

SUITE TEST NEWS


MAY 2022

VOL. 8 / ISSUE 5 / US

Revian – Generate Revenue While Helping Clients with Hair Growth

- Client Consent
- Spring Cleaning:
Clean Girl Make Up
- See Our New Column:
Ask Missy!

Phenix
SALON SUITES®



*“Never be afraid to be yourself.
Being unique is one of the best gifts
that we are given.”*

Celebrity Stylist & Founder of Phenix Salon Suites
GINA RIVERA

Love the Process

BY CELEBRITY STYLIST & FOUNDER OF
PHENIX SALON SUITES
GINA RIVERA

Dear Lifestyle Professionals,

This month I want to speak to you about something that we all find ourselves doing from time to time, comparing ourselves to others. This is an easy thing to do. You look at someone else and it may seem they have all the clients, they know all the best techniques, they're terrific at a skill that you may still be refining, they dress nice...the list goes on. Like, I said, this can be easy to do.

However, nowadays, rather than comparing myself to others, I have learned to look at my own assets. And though I realize that I have a long way to go to perfect many things, I have selected to embrace the items that I am strong at which is a great place to be.

Even more so, for the items that I still need to master, I am learning to slow down and enjoy the journey. Like I tell my artist, "You must love the process." And I believe that I do. Loving the process means even though I might not be great at a specific skill or task, I am going to give 100% to learn it and conquer it. The added benefit is that I am always challenging myself to improve and be better.

Each one of you is a gifted artist. You have many hours, and for some many years, building your career. I would like to encourage each of you to embrace your assets, love your skill set and never quit loving the process. Afterall, you are blessing someone everyday when you share your gifts with your clients.

Blessings,

Colour Your Life...XOXO
Gina



Contest!

Mother's Day

PHOTO CONTEST



- **In honor of Mother's Day this month, we are doing a new contest.**
- **Please share with us your favorite photo of you and your Momma!**
- **It could be you as a kid, on vacation somewhere beautiful, or just a funny photo.**
- **Tell us why that photo is so memorable to you and how she inspired you to get to where you are today in your life and beauty career.**

To enter, submit:

- Your favorite photo of you and your Momma
- Write a short paragraph of how she inspired you in your life and beauty career
- Your Name, Business Name, & Phenix Location
- Deadline to Submit: June 15, 2022
- Submit Entries to:
nsim@phenixsalonsuites.com

Winners will win \$100 in By Gina products and be featured on the Phenix Facebook and Instagram pages!



SHERRIE WILSON

President of Branding

Sherrie Wilson is the Managing Editor of the Suitest News magazine where she oversees content, development, and consumer experiences across the brand’s digital, social, video, and print verticals. Under her leadership, the Suitest News evolved from a corporate newsletter into a full length magazine that emphasizes original reporting, exclusive features, and unique perspectives impacting Lifestyle Professionals working in beauty, wellness, and fashion.

Wilson, with her team, has transformed Gina’s Education Experience into an inspirational multi-day event, celebrating the beauty community with a series of rewarding experiences including empowering education, discussions, hands-on activations, and keynotes.

Prior to joining Phenix Salon Suites, Wilson worked in marketing and event management with the US Olympic Committee and its national governing body organizations. Wilson graduated with her undergrad from the University of Colorado and graduated Summa Cum Laude with a Masters Degree in Business Administration from the University of Oklahoma.

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TRENDING

*3 Summer Fashion Trends
to Memorize Now*



By Mia Torti

Director of Digital Content

Mia Torti is a native San Diegan that has worked in the world of beauty and fashion for the past 5 years. Her career began in New York City as the Associate Producer for US Weekly and On-Air Correspondent for Life & Style Magazine. Torti currently resides in San Diego where she is the acting Director of Digital Media at Phenix Salon Suites.



Summer is right around the corner and it's time for you to get your wardrobe in order. Expect all of the usual suspects for the season. We're talking sundresses, florals, and jean shorts galore. But, to be really on trend and in the know for summer '22, you will want to keep your eye out for these 3 standout stars.

Platform Sandals

1

Elevate your look (pun definitely intended) with a platform sandal. This is the perfect way to dress anything up or add height to your outfit without wearing a full heel. Pair your platform sandal with white linen pants for the ultimate weekend look.

Crochet

2

The tried and true, oldie but goodie, crochet. Would it even be summer without it? I think not. The fabric adds texture and personality to your look without the energy and effort. Pair a crochet top with a jean bermuda short and you are off to the races!

Y2K 90s Necklaces

3

Beaded necklaces, the brighter the better, are back on the rise. Hopefully you saved your accessories from y2k because these bad boys are back and better than ever. Pair a chunky beaded necklace with even the most simple ribbed maxi dress and you will be the talk of the town.



