



Autumn 2014



Welcome, It feels that Autumn has fallen early this year! But we're excited to welcome misty mornings, Autumn colours, conkers and harvest's bounty.

August saw us celebrating our third birthday! We've come so far in the last three years, steadily growing to the boutique hair and beauty escape we are today. And we're excited about what the coming months and years will bring!

We're entering a new chapter in our story. Pure Beauty is flourishing with Jadee introducing threading and deep-tissue massage to our list of treatments. Pure Hair have bid a very sad farewell to lovely Sophie but welcome Lottie on board and are recruiting for a new apprentice.

Our Autumn Newsletter brings you all the Season's must-have hair and beauty fashions and products. Don't miss our guide to getting an Autumnal glow with John Masters and we go a little balmy for Herefordshire's Herbfarmacy. And, of course, there's our pick of the best seasonal fruit and veg for a little healthy inspiration.

Pure Hair

Colour-Reflecting the season, fiery copper, strawberry blonde and chestnut browns are Autumn's hair colours. Here to stay, gradual ombré (shown below) sees the colour transition starting higher for greater impact.

Style - Messy buns, or the 'off duty ballerina' are the current hot trend. High, low, tight, loose, whichever works. Braids of all shapes and sizes are super wearable whatever you're doing and textured, sleek, sectioned or adorned ponytails are making an appearance. Many of these styles feature strong centre or side partings.



Season's Eatings

Scrumping for apples and foraging for blackberries needn't be a childhood memory. There are plenty of hedgerows where you can gather both and now's the perfect time. And with over 1200 varieties of native apples in the UK you have plenty to choose from!



Magic up scrummy crumble, or warm the fruit in brandy and sugar and serve with ice cream, sprinkled with toasted almonds or hazelnuts.

Something savoury? This time of the year courgettes are in bountiful supply. Great in soups, stews, stir-fries you can also pickle them for a crunchy relish.

And we shouldn't forget the humble potato, at its best right now so make the most of them. Roast them, bake them, mash them, chip them, enjoy them!

Subscribe & Win Winner - We're thrilled to announce that Ria has won a shampoo and conditioner perfect for her hair type. Congratulations Ria! Sign up on the website to receive future newsletters directly to your inbox and be entered into a prize draw.

If up-dos are all a bit too much, consider going vintage with a Marilyn bob, 60's beehive or retro waves.

Care - All that Summer sun and fresh air isn't so great for our hair, but Autumn is a great time to give your hair a boost and prepare it for the coming winter. We love John Masters Organics Evening Primrose Shampoo for Dry Hair, Lavender & Avocado Intensive Conditioner and the brand new Rose & Apricot Hair Milk to really condition and put back the moisture that summer stole!



Pure Beauty

This season is all about contrast. Statement nails in deep blood reds compete with oh-so-natural nudes.

We can help you choose which trend suits you best and have the perfect varnish to achieve the look in traditional or gel polish.

But why stop with nails? Be bang on trend by matching with your lips. Choose from one of Youngblood's deep red lipsticks in Vixen (left) or Bistro or go neutral with Honey Nut or Barely Nude.



Autumnal Glow Guide

All that Summer sun, sea, sand and sangria (or wind, rain and shingle) hasn't done our skin any favours but Autumn is the perfect time to nourish and moisturise. With our step-by-step John Masters guide to achieving a beautiful autumnal glow. **Hot Tip** - Don't forget your neck! These products will help to minimise crepey skin by improving elasticity.

Step 1 - Smooth on Mandarin Maximum Moisture morning and night. When combined with Vitamin C Anti-Ageing Face Serum this super rich moisturiser stimulates collagen production which fights the signs of ageing. Both are anti-oxidising and soothe and renew sun-damaged skin.

Step 2 - Apply Pomegranate Facial Nourishing Oil which contains 14 organic plant and essential oils taking



it well beyond a simple moisturiser. Use alone or added to your usual moisturiser to give an intensive treatment.

Step 3 - Treat yourself to a Calendula Hydrating and Toning Mask twice weekly. Apply a thin layer and leave to absorb for 10 minutes. It repairs damage caused by weather and pollution and stimulates collagen production.

Balmy for Herbfarmacy

There may be a chill in the air but with Herefordshire based Herbfarmacy's fantastic range of organic balms our skin is going to be just fine! We've picked some of our Autumn favourites.

Easy Breathe Balm – A pocket sized handbag must for Autumn and Winter. This balm blends eucalyptus, spearmint, peppermint and lemon tea tree oil to help clear blocked airways. Apply directly to the chest or simply inhale the vapours when on the go.

Temple Balm - Organic Herefordshire hops are combined with meadowsweet, spearmint, roman chamomile and ylang ylang to create this calming, pain relieving balm which can be applied directly to the temples to help with restless night's sleep. It can also be inhaled to help promote a sense of well-being and calm.

Skin Rescue Balm – Use wherever your skin needs a boost. It melts into the skin, soothing and protecting cracked and sensitive areas.

Meadowsweet Muscle Balm – Perfect for warming and soothing aching muscles. The eucalyptus, pepper and ginger essential oils gently warm the area whilst comfrey and hypericum repair and calm inflammation.

Always apply any of the balms sparingly and give them time to be absorbed into the skin.

