

Scarlet Electrolysis.com 5x7 or 6x9 Postcard Verbiage

Front Side of Postcard – Please leave Boxes for Mailing Labels and Postage

Ready to lose that pesky unwanted hair forever?

Introducing **Scarlet Electrolysis.com**, where removing your unwanted hair is our passion.

- The only FDA and AMA approved method of permanent hair removal.
- The answer to treating ANY hair color on ANY color skin tone.
- A more economical option than other forms of hair removal.
- A solution to eliminate hair growth related to PCOS, menopause or other hormonal changes.

Contact us today and let's get started!

Scarlet Electrolysis.com
850 E. Higgins Rd., Suite 125X
Schaumburg, IL 60173-4788

Book an appointment today: **(847) 766-7604**

Visit our website: www.ScarletElectrolysis.com



Scarlet Electrolysis.com
Permanent Hair Removal
For Any Skin Type

Back Side of Postcard

Aftercare Instructions:

Following Your Electrolysis Treatment:

- Avoid unnecessarily touching or scratching the area.
- Avoid soap and make-up over the treated area for 24 hours as they could cause irritation.
- Avoid friction on the area (tight clothes).
- Avoid perfume or alcohol-based products.
- Avoid excessive sweating if having work done below the neck.
- Avoid exposing the treated area to U.V. rays at least 24 hours before treatment and 48 hours after treatment.
- Avoid excessively hot baths.
- Avoid rich, greasy lotions or creams.
- Avoid using deodorant for the first 48 hours.
- ✓ Apply a soothing lotion and moisturize the area well (HydraPlus, or Yi-zhibaume or Alovive)
- ✓ Apply a cold water compress, if necessary.
- ✓ Apply sunscreen, if necessary

If small scabs appear, do not scratch them away. Allow them to fall off naturally. This is nature's way of healing the follicle that has been treated. Keep the area moisturized.

*If discomfort should occur in closely treated areas apply an Epsom salt compress:
- Add 1 tsp. Epsom Salt to 1/2 cup warm water, mix and soak up with a washcloth.
Lay washcloth over treated area for 10 minutes and repeat until discomfort subsides.*

*If you are prevented from coming in as soon as you would like for your next treatment,
DO NOT TWEEZE! The offending hair can be clipped off with small scissors,
shaved or you can use a depilatory such as Nair.*

Please remember:

- Some re-growth is to be expected after your first treatment.
- Be sure to book another appointment when the first re-growth occurs, the roots are shorter and weaker and therefore can be treated more effectively.

What is normal after a good treatment?

- Redness on the treated area.
- Slight swelling of tissue.
- Warm sensation and or prickly feeling depending on the treated area.

These are temporary reactions. They should disappear in the hours following treatment.

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Other Information for the Graphic Designer

Postcard Colors:

Burgandy:
740001 or
R: 116
G: 0
B: 1

Pink in case you need another color:
FBEFF2 or
R: 251
G: 239
B: 242

Black:
000000

White:
FFFFFF

Other Things To Consider:

- Our business provides Electrolysis to permanently remove unwanted hair for men and woman. We use Thermolysis, which is a heat-based electrolysis, also known as shortwave method. A thermolytic epilator destroys the hair follicle by injecting each follicle with high frequency radio energy by needle. This energy produces localized heat and weakens cells and surrounding tissues to prevent future hair growth. Our Electrologist has used this technique throughout her tenure and understands how to emit the exact amount of radio frequencies needed per follicle to give you your desired result in as less sessions as possible.
- I would like a 5x7 postcard with the verbiage listed on pages 1 and 2 of this document. If the 5x7 is too small for the verbiage on page 2 then please make it a 6x9 size.
- I hope we can find pictures of 1st a middle eastern woman, 2nd a black woman, 3rd a latina woman, and 4th a white woman. The 4 different women I want somehow added to the postcard with an emphasis on the MIDDLE EASTERN WOMAN. 80% of my business is from middle eastern women, so I would prefer to have that nationality highlighted first and then the other three women I have listed in the order in which I have them listed.
- I'm not a fan Black being the base color...I would prefer a white background color.
- Page 1 is the "front side" of the postcard and you will need to leave room enough for the sections of the mailing labels and postage.
- I was hoping to have a "new age", "Artificial Intelligence" 2021 feel for the postcard.
- My goal is to use this postcard for a dual purpose...to do mailings as I see fit and to give to my current customers as they leave the office with instructions for aftercare and thus having marketing material in everyone's hand whenever they leave my business without it being obvious that they had been to us. It's crazy but most women don't want others to know they are getting hair plucked off of their faces, so if it looks like it was a postcard that was put on their car while shopping then that would help with masking it.