Lise Brenner Writing Sample

/ Full service beauty salon web copy. Includes: landing, contact, about us, services

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# Home Page

## Why Fringe Salon and Spa?

Without you there is no "us"! Great customer service is all about making sure YOU are completely satisfied.

Our question for you:

# How can we make your day more beautiful?

Our staff has a shared vision: making you feel, and look! wonderful, from the top of your perfectly styled head to the tips of your freshly pedicured toes. Choose from a full range of hair, makeup, nail and massage services! Enjoy our artful décor, top of the line products, and over the top standards of professionalism, hygiene, and customer care--delivered by our staff of ten professionals, all with over 20 years experience.

#### **Our Culture**

The minute you enter, you'll feel our 'team culture'. We value fairness, flexibility, helpfulness: good attitudes are the name of our game! Our friendly, welcoming salon atmosphere reflects our belief that when we work well together, you are satisfied. We think you'll agree!

## Expertise and Professionalism = The Utmost Beauty Experience

# Statement from the owner:

"We've all known and worked together for at least 20 years! I hand-selected my team from experience working together, taking continuing education classes, or customer referrals. Happy clients have led me to such great talent for specialty services like updo's, eyelash extensions, reiki massage, and custom hair coloring techniques--
10 of us under one roof!"

# Let Us Help You Pamper Yourself!

We love what we do, and we love making sure you love what we do for you! A new, flattering cut or styling? Highlights or color? We've got the tender loving care you are looking for and the quality you deserve.

#### **Meet Our Staff**

Let yourself relax.... Into the hands of our staff, each with 20 years of experience, all continuously researching and educating to make sure we are on top of the latest information about beauty techniques and health--and all ten of us filled with plain old fashioned passion for our work! You can't find a better place to spend an hour, or an afternoon.

Gift Certificates Available!

# **Full Range of Services**

Come on in--we love everyone in the family! Fringe Salon and Spa offers cuts, styles and colors for all ages, kids to teens to adults. Specialized coloring and facial services for men. Anti-aging and teen facials—we do it all, and we do it all with you in mind. Check out our services list HERE!

## **Bridal and Special Events**

What will make that special day extra-special? Cascades of curls? A classic upsweep? Maybe a relaxing and rejuvenating massage with a Signature Fringe Spa facial? We can help you with everything from day-of stylings and makeup to a full package of pre-event skincare and bridal party events. Call us for a consultation and pricing!

## Massage

Stiff neck from too much computer time? Sore from working out? Have chronic headaches or just want to relax? Talk to our massage therapist! Trained in all the classic techniques of Swedish, Deep Tissue, Trigger Point and more, she also offers Hot Stone, Cranial Sacral and Reiki—a treasure trove of knowledge and skill to help you heal, stretch, and rejuvenate.

**Health tip:** For many people, regular massage has been shown to improve function for a wide range of health challenges. Talk to our massage therapist! She's a skilled, licensed professional who cares deeply about her work and wants to help.

## **Makeup Application and Classes**

Are you wanting to change your look? Has your skin tone altered a bit over time, or are you liking a different sort of highlight? Maybe a it's time to consult a professional and revamp your makeup 'wardrobe'! We can help you feel and look your best again.

Or—are you a teen (or the parent of one!) and are wanting some help looking your prettiest for a special occasion? Maybe just a little confused about what best enhances your eye color and other features? Call us up and find out about our makeup consulting services!

Tip: Makes a great gift! Or a fun group or party activity!

## Something Gone Wrong? We're Here for YOU!

Home color gone strange? A cut growing out into that pesky cowlick you hate so much? Everyone on staff at Fringe Salon and Spa is a dedicated professional with 20 years experience. We've probably seen it before--and if we haven't, we'll have some pretty good ideas about how to fix it.

## Come Visit!

Call or email us today for an appointment. Remember--at Fringe Salon and Spa, we love what we do, we love our light-filled beautiful space, and--

We're always so happy when you choose us to lovely up your life today!

