

THIS SEASON:
HOLIDAYS AT STORYBOOK

NOV. / DEC. 2025 ISSUE ONE

MEET THE ARTISTS
IBE EXTENSIONS

CLIENT STORIES
FREQUENTLY ASKED
QUESTIONS

MAINTENANCE TIPS
SCALP HEALTH
SKIN CARE
AND MORE!

The Storybook Edit



**The
Storybook
Standard**

The Storybook Edit

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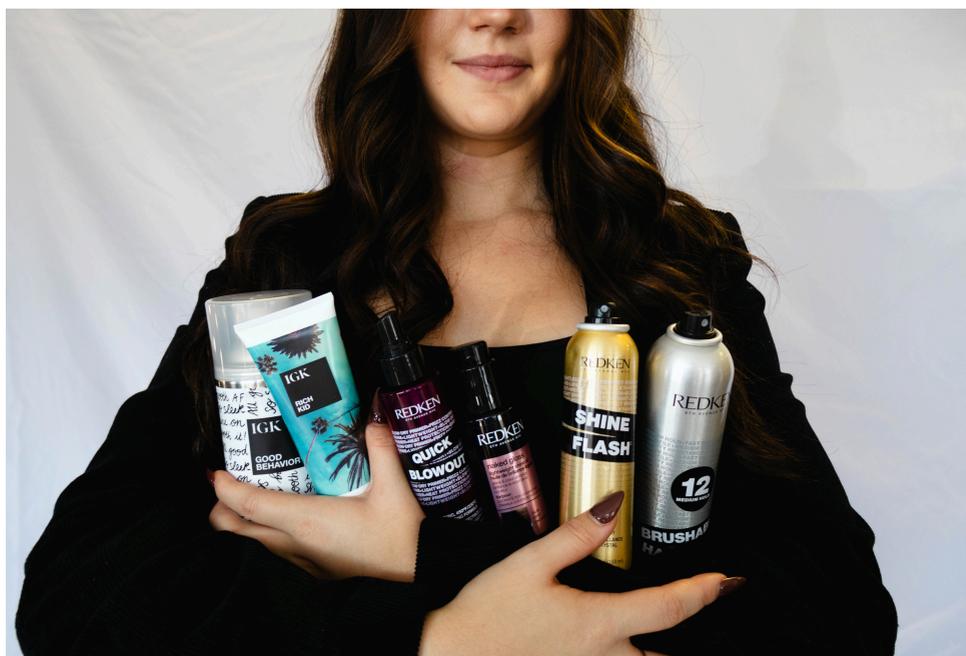


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From the Owner's Chair

Welcome to Storybook Salon—Lynchburg's first and only Invisible Bead Extension certified salon, with a focus on the combination of beauty and wellness. I'm Sam, founder, owner, stylist, and registered nurse at Storybook Salon.

When I dreamed up Storybook, I wanted it to be more than a place to get your hair done—I wanted it to be a space where beauty and wellness truly meet.

Before opening the salon, I spent years in both worlds—as a hairstylist and as a nurse. Those two paths might seem very different, but to me they've always been connected. In both, I've seen how much confidence and self worth change when people finally start to feel *good* again.

I believe that wellness and beauty are one and the same. You can't have healthy hair without a healthy scalp. You can't have glowing skin without caring for it. And sometimes, the biggest shift in confidence comes from something as simple as adding a row of extensions, a fresh spray tan, or a new hair color that feels like *you*.

At Storybook, every service we offer is rooted in that belief. Each extension experience begins with a scalp analysis because healthy hair always starts at the root. We take a holistic approach to hair loss treatments, and begin every transformation with care, education, and artistry. Our facials go beyond relaxation—we take the time to study your skin and customize every step to what it truly needs. A color transformation can *only* happen at SB if it's truly safe for the hair. And through it all, we'll teach you how to care for your hair, scalp, and skin at home, so your results keep getting better with time.

Because here, beauty isn't just a look—it's a feeling, rooted in wellness.

Welcome to your next chapter,

Samantha K. Paris,
Owner & Stylist, RN

WE'RE COMMITTED TO CARE

For your hair, skin, and scalp; your confidence and experience.

Storybook Salon was built on the belief that every guest deserves to feel seen, cared for, and understood. Our team blends high-end artistry with genuine connection. It's not all about the color formula or the perfect blend—it's about how you feel when you leave. We combine luxury services, thoughtful education, and our team's own personalities to create something truly personal.

That's why we dedicate so much time to research and education—to bring you the safest, most effective solutions for your hair, skin, and scalp. From IBE, known for their unmatched comfort and scalp health, to the Malibu-C Pro HeadLab, which offers the most thorough scalp analysis and detox on the market—every choice we make is intentional. Our facial treatments go beyond relaxation; we start with a detailed skin analysis and tailor each step to your unique needs, ensuring visible, lasting results. And because beauty is always evolving, our team continues advanced education every single week to stay at the forefront of our craft.

