

OYESPA

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

Issue 8 | Spring 2023

*Spring Sips
at our Café*

OYEVIDA Café
Features a New
Flatbread Pizza Menu

*Skin Care Tips For
Busy Lifestyles*

OYESPA is now
B-Corporation Certified!

NEW!
SkinPen at
OYESPA

**Spring Clean Your
Beauty Routine**

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FROM THE EDITOR

Welcome to the Spring 2023 edition of OYESPARK Magazine!

Spring is a time of renewal and rejuvenation, and we're thrilled to share with you our latest edition packed with invaluable advice, helpful tips, and inspiring content.

Our magazine is a sanctuary for anyone looking to unwind, recharge and feel their best. We offer an array of practical techniques and insights to help you achieve your goals, and a variety of articles and reviews that will provide you with plenty of ideas for the upcoming season.

Our goal is to help you discover the beauty within yourself and inspire you to celebrate your unique qualities. So, take a moment to explore our beauty recommendations, peruse our product reviews, and delve into our informative articles. We hope you feel empowered, confident, and ready to take on the world!

Thank you for your unwavering support of OYESPARK Magazine. We look forward to bringing you more delightful content in the future.

Warmly,

Carrie Soneji
Executive Editor



The Benefits Of Spring-Cleaning Your Beauty Routine

As the days get warmer and brighter, it's the perfect time to take a fresh look at your beauty routine.

Spring cleaning your beauty routine can give you the opportunity to find new natural and sustainable products that work for your skin, hair, and lifestyle. Aveda has a wide range of natural, plant-based products that are formulated to nourish and protect your skin and hair. From cleansers and exfoliators, to hydrating masks and styling products, Aveda has something for everyone. Here are some tips to help you get started with your spring cleaning beauty routine:

Start with a clean slate: Begin by taking a look at the products you're currently using and consider if they're still working for you. If you're feeling stuck in a rut, try switching to a new product or brand to explore different options. Aveda's range of natural, plant-based products are formulated to nourish and protect your skin and hair.

Find a new routine: Once you've switched up your products, it's time to create a new routine. Establish a consistent skincare and haircare routine that fits your lifestyle and gives you the results you're looking for. Consider incorporating some of Aveda's rituals, like the Botanical Repair™ line, which is designed to help repair damage from the environment or styling.

Reassess your makeup: Take a look at the makeup you're using and determine if it's still working for you. If you're looking for something new, try Aveda's natural makeup line. With products that are vegan, gluten-free, and cruelty-free, you can create a look that's both natural and sustainable.

Spring cleaning your beauty routine can be a great way to introduce new products and establish a routine that works for you. With Aveda's natural, plant-based products, you can find the perfect products to nourish and protect your skin and hair. So, take this opportunity to explore, experiment, and find a beauty routine that works for you this spring.



The Best Spring Hair Color Trends

Spring is a great time to try something new with your hair color. Whether you're looking to brighten up your natural color or completely change up your look, there are plenty of trends to choose from. Aveda beauty salons offer a range of hair coloring services to help you achieve the look you want. Here's what you need to know about the best spring hair color trends for 2023.

Blonde Highlights: Blonde highlights are the perfect way to brighten and add dimension to your existing color. The key to getting the look right is to choose a shade that complements your natural color. For brown hair, try

warm, golden-blond highlights; for blondes, opt for a cooler ash-blond shade.

Balayage: Balayage is a popular hair coloring technique that's perfect for creating an effortless, natural-looking transition from dark to light. It's a great way to add depth and dimension to your hair without the harsh lines of traditional highlights.

Pastel Colors: For a more daring look, try a pastel color. This trend is all about playing with different shades of pink, blue, lavender, and more. The best part about pastel colors is that they're semi-permanent, so you can rock the look without having to commit long-term.

Ombre: Ombre is a classic hair trend that's perfect for spring. It's a great way to add subtle dimension and movement to your hair. Ask your stylist to create a gradual lightening effect that starts at the roots and blends into your natural color.

No matter which trend you choose, our service providers can help you achieve the perfect look. With the right hair coloring service and product selection, you can create a stunning spring look that you'll love.



