

BUSINESS | FOOD & DRINK | NIGHTLIFE | STYLE | SHOPS

# ADDISON

THE  
MAGAZINE  
*of the NORTH*  
DALLAS  
CORRIDOR

Feb/M

LATEST  
BUSINESS  
FASHION

BEST PLACES  
FOR  
BUSINESS  
RETREATS

COCKTAIL  
CONTEST  
WINNER  
REVEALED

## THE BIZ ISSUE

An inside look  
at some of the  
most notable  
businesses in  
the Corridor

BOTTLE ROCKET  
FOUNDER AND CEO  
CALVIN CARTER

2016 Top  
Female  
Executive  
Award  
Nominee





minutes at home. Not only will they relax their mind and body, but also they will make their skin visibly smoother, softer and less irritable by recreating the professional experience at home."

After their skin, executives need to make sure their hair is clean, cut, styled and touched up as well. This is where Boeau Belle Salon and Spa at Village on the Parkway can help.

"Men's grooming has been on a huge upswing," says Meagan Gore, style expert at Boeau Belle Salon. "Women want low-maintenance, easy-to-care-for looks. For many years now, although there are trends, there has been a shift toward personalized styles over trendy styles. I'd say once [the] 2010s hit, it really turned into a full spectrum of looks geared to each person's personality and style. We can help with that cut for men and color for women. We are a very passionate people who love what we do. It's important that our guests feel a part of this family. We are here to create a place where people can come be themselves and enjoy the experience as well as the results."

Clive and Co. in Dallas is another premium

salon for haircuts and styles. "Women care about maintaining their color and cut more than ever before," says Cynthia Maxwell, in charge of trend forecasting, merchandising and creative solutions for Clive and Co. "Roots are no longer acceptable. Hair must be clean and healthy looking at all times! Hair and makeup in the office is just as important as clothes, as we are learning that something such as the not-so-subtle red lip can prove to get you noticed when it comes to getting a promotion or just nailing that presentation home. Ultimately, all successful execs are well-groomed, freshly pressed and on time!"

Another thing that executives worry about is the appearance of their teeth, since the mouth can be the focus of attention when you talk. If you are looking to impress people with more than just nice clothes and a personable demeanor, consider getting your teeth whitened like many other professionals do on a regular basis. Whitening your teeth provides the extra something that will draw people's attention to your bright smile. At Bent Tree Dental on Trinity

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***— Cynthia Maxwell, trend forecasting, merchandising and creative solutions, Clive and Co.***

Mills Road in Dallas, you can utilize different options of teeth-whitening treatment that work best for your schedule.

Dr. Rick Miller can whiten your teeth in-house with gel that can remove even the toughest coffee or tea stains that have been there for years. This treatment option has the fastest results, making it perfect for upcoming business travel or an important meeting. However, it can

HERE'S TO GOOD HAIR DAYS

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\$10 off qualifying product purchase\*

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Over 3,000 salon-brand haircare products from lines like Redken, Matrix and Kenra Professional, plus: prestige cosmetics • skincare • nail care • fragrance full-service Salon & Spa • and more!

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\*In-store coupon code: 12250. \$10 gift offer valid through 12/31/11.