From the moment you step inside, we want you to exhale. Whether you're here for a transformative color, a quiet moment of self-care, or a bit of both—let's write that story.



FALL INTO STORYBOOK



Every season brings a fresh chapter—a new way to feel beautiful, confident, and cared for. This season, we're embracing cozy textures, warm tones, and glowing hair and skin that keep you feeling radiant no matter the weather.

From rich, dimensional color, to Invisible Bead Extensions, from hydrating facials to scalp transformations, every service is crafted to keep your hair, skin, and scalp healthy while helping you look and feel your best.

Our team has curated this season's favorite treatments, colors, and wellness tips just for you—a mix of indulgence, education, and effortless luxury.

Visit our blog at www.storybooksalonva.com/blog



Invisible Bead Extensions

WHERE COMFORT MEETS CONFIDENCE

At Storybook Salon, we believe that great hair shouldn't just look natural – it should feel natural, too. That belief is what led us to specialize in Invisible Bead Extensions (IBE), a revolutionary method that's redefining what luxury extensions can be.

For years, traditional extension techniques meant choosing between comfort or beauty – tight rows that tugged at the scalp, visible beads that gave away the secret, or adhesives that compromised the health of your hair. IBE changed that story. Developed to eliminate tension, damage, and visibility of other methods, it offers a truly seamless experience from every angle. The wefts are anchored with precision, hidden between rows of your natural hair so that movement, ponytails, and up-styles remain effortless.

What makes Invisible Bead Extensions stand apart isn't just how they're placed, but how they protect. The weight of each hand-tied or genius weft is distributed evenly with utmost precision across a flexible foundation, allowing your natural hair to grow and thrive underneath. There's no pulling, no points of stress – only secure, comfortable wear that moves as freely as you do and remains completely undetectable.

We've seen countless extension methods come and go, but IBE consistently delivers the healthiest, most natural-looking results we've ever worked with. The blend is flawless, the feel is light, and the confidence it brings is unmatched. Whether you're looking for volume, length, or a complete transformation, Invisible Bead Extensions offer the kind of result that makes people say "I had no idea she had extensions."

Every detail of the method aligns with our philosophy at Storybook Salon: beauty should enhance, not conceal. Beauty should be one with wellness, not be painful or harmful. Our stylists are certified in the IBE technique and trained to customize each install to your unique texture, color, curl pattern, lifestyle, and hair goals. The result is hair that's not only stunning on day one, but healthy for the long run – hair that tells your story, strand by strand.

Because when extensions are done right, you don't just get longer, fuller hair – you get the confidence to live a bigger story. And that's exactly what we're here for.

What an Extension Appointment at Storybook Salon Looks Like



1. Consultation

Your journey begins with a personalized consultation, which can be done in-person or virtually. During this time, we determine your ideal length, style, color, texture, curl pattern, and amount of hair needed. We will ask a lot of questions about your lifestyle and how you wear your hair or how you want to wear your hair. We will ask questions about your overall hair health and scalp health and can will even do a scalp scope if in-person. The consultation ensures the extensions are safe for your natural hair and perfectly customized to you.

2. Scheduling & Deposit

Once your consultation is complete, we schedule your install appointment and collect your deposit. This guarantees your spot and allows us to prepare your hair and extensions for a flawless experience.

3. Custom Placement & Installation

On appointment day, we map out exact placement of each extension, fully customizing the installation to your head shape, face shape, density pattern, and hair goals. We then do all coloring needed of both your hair and the extensions, ensuring a perfect blend and fresh look. After processing, we do a scalp prep treatment to get your scalp and hair fully prepared for the install. Next, we carefully install each extension and blend the hair by cutting and adding movement, so it looks and feels completely natural. Last, we style the hair, teach you how to style the hair with a personalized tutorial, and educate you fully on how to care for the extensions at home

4. Take-Home Essentials Basket

You'll leave with a small basket of essentials, including a hairbrush, hair ties, your extension care guide, and other goodies. The basket also includes a voucher for discounted professional products and tools from Storybook Salon to help you take care of your investment at home.

5. Follow-up Call

About one week after your install, we check in with a scheduled follow-up call to make sure everything is settling perfectly and your adjusting well to the change. We will answer any questions you may have, and if you're having any issues at all we will have you come back in to adjust. We want you to absolutely love your hair and we know that you are making a big investment in yourself – we are here to help you with that in every way possible.

6. Extension Adjustment Appointments

Your first adjustment comes in 6-8 weeks, sometimes up to 10 weeks depending on your hair and lifestyle. This ensures the extensions stay secure and your hair continues to look flawless. These appointments also include all coloring, cutting, and blending needed to both your natural hair and the extensions, as well as a mini scalp treatment. At this time, we will determine future frequency of appointments if adjustment to schedule is needed, and get your next appointment set up.

