

FOR IMMEDIATE RELEASE

**EvelineCharles Salons & Spas releases 2008 Spring/Summer Collection
Featuring local models from Edmonton, Alberta**

Edmonton, Alberta – Short hair, bold colors, strong cuts and flawless make-up are exposed in the EvelineCharles 2008 Spring/Summer collection. The *Inspiring Beauty Collection* by the EvelineCharles Creative Team conveys the very best in fashion, emerging trends and beauty to create authentic styles for women.

“The latest hair cuts feature short tresses in geometric bobs, disconnected crops, strong fringes and soft layers conveying boldness and femininity,” says Artistic Director, Ashley Harrison. The short hair styles were inspired by the ‘20s, ‘70s and ‘80s. The EvelineCharles’ collection adds modern elements to these iconic fashion eras, creating a short look for every woman.

In the color department, confident, strong colors matched the daring cuts. Inspired by the full specter of color, this season features icy blondes highlighted with warm tones, platinum blondes, dark chocolates, Bordeaux reds and rich copper tones. Colors are brilliant, vibrant hues, creating a play of shadow, light and color.

“This season’s hues are achieved through bold graduation of color. Effective layering of coloring allows the hair to move, revealing dramatic coloring parted on one side and a subtle look when moved to the other,” explains Harrison.

As always, EvelineCharles is proud to feature all local women as models. Transforming a beautiful woman into a model for the day, complete with a new look, is always a rewarding experience.

All products mentioned are EvelineCharles products and are available upon request. High resolution images and interviews with Ashley Harrison, Artistic Director are also available upon request.

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SPRING 2008

COLLECTION INSPIRATION

The team of EvelineCharles professionals keeps a pulse on fashion, emerging trends, the runways and beauty secrets to bring you the very best in style. Our beauty knowledge, trend and style expertise are expressed in the EC Collections.

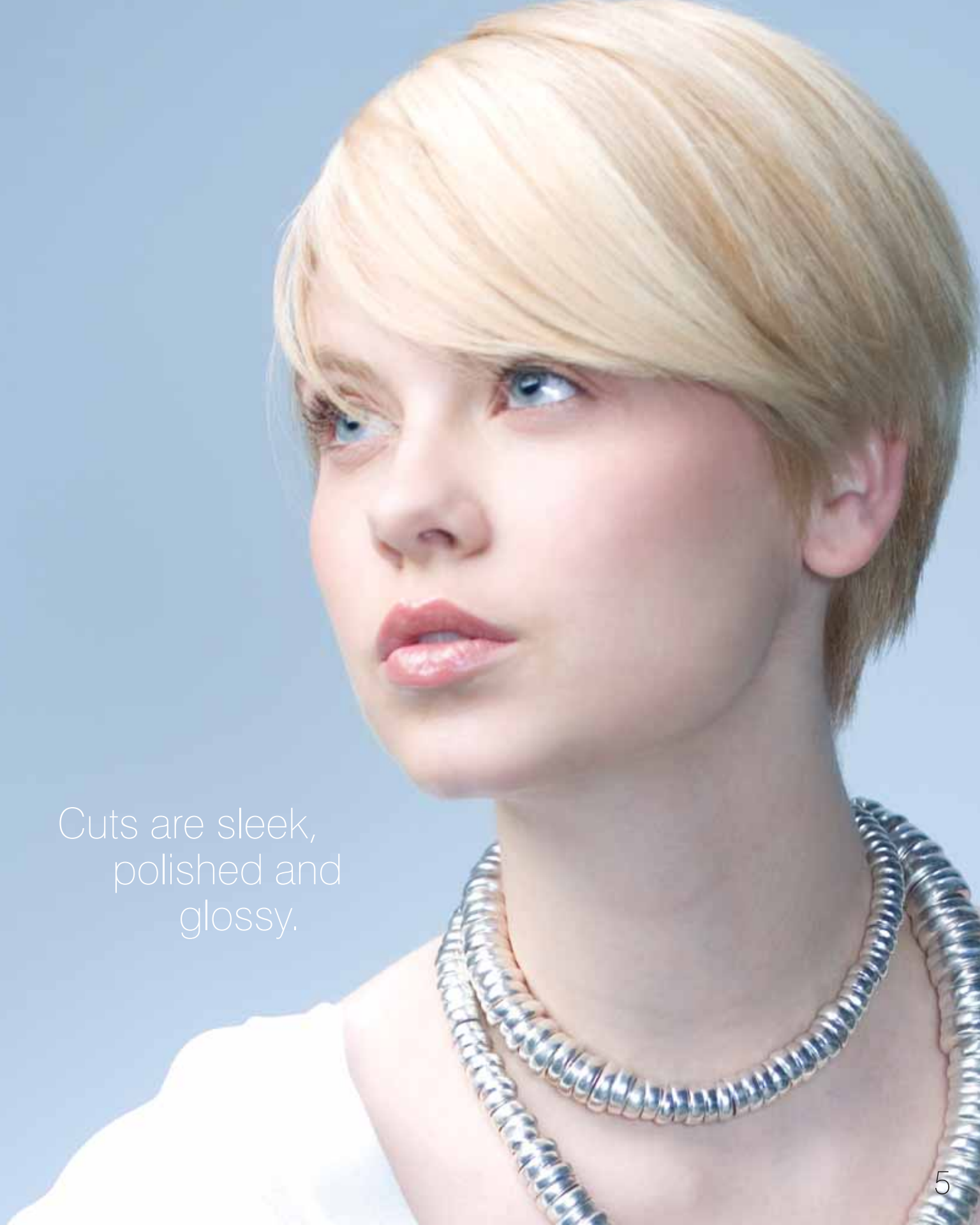
Fashion is sometimes more of an evolution than a revolution. This season, fashion was inspired by the '20s, '70s and '80s. The 2008 EvelineCharles' Spring Collection adds modern elements to these iconic fashion eras. With a look for every woman, the season inspires confidence.

