



Welcome Packet

Dear _____

WE ARE DELIGHTED TO SCHEDULE YOUR APPOINTMENT FOR _____
ON _____ AT _____. PLEASE ALLOW _____ HOURS, SO THAT YOU CAN ENJOY THE ENTIRE PROCESS.

DEPOSIT INFORMATION

*When traveling to your area for Appointments, we will require a 50% Deposit Fee.
Please read, fill-in the forms, sign and return the 4th page with a check by _____.*

YOUR APPOINTMENT WILL THEN BE CONFIRMED AND WE THANK YOU FOR TIMELY ATTENDING TO THIS DETAIL.

All About Your Appointment Day...

THIS INFORMATION HAS BEEN CAREFULLY GATHERED TO HELP INSURE THAT YOU HAVE THE BEST POSSIBLE EXPERIENCE IMAGINABLE, AND TO MAKE THE MOST OF THIS TIME SET ASIDE ESPECIALLY FOR YOU.

BEFORE YOUR APPOINTMENT

ARRIVE RESTED, RELAXED AND RECEPTIVE. YOU WILL BE THE FOCUS OF THE APPOINTMENT. THIS TIME IS FOR PAMPERING, DISCOVERING AND HONORING ALL OF WHO YOU ARE. IN LIGHT OF THIS, WE ASK THAT YOU NOT ANSWER YOUR CELL PHONE, EXCEPT FOR AN EMERGENCY.

HAIR COLOR CHANGE, COLORED CONTACTS OR CHANGES IN SKIN PIGMENTATION

FOR ALTERED HAIR, WE ASK THAT YOU HAVE 1/4" ROOTS OR MORE, SO WE CAN DETERMINE YOUR NATURAL HAIR COLOR. FOR THOSE WHO REQUEST IT, YOU WILL RECEIVE SWATCHES FOR BOTH YOUR NATURAL AND COLORED HAIR, INCLUDING LOW-LIGHTS AND HIGHLIGHTS. PLEASE LET US KNOW IF YOU HAVE TINTED CONTACTS OR IF YOU HAVE HAD A RECENT SUNBURN OR DEEP TANNING PRIOR TO YOUR SESSION. BASED ON YOUR INFORMATION, WE MAY SUGGEST POSTPONING YOUR COLOR PALETTE UNTIL YOUR SKIN RETURNS TO ITS USUAL HUE.

MAKEUP / WHAT TO WEAR

PLEASE ARRIVE WITH A CLEAN FACE: THIS MEANS NO POWDER, TINTED MOISTURIZER, LIPSTICK, BRONZER, BLUSH, SUNSCREEN OR EYE MAKEUP. REGULAR MOISTURIZER IS FINE. IT'S HELPFUL TO BRING THE MAKEUP YOU USUALLY USE, SO THAT WE CAN ANALYZE AND SUGGEST CHANGES. FOR YOUR COMFORT, DRESS IN LAYERS, WITH A CAMI OR TANK TOP THAT SHOWS YOUR CHEST AREA AND ARMS. CHOOSE A SHADE OF WHITE OR LIGHT PASTEL, SO THAT WE CAN SEE YOUR SKIN TONE WITHOUT DISTRACTION.

FOOD / SUSTENANCE

BRING A SUBSTANTIAL LUNCH, INCLUDING PROTEIN. THIS WORK SEEMS TO MAKE PEOPLE HUNGRY. WE PROVIDE FILTERED WATER, TEA, COFFEE, JUICE, FRUIT, AND OCCASIONALLY OTHER SNACKS. IF YOU WOULD LIKE TO PICK UP SOME FOOD LOCALLY, PLEASE CALL US AND WE CAN GIVE YOU DIRECTIONS. THERE ARE TWO COFFEE HOUSES AND A MARKET WITHIN THREE BLOCKS OF OUR STUDIO.

DURING THE APPOINTMENT

WE KNOW THAT IT IS SOMETIMES DIFFICULT TO BE AT EASE WHEN YOU ARE UNDER CLOSE SCRUTINY. WE WILL DO OUR BEST TO MAKE YOU COMFORTABLE WHILE WE GET TO KNOW YOU BETTER. WE WILL BE ASKING QUESTIONS ABOUT YOUR WORK, HOBBIES, AND LIFESTYLE. WE ARE LOOKING FOR CLUES TO YOUR ESSENTIAL NATURE; HOW YOU APPROACH LIFE. THIS ENABLES US TO GET A CLEAR PICTURE OF THE DESIGN QUALITIES THAT EXPRESS YOUR INNER SPIRIT.