Q: How long do the extensions last?

A: While the adjustments are needed every 6-10 weeks, the hair itself is designed to last 12 months with proper care. After that, it's time to book a new initial install to refresh your look with new fresh hair.

Q: How much does an initial install cost?

A: The cost of your first install includes the extensions themselves, plus all coloring, cutting, and treatments needed. Prices start at \$1,000 and can up to \$2,500 depending on length, volume, and color customization. The exact quote is determined during consultation

Q: How much do the adjustments cost?

A: After your initial install, adjustments are scheduled every 6-10 weeks. Adjustments typically range between \$250-\$550, depending on the work required

Q: Will it make my hair fall out?

A: Absolutely not. IBE are designed to be safe for your natural hair. Before installation, we perform a scalp analysis to ensure your scalp and hair are healthy, checking for any inflammation or early signs of shedding. Your hair lies completely flat in the bead, with weight evenly distributed to prevent tension or pulling. They are comfortable, safe, and supportive of healthy hair growth.

Q: Can I choose my hair type, color, and style?

A: Absolutely! Every IBE appointment begins with a personalized consultation to match your natural hair perfectly. We determine the ideal length, style, curl pattern, texture, and amount of hair, ensuring your extensions feel completely custom.

Q: What's included in the appointment?

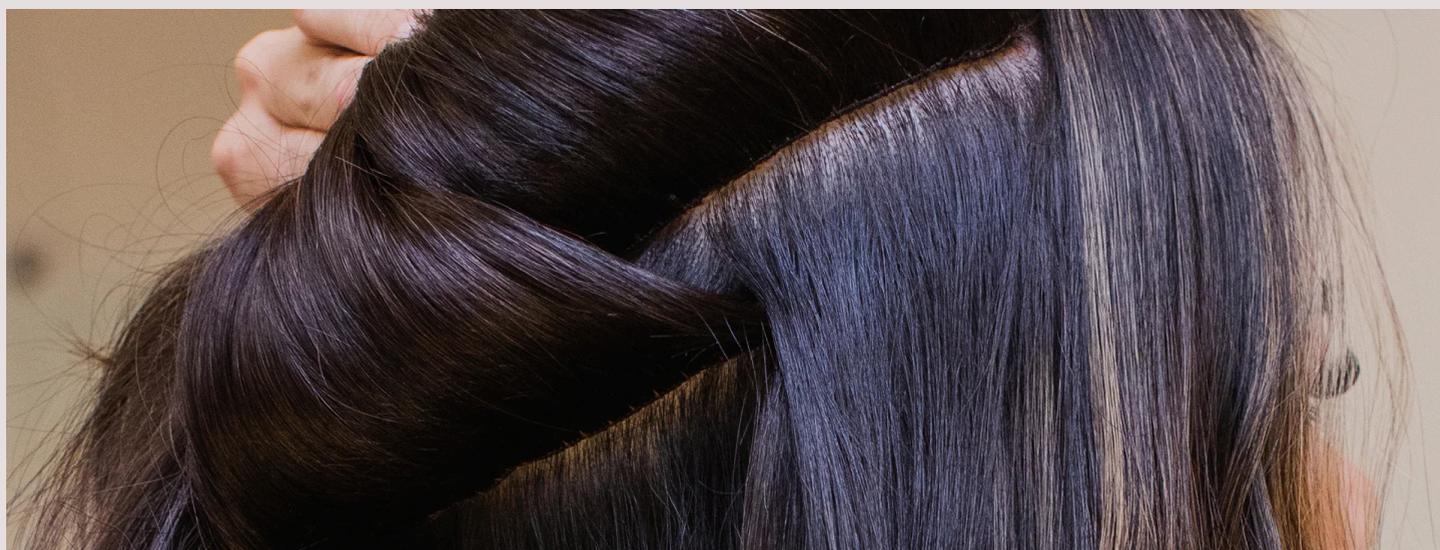
A: During your install, we take care of scalp prep, any coloring or cutting needed to blend your hair, the custom installation of your extensions, and final blending and movement cuts. You'll also receive a small take-home basket with essentials like a hair brush, hair ties, your extension care guide, more goodies, and a voucher for professional product.

Q: How do I care for my extensions at home?

A: We will go over this thoroughly in your appointment, but long-story-short – exactly how you care for you own hair! Brush daily, wash 1-2 times per week, sleep in a loose braid or rods, use heat protectant.

Q: What if I want a dramatic transformation?

A: No problem. Every IBE installation is customized to your hair goals, whether you're looking for subtle volume or a full-length, head-turning transformation.