The Benefits Of Using Vegan Skin And Hair Products

If you're looking for beauty products that nourish and protect your skin and hair, look no further than Aveda's vegan, plant-based line of products! Keep reading to learn more about the benefits of using vegan and plant-based skincare and haircare solutions.

One major benefit of vegan and plant-based beauty products is that they are free of animal ingredients or byproducts. This means that you can use them with the peace of mind of knowing that no animals have been harmed in the production of your products. Additionally, vegan beauty products are often made with natural, plant-based ingredients, which makes them gentle on the skin and hair.

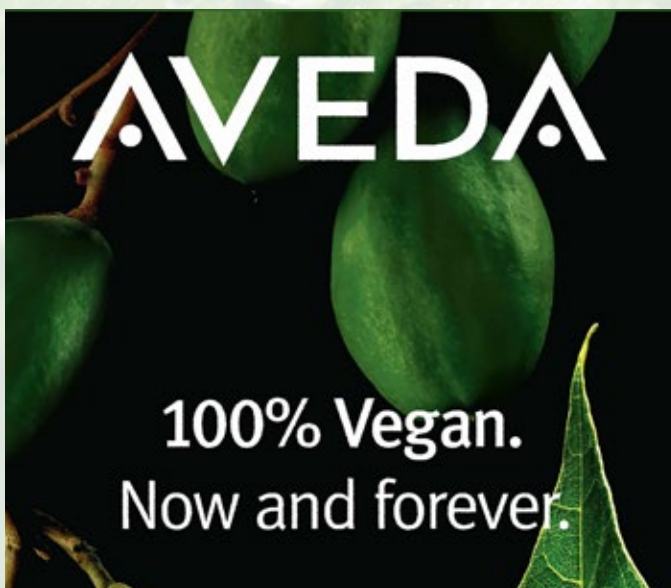
Using vegan beauty products can also be beneficial for the environment. Plant-based ingredients are renewable resources, meaning that they can be replenished naturally. The more plant-based products we use, the better it is for the environment. Additionally, many vegan beauty products are sustainably sourced, meaning that they are harvested in a way that is not damaging to the environment.

Finally, vegan and plant-based beauty products can be incredibly nourishing and beneficial for your skin and hair.

Natural plant-based ingredients are packed with vitamins and antioxidants that can help to keep your skin and hair healthy and glowing. From nourishing creams to hydrating shampoos, Aveda's vegan, plant-based products are perfect for taking care of your skin and hair!

At Aveda, we believe that beauty should not come at the expense of the environment or animals. That's why we are proud to offer our customers a range of vegan, plant-based beauty products that are good for you and the planet. With Aveda, you can enjoy beautiful skin and hair, guilt free!

Shop Aveda
Vegan skin
and hair
products
at in-store
OYESPA
or online at
[oyespa.com!](https://www.oyespa.com)





The Benefits Of Using A Green Circle Certified Salon

Is your salon Green? Using a Green Circle certified salon is the perfect way to enjoy the beauty treatments you love, while taking care of our planet. Green Circle certified salons prioritize sustainability by reducing their environmental footprint. Here's a look at all the amazing benefits of visiting and using a Green Circle certified salon:

- **Reduced waste:** Green Circle certified salons are dedicated to reducing their environmental impact by diverting waste away from landfills and waterways. This includes things like hair clippings, unused hair colour, and other salon waste. By recycling, repurposing, and disposing of waste responsibly, Green Circle certified salons minimize their environmental impact.

- **Sustainable products:** Green Circle certified salons use sustainable products that are free from harsh chemicals and are made from environmentally friendly ingredients. This helps protect the environment and the health of their customers.

- **Education:** Green Circle certified salons are dedicated to educating their customers about the importance of sustainability. This includes information about their green practices, the products they use, and tips for living a more eco-friendly lifestyle.

- **Community support:** Green Circle certified salons not only care about the environment, but also about their local communities. They often donate their services to charitable

causes, support other small businesses, and use locally sourced products when available.

Green Circle certified salons are a great way to maintain your beauty regimen while reducing your environmental impact. From reducing waste to using sustainable products and supporting the local community, they offer numerous benefits to their customers. With their commitment to sustainability, Green Circle certified salons are leading the way in creating a more eco-friendly beauty industry. OYESPA is proud to achieve official Green Circle Certification!