CONTACT INFORMATION TEL: RONNIE 707.829.3452 TEL: KATHRYN 707.526.4578
OR EMAIL US AT DIVINEC@SONIC.NET
7011 FELLERS LANE, SEBASTOPOL, CA 95472

WELCOME TO DIVINE COLOR & STYLE

THE PROCESS

WE SPECIALIZE IN REVEALING YOUR FEMININITY, IN FRAMING, HIGHLIGHTING AND DRAMATIZING YOUR BEAUTY. WE BEGIN BY LOOKING AT YOUR SKIN, HAIR AND EYES UNDER FULL-SPECTRUM LIGHT, CHOOSING THE BEST SWATCHES FOR YOUR UNIQUE COLORING. THIS IS THE FOUNDATION FOR CREATING THE REST OF THE COLOR HARMONY (COLOR PALETTE). WE LOOK AT MANY ELEMENTS TO CREATE A COLOR PORTRAIT OF YOU, ONE WHICH CONNECTS WITH YOUR VITALITY, ENERGY AND PERSONALITY.

WHAT YOU RECEIVE

YOU WILL TAKE HOME A COMPLETED SHOPPING FAN WITH ALL OF YOUR COLORS, TEXTURES, PATTERNS AND METALLICS TO USE FOR CLOTHING, MAKEUP, ACCESSORIES AND HOME DECOR. WITHIN SEVERAL WEEKS, YOU WILL RECEIVE IN PERSON OR IN THE MAIL, A TWO-PAGE ARTISTIC RENDERING OF YOUR PALETTE WITH A DESCRIPTION OF APPROPRIATE ACTIVITIES FOR EACH COLOR FAMILY.

ALONG WITH THIS, WE WILL INCLUDE OUR NEW, INVALUABLE HANDOUT ENTITLED
“UNDERSTANDING THE PSYCHOLOGICAL USES OF YOUR COLOR PALETTE”
TRULY ENABLING YOU TO “DRESS WITH MASTERY AND INTENT.”

MAKING AND USING THE SHOPPING FAN

THIS IS A JOINT CRAFT PROJECT IN WHICH YOU WILL BECOME FAMILIAR WITH YOUR PALETTE. WORKING TOGETHER, WE WILL CREATE A PURSE-SIZE FAN WHICH YOU WILL KEEP WITH YOU WHENEVER THERE MIGHT BE A SHOPPING OPPORTUNITY. WITH PRACTICE, YOU WILL BE ABLE TO IDENTIFY EVEN THE MOST SUBTLE SHADES OF YOUR PALETTE WITH EASE. BECAUSE NOT ALL COLORS ARE AVAILABLE EVERY SEASON, IT MAY TAKE SOME DETECTIVE SKILLS TO FIND SOME OF THEM. WHEN SHOPPING, WE ENCOURAGE YOU TO FIND THE BEST EXAMPLES OF THE COLORS ON YOUR CHART. AS THE LEVEL OF YOUR UNDERSTANDING GROWS, YOU WILL BRIDGE THE GAP BETWEEN LOOKING FINE OR LOOKING FANTASTIC.

CANCELLATION POLICY

IF YOU NEED TO CHANGE OR RE-SCHEDULE YOUR APPOINTMENT, PLEASE LET US KNOW SO THAT WE HAVE THE OPTION TO OFFER THIS TIME SLOT TO OTHERS. WE WOULD APPRECIATE **48 HOURS NOTICE; APPOINTMENTS CANCELLED WITH LESS THAN 48 HOURS NOTICE MAY BE BILLED 50% OF THE DEPOSIT FEE.**

DIRECTIONS TO OUR STUDIO

FROM NAPA-SONOMA AREAS—TAKE HWY 12 WEST AND FOLLOW THE DIRECTIONS BELOW.

