



# *E's Salon News*

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## *Anti-Aging*

What are some of the best ways to stop the aging clock? Here are a few ideas and tips to keep you looking and feeling younger, happier, and healthier:

### *Fight Aging with Beauty Products*

Yes, beauty products most certainly help with the anti-aging process. The first one, the most obvious, and yet the most overlooked product is sunscreen. Use this generously! Look for skin creams, lotions, even leave-in hair conditioners that offer SPF protection. The more you protect your skin from the sun, the younger you will look. Remember the days when women protected their milk-white complexion with umbrellas? They were certainly on to something!

You're doing all the right things in terms of taking care of your skin, keeping your hair well styled, conditioned, and colored. All these steps

### *Fight Aging with Good Hair Care:*

More women color their hair today than 30 years ago. The reason is clearly evident when you look at photos of people 30 and 50 years ago, and you look at the grandmas of today. Today's women look younger, healthier, and more energetic; in fact they seem to glow. Why? Because they continue to get their hair professionally styled and colored. This does wonders for your self-esteem, and it takes years, sometimes even **decades** off your age. When you're looking to find ways to save, look elsewhere in your budget. Hair styling and coloring make a huge difference in how you look and feel as you age.

### *Does what I eat make a difference?*

Yes, what you eat can have a very definite effect on how you age. Eat air-popped popcorn or other whole grains like brown rice and oatmeal. These cut your production of C-reactive protein that increases the aging process by 38%! These foods also help keep you trim and healthy. Eat artichoke hearts to reduce plaque buildup in your arteries, reversing aging of your liver, the main detoxifying organ of your body. Add berries to your diet, any kind...blueberries, blackberries, strawberries...these

**Color & Cut=\$80, reg. \$91, with  
newsletter coupon, expires May 27, 2011**

*"What you have to do and the ways you have to do it are incredibly simple. Whether you are willing to do it is another matter.."*

~Peter F. Drucker

### Does Our Promotional Material Pass the 20 Second Test?

We are suffering increasingly from information overload and as there's a limit to how much we can take in, the superfluity of facts - both relevant and otherwise - is heightening the need for brevity and clarity, simplicity and relevance in all forms of communication (keeping sentences short like this one!). None more so than in the traditional brochure.

Brochure apathy is almost a recognised disease and this "brochuritis" has spread chiefly because too few examples of the genre do what they're meant to be doing; they are not concise or clear, not well written or designed to make an impact. Anything that looks like junk mail usually ends up in the bin.

A good brochure invariably makes its point in the first twenty seconds. If it fails it will be discarded. If it passes the twenty second test but is not read in its entirety, the very least we hope is that it will be kept on file. In this respect, our business cards may have a longer shelf life than the average brochure.



### American Bike Month

#### **MAY IS NATIONAL BIKE MONTH**

The League of American Bicyclists is promoting Bike-to-Work Week 2011 from May 16-20 and Bike-to-Work Day on Friday, May 20.

#### **Things To Do:**

- Learn more about [bikes and biking](#).
- Decorate your bike with streamers, bells, and anything else you can think of.
- Learn the names of different parts of your bike.
- Have a bike parade in your neighborhood.
- Practice pedaling by laying on your back and "pedaling" your feet in the air... Away you go!
- Build an obstacle course to ride your bike around.
- Find some pictures of bikes to find out how bikes have changed through the years.

### May Events

**May 5 – Cinco de Mayo**



**May 8 –Mother's Day**

**May 21 – Armed Forces Day**

**May 23 – Victoria Day  
(Canada)**



**May 30 – Memorial Day**



**May – American Bike Month**

**May – Flower Month**

**May – National BBQ Month**

**May – National Egg Month**

# May 9, New Leaf Monday,

**FREE Haircuts for the needy in our neighborhoods! Spread the word!**

## EAT BETTER – FIND A CSA

January's resolutions seem to be made long ago...as if in a dream. However, because most people are hoping to eat better, lose weight, and overall become healthier, perhaps it is time for you to discover a Community Supported Agriculture farm where you can purchase a "share".

This "share" will bring a bag or box of freshly picked organic produce from your local farmers. This is an excellent way to keep money in your community, to eat healthier, to reduce your carbon footprint by reducing shipping fees. In addition, you might even get to know your neighbor!

Community supported agriculture is healthy both for you and your family physical. It is also healthy for your community because you will be shopping local!

Go to [www.localharvest.org](http://www.localharvest.org) to find a CSA nearest you. You will also find restaurants and stores that use local produce. This is a great way to keep your money working in your community.



*"The only limits to our realizations of tomorrow will be our doubts of today"*

~Franklin D. Roosevelt

## Side-Stitch Workout Pain

I've had it, and you probably have too...that sharp, sharp pain in your left side when you're running or walking. Did you know that this isn't caused by the exercise itself, but by the way you breathe!

Notice how you breathe the next time you're working out. Chances are, you exhale when your right foot hits the ground, and we do this unconsciously, having developed an exercise rhythm. Unfortunately, this forces the diaphragm up and pulls your liver downward. This is what causes you pain. The fix? Exhale when your left foot hits the ground. Try it next time!



## Time to Plant!

*Nothing cures the doldrums of winter better than planting spring flowers and vegetables. It might not be time to put them in the ground of your garden just yet, (everyone has a different last freeze date) so make sure you know which plants can tolerate cold weather. Pansies are my very favorite plants to put outdoors early because they can take a bit of cold, even snow, and will thrive with their cheerful faces and bright colors.*

*The rest of your plants should be seeded indoors or in a greenhouse (if you have one). An excellent place to seed plants is on top of the refrigerator or freezer because this is a warm environment. However, check them daily because there is usually not enough light up there, and once they sprout, they need to be moved to get better light.*

*Try some heirloom tomatoes this year!*

**May = Haircuts with Larry \$16,  
with newsletter coupon, expires May 27, 2011**



## Spring Allergies

Spring is the most common time of the year for people to experience hay fever. As the weather gets warmer and plants start to bloom, trees and grasses release pollen into the air, triggering allergic symptoms in those with seasonal allergies

### What are Seasonal Allergies?

A seasonal allergy is an allergic reaction to a trigger that is typically only present for part of the year, such as spring or fall. This type of allergy refers to a pollen allergy, such as trees, weeds and grasses. Perennial allergies, on the other hand, are usually present year-round, and include allergens such as pet dander and house dust mite. Molds can be a seasonal or perennial allergy trigger.

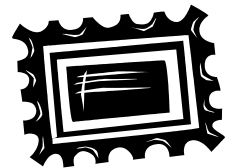
### What is Pollen?

Pollen consists of tiny, egg-shaped, powdery grains released from flowering plants, which are carried by the wind or insects and serve to cross-pollinate other plants of the same type for reproductive purposes. When pollen is present in the air, it can land in a person's eyes, nose, lungs and skin and cause an [allergic reaction](#).

Symptoms of pollen allergy may include [allergic rhinitis \(hay fever\)](#), [allergic conjunctivitis \(eye allergies\)](#) and allergic [asthma](#).



A single mature leafy tree produces as much oxygen in a season as ten people inhale in a year.



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