

Brows By Nikki - May Newsletter

 **Hi to all my wonderful clients!** 



May is a month of celebrations starting with May Day, Cinco de Mayo, Mother's Day, Armed Forces Day, Victoria Day (for those Canadians amongst us), and Memorial Day.

- May actually has two birth flowers – the Lily-of-the-Valley and the Hawthorn. The Hawthorn flower is a symbol of hope, while the Lily-of-the-Valley represents the return of happiness and sweetness.
- The birthstone is **EMERALD**, a symbol of rebirth, is believed to grant the owner foresight, good fortune, and youth
- The Greeks named the month of May (or Maius) after the Greek goddess of growth.
- May is a special time for Star Wars fans (namely my husband) worldwide and always a good reason to re-watch the movies. May the 4th is celebrated as Star Wars Day, due to the way the date sounds similar to "May the Force."

In this month's newsletter, we talk about

- [Mother's Day Special](#)
- [After Care](#)
- [Afterpay](#)
- [New Services in the Salon](#)
- [Products we offer](#)
- [Confirmations](#)
- [Great Info](#)

People Born in May


- strong-willed and motivated
- sharp thoughts
- stubborn and hard-hearted
- attracts others
- loves to dream
- understanding
- food imagination
- dislike being at homeare
- restless and hardworking
- deep feelings

Mother's Day Month is Here!

To celebrate all the Moms out there, I am offering a 15% discount on all facials during the month of May. Moms of all description are welcome! If you are a mom to kids, animals, soon to be a mom, want to be a mom, or just feel you should be treated to a special facial click [HERE](#) to book one of our facials in May.



If you are undecided or facials aren't your thing (hard to believe this could be true), it is never too early to drop hints to your spouse, boyfriend, girlfriend, lover, or whomever might want to give you a real treat. Do not forget to pamper your MOM and treat her to a special facial, dermaplane, lash lift, brow lamination, microblading, or any combination of these. I offer eGift cards that are available for immediate use. Click to order [GIFT CARDS](#) or [email this link as a not so subtle hint https://squareup.com/gift/06ZH47EAN40A1/order](#)



[I also have physical gift cards at the salon if you prefer.](#) Lastly, I have a limited supply of Elemis Gift sets that will make for a fantastic Mother's Day gift.

After Care

You spend a lot of your hard-earned money to make yourself look fabulous with Dermaplaning, Microblading, Lash Lifts, Brow Laminations, facials, and waxing. To help you keep you looking amazing, I have created after kits that are included with most services along with instructions for their use. It is extremely important to follow these completely to ensure the best results and ensure the look you came in for. For waxing and facials, I offer a number of products to use after service to keep you with that fresh look.

In this month's Newsletter, I am focusing on Aftercare and the importance of it after the following services. I have also attached links on my website to the aftercare guides for each service.

[Lash Lift Aftercare](#) – Following the aftercare instructions will help to make your lifts last 6-8 weeks. Not following the instructions will shorten how long your lifts last and you will be disappointed with the results.

[Dermaplaning Aftercare](#) – The recovery process is very short, and you will see visible results after the first visit. By following these instructions and spacing your subsequent treatments 3-4 weeks apart, you will see significant results in your skin.

[Eyebrow Lamination Aftercare](#) - Following the aftercare instructions will help to make your brow lamination last 6-8 weeks. Not following the instructions will shorten how long your lamination lasts and you will be disappointed with the results.

[Microblading Aftercare](#) – This includes traditional microblading, nanoblading, and powder brow treatments. Aftercare instructions are extremely important for these procedures as not following the instructions can result in scarring, infection, pigment loss, or discoloration. By following these instructions, and coming in for your included touch-up, your treated brows will look great until your maintenance treatment, typically 18 months later.

Afterpay

We are so excited to have been selected by Square to evaluate the new Afterpay for on-site purchases of both product and services. Now you have the ability to use Afterpay in the salon, just like you would online. For those not familiar with Afterpay, it allows you to pay for your products or service over 6 weeks. It is as simple as downloading the app, create an account, and link it to your payment source (Visa, MasterCard, or American Express – debit or credit). Afterpay takes an initial payment of 25% when you make your purchase, and then the balance is charged to your payment source every 2 weeks. You are then paid in full after 6 weeks. There is no charge to you – it is like an interest free loan, and I get paid immediately.