# **Contact Page**

How can WE help YOU enjoy your day today?

# Where to Find Us?

Located at 20 Broad Street in beautiful Nashua, New Hampshire, Fringe Salon and Spa offers a complete range of hair, nail, makeup, skincare and massage services. We provide you the highest quality services with exceptional friendliness. Enjoy our special brand of extra-caring TLC in a warm and beautiful environment!

Click **HERE** for Driving Directions

#### Who We Are...

Each member of our exceptionally talented ten-person staff is well known in the Nashua area. All of us have at least 20 years experience, and every one of us is committed to continuously upgrading our knowledge and expertise. Specialty services our specialty!

Click HERE to see our Staff List!

#### What We Provide!

Customized cuts, coloring, highlights--whether you are looking for curls or want to relax your springy locks into glossy waves, we want to make you look and feel terrific. Men, teens and children welcome! We have services targeted for *every* age and need, including anti-aging and anti-acne treatments--book as stand-alone services or have them added to your full facial experience.

Click HERE for our List of Services!

# What Should You Expect?

We'll welcome you with water, coffee, tea and a sincere desire to make you feel like you've just come walked into our home. Our motto is: TEAM WORK filled with positive attitudes--if we like being here, so will you! And we think you'll love it, maybe almost as much as we do!

So - for a blowout, highlights, a mani-pedi, a massage, grey reduction, back-to-school makeover, a bridal event or just a simple (yet stylish!) haircut, we are ready with a big warm hello! and the top-of-the-line services you seek.

Click HERE for our List of Services!

We'd love to hear from you!

Give us a call! Phone: 603-880-4247

Drop us a line! Email: fringesalon01@gmail.com

Come enjoy our lovely, sparkling clean salon and spa facilities... Smiling faces and expert helping hands are waiting to make your day a special one!

Hours: Monday – Friday xxam-xxpm / Saturday – xxam-xpm / Sunday – xxam-xpm

# **Services Page**

# How can we make today special?

For Prices Click HERE!

Planning for that extra-special day?

Everything from hair styling only to **Full Bridal Packages** are available. Gift certificates always an option. Party and group events too! Contact us [link to contact page] to arrange! Packages priced upon consultation.

## **HAIR**

Whether it's a whole new look or you just need a trim, our stylists will make sure you get that personal touch! We understand hair... and we look forward to getting to know how to make yours look its very best!

#### Cuts

Women's (with blowdry)
Men's
Child's (age 12 and under)
Beard/Mustache trim

## Styling

Blowdry and Finish

Updos--come with clean, dry hair. Wear a button-down shirt! It's important to wear something that won't ruin your gorgeous hairdo when it's time to change for that special event!

#### Color

Talk to us! Let's make that dreamed-of look happen. We use only the finest products and pride ourselves on staying up to the minute on what is healthiest and best for you and your hair

Single Process—for even, gleaming color from roots to ends

Retouch and Ends Refresher—to keep that 100% color!

Semi-Permanent/Gloss Toner—great way to try out a brighter or deeper color

Partial Highlights—add contrast, color and dimension to your cut!

Full Highlights—color that goes from hairline to the nape of your neck for more impact

Color Correction—need to fix any kind of coloring mistake? Color correction is your friend!

Single Foil (each)—get the effect you want where it will have the most impact!

Balayage—'sweeping' in French! Your highlights will look even more naturally sunkissed

Ombre—'shadows' in French! Dramatic transition from the dark roots to the lighter tips

Men's Grey Reduction—a discrete method of dealing with grey hair

## Texture

So many options, so little time! What would enhance your natural beauty--or give your look a little kick?!

Perm—Want some curls?

Partial Perm—Curls where you want them!

Relaxer—too many curls? This is for you!

Brazilian Blowout—frizzy, damaged or processed hair? Go beautiful, smooth and frizz-free!

