

# 2010 Media Kit



Bringing Sexy Back • Junk Waxing • Philanthropy • Wishful Thinking • Waxing Moms-2-Be

\*iheart\* smooth hair free skin, picking zits & social media...  
Lets connect find MS. ESTHETICIAN wherever you are online:



# Who Is Ms. Esthetician?

I am Tiffany Taylor, and I honestly love what I do.

**Professional credentials** – I completed my esthetician training at David Pressley (Royal Oak Campus), and went on to graduate from Origin Institute with a diploma in Massage Therapy. I am also a Dale Carnegie graduate with certification in Human Relations and Communications. As a licensed esthetician and massage therapist, I am a member of Associated Skin Care Professionals and Associated Bodywork & Massage Professionals. To sum that up...I am a qualified professional.

But I have to admit, even though all of that information makes me legit, what's more important to me is the passion I bring into the industry. I have a God-given talent and come from a long line of beauty industry professionals. My grandmother, Ella Frances Pigue, was an award-winning beautician/beauty shop owner (that's what stylist and salons were called in those days), as well as an accomplished seamstress. A truly gifted woman, she has left a legacy that still exists 32 years after her death. People are still talking about my grandmother, and that makes me proud.

So, naturally it was expected that someone would carry on her torch, and when it was my turn at bat, I choked! After several folks left the salon with wet backs (didn't cut it as a shampoo girl), I came to the realization that no matter how hard I tried to emulate my grandmother, I was never going to be a great hairdresser. It just wasn't my bailiwick, but I loved makeup and skincare. And so, my desire to be an accomplished esthetician was born.

For over **16 years** I have been fully immersed in the beauty industry, and causing quite a stir along the way. I have come a long way from my glittered eyebrows and money green nails, but self-expression and humor are still the driving force behind everything that I do. The looks that I get when I say I do male brazilian bikini waxes for a living...well, it's priceless.

I have always been an advocate of beauty being done the right way and have made it my goal to educate clients on the potential dangers that exist within the industry. From double-dipping, to waxing at nail salons (not a good idea), I have a laundry list full of pointers to help keep you safe. If you look hard enough, you might just find me helping other professionals with their wax techniques too because I want to clean both you and the industry up.

So here we are. You know a little bit about me, and I'm eager to get to know you.

-Ms. Esthy

## FOR IMMEDIATE RELEASE

June, 2009

Media Contact: Andrea Walker

248.200.9006

### **Local hot-spot for smooth summer skin**

Looking for smooth summer skin without the hassle of shaving? Local esthetician, Tiffany Piggee'-Taylor has the answer. Taylor's business Ms. Esthetician, has spent years perfecting the skill of providing her clients with not only the highest quality in waxing services, but also the knowledge needed to ensure safe waxing. Taylor's techniques are highly recommended for safe, effective hair removal.

With so many spas and salons offering waxing, its important to find a location that offers safe, licensed and trained estheticians. And men are doing it too! 43 percent of clients that wax regularly are males that travel from as far away as Kalamazoo or Toledo.

Working in Rochester area for the past four and a half years, Taylor was trained in Royal Oak at the David Presley School of Cosmetology as a licensed esthetician. She then went on to work exclusively with Satin Smooth, a division of the Conair company training estheticians with these unique waxing techniques. Although Taylor recently retired from Satin Smooth, she still teaches local estheticians the keys to safe and effective waxing.

"I loved being a "wax star" educating other technicians on the importance of technique and sanitation, says Taylor. "It was important for me to be able to spend more time with clients and give them the expertise in the salon that I was teaching to others."

Taylor's method is contaminate-free and customized to each client. No other salon in the area offers this level of clean wax service. During the summer months, many women have regular waxing appointments; what many people don't know is that waxing has a large male clientele. Offering Brazilian waxing to both men and women, Taylor has mastered the art of waxing in a clean and relaxing environment.

"I have some male clients who have been coming to me since I started in the area," said Taylor. "They are amazed at the results."

Taylor's passion for waxing and her vision to see local men and woman with smooth and healthy skin is the driving force behind her many satisfied clients. She takes extensive time and care with each client to not only provide them with service, but also educated them on the importance of safety when seeing an esthetician for waxing services. From finding out if a client is on medication to checking to see if they have a skin conditions, Taylor ensures that each person has a waxing experience designed just for them.

Unique to Taylor is her commitment to cleanliness and a personal relationship with each client, and the community. Each wax applicator is used only once and then discarded. While most salons use applicators several times on a single client, Taylor reduces the risk for cross contamination and contagious diseases by treating each new area like it is the first area to be waxed. Taylor is also an active member of ABMP and ASCP and recently organized a local waxing charity event, with all proceeds benefiting Grace Centers of Hope.

