, if you have damaged hair that is also dehydrated, start with the Aveda Botanical Repair line to repair the damage. From there, you can switch to the Aveda Nutriplenish line to restore hydration as your hair will be better able to absorb and hold the hydration.

AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



New from Aveda

Nutriplenish Hair Masques

The skinification of hair is on-trend.

Intense hydration treatment creme masques powered by omega-5 organic pomegranate oil for lush, shiny, and visibly healthier hair. Powerful nutrients provide 4x hydration to dry, dull hair. Available in light or deep moisture.

Nutriplenish™ Treatment Masque: light moisture with a soft gel creme texture.

Nutriplenish™ Treatment Masque: deep moisture with a decadent butter creme texture.

AVEDA



Inspired Living

While you may often spend your day looking after and caring for others, your own care can get sidetracked. Self-care is an essential component of long-term health and vitality. Spending the time to notice your own mind and body needs, and taking steps to care for yourself will not only go a long way in feeling your best each day for years to come, but also be your best for those you care about!

Improve Your Life Balance

Make a conscious decision to find the life balance, the happiness, and the satisfaction that comes from the journey of life. That journey can be a long one for most people. You might find yourself struggling at times, but eventually, you'll find yourself in the groove, where it becomes a habit and you make yourself a priority when you need it.

Soothing Favorites

Shampure™ or
Rosemary Mint
Aveda Candles

Aveda Tea

Aveda hand
relief™



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NEW FROM AVEDA

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Aveda's **FIRST** overnight intensive repair serum builds bonds while you sleep for stronger hair in just one night.

- Lightweight & quick absorbing
- 3-layer hair repair technology
- Reduce appearance of split ends by 84% in just one night with Nangai oil
- Herbal aroma of certified organic ylang ylang, rose & marjoram essential oil
- Formulated for all hair types & textures



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SEMI-PERMANENT TREATMENT HAIR COLOR
HAIR COLOR CHART

Full Spectrum Vibrants™ Semi-Permanent Treatment Hair Color

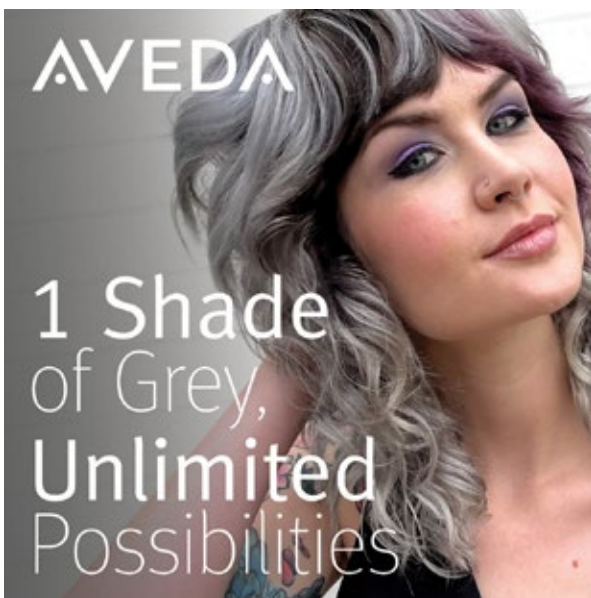
Full spectrum vibrants™ semi-permanent treatment hair color is a palette of intense shades that can be mixed to create a spectrum of results—from sheer and translucent to opaque and vibrant—with no developer needed. 95% naturally derived,* full spectrum vibrants™ improves the condition of damaged hair while adding intense color and shine.

Full Spectrum Demi+™ Grey from AVEDA



For the first time, Aveda is expanding the Full Spectrum Demi+™ Custom-Deposit Treatment Hair Color™ category with the launch of the Grey tone.

Grey is a sought-after shade (Ultimate Grey was selected as a Pantone Color of the Year 2021), so now is the time to embrace grey.



Call or text 651.371.9100, or book online at [oyespa.com](https://www.oyespa.com) to achieve your hair goals at OYESPA!