YOUR HAIR'S HEALTH IS JUST AS IMPORTANT AS THE FINAL LOOK – THAT'S WHY WE CHOSE INVISIBLE BEAD EXTENSIONS.



amika:

I'm certified to perform the

PRO

smooth over

frizz-fighting
salon-only service

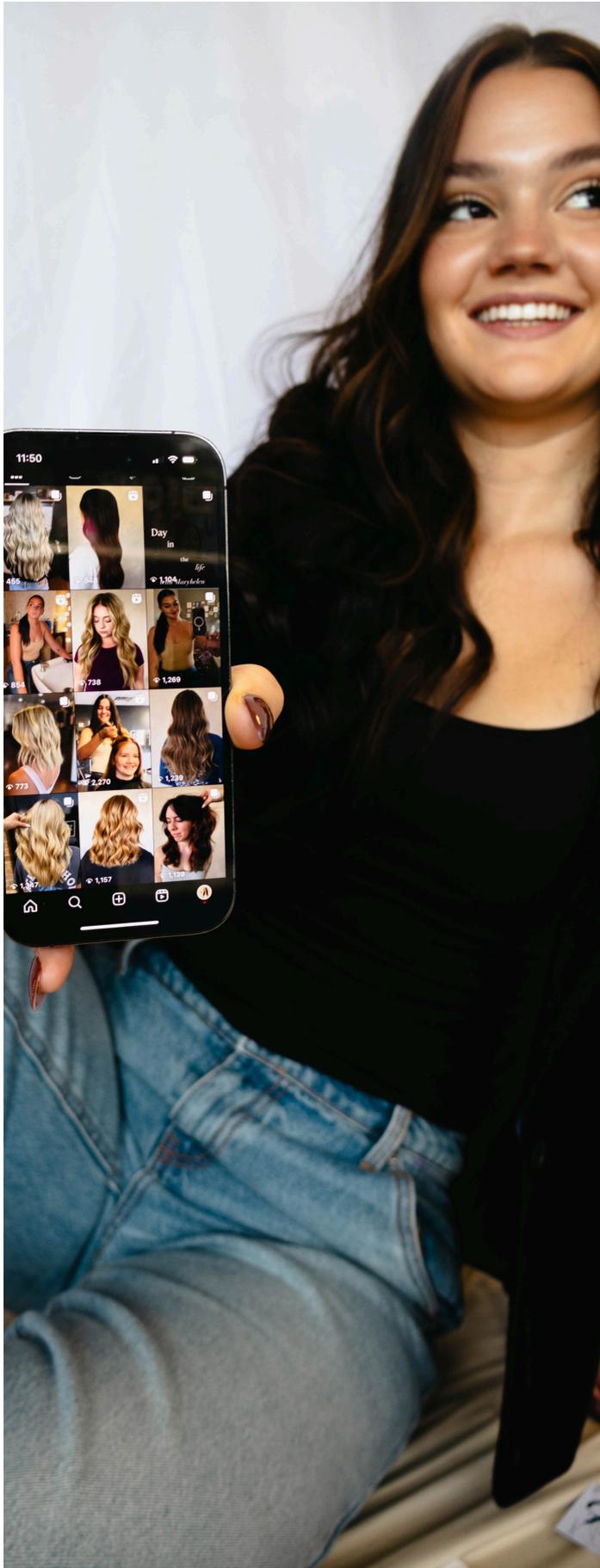
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to fight frizz
for 6-7
weeks*



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Maryhelen Baker, Colorist

WITH EACH NEW COLOR BEGINS A NEW CHAPTER

Our story in color

Color isn't just a service at Storybook Salon – it's a craft, a science, and an experience we take very seriously. Every strand of hair that passes through our hands represents an opportunity: to enhance beauty, to express individuality, and to leave your clients feeling confident and radiant. That's why we've partnered exclusively with Redken, a brand we trust implicitly for its combination of innovation, education, and dedication to hair health.

Redken's approach to color is rooted in decades of research, combining chemistry with artistry to deliver results that are not only beautiful but also protective and long-lasting. Unlike some color systems that focus purely on immediate results, Redken considers the hair before, during, and after the service. Pre-treatment products ensure the hair is conditioned and prepared for color, the formula itself is designed to minimize stress and maximize vibrancy, and post-treatment products maintain the integrity of the hair between appointments. This level of detail is why we feel confident using Redken on every client, every time.

One of the most exciting aspects of Redken color is its' customizability. There truly is a color for everyone. Whether a client wants subtle dimension through sun-kissed highlights, a bold and dramatic fashion shade, a natural balayage, or a multidimensional full-color transformation, Redken allows us to tailor the exact shade, tone, and depth to the individuals hair and lifestyle. Every color is handcrafted for the client, from the mix of pigments to the timing and technique of application. No two services are ever exactly the same, because no two people are exactly the same.

