



Beautywithin Skincare Salon

August / September 2010 Newsletter

Well the World Cup has come and gone, leaving us with a sense of pride that our Rainbow Nation hosted it successfully. The opening goal of the World Cup was a brilliant Bafana Bafana one & we scored on other fronts as well from then on. It was an exciting and uniting time of celebrating our uniqueness.

Here at Beautywithin Salon, we are still in the celebratory mood as August is our **10th Birthday month**. We are celebrating our uniqueness as being one of the Benoni salons that offers great specials and value for money. Visit us in August and spend R100 or more, and we will invite you to pop one of the many balloons that will fill our salon. Our balloons contain discount vouchers and other mystery prizes, giving us an opportunity to thank our clients for their loyalty.



We've had some very loyal clients since we started out in a granny flat on my previous property. Our 10th birthday gave me cause to reflect on where we've come from, so I have written a short history for those who are interested, and I have attached it to this newsletter. I want to take this opportunity to thank you all for your support and to show my appreciation I would like to mention some of our special clients who have been consistent in their support every month over the past 10 years.

Pricilla Singh
Nancy Bothma
Mandy Delmuida
Wendy Lottering
Janice Kingsley

Roanne Lahee
Val Cousins
Carmen Amdur
Nicky Baird
Annamarie Bingelli

Yvonne Tait
Karen Melvin
Pam Newman
Toy Stidworthy
Louise Jooste

Natalie Kendal
Liz Murray
Carin Meyer
Mrs McKay

I feel that such loyalty deserves recognition and so as a token of our appreciation we would like to bless all of the above mentioned ladies to a FREE LUXURY FACIAL, valid for 1 year. Please come and collect your free voucher at your convenience.

Also deserving recognition are all our birthday girls this month! Birthday Blessings to Vinishia on the 14th, Anna on the 24th, my daughter Sarah on the 29th and Jenny on the 30th. Our nail technician, Margaret now has her own precious daughter, born on the 26th of July 2010. Both mother and baby are well and we send our love and congratulations to the family. Margaret will be returning to work in about 5 weeks time. Please bear with us, as we are battling to replace Margaret with a technician that meets our standards. We apologize for the inconvenience, but we will notify you when we are on track again.

We may not be on track with the nails, but we are on the web with our own Website! A big thank you to my neighbour Bridget Deetlefs, who spent many hours and days designing my web site and has done a fantastic job. Bridget has her own web design business called "Cloud 9" and we have her details if you need them. Check us out at www.beautywithin.co.za and soon you will even be able to catch up with us on our own Facebook business page. We are embracing technology to bring you our news and specials!

Also look out for us in the Benoni City Times on the 12th of August. They will be doing an editorial on our fabulous **Winter Warmer Special**, which is a steal at R600! This price will give you a Paraffin Wax Manicure, a Paraffin Wax Pedicure, and a Full Body Exfoliation followed by an Ahava Lavender Milk Bath. We will follow this up with a Hot Stone Back massage and an Environ Luxury Facial. Because you will now be too relaxed to drive, we will pamper you even further with some fresh warm bread and soup before sending you on your way, all beautified!. As the weather gets warmer we will change the special to a Summer Special from the 1st of September including Quiche and Salad, fruit juice etc. We will notify you asap.

Staff news is that we welcome Charlotte Gorreira as our new temporary Receptionist who is helping us out until Claudene Govender returns from her maternity leave on the 1st September. Charlotte has a lovey attitude and we hope she will be happy with us. Thank you Charlotte, for stepping into the breach when we said goodbye to our previous Receptionist Vinisha Garnas, who was offered a good position at Standard Bank. Vinisha made such a difference to our salon in the short time she was with us. She was very efficient and caring and we are going to miss her dearly, but we wish her all the best in her new venture. Another sad goodbye was to Sakura our little Taiwanese Therapist who has been such an asset to Beautywithin over the past 2 years. I am more than grateful for her lovely attitude and the kind gentleness that she has shown towards my clients. She has had health and financial family problems, which compelled her to make a complete career change and we wish her blessings and lots of happiness in her future.

More salon news is that **Permanent Make-up** is doing very well. There are now weekly bookings, with eyeliners and eyebrows being the favourites. You choose your colours and thickness from our brochure and there is little pain and much gain ! Another weekly occurrence is the many calls for Saturday bookings, so to accommodate them, and our working clients, we are now open every **Saturday till 5 pm**.

The soccer may be finished but your man is probably now watching the rugby, so take that time for your therapeutic spoiling in the salon with us. Another reason to spoil yourself is that August is Women's month. Okay, it is Women's day on the 9th but give us a day and we can claim the month because we deserve the recognition, and after all it is Birthday month in our salon ! When that month is up it will be SPRING !!! Spring with its new beginnings, new leaves, and colour again in the gardens.

God bless and keep smiling till next time
Cindy and all the girls at **Beautywithin Salon**

Quote: All glory comes from daring to begin



HISTORY OF BEAUTYWITHTHIN SALON – OUR STORY

The salon and I birthed within weeks of each other ! I was eight months pregnant with my first baby when I opened my first salon in a granny flat on our property in Oak Street, Northmead on the 2nd of August 2000. I hired a therapist, Claire to help me in my Shades of Blue Salon where everything in the single treatment room wasyes, you guessed it, a shade of blue ! We had a chair for facials, a steamer, and a massage bed in those humble beginnings. I phoned everyone I knew and invited them for treatments. I think we only charged R20 for a pedicure in that first year of operating and did many free treatments, which helped build us a client base of one hundred regular clients by the end of that first year.