AVEDA
THE ART AND SCIENCE OF PURE
FLOWER AND PLANT ESSENCES

full spectrum permanent™



Receive a **FREE** travel size Nutriplenish
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*Up to .85oz. While supplies last. Limited quantities. Limit one per guest.

Full Spectrum Permanent™

Vegan Treatment Hair Color

Incredible color deposition, vibrancy and protection

- Proprietary technology protects the keratin bonds deep within the cortex to help maintain the integrity of the hair while creating a faster chemical reaction that enhances penetration of the color into the hair shaft.

Full spectrum palette

- Fully customizable for unlimited shade possibilities.
- Each shade is handcrafted and precisely calibrated with a unique blend of dyes and pH adjusters for high-performance color results.

Ultimate care for hair

- Protective botanical oil blend with certified organic baobab, sacha inchi and avocado oils, for enhanced conditioning and shine.
- Dermatologist-tested.

Supreme respect for the planet

- 96% naturally derived, vegan, cruelty-free formulas.
- 100% recycled aluminum tubes reduce CO2 emissions and save virgin aluminum from being produced.
- Cartons are made with 100% recycled fiber, Forest Stewardship Council (FSC)-certified, and are 100% recyclable.
- Manufactured with 100% wind and solar power.



Achieve your hair goals
at OYESPA! Call or text
651.371.9100 or book
online at [oyespa.com](https://www.oyespa.com)!

WINTER WARMERS

The first sights of winter can be exciting, cozy and comforting with the holiday season, as we await the beautiful snow in all its traditions and nostalgia.

However, winter can also be a challenging time to embrace with tolerating short daylight, bearing cold temperatures, and getting cabin fever from being indoors too much as we bear the whole season. This issue offers tips and ideas for making your winter brighter, more comfortable, and enjoyable, especially through the later winter months. You'll learn how to take better physical and mental care of yourself by giving yourself the extra care and attention you need during this time of year, from foods to skin care, seasonal affective disorder, physical fitness, getting outdoors, immunity, and much more than simply giving in to hibernation.

1. Spice Up Your Cooking

Using spices such as garlic, ginger, and cinnamon, and saffron are comforting smells and are warming to the body, and can be added to vegetable dishes, sautéed with onions, Indian curries, soups, stews, and more. In Chinese medicine, herbs like these are often prepared and given like medications for patients suffering from conditions caused by cold and dampness, so they are also good for the immune system as they help ward off bacteria and viruses.

2. Laugh More

Laughing increases blood flow through circulation, as well as lifting your spirits and feel good chemicals in the brain. Spend

time chatting with friends and family, watch funny movies and shows, or read books that inspire positivity.

3. Give Your Skin Extra Care

With the carefree nature of summer behind us, avoiding water that is too hot, using soap only where needed, and using a moisturizer right out of the shower can help in preventing extra skin dryness that is experienced in the winter. Hot water and excess soap can strip the oils in your skin, while moisturizing helps give you more moisture and seals it in. Look for soaps that are natural, such as castile, or homemade bar soaps that are superfatted. (Try Dr. Squatch Bar soap, available in-store at OYESPA!)

4. Play Outside

Staying active promotes circulation and heart health, lowers depression, and helps the immune system so that you get sick less. One of the reasons people are more sick in the winter is from being indoors too much. Cross country skiing, sledding, ice skating, playing with the kids, and other forms of recreation can help keep things exciting when we'd rather stay indoors to keep warm. Keep yourself bundled to avoid unnecessary bare skin exposure.

5. Give Back

Connecting with your community by volunteering or giving to charity, such as providing warm coats, blankets, clothing, and food to those in need is a sure way to spread joy around to everyone, including yourself.



6. Get Some Fresh Air

Fresh air helps oxygenate your body more than the stale air in the house. Even going outside for just a few minutes will perk you up and refresh you. Deep breathing throughout the day is also healthy for your cells and organs and gets rid of stagnant waste in the body while also burning fat.