But our commitment to color doesn't stop at the salon chair. Redken's take-home products are carefully designed to maintain the vibrancy and health of your hair long after you leave. Shampoos, conditioners, masks, and styling products all work in harmony with the salon service to protect your investment in your hair. For every hair type, texture, and color goal, there is a product specifically formulated to help you maintain your look whether you have fine, thick, curly, or straight hair. This means that the beautiful, healthy hair results we create in the salon are not temporary – they last, and your hair continues to thrive at home.

BY SAMANTHA K. PARIS
PHOTOGRAPHY BY HANNAH BAKER



COLOR



Kaleigh Smith, Colorist

At Storybook Salon, we also invest in continuous education for our stylists. Redken offers ongoing training in technique, color theory, and product knowledge, which we integrate directly into our salon culture. This means every stylist working with Redken color understands not only how to create stunning results but why each step matters – from the preparation of the hair, to the exact placement of the color, to the post-service treatment and home care recommendations. It's a full-circle approach that ensures the health of your hair while delivering results that are predictably gorgeous.

Our philosophy with color goes beyond just technical skill. We see color as a form of self-expression. A new shade can transform a look, highlight features, or even shift how a client feels about themselves. For many, their color is an extension of their personality – playful, bold, understated, or sophisticated. Redken's versatility allows us to match the artistry of our stylists with the individuality of each client, creating hair that is not only beautiful but uniquely personal.

Equally important is the attention we give to hair health. Many clients come to us worried about damage from past coloring or over-processed hair. Redken's system, combined with our expertise, allows us to protect the hair at every step. Pre-treatments nourish and strengthen, formulas are customized to the hair's integrity, and post-care products ensure lasting health and shine. The result is vibrant color without compromise – hair that looks and feels its best, now and months later.

Finally, the emotional experience of color is something we cherish. We love witnessing clients see themselves in a new light, walking out of the salon with a confidence and flow that only comes from truly personalized care. It's the combination of science, artistry, education, and client connection that makes Redken the perfect partner for Storybook Salon, and why we wholeheartedly believe in it.



COLOR

Color is never one-size fits all. It's a blend of knowledge, skill, and creativity, paired with products and support that keep hair healthy. At Storybook Salon, Redken helps us deliver not just beautiful hair, but a transformative experience that leaves every client looking and feeling their absolute best.

REDKEN
5TH AVENUE NYC



Amelia Weber, Colorist





Coleen Reed, Stylist

More Than Just a Cut – Five Things to Know About the Storybook Haircut Experience

Every visit to Storybook Salon is more than just a haircut – it’s an experience. From the moment you walk through our doors, we focus on creating an environment where you feel welcomed, relaxed, and truly seen. Our team believes that great hair begins with understanding your lifestyle, goals, and personality, so we take time to customize every service to you. Whether it’s your first visit or your tenth, we combine expertise, creativity, and a little bit of fun to make sure you leave the salon looking and feeling your absolute best.

Here’s what to know about us –

- 1 Consultation Comes First**
We start every service by understanding your hair, your style, and your goals.
- 2 Comfort is Key**
Your appointment is designed to be relaxing and enjoyable from start to finish,
- 3 Precision and Personalization**
Cuts are tailored to your texture, shape, and length, and your personal style.
- 4 Maintenance Made Simple**
We give easy tips to keep your hair looking great and styled to perfection at home.
- 5 The Storybook Touch**
Every visit is infused with warmth, creativity, and attention to even the smallest detail.



BRIDGING THE GAP BETWEEN WELLNESS FOR THE HAIR, SKIN, AND SCALP.



The bridge between beauty and wellness shouldn't be a bridge that can't be walked with ease. Skin health is every bit as important as hair health, and at Storybook Salon that is never forgotten.

SKIN AND SCALP FEATURES



Cassidy Isenhour, Esthetician

BY SAMANTHA K. PARIS
PHOTOGRAPHY BY HANNAH BAKER

In our space, we know that true beauty isn't just about what you see on the surface – it's about the health beneath it. Hair care is often the first thing clients notice and invest in, but the condition of your scalp and skin is just as important for long-lasting beauty. That's why we've created services that bridge the gap between hair, skin, and wellness, combining expertise from both an esthetician and a registered nurse specializing in skin health and trichology to provide results-driven treatments.

