

Quick Find:

BLOGS/ARTICLES • BRAND STATEMENTS • PRESS KIT • FACT SHEET • PRINT COLLATERAL
TECHNICAL/STEP-BY-STEP • PRESS RELEASES • PACKAGE COPY • ADVERTISING
BRANDING/PRODUCT NAMING • HEADLINE/TAGLINE GENERATION • WEBSITES • WEB ADS •
VIDEO SCRIPTING AND VOICE-OVERS • EDUCATION • BIOS

BLOGS/ARTICLES



The screenshot shows the Betty Confidential website interface. At the top, there's a navigation bar with 'SHOP', 'STYLE/BEAUTY', 'TRENDING', 'LOVE/LIFE', and 'DESIGN/HOME'. The main content area features an article titled 'Anti-Aging Beauty Supplement' with a sub-headline 'You Could Use More for Your Skin Today!'. Below it is another article 'Decoding Dating Profiles: The Top 10 Guys You Want To Avoid'. A sidebar on the right contains a 'B'sHotList' with 7 items, including 'Gaffe List... From Culture-Junkies' and 'INFOGRAPHIC: How an Energy Boost?'. There are also social media sharing icons and a 'BlogHer' logo.

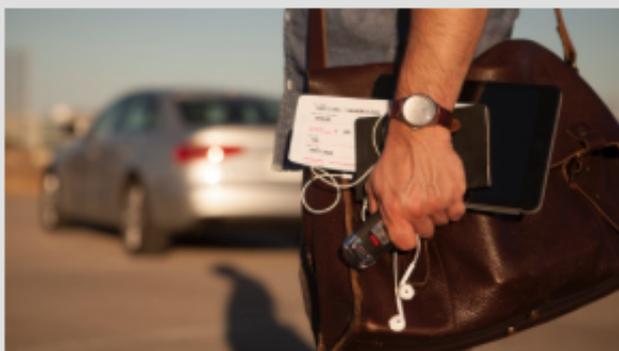
The screenshot shows a full article page on Betty Confidential. The title is 'Reject-Proof Pick-Up Tactics For The Savvy Single Gal'. The byline is 'By BettyConfidential.com | Love + Sex - Mon, Apr 4, 2011 5:40 PM EDT'. There are social media sharing buttons for Email, Facebook, Twitter, Google+, and Print. The article text begins with 'these stealthy pick-up moves are simply genius, and ones you need to adopt... right now. -amber soletti, BettyConfidential.com'. An image shows a woman and a man in a social setting. The text continues: 'As single women, it's not always easy to go after what you want, to put yourself out there without fearing the possibility of rejection or coming across as desperate. Here are my tried-and-true reject-proof ways to covertly pick up men. Trust me, they won't know what hit 'em.' The first tactic is '1. "Digital Underground"', which is described as a guaranteed tactic to get a man's number by using a disorganized looking purse or bag as a prop.

NATURALLYCurly.com®

The screenshot shows the NATURALLYCurly.com website. The navigation bar includes 'EXPLORE', 'WATCH', 'ASK', and 'SHOP'. The main article is 'FALL FASHION WEEK 2011: NEXT-DAY HAIR, THE LATEST TREND IN CURL' by 'FALL FASHION WEEK 2011 | 2.13.11'. It features a photo of a woman with styled hair. The text discusses the trend of 'next-day curl' and mentions 'Rodney Outer Backstage at Nicholas K'. A sidebar on the right has a 'GOT QUESTIONS? WE HAVE THE ANSWERS.' section with a 'check out the all new and improved Curly Q&A' link and an 'EXPLORE NOW' button. Below that is a 'STAY IN THE KNOW WITH OUR NEWSLETTERS!' sign-up form and a 'RECENT ARTICLES' section featuring an article about baking soda.

The screenshot shows the NATURALLYCurly.com website. The navigation bar includes 'EXPLORE', 'WATCH', 'ASK', and 'SHOP'. The main article is 'FALL FASHION WEEK 2011: TREND TALK WITH CELEBRITY STYLIST ALLEN RUIZ' by 'FALL FASHION WEEK 2011 | 2.17.11'. It features a photo of Allen Ruiz. The text mentions 'Gwyneth Paltrow Goes Wild Bohemian at the 53rd Grammy Awards'. A sidebar on the right has a 'STAY IN THE KNOW WITH OUR NEWSLETTERS!' sign-up form and a 'RECENT ARTICLES' section featuring an article about baking soda.

TIS THE SEASON TO TRAVEL. TOP 10 HOLIDAY TRAVEL HACKS.



If you're one of the 94.5M Americans (30% of the country) anticipated to hit the roads and skies this winter, you'll want to familiarize yourself with the below holiday travel hacks that will help ensure smooth sailing into the New Year.

READY-SET-GIFT

When travelling around the holidays it's always good practice to pack several generic gift cards (iTunes, Amazon.com, Starbucks, etc.) preparing you for instant reciprocation in the event of an unexpected gift.

GIVE YOURSELF THE GIFT OF POWER

Expect hoards of people to be surrounding the lone electrical outlet at your departure gate. Be self-sufficient by always remembering to travel with a mobile charger like **PowerStick**.

SWEAT THE SMALL STUFF

If you ate more than your share of sweets and don't have gym access, download the **7-Minute Workout App**. It can be done anywhere and claims to burn as many calories as a long run and weight training session combined. Who knew?!

GET PHOTOGRAPHIC

Snap a shot of your suitcase and contents packed. In the event it gets lost or stolen, you'll have an exact and instant accounting and visuals of your MIA belongings. Also snap a shot of where you park, whether at an airport garage, or mall parking lot so as to avoid a *"Dude, Where's My Car"* moment.

GET HIP TO THE MUNK

Hipmunk is the ONLY way to book travel. You can even filter by "agony," eliminating grueling layovers or super-expensive flight options. Want to check out parts of town known for the best restaurants and nightlife? Check out Hipmunk's "Heatmaps" for a color-coded lay of the land.

POWER PLAY

Nothing worse than running out of juice in middle of your favorite show or video game, not to mention right when you're about to present your mobile boarding pass. Oops. Download **TruPwr**, an app that extends battery life for video playtime and watch uninterrupted.

Silvercar



CAR RENTAL THE WAY IT SHOULD BE.

Founded in 2012 with the mission to eliminate the frustrations and points of friction that have plagued its industry for decades, Silvercar is paving the way for the future of car rental.

The company's seamless car rental business—exclusively offering fully loaded silver Audi A4s—eliminates lines, counters, paperwork and hassles through the power of an easy-to-use mobile app and friendly Concierge service.

Silvercar is continually earning the highest customer satisfaction and loyalty scores in the industry and is currently offering service in 5 of the 6 busiest airport car rental markets in the U.S. (DEN, LAX, MIA, PHX, SFO as well as AUS, DAL & DFW).

To learn more, download the Silvercar app and/or visit Silvercar.com.

ALWAYS AN AUDI A4. NO LINES. NO HASSLE.

Download the Silvercar App to reserve your Audi A4. The App puts you in the driver's seat and will manage your entire experience from reservation to return; it even unlocks the car for you.

ALWAYS AN UPGRADE. NEVER AN UPCHARGE.

-  Free In-Dash GPS
-  Free Wi-Fi
-  Free Roadside Assistance
-  Free Sirius Radio
-  Free Additional Drivers
-  Gas Refill at Local Pump Prices
-  Personal Concierge Service
-  Fair Toll Tracking



AS SEEN IN
Forbes **WSJ** **WIRED** **FAST COMPANY**

BeautyVT

Knowledge is power and BeautyVT.com is the web's leading resource for all things beauty. Life is too short to not look and feel your best every single day. Knowing this, BeautyVT empowers real women with real beauty aspirations to create real professional results. If you're like the majority of women, you probably feel incapable of doing your own hair and make-up well. You find yourself inundated with products, choices and advice with everyone claiming to be the "expert."

Rather than wasting your valuable time surfing the web viewing thousands of dated and ineffective "how to" videos, learn to do it right the first time at BeautyVT.com.

BeautyVT delivers the highest quality instructional content available in the world. Our point-of-difference? A 'best of both worlds' approach, bringing together the highest caliber beauty professional and delivering their expertise to you via virtual LightspeedVT technology. The result? A seamless and interactive online education experience like no other.

You never know when beauty will call. Wherever you are, we're right there with you. Download our "Beauty On The GO" iPhone application. Find us on Facebook, YouTube and Twitter.

Quiet Events



THE LOUDEST PARTY YOU'VE NEVER HEARD!



quietevents HEADPHONE PARTY

“Enjoy The Silence” The Top 10 Benefits Of Quiet Clubbing®

1. When going out with a group of friends, you no longer need to argue about what to go due to varying tastes in music. With a choice of 3 music genres and any genre such as 80's, Top 40, Hip-hop and everything in between, everyone can be happy.