7. Tend A Windowsill Garden

Growing herbs such as parsley, cilantro, and basil can give you a sunny feeling, and will provide you with fresh greens to add to your meals. They also provide phytochemicals and minerals that are nourishing for your immune system. Seeds can easily be germinated in a mini greenhouse with a cover, or place a paper towel inside a baggie and wet it. Place some seeds and be sure to keep it wet and the bag closed. It acts as a super mini greenhouse seed germinator. Once the seeds sprout, you can transfer them into containers and keep them by a window.

8. Avoid Sunglasses for Part of the Day

Wearing sunglasses all the time can be detrimental to your body's day and night cycle, as light needs to enter the retinas of the eyes. This will help prevent seasonal affective disorder, which causes depression and fatigue. Only wear them if you absolutely need to, such as a white out while driving on a sunny day. In addition, you can purchase a light box that simulates sunlight that you look into for about 15-20 minutes in the morning, and can include a negative ion mist that is similar to that fresh smell when you go outside, especially near trees and grass, or near the ocean.

9. Have a Soothing Beverage

Warm beverages help replace the lost heat you are feeling during this time of year, and the addition of warming herbs like cinnamon and ginger make them even more comforting. Sipping on drinks like Indian Chai, hot tea, hot cocoa, and soups are comforting, warming, and nourishing. (We offer a variety of soothing beverages at OYEVIDA)

10. Focus on Winter Produce

Don't let your diet suffer in the winter months by losing your focus on fruits and vegetables. Abundant produce like carrots, potatoes, onions, garlic, squash, celery, apples, bananas, frozen berries, spinach, and frozen vegetables can still be mainstays of your meals, such as veggie stews, soups, salads, fruit smoothies, green smoothies, baked squash, and more. (Try one of our healthy meals at OYEVIDA)

11. Enjoy Nature

Try to enjoy nature in all its wonders. Even when it's easier to stay indoors, spend some time each week outside when the weather isn't unbearable and enjoy the peacefulness and solitude winter brings, or pair up with a friend.

12. Meditate

Over the years, scientists have been studying meditation and its effects, and are discovering that it raises the threshold of the brain to stress, while also increasing positive chemicals that make us feel happy and motivated, with clearer thinking. Brainwave meditation is an easy way to synchronize the brain to specific levels from high to low, or beta to delta, making it more convenient today than ever, even on mobile devices.

13. Color Your World

Color affects your mood, and the whitewash of winter tends to dull the senses, especially after the holidays when all the presents and colorful lights are gone. Opt for using more sunny colors in your wardrobe or your home such as yellow, orange, red, and green.

14. Soothe Your Nose

Colds and other viruses can be hard on the nose, drying it out and making it red and sore. Opt for tissues made with lotion, or apply a light, fragrance-free lotion a few times a day to your nose. Neti pots are also helpful in eliminating stagnant material and congestion from the nose and sinuses. Essential oils, such as lavender, peppermint, tea tree, and rosemary, made into a salve with unpetroleum can be applied like a balm to the nose, ear, neck, chest, and back area.

15. Eat a Little Comfort Food

We often turn to comfort foods for, well, their comfort it brings us in taste or memories of the past we enjoyed. Indulging a little in these or healthier versions of them can bring warm feelings and happy state of mind.

16. Turn Up the Heat

Engaging in activities that create deep warmth in the body, such as yoga, a bath, or a sauna can go a long way in helping your body feel like it's summer again.

17. Increase Humidity And Moisture

Utilize a humidifier in your home if your central heating system does not already have a winter humidity setting. Use low setting on dryer. Even clothes need the extra moisture to keep them from drying out and looking dull.

After washing your hair, let it air dry or partially air dry and it will feel smoother and more moisturized. Try to avoid very hot water in the shower, or a long shower, and use less soap to help preserve your skin's moisture. Applying a moisturizer right after the shower is also helpful in sealing in the moisture.