This season, short hair is exposed everywhere; in editorials, on top models and all over the runways. The latest hair cuts feature short tresses in geometric bobs, disconnected crops, strong fringes and soft layers conveying boldness and femininity. Cuts are sleek, polished and glossy, or, soft with feminine movement. Longer hair exudes sexiness and playfulness through soft layers around the face in a shagged out, layered look inspired by the late 70s. Add a strong bridge bang or fringe to complete the look. Fringes are everywhere this season.

Confident, strong colors match the daring cuts. Inspired by the full spectrum of color, this season features icy blondes highlighted with warm tones, platinum blondes, dark chocolates, Bordeaux reds and rich copper tones. Colors are brilliant, vibrant hues, creating a play of shadow, light and color. This season's hues are achieved through bold graduation of color. Effective layering of coloring allows the hair to move, revealing dramatic coloring parted on one side and a subtle look when moved to the other.

Makeup showcases flawless skin, bronzed cheeks, bright lips, coppered eyes and a rainbow of bright eye shadows. With so many beauty trends, there are plenty of reasons to change your look everyday.

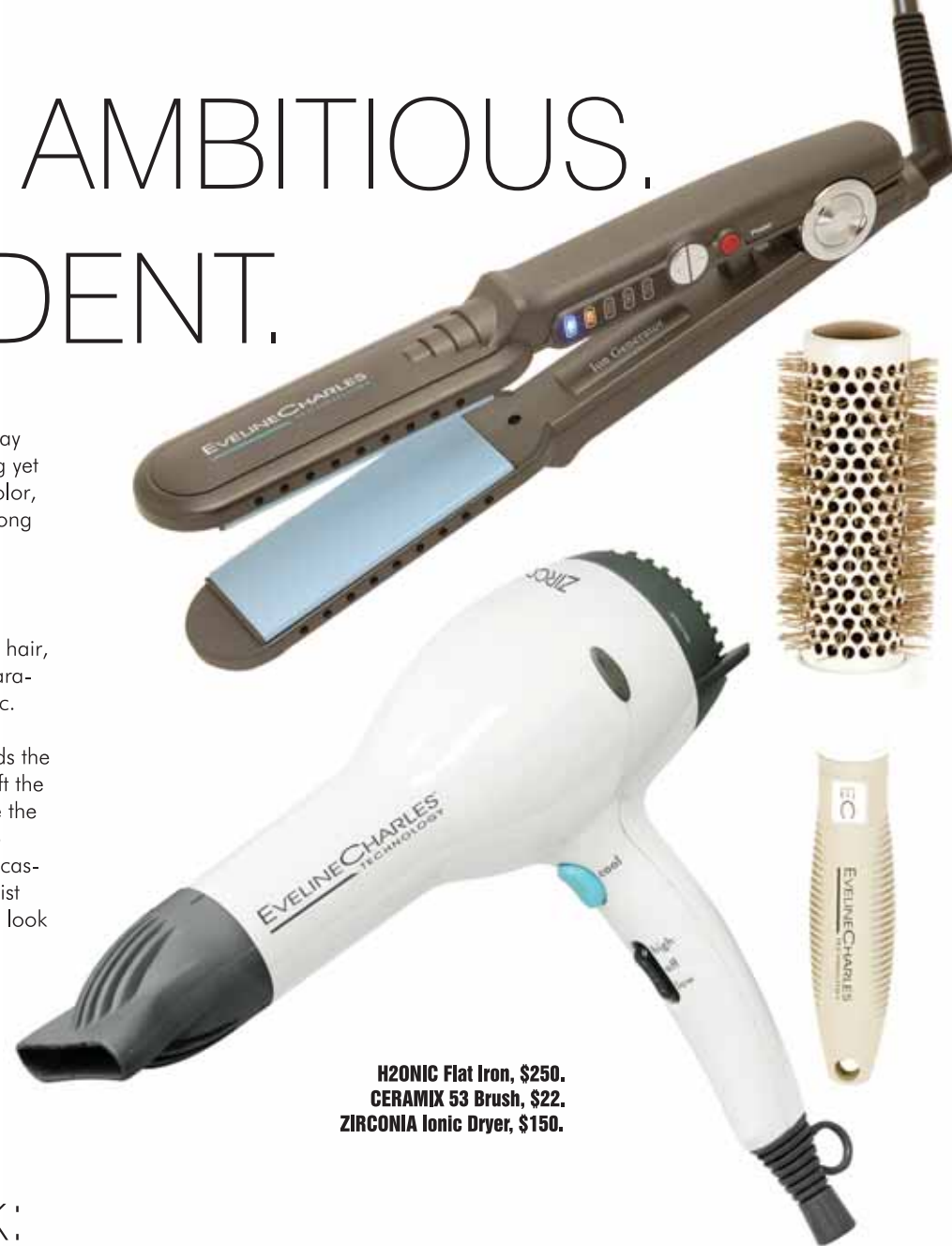
Cuts are sleek,
polished and
glossy.



