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Anne Leask
KHL Inc
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A Special Message To A Very Special Person

Dear Anne,

This special invitation and exclusive offer is going out to a very select group of people in the Bellevue/Seattle area.

Why I'm Writing to You

During my 10 years as owner of Paule Attar Hair Salon & Spa I've learned that many of our best clients are people very much like you and me: women business owners and executives.

So I hope you'll accept my invitation to visit my salon and let one of our highly skilled stylists or other professionals lavish you with beauty-enhancing personal attention and care. I personally spend hundreds of hours every year training our staff and I'm confident you'll love every minute of your Paule Attar experience. So confident in fact...

My personal promise to you: If for any reason you are anything less than totally delighted with your first visit to Paule Attar let me know and you will receive an immediate refund.

Choose From One of Four Wonderful Gifts: An exclusive offer available only to people receiving this letter.

As a successful business owner or executive you're a very special person, and someone with the potential to be one of Paule Attar's best clients. For that reason, and to show my sincere *appreciation* to you for your patronage, please accept a free gift from me.

When you come in for your first appointment you'll have your choice of one of four beautifying, stress-reducing Paule Attar services:

1. Cleansing Facial (30 Minutes) – Steam, exfoliation and personalized mask. Recommended for any skin type. Relaxing. Stress-Reducing. Revitalizing. (A \$35.00 value)
2. Swedish Massage (30 Minutes) - Enjoy expert hands-on treatment from a skilled Paule Attar Massage Therapist. Loosen up those tight muscles and bring soothing relief to sore muscles.

PAULE ATTAR
SALON AND SPA

Additional benefits include increased circulation and improved skin and muscle tone. From the top of your head to the tips of your toes...your body will say "ahhhhhh." (A \$36 value)

3. Deluxe Spa Hand Treatment With Manicure – This service includes a soothing hand bath, a gentle exfoliating treatment and a seaweed mask. A light hand massage performed with a glycolic acid based cream will leave your hands feeling satin soft. A Paule Attar manicure is the finishing touch. You'll need both beautiful hands to count the compliments! (A \$35.00 value)
4. Paule Attar Traditional Spa Pedicure – A soothing soaking, gentle scrubbing and feel-good massaging of your feet with clipping and filing of your nails. Your feet never looked so good or felt so fine! (A \$35.00 value)

I'm hoping you'll say "yes" to my invitation and special offer.

Because I'd be delighted to have you as a Paule Attar client. And I know you'd be absolutely thrilled with our people, our salon, our spa and the many wonderful things we do that will keep you looking and feeling your best.

Visit us just once and I know you'll fall in love with us and want to come back again and again!

For that big presentation, for that special event, for that romantic evening with your special someone...let skilled and friendly Paule Attar staff help you to look and feel your very, very best.


So make your appointment today by calling **425-453-3288**. Please tell the receptionist that you are calling in response to the "exclusive offer" letter...and let them know which of the 4 free services you would like to take advantage of.

For your convenience we are open 9AM – 7PM on Monday, 9AM – 8PM Tuesday – Friday and 9AM – 6PM on Saturday. Sundays we are closed. For more information on the full range of products and services we offer visit us on the web at www.pauleattar.com.

You *are* a special person. The type of special person I want as a Paule Attar client. That's why we work hard every day to make Paule Attar a special place.

Won't you come visit us? I promise you, you'll be absolutely delighted that you did!

Sincerely,


Paule Attar
Owner

P.S. This special offer is intended exclusively for the person identified in this letter and is non-transferable. Present this letter to the receptionist to receive one of the 4 relaxing, beauty-enhancing services – yours free as my way of thanking you for making your first visit to Paule Attar Hair Salon & Spa. (A minimum purchase of a master-stylist haircut or the equivalent is required. Offer expires December 15, 1999.)