FROM NORTH 101, TAKE HWY 12 WEST. AS YOU APPROACH SEBASTOPOL, FOLLOW THE SIGNS TO HWY 116 So. (ALSO GRAVENSTEIN HWY) THROUGH THE MAIN PART OF TOWN. AFTER ABOUT 1.5 MILES, YOU WILL TURN RIGHT ON FELLERS LN. FOSTER FREEZE IS ON THE LEFT, A LOCKSMITH ON THE RIGHT AND JUST AHEAD, STARBUCK'S. PROCEED SLOWLY PAST THE ISLAND OF TREES, THEN TURN LEFT AND GO UP THE HILL INTO THE REDWOOD GROVE APTS. PARK TO THE LEFT AND WALK DIAGONALLY AWAY FROM THE POOL TO 7011, WHICH IS UPSTAIRS .

FROM SOUTH 101 AND SF—TAKE 101 NORTH, THEN 116 WEST TO SEBASTOPOL. YOU WILL SEE THE PINK HILTON EXPRESS HOTEL ON YOUR RIGHT AND FIRCREST MARKET ON YOUR LEFT. MOVE INTO THE CENTER TURN LANE AS YOU SEE STARBUCK'S ON YOUR LEFT, TURN INTO FELLER'S LN AND FOLLOW DIRECTIONS ABOVE.

WE VERY MUCH LOOK FORWARD TO OUR TIME TOGETHER.
COLORFULLY YOURS,

Ronnie & Kathryn

Letter of Agreement / Deposit Info NEXT



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OR EMAIL US AT DIVINEC@SONIC.NET
7011 FELLERS LANE, SEBASTOPOL, CA 95472

Deposit / Letter of Agreement



PLEASE SIGN, DATE AND RETURN WITH YOUR CHECK PAYABLE TO RONNIE McCULLOUGH,
7011 FELLERS LN, SEBASTOPOL CA 95472 BY _____.

OUR CURRENT PRICE LIST WAS DESIGNED WITH OUR LOCAL CLIENTELE IN MIND. FOR OUTLYING AREAS
THAT REQUIRE SUBSTANTIAL EXPENSES ON OUR PART, WE HAVE ADDED A \$50 FEE.

THIS LETTER OF AGREEMENT CONFIRMS MY SCHEDULED APPOINTMENT
FOR _____ ON _____ AT _____.

I HAVE ENCLOSED MY DEPOSIT (50% OF THE TOTAL FEE) PLUS THE \$50 FEE FOR OUTLYING AREAS.
THESE ARE NON-REFUNDABLE, EXCEPT FOR SERIOUS ILLNESS OR FAMILY EMERGENCIES.
ANY REQUESTS FOR SUCH WILL BE HANDLED ON AN INDIVIDUAL BASIS.

I HAVE CHOSEN TO HIRE RONNIE McCULLOUGH AND KATHRYN HEFLIN FOR THEIR EXPERTISE IN THE FIELD OF COLOR AND STYLE.
I UNDERSTAND THAT THE COLOR PALETTE AND OTHER COLOR AND STYLE ASSESSMENTS THAT THEY PREPARE FOR ME ARE FINAL.
NO RETURNS OR EXCHANGES OF SWATCHES WILL BE MADE.

THE BALANCE OF YOUR FEE WILL BE DUE AT THE TIME OF YOUR APPOINTMENT. WE HAVE ALLOWED 3.5 HOURS FOR COMPLETING
YOUR PALETTE AND PREPARING YOUR SHOPPING FAN. IF, AFTER YOUR COMPLETED APPOINTMENT, YOU DESIRE ADDITIONAL
CONSULTATION TIME, WE CHARGE \$125 PER HOUR.

PLEASE ENTER THE FEES IN THE SPACE BELOW FOR THE SERVICES YOU HAVE ARRANGED FOR:

- _____ DIVINE COLOR PALETTE & SHOPPING FAN (\$400.00)
- _____ CLOSET REJUVENATION; SIMPLIFY, FORMULIZE & SURPRISE (\$250.00 / 2-HR. MIN)
- _____ DIVINE DESIGN; DRESSING YOUR CURVES & ESSENCE (\$150.00)
- _____ SHOPPING ADVENTURES WITH YOUR STYLISTS (\$250.00 / 2-HR. MIN.)
- _____ MAKEUP CONSULTATION, WARDROBE DESIGN, TAILORING CONSULTATION (\$125.00 P/H)
- _____ OTHER
- \$50.00 OUTLYING AREA FEE
- _____ TOTAL AMOUNT FOR SCHEDULED SERVICES
- _____ 50% DEPOSIT FEE

SIGNED _____ DATE _____

Thank You

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