2. You no longer have to leave the dance floor in protest due to the DJ not playing the music you want. You're in control of the music and volume levels of all the music.

3. Conversations in da' club and won't lose your voice from shouting over the music.

4. At the club, your ears won't be ringing at the end of the night. At restaurants, clubs, bars and private residences can now enjoy the music without the break of dawn without fear of neighbors complaining.

5. Immediate feedback on their music selections by viewing the number of votes on the dance floor listening to their station via the quietevents headphones. If no one is listening to their station, they can flip the music, which means the crowd now can hear the music.

6. You can dance and become instantly entertained by the DJ's music selections.

7. Headphone technology allows you to enjoy the music in public spaces like parks, streets, subways, and everywhere you go.

8. You can enjoy the music privately to masterfully choreograph/dance to the music.

9. You can be able to sing out loud and hear the music without being able to hear the person they're talking to.

10. You can be able to hear the person they're talking to without being able to hear the person they're talking to.

Quiet Clubbing®

Quiet Clubbing® is a live music event where three DJ's spin different genres such as 80's, Top 40, hip-hop and everything in between, which is streamed through wireless headphones ranging up to 500m.

The result? Hundreds of club-goers dancing, singing, socializing and never leaving the dance floor, as they control the DJ they listen to and volume level of the music.

Glowing colored LED Headphone lights indicate which station someone is listening to, so partygoers can dance to their own beat, follow the crowd, or simply watch the DJ's perform. If someone wants to chat up a friend, they simply remove their headphones and are actually able to hear the person they're talking to.

Quiet Clubbing® parties take place at NYC clubs, lounges, outdoor venues and pretty much everywhere else you could imagine 4-20+ times a month. Ticket prices range from \$5.00-\$35.00.

quietevents.com // info@quietevents.com // (800) 833-9281

quietevents HEADPHONE PARTY

Quiet Events® offers two types of headphones “Social” and “Party” headphones.

SOCIAL HEADPHONES

All black with smaller LED light on the front. Flip out design, so they wear comfortably around the neck while still being able to hear the audio. Perfect for corporate functions, conferences, social gatherings, and outdoor movies.

THE APP

Don't miss any of our wild parties or engaging tours. The Quiet Events App allows you to get push notifications about upcoming events, exclusive app prizes and discounts. For those that party with us, they now can quickly get next day access to pictures & videos to share with their friends.

In mid-2015 the Quiet Events app will engage party-goers like never before! A new DJ Battle button will appear allowing people to vote for their favorite DJ of the night with instant stats on the number of votes the DJ's are getting. In addition party-goers are able to get more information about the DJ's performing, follow them on social media and hear clips of their music before they come out to party.

quietevents.com // info@quietevents.com // (800) 833-9281



“If standing in line at the rental car counter is the bane of your business trips, then Silvercar may be your stylish escape ticket.”

– CNN Money

“Forget everything you know about renting a car at the airport. Instead, imagine completing the entire transaction, from reservation to drop off, on your mobile device. That’s the promise of Silvercar.”

– Los Angeles Times

“Starting off your vacation by dealing with an old-school rental car service is the worst way to start a vacation. Enter Silvercar, an airport rental provider that’s changing the game.”

– Details

[Website](#) [Facebook](#) [Twitter](#) [Instagram](#)

- Hitting the roads in Austin since January 2013, Silvercar is an award-winning car rental company whose mission is to eliminate the typical frustrations and pain points that have plagued the industry for decades. The seamless service exclusively offers silver Audi A4s, each fully loaded with free in-car Wi-Fi, in-dash GPS and Sirius Radio.
- How it works: Download the Silvercar app (available for iPhone and Android) to reserve your silver Audi A4. The app puts you in the driver's seat and will manage the entire experience from reservation to return; it even unlocks the car for you. Each location offers a friendly concierge staff ready to orient you with your Silver Audi A4 in case you have any questions.
- Silvercar is currently available at five out of the six biggest airport car rental markets in the U.S. - Denver (DEN), Los Angeles (LAX), Miami (MIA), Phoenix (PHX), and San Francisco (SFO), as well as Dallas (DAL and DFW), Austin (AUS), Fort Lauderdale (FLL) and Chicago (ORD) with plans to roll out in two to three additional markets throughout 2015.
- Silvercars cost between \$59-89 per day depending on the location, day and demand. No hidden fees or upsells. Included with every Silvercar at no extra charge are in-car Wi-Fi, in-dash GPS, Sirius Radio, roadside assistance, additional drivers and toll tracking. If you don't have time to re-fuel prior to returning your car, Silvercar will fill you up at local pump price for just five dollars.
- Recently averaging around 1,000 app downloads per day, Silvercar is projected to triple it's fleet and revenue by end of 2015; Silvercar has proven itself as a turnkey mobile solution shaking up the car rental industry.
- Silvercar consistently averages a Net Promoter Score (NPS) of 90, which is five times the industry average. NPS measures a customer's willingness to recommend a company's product or services to others. As a reference, Apple and Amazon NPS scores range from the mid 70s to low 80s.
- In March 2015, Silvercar received the award for “Best Mobile Travel Strategy” from *EyeForTravel*, one of the top travel intelligence providers in the world. In April 2015 Silvercar took home top honors at the *Austin A-List Awards* as one of Austin's most promising start-ups.

S SILVERCAR™

CAR RENTAL THE WAY IT SHOULD BE™

Founded in 2012 with the mission to eliminate the frustrations and points of friction that have plagued its industry for decades, Silvercar is paving the way for the future of car rental.

The company's seamless car rental business -- exclusively offering fully loaded silver Audi A4s-- eliminates lines, counters, paperwork and hassles through the power of an easy-to-use mobile app and friendly concierge service.

Silvercar is continually earning the highest customer satisfaction and loyalty scores in the industry.

SAVE \$50 OFF YOUR FIRST DRIVE WITH CODE MIAMI-50

iPhone is a registered trademark of Apple Inc.



FRONT

ALWAYS AN UPGRADE. NEVER AN UPCHARGE.

-  Free In-Dash GPS
-  Free Roadside Assistance
-  Free Additional Drivers
-  Personal Concierge Service
-  Free In-Car WiFi
-  Free Sirius Radio
-  Gas Refill at Local Pump Prices
-  Fair Toll Tracking

HIGHEST CUSTOMER SATISFACTION & LOYALTY SCORES IN THE INDUSTRY.

Net Promoter Score (NPS) is an index that measures the willingness of customers to recommend a company's products or services to others. Silvercar averages an NPS as high as 90, which is 5 times higher than the industry average. For comparison, Apple and Amazon are in the mid 70s to low 80s.

WHAT PEOPLE ARE SAYING:

- "Hands down best car, best rental process on the planet. Pray every city gets Silvercar."*
- Ryan S.
- "My rental experience was above and beyond anything I've ever seen in the industry. The process itself was a dream. Easy, predictable, and quick."*
- Sherry W.
- "Silvercar is fast, easy, and downright likable. I enjoy the company's culture, and at the end of the day, the product is great: a fun car that makes you feel like you've arrived."*
- James H.

AS SEEN IN
Forbes **WSJ** **WIRED** **FAST COMPANY**

BACK



FRONT

S SILVERCAR

LOS ANGELES (LAX)
Los Angeles International

Pick Up Select Day Drop Off Select Day

S SILVERCAR™

CAR RENTAL THE WAY IT SHOULD BE™

Available on the iPhone App Store Google play

iPhone is a registered trademark of Apple Inc.

BACK



WE'RE HOOKING YOU UP!

Experience car rental the way it should be. No lines, counters, paperwork or hassle. Always an Audi A4.	FREE 2-DAY RENTAL (up to \$275 value)
---	--

CODE

USE THIS CODE TO BOOK

Non-transferable. Expires 8/01/2016. Maximum 2-day rental. Airport surcharges, taxes, fuel, and insurance not included. Must be at least 22 with valid driver's license and credit card. For available locations, visit Silvercar.com or download the Silvercar app.