Use a spritzer made from water and essential oil, such as rose or lavender, and use for a hair and face mist to keep them hydrated throughout the day. Keep a bottle of water by your bedside at night to stay hydrated and sleep better.

(Continued on page 12)

(Continued from page 11)

18. Be Optimistic

Look at the bright side of things. After the holidays, daylight starts to increase slowly each day. Before you know it, the long summer days will be here and you can use this time to make your summer plans!

19. Warm Your Core

It's difficult for your hands and feet to stay warm if your core is not warm. It may seem like common sense, but we often forget or avoid when we're in a hurry. Use extra bundling to increase blood circulation such as more layers like sweaters, vests, gloves, and hats.

20. Keep Up on Vitamin D

In the summertime, your body can easily make plenty of Vitamin D within twenty minutes of sun exposure. Vitamin D is a hormone responsible for several chemical reactions in the body, as well as affecting hormones and the immune system. However, in the winter, with staying indoors more and the sun's UV rays not reaching adequately, it's easy to become deficient. Many doctors are now testing Vitamin D levels as part of regular physical examinations through a simple blood test. Be sure to get your levels checked once a year at least to keep it at optimum levels.

**FREE Dr. Squatch
bar soap with men's
haircut!**

**Limit one per guest. Expires 4/30/22.*



Mindset vs. Resolutions

Rethinking New Year Resolutions

After the holidays, it's that time of year where many of us think about new year resolutions. Whether it's to strive to eat better, exercise more, save money, quit bad habits, or find a new career, we often inundate ourselves with expectations that often fizzle out.

So how can we invite more positive change into our lives? Mindset is one way we can invite lasting change that doesn't overwhelm us. Mindset operates on the precipice that change is growth, and growth happens slowly, not all at once. Therefore, when thinking about implementing changes in your life in the new year, take the time to be kind to yourself and grow for change in the long run, not this week!

When you look in the mirror, there is not a human-like individual standing behind it. You are a collection of particles that react to one another, and the reaction of two atoms depends on their position relative to one another. Your atoms react to themselves, and their reactions are affected by your consciousness. The key to healing, then, is to stop allowing yourself to self-destruct.

With mindset, you're not looking at jumping to the finish line without taking the necessary, gradual steps in getting there. You're implementing the patience and persistence in knowing you will get there while enjoying the journey at the same time.



Change Your Mindset

Mindset is about making gradual, lasting changes and celebrating those milestones and growth.

WINTER NAILS

We know the beauty of winter season, and while nails look amazing in all types of seasons, the most interesting one is winter because of the trend towards a charming sparkle and shine. Winter, to many, is the prettiest season in the world, and people love to look beautiful in the winter season. With many new trends going around, it can be difficult to decide. Nowadays, you can find almost any color you can imagine and a length that works for you. That means you can go for any color and style you want! This winter season, we are featuring some inspirational blues and whites. We all love to get new stuff and to try new things. It makes us feel alive and excited for the future!



To avoid getting dry, rough, cracked and broken nails in the cold, don't forget proper nail care to make sure you have shiny, soft and beautiful nails. When you have dry or brittle nails, you need to apply a lotion, oil, or cream at least two times a week. Use oil for your entire hand. Don't use a mixture that includes paraffin wax. Don't forget the toes! These tend to get dry too, as well as the skin around the toes. We like Sparitual's CutiCocktail to spread around the nails, cuticle, and surrounding skin. This special formula brings your hands (and feet) looking back to life!

