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THIS MONTH'S DEALS

This month, we have three great offers including a FREE gift with purchase, an offer for Dads and Sons and an introductory offer for our new grooming treatment.

COMPETITION

We've just launched a new competition, Mr East Belfast 2011. Why not enter yourself or someone else? Either way, why not spread the word around. It's guaranteed to be a great night!

SALON REFURBISHMENT

We're finalising our plans to bring you the best salon in Belfast. We'll have more barber's chairs, a smart new look and less waiting time.

NEW TREATMENT

We've been recruiting the best staff in the industry to ensure we keep providing you with the best possible service. Our new Consultant brings her signature treatment to Ballyhackamore. Read on for more...

DID YOU KNOW?

Our celebrity ambassador, Nick Easter, is a massive fan of Volcanic Hot Stone Massage. England Rugby's number 8 has the treatment weekly to help ease his muscle injuries. Nick is currently our ambassador for the Jason Shankey Expert range of hair and skincare products. For further details, go to www.jasonshankey.com/expert.

NEW TREATMENT



As you'll see from our special offers above, our new consultant Alison is a specialist in Hot Volcanic Stone Massage. Alison works Wednesdays and Saturdays and performs Hot Stone Therapy along with all of our other grooming treatments.

Don't forget to take advantage of our easy free car parking at the rear of the shop and did you know we're now serving speciality 'bean to cup' coffees?



We'd love your feedback on our new look newsletter!

SPECIAL OFFERS...



Our new skincare consultant Alison specialises in a new form of treatment, Volcanic Hot Stone Massage. This massage involves the application of heated volcanic stones, varying in sizes, to key points on the body giving a deep massage. Perfect for anyone with muscular injury, poor circulation and stress. Our normal price is £50 for this treatment, but for you it's only £25 until 11th April. The service is only available on Wednesdays and Saturdays. To receive the discount, simply mention this ezine when booking.

VOLCANIC HOT STONE MASSAGE



Until the end of April, we're offering a Father and Son package every Monday through to Thursday. This is a walk-in offer only (not available by appointment). Boys up to 12 years of age can bring their Dad with them for a haircut and take advantage of a combined price of £25 (a saving of £6.90). Simply quote 'Father & Son deal' when making payment.

FATHER & SON DEAL



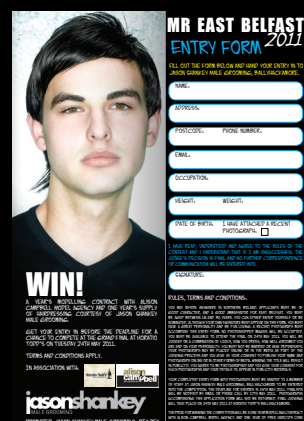
Receive a FREE Energising Hair and Body Wash with your purchase of any two Jason Shankey Expert products. Choose from Exfoliating Face and Scalp Scrub, Smoothing Shave Cream, Skin Soothing Moisture Balm, Hair Styling Paste or Warming Muscle Rub. Jason Shankey Expert was just awarded '10/10 Best in class' by Envie Magazine! Offer ends 30/4/11.

FREE GIFT WITH PURCHASE

SALON REFURBISHMENT

It's been six years since we last refurbished our shop and, following the results of our customer email surveys, you guys think it's due a bit of a spruce up. So, following your suggestions, we'll be making quite a few changes to the layout of the shop as well as brightening it up a bit. We hope to stay open during the refurb, and aim to keep noise down to a minimum.

JASON SHANKEY MALE GROOMING LAUNCH "MR EAST BELFAST 2011"



Do you, a friend, a customer or a colleague have what it takes to be crowned Mr East Belfast 2011? If so, you have until 15th May 2011 to hand in your entry form to Jason Shankey Male Grooming Ballyhackamore!

The competition, in association with Horatio Todd's and Alison Campbell Model Agency, aims to find a man (18-30) of good character to be a great ambassador for East Belfast. Participants will be judged on personality, how good they look, how well groomed they are and how stylish they dress.

The competition will be shortlisted down to ten finalists who will arrive at Horatio Todd's on 24th May for the final judging process. The final of Miss East Belfast will also be held on the same night.

The winner of Mr East Belfast 2011 will win a year's hairdressing at Jason Shankey Male Grooming and a year's modelling contract with the Alison Campbell Model Agency. There will also be publicity surrounding the event and all entrants must be willing to take part in the events' publicity opportunities.

Application forms are now available at Jason Shankey Male Grooming Salons, or download one from our website, www.jasonshankey.com. Go to the NEWS section.

Help us spread the word and Good luck!