BaByliss PRO RUSK PISATIN FALL EDUCATION JAM

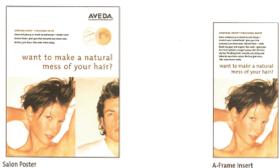


Show Highlights:

- Main stage presentations by the industry's best, including 2009 NAHA Winner, Faatemah Ampey
- The latest cut & color techniques including the art of hair tattooing
- Brazilian waxing, DermaRadiance, SmoothSculpt & more
- Comprehensive break-out room instruction
- Product Shopping Expo & Stylist "Swag Bag" (over \$100 in professional products)

MONDAY, OCTOBER 24TH, 2011
Stamford Marriott Hotel & Spa • Downtown Stamford

Show Admission \$50.00
To purchase tickets, contact Sandy or Katie at 856 1-330-528-4818 or -6819.
For more information contact Richard at Rusk 1-203-351-9454.



what is it?
Sculpt, define and play while creating the latest dramatic styles with new Aveda Control Paste™ Finishing Paste. Unique formula thickens hair, adding texture and definition. Leaving hair with a pliable hold, Control Paste provides a clean, low sheen/matte finish on all hair types. Control Paste was created to:

- Fill void in the domestic, the network has been asking for a paste/mud type product.
- Launch as a star product which will build upon the already successful "Control" franchise.
- Increase Aveda's male consumer base by offering a product form that has a strong appeal to this segment.

what's the aveda difference?
THE NATURE OF OUR INGREDIENTS.

- No petrochemical resins, beeswax or petrolatum.
- Organic marshmallow root and flax seed act as natural holding agents.
- Black tea is a soothing ingredient that provides the hair with moisture.
- Guar provides hair with pliable hold.
- Glycete (derived from coconut) acts as a humectant which retains moisture on the hair.

earth friendly packaging
• 50% post-consumer recycled HDPE package.

aveda story
Control Paste joins Self Control™ Hair Styling Stick and Custom Control™ Styling/Finishing Emulsion as Aveda's Control Franchise of products. The Control franchise shares the key ingredients of organically grown flax seed and black tea. The Control franchise aroma is composed of essential oils including organic ylang ylang, patchouli and lemon oil. This combination of essential oils creates a citrus/deep woody aroma experience.

what makes this promotion work?
COLLATERAL SUPPORT.

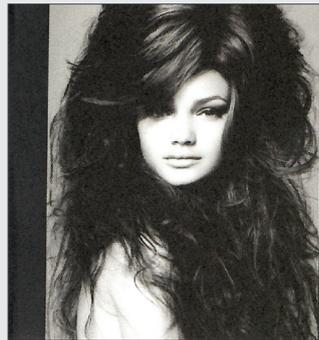
- Salon Poster
- A-Frame Inserts
- Stylistcard Card
- Merchandising Schematic
- A Star Product Shelf-Insert Card

client experience
CROSS PROMOTION TIPS:
Styling Conscious™ Hair Regenerator and Detangler, Shampoo™ Shampoo and Conditioner and the Aveda Wet Brush.



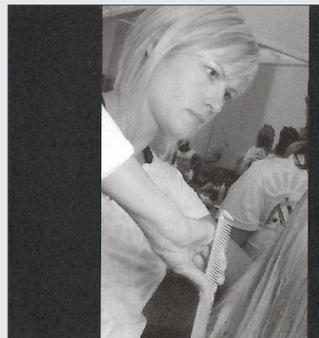
BEING sexy
UNINHIBITED HAIR. GET SOME.

FRONT



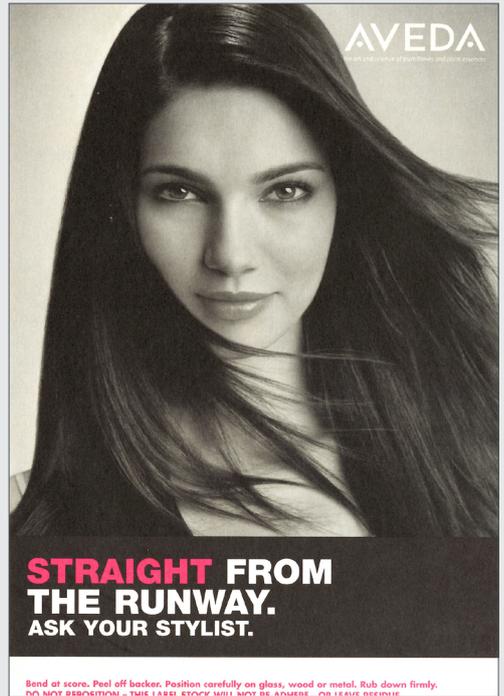
VOLUME.
FREE 50 ML PURE ABUNDANCE™ HAIR SPRAY IN THIS SET.
AVEDA PRO STYLING TIPS ON REVERSE SIDE.

BACK



1) Start with Pure Abundance™ Volumizing Shampoo and Clay Conditioner. 2) Flip damp hair upside down and liberally spray Volumizing Tonic™ throughout, focusing on roots. 3) Apply 1 to 2 pumps of Phomollient™ Styling Foam from roots to ends. 4) Flip head upside down and blow-dry, brushing hair up and away from the scalp to create volume and lift. 5) Mist hair with Pure Abundance™ Hair Spray, while back-combing at roots with a fine-tooth comb for even more lift.

Tips by **Sue Thompson**
Chrome Hair Design/Calgary, Alberta, Canada.



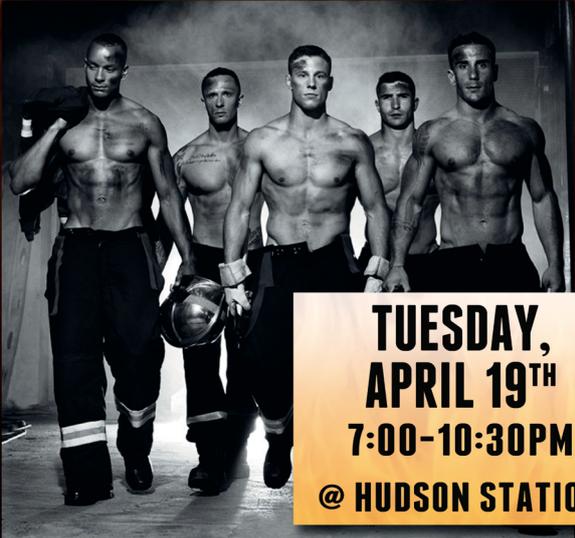
AVEDA
the art of natural hair care

STRAIGHT FROM THE RUNWAY.
ASK YOUR STYLIST.

Bend at score. Peel off backer. Position carefully on glass, wood or metal. Rub down firmly. DO NOT REHEAT - THIS LABEL STUFF WILL NOT BE ANIME. NO LEAKS PERMITTED.

single and the city .com

"SNAG YOURSELF A HERO" FIREMAN/EMT SINGLES PARTY



**TUESDAY,
APRIL 19TH
7:00-10:30PM
@ HUDSON STATION**

**REGISTER @SINGLEANDTHECITY.COM
WITH CODE "HUDSONSTATION" TO SAVE \$5**

FIREMEN/EMT MUST SHOW FD ID AT THE DOOR FOR ENTRANCE

ADVERTISING SPEC SHEET 2013

ONE STOP singles.com

OnSpeedDating.Com
Kissburg.Com
SingleAndTheCity.Com

Since 2008, OneStop Singles LLC has been NY singles destination and "go-to" for anything and everything related to being single in the city (singles parties, speed dating, singles events, matchmaking, dating coaches, dating advice, singles lists, products, services, etc.).

Our very "niche" singles events afford advertisers the unique opportunity to target a very specific, single, be it single firemen or cops, single teachers or nurses, tall singles, singles that are very into fitness, "green singles," that eat vegetarian/vegan/raw, practice yoga, etc. With over 75 "themed" events, you have the unique opportunity to speak directly to a very specific, target market.

NY singles turn to OneStop Singles to find out what singles events are happening on any given night.

OneStop Singles reports close to 30,000 visitors a month for all three websites and approximately 134,000 monthly page views.

Please note: We offer advertising opportunities to brands that offer products/services that we feel our single members would be interested in and reserve the right to NOT work with advertisers we do not deem to be brand aligned.

WEBSITE BANNER ADS
14 month campaign moves 1 additional month free. 12 months special 3 months free.

DESCRIPTION	SIZE	ONSPEDDATING	KISSBURG	SINGLE
	width/height	rate/month	rate/month	rate/month (new \$100)
1 upper top left corner	184x90	\$600	\$300	\$800
2 leaderboard	728x90	\$1000	\$500	\$1,400
3 upper mid left corner	400x72	\$600	\$300	\$800
4 medium rectangle top right margin	300x250	\$500	\$250	\$650
5 medium rectangle middle right margin	300x250	\$500	\$250	\$650
6 medium rectangle bottom right margin	300x250	\$300	\$150	\$350
7 medium rectangle mid center margin	300x250	\$300	\$150	\$350
8 large rectangle bottom center	900x750	\$1000	\$500	\$1,400
9 event sponsorship: company name & HTML link mention on event write-up page	text only	\$100	N/A	N/A

Please send materials & requests to Amber@SingleAndTheCity.com.
Please format to the below specs:
email subject: Company name
body: Provide us with the appropriate destination URL for your banner ad.
Max File Size: 50kb
Due Date: Web-ready files are due one week prior to your campaign start date. If extensive assistance is required, OneStop Singles will assess an hourly charge.