Refer a friend and earn 10%
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Earn Revenue with

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Phenix Salon Lifestyle Professionals can now offer clients a \$400 discount on REVIAN RED - the most advanced technology in hair rejuvenation - while earning generous commissions (\$200/cap) on every sale.

The REVIAN RED Hair Growth System is the first and only FDA-cleared all-LED hair loss treatment, clinically proven to grow more hair in less time than other hair loss products. REVIAN's game-changing device utilizes a precise combination of LED wavelengths that work together to unlock the body's natural ability to accelerate healing and renew the cells that grow hair.

The REVIAN System consists of a wireless lightweight cap worn for just 10 minutes a day and is controlled by a Smart App downloaded to a smart-phone or tablet. The app controls the cap and tracks treatment progress. Results can be seen in just a few weeks of compliant use.

REVIAN RED ships free and is ordered direct through the REVIAN website (www.revian.com). Simply enter the Lifestyle Pro's unique code in the coupon box at checkout to receive \$400 off the system. REVIAN offers 0% APR financing and a 100% money back guarantee.



How the Affiliate Program works:

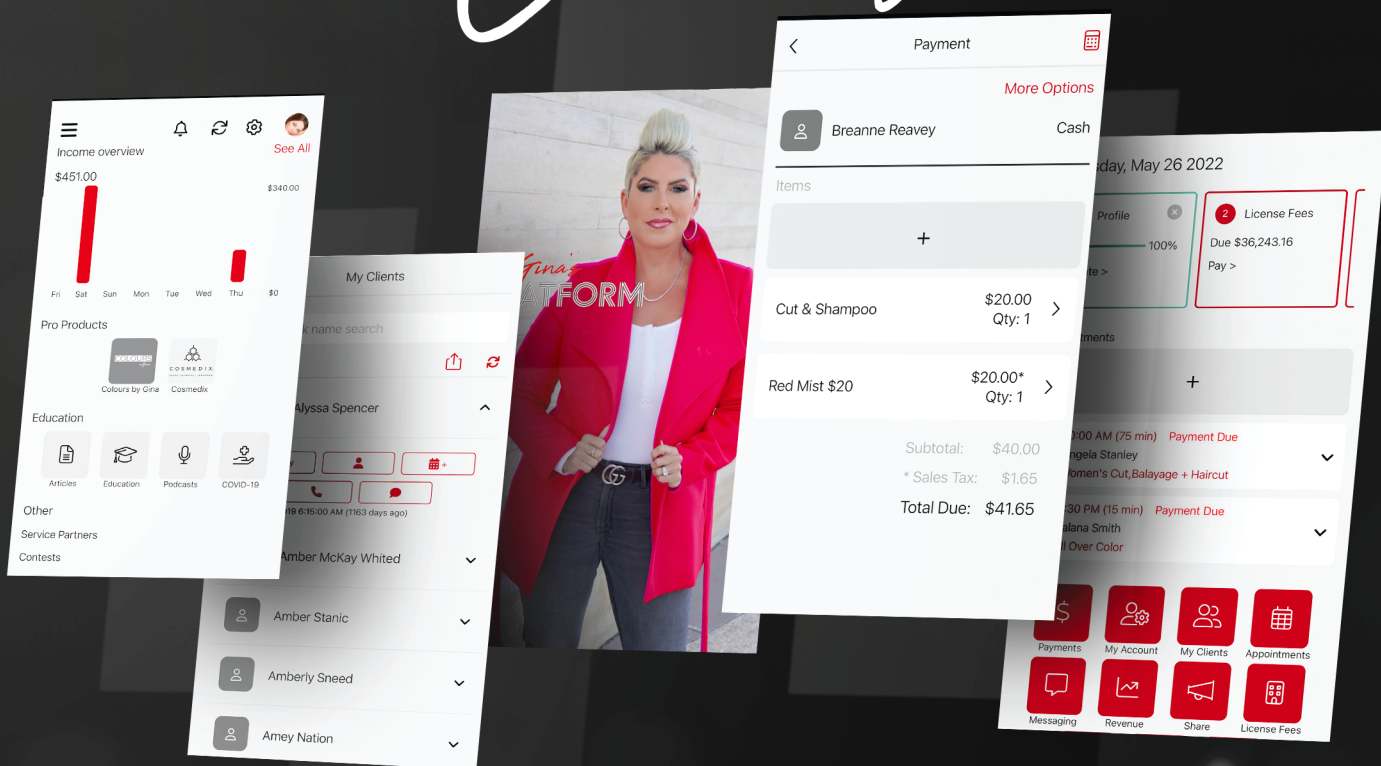
REVIAN provides each registered Lifestyle Pro with a unique Affiliate code which gives clients a \$400 discount on REVIAN RED's retail price (bringing cost down to \$1095.) This unique code will also be used to track sales for monthly commissions. There are no sales minimums or inventory to purchase as this is a referral-based program.