## **Conditioning Treatments**

Everyone needs a timeout--including your hair! These deeply restorative, richly nutritive treatments will leave your hair refreshed, softened, shining and oh, so happy!

Damage Remedy Repair and Scalp Treatment—rehab and relieve your whole scalp

Detoxifying Treatment—give your scalp and hair follicles their own private spa day

#### **Bridal**

Brides! Remember to bring your veil and headpiece to any consultations! They are a big part of the style planning... And wear button-up tops to avoid hair muss and tumble!

Blowdry and Finish

Updos--come with clean dry hair! Wear a top you can unbutton so it won't mess up your beautiful hair when you change for the big event!

## **NAILS**

What makes a perfect manicure? Attention to detail, complete dedication to hygiene, and a whole range of options for you to choose from!

Spa Pedicure--massage, callus removal and more!

Mini Spa Pedicure--a mini version of the whole Spa treatment!

Manicure--always the best little pick-me-up ever!

Shellac Manicure--long-lasting nail color... you know you love it!

Buff and Polish--great for guys, or when you are taking a little rest between colors

Acrylic Nails Full Set--when you want that little extra length

Shellac Polish Change--sometimes variety beats wearability!

Acrylic Fills--protect your investment in Acrylic Nails with regular maintenance!

Toe Nails Trim--revamp that manicure for another week...

Toe Nails Polish--touch up and go!

# **WAXING**

Smooth, soft and lovely! Hair where you want it and nowhere else...

Brow Sculpting--shape, smooth, maintain

With another service

Other Services:

Lip

Chin

Arms

½ Leg

Full Leg

Bikini

Brazilian

Ear Candling—improve physical and mental wellbeing!

## **LASHES**

Have the lashes you wish you were born with! Wake up and go--no other makeup (well maybe lip gloss!) needed...

Full Set--enhance the beauty nature gave you!

Fills

- 2 Weeks
- 3 Weeks
- 3 Weeks +

Party Lashes--need that something extra? Maybe a dash of glamorous color? Or just a little extra oomph and thickness? Fills

- 2 Weeks
- 3 Weeks
- 3 Weeks +

#### **Tints**

No more crumbling, flaking, smudging! And saves you time--for something other than applying your makeup! Eyelash Tint--so nice to leave the mascara at home!

Brow Tint--fill in thinning or overly light-colored brows

#### **FACIALS and SKIN TREATMENTS**

#### **Facials**

Signature Fringe Spa Facial—cleanse, soften, revitalize
Anti-Aging Facial—reduce wrinkles, soften and rejuvenate
Gentleman's Facial—keeping your skin youthful and flexible
Teen Facial—help with breakouts and keep your skin soft and smooth

## **High Frequency Treatments**

As a Facial Add-on

As standalone treatments:

**Acne Treatment** 

**Eyes Only Treatment** 

Anti-Aging Treatment—target wrinkles and soften dryness

# **MAKE UP**

Application--when you want that something extra only a professional can give!

Application and Lesson—look beautiful when you leave, re-create whenever you want!

Teen Application--geared for a light, fresh, younger look

Teen Application and Lesson—a great gift for your daughter or granddaughter!

Bridal Makeup—Glowing and lovely for your most important day

# **MASSAGE THERAPY**

Choose from Deep Tissue, Swedish, Trigger Point, Cranial Sacral Therapy, Reiki, Hot Stone and More...

Licensed, highly experienced massage therapists

**Individualized treatments** 

Experience with special needs population. Discounts available!

Organic, wholly-natural scents and oils

Contact us **HERE** to discuss what to expect and what you might be looking for.

# **All Services**

Our therapist will choose the technique that best fits your needs: Deep Tissue, Swedish, etc.

One Hour

One ½ Hour

# 1st Time, Seniors, Disabled, Fulltime Students

One Hour

One ½ Hour

## **Hot Stone**

Specialty technique that uses smooth, heated stones to help your muscles relax more deeply

One Hour

# **Packages**

**Three Hours** 

Six Hours