

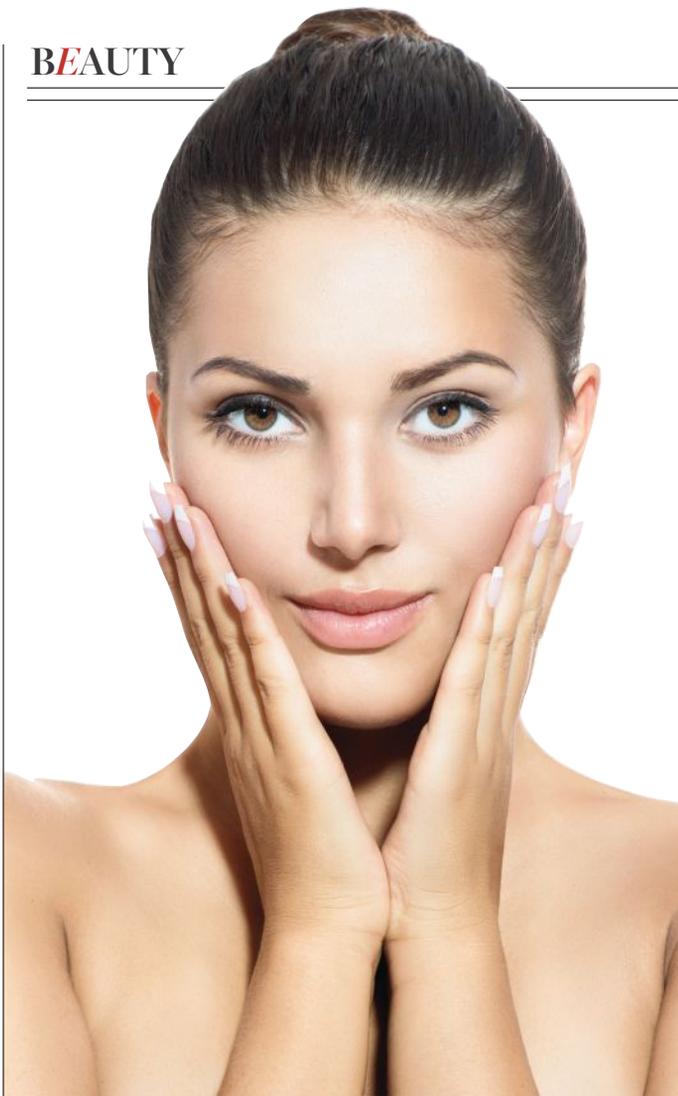


Bella Schneider

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Bella Schneider is the go-to skincare guru to Silicon Valley's savvy clientele. Both of her LaBelle Day Spas & Salons in Palo Alto are renowned for their unique, effective facial treatments that she has formulated over years of experience. LaBelle's Town & Country location is now also home to AwakenMD, a full service med spa. Bella is the recipient of the prestigious Crystal Award and publishes regularly on esthetic topics in publications such as *Day Spa*, *Dermascope*, and *Les Nouvelles Esthétiques*. She continually formulates new cutting-edge skincare products for her Bella Schneider Beauty and LaBelle lines, which are sold at her spas, on her consumer website and used by fellow estheticians on their clients around the country. Bella's passion is to empower women by making them feel and look their most beautiful. Bella currently resides in Los Altos and runs her business with the help of her daughter, Tiffany.



Make it the YEAR OF YOU

Beauty expert Bella Schneider offers tips for making the most of 2017.

After enjoying a beautiful holiday season with friends and family, you're feeling recharged and ready to take 2017 by the reins, right? I didn't think so. If you're anything like me, then you're more likely to feel a little exhausted from all the end-of-year festivities and ready for a personal holiday of your own. As women, we're used to working tirelessly in front of and behind the scenes during the holiday season, making sure loved ones are happy and everything is tied up perfectly with a satin ribbon.

