

AUGUST / SEPTEMBER 2026

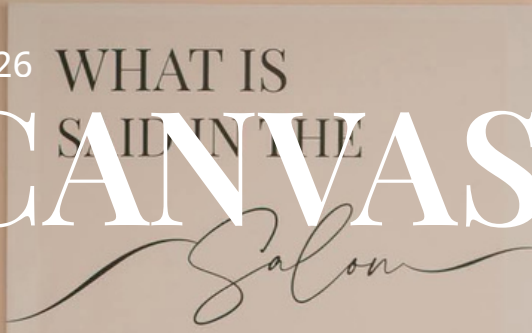
WHAT IS

SAID IN THE

# THE CANVAS EDIT

HAIR STUDIO

MAGAZINE



STAYS  
THE SAME



Team Events,  
Branding  
Photoshoot, & a  
Growing Team

Canvas Hair Studio

Discover the latest hair trends, our favorite products, new service offerings, and celebrate team milestones. Q & A feature with Evelyn, Salon Owner.

# Branding Day at Canvas

## *Behind the scenes of our branding photo shoot*

At the end of June, we spent a day updating our branding photos, and we wanted the images to feel like us—real, welcoming, and a little bit fun. We were lucky enough to work with our very own Aviva, of avivabphotos for our individual photos and @jordyphotog for our team photos, with all editing done by Aviva.

While the final images turned out beautifully, our favorite part was everything that happened in between. We spent the day getting ready together, helping each other choose outfits, fixing hair, sharing laughs, and cheering one another on before stepping in front of the camera.

Evelyn even did Abbie and Ashley's makeup for the shoot. (And before anyone gets any ideas, no—she is not getting back into the makeup business. Sorry in advance!)

As our team has grown, this photoshoot gave us a chance to slow down and spend time together outside of our normal salon days. The photos captured our faces, but the day itself captured something even more important—the friendships, teamwork, and positive energy that make Canvas Hair Studio feel like home. We hope when you look through these pages, you see a little bit of that, too.



Top Left: Ashley, Ari, Evelyn, Aleilah, Aviva  
Bottom Left: Makenzi, Abbie, Gianna

### Photography By:

avivabphotos

[www.avivabphotos.com](http://www.avivabphotos.com)

Branding photos are a great way to showcase our team and personalities while helping us create a consistent look across our social media, website, marketing materials, and so much more. We wanted these photos to reflect who we truly are—not just as professionals, but as the people behind the chairs.

# BEYOND THE CHAIR

## Go Cubs Go!

In early June, the Canvas crew traded the salon for the ballpark and spent the day at Wrigley Field cheering on the Cubs. It was an unofficial Canvas gathering, complete with our significant others, good food, plenty of laughs, and a chance to enjoy each other's company outside of work.

We believe the best teams are built both inside and outside the salon. Taking time to connect beyond our daily routines helps us strengthen friendships, create lasting memories, and bring even more positivity back to the salon for our guests.



## Team BBQ at Evelyn's House

In July, the Canvas crew traded salon chairs for lawn chairs and gathered at Evelyn's house for a summer BBQ with our families. The afternoon was filled with great food, plenty of laughs, and a few highly competitive volleyball matches (we're still debating some of those calls!).

Evelyn and her husband treated everyone to a delicious homemade Mexican feast, while the rest of the team brought favorite sides to share. It was the perfect reminder that while we love working together behind the chair, some of our best memories are made outside the salon, too.

## Shades EQ Formulating Class

It's not all fun and games at Canvas! Behind every beautiful color is ongoing education and a commitment to perfecting our craft.

Recently, we welcomed a Shades EQ educator into the salon for hands-on training. Shades EQ is the gloss we use on many of our color guests—not just blondes! A gloss helps refine tone, enhance shine, refresh faded color, neutralize unwanted warmth or brassiness, and leave the hair looking healthier and more vibrant. Whether you're blonde, brunette, red, or anywhere in between, a gloss is one of the easiest ways to elevate your color.

During our class, each stylist chose a favorite Pinterest-inspired hair color and created a custom Shades EQ formula to achieve it. Continuing our education allows us to stay current with the latest techniques so we can create beautiful, customized color for every guest who sits in our chair.



## WELCOME MAKENZI, EVELYN'S NEW CO-STYLIST

### A Little More About Makenzi

Makenzi brings energy, heart, and dedication to everything she does. As a proud member of Team USA Cheer in 2020, she's no stranger to hard work, discipline, and teamwork. Today, her favorite title is being a proud mama to her little BWS Warrior, who inspires her every day.

