



# THE RAZOR'S EDGE

Volume 1 / Issue 1

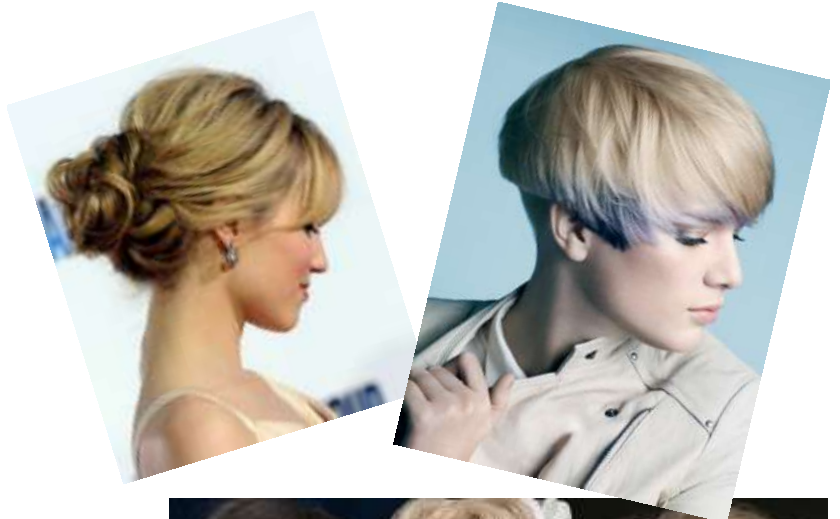
Hi there! This is the very first issue of The Razor's Edge!

The Golden Razor family has put together this e-newsletter to keep our fantastic, and much appreciated clients up to date with what's going on in the salon.

## SPRING/SUMMER HAIR TRENDS 2014

In case you missed it, the hottest hairdos for the spring/summer season are:

- Bobs- short and/or asymmetrical
- Chunky, choppy layered 'dos.
- Light pink, purple, and silver hair.
- Long, loose mermaid waves.
- Super chic androgynous haircuts.



THIS SUMMER'S TRENDIEST SHORT HAIRCUTS. GET INSPIRED!



Spring/Summer 2014 Hair Accessory Trends

---

***“Gorgeous Hair is the best revenge.” – Ivana Trump***

---

## **INTERVIEW WITH A STYLIST**

### **TRICIA BARNICOAT**

Tricia  
mom  
the

styl  
loo  
to

As  
styles and  
thinks it's

particular client. Recently she put a purple chunk of colour in a clients hair and they were both thrilled with the results. Tricia's favorite styling product at the moment is Structure Animate by Joico.



has been a stylist at Golden Razor for 14 years! Her mom was a stylist as well so she was always interested in the field. In fact, Tricia's mom worked at the University Mall with the company's founder, Sabin Maich. When asked what she likes about being a stylist Tricia says that she enjoys giving people different looks by changing their style and colour. She says its fun to make people feel good about themselves!

recent hair trends, Tricia says that she likes colours that compliment each individual. She thinks its important to help create a look that suits each

We were able to speak with one of Tricia's clients Tammy Cipparone. We asked her what she likes about her stylist. She said, "Tricia has always done my hair. I trust her. She always makes me look great. She always does great work. I also love her colouring. She always gets close to the roots when doing highlights."

## **PRODUCT FEATURE**

### **STRUCTURE ANIMATE by JOICO**

Our featured product this issue is Structure Animate by Joico– It's a bodifying styling crème used to smooth hair while also adding volume and shine. It's great for fine and frizzy hair and perfect for the summer's humidity. It smells great too!



---

***“You can’t get dressed without good hair.” – Rachel Zoe***

---

## **FEATURED ARTICLE: SUMMER HAIR RESCUE**

With summer upon us (thank goodness), we naturally want our locks to look their best. While basking in the glorious sun this season, don’t forget to keep your crowning glory from getting damaged. This issue features hair rescue tips that will help minimize summer hair damage while also looking your best. Here are a few tips.



**Start in the Shower.** Choose a shampoo and conditioner that is hydrating. This means it contains ingredients that will nourish your hair like bio-diverse Hydramine sea Complex. We recommend Joico Moisture Recovery. It is said to be able to transform even the most parched hair into a vision of softness and manageability.

