

# THE GUILFORD BUILDING NEWS

*in its 14<sup>th</sup> year of publication*

## NEW YEAR, NEW BABY, NEW BUSINESS

Individual attention with no distractions and customized skin care treatments are the hallmarks of Samantha Edwards' new business here. Last October Samantha found space for the skin care studio she was envisioning in suite 203-204 and set about decorating and equipping the space. She had to move fast because she was expecting her second child in December. Everything had to be in place and ready for clients before her maternity leave began.

Sublime Skin by Samantha quickly emerged. The walls were painted in shades of peacock. New furniture was delivered, and the all-important treatment room soon became beautiful and functional. Just days before her baby son, Leo, was born, Samantha was doing business here in her new studio.

Leo is a healthy, loveable baby. His great grandmother, Margie Haines, is his nanny. Margie cared for Samantha when she was a baby. So, when Samantha is here taking care of clients, she knows Leo is in the best of hands at home.

The most popular treatment at Samantha's studio is the customized, hour-long rejuvenating facial. She also offers

a variety of chemical peels using natural and organic products. "No down time or side effects after peels," says Samantha. Clients also come to Samantha for waxings and eyelash and brow tinting.

Outside the building Samantha enjoys doing at-home birthday parties for girls. She uses her expertise to beautify the party goers, and a great time is had by all.

Many people want to improve the condition and appearance of their skin, but they do not know how to go about that effectively. Samantha, who is an experienced esthetician, offers a comprehensive consultation at no charge to people looking for skin care help.



FREE SKIN CARE  
CONSULTATION  
AND MINI-TREATMENT

In the treatment room of Sublime Skin, Samantha cleanses the skin twice to remove any makeup or debris. This thorough cleaning is called the double cleanse.

Following the double cleanse, Samantha carefully examines the surface of the skin with a strong magnifier. Then using an ultraviolet light known as The Woods Lamp, she inspects the skin again for underlying problems such as sun damage. This two-step examination is known as a double skin analysis.

After the analysis, Samantha may apply a serum or starter product or treatment to the skin to get the person under consultation on his or her way to skin transformation.

TO SCHEDULE A CONSULTATION  
CALL SAMANTHA AT 336-209-4861

Visit our new website for The Guilford Building at [hallimar.com](http://hallimar.com).