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Donna Pascoe first made herself a household name with her renowned hair product line called Mine. Having been sold nationwide in leading beauty retailer, Sephora and featured in almost every note worthy fashion and beauty magazine in North America, Pascoe is not stranger to success.

Pascoes's talent and abilities matured, she felt it was necessary to widen her horizons and build a salon. Focused on providing only the best services to her clientele, Pascoe took her time building her family of employees, seeking out the best in the business. Her reputation preceded her, and one can say she has easily filled the salon with people and products that match her standards of excellence.

I stepped into the salon expecting to be met with the familiar sent of nail-polish remover and bleach. That wasn't the case at all. I was pleasantly surprised to find the gentle aroma of fresh baked cookies wafting through the air. I inquired after the scent, and was informed that the process of "hair beautification" is sometimes a long procedure better enjoyed with fresh cookies and a cup of coffee. And so I indulged, while soaking in the loft space's mixture of Zen tranquility and Miami Beach 'joie de vie.'

There is breezy, openness to her salon. The interior is bathed in radiant Florida sunlight, flowing through ceiling-to-floor windows. The energetic lighting combined with exposed ceilings and tropical bamboo accents whisper relaxation.

One becomes overwhelmed by the sheer quantity of treatments available. Pascoe has clearly gone to great lengths to find the hottest trends in hairdressing, and then find methods of improving them. Like most trend junkies I have heard all about the Japanese hair-straightening process. I was shocked however to learn there is a Brazilian process that has just been passed by the Food and Drug Administration and has not yet left South Florida! I discovered that the new technology in hair maintenance is a keratin treatment hat is a lot quicker than the Japanese process, universally applicable to both dyed and highlighted hair, and is not permanent.

While digesting this new information, a friendly gentleman named Michael Lizzi was introduced to me. He has been doing "Great Lengths" hair extensions for the past 13 years. As he animatedly informed me, he could if asked, give me a full head of all-natural hair extensions in only two-and-a-half hours! My mid swelled with images of my short curls being transformed into long Rapunzel-like plaits winding around my body.

A fresh baked cookie and a relaxing manicure jolted me back to reality. It was then that Pascoe chose to explain her most astounding development yet. In recent years, clients have continued to express concern over the dangers of hair bleaches and dyes. There has been some speculation about the cancer-inducing capabilities of many hair products and the risks they pose to both clients and hair-colour technicians. Women

who had recently lost their hair to chemotherapy treatments were reluctant to dye their re-grown locks, while pregnant women have been warned against the possibility of birth defects in their children if a hair-dye regimen is followed.

Equally, many environmentally conscious clients have long been seeking alternatives to the unnatural components of commercial haircolour. With “going green” the new trend among the Hollywood A-list crowd, the Donna Pascoe Salon recognized the demand in a discerning marketplace and acted accordingly. Pascoe looked far and wide for product that could deliver salon-quality colour without the traditional use of chemicals. After extensive research, the salon rolled out a new “green” alternative to conventional hair dye. A plant enzyme developed in Milan has, according to Pascoe, “taken the fear out of getting your hair coloured every month.” The product is made from completely natural plant and fish extracts, thus making the hair dye safe and non-toxic. The new product line is featured in Pascoe’s salon alongside the more standard and familiar methods of hair dye.

After researching the natural and organic market I realized that a wide range of spas today are beginning to tap into the “green” market by way of product lines. Amongst the leading names is Eminence Organic Skin Care. Salons such as Toronto’s Pop Design, keeps its recently revamped spa stocked with the Eminence line, as does The Healing Grounds Spa and Wellness Centre in Tofino, B.C. In fact, Vancouver firefighters use the line’s mineral powder sunscreen to protect their face from the flames while on the job. A practical solution to the problem of watery sunscreen running into the eye when under heat. Eminence products offer a huge variety of all-natural beauty products made from herbs, vegetables and fruits. Their products are rigorously tested, and handmade in Hungary. Vitamins from the ingredients are highlighted by the all-natural base of ingredients and aid in skin and cell regeneration. Products range from traditional lotions and creams to the more exotic toniques, serums and body treatments.

Back at the Donna Pascoe Salon, a long list of facial treatments adds to her salon experience. Make-up artist Fay Mendhelson works with her personal line of products on all the salon patrons. Staff is as diverse in ability and training as the salon’s offerings are unique. Counted as one of the most worldly is internationally trained in-house esthetician Renee Tulpere, who was educated in the art by Tibetan monks!

A large display of Pascoe’s new product line Revenge also graces the entrance of the space. When asked about the new products, Pascoe explained that she enhanced the Mine products with her Revenge line, so that the customer could, “take revenge on flat, straight, frizzy dull... hair.” For those women who have long struggled with such locks, take note: revenge is a dish best served cold.