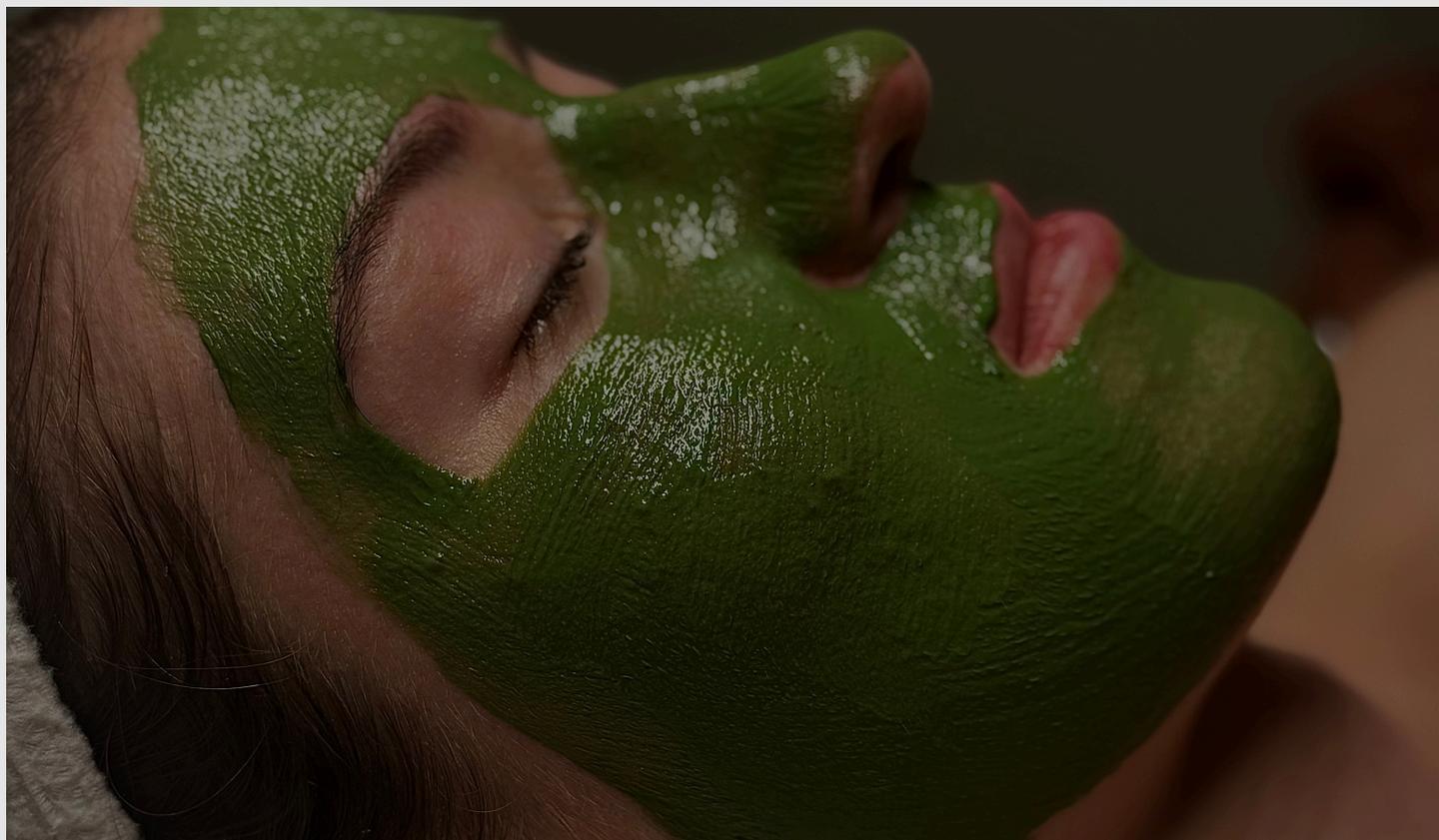
Our facial services range from gentle, restorative options for sensitive situations – including pregnancy and chemotherapy – to active ingredient facials that target concerns like acne, pigmentation, or signs of aging. Every facial begins with a careful assessment, ensuring that the products and techniques we use are customized to your skin type and wellness needs. It's not just about the glow you leave the salon with; it's about ongoing health, protection, and maintaining your natural radiance.

The same philosophy applies to our scalp treatments, which are designed to nourish and strengthen your hair from the roots. Many clients are surprised to learn that a healthy scalp and follicle base is the foundation for healthy, vibrant hair. Our treatments combine thorough analysis, gentle massage, nutrient rich serums, and professional-grade products that stimulate circulation, calm inflammation, and support growth. It's wellness for your scalp – and beauty that starts at the source.

We see our role as educators as well as practitioners. Part of our goal is helping clients understand that hair and skin are interconnected. Neglecting the scalp can impact hair growth and texture, just as ignoring your skin can compromise overall appearance and health. By offering services that integrate wellness principles, we help clients achieve results that are both beautiful and sustainable.



facial and scalp



FACIAL BY CASSIDY ISENHOUR, LICENSED ESTHETICIAN

THE STORYBOOK STANDARD:

Whether you're coming in for a relaxing facial, an active treatment to address specific skin concerns, or a revitalizing scalp session, our team approaches every single service with care, knowledge, and commitment to your long-term health. We combine science-backed techniques, premium products, and a holistic mindset, ensuring that every treatment leaves you feeling pampered, informed, and confident.