EMAIL BLAST INCLUSION:
OneStop Singles email blasts are a quick & efficient way to reach our constantly evolving database of singles of all orientations that want to know about your product, service and/or event. Our mailing list of 40,000 (as of 03/01/2013) grows every day with sign-ups from singles in their 20's & 40's that want to be notified each week about upcoming singles events & news in NYC. Our average open rate is 15% and (CTR) is 5%.

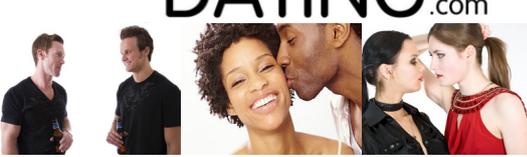
For your brand to be included in a OneStop Singles email blast going to 40,000 singles the cost is \$150.

Accepted file types: HTML, code in an .html or .txt file (JPG or GIF also accepted)
Max Width: 500px
Max File Size: 100kb
Due Date: Materials should be sent a week prior to the blast dates so that we can send a test email for approval. No blasts will be sent without a test.

FOR MORE INFORMATION, PLEASE DIRECT ADVERTISING QUESTIONS TO:
Amber@SingleAndTheCity.com

because life is short

on Speed DATING.com



www.OnSpeedDating.com

because life is short

on Speed DATING.com



www.OnSpeedDating.com
Register today to meet...

- Teachers
- Tall Singles
- Fit Singles
- Nurses
- Firemen
- Cougars

AVEDA

smooth infusion™

softens and smooths hair up to 60%*
Sleek hair styles start with new Smooth Infusion™ Shampoo and Conditioner.

- Exclusive plant infusion blend creates a smooth new surface on hair
- Hydrolyzed wheat protein complex protects hair from heat




Smooth Infusion™ Shampoo
Smooths, softens, moisturizes
BUY NOW

Smooth Infusion™ Conditioner
Smooths, softens, moisturizes
BUY NOW

Babassu—connecting Smooth Infusion™ with Aveda's Mission
Part of the cleansing system in the new Smooth Infusion™ Shampoo and Conditioner, babassu offers luxurious results, and reflects Aveda's mission to support sustainable and organic agriculture, protect the ecosystem, and partner with Indigenous and local communities to encourage their economic independence. Read about our unique partnership [here](#).

Latest
Hairstyles

SHARE JOY 25% OFF
with Coffee & Tea Samplers
or our Cocoa Kit
11/15-11/22/13
Dec 16th-22nd

[LEARN MORE](#)

TRENDS
ADVICE
TUTORIALS
COLORS
CELEBRITIES
FORMAL
CURLY HAIR
PRODUCTS+TOOLS
ACCESSORIES
HAIR Q&A

HOME > CELEBRITIES > REESE WITHERSPOON

Steal The Look: The Most Perfect Layered Hairstyle Ever A La Reese Witherspoon

By Aly Walansky
October 14, 2013

"The key to achieving the movement and softness of Reese's look is starting with freshly washed hair," says **celebrity stylist Allen Ruzic**, who just earned **2013 North American Hairstylist of The Year** honors.

GET REESE'S EASY BREEZY LOOK:



Get The Look!
REESE WITHERSPOON'S
The Latest In Gray Hair Solutions
Most women don't know how to pick the right hair color. And sometimes, neither do their hairstylists.
[Visit Site](#)
[Haircolorforwomen.com](#)

1 WEIRD Spice REVERSES Your Diabetes?



Shocking Video Reveals Why America's Top Doctors Claim This Weird Ingredient May Stop Diabetes. [Click Here](#)

CONTRIBUTORS



WIN FREE STUFF!

This month's giveaway:

greenkglam Organic Products

Shampoo

Intensive Moisturizer Conditioner

Hair Repairing Mask

Styling Gel

Styling Hair Cream

Replenishing Serum



Enter

NEW & POPULAR



Revitalize Your Look:
The Deconstructed
Accent Braid Tutorial

AVEDA

LOG ON TO
AVEDA.COM FOR
UPDO STYLES

AIR CONTROL™





The Classic 60's French Twist

1. Generously spray Air Control™ Hair Spray on smooth, dry hair before heavily teasing with a fine-tooth comb to create "grab".
2. Beginning at the left side of the front hairline, smooth hair off the face until reaching the center back of head. Do not brush out teasing completely.
3. Secure hair at the center back of head with a row of pins from nape to crown. Hair should be secure enough to hold on its own.
4. Smooth and perfect opposite side and crown, tucking ends under to create the twist's seam.

The Last Seduction

1. With an Aveda Large Ceramic Round Brush, completely blow-dry damp hair prepped with 1-2 pumps of Phomollient™ Styling Foam.
2. Heavily tease hair with a fine-tooth comb.
3. Comb out, teasing around the face to create a sexy/sassy effect.
4. Loosely hold hair at crown, as if placing a barrette, and secure with a pin. Mist finished style with Air Control.

The New Wave Renaissance

1. Form a "cap" of natural hair using pins to secure its structure.
2. Wrap a crimped hairpiece around head in layers. Hair should resemble cotton candy.
3. Mush and pin hairpiece into "cap" being sure to cover all natural hair.
4. Pin hair while spraying Air Control to form shape and secure hair.

GET THE LOWDOWN ON UPDOS. LOG ON TO AVEDA.COM FOR STEP-BY-STEP INFORMATION ON THESE UPDOS.

be curly™ 4-step curl perfecting system

- Step 1: Be Curly™ Shampoo—gentle cleanser enhances curl/wave, combats frizz and boosts shine.
- Step 2: Be Curly™ Conditioner—use daily to enhance curl/wave, combat frizz and boost shine.
- Step 3: Be Curly™ Curl Enhancer—apply to damp hair to intensify curl and boost shine before diffusing or letting hair dry naturally.
- Step 4: Be Curly™ Curl Control—apply to dry hair to shape and define curl while reducing frizz.

how it works



pro tips

- Pat wet hair with towel to dry. Don't rub. Rubbing causes frizz.
- Blow dry hair on 1/2 speed with full heat, using a diffuser attachment.
- For extra lift and volume, flip head upside down when blow drying.
- Don't brush or comb curly hair when dry. This removes curl and causes frizz.

Antoinette Beenders, award-winning stylist



add volume

1. Apply Curl Enhancer to damp hair.
2. Flip head upside down and diffuse hair until 75% dry.
3. Insert Curl Shaper at root. Twist toward the part and diffuse. Allow section to cool before releasing. Continue where root lift is desired.
4. For even more volume, flip head forward. Hold a section of hair by the ends, insert Curl Shaper and slide toward the scalp for backcombing effect.

separate and define

1. Apply Curl Enhancer to damp hair. Use Curl Shaper as a pick to ensure even distribution of product.
2. Take a small 1 to 2 inch section of hair and twist. Tightly wrap twisted hair around the handle. Next, slide hair down and off the handle releasing section. Continue twisting/wrapping technique around head.
3. Diffuse hair on high heat/low speed until dry.
4. Use small amount of Curl Control to separate each twisted curl for added definition and texture.



create tousled texture

1. Apply small amount of Curl Control through dry hair.
2. Take a 1 to 2 inch square section of hair and insert Curl Shaper into center of section. Slide Shaper toward ends of hair and roll hair toward scalp.
3. Apply low heat while setting section of hair with Curl Shaper. Allow section of hair to cool. Release and repeat this technique until entire head of hair has been "tousled."
4. Finish style by going through ends with Curl Control.

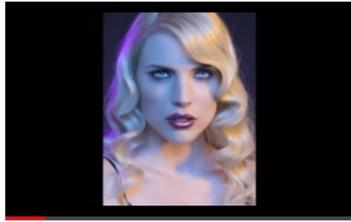
Best in Show: Latino Hairdresser from Austin Named Hairstylist of the Year

Austin-based **salon owner, Allen Ruiz** makes 'hair history' becoming the first Latin-American stylist to take home the Professional Beauty Association's top honor twice in the twenty-four year history of the awards.

Las Vegas, NV (PRWEB) July 18, 2013



An emotional **Allen Ruiz** seemed elated after winning 2013 Hairstylist of The Year at the North American Hairstyling Awards (NAHA) Sunday night (July 14) at a Vegas gala ceremony at the Mandalay Bay Resort and Casino. Hosted by actor and celebrity journalist, Mario Lopez, more than 3,000 beauty professionals attended with tens of thousands more tuning in from around the world for the live broadcast on ModernSalon.com.



Considered the "Academy Awards" of Hair dressing, The North American Hairstyling Awards (NAHA) are awarded annually in 14 categories and salute technical excellence and artistic expression in hairdressing.

