

**Price List**

**The Cut**

Director	\$95
Senior Stylist	\$69
Male Cut	\$42
Style cuts include a shampoo and blow dry.	

**The Style  
Blow dry**

Short	\$37
Medium	\$46
Long from	\$55
Blow-Dry and Curl (from)	\$68
Formal Styling (from)	\$94

**The Colour  
Tints**

All prices include Style cut and blow dry	
Short	\$129
Medium	\$145
Long From	\$162
Mens From	\$82

**Semi-Permanent Colour**

Short	\$115
Medium	\$129
Long From	\$145
Mens from	\$76

**Highlights**

Full head.	
Short	\$167
Medium	\$177
Long From	\$212
Top and Sides	\$165
Top head.	\$118
Per foil.	\$6

**Hair Extentions**

	POA
Refer to website for package prices	

**The Treatments**

All treatments include a five minute relaxing head massage.	
Premium Treatment.	\$18
Deluxe Kerastase Ritual.	\$33

**The Curl**

From	\$134
includes Style cut and blow dry.	

**The Straightening**

Standard from	\$121
includes style cut and blow dry.	
Thermal Straight Therapy.	POA

**Our Customers**

20% off for Seniors  
Discount offered for school students.  
Discounts do not apply on Saturdays.

**Hair by Phd**

35-37 Phillip Street  
Parramatta, NSW, 2150  
9635 4721  
hairbyphd.com.au

Welcome to the Autumn - Winter 2009 edition of our newsletter. In this edition we bring to you the latest Essential looks collection direct from Europe which feature a more natural, almost vintage feel. Remember that country relaxed romantic look? Coupled with a different gothic, sharp sculptured look. Ladies romance and drama are back for this season!

We also feature our Absolute grey coverage packages. Are you tired of looking not as young as you feel? Sick of that ugly grey regrowth? Absolutes are a range of fashion colours especially designed to give lifeless, dull grey hair a boost of shine and vibrancy never before seen on grey hair. The coverage of grey is second to none. Combine that with the Hair by Phd Grey Coverage Program and you will never have to worry about that dreaded grey hair again. More details inside.

The BC Q10 range of home hair care products has just launched a new product called Time Restore Night Conditioning Treatment. This product has coenzyme Q10 which is a vitamin like substance found in most tissues in the body. It's used by the body to produce energy for the cells and is an antioxidant. What this means for your hair is that it will revitalise lifeless dull hair. The shine is unbelievable. Check out the great BC Q10 packages that we have on offer! Hair by Phd are proud to be Industry leaders in training for our team.

We have an extensive and rigorous training program to ensure that we all



keep developing our skills and keep informed of the latest in technology and fashions. On Sunday 21 March the team spent the whole day at the Schwarzkopf Training Studio in Broadway. We had a leading International expert work with the team in the latest techniques in Straight Therapy and Hair Extension. It was an incredible day, both in building on and learning new skills and techniques and for team building for our staff. Ask any of the staff about the day, and take the opportunity to discuss the latest techniques in Hair straightening and extensions.

Congratulations to Thi and her husband Cody on celebrating their marriage in March this year. We wish them both every happiness for their lives together.

Finally, it is great to have Louise back in the salon after the birth of her beautiful son Jacob. Louise will be in the salon Wed 9.30am till 5.30pm, Thurs 5pm till 9pm and Sat 8am till 4pm.

Until next issue

Sarkis Akle  
Director



# ESSENTIAL LOOKS - ECLECTIC

Trend predictions for this Summer

Schwarzkopf  
PROFESSIONAL

Essential  
Looks



## Country Life

Hair is light and effortless to offset the fashion trend of rich tweed and velvet with movable textures that are easily ruffled by a fresh breeze, and short styles worn in earthy tones. Shine is key, with vitality and wellbeing bursting from every follicle, meaning lustrous, touchable hair, with a finish that's naturally radiant and fresh from the countryside.



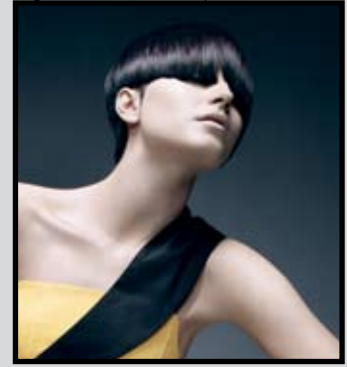
## Eccentric Vintage

Romantic styles (braids and loose hair dressings), and colours (soft tians and brunettes), given a contemporary edge – think 'attitude ponytails' picked out with daring colour. Utterly feminine, yet strong and modern, this look is all about finding the precious in surprising collusions of colour, shape and texture.



## Gothic Romance

Think Alexander McQueen's Victorian Punk dresses in black lace and tulle, this look sees concoctions of texture mixing rough with smooth, and vibrant colours set amidst dark tones. Luxurious condition emphasises the aristocratic air of the trend, with glossy finishes counterbalancing tousled touches, and multi-toned crimping.



## Sculptured Form

Electronic music and fashion's modish Eighties aesthetic, precision is thrust into the spotlight, with super sharp tailoring and minimal silhouettes. Geometric hair with strong graphic haircuts and colours. A neutral palette adds confidence to geo-crops and fierce shaping, while the edges bear strong lines and precise placements.

## Hair by Phd - The Grey Coverage Specialists



Are you tired of ugly grey regrowth?

Sick of flat, dull, lifeless grey hair?

Tired of not looking as young as you feel?

Worried about those dreaded grey hairs?

You'll say what grey hair with Schwarzkopf Salon Specific Grey Coverage Fashion Range.

Clients choose Hair by Phd as their Grey Coverage Specialists because

- › 100% Grey Coverage, with Natural Healthy Looking Hair
- › Schwarzkopf Specific Grey Coverage Colour Range
- › Condition and Shine for Wiry Grey Hair
- › The Hair by Phd Colour Maintenance Program



## Hair by Phd

### Grey Coverage Packages include

- › Shampoo, stylecut and blowdry
- › Absolute colour service.
- › BC Q10 deluxe moisture and shine treatment with 5 minute head massage.
- › Take home BC Q10 Shampoo
- › Take home BC Q10 Conditioner
- › Take home BC Q10 Treatment

### Packages

#### 1. Short Hair

Total Value \$233.85

Package Price \$181.90

#### 2. Medium Hair

Total Value \$249.85

Package Price \$197.90

#### 3. Long Hair (from)

Total Value \$266.85

Package Price \$214.90



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hairbyphd.com.au

Opening Hours: 8:30am - 5:30pm Monday • Tuesday • Wednesday • Friday  
8:30am - 9:00pm Thursday  
8:00am - 4:00pm Saturday