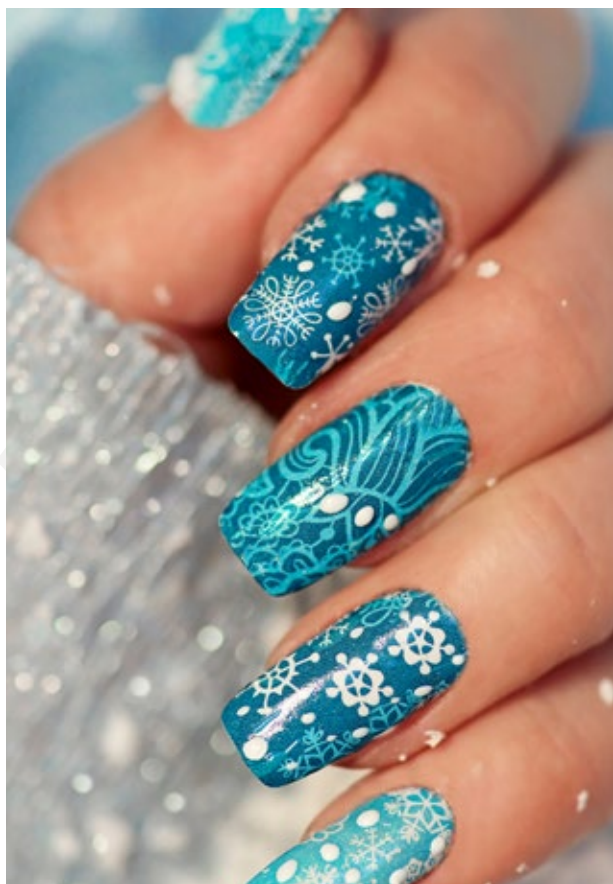
SPARITUAL®

Holiday Spirit

Featuring our Winter Chill shades from Sparitual. 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 base coat or topcoat. Choose from 72 core colors in the collection.



Featured Shades (left to right):
Eternal Wellness, Higher Consciousness, Open Minded



ORLY®

Winter Effects

Opt for subtle, but don't skimp on the sparkle. This bundle includes Mirror Mirror, a cool grey creme, and Countdown, a limited edition New Year's topper, for a nail look that will shine on into 2022.



Professional Quality Lacquer made in the USA. Family-owned since 1975, ORLY has continued to create cutting-edge colors, treatments, textures, and designs. Headquartered in Los Angeles, California, ORLY is all about innovation - from the conception of timeless nail looks such as the Original French Manicure to what's new and next in nails. At ORLY, they never stop looking for the next big idea. By keeping on the heels of the latest trends, their talented team of color experts delivers the bright ideas, hot colors, and bold textures that fans love.

ORLY
TREATMENTS



December

The December birthstone is turquoise, a beloved blue-green stone.

Shades in Collection: Gumdrop, Downpour Whatever, Sea the Future, Vintage, Detox my Socks Off, In Full Plume, Happy Camper, Let the Good Times Roll

January

The January birthstone is garnet. Traditionally garnets are a rich, deep red hue.

Shades in Collection: Namaste Healthy, Stronger than Ever, Ride or Die, Just Bitten, Stiletto on the Run, Red Rock, Red Flare, Star Spangled



CELEBRATING VEGANUARY

AVEDA'S ONE-YEAR 100% VEGAN ANNIVERSARY

Aveda's high-performance, naturally derived vegan products provide clean beauty essentials that our guests can trust. Choosing vegan – whether dietary or lifestyle -- can help reduce man-made greenhouse gases and water usage, help protect our lands from deforestation, and help preserve the lives of animals around the world. Aveda is proud to be a leader in vegan beauty, proving that you can have no-compromise products that are high-performance, highly naturally derived and 100% vegan!

Since 2014, Veganuary.com has had over one million participants in 200+ countries around the world – including hundreds of you who participated earlier this year. In January 2021, during their first-ever Veganuary workplace challenge, Aveda participants collectively saved 56M gallons of water, prevented the release of over 1M pounds of harmful carbon emissions into the atmosphere, saved 1.5M square feet of forest, and saved the lives of 50K animals. Thank you to everyone who contributed to these incredible results!

SHOP FOR AVEDA
VEGAN PRODUCTS
ONLINE AT
OYESPA.COM OR
STOP BY TO SHOP
IN-STORE!



