

Ruth & Company



Day Spa & salon

www.ruthandco.com

Volume 1, Issue 1

March/April 2008

Don't let the cold winter scare your feet away!



Winter is still here and the thought of warm weather crosses our minds. Our open toed shoes are still boxed away and we neglect our feet by keeping them closed in all winter long. Some of us are so used to our everyday busy lives, that we forget our feet need some loving too. Who says that you can't get pedicures in the winter? For your infor-

mation, keeping up with your pedicure visits all year around is better than you think.

In the winter, circulation is slower in the cold weather causing your nails to grow slower. At Ruth and Company, our professional nail techs take their time and effort to give you exactly what it is you deserve and need. It's what we are trained and well educated to do. Enhancing them to look and feel their best, pedicures are a good way to do so.

We all know that pedicures are a great way to indulge into relaxation or forget about our everyday stress, but really it's an experience

we all need for both sexes. Yes, men too need some pampering! Getting pedicures also prevent your feet to form calluses build up, ingrown toenails, dry skin and fungus such as athlete's foot. It's a nice relief for everyone whose constantly working, running on their feet all day or just even laying around doing nothing. Bring those toes out! It's not the same when you're doing them to yourself so book an appointment as soon as you can.



Enter our **SEXY LIPS CONTEST**



The day of love is just around the corner and what more of a fun way to show off your sexy lips? Just by entering them in our 2nd annual sexy lip contest! Let our professional make-up artists pick out the proper lip color shade that best

suits you and all you have to do is pucker up and kiss a heart shaped paper. How is the winner picked? Our wonderful UPS man of the year, Dave, will be the deciding judge. The grand prize is a basket full of Aveda goodies. Don't be shy and

have some fun. Just so you know, all Aveda lip color concentrates and sheers that are discontinued are 50% OFF. Hurry while supplies last! Congratulations to last years Sexy Lip Contest winner, Jennifer Cranmer.

DON'T HAVE TIME TO COME IN FOR A PROFESSIONAL PEDICURE?



FOR AT HOME CARE, WE SUGGEST YOU USE **AVEDA FOOT RELIEF**. THIS PRODUCT CONTAINS:

- JOJOBA AND CASTOR OILS TO MOISTURIZE AND HYDRATE
- LAVENDER AND ROSEMARY OILS TO DEODORIZE
- SALICYLIC AND LACTIC ACIDS (FRUITS) TO SMOOTH EVEN THE TOUGHEST SKIN.

CRAZY FOR RELIEF?

TAKE HOME **RITUAL OF RELIEF** GIFT SET (\$40) WHICH INCLUDES HAND & FOOT RELIEF 4.2 FL. OZ AND TRAVEL SIZES

Inside this issue:

SHORT AND SWEET.	2
SIT BACK LONG HAIR!	
HEY! IT'S OK!	2
BEAUTY SECRETS	
DRY SKIN SUFFERER?	3
DETOXIFY IN A HEALTHY WAY	3
FACT OR FICTION	3
ANNOUNCEMENTS AND ABOUT US	4
OOPS! I WON'T DO THAT AGAIN.	4

Short and Sweet...sit back long hair!

Short hair is so in for the spring. If you haven't noticed, this new trend is seen every where from runways to celebrities. Long hair is so overrated and short hair has made its way through to prove that yes, it can be sexy, chic and feminine. For those of you who wear your hair up, pulled back in a pony tail, to basically doing nothing with it, be a little bit spontaneous and go for a fun

sassy new look. If you're one who doesn't have time in the morning to fuss with your hair, there are easy 5 minutes short cut styles for you too.

Short haircuts can be cut into so many different styles and techniques that all you need to do is leave it to the professionals here at Ruth and Company. With advance educated classes, let

your stylist figure out what style is best for you. You can be blunt with it or choppy and textured. Add bangs to give it an edgier look. Side parts are more swept forward and sophisticated. Be creative, mysterious! Change your style the way you want it but with definition and personality. **Worried about what products fit your style?** Let us pick and show you the beauty of clashing the right products for your hair.



Hey! IT'S OK! Beauty secrets from your professionals

We often forget the everyday damage we do to our hair. From blow-drying, flat-ironing it, coloring, sun exposure, and even your home water. We hairdressers too go through exactly what you're feeling. But how do we maintain ours looking flawless over and over again? Here are a couple of pointers from Ruth and Rebecca your professional hairdressers.

- **Choose the right shampoo and conditioner for your hair.**

1. If you have dry and brittle hair, use a pre-shampoo treatment for moisture like the *Sap Moss Concentrate*. Follow up with *Sap Moss* shampoo and conditioner.
2. For damage hair, try the *Damage Remedy* family line. It moisturizes and repairs hair. Even if your hair isn't so damaged, you can use the *Intensive Restructuring Treatment* once a week as a deep conditioning treatment. This product can also fill in

between visits if you can't make it in to get a professional **facial for your hair** treatment.

3. For those who want to protect and keep their colored hair from fading, use the *Aveda Color Conserve* line. This family line gently cleanses, locks in color by also keeping it vibrant longer, resists fading, illuminates color with shine, helps with breakage and protects from UV exposure.