Remember that hair in warm weather will tend to get oilier faster which leads people to shampoo more frequently. This however can strip the hair of its natural moisture. To absorb excess oil without having to wash, try an invisible dry shampoo like Quantam Micro-V.



**Try UV Shielding Products.** UV rays are not only harmful to your skin. Just as we lather on the sunscreen, we can protect our hair from damaging UV rays by using specialized hair products. When used, they help prevent coloured/highlighted hair from fading and looking dry and brittle. Remember these products are best used in on damp hair for proper absorption. Try Humidity Rx Anti-Frizz Weather Proof Spray.

**Prep before you Get Wet.** Be sure to prep your hair preswim. This means that before you make the big leap into the pool or ocean this summer, wet or spray your hair with tap water. This simple step will help saturate your hair with fresh water keeping your hair from absorbing as much chlorine or salt water. If you are in need of a fix, try a clarifying shampoo to remove residues and build up.

**Gentle Brushing is Key.** Hair is at its most fragile when it’s wet. After that refreshing dip in the pool, don’t forget to be gentle while brushing wet hair to prevent breakage. You can also use detanglers like Colour Proof Pure Release Instant Detangler. And don’t forget we sell the Wet Brush! The Wet Brush has special bristles that glide through chlorine and salt filled hair with ease. It’s perfect for all hair



types!

**The Popular Pony.** This summer, keep in mind that pulling your hair back can cause it to break. Sure, a pony is a quick fix to summer heat but if your hair is pulled too tightly, or pulled back while its wet, damage will occur. A good pony tip is to alternate the way you pull it up. Try putting it in a low ponytail one day, high another, and maybe to the side the next. This way you won't be pulling the same strands and therefore, keeping your hair from breaking.



**A Hair Cut Would Be Nice.** Choosing to make sure your hair is trimmed at the onset of summer will remove dry, damaged ends. The warm weather will allow your hair to grow faster than normal so prepping your hair for the growth spurt will leave you with healthy hair as summer comes to an end.

**Hats: The Ultimate Protection.** The best way to protect your hair from the sun's rays is to clock the exposure to the sun. Hello hat!! A wide-brimmed hat is your best weapon against summer hair damage. However it's sometimes hard to find the perfect hat. To narrow down your search consider the activity you will be doing when you shop.



**Fight the Frizz.** Windsor summers are humid! The moisture in the air may make our skin looked refreshed but hair is prone to frizzing. Even if you are not prone to the frizzies remember that damage (sun, heat appliances, straightening) roughens the hair cuticle, allowing water molecules in humid air to penetrate the hair shaft causing it to well- expand (aka bring on the frizz). Try a silicone smoothing serum like Color Proof Tru Curl Anti-

Frizz Oil.

## OUR FEATURED PROMOTION!!

We are proud to salute our Canadian Armed Forces with a 20% discount. EVERYDAY.

Military members need only present their identification at time of purchase.



## DID YOU KNOW???

**Did you know** the word shampoo arrives from the Hindi word “champna” which means to rub or massage?

**Did you know** that The Golden Razor has been servicing the Windsor area for over 40 years? We were one of the first tenants when the Devonshire Mall opened up in 1970. As a matter of fact, we are the only original independently owned business operating in the mall today since 1970.

**Did you know** that washing your hair at the salon affects the elasticity of the hair giving you a better cut?

**Did you know** the world’s most expensive shampoo contains caviar and costs over \$200 a bottle? It is said to be a favorite of the rich and famous and claims to have age-defying properties.

**Did you know** that one inch of your hair can reveal a lot of facts about your behaviour? Yep. Scientists can discern facts, such as what you ate, or drank in the last month and in what environment or region you lived.



## KIDS CORNER



was  
it didn't hurt at all!  
She chose a pink crystal  
daisy as her starter earrings.

We do love our younger clientele! We look forward to snapping some pictures of our younger ‘do’s in future issues.

P.S. Don't forget that we do ear piercing and have recently acquired a brand new piercing system to serve you better.

Ava M. recently had her ears pierced and amazingly relieved that