"Thank you. Thank you so much, I want to dedicate this to my family," the 42-year-old, three-time NAHA winner enthused after taking the stage. Ruiz previously won Hairstylist Of The Year in 2007 and Salon Team of The Year in 2011. In addition to being the first Latin-American stylist to take home top honors twice, Allen is also now one of just three stylists to have accomplished this feat.



Allen's award winning collection of beauty images paid homage to 50's/60's Americana. "My vision for the shoot was 'It' girls come undone," says Ruiz. "Women perfectly done-up that throughout the day, gradually unravel for a raw, sultry, dark, almost 'moody' look & feel."

Like many artists, Ruiz draws much of his inspiration from fashion and pop culture. "This shoot was a culmination of many different influences, the catalyst being the H&M commercial featuring singer/songwriter, Lana Del Ray singing Blue Velvet," states Ruiz. "Spring Fashion week was also an influencer, the Marc Jacobs show in particular, his models and styles came together for a really cool 'mod,' understated chic look."

"Quiet Clubbing" Making Major Noise in NYC

Quiet Events® evolves "silent disco" taking it to city clubs, streets and subways.

New York City, NY (PRWEB) February 25, 2014



Known as "silent disco" in Europe, Quiet Clubbing is now making major noise in NYC, thanks to Quiet Events® Founder, William Petz (34), the nine-to-five and entrepreneur who brought this concept to NYC after originally experiencing it on a cruise in 2012.



"I had no doubt Quiet Clubbing would be a hit in NYC," explains Petz. "This concept brings people together on many different levels. The connections and interaction these headphone parties foster is what keeps people coming back."

For those who haven't yet heard of the cities biggest entertainment craze since Flash Mobbing, Quiet Clubbing is a live music event where three music stations featuring DJs spinning 80's, Top 40, Hip-hop and everything in between, are streamed through wireless headphones worn by partygoers.

The result? Hundreds of partiers dancing, singing, socializing and never leaving the dance floor, as they actually control the genre and volume level of the music they're listening to.

Great for any occasion, (partying solo, with friends, birthday celebrations, a girl's night out) Quiet Events® are hosted at NYC clubs, lounges, out-door venues and even on subways throughout the city.

Glowing colors on the front of the headsets indicate which station someone is listening to so revelers can dance to their own beat, follow the crowd, or simply spectate. If someone wants to chat up a friend and/or hottie, they simply remove their headset and are actually able to hear the person they're talking to sans blaring club music.

The benefits transcend the club-goer's improved experience of music control, being able to hear the person they're talking to, not to mention, no longer leaving the club with their ears ringing," says Petz. "DJ's love it because they get immediate feedback as to who is listening to their channel, they'll even start competing amongst each other to win over listeners. With all of the noise ordinances in NYC, club and bar owners are also now welcoming this concept in a major way."

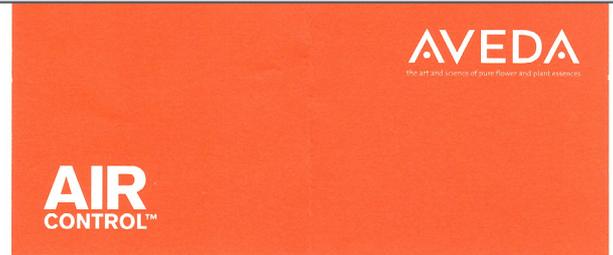
Due to a welcome reception and growing demand, Quiet Events® has quickly gone from a start-up into a full-fledge business operation, providing head phone rentals across the US and producing weekly parties and events across the Tri-state area.

"Business is quite literally booming," says Founder Petz. "We just launched a brand new website and are getting ready to build-out the Quiet Clubbing City Party Tours division of our company. Tourists from all over the world will now get to experience NYC's clubs, streets and subways like never before."

Upcoming Quiet Events®:

City Party Tour: Subway Edition (Manhattan Loop & The Bronx) –Fri, Feb 28th
Toshi's Penthouse/Rooftop Party –Sat, Mar 15th
City Party Tour: Subway Edition (Westside & Grand Central) –Sat, Mar 22nd

Founded in August 2012, Quiet Events® offers city-dwellers and tourists of all ages and orientations an innovative NYC club and party experience like none other. The company offers headphone rentals across the US and produces Quiet Clubbing Parties, Tours and Events in the Tri-state (NY, NJ, CT). Great for any occasion, (partying solo, with friends, birthday celebrations, a girl's night out) Quiet Events are hosted at NYC clubs, lounges, out-door venues and even on subways throughout the city. Events are hosted almost weekly and run \$25-50.00, depending on the event. Quiet Events®, is a subsidiary of Klear Sky Management Inc., a privately held company headquartered in Queens, NY. For more information visit <http://www.quietevents.com>.



FOR IMMEDIATE RELEASE Contact: Aveda Global Communications
212.680.5829

THE SKY'S THE LIMIT WITH AVEDA AIR CONTROL™ HAIR SPRAY New 35% VOC Aerosol Hair Spray Sets Higher Industry Standard for the Environment

NEW YORK, NY (June 2004)—Committed to delivering high style and performance without sacrificing environmental responsibility, Aveda, the manufacturer of plant-derived hair care, skin care, makeup and life style products, sets industry standards higher with the launch of **Air Control™ Hair Spray**—a low 35% VOC aerosol hair spray with a net-zero impact on the Earth's climate. Its plant-derived formula delivers long-lasting, invisible hold, and it is healthier for the planet.

AVEDA ACHIEVES NEW HEIGHTS IN HAIRSPRAY TECHNOLOGY

Air Control is not only environmentally responsible—it's innovative. Hair sprays normally spray on wet and become stiff or "crunchy" as they dry, but because Air Control begins as a dry spray, it provides *all* hair types with invisible, lasting hold. This unique formula is designed to be layered depending on the level of hold desired and abandons the "crispy/stiff" hold performance typical of yesterday's aerosols. A proprietary plant-derived resin from **pine** and **certified organic flax seed** delivers superior hold, while **certified organic jojoba** helps condition hair. Spice and citrus ingredients scented Air Control with Aveda's signature aroma.

NET-ZERO IMPACT ON OUR CLIMATE

Current aerosol hair sprays on the market contain between 55% and 80% Volatile Organic Compounds (VOC) levels. Through a chemical reaction in sunlight, these VOC's form ground-level ozone—a major contributor to air pollution, smog and respiratory disease. Setting an industry precedent, Aveda has reduced the VOC levels in Air Control to a groundbreaking low of 35% in an aerosol hair spray.

Aveda is committed to offsetting 150% of the global warming impacts from the manufacture and use of Air Control. By partnering with **NativeEnergy**, a renewable energy business that works with Native American communities to develop wind-based, sustainable economies, Aveda is helping "plant" wind turbines on the first Native American owned and operated large-scale wind farm. Every kilowatt-hour of electricity generated by the wind means the need for one less kilowatt-hour generated by burning fossil fuels, and a reduction in carbon dioxide (CO₂) emissions. Funding turbine construction that offsets CO₂ emissions with clean energy means Air Control achieves a net-zero impact on our climate.

Air Control Hair Spray joins the "Control" family of cutting edge styling products: **Self Control™**, **Custom Control™**, **Control Paste™** and **Control Granules™** in June 2004 at Aveda Concept Salons, Spas and Experience Centers. Available in a 9.1 oz/300 ml recyclable aluminum canister for \$23. Please visit aveda.com or call 800.328.0849 for locations.

"Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty but around the world."

-Horst Rechelbacher, founder

Silvercar Lets It Ride In Vegas.



Award-winning Car Rental Company Launches In Sin City.

AUSTIN, TX (PRWEB) DECEMBER 07, 2015

"North America's Leading Car Rental Company," Silvercar is thrilled to announce the launch of its twelfth location in Las Vegas. Silvercar will begin accepting reservations at McCarran International Airport starting today, Monday December 7th, with rentals available as of Monday, January 4th. This comes on the heels of the company's continued accelerated airport expansion, which in 2015 welcomed Chicago, Fort Lauderdale and New York. Customers can reserve their fully loaded Audi A4 via Silvercar's app (iPhone and Android) or online.

Sin City may be the place to gamble - but at the casinos, not when it comes to booking a car. Exclusively offering a fleet of silver Audi A4s, customers can skip the inevitably disappointing game of car rental roulette, and instead be assured that they'll always arrive to the strip, or the convention center, in style. Ideal for business trips, bachelor parties, and everything in between, every Silvercar comes fully loaded with in dash navigation, Wi-Fi and Sirius Radio.

Save your cash for the tables, Silvercar rentals in Las Vegas are starting as low as \$69/day.

