



## Welcome

We're thrilled to welcome you to our first ever quarterly newsletter!

At pHd Malvern we're passionate about offering you a truly organic hair and beauty experience, and that goes for the Salon and the beverages we offer!

We strive to ensure that we remain at the very cutting edge of current styles, colours, products and treatments and pride ourselves on delivering top-quality luxury treatments to ensure you look and feel your best after a visit to our salon without harsh chemicals.

Drawing on our combined expertise we are excited to bring you the latest organic hair and beauty news for Spring 2014.

## Spring 2014

Spring is a time of rejuvenation, new life and the promise of summer sun. This is a fun, light and nature focussed season for hair and beauty.



This Spring is all about pastel colours, chiffon and fresh flowing separates with turquoise and pink accents. But we're also seeing some stronger looks on the catwalks, especially with hair colour, the message is clear, anything goes as long as it makes an impact.

## Pure Hair

### Cuts & Styles

Natural, relaxed hair is this Spring's look and will see you through the whole Season into those lovely late spring dresses. Long or short, choppy layers are the way to go.

Blow-dried, natural waves, not poker-straight strands are the order of the season. Longer locks give a very youthful look, softly framing the face whilst choppy bobs are fab for showing off strong bone structure and creating a striking look.



### Colour

Creamy blondes and fiery reds are still popular but there's a nature-inspired luxurious twist on brunettes. High gloss cherry wood, mahogany and red cedar are the Spring thing.

If nature isn't your muse, then look at some of the primary brights that are making a splash this year, or consider the perennial dip-dye. We can give you advice on all of the latest colours in the salon and create the hottest looks entirely organically.

## Get the look

**Waves** – Braid your hair before bed or smooth-dry with a big brush for a bouncy wave, set with hairspray  
**Bobbed** — Style your bob using

straighteners or tongs to achieve a funky edge, soft curls or sophisticated sleekness

**Off-duty model** — A centre parting and wispy finish creates this feminine look

## Subscribe & Win!

Don't miss out on our next newsletter! Sign up on our website to receive it via email and be in with a chance to win a shampoo and conditioner perfect for your hair type!

# Pure Beauty

## Cosmetics

Our mineral range of cosmetics, Youngblood, is perfect for creating this Season's looks. Keep it soft and natural with gloss or nude lips and a splash of colour to the eyes, we recommend, 'Gemstones' or 'Eternity' Quads.

Taking the colour under the eye and into the corners with a very fine brush is a great way to achieve a fresh, dewy look. We love the Eye Illuminating Duo Pen for highlighting and adding shimmer. If you're feeling the joys of Spring, add a



subtle hint of 'Turquoise Lagoon' gel eye liner to add a twinkle to your eyes.

## Treatments

The organic range of John Masters treatments are a great way to freshen up winter-worn skin. Luxuriate in the scent of Spring with the Rose Face Wash and Rose and Aloe Toning Mist followed by Rose and Apricot Day Cream with Vitamin C or rose and green tea serum for deep nourishment and let the aromas lift your spirits whilst they boost your skin.

## Breath-taking Brides

The wedding season may still be a few months away, but we're already taking bookings for our excellent Wedding Service.

We offer a personally tailored and unique-to-you service that will ensure that the bride and her entourage look and feel amazing on the big day.

Whether our hair and beauty experts come to your venue choice or you come to our salon you'll feel truly pampered as we perfect your hair and makeup.

Not only do we have many years of wedding beauty experience, but we also love doing it! We'll meet with you beforehand to get everything exactly right for the special event, so all you'll need to do on the day is relax and sip on a glass of complimentary fizz knowing that you are going to look fantastic.



## Inner health

It's not just what we put on our skin that matters, it's what we fuel our bodies with too. It's time to ditch the carb heavy winter warmers and introduce more fresh fruit and veg.

Smoothies are a delicious way to do this. It takes seconds to whizz up a refreshing drink of berries, banana and yoghurt for a healthy start to the day. To nourish dry skin and brittle hair and nails, blitz apple, pear and pineapple juice with avocado and ice for a fantastic vitamin boost.

Whilst we're talking food, why not sample the best of this seasons fruit and veg? There's still time to catch the last of the February leeks and whip up a hearty leek and potato soup. March is all about spring cabbage, great for using up left-overs in bubble and squeak. How about cauliflower cheese to chase away those April showers? And May is the month for British asparagus and the fruit of our childhood, rhubarb.