We're also used to neglecting the one thing closest to us . . . ourselves. I say make yourself your No. 1 priority this year. Stop listening to that voice in your head that's always shouting, "You don't have time!" I know it's easy to say, and not so easy to do. Here are some tips that will help make this a more relaxing and satisfying year for you:

Schedule Ahead

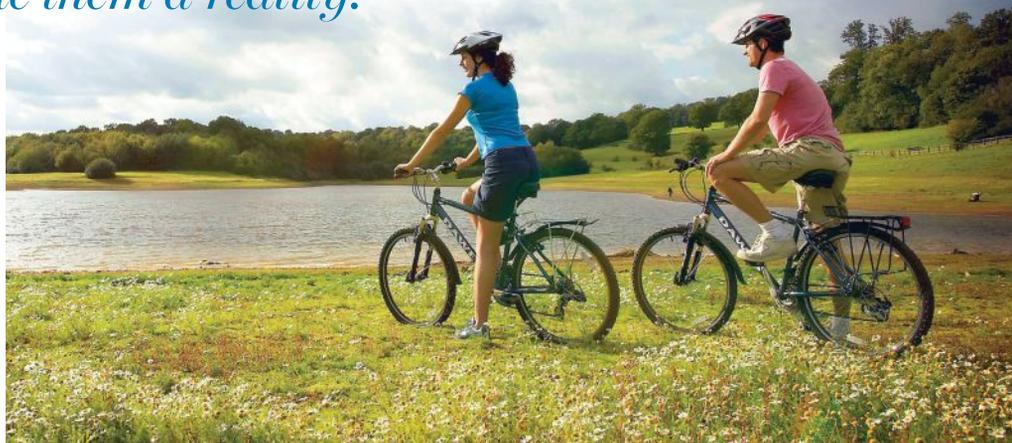
There's nothing quite like that rejuvenating feeling right after you leave the spa. Whether you had your hair cut, colored, and styled, or you received a therapeutic massage, or you had your nails and toes tended to, that feeling that you look and feel good is priceless. Sure, you're not splitting the atom, but these little "time-outs" are essential for



keeping you moving forward. It's when you don't make the time to keep yourself feeling fresh and pampered that stress starts to creep in. So make sure to schedule out your services ahead of time. Before you say goodbye to your hair stylist, pull out your iCalendar and schedule your next appointment. Do the same with your manicurist, esthetician, and masseuse. If you have an upcoming work event that you know you are going to be stressing about,

Figure out what you truly enjoy—those little things that you daydream about accomplishing—and then do everything you can to make them a reality.

figure out a time before that you can come in for your time-out. Waiting until the last minute to schedule your appointments can work out here and there, but it makes life so much smoother when you're already on the books. After all, gray roots and chipped nails are nothing to laugh about!



Be Adventurous

Balayage? Botox? Derma-blading? These are just some of the most popular treatments offered at LaBelle Day Spas & Salons these days. Perhaps you've always thought of trying injectables or you aren't exactly sure what derma-blading is but are curious to find out. Step out of your comfort zone, investigate, and try something new. Schedule a free consultation with a beauty expert to get all of your questions answered and educate yourself about all of your available options. That's what we're here for! Don't let your intimidation keep you from being the best you you can be.

Follow Your Bliss

While this might sound a bit cliché, figure out what you truly enjoy—those little things that you daydream about accomplishing—and then do everything you can to make them a reality. I'm not saying to quit your job, cash out your 401k, and book a trip around the world. (But hey, if you can do that, why not?) Whether it's spending more time with your loved ones, taking dance classes, or learning a language you've always wanted to become proficient in, carve out some time in your schedule (even one hour per week if that's all you have), and then see what happens. More than likely, the results will leave you feeling more fulfilled and satisfied with your life. And if finding time in your hectic work schedule to book your spa services is on your "bliss" list, LaBelle beauty experts do travel to you, too!

Ever since I got into the professional spa business 40 years ago, the one thing that I've always conveyed to my clients is the importance of "healthy vanity." This has nothing to do with being vain, but all about looking and feeling beautiful for yourself. It's empowering and can really help you make 2017 the year of you. ♦



PHOTO: LISA BENEFFE

Bella Schneider is the CEO and founder of LaBelle Day Spas & Salons (www.labelledayspas.com) and Bella Schneider Beauty (www.bellaschneiderbeauty.com).