Salon Content:

Colors: light pink, gold - rgb(220, 204, 157), black

Font: lato (site 1)

HEADING FONT MAYBE

TOP NAVIGATION:

1.

2.

3.

4.

5.

6.

HOME PAGE

PICTURE: GIRL WITH WIND BLOWN HAIR, CENTERED

TOP NAV (SITE 2)

LOGO: ON TOP LEFT LARGE

TITLE LINE: (will look at google fonts. This will be appearing as a typing effect like typewriter)I've learned that people will forget what **you** said, people will forget what **you** did, but people will never forget how **you** made them **feel**. -MAYA ANGELOU

Next line: (elm and belle script font -see ash) TBD (something about transformative style) Connecting beauty and soul with transformative style

PAGE 2:

Meet Elm &amp; Belle (INTRO)

Welcome to Elm &amp; Belle, a boutique salon studio located in Cumming, GA. At E&amp;B, we love what we do! Our mission is to help our clients look and feel their best!

Step into a salon where style and comfort meet to allow for the most personalized salon experience.

With nearly 15 years of experience, stylist Jennifer Duquain specializes in women’s color, highlighting, balayage and hair design.

Jennifer has been trained by Atlanta to New York’s top stylists and product educators. She has experience with the industry’s best products from Redken to Pureology to Pravana, Wella, Moroccan Oil and more.

Jennifer makes staying current on continuing Salon education a priority, offering her clients a combination of experience and cutting-edge trends. She will work with you to select and create the perfect!

The Elm &amp; Belle salon experience starts with a full consultation. Every service includes an aromatherapy neck massage, scalp massage and conditioning treatment.

PAGE 3:

Services (use boxes from site 2) – take from Three-13 site

**Cut &amp; Design**

|  |  |
| --- | --- |
| Womens Haircut &amp; Style | $55 |
| Mens Haircut &amp; Style | $45 |
| Childs Haircut | $35 |
| Wash, Condition &amp; Style | Starting at $35 |
| Shampoo &amp; Scalp Treatment | Starting at $25.00 |
| Conditioning Treatment/Mask | Starting at $25 |
| Thermal Styling (Curl, Flatiron etc.) | Starting at $35 |
| Pravana Smoothing Treatment | Starting at $300 |

**Color**

|  |  |
| --- | --- |
| Base Color &amp; Style | Starting at $60 |
| Base Color &amp; Glaze &amp; Style | Starting at $80 |
| All over Color Glaze &amp; Style | Starting at $60 |
| Color Glaze Refresh | $25 |
| Partial Highlights &amp; Style | Starting at $95 |
| Full Highlights &amp; Style | Starting at $125 |
| Full Process Color (Base Color &amp; Highlights) | Starting at $180 |
| Face Frame Highlights (up to 10 foils) | $35 |
| Partial Balayage &amp; Style | Starting at $125 |
| Full Balayage &amp; Style | Starting at $150 |

**Additional Services (make a great add-on)**

|  |  |
| --- | --- |
| Waxing (Brow) | $15 |
| Waxing (Lip) | $12 |
| Aromatherapy Neck Massage &amp; Heat Treatment (5-10 minutes) | Starting at $10 |
| Aromatherapy &amp; Moisturizing Hand Treatment with Heated Mitts | Starting at $10 |
| Additional Thermal Styling with Service | $15 |

Page 4

Gallery (call it “E&amp;B Look Book”) NEED PICTURUES

(Not sure where will place)

Product Lines

(have logos at bottom of intro paragraph screen)

Redken

Pureology

Pravana

Wella

Moroccan Oil

IGK

Amika

Olivia Garden ??

Miracle 10

Testimonials (Visit us on Facebook @elmandbelle) – from site 1 image format.keep slider

(Under testimonials, add image slider with pics from unsplash)

NEED NAMES AND DATES (APPROX) OF REVIEWERS

*Jenn has been doing my hair for years and I'm so excited she finally has her own salon! She is always up on the latest techniques and trends in hair and always comes with great suggestions on style and color. You won't be disappointed!*

*I highly recommend Jen to be your hair colorist and stylist. She is amazingly talented at cuts and color that will match and flatter your skin tone and your eyes. Being her neighbor it is beyond convenient to be able to go to her salon in her home on early evenings during the work week. I am thrilled with my cut and color. She offers everything and her pricing is more competitive than what you will pay at salons in the area. Book your appointment with Jen!!!*

*It's been a long time since I've walked out of a salon with a cut and color that I loved. Jenn did an amazing job and really took the time to understand what I was looking for. I'm so happy with my new cut and color! I loved the individualized attention she gave me and her flexibility with scheduling. Looking forward to going back.*

*I have finally found my hair home! 5 stars aren't enough to tell you how great Jenn is! My hair has never been healthier! I am obsessed! Love the vibe of the salon and it feels like home!*

*Jenn is amazing! Now that I’ve found her, I won’t got anywhere else! Great setup for my daughter to play while I get pampered and close to home! Thanks Jenn!*

*I wouldn’t go anywhere else! Jennifer knows exactly how to make my color and cut perfect every time!!*

*Very comfortable, friendly atmosphere. Thrilled with results of my natural-looking highlights, beautiful cut and strengthening protein treatment!*

[*Thanks Jennifer Altman Duquain for the awesome cut! Jenn just opened Elm &amp; Belle salon in Cumming. Totally recommend her! /var/folders/6d/fs75r7495l5ctg7yz8dbv4fh0000gn/T/com.microsoft.Word/WebArchiveCopyPasteTempFiles/1f495.png*](https://www.facebook.com/pam.schmitt/posts/10155350492962127)

How to Get in Touch

Book an Appointment (button) (will add link here to squareup – maybe square up logo?)

Text (iphone pic?)

Email (jennifer@elmandbelle.com)

Social Media

Visit us on Social Media for the latest salon news, style trends and promotions!

(Need to add pic here of girls at concert)

|  |  |
| --- | --- |
| Facebook | www.facebook.com/elmandbelle |
| Instagram | https://www.instagram.com/jenniferduquain/ |
| Pinterest (Elm &amp; Belle Salon Look Book) | https://pin.it/klzznjnsjlfnpn |

Appointments Page:

Link to square up booking tool

Stay in the know – savvyskincare.com