As a new stylist, Makenzi loves creating beautiful highlights, custom color, and bouncy blowouts. One of the things she's most excited about is getting to work alongside Evelyn—observing techniques in real time, learning from every appointment, and putting those new skills into practice right away. She believes there's always something new to learn, and she's passionate about growing behind the chair.

When she's not at the salon, you'll most likely find her helping her family at Sweet Charli's Coffee Trailer, serving up handcrafted coffee and friendly conversation with the same smile she brings to every guest.

Whether she's creating gorgeous hair, cheering people on, or pouring the perfect cup of coffee, Makenzi's passion for people shines through in everything she does.

# *Meet Our New Co- Stylist*

### What is our Co-Stylist Program

Our Co-Stylist Program is how we develop the next generation of Canvas Hair Studio stylists. New graduates work alongside our experienced team, receiving hands-on training in advanced techniques, guest care, and salon operations. Every assistant is closely mentored throughout the program, ensuring they build the confidence and skills needed to provide the exceptional service our guests know and love.



## Why should I get a facial?

Getting a facial is more than just a relaxing experience, but it's an important part of maintaining healthy, glowing skin. Facials help deeply cleanse the skin, remove dead skin cells, unclog pores, improve hydration, and smooth the overall texture of your skin. They can also be customized to target specific concerns such as dryness, congestion, breakouts, uneven skin tone, or signs of aging. Along with the skincare benefits, facials provide relaxation and can leave your skin feeling refreshed, soft, radiant, and glowing. This is why you should book your facial with me!

### We Asked Evelyn - "Why did you want to add aesthetics to Canvas?"

One of the things I love most about Canvas is that it's always been about more than just hair. It's about creating an experience. As we've grown, I've always asked myself, "What's next? How can we continue serving our guests in an even better way?"

Adding aesthetics just felt like the natural next step. After our recent expansion, I really wanted to continue creating a space where people could come in, relax, and truly take time for themselves. Hair will always be at the heart of what we do, but beauty and self-care go far beyond that.

Fun fact about me. I've always had a skincare routine. It's one thing I've never skipped, and taking care of my skin has always been a staple in my life. I've always loved skincare, so bringing aesthetics to Canvas felt like the perfect fit. It wasn't about adding something completely new. It was about expanding on something I've genuinely been passionate about for years.

I love this industry and everything it has to offer, and I'm excited that we can now provide even more ways for our guests to feel confident, refreshed, and taken care of.

## Why did we choose Circadia for Canvas?

When choosing a skincare line, we wanted products that delivered real results without putting unnecessary costs on our clients. That's why we chose Circadia—a professional skincare line that combines science-backed ingredients with exceptional education and support. Their commitment to quality, accessible pricing, and continuous training allows us to provide customized treatments and trusted home care recommendations, making healthy, beautiful skin achievable for everyone.

# Canvas Beauty Lounge



Aleilah's Favorite Products: Micro Exfoliating Honey Cleanser, Spot Stop & Eye Lift Serum (from left to right)



**HOT TIP:**  
Facials & Waxing Are 20% Off For New Clients Through The End Of August!

## Why should I wax?

Waxing is a simple way to keep your skin feeling smooth, soft, and beautifully maintained. By removing unwanted hair from the root, waxing provides longer-lasting results than shaving while also gently exfoliating the skin and removing built-up dead skin cells. With consistent waxing, hair may gradually grow back softer and finer which is exactly what our goal is! I want you leaving every appointment comfortable and feeling confident in your skin.

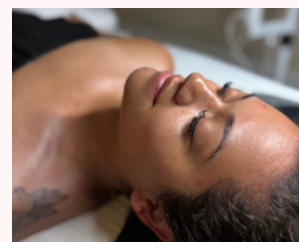
### Aleilah - "what do you want our clients to know about your facials & waxing?"

I want every client to know that their experience and the health of their skin are my top priorities ALWAYS. My goal is to create a comfortable, welcoming environment where you can relax, feel confident, and truly take time for yourself. Every treatment is customized to your individual skin, needs, and goals because no two clients are the same. I believe skincare is not about perfection but more about understanding your skin, giving it the care it deserves, and helping you feel confident in the skin you're in. My passion is helping each client leave feeling refreshed, cared for, and glowing from the inside out.

### "Evelyn, What is your favorite part about a facial with Aleilah?"

I love self-care, so this one's easy! My favorite part is how my skin feels afterward. The glow, the hydration, and that fresh, healthy feeling lasts long after the appointment.

Aleilah has such a calming and relaxing touch that it's easy to completely unwind while you're with her. On top of that, she's incredibly knowledgeable and always has the best recommendations for at-home skincare, so you leave feeling great and knowing how to keep those results going.





