



# ✨ THE EGO BOOST ✨

\_"Because your hair should be as bold as your ego."\_

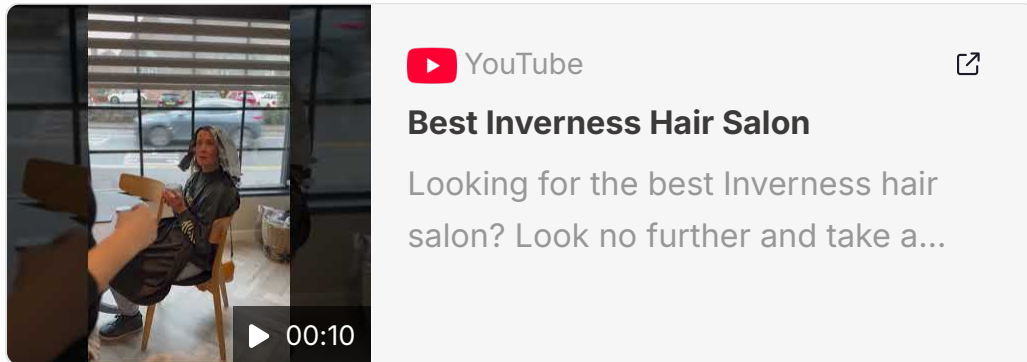
Hey, Ego Icons! Welcome to your monthly hit of hair inspo, insider tips, and VIP perks in our Ego Boost Newsletter. Short, sweet, and packed with everything you need to know this month!

**CS** by caroline sanderson

# Ego Icon

## This Month's Ego Icon

This month's Ego Icon is Jana Petrie who celebrates a special birthday this month. She celebrates with a family trip to Thailand ! Jana walked in with a tiered blonde and left with a pop of pink blush without going too dark and vibrant. She wanted to stay light but bright.. Total hair goals! Watch below on our youtube channel & **subscribe on the top left of video**

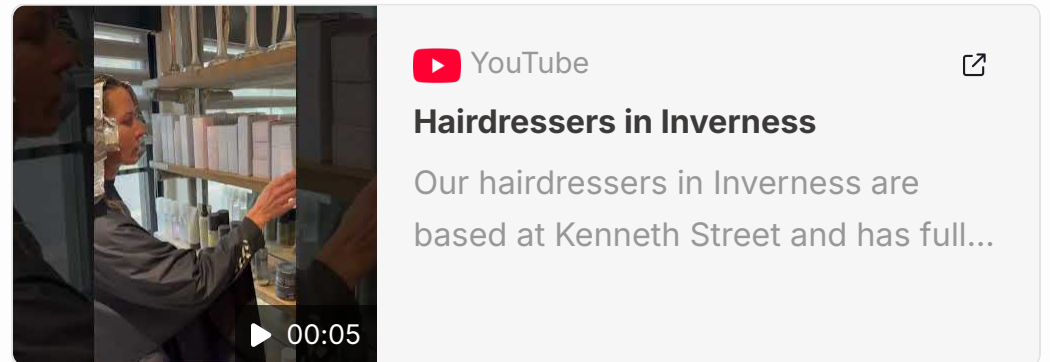


## Want to be featured next?

You can get a social colour at a discounted rate if you are camera confident and allow us to film the process. Call and ask us to apply for a social colour discount.

Watch the videos for an idea of how we film clients.


**Subscribe on the top left of video.**




# The Ego Edit

 Trend of the Month:  
Short Hair Revival!


Short cuts are forever iconic. This month, we're all about French bobs, pixies, and natural movement Bixies.

 Ego Tip

Keep your short cut looking sharp with regular trims every 6-8 weeks and a lightweight styling product like Kerasilk Texturizing Spray for that effortless movement.

 Why We Love It

Timeless & effortlessly chic. Ultra-low maintenance but high impact. Perfect for adding movement & volume.

 Thinking of going short?

Louise is our short hair cutting expert trained by Caroline. Louise has been with us for over 12 years. Join her client list today.





## Ego Exclusive

What's New & Coming Soon!

BIG NEWS! We're launching our Diamond Glow-Up Package – 100 Days of Smooth Hair.

Say Goodbye to Frizz

Say goodbye to frizz and hello to silky, flawless locks. Limited-time intro offer: [Read all about it here](#)

Spots Will Go Fast

Join us on our Facebook Page Tuesday 4th Feb for your chance to win one free or get a HUGE discount.

Say goodbye to frizz and hello to smooth hair. It is NOT a straightening service its a smoothing service so you can keep waves but if you have thick hair and like to straighten it makes the process easier and quicker !  
[Its gods gift to hair](#) :)



## Ego Essential



This Month's Must-Have

This month's must-have? Kerasilk – the holy grail for smooth, healthy hair.



Grab Yours in salon, ask your stylist for details on our Kerasilk products.



Why We Love It

It keeps your hair silky, strong, and frizz-free (especially after our Diamond Glow-Up!).k



Kerasilk the ultimate in Luxury for ladies who demand the best.



# Ego Perk of the Month

1

## VIPs Get More!

We want to give a taste of being an Ego Elite VIP who gets perks and discounts. This month everyone is an Ego Elite. **You can get 50% off a back wash ritual** for a relaxing head massage and a deep treatment boost. This is valid for all of February.

2

## Book Before

Just ask to add a **half price ritual** to your service in Feb and we'll take care of it as a thank you for your loyalty.



# Win Win Win

1

Amazing Competitions!

**We're running an amazing colour competition on our socials—** you could WIN a free or discounted colour! Make sure you follow us on Facebook and Instagram so you don't miss out. @egohairdesign

2

Win a FREE or Discounted Smoothing Treat

We have launched our brand new smoothing package and you can win . [Enter to win here](#)

3

Follow us on Socials for Last Minute Offers

**Find us on Facebook, Instagram , TikTok and Youtube**



 Ego Experts :FREE Guide on Avoiding Split Ends  
[click here](#)

## Inside Ego

Caroline was delighted to share her knowledge with other salons across the country on how to create award winning photoshoots. Caroline has won 6 British Hairdressing Awards and is the only salon in Inverness to ever win at the awards. She was inducted into the British Hairdressing Hall of Fame and loves nothing more than sharing opportunities with her team and with other salons.

Advising other salons on her top tips is a great way to not only help others but it helps us rebuild our salon too.

 Ready to Book? [egohairdesign.com](http://egohairdesign.com) 01463 220234 - Stay iconic, stay with Ego. 🤔