



BELLA VIA
Skin and Body Therapies



Spring Newsletter

Have you checked out our new website? It has a complete listing of our service prices and descriptions, and also has many other exciting features. Visit www.bellaviadayspa.com to stay "in-the-know" about your favorite spa.

- Meet the staff of Bella Via, complete with photographs and biographies
- Take a virtual spa tour to view our tranquil surroundings
- See our featured and new products
- Learn valuable skincare tips
- Order your products and gift cards online
- See our monthly promotions and events
- Read past newsletters
- Download our service menu
- Link to our Facebook and Twitter accounts
- View "before" and "after" photos of different procedures
- Tell us how we are doing - send a message (anonymously, if desired) with your comments, questions, and concerns

Bella Via celebrated its 10th Anniversary last October. To keep the celebration ongoing, we offer specials on products and treatments on the 10th of each month.

Feel free to call our office to inquire about the current month's promotion, or check the "Specials" section of our website.

Jane Iredale's new spring collection is here!

Get ready for a spring fling with beauty. The *Perfectly Nude* collection offers eye shadows, lip stains, and bronzers in natural colors that are hand-picked for the season. Call us to schedule a consultation with a makeup artist to learn about this fabulous new grouping of cosmetics.

We would like to inform you that the prices of our waxing services will be increasing slightly on April 1, 2010. Thank you for your understanding.

Make the No-Tanning Promise to Yourself

Thousands of high school and college students throughout the New England area are taking part in The Melanoma Foundation of New England's No-Tanning Pledge Contest called "Your Skin is In." The goal of the program is to increase awareness about the dangers of tanning. The foundation sends melanoma survivors to speak at schools to draw attention to the contest and program.

The midwestern states do not have a program like this yet, but you can still pledge to lead a safe and healthy life by refraining from tanning.

To read the full article published in the February issue of *Skin Inc. Magazine*, [CLICK HERE](#).

Bella Via is a great place to host a private party!

You and your closest friends can learn about our different skincare services, anti-aging products, and body therapies. We will open the spa just for you, and our experts will be available to answer all of your questions and concerns. You choose the date, time, and guest list; we provide the invitations, education, and refreshments!

We also extend exclusive promotions and specials on products and treatments for attendees only.

If you know a group of people who love skincare and other spa treatments, call us today to plan your special event.

New Products and Treatments

We have launched our **Bella Via Customized Skincare Line**, which includes cleansers, vitamin Cs, moisturizers, and products for both aging and acneic skin types. Ask us about these pharmaceutical-grade products formulated exclusively for our clients.

Last month, we introduced the **VI Peel** from Kalil Medical Products, Inc.

This physician-strength peel contains a potent combination of TCA (Trichloroacetic Acid), salicylic acid, phenol, retinoic acid, vitamin C, and minerals to prevent and reverse the aging process. It improves the tone, texture, and clarity of your skin, reduces hyperpigmentation and age spots, softens fine lines and wrinkles, and stimulates the production of collagen.

We have seen great results from this potent peel! Call our office for more information.

We are pleased to offer our clients the **Clarisonic PRO Sonic Skin Cleansing System and the Clarisonic Opal Sonic Infusion System**. The Clarisonic Skincare Brush cleans so well it actually prepares the skin to better absorb skincare products. It provides softer, smoother skin; improves tone and texture; diminishes oily areas, dry skin patches, and blemishes; and reduces the appearance of fine lines, wrinkles, and pores. The PRO version can only be sold through skincare professionals, and includes 4 speeds, a sensitive brush head, and 3 trial size cleansers.

The Opal combines a soft applicator tip, precision-tuned sonic frequency, and a proprietary gentle kneading motion to maximize the transfer of an anti-aging serum into the epidermis. It is perfect for trouble spots around the eye area, and can also be used on the lip and brow areas and the forehead.

Benefits include the reduction in the appearance of fine lines and wrinkles; firmer, brighter, more hydrated skin; and immediate results that last for hours and improve over time.

In an article titled, "52 Simple Ways to Be Healthier" posted in the February issue of *Skin Inc. Magazine*, tips were given to encourage people to live a healthier lifestyle. Many items on the list are commonly associated with healthy living, but some of these simple tips may surprise you. Following are a few of the article's suggestions to help you create healthy new habits:

- Plan your daily meals for the week in advance.
- Start your day with a glass of fresh lemon water - your liver will love it!
- Don't drink alcohol on an empty stomach; it's hard on your stomach and it burns up B vitamins.
- Eat raw vegetables every day; they contain important enzymes that may be lost when they are cooked.
- For less fat and more nutrients, use applesauce, pumpkin, or prune puree instead of butter when baking cookies or cake.
- Eat meals at a table, cloth napkin on your lap, and chew well.
- Shop in the outside aisles of the grocery store, since most of the processed foods are located in the middle.
- Try to stay off computers and away from anything electronic two hours before bed for a better night's sleep.

To see all 52 healthy tips, [CLICK HERE](#).