Let the fairy tale begin...

Akari’s guide for the beautiful bride
Lasting bonds, forged one snip at a time

Thirty-six years ago I was fortunate to be transferred to the Vidal Sassoon Salon in San Francisco. It was there that I met Gail, one of the customers who appeared my first week at work.

Who would have thought then, as I worked my way east, that I would continue to cut Gail’s hair in whichever city I was working. To this day, Gail returns for a cut and color on trips to her vacation home in Maine.

We as service providers have the luxury and pleasure to witness our clients develop – from the time their mothers bring them in as babies for their first trim; at summer’s end getting spiffed up for another school year; evolving into individual personalities with graduations, college, new jobs, new looks to help along the road of careers; engagements, weddings, the creation of new families. What a pleasure.

We have been there with you during good times and bad times and willingly share your tears and laughter. We feel connected in so many ways; our evolving relationship is more than the services or products we provide.

This glorious experience was something I never anticipated when I took the first steps in what has become a lifelong passion in the fields of wellness-beauty-style.

Happy spring.

Allan

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We’re already thinking spring

Spring is in the air at Akari!

While it’s too soon to count the days until warmer weather, it can’t hurt to switch up our style to break the winter doldrums.

Akari’s boutique is full of new spring clothing that’s perfect if you’re heading south or great now, layered with a sweater to brighten your look.

Israeli designer Ronen Chen has picked up spring’s geometric craze with easy-to-wear knit dresses in striped black and white and color-blocked gray, red and black.

Other styles include a figure-flattering red draped top and neutral, flowing trapeze top that looks so sophisticated with his slim-legged slacks.

MM Couture also has arrived with a rainbow of coral, hot pink and teal blue dresses, shorts and tops.

Big Star’s fashions include a white, floral denim jean jacket and short denim jumper you’ll wear everywhere.

Also new to the store this month are Spanx Active tops and pants. The ribbed, racerback tanks in bright colors will help you look toned even before you hit the gym.

If you’re intrigued by the metallic trends from spring runways, stop by to see our new Natasha Durham Design bags. She’s offering several foil-leather colors for custom bags you can order at Akari.
Sleek hair and light blonde wefts, or hair-pieces, give our bride a more avant-garde look.
THE FAIRY TALE BEGINS

Our beautiful bride-to-be arrives in a whirlwind of ideas and dreams, ready to prepare for the biggest day of her life. Join her as she embarks on an Akari experience.

Head-to-toe beauty

TRIAL RUN: Peter John shares a smile with our model bride as he touches up her makeup. He opted for a classic, neutral look for her eyes, paired with more dramatic red lipstick.

Picture perfect

What bride doesn't want to look picture perfect for her wedding day?

No matter your age, Akari has solutions for many common beauty concerns, from unwanted hair to sparse eyelashes.

Pelleve, a radio-wave treatment that tightens skin and promotes collagen growth, is extremely popular with brides because it doesn’t require downtime, according to Akari Spa Coordinator Eliza Harris. Three pelleve treatments, four to six weeks apart, will tighten skin on your entire face, underneath the chin, on your neck and décolleté.

For a glowing complexion, consider a microdermabrasion facial a week before your wedding.

Laser hair removal will give you silky, smooth skin and ensure you won’t have underarm shadows if you plan to wear a sleeveless gown. Most women need six treatments every four to eight weeks to destroy the hair follicles. Waxing two to seven days before your wedding also is an option, but be sure to avoid retinol creams a week before you wax.

Botox also is fantastic for any bride who wants to smooth out wrinkles around the eyes or on the forehead, says Eliza. She suggests Botox treatments a month before the wedding, with the option of a complimentary touch-up two weeks before.

Eyelash extensions are extremely popular with brides because they provide a dramatic look without false eyelashes, according to Eliza. Latisse, a prescription treatment also available at Akari, will help lengthen your lashes if you begin using it two to three months before the wedding.

Finally, if you’re troubled by acne, our Levulan laser treatment will solve the problem on your face, back or chest. Plan on treatments four months before the wedding.

Head-to-toe beauty

Whether you have three months or even a year before your wedding, you can avoid last-minute crash diets and make sound and lasting changes to your physique.

A Pilates program will help you look good and prepare for Continued on the next page
the stress of your big day, according to Ashley Salisbury, Akari’s certified Pilates instructor: “As you embark on this new chapter in your life you want to do it with the straightest, healthiest-looking body.”