## CONGRATS TO GIANNA – PROMOTION TO LEVEL 5 STYLIST

In July we celebrated Gianna's promotion from a level 4 stylist to a level 5 stylist. This promotion is a reflection of her hard work and dedication behind the chair and the trust her guests place in her every day she comes to Canvas.

### More Than a Promotion

At Canvas Hair Studio, every promotion is earned—not simply based on years behind the chair.

Our stylists grow through a Level 1–9 career path, advancing by providing exceptional guest experiences, building lasting relationships with clients, continuing their education, earning outstanding reviews, and consistently growing their skills.

Why does that matter to you? It means your stylist is always learning, improving, and committed to giving you the best experience possible every time you visit.

Promotions like this don't happen overnight—they're earned one happy client, one class, one review, and one appointment at a time.

If you've ever sat in Gianna's chair, you've been part of her journey. Your loyalty, referrals, reviews, and support have helped her reach this milestone, and we're so excited to celebrate it with you.

Congratulations, Gianna! We can't wait to see where your talent and passion take you next.

# ***Gianna's promotion***

**"Every promotion at Canvas represents hundreds of appointments, countless hours of education, and one goal: giving every guest the best experience possible."**



*“A woman who cuts her hair is about to change her life.”*

— Coco Chanel

# Another Step Up

In April, we celebrated Ashley’s jump from a Level 2 to a Level 3 Stylist – and just a few short months later, we’re celebrating her next milestone: Level 4!

Level jumps aren’t simply given. They’re earned through consistency, hard work, dedication, and the results a stylist creates behind the chair. Ashley has shown an incredible amount of growth this year, and her numbers speak for themselves. Her guest return rate and booking percentage have increased significantly, making it a little harder to snag a spot on her schedule than it used to be!

But Ashley’s growth goes far beyond the numbers. She prides herself on taking her time, being meticulous with her color work, and making sure every guest leaves feeling their absolute best. She also believes in showing up every day ready to represent herself and the salon – following her personal “2 out of 3” rule: hair, makeup, or outfit – always having at least two of the three on point, and often all three!

Ashley also knows that none of this growth would be possible without the guests who continue to trust her. She genuinely loves getting to know her clients, chatting and catching up throughout their appointments – but she also understands that sometimes a guest just wants to sit back, relax, and enjoy a quiet appointment. Whatever they need, Ashley meets them where they’re at.

We couldn’t be more proud of the work Ashley has put in this year and the stylist she continues to become. Congratulations on Level 4, Ashley! We’re so excited to watch you keep growing!





## Myth: Professional shampoo is the same as drugstore shampoo.

Truth: Professional products are typically more concentrated and formulated with higher-quality ingredients tailored to specific hair needs

## How often should you really wash your hair?

There isn't a one-size-fits-all answer. Most people do well washing every 2–4 days, but it depends on your hair type, scalp, lifestyle, and products used. Fine hair may need more frequent washing, while curly, coarse, or textured hair often benefits from washing less often. The goal is to keep your scalp healthy and your hair feeling its best—not to follow a strict schedule.

Canvas Tip: If you're unsure, ask your stylist! We can recommend a washing routine based on your hair goals and daily habits. ✨



## *Ask the experts Q & A with Evelyn, Salon Owner*

### ***Q:** How often should I get a hair cut?*

A: I love this question! Most people can go anywhere between 8–12 weeks between haircuts. If you have a shorter haircut and like to keep its shape, especially hair that's shoulder length or shorter, you're probably looking closer to 4–6 weeks. Longer hair can usually go a little longer, around 10–12 weeks. One thing that's important to remember is that cutting your hair doesn't make it grow faster. What regular trims do is prevent split ends from traveling farther up the hair shaft, which helps keep your ends healthy and prevents unnecessary breakage.

### ***Q:** How often should I color my hair?*

A: It really depends on what you're trying to maintain! For gray coverage, I typically recommend every 4–6 weeks. For balayage, you can usually go quite a bit longer. I recommend starting with a full balayage, then following up with two or three maintenance appointments, usually partial balayages, every 8–12 weeks, depending on your hair and your goals. Don't forget about your toner! Toners are a great way to keep unwanted warm tones away, add shine, and refresh your color without doing a full lightening service. They're also a more budget-friendly way to maintain your color and can usually be done every 4–5 weeks.

### ***Q:** Why does my blonde get brassy?*

A: Oh, this is a good one! I think one of the biggest misconceptions about hair color is that it's supposed to stay exactly the same until your next appointment. The truth is, that's just not how hair works. Our hair is made up of keratin, which naturally has yellow pigment. When we lighten the hair with color or lightener, we're exposing the underlying warm pigments: red, orange, and yellow. Over time, things like washing, heat styling, sun exposure, hard water, and even chlorine can cause those warm tones to become more noticeable. The good news is that brassiness is completely normal! Using the right shampoo, conditioner, heat protectant, and getting a toner when needed can make a huge difference in keeping your blonde bright between appointments.

