

Hello Ladies,

And welcome to the Autumn 2009 issue of our newsletter. Can you believe that the 'seasons of mists and mellow fruitfulness' is almost here? Like us you are probably wishing for a return to the heady days of early June when we even complained it was a bit **too** hot! However autumn with its changing colours can be beautiful too and we've certainly plenty at Second Nature to keep you looking and feeling beautiful as the nights draw in so read on!

As you probably know, at Second Nature we have long been fans of mineral make-up, but one of the most frequently asked questions we hear is 'what exactly is mineral make-up and why is it so good for my skin?' In this issue of our newsletter we hope to answer that very question as well as introduce you to something new and very special.

Mineral make-up has been around longer than most mainstream cosmetic companies would have you believe – the late 1960,s in fact, however it seems as if recently nearly every cosmetic brand is producing their own version and they are often touted as the more natural alternative to conventional cosmetics.

So what exactly are minerals? They are actually made from mined minerals – ground up rocks and crystals to put it less technically! These minerals are finely ground to create powders that create everything from foundations to eye shadows. Minerals come in a vast array of colours - think of the hues that are visible in the stones in your rockery or in a slate quarry and you have some idea of the rainbow of shades that these minerals can create. Science lesson over ladies – that's what they are – let's look at why minerals make such flattering healthy makeup.

When minerals are ground finely the particles form tiny crystals that reflect light. This is what makes mineral makeup so flattering – light is bounced away from the skin diffusing the look of lines and blemishes and creating the illusion of a more flawless skin. As the pigment is pure and is not diluted in a liquid base, as per conventional liquid foundation, the coverage that can be achieved with very little product is outstanding, so you'll never look caked in make-up again. Minerals also have inherent sun protecting properties so skin is shielded from UV light, one of the biggest skin enemies. Last but not least minerals are very safe, even for a sensitive skin and are often recommended by dermatologists to calm and conceal following cosmetic procedures. We also use it after facial waxing for the same purpose!

No wonder that this versatile make-up has been dubbed 'glam rocks' by beauty editors and is making the move in mainstream cosmetics.

### **Say hello to our new mineral make-up range**

Until now we have offered Jane Iredale Mineral make-up – imported all the way from America – but we are now pleased to announce our new range, available from mid September - Lily LoLo – isn't it a great name? It's a new-ish British brand – (that'll help our carbon footprint a bit!) and it's absolutely fabulous.

Like many a new technology, mineral make-up has often been pricey, but as the technology moves on companies are able to offer more competitive pricing - think of the cost of calculators, video recorders and more recently free view boxes when they first hit the market compared to now! Cosmetics are no different, and with prices starting from just £5.00 for an eye shadow we just know you'll want to get to know Lily LoLo! See our what's new Section for a very special offer to help you kick-start your collection.

Our offers of the Month begin with our fourth birthday celebration – receive a 15% discount voucher when you spend £30.00 or more in a single transaction in the month of September. You can spend your voucher in October, but sorry, it's not redeemable against any other offers.

October sees the return of the ever popular Big Chill, an amazing aromatherapy back neck and shoulder massage teamed with our fabulous Algothem one hour facial a treatment guaranteed to keep out the Autumn chill.

Last up is Mini Marvels in November a great little package to get you ready for party season – a mini facial, eyebrow wax or shape as well as an eyelash tint.

See overleaf for full details of these great offers and reserve your space now.

## **What's New At Second Nature?**

*Say hello to Lily LoLo!*

To celebrate the arrival of our new mineral makeup buy three products from the range and the cheapest is free! This offer is available from the 20th of September to the 30<sup>th</sup> of September only.

*Web Wonder*

We now have our own website! It's a quick way to check our opening hours, specials offers or and catch up with what 's new. At the moment we do not offer an appointment service on line but we will be working on it! Check us out at [www.secondnature beauty.co.uk](http://www.secondnaturebeauty.co.uk)

*The Bowen Technique*

We now offer the Bowen Technique at the Salon carried out by Sarah Pitt. The Bowen Technique is a gentle, subtle and relaxing hands on treatment which looks at the whole person and not just the condition.

If you have a bad back, recurring migraines, stress related illness, sports injuries and many more, then this is the treatment for you. Sarah is available at different times throughout the week – why not pop in for more information?

## **Ask The Experts**

*I have begun to notice the beginnings of some fine lines around my eyes.....help!*

Fine lines and eventually wrinkles are part of the ageing process, and the sign of a life well lived, but are also caused by environmental factors such as sunlight and pollution, and of course poor lifestyle choices such as smoking. To delay the process a little avoid sun exposure, have a daily routine of cleansing and moisturising and use a daily sunscreen even in the winter months. Drinking lots of water will help hydrate the skin and 'plump' it up from within. For those of us in the 30 years plus category a good anti-age cream can help towards diminishing and preventing the development of lines. We like Algothem's Smoothing Eye and Lip Serum.

*After removing my polish my nails appear to be yellow – how do I get them back to normal?*

For extreme yellowing of the nail try using cotton pads soaked in lemon juice or soak the nails in denture cleaning solution. And remember in future to always use base coat!

We hope you have enjoyed our Autumn newsletter and we look forward to welcoming you to the small, friendly and professional salon that really does care about how you look and feel very soon.