How to sign-up:

Go to revian.com/welcome-phenix-salon to register and receive your unique code (password: GINAHAIR) Once registered, REVIAN will provide training and all marketing materials.

Gina's PLATFORM 2.0

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Spring Cleaning: “Clean Girl” Makeup is Taking Over TikTok

BY AMBROSIA HITCHCOCK

Social Media & Communications Coordinator

It comes as no surprise that beauty, like so many other things, has changed drastically over the course of the pandemic. The full-coverage & full-face, matte finish, “insta-baddie” look that dominated social feeds for years appears to have disintegrated as masks were required to take its place. All over TikTok can now be found the usurping, more mask-accommodating look: “clean girl” makeup, a spin-off of “no-makeup” makeup blended with “that girl” aesthetic. Not to be confused with clean beauty (beauty products free of synthetic ingredients believed to be harmful or which could irritate the skin), “clean girl” makeup is characterized by its light, dewy look with a skin-care-heavy focus on hydrating prep. In contrast to the 2010s ideal, “clean girl” cosmetics are light instead of heavy; glossy instead of matte; more natural than dramatic. Contour is neglected, and blush and bronzer are preferred in non-powder form.

To recreate the clean girl makeup look, excellent skincare is the first must: high-quality face wash, hydrating toner, and moisturizer form the foundation. Serums, facial oils for nighttime repair and rejuvenation, and day moisturizers with SPF are even better. Other facial treatments such as skincare masks and gua sha are supplemental to secure this skin routine.

Next, a primer should be applied in order to ensure any cosmetics added will sit well on top of the (potentially oily) moisturizing products that one is wearing. It is in keeping with “clean girl” ethos that everything that touches the skin should be somehow supportive of wellness in addition to cosmetically appealing, so a hydrating primer is best. Once primer has been



applied all over the skin and allowed to dry fully (usually within a couple minutes, though a hand fan can facilitate the process), concealer is lightly applied to the “problem” areas of the face (side creases of eyes, mouth, nose, under eyes, between the brows). A lightweight cream blush, bronzer, and highlighter will help to lift facial features. Though creamy products with a dewy

finish are preferred, for the purpose of setting the products applied, a super-light dusting of setting powder can be used.

For the brows and eyes, no heavily drawn dip pomade or dramatic wings—just serum and mascara for the lashes, and for the brows, a styling gel and spoolie, with hairs brushed up and diagonally out from the face, to elevate and emphasize a feathered fullness. For lips, the “gym lips” look goes hand-in-hand with that of the “clean girl”: simply line the lips with a liner in a shade that perfectly matches the natural lip shade, and then go over the entirety of the lips with a treatment of some kind, generally a hydrating primer or balm. Set the look as a whole with a setting spray, and #cleangirl makeup has been achieved!

As this look has taken hold of social feeds, however, so, too, has the legitimate point that popularization of this aesthetic runs the risk of indirectly and unduly shaming people who are not naturally blessed with clear skin and an absence of fine lines or wrinkles. Several TikTok influencers have made statements to ensure their followers do not equate the term “clean girl” with an implication that those who do not feel as comfortable or look quite the same in such a lightweight and dewy (read: oily skin types should exercise caution) look are somehow “unclean” or “dirty” in comparison. Those who struggle with chronic acne, for example, may not feel as represented by a style that would either (literally) highlight their insecurities, or potentially even contribute to them (too many oily products on the skin can lead to clogged pores and, of course, an increase or exacerbation of blemishes). Happily, there are a number of social media personalities who are showcasing the ways this look can be conscientiously worn regardless of the skin type that sports it.



Tip: To match the #cleangirlmakeup look, use Clutch Hair Spray by Gina (suitable for all hair types, textures and lengths) to put hair up into a middle-parted bun with a slicked-back look that conditions and holds all day.





As summer approaches, the clean girl look is likely to increasingly catch on for its easy day-to-day wearability and long-term focus on protecting and caretaking the skin, which will be beneficial for years after each individual makeup look has been washed off for the evening. This look can be worn with more or fewer steps added—for more or less detail—by people of all ages and morning routines. Its versatility and skincare-heavy ethos lend themselves well to esthetician and cosmetician consults, so be sure to have several questions and recommendations ready for the next salon appointment, and prepare to #glowup for this summer!

Congratulations to our Winners of the **National Hairstylist Appreciation Day** Contest!

We love to see the amazing work of our talented Lifestyle Professionals across the country. This month there were so many submittals, it was difficult to select just one winner from a vast array of talent, so, we selected three great entries to highlight in this feature. Those featured will win \$100 in by Gina products for sharing these terrific before and after shots!