Ms. Esthetician is located inside of Rochester Esthetics in downtown Rochester. To make an appointment or learn more about her waxing techniques, call (248) 413-7333 or visit [www.msestheticianwaxing.com](http://www.msestheticianwaxing.com).



March 30, 2009

## Rochester salon to offer discounted waxes to raise funds for women

By Patricia Montemurri  
Free Press staff writer

A Rochester salon is offering discounted bikini waxes at an April 5 "Wax-A-Thon" to raise money to provide undergarments for women recovering from abuse and addictions.

The Rochester Esthetics Day Spa, in downtown Rochester, also will provide discounted brow, lip and facial waxing. All proceeds will go to the Foundations Fund for women at Pontiac's Grace Centers of Hope, a shelter and rehabilitation center.

"It's a three-way win for everyone. We do what we love – waxing. The client gets what they need at a discounted price and the money goes to help women who need it," said Chimena Dunn, co-owner of the salon.

The Wax-A-Thon, with services provided by Dunn and bikini wax specialist Tiffany Piggee-Taylor, run from 8 to 3 on April 5 at the salon, 414 Main St. Plaza, Rochester. Brow waxing, for example, will be \$10 instead of \$14. Bikini waxes will be offered at a discounted \$30, Dunn said.

Appointments are recommended by calling 248-652-6388.

## Detroit Free Press Spring 2009

**Avoid a Streaky Self-Tan**  
Tiffany Taylor, esthetician at Rochester Esthetics, says you can remove streaky sunless tanner by applying baking soda all over your body and then soaking it off. Or fill the tub, add 1 cup baking soda and 1 cup hydrogen peroxide, and then soak, scrub, and shower. Moisturize afterward.  
You also can use lemon juice on a cotton ball to remove the sunless tanner. For your face, try makeup remover, alcohol-free toner or baking soda. For hands or feet, try body-hair bleaching crème, and wear gloves to do so. For ankles and elbows, use hydrogen peroxide on a cotton ball.  
To get an even tan the first time around, try the **TanTowels Classic Starter Kit** (for fair to medium skin), \$59. Rochester Esthetics, 248-652-6388.  
Prevention is the best cure when dealing with a streaky tan, says Taylor. Before applying tanner, take a shower, and use a body scrub. After tanning, avoid moisturizers with mineral oil, which coats the skin and can prevent color from absorbing evenly. Don't moisturize before you apply a sunless tanner. Stick with brown coloring versus orange or yellow – the browner, the better.

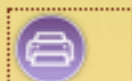
**Tan TOWEL**  
LOOK GOOD NAKED.  
Self-Tan Towels  
Fast Body Application  
For Face & Body  
Tan to Medium Skin Tone  
Contains 20g of Self-Tanning Powder  
Net Wt. 0.70 Oz. / 19.6g (1.41 Oz. / 39.7g)  
CLASSIC

**Tan TOWEL**  
LOOK GOOD NAKED.  
Self-Tan Towels  
Fast Body Application  
For Face & Body  
Tan to Medium Skin Tone  
Contains 20g of Self-Tanning Powder  
Net Wt. 0.70 Oz. / 19.6g (1.41 Oz. / 39.7g)  
CLASSIC

Styleline Magazine  
Fall 2009

This Page is  
Sponsored  
by:

# MetroParent.com



Experts Corner

littleblackbookofbeauty on February 16, 2009, 12:04 pm

## Ms. Esthetician - Waxing While Medicated

**A**s an esthetician I cannot guarantee or make a prediction on who may have a reaction to waxing, beyond the normal redness and minor irritation that is experienced by most clients. However I do recommend that you are completely upfront with your esthetician by letting her know of all medications that you are taking. By doing this you greatly reduce the possibility for wax related contraindications and injury to your skin.

**Waxing should never be done on a client that is taking accutane, and it is not recommended for those using Retin A, Differin, Renova, or any other types of acne medications (topical or ingestible), as these medications are known to thin the skin and cause irritation. Your skin can literally be torn during waxing, and the rate at which your skin repairs itself is retarded while on certain acne medications. The wisest course would be to refrain from waxing at all until you are no longer on these medications.**

Ladies we all know that timing is everything, and since our skin tends to be more sensitive a few days before our period starts, I would recommend holding off on your wax session, but if that is absolutely positively not an option then taking an ibuprofen not an aspirin 30 minutes before might help take the edge off. Always remember that an educated client is a healthy client. !! Happy Waxing !!

