

## MARCH/APRIL

### PERFECT DIFFUSER: ZAO SWIRL



Since we all need to improve our sense of stillness and relaxation, I found the perfect diffuser that is a stand apart from most that can help you achieve that! It is called ZAO Swirl. It runs for eight hours diffusing a light mist with soft LED colors designed to inspire strength, focus, and inner peace and serenity. This comes with a free bottle of lavender oil at only \$49.00.

### INTENSIVE BABOR AMPOULE

Babor's best seller! This exclusive promotion includes 14 fluids for radiant, glowing skin. Recapture Skin Care price: \$55 You save \$40!



### OSMOSIS HEALTH SUMMIT

Join us for Osmosis Health Summit on March 23rd at 4pm. Learn more about the holistic approach to fat loss, skin disorders and the latest in skin health by a most specialized and passionate teacher. Please reserve a space and enjoy a progressive sale on all Osmosis. This is always informative and enlightening! Kindly RSVP! (Buy any 3 Osmosis products and save 30%! )

## APRIL/MAY

### M'LIS DETOXIFICATION

Why M'lis Detox? Here's the Skinny: one of the most important factors in preventing disease and maintaining good health is eliminating



toxins from the body. The M'lis Detoxification kit has been designed to help the body cleanse itself of mucus, toxins, and other undesirable waste materials helping our vital organs function as they were meant to. This restores a new energy to the entire body. It is also a starting point for help in many abnormal body conditions such as allergies, acne, weight challenges, and cellulite.

M'lis Detox kit and the Cellulite Contour kit only \$126. You save \$16! Go the next step with Body Contour Wrap, only \$75! This is a permanent inch loss and holistic wrap.

### APRIL/MAY SAVINGS

#### PROGRESSIVE SALE!

Buy 1 product and receive 10% off, any 2 Products and receive 15% off, or any 3 or more products and receive 30% off!!!

## MAY/JUNE

### COMPLIMENTARY CONSULT

Spring and summer ushers in the need for a beauty overhaul. Recapture offers you a free Spring consultation so that you can:

- learn about the latest skincare enhancing regimes;
- address your concerns with a personalized one-on-one;
- take advantage of the latest in anti-aging rejuvenation; treatments;
- and, experience a savings of 15% off prepaid packages or products!

Update your beauty routine today by scheduling an appointment for a personalized one-on-one!

## JUNE/JULY

### WEDDING WISH/BLISS PACKAGES

These packages are tailored to your specific needs and are express treatments geared to give the bride, or the mother of the bride or groom radiant confidence.



For each \$100 spent in services, receive \$20 in bonus retail bucks for a customized product to help with the glow! Unlock your beauty potential!

## Please Know!



**MY GOAL . . .** is to help you look your best as you learn new health and beauty habits.

**NEW LOCATION . . .** is at 2151 Hamline Ave #112. If you'd like to arrange a personalized one-on-one consultation it works best if you call, text, email, or go on-line to schedule an appointment.

**LOCK BOX . . .** for product pickup is for your convenience and is located in the lobby.

**PRICE MATCH . . .** is guaranteed on products I have in stock! Simply show me the promotion, and I will gladly honor it! As always, I continue to offer exceptional value and "on-trend" latest innovative treatments of rejuvenation from the inside out—including facelift alternatives!

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Spring 2017

## Chicago Face and Beauty Conference

How can we know which new products will actually be effective? Which products should we avoid? How can I best provide for my customers the most effective tools? The answers to these questions were my challenge at my recent 3-day Face and Beauty conference in Chicago.



Sheila with Andrea Metcalf, Fitness Expert & Nutritionist

It is always inspiring to re-learn what I once knew! But, to learn the newest trends, current hottest products, and latest technology for slowing down the aging process all in ONE place is truly time well spent!

My goal in attending conferences like this it to become saturated with the latest in progressive and unique programs so that I can create treatments to meet YOUR individual needs. After all—each of our bodies responds differently.

And what did I learn? There is still much excitement and buzz about

natural, transdermal, bio-energized, collagen induction therapy, medical esthetics, epigenetics, K-beauty, luxury waters, sheet technology, DNA repair, peptide pizzazz, male-centric services, eyebrow extensions and brow bars, detoxservices, beauty nutrition, alternative therapy, laser tattoo removal, and finally mental wellness services.

Quite an exhaustive list, isn't it??? If I had a crystal ball I'd probably be more equipped to discern where to **start** this exploration. *Have no fear*—experience is a huge asset! In this issue I will share several insights I have made that will be of value to you. After all, discerning true trends verses fads is always my objective!

## OPEN HOUSE



May 11th • 4 pm - 7 pm



Join us for complimentary chair massages, make-overs, and savings on sampler products and packages. Door prizes, samples, hor d'ourves, and demonstrations will all be offered. Because this was rescheduled, we are making it an extra special treat to all who attend. **This is ALL ABOUT YOU!** Take time to relax and carve out time for additional emotional self-care and rejuvenation! **Kindly RSVP at 651-324-3613.**



# Sheila's Buzz-worthy Insights from the Face & Body Midwest 2017 Conference

## Celebrity Sighting



I launched my first day at the Chicago Beauty Conference hearing JoElle Lee—Michelle Obama's esthetician—speak about her many insights in the skin care industry.