We had three very happy years in that granny flat, with Natasha Marques replacing Claire at the end of her two-year tenure. Together Natasha and I worked hard and long hours and the salon thrived. We needed to hire a receptionist, and Michelle Cooke filled that position for us. With our baby Sarah now the active blonde toddler and the salon doing well, we realised that the house and salon were too small, so we moved to Aerodrome Drive. To mark this fresh start we renamed the salon Beautywithin Skincare Salon.

We needed to build on to the property, so Natasha and I spent many days and weeks driving up and down fetching cement, and selecting tiles. It was fun, but stressful at the same time. We had much needed and appreciated help from one of our clients, mandy Delmuida, who talked her husband Tony into helping with the construction. My brother Hilton was a great help with the woodwork and shelving, and my husband lee took on the stress of trying to get the salon ready in time.

By now we had about two hundred clients, many of whom wanted their treatments, so we set up a temporary salon in our TV room and dining room. Well that was interesting but at least we could help our clients. Our clients were amazing and loyal, and surprisingly under those conditions, our client list continued to grow.

The night before the official opening of **Beautywithin Salon** is etched on my mind. Someone once said, 'problems are only opportunities in work clothes', and another said, 'we are faced with a series of great opportunities brilliantly disguised as insoluble problems.' Well Lee was in his work clothes that night, still doing the plumbing and finishing touches, and our seemingly insoluble problems escalated with a fire in my kitchen !

My domestic helper, Maria, left oil on the stove on high while doing something else. It caught on fire. I ran into the kitchen to where the screaming was coming from, just in time to see the flames from the burning stove licking the ceiling. At about the same time, Maria threw sand into the pot in an effort to stifle the blaze, but caused the boiling oil to splutter, burning her face, which increased the screaming and the confusion. We spent much of our pre-opening night nursing Maria and trying to minimize the damage, while putting the finishing touches to the salon.

Beautywithin Salon proudly opened for business the next morning. It was the 1st of November 2003. Natasha, Michelle, Lee and I were exhausted, but very proud of our new salon. We were fully booked for the first day as we warmly welcomed our first clients. But we were to have one more delay. My little Sarah caught a tummy bug during the night and she came running into the salon just in time to 'oops' all over the floor of our nice new reception area, which was full of our first-round clients ! I was quite traumatised at this point, and my poor client Mandy Delmuida ran into my house to help with a crying Sarah while I tried to medicate her. What a memorable start to my salon ! Perhaps this whole opening scenario just cemented the idea that we are a family-orientated salon, where we truly do look on our clients as part of our success story.

Against all the odds we survived it all, and we hit the ground running. The salon did very well and we were so busy that we started running out of treatment rooms and needed more staff. We hired Anna Makuwa to help us with the cleaning of the salon. We also hired Lele Bakubaku as a third Therapist to help Natasha and me. Lele turned out to be such a blessing and the salon was firing on all cylinders. I was newly pregnant with my little boy at the time and it was hectic, massaging clients up until 8 months pregnant. We then hired Rebecca Sodalay to help Natasha and Lele, while I went off and had my little Daniel and had a brief maternity leave.

The team was doing great and then unfortunately my dear Natasha decided to leave after three years for a complete career change. Staff and clients were sad to see her leave and I personally shed many tears. Shortly after that, Rebecca had to go back to Durban and I had to say goodbye to her too, I was devastated as Rebecca was one of the best Therapists I have ever had, I still miss her. But the show had to go on and we decided to extend the salon and hire more Therapists ... and the rest is history.

Like all salons we have had a turnover of staff but today Lele and Anna are still with us. Thank you Ladies. I trained Anna to do treatments and in 2006, Anna started doing treatments. As you know, Anna is a valuable asset to us in this capacity. I hired Sarah Nzuzo to replace Anna in the cleaning department, till she too went on to accept training. Both Anna and Sarah are well trained Therapists we are proud of, especially when you see how far they have come. Tebogo has taken over from Sarah in the cleaning department and we are grateful for her help.

Lele grew in grace and expertise and she is now our popular and much loved Head Therapist. Jenny Muller has been with the salon for a total of 3 years. Besides being a good Therapist, she is also my admin, computer and reception Queen.

As many of you know, my husband Lee has supported me financially and emotionally since I started on my salon story ten years ago. I doubt if I could have survived the ups and downs without him, and I owe him the most and the biggest 'thank-you'.

My wonderful Mom, Mabel works with me twice a week, helping in all sorts of ways that only a mother could do in such a selfless and understanding way. Besides doing all the shopping for the salon she helps out with my children. My Mom's support of me is invaluable and immeasurable, as is the prayerful cover that she and my other Dad Andre give me and my family. I also want to thank my dear friend Marianne Whybrow for her prayers and guidance and for all her assistance helping me with my grammar with my newsletters over the years.

Thanks are also due to all our clients for their loyalty over the years when times have been tough for us and for them. We will always go the extra mile for you, and hopefully give you great value for money.

My biggest thanks go to God Almighty for answering my prayers and giving me the strength and courage to keep going, even when a miracle was needed. God willing we will continue to operate for the next ten years. In my book the glory is all HIS !

Cindy2nd August 2010