



We're Makin' WAVES


They're makin' dreams come true!

If you haven't had a chance to visit the newly renovated, full-service hair and beauty salon We're Makin' Waves in downtown Hanover, get ready to be wowed. A fixture in town for more than two decades, the salon has been brilliantly redesigned and reconfigured, with a new urban décor—the result of owner Lisa Purinton's collaboration with Robert Snyder & Co. builders and Jessica Bell Designs. >>




Top, from left: The team at We're Makin' Waves includes Shana, Sarah, Emma, Meredith, Shelby, owner Lisa, Kayla, Sabrina, Diane, and Debra. **Back row:** Jessie, Lacie, Ghislaine, Mary, and Yvonne. **Above, left:** The wash area features exposed brick from the original 1800s building and vintage photos of classic hairstyles. **Center:** The newly designed styling area features full-length mirrors and modern lighting. **Right:** The waiting area boasts comfortable seating and large windows that overlook Main Street.

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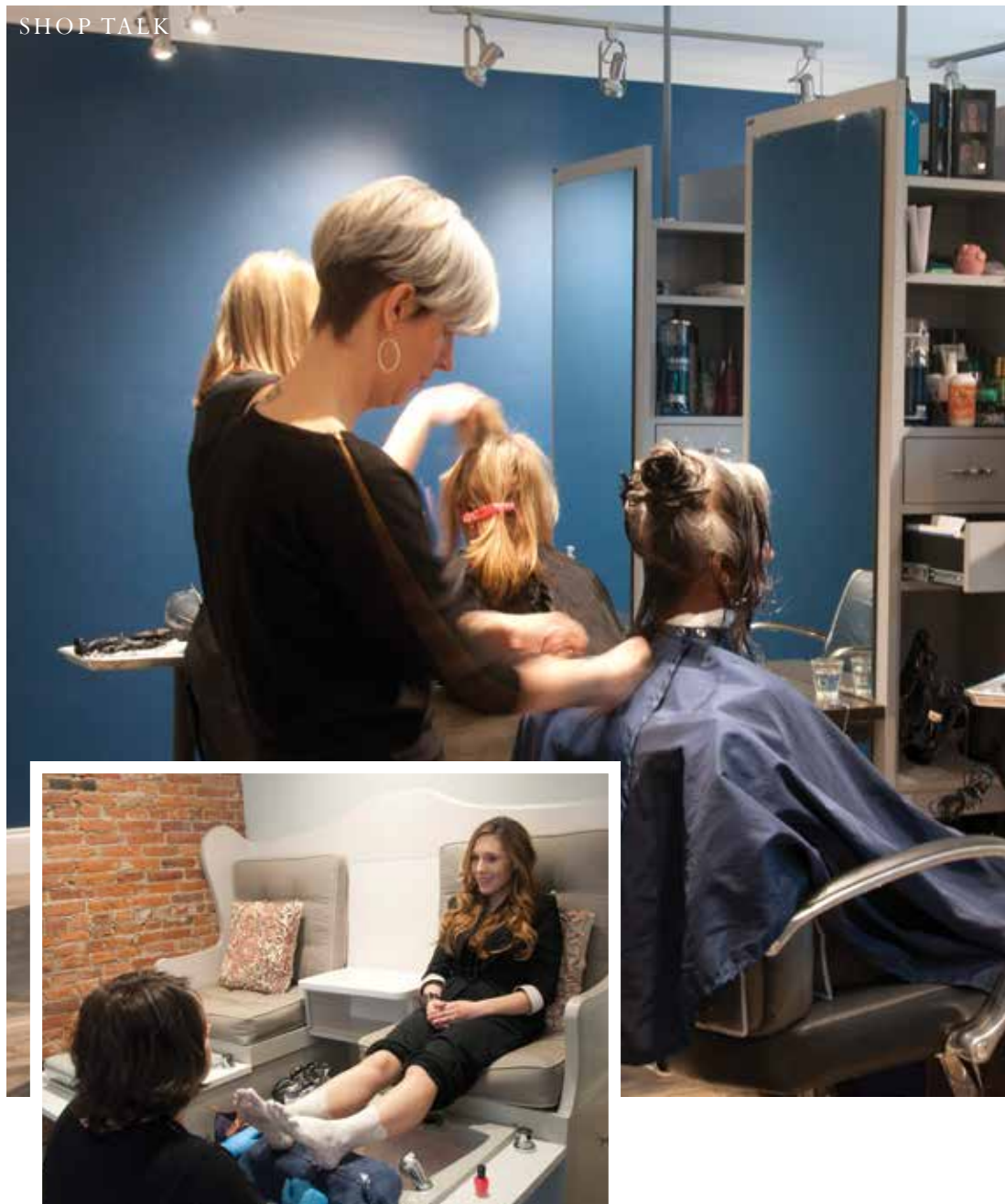


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“I enjoy what I do, and I have a dream team of professionals with amazing work ethics. We all love the business of beauty!”

The mani-pedi area and the facial and body treatment room have undergone dramatic upgrades, all designed with clients' comfort and luxury in mind. Clients can now have their nails done while enjoying a view over the center of town. In the comfy waiting area, a beverage fridge is stocked with wine, and a plate of cookies sits invitingly next to the Keurig coffee machine and a pitcher of water with lemon slices. A bowl of chocolate candies graces the

coffee table by the white leather couch and magazine racks. In short, the gracious staff and the cozy atmosphere make customers feel special as soon as they walk through the door.