**Call for an appointment:**

**414 S. Main St. #107**

**Rochester, MI 48307**

**248.413.7333**

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

## THE MS. ESTHY NEWS



### Top Ten-Eleven Reasons You Should Wax

Fall/Winter 2009

### BEAUTY ON A BUDGET

We are being bombarded with talks of an economy gone bad. The information overload can be overwhelming, but we have to stand tall and, most importantly, look good while we wait this thing out. To help you out, here are a few things that you can do right now to look your best.

#### Clip Coupons

Grab your scissors, local newspapers and a few of those value pak ads and clip coupons to your favorite spa or for beauty products. If the thought of doing so seems daunting, add your girl friends, a few bottles of wine from Fieldstone Winery, and make a party of it. This could save you big bucks and put a little wiggle room back in your beauty budget.

#### Stay Connected

If you are serious about keeping yourself pampered, join your esthetician's e-newsletter, Facebook Fan Page, or follow her on Twitter. This way your ear is to the ground; and when she has an awesome special, you will be in the know.

*More Beauty on a Budget Tips on the Back!*

#### GET WAXED ...

During the month of October Ms. Esthy Clients, were able to give \$305 to Karmanos Cancer Institute. Ms. Esthy donated \$5 from each wax to Breast Cancer Research.

11. Stella Got Her Groove Back. Why shouldn't you?
10. Because smooth people can't be rubbed the wrong way.
9. You never know when Sports Illustrated will need a backup model for the cover of the Swimsuit edition.
8. Right now, your back hair has been mistaken for a mohair sweater.
7. Because you are SO worth it.
6. Someone accused you of stuffing spinach in your pants.
5. Because Gwyneth Paltrow does, or so they say.
4. Because you're trying to impress your new beau or gal pal.
3. To put a little Boom Shakalaka back into your bedroom.
2. It gives you the super power of self-confidence.
1. Who says you need a reason?

(248) 413-7333 • waxmybikini.com

\*iheart\* smooth hair free skin, picking zits & social media... Lets connect find "Ms. Esthetician" wherever you are online:



## THE MS. ESTHY NEWS

### Skin Care 101: Secrets to Younger Skin

There are many natural components of aging and wrinkles are no exception. As we age the skin becomes less elastic, thinner and drier. The skin is also less able to protect itself from damage. As a result, wrinkles and fine lines can begin forming.

Some women experience deep wrinkles, while others have less visible lines. Genetics can play a major role in determining the wrinkling factor of the skin. Take a look at your mother's or grandmother's skin. If they weren't prone to spending long hours in the sun and refrained from smoking cigarettes (sun exposure and smoking can contribute to wrinkling), chances are your skin will be somewhat similar as you age.

Because many times people are judged first by outward appearances, women can become self-conscious of their wrinkles as they get into their 40s and 50s. Today, a number of procedures aimed at reducing the appearance of wrinkles and fine lines exist. The key is finding one that works for you and your budget.



### Meet the Esthetician

Tiffany-Taylor, AKA "Ms. Esthetician, is a makeup artist-esthetician-massage therapist.

Tiffany is a licensed esthetician and certified massage therapist. She is also a makeup artist with more than 16 years of experience "painting faces" as she likes to put it. Tiffany is passionate about skin-care, waxing, supporting local business, and sanitation. You can follow Tiffany on twitter @msesthy or join her fan page on facebook to connect with her.

"I am passionate about waxing it ... A forward thinker and creative," said Taylor. "I redefine what it means to work hard. I take pride in everything that I do and can't wait to meet you!"

### More Beauty on a Budget Tips

#### Find a Beauty Buddy

Some spas offer packages "buy 9 and get 1 free" or something like that... Well, why not partner with a friend or foe, just as long as you are beautiful and take advantage of a package deal. You can split the cost among you and keep yourself looking fierce while saving money.

#### Word of Mouth

Hey, even if you don't have a pair of scissors, a computer, or friends, you can still be beautiful on a budget. Become a glambassador for the esthy that you believe in. Send referrals her way and take advantage of loyalty programs offered by your esthetician. All is fair in love and beauty. The squeaky wheel gets the oil. Don't be afraid to ask for what you want. Remember, this is all about survival of the cutest.



### Top Ten-Eleven Reasons You Should Wax

11. Stella Got Her Groove Back. Why shouldn't you?
10. Because smooth people can't be rubbed the wrong way.
9. You never know when Sports Illustrated will need a backup model for the cover of the Swimsuit edition.
8. Right now, your back hair has been mistaken for a mohair sweater.
7. Because you are SO worth it.
6. Someone accused you of stuffing spinach in your pants.
5. Because Gwyneth Paltrow does, or so they say.
4. Because you're trying to impress your new beau or gal pal.
3. To put a little Boom Shakalaka back into your bedroom.
2. It gives you the super power of self-confidence.
1. Who says you need a reason?