



BEAT THE WINTER BEAUTY BLUES THIS VALENTINE'S DAY

Buried in a season known more for puffy coats and clunky boots than glamorous looks, Valentine's Day is the perfect excuse to shake the winter beauty blahs. While it doesn't always seem possible, you can look gorgeous when the temperatures dip and the winds howl.

"The weather around Valentine's Day can be pretty unforgiving, so we recommend trying products and services designed to be long-lasting," said Elaine Sauer, director of spa for Mario Tricoci Hair Salons & Day Spas. "Their results keep going for hours or, in some cases, days longer than usual, creating a lovely, low-maintenance look for Valentine's Day."

This Valentine's Day, the experts at Mario Tricoci suggest:

- Celebrities and TV personalities love **airbrush make-up** – and for good reason. This service provides light, yet flawless coverage that is ready for high-def and lasts up to 18 hours. The application can take as little as 10 minutes and removes easily with standard cleansers. An added bonus: it can also conceal tan lines or tattoos if needed.
- Even if you're tough on your nails, they can shine for up to 14 days with a **No-Chip Manicure**. This beauty innovation combines the ease of polish with the permanence of gels. The manicure takes just half an hour and the gentle removal process takes only minutes. While eliminating the appearance of smudges, depressions, and other flaws, the No Chip Manicure can also help strengthen and protect weak or damaged nails.
- **Massage** is a powerful tool in the beauty and wellness arsenal. Thanks to such long-lasting benefits as improved immunity and decreased stress levels, massage helps you look and feel your best. And there's a massage for everyone. For example, Mario Tricoci's Bamboo Fusion Massage is geared toward fans of deep tissue massage who want to reduce tension and invigorate tired muscles, while the 80-minute Therapeutic Massage uses range of motion, stretching and compression for those who need to increase circulation and heal muscles.

Looking for another long-lasting Valentine's Day beauty indulgence? Talk to your stylist, esthetician, or massage therapist for more ideas, then get ready to hit the town.

Mario Tricoci source:

- Cheryl Santucci, director of beauty
- Elaine Sauer, director of spa

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