



FANTASIA

FANTASIA IS A FULL SERVICE SALON AND SPA
SPECIALIZING IN SOLUTIONS FOR THINNING HAIR AND
HAIR LOSS.

For a brief history of our salon, the doors were opened on November 1st, 1962 in North Minneapolis. The original name was Twietta's Beauty Nook, which was a combination of the names Twila and Loretta, the original two partners who opened the salon.

Loretta married and moved to Wisconsin, leaving Twila Donley who re-named the business Fantasia Salon, after she and her husband had visited a famous Boston restaurant by the name of Fantasia. To this day, Twila has an ashtray from that restaurant.

In 1967, a second Fantasia was opened in Hopkins, MN and was called Fantasia II. In 1968 a third salon was opened in Brooklyn Center, MN and called Fantasia III. In 1969 a fourth salon was opened in the Crystal/Golden Valley area and called -- you guessed it, Fantasia IV. The salon in North Minneapolis was sold shortly thereafter. In 1972 the Hopkins salon was sold, and in 1974 the salon in Brooklyn Center was sold. This left one salon in Crystal, MN. In 1979 the current property was purchased and the new salon was built. On January 4th, 1980, we moved into our new building and changed the official name of the business to Fantasia Together, Hair Designers.

While the new building seemed huge, and at that time the salon was not really all that large, the intended purpose was always to grow into a full service salon and spa. Little did we know at that time, how huge the hair replacement business was to become.

Fantasia's hair replacement business actually started in the late 60's with the advent of wigs for fashion. Twila Donley, the salon owner, had always had thin hair which is what motivated her to go to beauty school. Now, with these new wigs, Twila could have the lush hair she had always dreamed of and proceeded to have acquire in each style. The supply house where she was purchasing them saw how great Twila was at working with the wigs and began sending their wig customers to her; to have her customize the wigs by cutting, designing and fitting them. This was how Twila's hair replacement business was officially launched.

The wig business began to die out in the late 70's and early 80's. However, Twila continued customizing wigs for customers on a limited basis. In 1989, with cancer becoming more and more prevalent, Twila was encouraged by some of her wig clients, to go around town and visit the oncology doctors to inform them of her skills with fitting wigs. In a three month period, Twila did 30 presentations for doctors, nurses and their support groups. Although the doctors were not overly zealous about the whole concept; their female nurses understood the devastation of female hair loss and they began sending their cancer patients to Fantasia to purchase custom wigs. The hair replacement business began to grow by leaps and bounds due to the doctor referrals and the word of mouth referrals from many satisfied customers.

At this point, Twila began taking advantage of the training which was becoming more available across the country with regard to wigs and hair loss options for men, women and children. The hair replacement business at Fantasia continued to grow and Twila hired additional staff and trained them to work with wigs and hair pieces. Today, there are five hair replacement specialists working side by side with Twila to meet the demand for hair replacement. Fantasia's hair replacement specialists continue to take advantage of advanced training all over the country and to stay on top of all of the changes in the industry.

Today Fantasia prides itself in complete services for anyone dealing with thinning hair and hair loss issues. For the cancer patients, not only do we do the hair replacement, but we address the scalp, skin and nail issues which result from cancer treatments. We carry a line of skin care products formulated especially for those having chemotherapy treatments. Additionally, Fantasia has a full line of accessories such as hats, scarves and turbans as well as prosthetic eyebrows and eyelashes.

Fantasia has worked with many clients with alopecia, trichotillomania as well as hair loss from other medical conditions. We have worked with men, women and children from the Minneapolis/ St. Paul area as well as those from the surrounding states of Wisconsin, North and South Dakota and Iowa. We have many "snowbird" customers who live in Florida, Arizona, and other states half the year and in Minnesota half the year.

Because of Fantasia's expertise in the hair replacement industry and the length of time we have been in business, we are well known and approached by companies coming out with new hair replacement products and technologies. Over the years there have been many rewards and recognitions. Most recently, in March of 2008, Twila was recognized by International Hair Goods for her promotion and sales of the Amy's Presence Wigs. (*Amy's Presences is a line of wigs that you can sleep and swim in*). Fantasia is an exclusive dealer for Cyberhair, Amy's Presence and now Follea wigs, very high quality, upper end wigs sold in Beverly Hills, Ca.

Fantasia provides full hair and nail services in addition to hair replacement. We have a consultant on site who provides permanent pigmentation make up. (lips, eyeliner, shadow and eyebrows.) She also does facial sculpting and teeth whitening. Our spa services include facials and body treatments such as cellulite reduction massage. We carry a full line of Jane Iredale Mineral Makeup, SkinCeuticals Skin Care and Lindi Skin Care. It is our desire at Fantasia to carry only the finest products for our clients.



Fantasia's hair services include the following: Cutting, coloring, foiling, perming, straightening, reconditioning and scalp treatments. Our scalp treatment is Hair Support System and we use Redkin and Purology products for reconditioning. Fantasia also has hair extensions which can be added for highlighting, adding length to create various styles. The Fantasia staff is regularly attending advanced training and has in-salon training to stay abreast of the latest and new trends in the beauty industry.