FLIRTY. AMBITIOUS. CONFIDENT.

CUT & COLOR: Inspired by runway bobs, this soft architectural bob is strong yet softens the face. Using an EC Lustre Color, the light blonde base is diffused with strong platinum highlights to add depth and movement to the color.

GET THE LOOK: On towel dried hair, spray in **SHADE SPRAY** to achieve separation, detailing, shine and to reduce static. Finger dry the hair with the **ZIRCONIA Dryer**, allowing the hair to move towards the face. Use the **CERAMIX 53 Brush** to lift the hair up and towards the face. Complete the look by using the **H2ONIC Flat Iron** to provide a soft, smooth finish while showcasing the strong lines of the cut. Lightly mist the hair with **TO THE EDGE** to hold the look in place.



H2ONIC Flat Iron, \$250.
CERAMIX 53 Brush, \$22.
ZIRCONIA Ionic Dryer, \$150.

Get The Look:

Lips



**EC LIP LINER
IN POUT, \$20.**



**EC LIPSTICK
IN BALLERINA, \$19.**

Hair

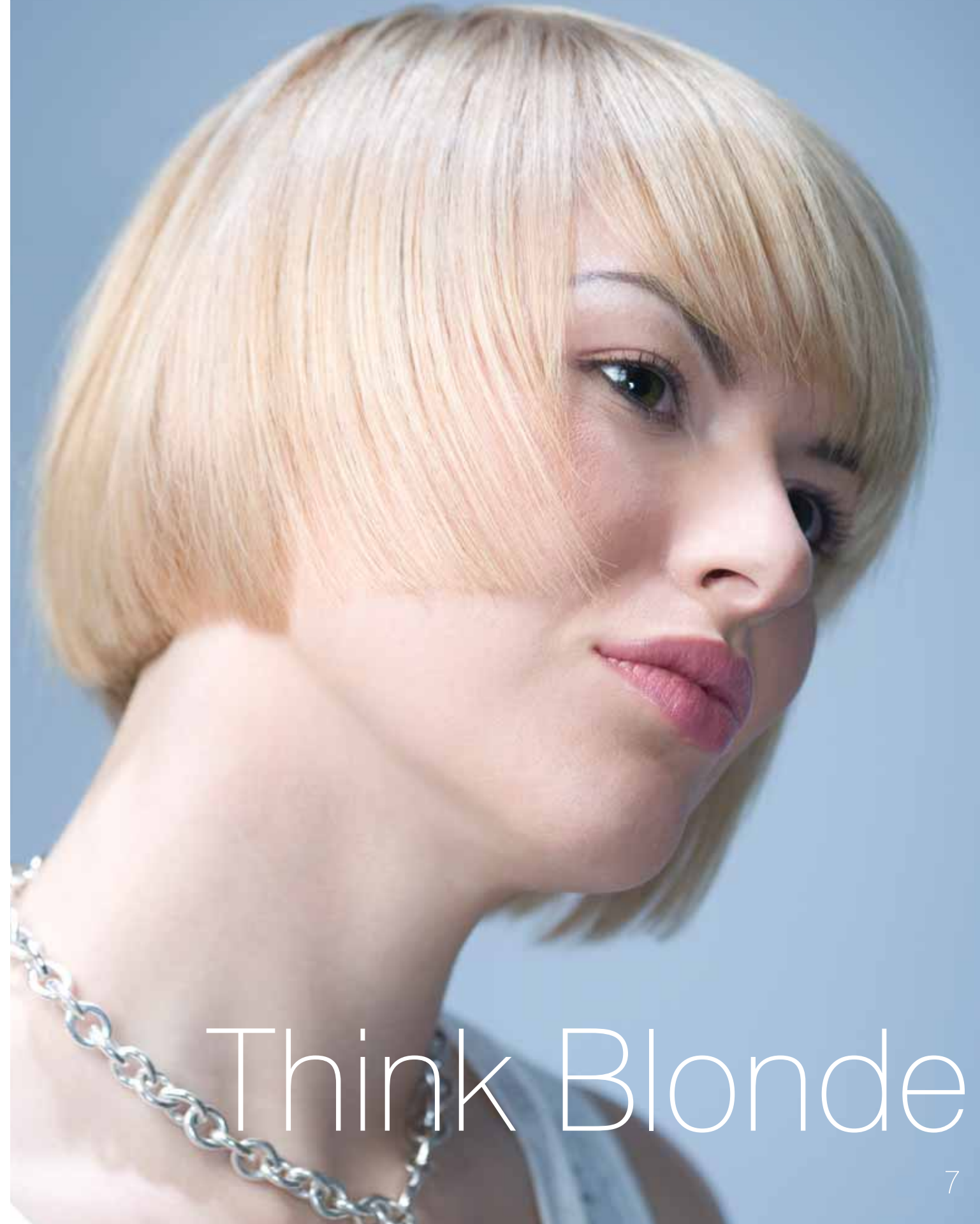


**EC XTREME SOAK IT UP
Dry Hair Treatment, \$18.**

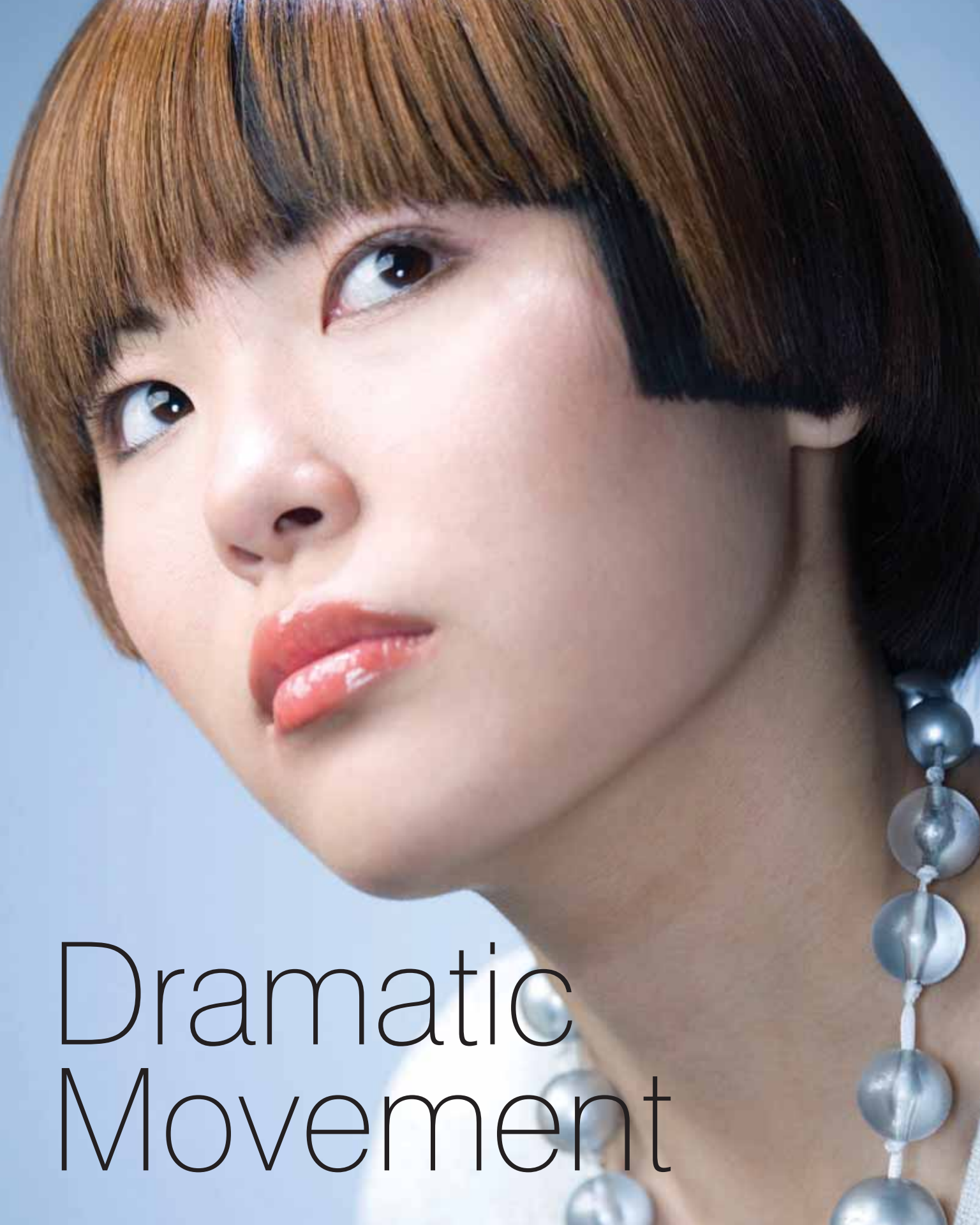


**EC XTREME FEED ME
Hydrating Shampoo, \$12.**

Expert Tip: Care for your hair with a shampoo and conditioner designed to hydrate and strengthen to create manageable hair.



Think Blonde



Dramatic Movement

STRONG. FEMININE. CLASSIC.

CUT & COLOR: This haircut is a 1920s revival of the geometric bi-level bob, with strong lines sitting slightly higher on the face. The strong perimeter is balanced by softness on the inside. Together, the cut and color are designed for hair movement. As the hair moves, the overall look changes from strong to an understated softness. A base color is applied with a strong layering technique to accentuate the fringe.