“A wedding day is a marathon – you need to be really fit. You’ll be wearing uncomfortable things ... corsets, heels, binding garments. Having a really strong spine and ankles will help you enjoy your wedding day more,” Ashley says. “You won’t be as physically taxed.”

She recommends two different approaches depending upon how much time you have to shape up. If you’re a year out from your wedding, it’s a good opportunity to pair a couple Pilates classes each week with dietary and lifestyle changes to ensure you’ll be happy with how you look in your wedding gown.

“Strong, tall posture can take off the 10 pounds the camera adds,” says Ashley. Pilates will give you a graceful curve from your neck to your shoulders – important for strapless gowns.

Instead of bulging biceps, you’ll have long, lean muscles. While you may still plan to wear a corset, she says, your waist will be lengthened – not nipped in.

A bride-to-be who has only three months before her wedding still can benefit from a Pilates boot camp. If you practice three times a week during that period you’ll emerge with a much more elegant figure. Just remember you’ll need to plan a dress fitting relatively close to the wedding date.

While you may have the benefit of shapewear with your wedding gown, you won’t need it for your warm-weather honeymoon if you practice Pilates, says Ashley.

Even better, Pilates develops neglected pelvic floor muscles – and that’s guaranteed to add years to any marriage.

WHERE TO BEGIN? Be sure to bring a photo of your wedding dress and pictures of hairstyles you like for your hair and makeup trial run.

Hair just for you

Brides are rarely nervous when they show up at Akari on their big day.

The reason? They’ve carefully thought through how they want to look, tested their hairstyle and know what they’ll see when they walk out the door.

Getting to that point takes homework, a reality check and good communication with your stylist, according to Darrell Bradbury, who designed and styled the hair of models on these pages.

He advises brides to schedule one or even two trial runs for their bridal hair. Come prepared, he adds. Have an idea of what you want and bring pictures, magazines, computer printouts – anything that’s an example of what you like.

You also should bring any headpieces or hair accessories to test with your hairstyle.

“It’s a myth that hairstylists don’t want to look at a picture – after all, we’re hair-
Mirror, mirror: Who’s the fairest? Our bride, of course. Jane Iredale makeup gives her complexion a flawless finish for wedding day photos. A microdermabrasion facial leaves her skin glowing.

Sixty years ago one of the nation’s most-watched brides wore gloves to her wedding. Yes, future first lady Jacqueline Kennedy was a nail-biter. All style aside, there’s no need to hide your hands when you’re on the altar. Just a few weeks of proper care will ensure your nails are ready for photos. Carole Fortin, Akari’s lead nail technician, says today’s brides see nails as an important wedding accessory. French manicures, a traditional choice, have made way for creative nails that reflect each bride’s personality.

Do you want to look timeless and classic, or will you be comfortable with hair color that could look more dated down the road?

“Be yourself – but think about it,” he adds.

He also says to think strategically about timing when you color. Foils and single-process color should be done around two weeks before the wedding. Beware of over-conditioning that could affect how your hair holds its style.

It’s also helpful to share you wedding hairstyle plans with your colorist, who may want to highlight certain portions of your hair.

With this hand ...

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If you’re looking for more natural nails, treat yourself to a few weeks of pre-wedding manicures, says Carole. That careful attention plus moisturizers and scrubs will help your nails grow to new lengths.

Carole says it’s important to decide in advance if you’re most comfortable with simple nails or whether you want to try a more dramatic look. You may want to consider the style of your dress or the color your bridesmaids will wear.

Gel nails, which are less prone to chipping than polished nails, also are a popular option.

Continued on the next page
**Makeup**

**Wedding makeup** is all about your comfort zone – and a few crucial questions:

Do you want a flawless finish that will look airbrushed in your wedding photos? What’s your style – classic or dramatic?

The answers will help your Akari stylist find a look that’s right for you.

“You have to feel like yourself without overwhelming your face,” advises Peter John Ulloa, who styled the makeup on these pages.

Perfection for photos often means more contouring makeup to highlight your cheekbones, make your nose appear smaller or eyes larger.

While some brides may opt for a softer, more classic look with shades of gold and peach, others prefer the drama of red lipstick and black eyeliner.

All of Akari’s makeup artists specialize in looks from high fashion to “organic.” When in doubt about your choice, Peter John says you won’t go wrong if you just trust your stylist.

