



**BELLA VIA**  
Skin and Body Therapies

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# Spring Newsletter

*"An optimist is the human personification of spring." - Susan J. Bissonette*

## What's New at Bella Via?

We are now offering Laser Hair Removal with our new machine, the **Lumenis LightSheer Duet**. This advanced technology works two times faster on larger areas, such as the legs and back.

Always performed by a Registered Nurse, treatments are professional, quick, and completely comfortable! Men and women alike are noticing amazing results from this service. If you have unwanted hair on your face and body, this is the treatment for you! Call us for pricing and to schedule your free consultation.

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Introducing **Obagi's Radiance Peel** - bring out your inner glow, instantly!

This peel uses a unique blend of acids to exfoliate the uppermost damaged skin

layers, providing gentle yet effective results and leaving your skin feeling fresh, renewed, tighter, and brighter. The treatment improves a range of skin concerns, including photodamage, skin resurfacing, and overall enhancement of texture and tone.

April is **National Rosacea Awareness Month**. In recognition of this common skin problem, we have teamed up with SkinMedica to offer you a great deal. Receive a free Facial Cleanser (a \$35 value!) when you purchase SkinMedica's new product, Redness Relief CalmPlex. This product represents a new treatment for acute or induced redness and chronic redness, and it can also potentially be used by anyone who experiences flushing.

## April Specials

Receive a FREE Latisse when you schedule The Ultimate facial or a Healing Stone Therapy massage. Service must be received in April.

Latisse is the only FDA-approved product that lengthens, thickens, and darkens your natural lashes. Follow this link to see before and after pictures of actual users:

[Latisse Pictures](#)

Purchase the Obagi Condition & Enhance System and receive a mesh bag filled with trial size Obagi products (a \$50 value).

In addition, spend \$200 or more in Obagi products and receive an elegant envelope clutch.

## Mother's Day is Sunday, May 7th!

Treat all the special women in your life with a visit to Bella Via! For a limited time only, we are offering two exciting new packages:

3 Personalized Body Therapy massages for \$200

### 3 Bella Via Classic Facials for \$250

*No expiration date or substitutions; services are not transferrable.*

We are proud to announce that our team of licensed aestheticians is traveling to Boston the week of May 2, 2011 for the Society of Plastic Surgical Skin Care Specialists (SPSSCS) 17th annual meeting. Dr. Craig Colville is part of the Skin Care 2011 Faculty, and will give a lecture titled "Treating Actinic Damage with Pulse Peels." Karen Davis will accept her role as President Elect for the upcoming year. Alexis LeMay, Joy McKarus, Krissy King, and Leslie Hendricks will be there to support both Karen and Dr. Colville, and to learn about the latest in skincare products and services.

Be sure to schedule your skincare, makeup, and waxing services prior to their trip!

While our aestheticians are away, Bella Via will highlight our licensed massage therapists and all of the wonderful treatments they offer. Stay tuned for more information about the fabulous deals we have in store for you!

The weather is getting warmer, and it's time for vacations and trips! Before catching those rays, many people are tempted to go to an indoor tanning salon in hopes of getting a base tan to prevent sunburn. But is this a smart idea?

First, let's debunk the myth that tanning beds and booths are safer than the sun. Any type of tan, whether from the sun or indoor tanning, causes damage to the skin. Tanning beds emit UVA rays, which actually penetrate much deeper into the skin than the rays of the sun.

UV rays are linked to 90% of non-melanoma skin cancers and 65% of melanomas, the deadliest form of skin cancer. Young people are especially at risk: the chance of developing skin cancer increases by 75% for people who use tanning beds before the age of 30.

And if that isn't enough to scare you away from indoor tanning methods, how about the damaging superficial effects? UV rays cause wrinkles, hyperpigmentation (brown spots), and an unappealing skin color and texture. You work so hard all year to make your skin look younger and healthier; don't let a few weeks set you back to square one!

So what can you do to prevent sunburns while soaking up the sun on your vacation? Wear a true broad-spectrum sunscreen with the proper ingredients that is right for your lifestyle, and reapply often when in the sun for prolonged periods of time.

If you want to have a healthy sun-kissed glow, try Spray Tanning. Bella Via uses an advanced system that creates a natural, even tan with no streaking or orange color. Your first treatment is only \$15. Call us for more information at 419.534.6552.

*Information obtained from the Summer 2010 edition of b\*Well, a Cleveland Clinic Publication.*

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