About Silvercar:

Founded with a mission to eliminate typical frustrations and points of friction that have plagued its industry for decades, Silvercar is paving the way for the future of car rentals. The company's seamless car rental business—offering ONLY fully loaded silver Audis—eliminates lines, counters, paperwork and hassles by delivering the entire experience through an easy-to-use mobile app and friendly concierge service. Silvercar is continually earning the highest customer satisfaction and loyalty scores in the industry and is currently offering service in five of the six busiest car rental markets in the U.S. (SFO, DEN, LAX, MIA, PHX as well as DFW, DAL, FLL, AUS, ORD, LAS and NYC via The Silver Towers).



Silvercar Launches Vegas January 4th

Austin Based Company Silvercar Makes History At The World Travel Awards™



All-Audi car rental challenger zooms past "Big 3" companies with recent honor of "North America's Leading Car Rental Company."

AUSTIN, TX (PRWEB) OCTOBER 21, 2015

Silvercar is honored to announce its recent win as North America's "Leading Car Rental Company" at the 22nd Annual World Travel Awards™, which took place on Saturday, October 17th at Sandals Emerald Bay resort in the Bahamas.

Voted upon by consumers and top travel media, the annual World Travel Awards™, founded in 1993, serve to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry. Silvercar, which has been shaking up the car rental industry for the past two years, took home the coveted award subsequently ending Avis' nine-year streak. Other competitors in the category included Alamo, Budget, Hertz and National.

"The car rental industry was long overdue for innovation," said Silvercar CEO, Luke Schneider. "We're thrilled to be recognized for delivering a customer experience superior to anything else out there. Revolutionizing car rental is just the beginning of our efforts to lead and deliver the next generation of personal transportation."

Silvercar will now join the other regional winners on an international scale for the next round of the World Travel Awards™. Votes are now accepted online [here](#) and will conclude on Sunday, November 8th. The World Travel™ will announce the global winners at their Grand Finale on December 12th at Mazagan Beach & Golf Resort in El Jadida, Morocco.

About Silvercar: Car Rental The Way It Should Be

Founded with a mission to eliminate typical frustrations and points of friction that have plagued its industry for decades, Silvercar is paving the way for the future of car rentals. The company's seamless car rental business—offering ONLY fully loaded silver Audis—eliminates lines, counters, paperwork, and hassles by delivering the entire experience through an easy-to-use mobile app and friendly concierge service. Silvercar is continuously earning the highest customer satisfaction and loyalty scores in the industry and is currently offering service in five of the six busiest car rental markets in the U.S. (SFO, DEN, LAX, MIA, PHX as well as DFW, DAL, FLL, ORD, AUS and NYC via The Silver Towers through early 2016.) To learn more, download the Silvercar app and/or visit [Silvercar.com](#).



Silvercar: "North America's Leading Car Rental Company 2015"

We're thrilled to be recognized for delivering a customer experience superior to anything else out there

Silvercar Ready to 'Kiss & Tell' This February



All-Audi A4 airport car rental challenger brand gets "physical" with potential renters while dishing on the competition.

AUSTIN, TX (PRWEB) JANUARY 29, 2015

As Valentine's Day approaches and relationships are top of mind for both singles and couples alike, Silvercar wants to encourage consumers to start seriously evaluating their current relationship with their car rental company.

"February is the ideal time to get travelers thinking about their current car rental relationship," explains Silvercar CEO Luke Schneider. "Unfortunately for travelers, there's a real tendency to 'settle' in car rental. With three companies owning 96% of the market, there are just too few suitors." Schneider calls out industry refueling policies specifically, "Do you consider yourself to be in a healthy relationship when your car rental company charges you 3-5 times the local pump price for fuel? Or demands a receipt if you elect to fill it up yourself? For many, myself included, 'bad gas' is a relationship deal-breaker." Luke goes on to cite Silvercar's "Top Five Red Flags You're In A Bad Relationship With Your Car Rental Company" and encourages travelers to "break up with bad car rental."

To help bring this issue to the forefront, on Saturday, February 14th, Silvercar will take their relationship advice to the streets via a guenilla "Kiss and Tell" mobile activation in high-traffic areas in key identified markets. Silvercar Brand Ambassadors will be doling out physical, hugs, kisses and first-time renter discount codes to willing recipients, as well as educating them on car rental relationship "red flags."

Consumers, in turn, will also be encouraged to #KissAndTell about their worst rental car experience on Facebook. Up to twenty of the best "worst" stories each week in February will earn the chance to win one free Silvercar day.

In addition to Silvercar's February #KissAndTell local market activations, the company is extending the \$99 pricing promotion implemented in January for all drives booked to take place in February.

#KissAndTell Mobile Activations Schedule By Market
 Saturday, February 14th, 2015 / 12:00-3:00PM
 Doc's: 1123 South Congress, Austin, TX
 Union Station: 1225 17th Street, Denver, CO
 Dolores Park: Corner of 20th and Church, San Francisco, CA
 Ocean Drive: Between 7th and 10th, South Beach, MIA

About Silvercar: Car Rental The Way It Should Be

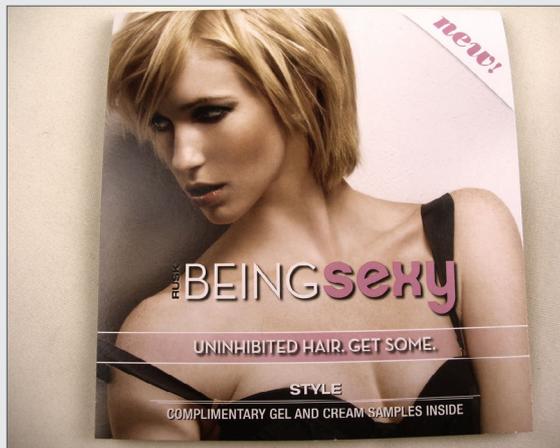
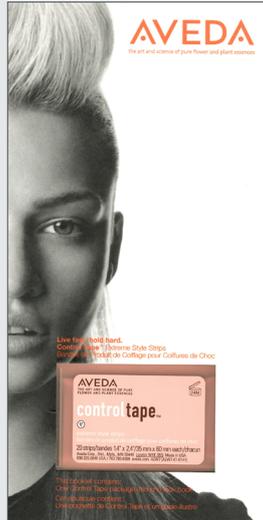
Founded with a mission to eliminate typical frustrations and points of friction that have plagued its industry for decades, Silvercar is paving the way for the future of car rentals. The company's seamless car rental business—offering only fully loaded silver Audi A4s—eliminates lines, counters, paperwork, and hassles by delivering the entire experience through an easy-to-use mobile app and friendly concierge service. Silvercar is continually earning the highest customer satisfaction and loyalty scores in the industry and is currently offering service in five of the six busiest car rental markets in the U.S. (SFO, DEN, LAX, MIA, PHX as well as DFW, DAL & AUS.) To learn more, download the Silvercar app and/or visit [Silvercar.com](#).



Silvercar launches #KissAndTell This February

Unfortunately for travelers, there's a real tendency to 'settle' in car rental. With three companies owning 96% of the market, there are just too few suitors.

PACKAGE COPY



CONSUMER

RUSK
fashion + culture + attitude

VOLUPTUOUS VOLUME.
TOUSLED TEXTURE.
SEDUCTIVE SHINE.

BEING sexy

UNINHIBITED HAIR. GET SOME.

Visit www.rusk.com for a salon near you. Professionals call **800.LOSE.RUSK** for more information.
www.facebook.com/rushkhaircare @rushkhaircare

SILVERCAR

WHO SAYS YOU CAN'T LOVE A RENTAL CAR?

Progress has finally caught up with the car rental industry, and travelers are taking notice. Silvercar has replaced rental counters, lines and paperwork with a new, hassle-free app. And instead of the old, uncomfortable rental car, Silvercar puts you behind the wheel of a fully-loaded Audi A4. Every single time.

Experience Silvercar for yourself: Get \$50 OFF your first drive with code **LGBT50***

AS SEEN IN

Forbes WSJ WIRP FASTCOMPANY

CAR RENTAL THE WAY IT SHOULD BE™

*Must be a first time renter. iPhone is a registered trademark of Apple Inc.

TRADE

JOIN THE RUSK REVOLUTION!

With hairdresser origins deep-seated in the hair's DNA, Rusk is, and has always been a company committed to the professional. One of the few remaining family-owned businesses in the industry, this pioneer brand remains uniquely relevant and an inspiration to both stylists and consumers around the world.

Whether in school, behind-the-scenes, or on-stage, Rusk understands the importance of creative energy and innovative solutions and the constant need for growth and inspiration.

Advocating a synergistic approach to cut, color and style, Rusk continues to push performance and innovation in everything they do.