GET THE LOOK: On towel dry hair, mist **SHADE SPRAY** for separation, detailing, shine and static reduction. Next dry the hair with the **ZIRCONIA Dryer**, allowing the hair to move towards the face. The **H2ONIC Flat Iron** gives the hair a soft smooth finish. Use **TO THE EDGE** to hold the style in place.

EXPERT TIP: **SHADE SPRAY** features mango extract, coconut oil and SPF 15 to protect the hair from the sun and heat styling. Perfect for all hair types, this product is a must-have during the warmer months of spring and summer!



**ORGANZA SHINE GLAZE, \$18.
SHADE SPRAY, \$15.**

Get The Look:

Lips



**EC LIPLINER
IN POUT, \$20.**



**EC LIPSTICK
IN SATSUMA, \$19.**



**EC LIPGLOSS
IN AMBER, \$19.**

Expert Tip: Bold hues on the lips are easy to achieve. Bright lips look modern on clean, bare skin. Choose a vivid lipstick in a satiny finish. Apply and Go.

Blush



**EC BLUSH
IN PETALS, \$22.**

AUTHENTIC BEAUTY.

INSPIRATION: Model Anja Rubik set herself apart by ditching her long locks in favor of a boyish blonde crop. With a new hairdo, she became the darling of the runways for designers such as Chanel, Chloé and Valentino.

CUT & COLOR: The cut is a short shorn with a long fringe featuring an exaggerated diagonal side part. Make a statement with bold blondes, EC's model is a light golden blonde with diffused ultra light highlights.

GET THE LOOK: Apply a small amount of **LIFT OFF Root Boost** to towel dried hair. The **LIFT OFF Root Boost** will add texture and weightless volume to the locks. Finger dry the hair with the **ZIRCONIA Dryer**. Finish the top of the hair with the **CERAMIX 43 Round Brush**, lifting the hair up and towards the face. Allow the hair to fall into an exaggerated diagonal side part. Use the **H2ONIC Flat Iron** on the edges to give a soft smooth finish. Mist lightly with **TAFFETA Hair Spray** to impart a natural luster.



Get The Look:

Skin



EC CONCEALER
IN INCOGNITO, \$19.



EC FOUNDATION
IN ECRU, \$35.

Blush

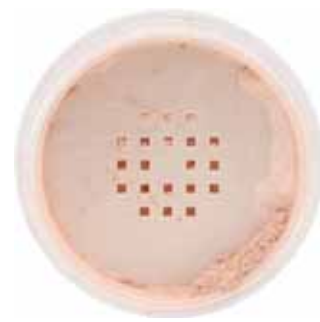
Pro Tip: Use a loose powder to add a natural glow to the skin.



EC BLUSH
IN CELESTE, \$22.