**Time to unwind**

Let the Akari spa professionals soothe your mind, eliminate stress and create a natural glow inside and out before your wedding.

Three to five days before your big day we recommend indulging in our Buff and Bronze treatment. This relaxing service begins with a fruit seed exfoliation to eliminate skin impurities and create a smoother base for your tan.

A 20-minute shower and steam session will open your pores before we apply the natural tanning lotion. Within 24 hours you’ll have an irresistible island glow. This hour-long service will calm your mind and body and leave your skin soothed and hydrated.

Just want to get out of your head and experience a deep sense of relaxation? We recommend our 60-minute head-to-toe session – a 30-minute head, neck and shoulder massage and 30 minutes of foot reflexology.

Your session will begin with a slow scalp massage followed by trigger-point therapy focused on the base of your skull to ease any tightness in your neck.

Once your head is “in the clouds” the reflexology will take you to another level. Reflexology helps harmonize the body and balance the nervous system. The treatment creates feelings every bride-to-be wants – relaxed and energized!
What a difference a dress makes ... When Kari Figoli chose a wedding dress for her July 7 wedding to Zachary Figoli, she had her heart set on an updo that would show off the gown's elegant back. But two months before her wedding she tried on the dress and had a change of heart. On to dress No. 2 – and a new hairstyle. This time she chose to wear her hair down to balance the sleeveless dress with a ballgown skirt. Kari added lighter blonde highlights and golden lowlights a couple weeks before the wedding and Peter John styled her hair with romantic, tousled curls that framed her face.

Monica Dentici

Monica’s nod to the past at her Dec. 29 wedding to Carl Dentici was an easy decision – she knew she wanted a dress and hairstyle that reflected her love for vintage fashion. She found inspiration for her silk, bateau-neckline gown from a vintage Vogue pattern and chose a classic French twist for her bob-length hair. Although Monica first envisioned sideswept bangs, she and stylist Rachel opted for a straight style that curved on the side and blended her hairstyle front to back.

Tracy Foss

Tracy Foss worked with stylist Chhoeun to create the perfect look for her Sept. 22 wedding to Jim Bennas. She began her hair experiments with a messier, undone French twist. But the more they worked on Tracy’s hair, the more polished the updo became – a reflection of the bride’s sophisticated style. Tracy’s advice: Don’t try to be a totally different person on your wedding day.
BOOK IT!

Don’t delay planning salon and spa services for your wedding day ...

At Akari, we believe the hours before your wedding should be a time to reflect and relax. We’ll pamper you and your party in our salon and spa or even travel to your wedding site if that’s more convenient for you.

Weekend appointments during wedding season fill up quickly, though. We recommend booking your services at least six months in advance.

Akari’s bridal package includes a trial run for hair and makeup with the stylist you’ll see on your big day; our signature manicure and pedicure a day or two prior to the wedding; and hair and makeup services the day of your wedding.

Our stylists recommend brides schedule their hair and makeup trial run a month or two before the wedding. It always helps to bring a camera to your appointment so you can document the style you like.

We can accommodate parties that range from only the bride to as many as 12 people. We also can schedule services on the wedding day for mothers of the bride and groom.

Need a little privacy to calm pre-wedding jitters? We can turn our nail room into a private nail party shower. We serve snacks from our bridal menu and offer mimosas and sangria.

Our spa also is the perfect place to de-stress with your party. You’ll have a chance to relax with facial, massages or even our much-loved Buff and Bronze service that will leave your skin exfoliated and soft with a little color.

If you’d prefer to have your hair and makeup done at the wedding site, we’ll send one stylist or a team as part of our travel service.

We also offer rental of our recently restored historic carriage house for receptions and group photos.

The Akari Carriage House features an ornate ceiling and chandelier. It’s now available for function rentals.