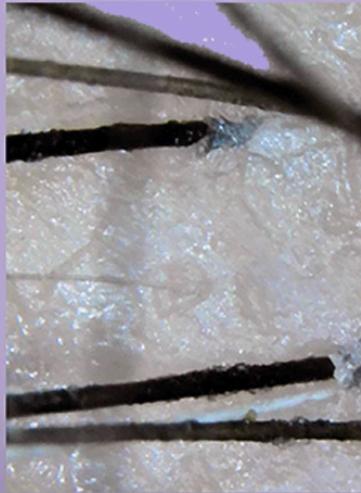
At Storybook Salon, beauty isn't just what you see in the mirror – it's how you feel, how your hair and skin thrive, and the knowledge that your wellness matters as much as your style. With our integrated approach to hair, scalp, and skin, we empower clients to take care of themselves from the root to the tip – literally.



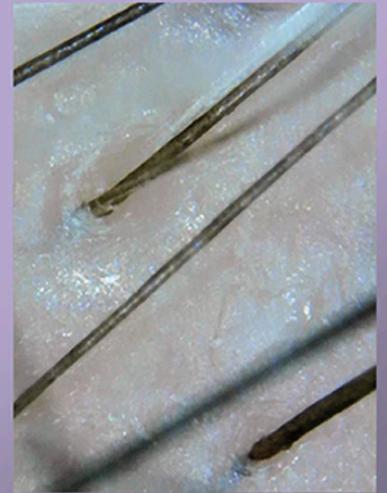
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BEFORE



AFTER

Storybook Salon





In 2024, the salon had only been open for 7 months when Sam decorated for Christmas. Using a free tree from facebook marketplace and four small dollar section stockings, we brought the Christmas magic to Storybook Salon. We had our grand opening party, cut our ribbon with our chamber of commerce, and vowed it to be our first annual holiday open house.

Welcome to Christmas season Chapter Two at Storybook Salon. We hope you can join us for our second annual holiday open house event. This year, we will have vendors, music, refreshments, giveaways, and deals on deals. We can't wait to open the doors to our community on Thursday, December 4th from 5:30PM-8:00PM for all the holiday shopping and magic.



OUTSIDE OF THE SALON AND ON THE TABLE: WHAT WE'RE UP TO THIS SEASON



From Thanksgiving recipes, to Holiday hairstyles, decorations, traditions, and cocktails, the Book Babes have you covered! Ask your stylist about their favorite dish to serve up at Thanksgiving!





Some of our holiday favorites are running in holiday themed races, adding a bow to any half-up style, and of course, using books to make a Christmas tree. This season, give us all the sparkle!

What We're Sipping This Season

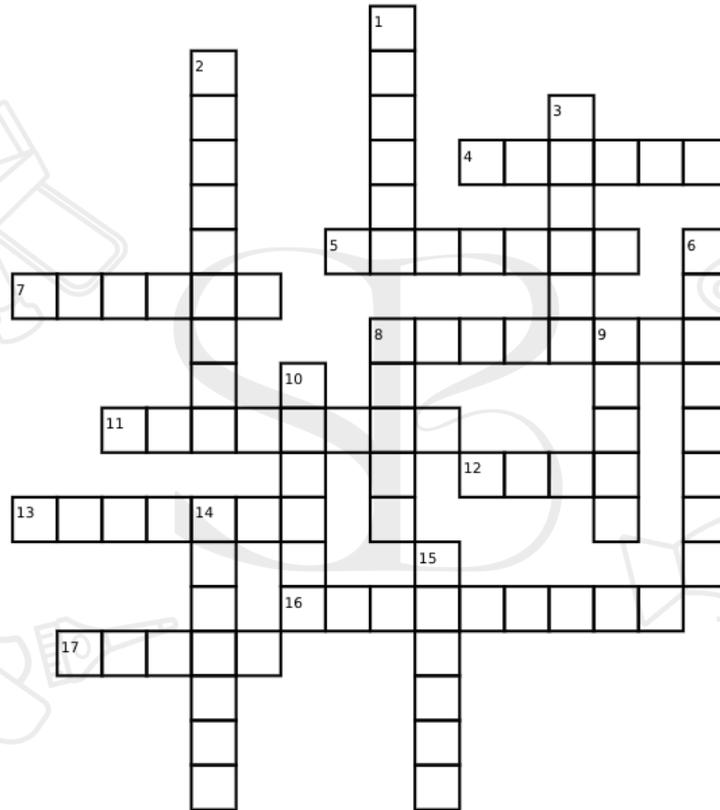
The Holidays are such a fun time to bring new flavors into our food and drinks! From your typical Fall sangria with a cinnamon sugar rim, to the seasons favorite peppermint spiked hot chocolate, our team loves trying new drinks! An SB favorite is the *Gingerbread Espresso Martini*. Here's how to make it:

- Rim your glass with caramel and crushed gingerbread
- Fill your shaker with ice. Pro Tip: fill your glass with ice and water to chill completely while you mix the drink!
- Add 2 oz espresso to your shaker
- Add 2 oz Coffee Liqueur like Khaluah
- Add 2 oz Irish Cream Liqueur like Bailey's
- Add 1 oz Gingerbread Syrup
- Optional: Add 1 oz cream for desired creaminess!
- Top with a gingerbread cookie
- Enjoy!