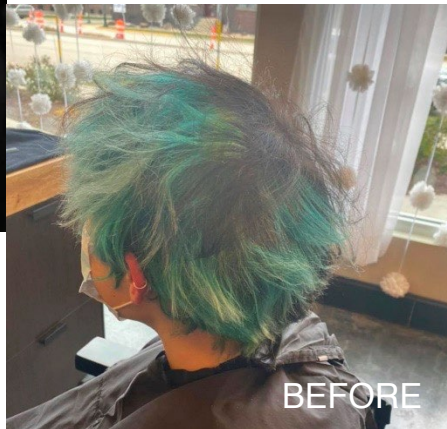


We love this incredible transformation submitted by Estelle Walker of Estelle Hair Studio located at Phenix Salon Suites in Fayetteville, North Carolina. Check out her amazing Before and After shots. We love the consistency and beauty of the braids that she selected to go with and her use of different tones to create this stunning look. Great work, Estelle! We know the client loved this one!

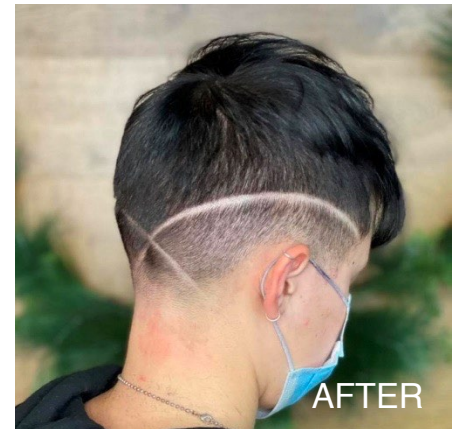


Brittney Kurutz

Talk about a makeover, check this one out from Brittney Kurutz, the owner of BK Salon located at the Phenix Salon Suites in Madison, Wisconsin. Brittney's client arrived with hair that had undergone multiple services and appeared dry and damaged. We were drawn to how Brittney designed a completely new look for her client with this artistic fade. Her use of color is also beautiful, with use of this deep brunette shade, she managed to make the hair appear both natural and shiny. Just lovely, Brittney!



BEFORE



AFTER

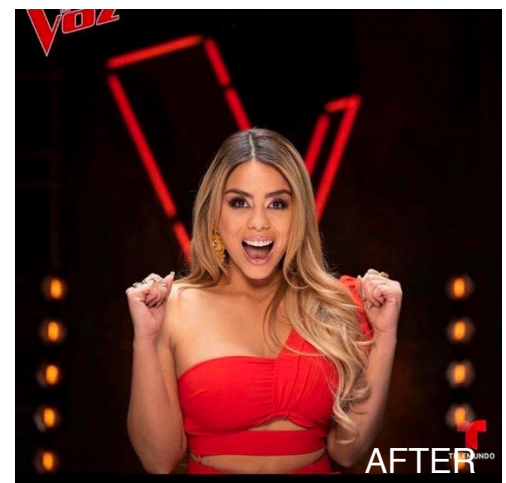


Scandal Randall

Phenix has talent! Scandal Randall, the owner operator of the R Valentino Salon in the Phenix River Oaks, Houston, Texas went to work on this client after she had been a contestant on the music voice competition, La Voz. After his client's initial appearance on the show there was a pause in filming due to the pandemic. During that time, the client's hair was damaged by another stylist. It was this job to get her hair looking the same as it did prior to the first filming. We think the photos say it all. Way to get your client, "stage ready".



BEFORE



AFTER



CLIENT CONSENT

by **DENISE R. FULLER**
founder of the
NATIONAL AESTHETIC SPA NETWORK

Let's talk about CONSENT.

At the salon and spa, this might mean more than you're aware of... Recently, a CBD facial was given to a client, who is in the military. The client didn't know he had been given a CBD facial using products that contain CBD, to which he should of have declined. Now he is concerned about being drug tested and facing military action if it triggers a positive result.

Wendy Cochran, licensed esthetician and founder of California Aesthetic Alliance, says, "I didn't know it had CBD" is not a valid defense against a failed drug test. The Military has a zero-tolerance policy and that does include CBD, not just THC. This also applies to national guard and reserve folks, too. If you have ANY military or federal contractor clients, you need to reveal CBD ingredients or services to them and NOT use CBD products on them, regardless of your personal opinions, unless they have signed a form saying it is OKAY to use... it is NOT, so DON'T.

Clients should have a clear understanding of the service they are receiving. It is always important to take the time to ask questions, and it is your job as the PRO to offer a thorough explanation of procedures and ingredients to be used. We do this with peels, prescriptions, pregnancy contraindications, you need to pay attention to CBD, Military & consent over ingredients used. Have the client fill out an intake form with these questions:

1. Have you heard about CBD (Cannabidiol)? Yes or No
2. If yes, have you ever used CBD products or services before?
Yes or No
3. Do you object to today's service using CBD products?
Yes or No

Please, sign:

By signing, I hereby consent for my massage therapist/esthetician/nail technician/cosmetologist to use hemp-based CBD products and have service(s) including such assessments, examinations, and techniques, which may be recommended by the technician.