### ***Q:** Why do I really need heat protectant?*

A: This is one product I think everyone should have! Heat is everywhere, not just from your blow dryer or curling iron, but even from the sun, especially during the summer. One thing I always tell my clients is that if you're going to take the time and invest the money to color your hair, you also need to protect it. A good heat protectant does so much more than protect against heat. Many formulas also help prevent color from fading, add shine, smooth the hair cuticle, reduce frizz, and help prevent split ends. The best part is that anyone can use one. One of my favorite options is a leave-in conditioner with heat protection because it's so versatile. It works for almost every hair type, whether your hair is colored or completely natural.

## EVELYN: WHAT'S IN MY SHOWER?

"Right now I'm using Mega Sleek by Matrix shampoo and conditioner. It's been amazing for helping control humidity and keeping my hair smooth and frizz free.

I've also recently started using the Color Wow Money Mask about once a week, and I follow it with Color Wow Dream Coat Supernatural Spray once a week too. Total game changer!

During the colder months, I usually switch things up and reach for something a little more hydrating like Food For Soft by Matrix or Hydrate by Pureology."



## Now Offering: Dermaplaning!

Dermaplaning is a safe exfoliation treatment that removes dead skin cells and peach fuzz, leaving your skin smoother, brighter, and glowing.

Your hair will NOT grow back thicker or darker. Dermaplaning doesn't change your hair's color, thickness, or growth. Your hair grows back just as soft and fine as before.

Perfect for anyone wanting smoother skin, better makeup application, and enhanced skincare absorption.

Dermaplaning isn't recommended for those with active acne, sunburn, open wounds, skin infections, or flare-ups of eczema, psoriasis, or rosacea. If you're using prescription acne medications or have recently had a chemical peel or laser treatment, talk our esthetician before booking.

## LITER SALE ENDS AUGUST 31!

Now is the perfect time to stock up on your favorite shampoo and conditioner. Through the end of August, enjoy 20% off all shampoo and conditioner liters. Not seeing your go-to products on our shelves? No problem! We're happy to place a custom order so you can get exactly what you need to keep your hair looking its best between salon visits.



# TRENDING



@hairbyavivab

**BALAYAGE W/ 20" EXTENSIONS**



**SOCIALLITE BLONDE**



**BROWN SUGAR BRUNETTE**



**LIVED-IN BRUNETTE**



**HONEY COPPER**



**ESPRESSO BRUNETTE**

**POP-STAR BLONDE**

# upcoming *Fall* Color Trends

## Y2K *Coming Back*

### Y2K Pop Star Blonde

Bright, expensive-looking blonde with soft dimension and glossy shine.

### The “IT” Gloss - Scoialite Bronde

The perfect in-between blonde and brunette for a rich, low-maintenance look.

### Honey Melt

Warm golden ribbons that seamlessly melt from darker roots to lighter ends.

### Spiced Smudge

A lived-in root melt that softens highlights for effortless fall dimension.

### Honey Copper

Soft copper with golden warmth—perfect if you’re ready to try something new without going vibrant red.

### Ribbon Highlights

Bold ribbons of brightness placed to frame the face and create high-impact dimension.

### Espresso Brunette

Deep, glossy brunette with rich espresso tones that look healthy and luxurious.



@hair\_byyashleyy



@hair\_byyashleyy

# LET'S STAY CONNECTED & GROW TOGETHER!

1. **Follow us on Instagram:** Check out our latest transformations and updates [@canvas.hs](https://www.instagram.com/canvas.hs).
2. **Show some love on Google:** Leave us a review mentioning your service and stylist or esthetician! It helps new clients find us and helps our team reach their career promotions. As a thank you, you'll get \$5 off your next visit!
3. **Refer a friend:** Love your look? Share the love! When you refer a friend, you both get a \$20 voucher toward your next service when you mention code: CANVASEDIT20
4. **Shop local** for your beauty needs: Buy your hair and skincare products directly from us—we always price match! Not only does this show us what you love, but every purchase earns us reward points that fund continuing education, upgraded equipment, and fresh salon perks.



## Canvas Loyalty Program

Our way of saying thank you for being our client.  
Join our loyalty program today & earn points.  
Redeem for add-on's & select products!

### How to Earn:

**Product:** 1 Point for every \$1 Spent

**Services:** 1 Point for every \$1 Spent

**Leave a Google Review** = 25 PTS

**Leave a Vagaro Review** = 25 PTS

### How to redeem:

250 pts = \$15

Ex: \$30 Add-On = Need 500pts to redeem

Scan Here to  
Leave us a  
Google Review