Call 651.371.9100 or book online at oyespa.com!

Skin Care Tips for Busy Lifestyles

Spring is here, and that means it's time to get your skin ready for warmer weather! Our goal at OYESPA is to help our clients look and feel their best, so we've compiled a list of skin care tips for busy lifestyles.

- **Keep it simple:** It's easy to get overwhelmed with all the products and treatments available, but don't let that stop you from taking good care of your skin. Stick to simple, easy steps like cleansing and moisturizing twice a day, and exfoliating once a week.

- **Stay hydrated:** Drinking plenty of water helps keep your skin hydrated and healthy. Make sure you're getting at least 8 glasses of water a day.

- **Protect yourself from the sun:** UV rays can damage your skin, so always remember to wear sunscreen when you're going outside!

- **Treat yourself to a facial:** Facials can help improve your skin's appearance and help you relax. Try to get one at least once a month.

- **Make sure you're getting enough sleep:** Lack of sleep can cause your skin to look dull and tired. Aim for 7-8 hours of sleep a night.

With these tips, you can keep your skin healthy and glowing all spring long. At OYESPA, we offer a variety of skin care services and products to help you get the best results. Stop by for a consultation with one of our experienced professionals and find out what works best for you!



Book your facial at OYESPA today!

Spring Beauty MUST-HAVES

Welcome to spring, Aveda fans! As the weather warms up and the sun starts to shine, it's time to start thinking about refreshing your beauty routine for the new season. Here are some of the must-have products that you can find at your local Aveda salon to help you look and feel your best this spring.

First, don't forget to protect your skin from the sun! Aveda's Sun Care Hair & Body Cleanser is a great way to cleanse and replenish your skin while shielding it from the sun's harmful rays. It's easy to use, and it's formulated with plant-derived ingredients that are kind to your skin.

Next, make sure to keep your skin hydrated with Aveda's Botanical Kinetics Hydrating Lotion. This moisturizer is lightweight, but it's packed with nourishing ingredients that will make your skin feel soft and supple. Plus, it contains Aveda's signature aroma, so you can feel refreshed and energized all day long.

To complete your spring look, try Aveda's Color Conserve Shampoo. This shampoo is specifically designed to help preserve and extend the life of your hair color, so you can keep your hair looking vibrant and youthful. Plus, it's free of parabens and sulfates, so it's gentle on your hair.

Finally, show off your beautiful spring look with Aveda's Makeup Finishing Spray. This product is designed to give you a long-lasting, natural finish, and it helps keep your makeup in place all day. Plus, it has a refreshing aroma to give you an extra boost of energy throughout the day.

We hope you enjoy the new season with these Aveda must-haves!

Shop in-store at
OYESPA or online
at oyespa.com!



Ultra Spring Skin and Body Care

As the temperatures start to rise and the days get longer, it's time to start thinking about spring skin care. If you're looking for an easy way to keep your skin looking and feeling its best this spring, an Aveda Salon can help. With services such as SkinPen, massage, and HydraFacial, you can get your skin in tip-top shape and ready for the season.

SkinPen is a revolutionary microneedling device that is designed to reduce the appearance of fine lines and wrinkles, improve skin texture, and minimize scarring. This procedure can also reduce the appearance of pores, improve the overall tone and texture of your skin, and stimulate the production of collagen.

Massage services can help to relax your muscles and ease stress, while also helping to

improve circulation and provide deep relaxation. Massage can also increase the production of endorphins, which are natural painkillers, and help to improve your mood and overall feelings of wellness.

HydraFacial is a unique treatment that combines the benefits of a facial with the power of a hydrating mask. This treatment deeply cleanses your skin and helps to reduce the appearance of wrinkles and fine lines. It also helps to reduce discoloration and uneven skin tone, as well as providing intense hydration.

If you're looking to get your skin in great shape this spring, an Aveda Salon is the perfect place to go. With services such as SkinPen, massage, and HydraFacial, you can revive your skin and get ready for the warmer months ahead.



Book your SkinPen, Massage, or HydraFacial appointment today!
Call 651.371.9100 or book online at oyespa.com!