For example, if you purchase \$600.00 of Products and Services from me, you are charged \$150.00 on the day of purchase, and then every two weeks you are charged another \$150.00 until the balance is paid. Overall, you make 4 payments of \$150.00 each (one at time of purchase, and the remaining 3 over the following 5 weeks).

To get started,

1. Download the Afterpay app from Apple App Store or Google Play Store
2. Log in or create an AfterPay account
3. Tap the Card tab in the app and follow the guided steps for the one-time setup process to add the Afterpay Card to your digital wallet.
4. At check-out launch the Afterpay app and tap into the Card tab to see your pre-approved spend. Click "Authorize and pay in-store" followed by "Pay in-store now with Apple Pay or Google Pay" to access the Afterpay Card and launch it in your digital wallet.
5. Tap your phone to the chip reader and you will receive a confirmation of your purchase in the app.

New Services

I am so excited to tell you about the amazing ladies that have joined my salon.

As of May 1, I am welcoming Theresa Halik to suite 104. Theresa joins Sheila Corrigan and Kayla Hofmann to ensure that you have full access to all the services that Estheticians can offer. Each of these talented ladies run their own operation and rent space in my salon. I am including links to their booking sites below and will be updating my website shortly to provide links there as well.

Theresa specializes in full body waxing for both men and women. She has been delighting her clients in San Diego and she would love to help you with your body waxing needs. Learn more and book services with Theresa by clicking [here for Theresa](#).

Sheila is both an esthetician and massage therapist. I can tell you from personal experience that Sheila gives the best massage – EVER! Learn more and book services with Sheila by clicking [here for Sheila](#).

How It Works



Get the Afterpay app

Sign up quickly & easily. No long forms [yay!] and you'll know instantly if you're approved.



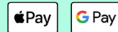
Shopping online?

Choose Afterpay as your payment method at checkout.



Shopping in-store?

Set up the Afterpay Card in the app, add to your digital wallet, and tap to pay with Apple Pay or Google Pay.



Make the first of 4 payments now

Pay it off over 6 weeks. Never pay interest.

Kayla specializes in lash extensions and has had extensive training in this art. Learn more by clicking her and book services with Kayla by clicking [here for Kayla](#).

Products

I carry a full line of products, that I use in the services I provide to you, for you to purchase and keep your skin, brows, and lashes looking fantastic, and offer a variety of ways to purchase, including:



- In person – purchase when you come in for your appointment
- Online for pickup in the salon - this reserves your product for pickup click [PRODUCT PICKUP](#). (Note you can now use Afterpay for online purchases for in salon pickup. We are working with Afterpay to be able to include services as well – more on this to come)
- Online for home delivery – Elemis products only (using this link ensures that my salon gets credit for the sale – you help my business by using this method) click [ELEMIS HOME DELIVERY](#).

The product lines I carry are:

Anastasia of Beverly Hills – brow pencils, brow definers, brow powder, brow gel, brushes, stencils, tweezers, sharpeners, and hydrating oil.

Elemis – the full line of skin care products including the award-winning Pro Collagen line. I have also added a lot of Elemis how to videos on my website – check them out [ELEMIS](#)

Elleebana – the best lash and brow conditioning/keratin treatment for after lash lifts and brow lamination.

Grande Cosmetics – enhancing serums for brows and lashes.

Tend Skin – the best product for managing razor burn and ingrown hairs.

Confirmations

Please remember all appointment confirmation texts are now coming from either 650-419-8491, 650-316-5553, or 650-413-9285. Download my new contact card [CONTACT](#)

Great Info

My website contains a lot of good information describing all the services I offer and a quick link to book appointments. Here are some key links:

 Book an appointment <https://bbnsd.com/book/>

 Services <https://bbnsd.com/service/>

 Products for Sale <https://bbnsd.com/products/>

 Reviews <https://bbnsd.com/reviews/>



I look forward to receiving your feedback on this letter or anything you would care to share. I want you to have the most amazing experience at Brows By Nikki.

Do not forget to refer me to your friends and family!

♥ Love to you all! ♥,

Nikki