PLAN IT

A 12-month guide for services

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<th>12 months:</th>
<th>8 months:</th>
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<td>Start laser treatment for toenail fungus or begin Pilates to make lasting changes to your physique – a straighter back and strong core.</td>
<td>Try laser hair removal, which can take up to six sessions over several months. The time investment will pay off with a no-fuss honeymoon.</td>
<td>Begin pelleve to ensure firmer skin on your face and décolleté or Levulan therapy for acne problems. Try Latisse now for killer eyelashes later.</td>
<td>Banish your worry lines and free your forehead from wrinkles with Botox. Stop by two weeks later if you want a complimentary touchup.</td>
<td>Schedule time for a facial, waxing, nails and relaxing massage.</td>
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**NEW ON THE SHELF**

**Soft for spring**
Deborah Lippmann is already thinking spring with three new shades at Akari. Groove is in the Heart, left, is a creamy flamingo pink; Moon Rendezvous is a limited-edition faded, slate-blue shimmer; and Careless Whisper is a limited-edition nude with a hint of shimmer.

**Fit in an instant**
If you’re accustomed to keeping your Spanx under wraps, now you can show off your shapewear at the gym. We’ve just introduced flattering new Spanx Active workout gear that will keep you looking slim at the gym or out about town. The ribbed, racerback tops have a built-in shelf bra and come in a rainbow of colors, including blue, fuchsia, coral and teal. We’re also carrying Spanx workout capris and long-sleeve tops.

**Vintage meets metal**
Akari has just introduced striking new jewelry from California native Jamie Dietrich. She draws inspiration for her one-of-a-kind handmade pieces from the history and cultural diversity of southern California. Dietrich’s work has been featured in many national publications, including In Style.

**Happy feet**
Coming soon: The most amazing hand-printed socks from Strathcona Stockings. These stunning designs are the vision of Canadian artist Ryley O’Byrne, a graduate of Emily Carr University of Art & Design in Vancouver. Her trouser sock designs range from watercolor prints to citrus themes and florals that will keep your feet happy right into sandal season.

**Shine on**
If you’re not quite ready to embrace the trend toward metallic clothing for spring, shine just a little with beautiful bags from Natasha Durham Designs. Her new styles, available exclusively in town at Akari, include this larger duffle in citrine leather. Akari also is carrying nubuck bags that have just a little shimmer. Stop by the store to see samples of her latest custom colors – they include beautiful blues and shimmering red, turquoise and mint. Natasha’s bags are all handmade in Maine by women who work from their homes. Special orders are usually finished in less than three weeks.

DON’T FORGET TO CHECK FACEBOOK EACH DAY TO SEE WHAT’S NEW AT AKARI!
Tracy Foss, the creative mind behind Akari’s windows, photo shoots and in-house displays, talks about her inspiration, imagination and innovative props.

How long have you been designing windows and how did you get your start?

I have been doing the windows at Akari for almost 13 years. I had never done such a thing before. It was part of the job Allan hired me to do. I basically “fell” into it!

Akari is recognized for its creative in-house windows and photo shoots. How do you come up with your ideas?

I have to change the windows every four to six weeks. Flower arrangements every week. Photo shoots and decorating projects as requested. Those are actually a lot of ideas to come up with constantly to keep everything looking “fresh.” I am always looking for ideas in everything I do and everywhere I go!

For the most recent photo shoot I think everyone noticed and commented on how the new Pilates equipment looked like it came right out of the book “Fifty Shades of Grey.” The equipment seemed to lend itself to the idea. I thought with the photographer’s help that the idea, costumes and poses could be strong and edgy yet be beautiful at the same time. I would like to look like them (hair, make-up, clothes and bodies)!

Where do you look for inspiration?

When I’m in New York I love checking out Bergdorf’s windows … they are the best! I have always loved fashion/decorating magazines … I have an addiction to buying them as soon as they hit the shelf and have stacks of old ones by my bedside.

I look for “plenty.” If I find a lot of anything, I try to find a way to use it. I also try to invent new ways to use everyday items in a completely different way – clear acrylic caulking makes great icicles, birch logs can work as floral vases and wine bottles make a pretty Christmas tree.

Do you have a favorite window?

I really liked the bubble wrap window. I saved bubble wrap for a few years thinking there had to be a way to use it in a window. Last spring we were going to receive a collection of linen by Chalet in pretty pastel colors. It all came together! I got some food coloring, put it in water and matched the water color to the clothing colors. I used a dental syringe to fill the little bubbles and had a cool backdrop. All for $2.50!

What’s the best part of doing your job?

I love the creative, visual parts of my job the most and that’s almost my whole job at Akari. It’s the right combination of challenging, active and fun. I don’t like being behind a desk!
Signature Bridal Package

Hair, Makeup & Nails for Rehearsals & Weddings • Travel & In-House Services • Medi & Day Spa Parties

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