LOVING THE BUSINESS OF BEAUTY

Lisa has now renovated We're Makin' Waves for the third time since starting the salon 22 years ago, and she says she remodeled “to give back” to her loyal



Above: Longtime stylists Sarah Taylor and Lacie Scarbo enjoy daily interactions with clients. **Inset:** Treat yourself to an amazing, pampering pedicure by Shana Greene in the beautiful new nail area.

clients. “We truly appreciate our clients—both women and men,” Lisa says. “We work very hard to take care of their needs.”

We’re Makin’ Waves was originally a four-chair salon in the ‘90s, and Lisa upgraded to six chairs in 2000. In 2006 she expanded, and the salon was up to 11 chairs. Today, her salon has 12 chairs, and most importantly, a team of 15 professionals. When asked how the business has thrived for so many years, Lisa says, “I enjoy what I do, and I have a dream team of professionals with amazing work ethics. We all love the business of beauty!” >>



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Above: Owner Lisa Purington has been a stylist for 30 years and a salon owner for 22 years and is still inspired every day by her wonderful clients and staff. **Right, top:** More vintage photos adorn the walls in the comfy color processing area. **Right:** Veteran stylist Diane Pulley works her hair color magic.

Lisa says they have evolved “with the goal of responding to what our clients are asking for and the latest developments within our ever-changing, creative industry.” She adds, “It’s a fabulous line of work to be in, and we are fortunate to be in a community like Hanover that feels a strong importance to support local business.”

We’re Makin’ Waves’ clients have long adored the salon, voting it “Best of the Best in the Upper Valley” for eight years running and last year adding the honor of “Best Facial/Skin Care Salon.” Because it’s so popular, potential new clients might think it would be difficult to get an appointment. Although Lisa admits that she and several other senior, well-established stylists, most of whom have been working at the salon for 10 to 18 years, have many loyal clients and a bit of a wait for appointments, the newer members of this skilled team of professionals have regular openings. Clients can sign up to receive weekly emails that highlight staff availability for the following week, and then they can go to the We’re Makin’ Waves website to take the free slot.



PASSION AND EXPERIENCE

A key member of Lisa's team, Shelby Morse has worked at Waves from the beginning and acts as the salon manager and Lisa's "right hand." Shelby knows how to keep things running smoothly when Lisa is not there, and Lisa affectionately calls her "an extension of me." Lisa adds with a warm smile, "She has given me an ear and support, and I could not have done it without her."

Lisa notes that all her employees are following their passion to work in beauty and are very highly trained and experienced. She explains how the entire staff keeps up with the latest in beauty trends, networking with industry leaders. They attend classes at L'Oreal Professional Academy in Soho and Bumble and bumble University in New York City, and educators from those companies and Kerastase

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train staff at the salon. Ouidad, a curly-hair specialty company, sent educators from New York to train and certify staff in their method of cutting and styling curly hair. The salon hosts regular in-salon coloring classes on the latest techniques such as balayage and ombre.

As a result of rigorous continuing education, the entire salon staff specializes in all applications of color and fun, edgy cuts. They use an ammonia-free color line for the comfort of both staff and clients, and the latest technology in smoothing treatments and luxury conditioning treatments by Kerastase to rescue even the most damaged hair.

All the staff love doing blowouts, upwork, and party styles, including wedding hair styling. Lisa explains that some of her stylists do specialize in certain treatments. For example, Mary Young works magic with multi-textural hair, relaxers, and styling for types of African-American hair. Shana and Ghislaine, the estheticians and nail technicians, offer natural nail manicures and pedicures (including shellac), as well as equally pampering specialty facials and body treatments.

To keep newly glowing skin beautiful after facials, We're Makin' Waves carries Pevonia skin care and glo minerals makeup and skin care. They also carry the best hair care products in the industry, including Bumble and bumble, Kerastase, Ouidad, and Surface products to keep clients' hair looking beautiful between styling appointments.

GIVING BACK TO THE COMMUNITY

Once a year, the salon hosts a client appreciation soiree with an evening of mini makeovers, refreshments, sample giveaways, and drawings for free products and services. Incentives are offered for introducing a friend to We're Makin' Waves or booking a service that night. A Summer Soiree event is in the planning stages for this



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year, and regular customers will receive invitations as usual.

We're Makin' Waves has deep ties to the community, and when salon staff wanted to give back, they formed a special relationship with the local charity WISE. The salon hosted a group of women who had completed the program at WISE, helping them with career planning and building professional and personal confidence. The women received a free day of beauty, complete with color services, conditioning treatments, haircuts, and makeup tips. In addition, one of the salon stylists, Sabrina Mulherin, designed a special vintage calendar to sell for the charity. She transformed each of the other stylists into iconic stars of the '20s, '30s, and '40s. Lisa is proud that the proceeds of the calendar sales raised over a thousand dollars for WISE women's services.

With all the hoopla about renovation, it's important to note that the feel-good atmosphere at We're Makin' Waves still starts with the person in charge. Lisa is a soft-spoken woman who exudes professionalism and a love for her business, clients, and employees. She wants her clients to have "a hip and happy place to come and be rejuvenated and pampered," and her clients are clearly returning the love. ←

We're Makin' Waves

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