"Army AR 600-85 dated 23 July 2020, chapter 4-2, (9a) The use of products made or derived from hemp (as defined in 7 USC. 1639o), including cannabidiol CBD, regardless of the product's THC concentration, claimed or actual, and regardless of whether such product may lawfully be bought, sold, and used under the law applicable to civilians, is prohibited, regardless of the route of administration or use, subject to the exceptions below. Examples of products that are prohibited include, but are not limited to, the following: products that are injected, inhaled, or otherwise introduced into the human body; food products; transdermal patches, topical lotions and oils; soaps and shampoos; and other cosmetic products that are applied directly to the skin. The use of CBD derived from hemp, in any product to include skin care and shampoo is not allowed. There are very serious ramifications for those in the military, law enforcement, pilots, employees of nuclear sites and other professional careers where even using topical products is prohibited."

<https://bit.ly/39yP4GY>

Informed consent is a process of communication between client and your service provider that often leads to agreement or permission for care, treatment, or services. Every client has the right to get information and ask questions before procedures, services, treatments and about products.

Jimm Harrison is an Internationally essential oil and botanical skin care consultant, educator and author, weighed in on is there a valid concern about not passing a drug test with a facial, massage, manicure or product application such as shampoo or conditioner? He said, "The likelihood of CBD showing in a drug test from topical use is minimal or not at all. Unfortunately, minimal suggests there is still a risk. Internal is quite different as there is definite absorption in the bloodstream. The molecular size of the CBD molecule makes it very difficult to pass the epidermis into the bloodstream, though under some conditions, such as compromised lipid barrier or inclusion of penetration enhancers in any products used with the CBD, increases potential penetration. The testing method would determine the possibility of detecting the small amount that potentially is absorbed.

To understand how it works topically if it doesn't penetrate to the bloodstream and whole body, we look at the surface endocannabinoid receptors. CBD binds to these receptors to trigger the therapeutic effects, such as anti-inflammatory, analgesic, and some cell regenerative functions at the surface of the skin making penetration unnecessary.

Topical CBDs are used for pain, inflammation and skin conditioning where the cannabidiols function by way of receptors in the cutaneous layers of the skin. Penetration into the blood is not necessary for localized therapeutic effect. The skin is designed to keep things out, making it logical that studies using blood and urine sampling find no penetration of cannabinoids following application.

Though evidence shows it unlikely to fail a drug test from topical use of CBD products, unease will continue for those who are drug tested at work. If employment is dependent on a clean reading, it is reasonable to accept client's hesitation or resistance to CBD use or services. Precautionary measures may suggest introducing the conversation and alerting guests to CBD use and drug testing results. As the market for CBD products grow,

potential changes in drug testing may follow. For now, this will remain a challenging situation for all affected by employee drug testing.

***Always have clients sign a consent form when working with CBD products or services.**

Scientifically speaking, there is incredible research on the benefits of CBD. This is not the point of this article. As a licensed professional, you must inform all clients of products which contain CBD. Be respectful of the clients' choices and informed consent over what is being products and services and being used on them.



Denise R Fuller is a beauty industry veteran, a licensed esthetician, international trained beauty therapist, and is the Founder of the National Aesthetic Spa Network (NASNPRO). Due to her ferocious love and passion for the industry prompted her to create a membership organization for licensed salons and spa professionals, which offers regional education events. She is regularly featured on NBC and CBS affiliate news channels as a beauty expert and frequently asked to share her expertise for articles, books and magazines. She is passionate about education and mentoring the spa industry and assisting licensed skincare professionals reach new heights in their business and career.

Connect with her at NASNPRO.COM





1 **STEP BY STEP** **4**
beautiful blonde
2 ... **3**

by Gina international artist

RACHEL CHAMBERS



My name is Rachel Chambers. I am an international artist for Colours By Gina. I've always wanted to do hair. Actually, I enrolled when I was 19 years old. I had to drop out due to a difficult pregnancy with my daughter. I just realized, 'I'm a beauty school dropout', LOL. After the market crash of 2008 I lost my successful construction business and reenrolled in cosmetology school. I truly found my passion in my 30s and have rapidly accelerated my career. I opened my own salon three years into my career, and I have been an educator for 10 years. I love what I do and, lucky to say, I truly found my passion.

“

The COLOURS By Gina formula that was used is as follows:

- Colours By Gina lightning dust and 30 and 40 volume producers. I love that I can mix lightning dust to the consistency I need for any type of technique. For balayage I mix 1 to 1 with a little extra splash of developer. It's super creamy and glides on beautifully.