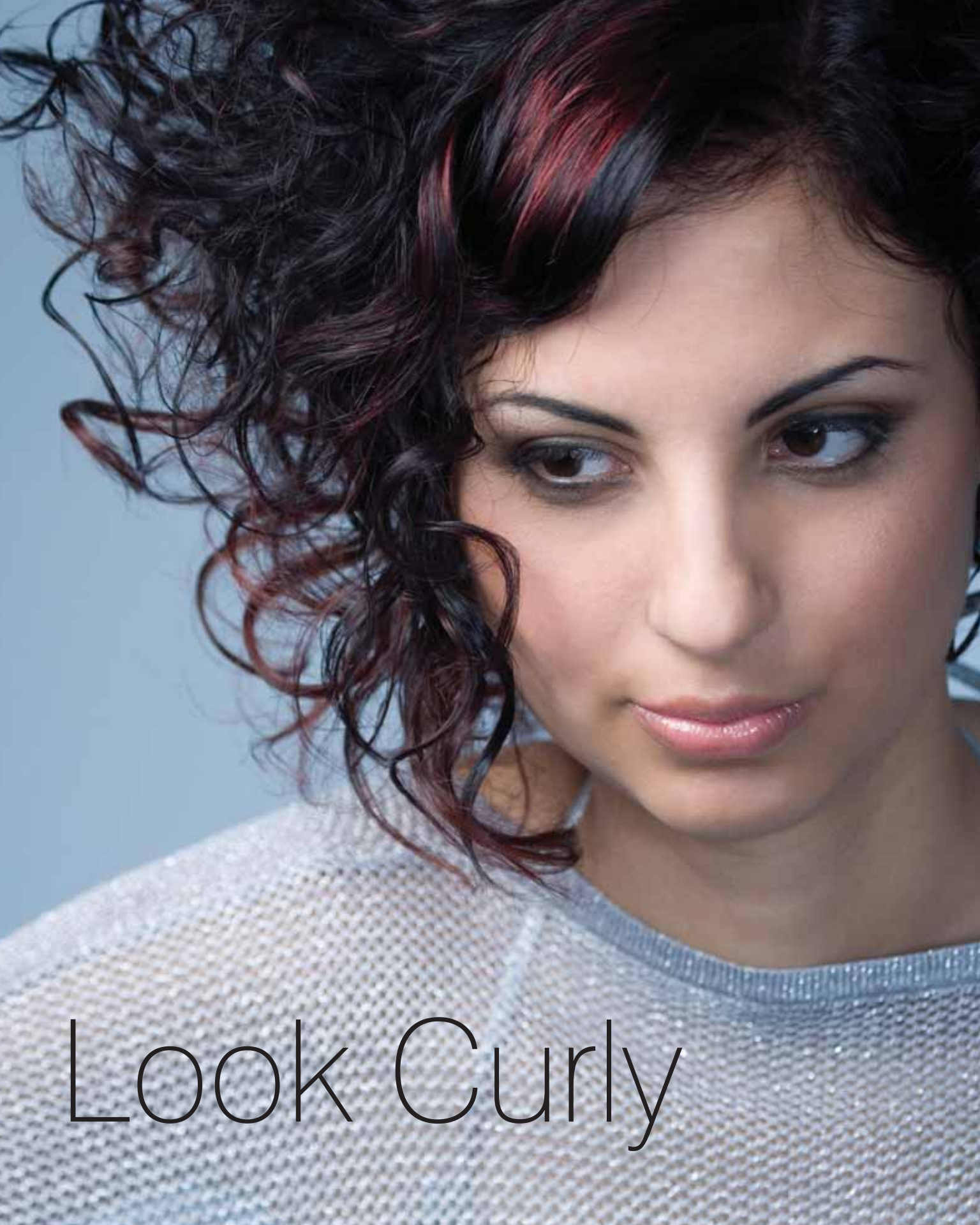


EC ANGLED BLUSH
BRUSH, \$24.



EC LOOSE POWDER
IN ANGELICA, \$25.

Flawless Skin



Look Curly

EMBRACE YOUR CURLS

CUT & COLOR: This cut is designed to accentuate asymmetric texture on curly hair. The color blend consists of a rich mahogany brown base with dark copper mahogany blond accents.

GET THE LOOK: To achieve this stacked curl with asymmetry look, begin by pampering your curls in the shower. Comb out tangles with conditioner in the shower so you do not disturb the curl when styling.

Towel dry the hair without separating the curl. Mix together equal dime size amounts of **FAT FREE** and **NO TIME FLAT**. Rope the product through the hair, and scrunch to accentuate the weight and stacking effect. Diffuse the hair using the diffuser included with the **ZIRCONIA Ionic Dryer**. When the hair is almost dry, finish with a small amount of **NO TIME FLAT** to seal the ends and spray some **TO THE EDGE** from underneath to maintain the volume.



**NO TIME FLAT, \$24.
TO THE EDGE, \$18.
FAT FREE, \$20.**

Get The Look:

Eyes



**EC EYE SHADOW
IN ECLIPSE, \$17.**



**EC EYE SHADOW
IN TRUFFLE, \$17.**



**EC EYE PENCIL
IN DOMINO, \$20.**

Skin



**EC PRESSED POWDER
IN CASHMERE, \$25.**



**EC LOOSE POWDER
BRUSH, \$32.**

THE LATEST CROP.

SHANTUNG SILK, \$14.
INTERLOCK SILK Medium Hold Styling Foam, \$24.
CASHMERE Intensive Treatment, \$17.



CUT & COLOR: Inspired by model-of-the-moment, Agyness Deyn, this short, androgynous, cropped-cut showcases the very best of the season. The platinum blonde color is as playful and bold as the cut.

GET THE LOOK: Towel dry the hair and apply **FAT FREE** for texture. Finger dry the hair with the **ZIRCONIA Dryer**. Mix together two drops of **SHANTUNG SILK** with half a pump of **INTERLOCK SILK**. Run the combination through the hair for separation and shine.

MUST-HAVE PRODUCT: **SHANTUNG SILK Serum** creates high shine and softens the hair by eliminating frizz and flyaways. The perfect styling product for all short hairstyles. Everyone sporting this season's cropped hair must stock up on this product.

CARING FOR YOUR COLOR:

AT THE SALON: Add a **SILK FUSION CONDITIONING TREATMENT** (\$20) to all of your hair services. This treatment will erase the chemical and environmental damage to your hair.

AT HOME: To keep your locks in a healthy state, use a conditioning treatment to add strength, increase elasticity and restore moisture. Use **CASHMERE Intensive Treatment** once a week. Apply a small amount from ends to roots. Leave on for 5-8 minutes for beautiful, repaired hair.

Get The Look:

Eyes **Pro Tip:** Use HALO to highlight your brow bone.



EC EYE SHADOW IN HALO, \$17.



EC EYE SHADOW IN ECLIPSE, \$17.



EC EYE SHADOW IN VIRTUAL, \$17.