Fantasia's nail services include: Manicures, pedicures, sculptured/acrylic and gel nails. We use OPI nail products and do extensive nail art. We promote nail strengthening products and provide herbal hand treatments. Again, we stay abreast of what's going on in the industry and in fact, one of our staff is an OPI representative.

Pedicures are given in a whirlpool Spa chair. Options include aromatherapy scrubs, herbal wraps, soaks, and lotions. Nail art is available upon request.

As previously mentioned, Fantasia sells Jane Iredale Mineral Makeup. We have an aesthetician on staff who will do makeup applications and classes as well as answer any questions regarding the makeup and skin care. We sell a couple of unique mascara products such as Kiss Me Mascara which tubes the eyelash making it appear twice the thickness; and we sell Revitalash which helps existing eyelashes grow longer and thicker. And, for those experiencing hair loss, we sell prosthetic eyelashes and eyebrows. Fantasia provides complete instructions on the use of all products we sell.

Fantasia has two skin care lines, SkinCeuticals and Lindi Skin Care. SkinCeuticals is a professional dermatologist line and has a vast array of products for various types of skin and skin conditions. Their sunscreen cancels UVA, UVB, and UVC rays, which is a one of a kind product (*most sunscreens on the market do not have the ability to cancel out all three rays*). Lindi Skin Care was formulated specifically for those experiencing cancer treatments or those with extremely dry skin. These products are all natural, botanical with no harmful chemicals and additives.

Fantasia provides hair removal services using Nufree wax which is anti-microbial and has added the herb chamomile for calming the skin. We wax everything from eyebrows, facial hair, underarms, bikini and leg waxing. Finipal is used after waxing at the salon and should be used as a follow up at home after showering as it helps inhibit breakouts and thins hair growth over a period of time.

Body treatments at Fantasia consist of the cellulite treatment with the Synergie Vacuum Massage and the M'lis Body Wraps for removal of toxins and inches. These treatments can be purchased individually; however, for optimum results we recommend purchasing the body treatments in packages. From time to time we run specials on our packages; our aesthetician can answer any of your questions regarding these treatments.

Fantasia offers a variety of Facial Treatments including microdermabrasion. Our facials are very relaxing treatments utilizing the SkinCeuticals Skin Care line. There are various facial options depending on your skin and skin condition. We also offer light peels again using the SkinCeuticals products. Our aesthetician on staff would be happy to consult with you to determine which would be the best option regarding any of these facial treatments.

Because at Fantasia, we believe beauty starts from within, we promote the Isagenix nutritional products. Isagenix products are formulated to cleanse and detoxify while supporting the body with high grade dense nutrition. Isagenix is all natural food based nutrition. We have a nutritionist on staff to answer any questions regarding these products.

Obviously Fantasia sells wigs. We have all price points and sell synthetic and human hair wigs. We sell hair pieces and integrations. We are an exclusive dealer in the Minneapolis/ St. Paul area for Cyberhair and Amy's Presence Wigs. We sell micropoint links (Cyberhair) attached to the hair to increase the volume by 400%. Micropoint links are wonderful for thinning hair on the top and sides of the head. In addition we sell (Cyberhair) Accents for length and volume on the sides and back of the head. Fantasia sells Great Lengths Human Hair Extensions for adding volume and length to existing hair. Great Lengths Extensions are known in the industry as the Rolls Royce of hair extensions. We resisted jumping on the hair extension band wagon until we found these extensions which are used by the Hollywood community because they will not harm the wearers own hair. With hair loss so prevalent among the baby boomers (one in four are dealing with this) we are doing more and more daily with the micropoint links, accents and the extensions.

Fantasia designs custom hair replacement pieces using either plastic or plaster molds which are then sent on to the manufacture to be created specifically for the individual. We also sell clip on hair for fun as well as face framer bangs which go around the perimeter of the head. Fantasia carries a full line of accessories such shampoos, conditioners, mousses, hair sprays, etc which are necessary to maintain the quality and the integrity of the wigs and hair pieces.

Fantasia is presently in the process of creating alliances with plastic surgeons, dermatologists, dentists, wardrobe/retail consultants, etc as we focus on Image Consulting along with the Hair Replacement and other services we already have in place. When a client comes to Fantasia, we will help them become the beautiful person they have always desired to be.

As we enter our 47th year in business, Fantasia remains on the cutting edge of what is going on in the beauty industry. We are changing our name, to reflect more of whom we are and what we do. Our new name and tag line:

Fantasia Salon & Image Consultants

...making ordinary extraordinary.

We will be unveiling our new Image Consulting concept at our November 1st, 2008 event at the Golden Valley Country Club. Fantasia presents "...Making ordinary extraordinary" This will be a charitable event benefiting The Hope Chest. For more information on this ticketed event keep checking our website fantasiatogether.com