CLIENT:

Tiffany is a busy mom. She was wanting a brighter look that required very low maintenance. We wanted to keep her natural roots and brighten her to the right level without toning for the ultimate low maintenance schedule.

step
1



We are going to be using both horizontal and diagonal back sectioning. This allows you to cover a lot of area on the head by utilizing brick layering both diagonal back and horizontal sectioning.



step
2



For the diagonal back sectioning we are painting the lightener higher up in the direction of the face. A light hand motion was used to feather creating a soft look. For the mid and ends, you really want to build up the lightening dust to get a brighter look. I always think of frosting. The feathering at the top would be more like a glaze so, you can kind of see through it. The mids and ends should be more like butter cream almost creating a shell to give the brightest look in Balayage.



step
3



For the horizontal sections you're going to be repeating the balayage process but using a deeper V. I love switching up the pattern of my balayage to create more dimension and preserving some of the depth of the natural hair to really make the blonde pop.



step
4



Around the face we definitely did smaller subsections to really give that money piece some extra drama. As you can see her blondes look very natural and have a beautiful bright natural tone.



ACROSS *the* POND



A peek at the “Great Bell of the striking clock at the north end of the Palace of Westminster” in London, England; More commonly known as “Big Ben”

GOD SAVE THE QUEEN

by Janie Tongue



On February 6th this year, our Queen officially celebrated 70 years on the throne, which was the day of her accession in 1952 following the death of her father, King George VI.

From Thursday June 2nd through Sunday June 5th, the whole of the UK will be draped in the British Flag, the Union Jack, celebrat-

ing in the streets to honor our Queen. This will be her Platinum Jubilee. She is the first British Monarch to celebrate 70 years of service.

This will be the Queen's fourth Jubilee, following her Silver (25) in 1977, Golden (50) in 2002, and her Diamond in 2012 that celebrated 60 years on the throne.



Over all those years, the Queen's fashion hasn't changed all that much. In fact, she quite often sticks to her fashion 'uniform' which is that of a coat dress, accessorized with a matching hat, gloves and of course, her pearls. The Queen likes to wear gloves as she enjoys shaking a lot of hands and they help to prevent spreading germs. Another interesting tradition, thanks to Queen Victoria, is that she gave her daughters and granddaughters a pearl every year on their birthday. By the time they came of age at 18, they would have enough pearls for a necklace. The Queen has always loved hers and wears them all the time.

Now celebrating her Platinum Jubilee, we are not sure what she will be wearing, but we are confident she will be as elegant and coordinated as always and we are excited to celebrate her, the longest serving monarch in history. God Save The Queen.

The Queen has always, however, managed to keep her signature look fresh by wearing it in every colour of the rainbow over the years. In 1977, at her Silver Jubilee, Sir Hardy Amies designed an exquisite ensemble of the dress, coat and a stole in pink silk crepe and chiffon, with a matching hat designed by Simone Mirman.

Twenty-five years later in 2002, at her Golden Jubilee, the Queen circumnavigated the globe, making visits to Jamaica, New Zealand and Australia. Her outfits were all based on pastel colours but for her formal event back in the UK, she chose to wear a light blue ensemble that nicely complemented her eyes.

In 2012, at her Diamond Jubilee, celebrating 60 years on the throne, the Queen wore a State Dress of white silk, satin and lace with silver-coloured sequins. The dress had a scalloped edge and was designed by Angela Kelly inside Buckingham Palace. She also wore the State Diadem, which is a circlet of diamonds that was created in 1820.

MEET *the* AUTHOR



Janie Tongue is the Editor-in-Chief of the Suitest News UK/Europe. She is a hairdresser and previous Salon Owner in sunny Florida. Since returning to the UK,

Janie has been appointed by Phenix Salon Suites UK/Europe as their Communications and Branding Director. She has been selected as an All-Star panellist at The Beacon Awards at the North American Hairstyling Awards on two occasions. Gigs at New York Fashion Week, Intercoiffure in Miami & New York, Hair Shows in Las Vegas and LA have complimented passionately working alongside many hairdressing icons. Her friendly, fun-loving yet always professional nature is what epitomizes her reputation as one of the most exciting and personable leaders in the beauty industry today.



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Ask Missy

Dear Missy is a new column where Phenix Lifestyle Professionals may submit questions to the 30 plus year veteran stylist and salon manager, Missy. Each month a letter will be selected from our readers.

Letters may be sent to askmissy@phenixsalonsuites.com

WHAT'S IN A WORD?

Dear Missy,

A client came in asking for heavy highlights with contrast. I gave them to her the way I understand heavy highlights; however, my client was not happy with the results as she claimed they were not chunky enough. How could I have done better?

**—Sara
Orlando Florida**

Dear Sara,

Thank you for your question, we have all been disillusioned by our inability to read minds. We often hear the words our clients say but they do not mean the same thing to us. It is vitally important to ask our clients as many questions as possible to create clarity and assurance that we understand what they are telling us. It is also necessary to explain that different hair types will change the appearance of color, for example, thick coarse hair tends to look chunkier while thin fine hair loses some of the definition and curly hair shows off the dimension of color while straight hair tends to blend a bit more. I suggest asking for pictures of what your client has in mind, and maybe even show them some samples of heavy highlights that match the texture and weight of their hair. Ask questions such as what does contrast mean to you? What do you mean by heavy? How blonde do you want your highlights?

