

# Summer Beauty

Now's the season to pay heed to skin, hair, nails

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**S**ummer is the season when our skin is exposed as at no other time of the year, and it's also a season that challenges hair, makeup and nails. These three beauty-oriented businesses are expert in helping you look your best when the temperature soars.

understanding that the right chemistry for either your condition or your skin type is crucial in choosing a skin-care product. Make sure to see an experienced aesthetician to determine how your skin type or conditions may be causing your dryness.

a serum, find a product with additional antioxidant benefits. SPF is always a must with any season. A great SPF with a tint makes summer a breeze with that dewy apply-and-go ease.

was developed specifically to be effective at a comfortable temperature, reducing much of the discomfort often associated with traditional waxing.

Meanwhile, the center's expertly trained wax technicians, all licensed cosmetologists or aestheticians, provide a service at a price point substantially lower than comparative salons or spas offering the same services, Weiss-Grierson says.

The most popular services for women include the bikini area, face and eyebrows. Services for men mainly involve the back, chest, nose and ears. "Across the nation we are known as the expert in eyebrows," Weiss-Grierson says. "When you visit us, our wax specialist will consult with you regarding the correct shape for your face structure, the correct color and how to maintain your gorgeous new look!" First-time guests are offered a free eyebrow, lip or bikini-line wax for women and complimentary nose or ear service for men.

"We offer these services because we

know that once a guest has experienced the European Wax brand they won't go anywhere else," Weiss-Grierson says.

In addition to waxing, the center offers a line of beauty-care products designed to complement both in-store and at-home beauty regimens. These products include lotions and washes, exfoliants, ingrown hair serums, eyebrow preparations, wax treatment products and instruments to preserve the guests' newly glowing skin.

## ► NEROLI SALON & SPA

Assisting people through seasonal change and trends is common practice at Neroli Salon & Spa's five local locations (Downtown, Brookfield, Bayshore, East Side and Mequon). With the summer season upon us, here are a few trends to anticipate for hair, makeup and nails.

**Hair:** "Half-up styles – think messy buns, braided with texture or sleek with a wrap-around pony." – Michelle, Mequon hair designer

"The "undone" look is still in. To get this

effortlessly cool hair, it's time to perfect your tousled, slightly messy wave, with a medium-sized curling iron or curling rod. Curl the mid-lengths, steering clear of the very ends, even going so far as to flat-iron the ends. Be careful, though: You don't want to look like you tried too hard." – Danielle, Brookfield hair and nail designer

**Makeup:** "Fresh, flawless skin – complexion that is so seamless it looks like skin, not heavy makeup. Highlighting or strobing will also carry through the summer to get that extra glow. Lips are all about a pop of pink!" – Alli, Brookfield hair designer and makeup artist

**Nails:** "Summer always seems to bring fun, bright corals, pinks and reds. Zoya's "Kylie" is the perfect pink-coral color for the season." – Michelle, Brookfield nail designer

"Negative-space designs are huge right now with nails, and a trend we incorporated into our new nail design services that launch June 1." – Anjeni, Bayshore nail designer ♦