Rusk is your go-to brand for hair color, professional and retail products and tools.

Refreshed focus on the development of new ground-breaking products.

Our Commitment To You...

performance

An even stronger commitment to support the artist every step of the way in school, behind-the-scenes, on-stage and on-stage.

inspiration

Realize your dreams! Rusk will be partnering with Style Source Magazine, Modern Salon and other top publications, salons and other top publications to showcase and recognize industry talent.

innovation

RUSK

education

RUSK

RUSK IN THE PRESS

color corner

deepshine

RUSK deepshine® THE COLOR OF MONEY

color clients are key:

- Go to the salon more frequently
- More likely to purchase multiple hair care categories
- Spend more on take-home products
- More likely to generate salon referrals

the difference is deepshine®

100% Maximum Grey Coverage
Unredeemable Condition & Shine
Incredible Value

NEW DEEPSHINE® COLOR HAIR CARE
with Advanced Menne Therapy

Three high-performance systems empower you to minimize color fadeage at every step.

SMOOTH REPAIR HYDRATE

Formulated to **PROTECT** against the 3 causes of color fade: **WASH OUT, SUN & THERMAL STYLING**

\$130.00

DEEPSHINE COLOR CARE SALON INTRO

1 - Purse Conditioner 8.5 oz.	2 - Repair Conditioner 8.5 oz.
2 - Purse Shampoo 8.5 oz.	2 - Repair Shampoo 8.5 oz.
2 - Purse Deepshine® Shampoo 8.5 oz.	2 - Smooth Shampoo 8.5 oz.
2 - Repair Shampoo 8.5 oz.	2 - Smooth Conditioner 8.5 oz.

PNR 77954 Salon Value \$500.00 Save \$370.00

BRANDING/PRODUCT NAMING

POLLYSEON™ STOW & GO CLASSIC
"DRY & FLY" HANG CLUTCH



because life is short

on Speed 
DATING.com

single and the city

NYC  GUIDE™
Is love in your cards?

Child-proof™
Speed Dating

for singles that
don't want
kids...EVER



on Speed 
DATING.com

Have PASSPORT
Will Travel™
for worldly singles



on Speed 
DATING.com

LINKED™
Speed Dating

for
tattooed
singles



on Speed 
DATING.com



on Speed 
DATING.com

SIZE MATTERS™
Speed Dating
Date Men 6'1+

STAKED™
SPEED DATING

for "breast-of-intentioned" men
& the busty women they love



on Speed 
DATING.com

POLLYSEONTM
The Beauty of Going Places in Style.



877.pollyseon (877.765.5973)
sales@pollyseon.com



pure abundanceTM

PUMP UP THE VOLUME

pure abundanceTM builds body and volume with naturally derived thickeners to help your hair reach its full potential.



AVEDA
the art and science of pure flower and plant essences

high maintenance girl.
low maintenance curl.



AVEDA
the art and science of pure flower and plant essences

NEW FROM AVEDA—
AIR CONTROL[®] HAIR SPRAY

the sky's
the limit.



onSpeed
DATING.com

Cougar/“BoyToy”TM
Speed Dating

“Can't find a good
man, raise one!”

(women 31-55 & men 21-30)

The header features the logo for 'Intellectual Blonde' with a stylized blonde woman's head and hair. Below the logo is the text 'Intellectual blonde™ Branding & Communications'. To the right are social media icons for Facebook, Twitter, LinkedIn, and Pinterest. A navigation menu includes 'ABOUT', 'SERVICES', 'WORK', 'PRESS', 'CLIENTS', and 'CONTACT'. The main visual is a photograph of four women's legs in black skirts and high heels, wearing stockings of different colors: light green, purple, blue, and orange. To the right of the photo is the quote: "If your business is not a brand, it's a commodity."

The website content is divided into several sections. At the top is the 'on Speed DATING.com' logo with the tagline 'because life is short'. A navigation bar includes 'ACCOUNT', 'EVENTS', 'CITIES', 'GALLERY', 'VIDEOS', 'DEALS', 'NEWS', and 'HELP'. The 'NEXT EVENTS' section features four event cards: 'I LOVE THE 80'S & 90'S PARTY SAT - OCT 18, 2014', 'SKINNY MINNY SAT - OCT 25, 2014', 'HALLOWEEN SINGLES PARTY FRI - OCT 31, 2014', and '"20-SOMETHING" GAY DATING MON - NOV 03, 2014'. The 'FUTURE EVENTS' section lists 'DATE A CELEBRITY' (PRICE: 10.00), 'THE LOVE DOCTOR' (PRICE: 35.00), 'MORE TO LOVE' (PRICE: 30.00), and 'BIG RED DATING' (PRICE: 35.00), each with a 'JOIN WAITING LIST' button. The 'LATEST BLOG ENTRIES' section includes 'Speed Dating' (10/16/2014, 0 comments), 'First-Time Callers' (10/12/2014, 0 comments), 'The Official Wingman Code of Conduct, v.1.0' (10/09/2014, 0 comments), and 'Back Out There' (10/05/2014, 0 comments). The 'LATEST VIDEOS' section shows three video thumbnails, each with a '1 WEEK AGO' timestamp.

RUSK BEINGsexy™

UNINHIBITED HAIR. GET SOME.

Voluptuous volume • Touseled texture • Seductive shine

RUSK new! WIRELESS AND WIRELESS PLUS • SPRAY GEL

Sign up to receive "SEXY alerts"

NATION'S BRAVEST Firefighters Unite

VOTE for the nation's sexiest fireman!

Rusk has partnered with the sexy firemen of *Nation's Bravest Calendar* to get you into a "sexy" state of mind. "Click" to find out what these firemen think makes a woman "sexy" & then submit your vote for the hottest fireman.

Click here to submit your vote

Mr. Las Vegas	Mr. Seattle	Mr. Philadelphia
Mr. Minneapolis	Mr. New Orleans	Mr. Tampa
Mr. Salt Lake	Mr. San Francisco	Mr. New York
Mr. Chicago	Mr. Charlotte	Mr. San Antonio

BEINGsexy Available in May at: RUSK SALONS

ULTRA

THE WATERING HOLE Bar & Restaurant

HOME ABOUT MENU GALLERY EVENTS PRESS CONTACT

Watch Every Game with NFL Ticket

LOCATION/HOURS 106 E. 19th btwn Irving & Park Ave South Phone: 212-674-5783 Mon-Sun 12pm-4am Kitchen till 2am	106 E 19TH ST - SUBWAYS 14 St. - Union Sq 0.20 mi 14 St. - Union Sq 0.23 mi	HAPPY HOUR Monday - Friday - 12-8pm \$5 drafts, well-drinks & wine \$2 sliders, hot dogs & popcorn chicken	THE BIRTHDAY HOOK-UP Bring a group of 10 or more to celebrate. Show your ID and your drinks are on us! * Top shelf alcohol not eligible. 5 drink maximum.
---	--	--	--

NFL Sundays An official Atlanta Falcons bar, book your next viewing party with us.	No Cover Comedy Hosting the city's top up-and-coming comics every Tuesday @8pm.	Karaoke Karaoke Every Wed 8pm-12am and Thu-Sat 10pm-2am.
Speed Dating For singles of all orientations. Go to OnSpeedDating.com for info.	Trivia Night Complimentary appetizers & more. Go to SingleAndTheCity.com for info.	Book A Party Host your event at The Watering Hole. Food & beverage packages available.

THE WATERING HOLE Bar & Restaurant

Family owned, The Watering Hole has been a Greenwich mainstay serving up good food, good times and everything in between since 2007.

© 2014 The Watering Hole.

Designed by [Polevnev.com](#)

PAGES: About | Gallery | Events | Press | Menu | Contact | Privacy Policy

PLACES to be PEOPLE to see

Live life outside the box

LOG IN REGISTER JOIN MAILING LIST

Not logged in
Welcome, Amber

Facebook 326 Twitter YouTube LinkedIn RSS

ABOUT US MY ACCOUNT EVENTS SERVICES WORK WITH US HOOK-UPS HELP ADMIN Search...

EVENTS NEW YORK CITY

Karaoke Lover's Singles Mixer

Turn solos into duets...

Share on Facebook

Friday May 3, 2013
7:00 PM 9:00 PM

Hudson Terrace

Your Host(s)
AMBER

You should be able to update the text in this bubble via Admin screen. The aqua buttons on this page need the white triangles

Man	36-42	\$35.00
Woman	33-44	\$20.00

WOMEN REGISTER MEN REGISTER

Find a Wingman/Woman

Enter your name as it shown on your photo ID. You may be required to show photo ID to verify your reservation.

Click here and we'll notify you via email of anyone interested in being your +1. No guarantees, but we'll put the word out.