And how often are you planning on coming for your touchups? The answers to these questions can help you come to a full understanding of your client's expectations.

Learning the key to communication often happens when we fail. I had a male client come to me for a

hair cut and he explained he wanted me to cut his hair over his ears. This is exactly what he said and what I heard. However, the meaning of those words could not have been more opposite. I proceeded to cut his hair with the full confidence and knowledge that I was giving him exactly what he wanted. I was so wrong. When I was finished and he got a good look at his hair, he got very angry and reminded me that he had told me to cut his hair over his ears. I politely told him that I did what he told me. After some discussion and a very unhappy client, I realized that what he meant was for me to cut his hair over his ears by leaving hair over his ears, not cutting the hair around his ears. While this may seem obvious to some, it was not obvious to me. We were speaking the same words, but we were not saying the same thing. So, ask lots of questions to check for meaning and clarity. Sometimes we still get it wrong and that is okay, but it is our job as professionals to gather all the information we can before proceeding with the service.

Communication is the most important part of a client's experience. The only way they are going to leave happy is if you are a good communicator.

Yours truly,

Missy



BY Gina



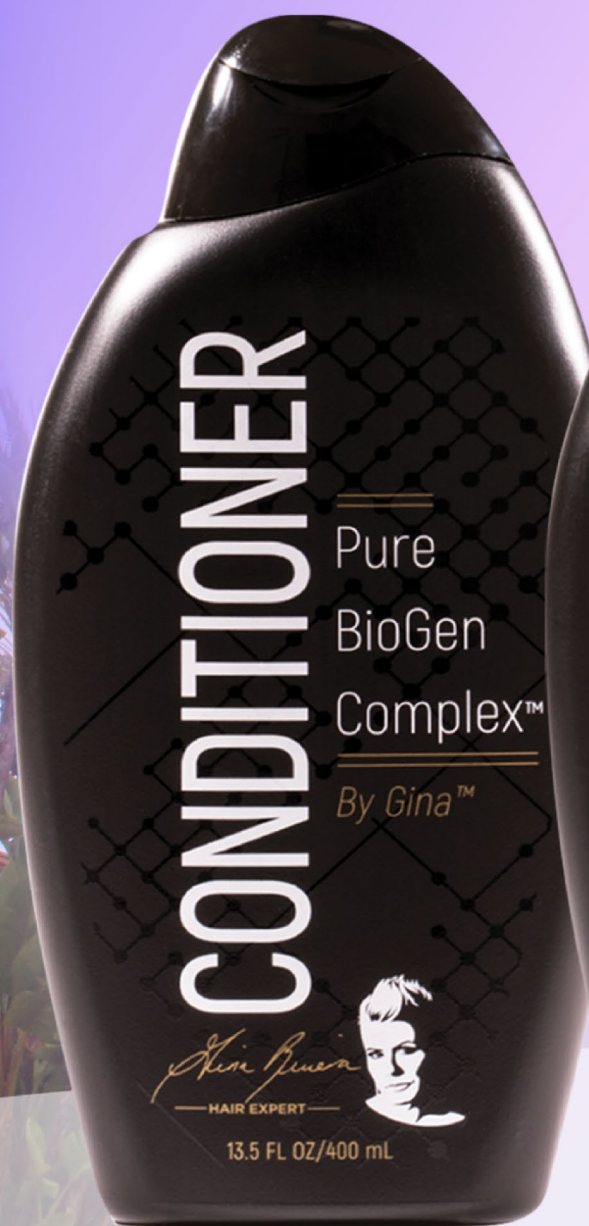
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<https://www.ascpskincare.com/phenixsalonsuites>



ON THE BOOKS

for May and June

REVIAN RED PARTNERSHIP INFORMATION FOR SALON PROFESSIONALS

Offer clients a \$400 discount on REVIAN RED - the most advanced technology in hair rejuvenation - while earning generous commissions (\$200/cap) on every sale.

REVIAN RED ships free and is ordered direct through the REVIAN website (www.revian.com). Simply enter the Lifestyle Pro's unique code in the coupon box at checkout to receive \$400 off the system. REVIAN offers 0% APR financing and a 100% money back guarantee. For details, see article in this edition of the Suitest News.

■ To sign-up:

Go to the following link:

<https://revian.com/welcome-phenix-salon/>

Type in the password: ginahair.

Once registered, REVIAN will provide training and all marketing materials.

Supplemental and Disability Benefits NOW AVAILABLE Through Gina's Platform (Gina's Platform is always FREE!) Programs beginning as low as \$11 per month. Many plans offer enrollment for family members. It's easy to get started: download & sign into Gina's Platform (it's free!), click the Gina tile then, click "Learn More" and an agent will reach out to customize your plan!

