



## OWNER HEIDI WHITE



### What was the inspiration for Vanity Hair & Makeup Studio?

I wanted to create an environment in which everyone who visited us felt accepted and seen as an individual. I only hire experienced stylists who can address all the beauty needs of all walks of life. We are able to create a perfect look for each person and inspire them to let their inner beauty shine.

### What sets Vanity apart as a salon in Portsmouth?

There are so many great salons in Portsmouth. If you're seeking a studio that hosts a creative and holistic vibe and a "they are what they preach" mentality, Vanity will ease your mind. We were actually chosen by Elle magazine as one of its "Top One Hundred Salons in America" for 2014 and 2015. We were the only New Hampshire salon included. Talk about a humbling experience. The credit goes to my team for always being kind, positive and, most of all, talented in their crafts!

### How do you choose your product lines?

We rely on solid research to choose only products that fall into safety categories such as vegan, gluten-free, cruelty-free,

natural and organic. Vanity always looks to holistic approaches in all aspects of beauty. Our product lines are from credible, eco-friendly companies, down to their manufacturing being local and FDA approved. Always know that the salon is thinking of not only our health as humans but for the outside world as well.

### What is a hair rule Vanity stylists swear by?

Consultations! When it comes to customizing one's visual

image, a consultation ensures the best results and it's fun way to get to know our guests as people and not just clients. It helps us to analyze all facets of each person's needs. We ask lots of questions and use visual aides to really understand what the client is looking for.

### A makeup rule?

Less is more. Calvin Klein says, "The best thing is to look natural, but it takes makeup to look natural." Don't get me wrong, we can and will achieve a glamorous, edgy look, when requested. However, it's all in the tools and not the amount of makeup you use. Our artists can show you how to achieve your perfect look with 30 or 60 minute personalized lesson, too.

### What's the best way to maintain color between visits?

This is where I sometimes go bananas. If you invest time and money in a service that was specifically designed for you, wouldn't you want to invest in using the proper after-care products to ensure you're not washing it all down your drain? Smoothing gloss treatments will lock in your color and using sulfate-free, non-man-made chemical products will preserve your shine and all-around look of your hair even at the six to eight-week mark.

### What can a bride expect for Vanity's bridal services?

Brides, oh my! Well, we do over 100 bridal parties each year. It's amazing how fine-tuned our team has become to accommodate the high expectations of their physical appearance, and their in-studio experience as well. A bride can expect to not worry about a single thing, especially if a trial has been previously executed. We are fast and efficient, and we treat wedding parties as though each one is our personal BFF that's getting married!

### What is special about Vanity?

Sweetie Petey, our lovable yellow labrador! We have the best shampoo stations, we offer complimentary beer and wine, and we customize many aspects of your beauty needs. We are an independent boutique salon—we are not obligated to use specific beauty lines. We use the best, and we do what is best, always. The staff is addicted to education; on average we attend six classes a year, and some of us are educators as well!

### Do Vanity stylists ever style hair and makeup for events?

Vanity is asked to do many many fashion shows every year, and in the past we would do several a year. Though they are fun, we are now trying to only do events that are for nonprofit organizations that pertain to different charities. We did 24 models for a fashion show at the Sheraton hotel on April 3<sup>rd</sup>. We also are up for hire when it comes to group events where we will travel to you. Coming soon is a Vanity

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Secret Services Menu, where we will do your hair and makeup at your location.

### What can a new client expect on their first visit to Vanity?

You will be greeted with a smile and offered a beverage. Our team will provide a consultation for your services,

including many questions and visual aids, to thoroughly understand what you're looking for. You can expect to literally love your reflection.

## BOOK A CONSULTATION WITH ONE OF OUR STYLISTS TODAY.

Exciting news we are now Halo Couture specialists for hair extensions!

### Vanity Hair and Makeup Studio

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open 7 days a week  
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vanityhairstudionh.com  
online booking available  
Established 2008  
#loveyourreflection

