

True Scarlette expanding through partnerships



By Nate Smelle

At a time of year that many businesses in Bancroft are scaling back their hours of operation and level of service True Scarlette has decided to expand. On Saturday, Nov. 15 the business which officially opened in July of 2013 launched this expansion of services and space in style with a grand re-opening celebration. A full service day spa, operated by certified professional technicians, True Scarlette also specializes in offsite services.

Defining itself as 'the place to fulfill all your beauty needs,' Jolly said the philosophy behind her business can be summed up in three words, 'quality over quantity.'

'At home I live off the grid in a very different lifestyle to what the spa environment is,' said Jolly.

'I am trying to find that same balance that allows for a life of vanity while keeping up the integrity of the body at the same time.

When we are in this industry in general what ends up happening is you realize that we are living a life where everything is so fake. It's all about trying to find that balance between the best of both worlds.'

To help meet the high standards she has set for the business Jolly said she only uses healthful products from the Arbonne cosmetics line.

'As someone who is working in this field I don't want to be inhaling all of those chemicals myself,' she said. 'Everything we use is botanically-based and extremely safe to use.'

The expansion in services at True Scarlette occurred after Jolly partnered with her friends and fellow businesswomen Sandra Pilkington and Jenny Hudder. One of the new products they have included in their services is a nail treatment called Bio Sculpture Gel. It is applied directly onto the natural nail without damaging the nail plate and works to protect them while brittle, cracked nails grow and repair. Basically it strengthens the nail and promotes growth. It's the best selling nail gel in Canada and the only one to receive a five-Star safety rating.

'Bio Sculpture Gel is just a safer alternative,' Hudder said. 'It's not as damaging as the traditional type of nails that originally started way back when. They use natural elements so it soaks right off and is not damaging to the nail whatsoever. It protects the nail from chipping and lasts for at least a couple weeks.'

Pilkington uses a variety of massage techniques to help melt away her clients stress. She offers an hour long relaxation massage utilizing essential oils, a head and scalp massage and a hot stone massage. With this last technique she uses heated basalt stones to work deep into the muscles and release tension and soreness.

'A lot of people think that the hot stone massage is only placing the stones on their backs from the photos often used in ads,' said Pilkington. 'The stones are actually used in the massage, and their heat really penetrates deep into the muscles.'

These various types of massage are just a few of the services provided by the women at True Scarlette, and are available both on location and off-site. The combination of services offered are perfect for ladies weekends, bachelorette parties, weddings and work parties. The team at True Scarlette has also now teamed up with registered massage therapist Laura Hild to expand their list of services even further. The new services offered through True Scarlette are now also available for men. In addition to massage and

tanning; men's facials, manicures, pedicures, and waxing are also available. To add to their clients' relaxation, Jolly says they will be setting up an area for children to play with LEGO and other toys while their parents enjoy the spa experience.

?I am a mother of two children myself, so I know how nice it is to have that little bit of time to yourself,? she said.

Jolly came up with the name for the business by combining her son True's name with her daughter Scarlett's.

Adding a touch of creativity and tranquility to the redefined storefront the women have also transformed part of the new space into a rotating art exhibition featuring the work of local artists.

?I prefer to support local artists rather than going to IKEA and buying a mass amount of art made in China.?

At the moment the paintings of local artist Amanda Brethour are on display.

?When I first saw her work in Hastings Highlands I fell in love with it,? Jolly said.

?As much as I would expect other locals to support small business, I can't expect anything if I am not doing it myself. When it comes to anything that we are supplying here in the store, I definitely try to keep it as local as possible. I absolutely love it and adore it here. It's where my heart is.?

Artist Sarah Brown's work is also featured throughout the spa, with one of her pieces highlighting the reception area. Her art work is a mix of pointillism and graphite specializing in wildlife art.

The spa is open from Monday to Friday from 9 a.m. to 6 p.m., and Saturday from 9 a.m. to 2 p.m., and is located at 45 Hastings St. N on main street Bancroft across from Price Ford. For more information True Scarlett visit <http://truescarlette.wordpress.com>.