Not only is JoElle Lee a licensed celebrity esthetician, she is also a skin care specialist, speaker, author, educator and mentor in the esthetics industry. She is one of the

most sought-after popular lecturers and educators in the beauty industry, having authored many industry publication articles. Lee has been featured in national beauty and fashion magazines and has been a featured guest on radio shows.

## InnoPen

At the heart of all the innovations and trends, I truly believe the launching of my new "InnoPen" by Clinical Resolution Lab is most exciting! This U.S.A. made, state-of-the-art device delivers the safest method of rejuvenation using collagen induction therapy. This company is currently partnering with Allergan for transdermal Botox and Northwestern University. Currently, this technique is the only proven non-invasive technique to deliver active ingredients 3000 deeper for increased results. This innovative device and treatment will improve hair restoration, improved skin tone and texture, mild scars, stretch marks, deflation and certainly diminish fine lines. Look for upcoming introductory pricing.

### THE PREMIER SIGNATURE TREATMENT



This offers the ultimate experience for overstressed skin and body, including the Renewal Jindilli BoomaGlam massage and the Elevare Therapeutic LED and heat therapy for maximum satisfaction.

- ☛ \$255 for 1 session
- ☛ \$637 for 3 sessions
- ☛ \$965 for 5 sessions

Age prevention for the hands, neck and décolletage can also be arranged. This is currently the most holistic approach to improving skin tone with minimal down time. Please arrange a complimentary consultation. I am SO excited about this newest gem in this legacy of esthetics!

### MICRO-CHANNELING EXPRESS

This express treatment will induce collagen to help reduce the assaults of aging while improving skin health.

- ☛ \$150 for 1 session
- ☛ \$405 for 3 sessions
- ☛ \$535 Series of 5 sessions (depending on your desired outcome goals, these are spaced 3-6 weeks apart).



## Did you know?

A recent study from Great Britain revealed that injected Botox is showing up in the brain stem. Unfortunately, because there isn't much money to be made in such studies, the research is greatly lacking.

Dr. Ben Johnson is passionate about skin health and has found through research that excessive use of Botox causes muscle weakness, thus encouraging more use of Botox and fillers. His conviction is that we can rebuild while reducing wrinkles in ways that focus on skin/body health. His

complete holistic and medical approach takes aim at finding the imbalance of our lifestyle. This approach will create a positive improvement without creating inflammation.

He is deeply concerned of the toxic world that we live in. He launched a new product at the show called "Disrupter." It is designed to disrupt various candida and pathogens and estrogenic toxins.

Sheila will also be doing more facial analysis that may help in determining various imbalances that affect the skin.

Restoring harmony to our body and environment is a goal that we all need to be challenged by!

Dr. Ben Johnson is the founder of the first medi-spa chains with locations throughout the U.S. He also founded and formulated Osmosis, a powerful age-reversing liposomal-based product that delivers 600% greater penetration to achieve optimal rejuvenation.



## Empowering Yourself

Another session I enjoyed greatly was "A Healthier You in 2017" by fitness expert and nutritionist Andrea Metcalf.



hormone production while diminishing cortisol.

### Eating Healthy

Enjoy your food and eat it with pleasure while chewing it thoroughly. Don't eat if you are anxious or stressed, because that leads to poor digestion. Chronic stress certainly plays havoc with our immune system. (You'll hear more from me on that subject in the future.)



Andrea advises eating 9-11 servings of fruits and vegetables a day. Why? All that wonderful fiber will decrease the love handles that seem to be expanding as we age. She stressed paying more attention to fiber and being less concerned with fat or calorie consumption. Not only does fiber help to satiate our hunger, but it also helps to pull toxins out of our system, enabling us to enjoy a moderate amount of sugar.

Also important: you can decrease inflammation in your system by staying away from harmful additives and/or processed foods. So, reading food labels a must for an improved well-being. Changing our habits calls for patience and perseverance. It takes two weeks to start to feel better, two months to look better, and six months where your friends will see a noticeable difference. It is worth it!

### 10 Minutes a Day



Just as we are conditioned to brush our teeth, she encouraged us to move daily. A ten-minute per day workout gives you the same benefits of working out three times a week at a gym. I personally love this latest research because that I CAN do!!! Whether if it is dancing or doing what you enjoy doing while moving will create the extra supply of feel better

## Reflections

### FUTURE TRENDS

Future industry trends will focus on the "mind" just as much as "body" wellness, so that new approaches will be stress-reducing and happiness-improving goals.

The World Health organization has predicted that by 2030 the largest health risk on earth will be depression. Alzheimer's disease, too, will also greatly increase.



*What does that mean for you and me?* I believe it is imperative that we all focus on a happy and healthy mind. I know my children are tired of hearing, "Your mind believes whatever you tell it, so tell it positive things!" It has long been acknowledged how the mind influences every cell in the body. So, let's get on it! Let's enrich our lives with a healthier mental fitness! With a better balance in life we can improve our well-being. Give yourself the benefit of stress reduction and healthy touch: make an appointment with me or another salon today!