Pamper Yourself With a Spa Day This Spring

Are you feeling the effects of winter still lingering? It's time to shed that winter skin and welcome spring in with a full pampering experience. A spa day is a perfect way to relax, unwind, and get ready for the new season. At our salon spa, we understand the importance of taking time out of your busy schedule to treat yourself. That's why we're offering a wide range of services to help you look and feel your best.

Start your spa day by unwinding in our luxurious relaxation lounge. We have cozy chairs,

calming music, and delightful refreshments to help you start your day right. After relaxing in the lounge, you can move on to one of our signature spa treatments. From massage to facials and body wraps, we have something for everyone. Our therapists are trained to address any areas of concern and tailor your treatment to your specific needs.

If you're looking for something a bit more indulgent, we offer a range of beauty treatments. Our experienced technicians are on hand to help you achieve

the perfect look. Choose from manicures, pedicures, hair styling, and much more.

When your spa day is complete, you'll be ready to show off your refreshed look and take on the world. Our salon spa is the perfect place to relax, rejuvenate, and get ready for the spring season. So why not treat yourself today?

Book your spa getaway by
calling 651.371.9100 or
booking online at oyespa.com!

We Are Officially a B-Corporation

We are proud to announce that our small business salon has recently achieved B-Corporation status. This prestigious certification is awarded to businesses that meet rigorous standards of social and environmental performance, accountability, and transparency. As a B-Corporation, we are committed to making a positive impact in our community and the world.

What is a B-Corporation?

A B-Corporation, or Benefit Corporation, is a type of business that is dedicated to using its profits and resources to make a positive impact on society and the environment. B-Corporations are certified by B Lab, a nonprofit organization that evaluates a company's social and environmental impact, and holds them to high standards of accountability and transparency.

Why did we become a B-Corporation?

At our small business salon, we have always been committed to making a positive impact in our community. We believe that businesses have a responsibility to do more than just generate profits, and we wanted to formalize our commitment to social and environmental responsibility by becoming a B-Corporation.

By achieving B-Corporation status, we are committing ourselves to meeting the highest standards of social and environmental performance. This means that we are held accountable for the impact we have on our employees, customers, community, and the environment. We are proud to be part of a growing movement of businesses that are using their resources to make a positive impact on the world.

What are the benefits of being a B-Corporation?

B-Corporation certification has many benefits, both for our business and our community. As a B-Corporation, we are part of a network of businesses that are committed to using their resources to create positive change. We have access to resources, tools, and best practices that help us improve our social and environmental performance. We also have the opportunity to connect with other B-Corporations and work together to achieve our shared goals. Being a B-Corporation also helps us attract and retain customers who share our values. Consumers are increasingly looking for businesses that are committed to making a positive impact, and being a B-Corporation is a way to demonstrate our commitment to social and environmental responsibility.

What's next for our small business salon?

Achieving B-Corporation status is just the beginning of our journey. We are committed to continuously improving our social and environmental performance and creating positive change in our community. We will continue to look for ways to reduce our environmental impact, support our employees, and give back to our community.

We are excited to be part of a growing movement of businesses that are using their resources to make a positive impact on the world. We hope that our commitment to social and environmental responsibility will inspire other businesses to join us in this important work.

Certified



Corporation

Scalp "Facials" on Trend

Welcome to the world of scalp facials, the latest trend in hair care and beauty treatments that are taking the industry by storm! Gone are the days when hair care was just about shampooing and conditioning; now, it's all about pampering your scalp and giving it the attention it deserves. And what better way to do that than with a scalp facial?

At our small business salon, we take great pride in our scalp facials, which are designed to provide a deep cleansing and nourishing experience for your scalp. Our expert technicians use a range of natural and organic products that are specifically chosen to cater to different hair types and scalp conditions, leaving your scalp feeling refreshed and rejuvenated.

But why a scalp facial, you may ask? Well, just like our face, our scalp also needs regular attention and care. And with the increasing levels of pollution and stress, our scalp often bears the brunt of these external

factors. This can lead to a host of problems such as dandruff, itching, flakiness, and even hair fall.

A scalp facial is an excellent way to combat these issues. The treatment begins with a gentle scalp massage to increase blood circulation and to stimulate hair growth. This is followed by a deep cleansing of the scalp to remove any buildup of dirt, oil, and product residue. Our technicians use gentle exfoliants to remove dead skin cells and unclog hair follicles. This helps in the absorption of the nourishing ingredients that are applied later on.