To learn more about the many benefits of a plant-based diet, and to sign-up for the challenge, please visit www.veganuary.com where you will find an abundance of resources including a celebrity e-cookbook, nutrition tips, special discounts, and more.

CHALLENGE YOURSELF

Uncommon Whole Grains

Healthy choices that complement your day.

Whole grains are a great way to add a multitude of vitamins, minerals, fiber, and other phytonutrients to your body that will surpass those bottled versions.

OYEVIDA: Lifestyle Cafe offers several exciting, quick options that are all based on fresh, whole, natural foods. Our cafe is based on quality ingredients, healthy meals, fresh flavors, and environmental sustainability.

Some of the uncommon whole grains we feature include wild rice, quinoa, sprouted grain bread, and whole-grain pancakes.



Meals and Beverages That Suit Your Lifestyle



OYEVIDA creates beverages featuring Minnesota-based Peace Coffee, Dr. Smoothie, and Rishi Tea. Vegan milk options are available.

Our baristas are ready to create something special just for you! This season, we are featuring our Premium Hot Cocoa, Matcha Latte (pictured), and Chai Latte.

Our baristas are ready to prepare a beautiful, healthy meal and beverage for you!

Full Menu at www.oyevida.com

Online ordering available!

Eat Out, Eat Clean

The Impact of Clean Eating

The biggest impact of eating clean is how you will feel and function. Your body won't be wasting precious time and resources filtering toxins (love your liver). You'll improve all aspects of your health. Your skin, organs, hair, blood sugar, metabolism, mind, and everything else will thank you and be beautiful from the inside out!

What's so important about clean eating at OYEVIDA?

Clean eating stresses the importance of avoiding substances and ingredients that are considered toxic and unneeded to the body, which supports our overall mission in both our cafe and salon/spa. OYEVIDA cafe provides a clean-eating experience so that you can still enjoy eating out without sacrificing health.



Pictured: Avocado Toast



**Southwest Chicken
Bowl**

wild rice, chicken, corn & pepper blend, roasted tomatoes, onions, cilantro, lime, salsa that will satisfy a taco craving!



**Grilled Chicken
Mac and Cheese**

chicken, mac and cheese, bread crumb topping, parmesan. A customer favorite comfort food!



**Fresh Herb Grain
Bowl**

red & white quinoa brown rice veggie blend, corn & pepper blend, hard-boiled egg, sage, sriracha, lemon, and garbanzo beans that will tingle your tastebuds!

OYEVIDA

lifestyle café

Warming Up to Winter

Warm your body and spirit with nourishing drinks from OYEVIDA: Lifestyle Cafe and signature candles at OYESPA that make your home smell like Aveda!

This season at OYEVIDA Cafe, we're featuring cozy drinks to light up your life! Stop by and have one of our baristas prepare one for you!

Featured drinks:

- Premium Hot Cocoa
- Cafe Mocha
- Chai Latte

NEW!



Try Smuthe at OYEVIDA!

A healthy, tasteless additive to any food or drink!

Learn more at mysmuthe.com!

PEACE COFFEE



RISHI

TEA & BOTANICALS

dr.Smoothie

**FREE cookie or muffin*
with any blended coffee
drink!**

*Must show coupon for redemption.
Limit one per guest. Expires 4/30/22.

NEW WINTER 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

NEW FROM AVEDA: COLOR RENEWAL MASQUE

Nourishing, color-enhancing treatments that instantly revive & refresh tones and shine in color-treated or natural hair, leaving it softer, silkier and healthier looking after just one use. Color Renewal assortment includes:

- Warm Brown – adds richness & enhances warm tones for light to medium brown shades
- Cool Brown – adds depth and enhances cool tones for medium to dark brown shades
- Warm Blonde – adds warmth and enhances golden tones for medium to dark blonde shades
- Cool Blonde – tones, cools and neutralizes brassiness for all blonde, grey or silver shades

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or Manicure

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Registration required.

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product as credit toward the
purchase of the liter size product!

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Getaway Reatreat Spa Packages

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