- **Use hair-styling products**. Putting product in your hair before blow-dry or flat-iron use helps from heat damage. What happens is the product coats your hair strand not allowing as much heat hit directly onto your hair, instead, the product gets burn first. It's very IMPORTANT that you use products all the time.

- **It's okay not to wash your hair everyday.** It is not dirty if you don't wash your hair everyday. The oils in your hair is a good way to

moisturize your scalp and protect from everyday heat use.

"I don't like to wash my hair everyday. If I blow-dry it straight one day, the next day I'll wear it up or style it differently. I at least wash my hair every 2 days just to protect my hair from drying. When it's time to wash, I shampoo my hair twice because on the first wash, it picks up whatever build-up is on the hair. On the second shampoo wash, it really gets into the hair and scalp giving a better result of what my shampoo is really suppose to do."

~ Rebecca

Want something to fill in between wash?

Aveda Light Elements Reviving Mist refreshes your hair and scalp weightlessly, and it restyles with lavender water. This is also a great product to help reactivate waves and curls.

Try Aveda *Damage Remedy Hair & Scalp Renewal*.

It's a facial treatment for your hair! Excellent for hair that is dry, oily, weak and needs help with dandruff. Enjoy aroma therapy and therapeutic touch. Recharge your mind and mood.



Aveda *Light Elements Reviving Mist* (\$21)

Dry Skin Sufferer?

Everyone suffers with dry skin at one point or often in their lives. It's cause from the cold weather or if your body is dehydrated. A couple of pointers from our professional esthetician Karen will share with you are:

1. Drink plenty of water.
2. Wash your face and body with the proper cleanser. For your face DO NOT USE SOAP!
3. Use an everyday moisturizer morning and night.
4. Exfoliate your skin.
5. Do an at home mask once a week.
6. Protect your skin by using an spf. Wear a hat or a scarf.
7. Put plants around your house to help bring in moisture since everyone puts their heat up so high in the winter.
8. Keep your heat down in the house and in the car.
9. Book monthly facials! (especially in the winter)

If you need a skin consultation please book an appointment and let us chose the right facial or body products for you.



Detoxify In A Healthy Way!

You know that phrase that they say, "you are what you eat?" Well, it's very much true. Majority of us try to stay healthy by eating the right nutrition for our bodies or working out on a daily basis. There are so many cleansing pills out there too that may be doing it's job but is it really healthy for

you? Maybe you should shift gears and try something a little different. Why not a body wrap? It's relaxing, takes out toxicants from your body, and exfoliates your skin. It purifies, relieves sore muscles and it's a healthy way to nurture yourself and your skin at the same time.

IMPORTANT If you are claustrophobic or allergic to any kind of seashell, this treatment is not for you. If you would like more information, please feel free to give us a call at 215-799-0234 or email us at ruthandcosalon@verizon.net.



Fact or Fiction

Is it true that getting your hair trim help your hair grow faster?

FICTION

Getting your hair trim does not help your hair to grow faster. Don't forget, your hair grows from your scalp and not your ends. Getting your hair trim simply helps

take off your split ends and keeps your hair looking healthy and gorgeous. If you do want to speed the growth of hair, take vitamins or do massage circular motions on your scalp to stimulate blood flood.

How much lipsticks or chap sticks do you digest in just a year?

FACT

A woman ingests an average of 10% (5-6 pounds) of lipstick in her lifetime. It's important to choose a botanical based option that delivers high performance while supporting the health of the planet.

27 South Front Street
Souderton, PA 18964

215.799.0234
www.ruthandco.com

Ruth and Company is a salon and day spa dedicated to creating an environment where men and woman can pamper themselves unconditionally. We strive to make every experience as personal and individualized as you are! Through ongoing education and the finest products available our trained professional staff will rejuvenate your body and soul.

OUR MISSION

Because you are important, your needs are important to us. Because you have something to say, we listen with open ears and open hearts. Because you must feel secure with us, we provide a safe and relaxing environment. Because we care about your health and beauty needs, we work to be worthy of your trust. Because you need to make the informed decisions, we strive to educate you. Because to you results matter, we select only the very best products and treatments for you. Because you take your commitment to yourself seriously, we are serious to you. This is Ruth & Company's mission to each and every client.

Were on the web!

www.ruthandco.com

AVEDATM
the art and science of pure flower and plant essencesTM

Oops! I won't do that again

Send us your funny stories of mistakes you've done with your hair, make up, waxing, etc. you can either mail it to us at:

Ruth & Co Hair Salon
27 S. Front Street
Souderton, PA 18964

Or email at:

ruthandcosalon@verizon.net

Your first name will only be included after your story.



**NEW!! WANT TO
PLUMP UP YOUR
LIPS?? TRY...**

**Nourish-Mint
Smoothing and Sheer
Mineral Lip Colors.**

*PLUMPS NATURALLY
OVERTIME

*SMOOTHS APPEAR-
ANCE OF FINE LINES
BY 26% AND IN-
CREASES MOISTURE

BY 26%. For more infor-
mation check out
www.aveda.com