



**BELLA VIA**  
Skin and Body Therapies

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# Summer 2011 Newsletter

## Free Latisse!

Purchase a Triple Treat Massage or Facial package in the month of August and receive a free Latisse.

Latisse is the only FDA-approved product that lengthens, thickens, and darkens your natural lashes.

**Triple Treat Massage:** a series of three 60-minute Personalized Body Therapy massages for \$200

**Triple Treat Facial:** a series of three Bella Via Classic Facials for \$250

There is no time limit or expiration date on these packages; you can schedule your services whenever you'd like!

## Gifts with Purchase

For the month of August, we have two fabulous specials from Obagi and SkinMedica.

### Obagi

Purchase \$200 worth of product and receive a free gift. Choose between ELASTILash Eyelash Solution or C-Exfoliating Day Lotion SPF 12.

### SkinMedica

Receive a free Tri-Retinol Complex with your purchase of TNS Essential Serum.

While supplies last!

## Jane Iredale News

Due to accumulating cost increases, Jane Iredale has made minor pricing adjustments to some of their products. Effective August 15, 2011, there will be a modest price increase on select Jane Iredale cosmetics at Bella Via.

Current prices will be held through August 13; purchase your makeup this week to save! For your convenience, products can be purchased by phone with a credit card number.

Stay tuned for the new color collection by Jane Iredale, Naturally Confident. Created to lift your spirits as we move forward into the fall season, this collection follows the current trends: bright colors combined with neutral staples, creamy skin and minimal foundation, and lip color in varying shades of purple.

## Get to Know the Staff of Bella Via

Did you know that Bella Via is made up of five licensed aestheticians, six licensed massage therapists, three front desk professionals, an Assistant Manager, and a Spa Manager? Get to know our team a little better by clicking on this link:

[Our Team](#)

### Meet Carlie!

Carlie is the newest member of our staff. She is a licensed massage therapist with over ten years of experience. Receive a 10% discount on any massage therapy (\$55 or more) scheduled with Carlie through September 3rd. Please mention this newsletter when scheduling your appointment.

## Skincare Dictionary: Antioxidant

Antioxidants are often talked about in the skincare industry, but what are they? Antioxidants fight free radical damage caused by the sun, smoke, pollution, and other environmental factors. One of the most widely researched antioxidants is vitamin C. Our aestheticians often recommend vitamin C to their clients for its antioxidant properties, and because it is anti-inflammatory and stimulates collagen production.

Other common antioxidants are vitamin E, green tea, olive leaf extract, and copper.

Are you using an antioxidant every day?

## Sun Safety

This summer seems to be hotter than ever, so sunscreen and sun safety tips are extremely important!

Most experts will tell you that sunscreen is the number one anti-aging product. Our aestheticians agree, as they have incorporated sunscreen into the "Golden Triangle," the foundation of our skincare program at Bella Via.

In order for sunscreen to be truly beneficial to the anti-aging process, it has to be applied correctly. This means you must apply the right amount, and reapply often (every 2 hours if outdoors for long periods of time). One to two teaspoons are needed for the face alone, and one ounce is adequate for the rest of the body.

There are many reasons why people are resistant to wearing sunscreen regularly. Typical objections include: it feels oily, heavy, or sticky; it causes acne; or it doesn't wear well with skincare products or makeup. Bella Via carries medical-grade sunscreens that are available in many varieties, making these problems obsolete. Our sunscreens are cosmetically elegant, but still prevent sun damage safely and provide UVA and UVB protection. We have sunscreens for all skin types, activity levels, and personal preferences. Our aestheticians can help you find one that is right for you.

*Some information has been obtained from "Building the Skin Care Regimen: Choosing the Right Ingredients" found in the February 2011 edition of Practical Dermatology.*