Once the scalp is thoroughly cleansed, our technicians apply a nourishing mask that is tailored to your hair type and scalp condition. The mask is left on for a specific time, allowing the ingredients to penetrate deep into the hair follicles, providing a hydrating and calming effect.

Finally, the treatment concludes with a relaxing

scalp massage that will leave you feeling refreshed and rejuvenated. The massage stimulates the lymphatic system and reduces stress, providing an overall sense of wellbeing.

At our salon, we offer a range of scalp facials to cater to different hair types and concerns. Whether you have dry scalp, oily scalp, or are looking for an anti-dandruff treatment, we have got you covered. Our treatments are customizable, and our technicians work closely with you to understand your hair type and concerns to provide a personalized experience.

If you are looking for a unique hair care experience that provides long-lasting benefits, a scalp facial is the way to go. At our small business salon, we take great pride in our scalp facials and the positive impact they have on our clients' hair and scalp health. So why wait? Book your appointment today and experience the benefits of a scalp facial for yourself!



NEW!

Aveda scalp solutions shampoo & conditioner, scalp treatment, overnight scalp renewal serum, refreshing protective mist, and scalp massager

Improves scalp hydration by 92%*
With babassu and moringa oils.

Shop Aveda scalp solutions at OYESPA!

The Art Of Communicating With Your Service Provider

Stepping into a salon for a beauty treatment can be both exciting and nerve-wracking at the same time. Whether it's your first time or you're a seasoned pro, communication with your service provider is crucial to achieving the best results. At our small business salon, we believe that open communication with our clients is essential for delivering the best service and ensuring customer satisfaction.

So, how can you effectively communicate with your service provider to ensure you get the results you want? Here are some tips to keep in mind:

- Know What You Want:** Before you book your appointment, have a clear idea of what you want. Do you want a haircut, a new hair color, or a facial treatment? It's important to have a clear understanding of the type of service you are looking for so that you can effectively communicate your needs and desires to your service provider.

- Do Your Research:** Researching different styles and treatments can help you find the perfect look that suits your style and preferences. Bring pictures or examples of what you have in mind so that your service provider can have a visual representation of what you want.

- Be Honest:** Honesty is key when communicating with your service provider. If you have any concerns or questions, don't be afraid to speak up. Let your service provider know about any allergies, skin sensitivities, or other issues that may affect the service. This will help your service provider tailor the service to your specific needs and prevent any potential issues.

- Ask Questions:** Don't be afraid to ask questions about the service, the products being used, or the process. Your service provider should be able to explain the service in detail and answer any questions you

may have. This will help you understand the service better and have realistic expectations about the outcome.

- Give Feedback:** After the service, be sure to give feedback to your service provider. Let them know what you liked and what you didn't like about the service. This feedback can help your service provider improve their skills and better understand your preferences for future visits.

At our salon, we encourage open communication with our clients to ensure they get the results they want. Our experienced service providers are always willing to listen to our clients and offer recommendations based on their needs and preferences. We believe that effective communication is the key to providing exceptional service and creating a positive experience for our clients.

Communication with your service provider is critical to achieving the best results. By following these tips, you can effectively communicate your needs and preferences to your service provider, ensuring that you get the look and service you desire. Remember, at our small business salon, we are always here to listen to our clients and provide them with exceptional service. So book your appointment today and let us help you achieve the perfect look!



NEW!

SkinPen®

BY CROWN AESTHETICS

SkinPen Services Available

SkinPen is an innovative skin rejuvenation treatment that has gained popularity in recent years. It's a minimally invasive treatment that uses microneedling to improve the appearance of fine lines, wrinkles, and scars. At our small business salon, we are proud to offer SkinPen services to help our clients achieve beautiful, healthy-looking skin.

What is SkinPen?

SkinPen is a handheld device that uses tiny needles to create micro-channels in the skin's surface. These micro-channels stimulate the body's natural healing response, which increases collagen and elastin production. As a result, the skin becomes smoother, firmer, and more youthful-looking.

The SkinPen treatment is minimally invasive, and the procedure typically takes about 30 minutes. The treatment is suitable for all skin types and can be used on various areas of the body, including the face, neck, and hands.