DON'T WANT TO GO SOLO?

Sponsored by There Are Giants...
the premiere tall men's life and style magazine

There Are Giants... [explore](#) [login](#) [logout](#)

What to expect.

Are you super into karaoke? I.e. you "do" or have "done" the NYC "circuit" and have your whole personal repertoire of songs you perform on the reg? Kind of sucks when the person you're dating is not down for karaoke in any shape or form. Needing a couple of drinks to get into the groove is totally acceptable, but refusing to participate can be a definite "date downer" & overall relationship "deal breaker." Turn solos into duets with 10-25 crooners at our upcoming Karaoke Singles Mixer.

Admission Includes:

- Complimentary appetizers and drink
- "Duets" ice-breaker
- All-night drink specials

Check out past event photos

Check out past event videos

R-Bar Images:



S SILVERCAR

Get What You Reserve

Download the app that's changing car rental and get a fully loaded Audi A4 every time. No lines. No counters. No hassles. First-time renters save \$75. Return customers get 15% off. Click for details.°

BOOK NOW

NATION'S BRAVEST

Firefighters Unite



VOTE for the nation's sexiest fireman!

Join Rusk In supporting a *sexy* cause. Click below to find out what these firemen think is *sexy* & submit your vote for hottest fireman. You may vote once a day up until the winner is announced on January 15th, 2012.

single and
the city.com

NYC'S LARGEST
HALLOWEEN
SINGLES PARTY

350+ singles looking for a *trick!*
SAVE \$5 w/ code NYCTOURIST
FRI 10.31 @Stitch Lounge (247 W. 37th)



"SNAG YOURSELF A HERO"



FIREMAN/EMT SINGLES PARTY

WEDNESDAY 10/15

@MI-5 7:30 PM-11:00 PM

Featured Event

If NY's bravest leave you breathless, we have a feeling you'll have no trouble getting some mouth-to-mouth.

single and
the city.com

VIDEO SCRIPTING AND VOICE-OVER



EDUCATION

AVON

the company for women

1 build your business

Meet Avon's Global Stylist Advisors

Four master hairdressers will share their styling tips and award-winning techniques, developed from years of working their magic at magazine and television shoots, on runways and behind the chair in exclusive salons. Look for expert tips and new looks in upcoming brochures!

Anthony Barrow
A New York and London fashion show regular, he collaborates with top designers and models to create the season's hottest looks.

Chie Sugawara
A renowned hair stylist and salon educator in Japan and the United States.

Allen Ruiz
2007 North American Hair Stylist of the Year and recognized by Latina magazine as one of "the best Latino Hair Stylists in America."

Sell. Rinse. Repeat.

Packs make it easy for you to recommend the proper regimen to your Customers and are a great way to build sales. Take advantage of the **Advance Techniques Advance Order Packs** on the following pages, and use the power of the packs to entice your existing Customers and attract new ones!

- 1. Getting to know her.**
If your Customer already uses Advance Techniques, this is a great way to expand your sales by introducing her to the entire line, customized by her hair type and style. If she is new to Advance Techniques, this is a perfect opener to introduce her to the right regimen and get her started looking great from the get-go.
- 2. Replenish with endless sales.**
Typical hair care products last one to three months, so give your Customer the personal touch by marking on your calendar when she might finish the product and send her a reminder to re-order her favorites!
- 3. Stock-up system.**
Tell your Customer to stock up and always have her regimen on hand whenever and wherever. Make sure she orders extra **Advance Techniques favorites** so she can pack up her "look" and always have salon-perfect hair!



"Anthony's must-have"

Lock-In Treatment (\$5.99)

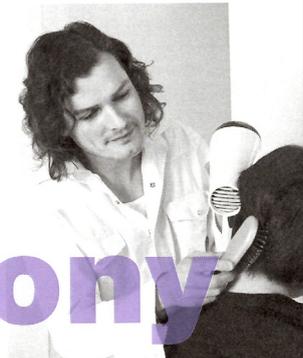
What It Is: A color protection spray that allows you to maintain hair color 5X longer*

What It Does: Right after hair is colored is when it needs protection from fading most. Protect your color investment by restoring hair to its pre-colored condition.

The Technology: Avon exclusive silicone sealer preserves color while nourishing ingredients restore healthy, vibrant locks and soften hair.

How To Use It: Shampoo and condition with Advance Techniques Color Reviving Shampoo and Conditioner. Next spray Color Protection Lock-In Treatment throughout damp, towel-dried hair. Style as desired.

Anthony's Tip: "When washing colored hair, it's critical to use a gentle and protective cleansing system like **Advance Techniques Color Reviving Shampoo and Conditioner**. Another tip for longer-lasting color is to rinse hair with cooler water after applying conditioner to help close the cuticle and lock in color and shine."



anthony

Allen Ruiz



Globally recognized for his talent, vision and award-winning images, Allen Ruiz has been perfecting the art of hairdressing for the past two decades.

Allen's passion for fashion has taken him all over the world where he's had the opportunity to study under runway and editorial legends including Antoinette Beenders, Guido and Odile Gilbert. A creative force behind many runway looks, Allen has engineered the hair for fashion houses including Cynthia Rowley, Stella McCartney, Marc Jacobs, Christian Siriano, Rodarte and Charlotte Ronson. Allen's editorial and campaign work have graced the pages of leading consumer and trade publications including Vanity Fair, W, Shape, Harper's Bazaar and American Salon.

Working as a creative consultant for Aveda for the past 18 years, Allen currently serves as the company's Global Style Director for North America. In addition to creating imagery on fashion and education fronts, Allen has also lent his product development insights and expertise to brands including Aveda and Avon.

In 2007, Latina Magazine deemed Allen as one of the Top 10 Latino Hairdressers in America. A four-time Canadian Mirror Awards nominee for International Hairstylist of the Year, Allen took home the prestigious award in 2011. He has also been the recipient of five North America Hairstyling Awards (NAHA) nominations, garnering Hairstylist of the Year honors in 2007 and Salon Team of the Year in 2011.

Jackson Ruiz, Allen's award-winning salon located in Austin, Texas has been featured by Salon Today Magazine as one of the Top 200 Salons in the US.

Learn more about Ruiz and his salon by visiting <http://www.JacksonRuiz.com>.

Luke Schneider



LUKE SCHNEIDER
CEO, Silvercar

Luke Schneider is a visionary business leader with 20+ years of experience driving innovation at the intersection of transportation and technology.



In his current role of Silvercar CEO, Luke and team have revolutionized the car rental experience by eliminating the frustrations and points of friction that have plagued the industry for decades.

Prior to Silvercar, Luke served as CTO of Zipcar, Inc., the world's largest car-sharing company. While at Zipcar from 2006-2010, Schneider conceived and drove development of new products, including the award-winning Zipcar iPhone app. Luke came to Zipcar by way of Flexcar, the first U.S. car-sharing company (acquired by Zipcar in 2005), where he held roles of CTO and VP of Strategy. He started his career in 1992 at Ford Motor Company.

Luke, along with his business ventures have been featured and/or recognized by countless media outlets including USA Today, CNN, The Huffington Post, Fortune, The Wall Street Journal, CNBC, Venture Beat, Wired, Mashable and more.

Throughout his career, Luke has been at the forefront of industry thinking and is frequently touted as a speaker on topics related to entrepreneurship, mobile technology, transportation and innovative/disruptive business models. Earning a Bachelor's degree in Mechanical Engineering from the University of Texas at Austin, Luke also received an MBA with specialization in Operations and Strategy from the Tepper School of Business at Carnegie Mellon University.

Luke resides in Austin, Texas with his wife and two sons.

AS SEEN IN

Forbes WSJ WIRED FASTCOMPANY



The Man Behind Quiet Events®

Recognized for his passion, technical expertise and supernatural work ethic, native New Yorker Will Petz introduced Quiet Events® after originally experiencing "silent disco" on a cruise in 2012.

"I had no doubt Quiet Clubbing® would be a hit in NYC," explains Petz. "This concept brings people together on many different levels. The connections and interaction these headphone parties foster is what keeps people coming back."

A Computer Science graduate from Baruch College, Will has held high level technology positions at financial institutions including J.P. Morgan, Lehman Brothers, Merrill Lynch and Bank of America.

A published author, patent pending inventor, world traveller, accomplished salsa dancer and testicular cancer survivor, Will is a passionate entrepreneur recognized for several successful business ventures including Random Events® an events company that brings people together to partake in fun and unique experiences, Scan Quest® a scavenger hunt app, and his latest innovation, The Walker Shoe®

Will and his companies have been featured by countless media outlets including Bloomberg, Geographic, The Huffington Post, MTV's Fuse News, The New York Post, Fox News and more.

LinkedIn

© 2015 Quiet Events®