CONTESTS

MOTHER'S DAY PHOTO CONTEST

In honor of Mother's Day this month, we are doing a new contest.

Please share with us your favorite photo of you and your Momma! It could be you as a kid, on vacation somewhere beautiful, or just a funny photo.

Tell us why that photo is so memorable to you and how she inspired you to get to where you are today in your life and beauty career.

To enter, please submit:

- Include your favorite photo of you and your Momma
- Write a short paragraph of how she inspired you in your life and beauty career
- Your Name, Business Name, & Phenix Location
- Deadline to Submit: June 15, 2022
- Submit Entries to: nsim@phenixsalonsuites.com

Winners will win \$100 in By Gina products and be featured on the Phenix Facebook and Instagram pages!

By participating in this giveaway, you give your consent for Phenix Salon Suites to use your name, business name and location, statement, and photographs and/or video submitted to us for any publications, news releases, online, and in other communications related to the goals of Phenix Salon Suites.

SPECIAL EVENTS

Gina's Education Experience

June 2023 (To Be Announced)

EDUCATION EVENTS

Education with the By Gina Artistic Team:
Tune into Facebook LIVE @coloursbygina :
facebook.com/COLOURSByGina/

Class: Sun-kissed Balayage
Instructors: National Artist Molly Hardee and National Artist Shannen Ebert
Date: Monday, June 6th 2022
Time: 12:00 PM Pacific Time

Class: Radiant Reds
Instructor: International Artistic Team Director John Aultman and National Artist Jenn Pensabene
Date: Monday, June 20th 2022
Time: 12:00 PM Pacific Time

Class: Revian Red Product Training & Onboarding
Instructor: Jennifer Newall, Director of Strategy and Affiliate Experience for Revian
Please select a time to learn more about REVIAN RED's advanced technology and how our Affiliate Program works. Training will run approximately 1 hour and there will be a question-and-answer period following presentation.

Dates:
Session 1: 6/1 8:00am PST
Session 2: 6/1 6:00pm PST
Session 3: 6/2 8:00am PST
Session 4: 6/2 5:00pm PST
Location: LIVE – Zoom Meeting Live
Register Here: <https://calendly.com/jennifer-revian/phenix-salon-suites-affiliate-training>

EDUCATION WITH THE BY GINA ARTISITC TEAM

Strawberry Blonde with Dana Powell & Amber Youngblood
<https://bit.ly/3KccYVp>

Color Placement for Haircuts with Heather & Carlie
<https://bit.ly/3rOntrM>

Spring into Blonde with Rachel & Amber
<https://bit.ly/3qmcGEq>

Creatively Mixing Colour with John & Erin
<https://bit.ly/3qmnLp4>

Red Hair Colour 101 with Rachael & Matthew
<https://www.facebook.com/COLOURSByGina/videos/458896755741664>

Sugar & Spice Balayage with Jenn & Lexii
<https://bit.ly/3qi2SLt>

Perfecting Foils with Molly & Shannen
<https://bit.ly/3CZF7gl>

Colour and Extensions with Rachel Chambers and Carlie Rawson
<https://bit.ly/37FiIjH>

Dimensional Melts with Jamie Goldman and Lexxi Waterworth
<https://bit.ly/36bKCww>

Foilyage with Dana Powell and Yvette Clay
<https://bit.ly/36bVH0J>

Mastering the Money Piece with Heather Nitta
<https://bit.ly/36xqtAW>

Angles & Balayage with Molly & Jenn
<https://bit.ly/3ugg4lk>

Showing off Pastels with Shannen Ebert
<https://bit.ly/3loYMHF>

Toning 101 with Rachael Flynn
<https://bit.ly/3wnkSlg>

Summer Highlighting with Heather Nitta
<https://bit.ly/3D0VPvV>

View our entire catalogue of Artistic Team Colour Classes here:
<https://bit.ly/3wDOC43>

IN CASE YOU MISSED IT

View our entire catalogue of Let's Talk Beauty with Gina & Jen Facebook lives here:
https://www.facebook.com/beautyexpertgina/live_videos



Real **talent**
Real **benefits**
Real **protection**
For the real professional.

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www.associatedhairprofessionals.com/phenixsalonsuites

800-575-4642



NEW STORES COMING SOON!

Lakewood, CA
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San Diego – Westfield, CA
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Venice, FL
Bradenton, FL
Sandy Springs, GA
Mableton, GA
Gaithersburg, MD
Elmwood Park, NJ
Bayonne, NJ
Clifton, NJ
Franklin Square, NJ
Old Bridge, NJ
Las Vegas, NV
Aberdeen, NY
Bronx, NY
Commack, NY
East Norriton, PA
Whitehall, PA
Houston-Copperwood, TX
New Berlin, WI

STORE OPENINGS

Hialeah, FL
Raleigh, NC



For more information contact:
Sherrie Wilson, President of Branding

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