



# WELCOME

*to your*

## PURE SALON + SPA

### NEWSLETTER

HAIR

BEAUTY

STYLE

*We're so glad you're here! Here's what you can expect to see in our first issue:*

- Meet our new team members
- A sneak peak + style guide on how to pair together our new accessories
- An inside look on what it means when your stylist "levels up"
- A letter of gratitude from our management team, Leah + Lilly!

Sometimes you just have to take a step back and really appreciate the big picture. Like others, we have experienced a lot of change since 2020.

Most importantly, we've taken the bad and created something beautiful out of it. We're focused, determined + more excited than ever to accommodate our guests and grow, grow, GROW!

If you've stepped foot in our doors, sat in our chairs, or purchased product off our shelves – thank you. You are supporting small and helping our livelihood. We adore you all, we thank you for being here, and we want to introduce you to something new from us: our newsletter to you!

xoxo, *PURE*

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## WE'VE GROWN!

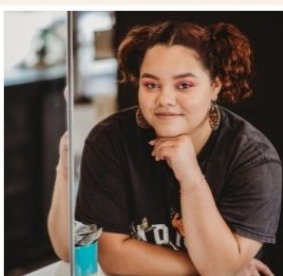
*meet our new crew*

OVER THE LAST YEAR, WE'VE  
HAD THE PLEASURE OF  
ADDING NEW TALENT +  
FACES TO BOTH OF ANKENY  
AND INDIANOLA TEAMS.

PLEASE ALLOW US TO  
INTRODUCE OUR NEW TEAM  
MEMBERS:

ALANNA – ANKENY  
HALIEGH – INDIANOLA  
MARAH – ANKENY  
MATTIE – ANKENY  
MERIDETH – INDIANOLA

*We can't wait to see what they accomplish!*



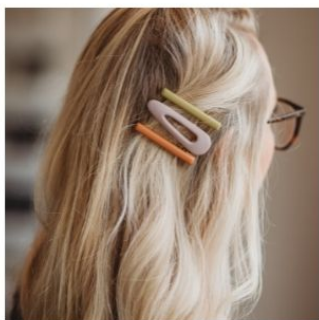




## AMPLIFY YOUR STYLE

### Design Tip!

Check out the many ways to dress up your hair for any occasion!



SHOP NOW!

Outside of our offered services, we are so excited to unveil hair accessories meant to amplify your style. Add in a multicolored scrunchie to your top bun for a flirty look, or tuck your hair behind your ear with one of our exclusive new hair clips!

These items are perfect for dressing up for brunch or tidying up at home. We hope you love them as much as we do!

Love, PURE

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PURE Salon and Spa

# They did it!



## Congratulations

- Aly, Level 4 Stylist
  - Previously Level 3
- Ashley, Level 5 Stylist
  - Previously Level 3
- Betty, Level 1 Stylist
  - Previously "New Talent"
- Carly, Level 6 Stylist
  - Previously Level 4
- Karissa, Level 5 Stylist
  - Previously Level 3
- Sara, Level 4 Stylist
  - Previously Level 3
- Samra, Level 6 Stylist
  - Previously Level 3

As some of you may have heard from your personal stylist – we've had many of our stylists "level up" this year.

Though this is a fairly universal term used throughout our industry, our definition may look a little different than others.

Each month, stylists meet with PURE's management team – Leah Moravec, PURE owner, and Lilly, PURE manager – to go over numbers from the previous month.

During these monthly meetings, all will review retention percentages of new and existing guests, the percentage of guests who prebook, as well as the stylist's average ticket prices for retail and service, along with the number of guests they see in a week.

When a stylist levels up, it's a huge deal as it ultimately reflects a milestone in their career.

If your stylist levels up, you may notice a slight price adjustment to your service – usually around \$5-10 dollars, Leah adds.

"On average, stylists level up once every 1-2 years," Leah said. "That's their only way to get a raise, so guests should be ultimately happy when their stylist levels up as they worked so hard to get that little extra."

"It truly is a celebration in our culture!"

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# w e d d i n g   s e a s o n

Start your day with our expert stylists

*A special day for all*

This year we were able to be part of so many special moments, including the start of the day for a number of brides in 2021! Our stylists did an outstanding job making hair dreams a reality during bridal parties. In addition to hair services, we also offer makeup services such as airbrush!

Thank you to all of the brides who put their trust in us!





# A LETTER FROM LEAH + LILLY

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## *the above and beyond experience*



Last year, we realized the important role self-care plays in maintaining our mental health. Yes, we are a luxury service, but we truly are an essential one as we help our guests feel their absolute best.

One of the positives that has come out of this last year is the great pride we have in our guest experience and how we make them feel. From the moment our guests walk in, we want them to feel welcome and comfortable.

We have many points of difference here at PURE including a relaxing, complimentary neck and shoulder massage with every hair service, a five minute scalp massage with every shampoo, as well as a hand treatment. We are always looking for what else we can give in our guest experience.

When we reopened, many of these things were taken away for the health and safety of our staff and guests, and it's so great that we're able to offer these services again as it gives our guests what they deserve.

xoxo - Leah + Lilly



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