



SALON ROI'S OWNER/ESTHETICIAN DAIVA KASTECKAITE CAN IMPROVE YOUR LOOKS FROM HEAD TO TOE!

BACKGROUND: If you've driven up Connecticut near Calvert street in Washington you've probably noticed the landmark mural of the legendary film star Marilyn Monroe, which graces the upper levels of the Salon Roi's Southern exterior wall. Once this historic building you'll love the feel of the zebra carpeting, Marilyn memorabilia, fireplaces and warm atmosphere. Daiva, who took over the salon in July 2006 from master hairstylist Roi who owned the salon for 38 years and continues to work his magic on DC's VIP's, is one of the nicest, most informed beauty experts you'll ever meet. You'll immediately feel welcome and willing to let her work her expertise as she explains every procedure in language you'll understand! Daiva was trained first as a nurse in Lithuania where medical training is required before you can receive your esthetician's license so she has a very good understanding of skin and how products work and interact on various skin types.



Q: Daiva please tell us about some your favorites from the extensive list of services you perform at Salon Roi.

A: The Deep Pore Cleansing Facial is great because it works very well for anyone with oily or combination skin—if you have these skin types your skin attracts some of the negative environmental effects so this is one way to combat them. First I'll analyze your skin so I can do the treatment that is best suited for you so you can get the most benefits.

Q: I know that eyebrow design and makeovers is one of your specialties so can you tell us more about it?

A: I will discuss with the client what they want to achieve and try to keep the most natural look. I can tint the eyebrows which will fill in sparser areas, then shape them by tweezing or cold wax treatment for the finer hairs or do a combination. Your eyebrows will appear fuller and look gorgeous.

Q: What do you suggest for those of us with light or thin eyelashes?

A: Lash tinting is a great way to make your eyelashes more noticeable and is perfect for those with sensitive eyes or people with contact lenses who don't always like to wear mascara. I use

a vegetable dye so it can work on anyone and will make the lashes look thicker and fuller and really open the eyes.

Q: What about false lashes for special occasions?

A: For weddings, holiday parties or any occasion I can apply individual or a strip of false lashes. They can either be for one night or last several weeks depending on what type you choose. I can even add some sparkle to the ends for a special event.

Q: Do you also do permanent makeup?

Yes we can do permanent makeup on the eyebrows, eyeliner, lip line or full lips. People may not realize there are three different machines that are used for permanent makeup so you should know what the effects are with each one. We use the coil machine which gives a very natural result and looks like hair strokes on the eyebrows. There is almost no bleeding with this machine and is the least painful. Some places use a manual or rotary type machine that will be more painful, cause more unnatural looking results and more bleeding.

Q: What are some of your most popular body treatments?

A: We have a fabulous Cellulite Reducing treatment using Guinot products. You'll first receive a massage to the area that's being treated for drainage and then a special mask to detoxify and your thighs will look smoother and slimmer. We also offer a Herbology body treatment using Bioelements products which can nourish, exfoliate, detoxify and relax the body.

Q: What are some of your favorite products that you sell at Salon Roi?

A: Guinot's Longue Vie Cellulaire is an anti-aging moisturizer that was developed in a hospital burn unit to repair skin and uses 56 essential elements to revitalize the skin. Bioelements has an overnight cream called Sleepwear that is one of the few products to incorporate topical calcium and has great results. Bioelements also has a line of makeup I use for applying makeup for weddings and special occasions. It's hypoallergenic so it works on the most sensitive skin and looks very natural.

Q: Is there anything else you would like to add about your salon?

A: Anyone is welcome to come in for a free consultation about any of the services we offer at Salon Roi or feel free to call or email me with any questions you have about beauty.

Daiva is offering 50% off Eyebrow Design To Beauty In DC customers (starts at \$40)—go to Hot Deals for your coupon.

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