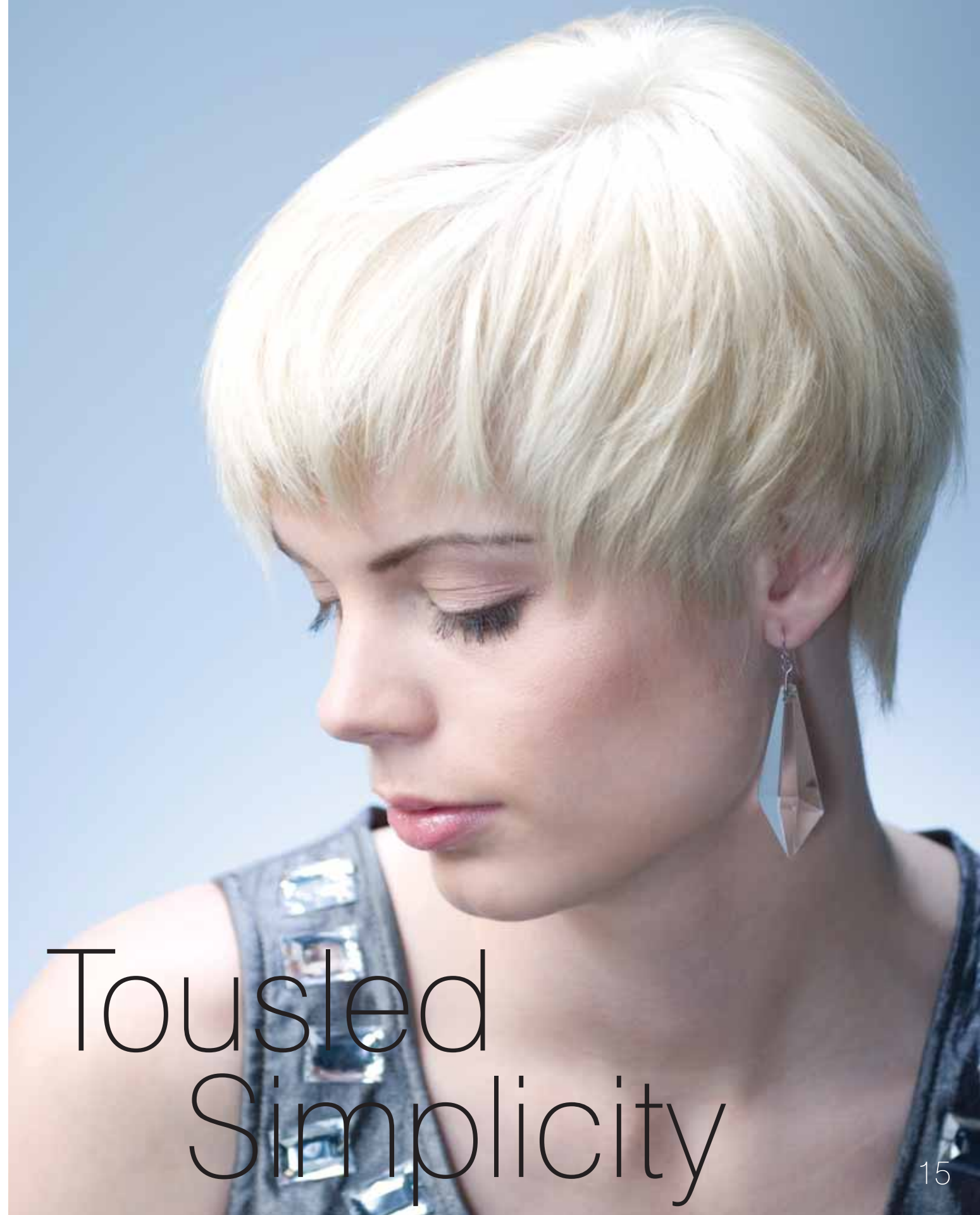


EC ANGLED EYE SHADOW BRUSH, \$22.

Lashes



EC MASCARA IN STILETTO, \$16.



Tousled Simplicity



SULTRY. MYSTERIOUS. EDGY.

CUT & COLOR: This short curved crop was all over the runways. This cut is complemented with a bold, deep color such as **DEMI NUANCE** in a global dark brown.

GET THE LOOK: Start by towel drying the hair. Using the proper styling tools and products will allow you to achieve this look. Apply **HOLD ON Gel** from the roots to the end. Dry the hair in a back and forth motion using the **VENTEC TUNNEL Brush**, allowing the hair to move freely towards the face. Finish by styling the top hair with the **CERAMIX 43 Round Brush**, lifting the hair up and towards the face. Finally, use the **H2ONIC Flat Iron** to give a soft smooth finish. Lightly mist the finished look with **ORGANZA** for extra shine.



250 ml / 8.5 fl. oz.



**VENTEC Brush, \$22.
HOLD ON Gel, \$17.**

Get The Look:

Eyes



**EC EYE SHADOW
IN NOIR, \$17.**



**EC EYE SHADOW
IN PEARL, \$17.**



**EC EYE PENCIL
IN DOMINO, \$20.**

Pro Tip: Smudge **NOIR** eye shadow below the eye liner to create a powerful effect.

Lips



**EC LIP GLOSS
IN PATINA, \$19.**

Think Brown

INDEPENDENT. PLAYFUL. BOLD.

INSPIRATION: The extreme opposite to super-soft feminine looks, masculine styles infiltrated the season's runways. Wear this style with confidence to exude a young and funky vibe.

