



MICHAEL ANTHONY SALON

Summer 2011 Newsletter

Celebrating 25 Years of Experience

July 2011

In This Issue

- [25th Year Specials](#)
- [Summer Hair Tips](#)
- [Online Client Portal](#)
- [Summer Schedules](#)
- [Referral Rewards](#)

We hope you are keeping cool as the temperature rises. This summer, **Mickey - aka Michael Anthony - celebrates 25 years of doing hair.** He has come a long way in those years and has seen many trends and styles come and go. Now in its third year, Michael Anthony Salon reflects his dreams and aspirations back when he started as a young man with 80s Duran Duran hair (yes, pictures exist that prove it!). And now that he is back on his feet after his unfortunate injury, he is looking forward to another 25 years.... well, perhaps not 25 years, but who knows?

Summer 25th Year Specials

Join us in celebrating Mickey's 25 years as a hairdresser.

From now until Labor Day:

- **Earn Bonus Frequent Dryer Miles** 25% faster on every visit
- **25% discounts** on selected Hair Products when you purchase with Frequent Dryer Miles
- **Complimentary gift cards** for the first 100 clients receiving a color service. Cards will range from \$5-\$25, with one lucky person receiving a gift card for \$100.*

So be sure to come and visit during the summer. The A/C will be on and Eastern Market is always busy when the sun is out.

Mickey's Summer Hair Tips

Sun. Saltwater. Chlorine. Heat. Humidity.

All can take a toll on your hair. To keep your hair healthy and looking its best, here are some tips from Mickey:

- **When outside**, use a leave-in conditioner with UV protection, such as Paul Mitchell Color Protect Locking Spray Conditioner
- **To prevent chlorine build-up or color fade**, wet hair before getting in the pool. For added protection, add a leave-in conditioner.
- A leave-in condition will also help **prevent damage from the drying effects of saltwater.**
- Curly hair? **Prevent the frizzies on hot and humid days** by only drying your hair 80% (until the hair is slightly damp) then allow hair to finish drying naturally.

** Gift cards received may not be used on the same day and expire by December 31, 2011. May not be combined with any other offer. Further restrictions may apply.*

We hope you have a fun-filled summer and we look forward to seeing you at your next appointment.

The Staff of Michael Anthony Salon

Online Client Portal

If you have gone to our website during the last month or so, you may have noticed some changes to our online booking system. You can now **make appointments, change appointments, see your appointment and purchase history, update your contact information and see your loyalty point balance** (aka "Frequent Dryer Miles"). The system also allows you to make appointments from your **I-Phone, Blackberry** (Browser 6.0 or higher), and **Android Smartphone**. Additional changes will be made on our [website](#) during the summer and we welcome your feedback.

Unlike the Salon, the Online Client Portal is open for business around the clock. ([Click here](#) to go directly to the log-in for the Online Client Portal)

Summer Schedules

Like much of DC, our staff will be taking some well-deserved vacations during the summer. So that you may plan accordingly, Mickey will go on vacation starting August 9 and will return to the Salon on August 16; Da will go on vacation to Thailand beginning August 24 and will return September 20.

In addition, to accommodate her class schedule, effective August 21 and lasting until the end of the year, Jerri will not be working on Wednesdays. She will be extending her hours on Thursdays and Fridays to accommodate her clients.

Any additional updates will be made on our [Facebook page](#).

Referral Rewards

The best compliment you can give your stylist and our salon is a referral. As a way to say thank you, we offer referral rewards. **For every three people** who identify you as the person that referred them to us, you **receive a complimentary haircut from your stylist** (referral credits from children haircuts may be used for a child's haircut). To receive proper credit, just be sure the people you refer mention you by name when they come in. To find out how many referrals you have been credited with, be sure to ask the receptionist on your next visit.

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