A Storybook Christmas

Crossword



Word Bank:

Kringle
 Frosty
 Layers
 Volume
 Cinnamon
 Grateful
 Noel
 Sparkle
 Evergreen
 Shears
 Fringe
 Gloss
 Blowout
 Foils
 Balayage
 Tinsel

Down:

1. What your stylist might find in Santa's hair
2. A hair color -- or Christmas tree -- that never fades
3. Something your hair -- and your holiday playlist -- need
6. Hand-painted highlights fit for Mrs. Claus
8. That mirror-like finish every ornament dreams of
9. Shiny things that make both gifts and blondes brighter
10. Not just for winter outfits
14. The jolliest name in the beauty biz
15. Another word for bangs -- or the trim on Santa's coat

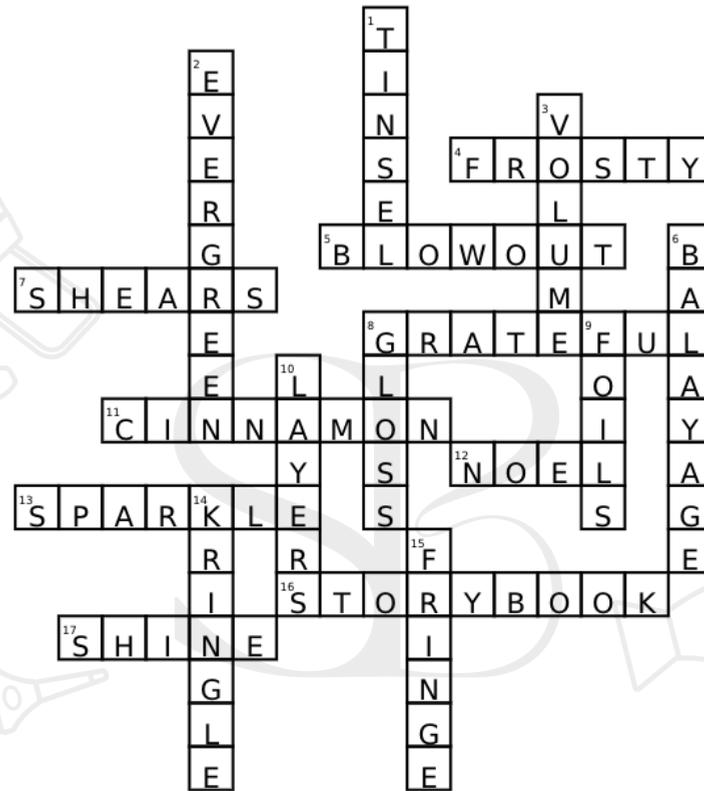
Across:

4. When your toner turns just the right icy shade
5. Santa's beard might need one before photos
7. What the elves borrow when wrapping ribbon goes wrong
8. The vibe after a perfect hair day
11. A warm tone and a warm flavor
12. The season that makes every salon playlist shine
13. What every strand needs before the party
16. Santa's favorite salon
17. The finish every reindeer's nose wishes for



A Storybook Christmas

Crossword – Answer Key



Down:

1. What your stylist might find in Santa's hair
2. A hair color -- or Christmas tree -- that never fades
3. Something your hair -- and your holiday playlist -- need
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17. The finish every reindeer's nose wishes for





STORYBOOK DIARIES: THE BEST HAIR OF YOUR LIFE

The proof is in the pudding. Our client testimonials tell all and we are here to share. Storybook has been open for only 1.5 years, and has been nominated for best hair salon in three different Lynchburg contests two years in a row. That's not luck – it's good hair.



Featured colors by Sam, Amelia,
Coleen, and Maryhelen.



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The Editor's Note

Every stylist who walks through our doors adds a chapter to the story – and this one's about big dreams and bigger hearts.

Caitlyn and Amelia, we've watched you juggle school, salon life, and everything in between. You've shown us what ambition looks like with a curling iron in hand. You brought laughter, artistry, and more caffeine than clinically advisable.

Congratulations on graduating beauty school and becoming licensed cosmetologists this season. We are endlessly proud, always cheering, and still claiming you as our own.

-Samantha K. Paris
and the Book Babes

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