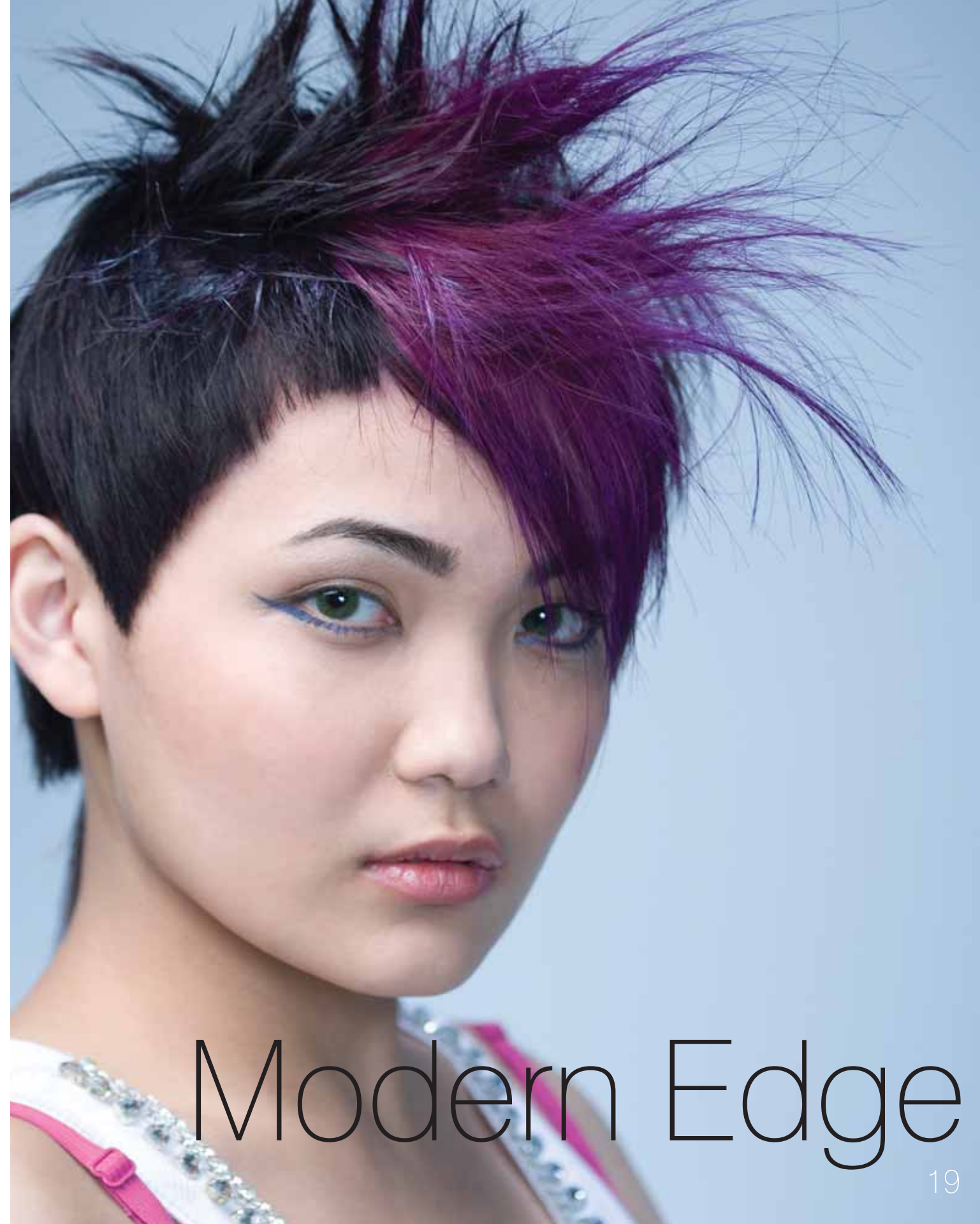
CUT & COLOR: The edgy look is accomplished through a cut focused on triangular disconnection. With a cut this serious, the color needs to match. This EC lustre color is a violet brown base with vibrant purple accents.

Styling Tip: Towel dry the hair. Work **NO TIME FLAT** throughout the hair for control. Style the sides down in the natural direction of growth. Then, it's time to get playful. The centre hair can be flat and smooth or lifted to emphasize the texture. Work **BRILLIANTINE** throughout the hair for texture and shine. Once the desired look is achieved, mist with **TO THE EDGE**.

Take care of your colored locks with **PASHMINA Replenishing Shampoo** and **CHIFFON Daily Conditioner**.



PASHMINA Replenishing Shampoo, \$12. BRILLIANTINE, \$22. CHIFFON Daily Conditioner, \$15.



Get The Look:

Eyes



EC EYE SHADOW IN DENIM \$17.

EC INTENSIF EYE, \$14.

EC EYEBROW/LINER BRUSH, \$18.

Pro Tip: Use **INTENSIF EYE** to transform eye shadow into a smudge resistant eyeliner. On model, **DENIM** eye shadow and **INTENSIF EYE** makes a striking line of color.

Brows



EC EYE SHADOW IN ESPRESSO, \$17.

Pro Tip: Use a brow powder to highlight contours of brow.

Modern Edge