What are the benefits of SkinPen?

- **Reduces Fine Lines and Wrinkles:** SkinPen can improve the appearance of fine lines and wrinkles, making the skin look smoother and more youthful.

- **Improves Scarring:** SkinPen can help reduce the appearance of scars caused by acne, injury, or surgery.

- **Minimizes Pore Size:** SkinPen can reduce the size of pores, making the skin look smoother and more even.

- **Brightens Dull Skin:** SkinPen can help brighten the skin, giving it a more radiant, healthy glow.

- **Safe and Effective:** SkinPen is a safe and effective treatment that is FDA-approved and can be used on all skin types.

What to expect during a SkinPen treatment?

Before the treatment, your skin will be cleaned, and a topical numbing cream will be applied to minimize any discomfort. Your service provider will then move the SkinPen over the targeted area, creating micro-channels in the skin's surface. After the treatment, your skin may appear slightly red or swollen, but this typically subsides within a few days.

How many treatments are needed?

The number of treatments needed depends on the individual and their specific skin concerns. Most people see significant improvement after a

series of three to six treatments spaced several weeks apart. Your service provider can recommend a treatment plan that's tailored to your specific needs and goals.

At our small business salon, we are dedicated to helping our clients achieve their beauty goals. That's why we offer SkinPen services, a safe and effective treatment that can help you achieve beautiful, healthy-looking skin. Book your appointment today, and let us help you take the first step towards achieving your ideal look.





Want to rejuvenate your skin with
SkinPen treatments?

Book your appointment now by calling
651.371.9100 or book online at oyespa.com!



OYE SPA



OYEVIDA

lifestyle café

— OYEVIDA FEATURES — A New Flatbread Menu

Exciting news!

Oyevida Café has just launched a new menu featuring a variety of delicious flatbread meals. Whether you're in the mood for classic flavors or something with a little kick, there's a flatbread for everyone.

Each flatbread is crafted with fresh, high-quality ingredients and baked to crispy perfection. Perfect for sharing with friends or enjoying as a filling meal on your own. And, if you're looking for plant-based options, our menu features a range of tasty and satisfying vegan flatbreads.

Come visit Oyevida Café and discover our new flatbread menu. You won't want to miss out on these mouth-watering options.

Order online at oye.cafe/



Spring Sips:

A Look at Our Cafe's Refreshing Beverage Menu

Spring has sprung, and it's time to ditch those heavy winter drinks and indulge in some lighter, refreshing sips. From fruity to floral, spring-inspired beverages are the perfect way to celebrate the season. Here are some highlights of spring sips that you should definitely try:

Start your day with a boost of energy by trying our signature cold brew coffee or a delicious latte with a seasonal twist. For something lighter, opt for their refreshing iced teas, available in a variety of flavors

•**Sparkling Elderflower Lemonade:** This refreshing drink is a perfect blend of sparkling water, lemonade, and elderflower syrup. The floral notes of the elderflower are balanced perfectly with the tartness of the lemonade, creating a refreshing and delicious beverage.

•**Lavender Latte:** This latte is infused with lavender syrup, creating a unique and calming experience for your taste buds. The floral and earthy notes of lavender blend perfectly with the smooth and rich espresso, making this latte a must-try for any coffee lover.

•**Strawberry Basil Lemonade:** This fruity and herbaceous beverage is a perfect blend of fresh strawberries, basil leaves, and lemonade. The sweetness of the strawberries is balanced by the tartness of the lemonade, while the basil adds a fresh and herbaceous flavor to the drink.

•**Matcha Lemonade:** This drink is a perfect combination of sweet and earthy flavors. The matcha powder adds a unique and earthy taste to the lemonade, while the sweetness of the honey balances it out perfectly.

•**Pineapple Coconut Smoothie:** This smoothie is the perfect tropical drink to help you escape the last bits of winter weather. The combination of pineapple and coconut milk creates a creamy and refreshing beverage that is perfect for any time of day.

So, whether you're looking for a refreshing drink to quench your thirst or a comforting latte to warm you up on a chilly day, these spring sips are sure to satisfy. Head over to OYEVIDA café to experience the delicious flavors of spring with these and other blends.



NEW SUMMER 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/
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Instagram and Facebook pages!
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