



*LeMetric Hair Center and
Saks Fifth Avenue invite you to:*

**An Evening
of Reinvention**
*From Hair to Toe &
From the Inside Out*



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WHO? Elline Surianello

Founder, CEO and Client of LeMetric Hair Center INC.
"It's not just about the hair—it's about how you feel"

Valerie White, Ph.D.

Clinical Psychologist, Executive Coach and Author
"From Good to Great on the inside—key tips for making
your life the beautiful thing it should be"

Lois Joy Johnson

Beauty & Style Editor of BettyConfidential.com
"SECRETS OF A BEAUTY & FASHION EDITOR, How To Look
Healthy, Hip, & Hot"



WHEN? Thursday, March 26th, 2009, 6:30PM – 9:30PM
(Private VIP/Press Meet & Greet, 6PM – 6:30PM)
The SFA Café on the Shoe Floor, 10022-SHOE (8th Floor)

WHERE? SAKS Fifth Avenue, 611 5th Avenue (between 49th & 50th Streets)
This exclusive beauty event will explore what your look says about
you and how to update your style during the changing times of 2009!

WHAT? The event will feature the 3 guest speakers listed above accompa-
nied by cocktails, hors d'oeuvres, on site makeovers and personal
shopping consultations, as well as a special VIP shopping discount!

WHY? Hair has a language unto itself. Image is beauty and beauty is
power. As women, the choices we make on the outside reflect our
inner empowerment. Join us for a workshop that is all about getting
out of your own way and taking control of exuding your true beauty,
from hair to toe!

EVENT SPONSORS: This event is proudly sponsored by LeMetric, Saks Fifth Avenue, and
BettyConfidential.com

CONTACT: For press/event inquiries, please contact Alyson Campbell, AMP3
Public Relations, 646.827.9594 or SAKSevent@AMP3pr.com.

www.lemetric.com/saksevent



Elline Surianello

Founder and CEO of
LeMetric Hair Center, INC.

Elline Surianello is the leading authority on women's hair thinning and hair loss. She has been personally affected by androgenetic alopecia since 14 years of age, and after decades of frustration, she took it upon herself to create a service, which now helps women across the USA, Canada, and Europe to overcome this issue. Today, Elline is a motivational speaker who has appeared on countless media outlets including: Good Morning America, ABC Chicago, ABC Philadelphia, Breakfast Television, City TV, Ladies Home Journal, The Toronto Star, and Salon Today, just to name a few.

Elline will tell the story of her journey with hair loss, and how she turned the one negative struggle in her life into a rewarding career that gets her out of bed each & every morning. Elline will discuss how the choices we make as women in regards to the "external piece" of our package, can in turn impact our self-esteem and self-empowerment.



Valerie White, Ph.D.

Ph.D. Clinical Psychologist
Executive Coach, and Author

Dr. Valerie White holds a Ph.D./M.A. in Clinical Psychology from Fordham University and is a licensed NYS Psychologist. She is an Executive Coach who has worked with senior level executives around the world including Europe and Asia and has worked in multiple Fortune 100 and 500 companies including Johnson and Johnson, Diageo, Corning, HSBC, GlaxoSmithKline, Price Waterhouse Coopers, Hewlett-Packard, Merck and many more. Her focus is on self-empowerment and life satisfaction, combining approaches from multiple fields including psychology, neurology, and physics as well as spiritually-oriented approaches. She is also a published author of First Impressions: What Your Look Says About You (Bantam-Dell, 2004).

Valerie will speak to the "internal piece" of the puzzle by exploring the internal messages we give ourselves that make us happy, or that hold us back. In reference to the "law of attraction," Val will explore what scientists & psychologists have found supporting it, and discuss how to use your personal control to achieve maximum life satisfaction.



Lois Joy Johnson

Beauty & Style Editor,
BettyConfidential.com

Lois Joy Johnson is a top beauty and fashion expert who has spent over 25 years interviewing, reporting and shooting with the best of the best. Her versatility as a writer, market / sittings editor, and media spokesperson on style for the 40 + women's market is well established and respected in both industries. From supermodels like Christie Brinkley, Paulina Porizkova and Lauren Hutton to hair and makeup gurus like Frederic Fekkai, Laura Mercier and Bobbi Brown, to fashion icons like Diane Von Furstenberg, Vera Wang and Norma Kamali every "name" has graced her editorial pages. Johnson is a highly sought media pro who appears on TV and radio and has been a frequent contributor to The Today Show, The Early Show, Extra and CNN. As beauty and fashion director of MORE magazine from 1998 to 2008, her lively personal Beauty Solutions column was also syndicated in Knight Ridder newspapers.

Lois is an experienced keynote speaker on the topics of beauty and dermatology, and will speak about the secret insider beauty and style tips she has learned as a fashion and beauty editor. Lois will touch upon on how to look and feel healthy, hip and hot in your own skin in 2009!