

THE SALON

AT THE COURTYARDS

A modernized space where residents can maintain wellness & beauty



FINANCIAL SUMMARY

To help create a space that enhances the wellness of our residents, we seek the following funding:

■ FURNITURE & EQUIPMENT	\$34,500
■ SHIPPING	\$5,000
■ TOTAL FUNDING AMOUNT	\$39,500

SUGGESTED DONATIONS

\$1,000 will fund one of two shampoo bowls with tilting mechanisms, enhancing comfort for residents and functionality for the stylist.

\$5,000 will help with the purchase of a specialized pedicure chair that enables accessibility for residents with mobility challenges.

\$10,000 will cover the cost of the remaining chairs, designed for the accessibility and comfort of older adults.

HOW TO GIVE

3 Ways to make The Salon at The Courtyards a reality:

- **DONATE BY PHONE** Call Steve Watson, Executive Director of Luther Manor Foundation at 414-831-8950.
- **DONATE ONLINE** Visit [TINYURL.COM/LMSalon2024](https://tinyurl.com/LMSalon2024) or scan the QR code to the right.
- **DONATE BY MAIL** Fill out the enclosed card, and mail it back to us.



SALON FEATURES

Providing a calming, updated space where residents can access multiple beauty services is more than an amenity. It is an essential piece in a holistic approach to wellness. The Salon will offer accessibility for all. It is designed with a disability-friendly floor plan, ensuring easy movement for those with walkers or wheelchairs. Our full-service salon will offer:

FOR WOMEN Shampoos • Cuts • Colors • Perms • Manicures • Pedicures

FOR MEN Shampoos • Cuts • Shaves • Beard Shaping

Ordered from a senior community salon and spa provider, the furniture and equipment is specialized for older adults. For example, the sinks feature adjustable height and comfort positions. The chairs provide easy in-and-out access and strong lumbar support. The hair stations are designed to enable shampooing and styling in one place, eliminating movement to multiple chairs. All of this is housed within a repurposed space carefully designed with soothing colors and natural light from large windows to create a relaxing environment.



SALON BENEFITS

INCREASES SOCIAL OPPORTUNITIES Many older adults struggle with loneliness and isolation. An hour or two at the salon is a pleasure to look forward to and a chance to chat with peers. Many also form friendships with their stylists. Staying social is a key ingredient to staying healthy.

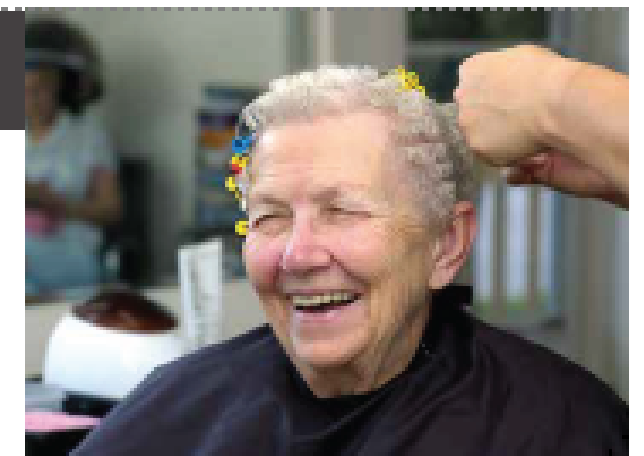
BOOSTS MOOD When we look our best, we feel our best. Managing appearance is essential to maintaining self-esteem. It can lead to feeling refreshed and energized. This, in turn, can help protect against anxiety and depression.

INDUCES CALM & REDUCES STRESS Research shows that touch has a healing power. It helps the body produce more oxytocin and serotonin, two hormones that produce happiness and calm. It also reduces cortisol, the stress hormone.

HELPS MAINTAIN ROUTINE Many of our residents do not have the ability to travel to an off-site salon. The Salon offers convenience and comfort right within their living environment, and enables them to maintain a piece of the routine that has always been a part of their lives.

ENHANCES PHYSICAL HEALTH Beauty care is effective in maintaining and improving overall wellness. One study in Japan even found that regular beauty care may prolong healthy life expectancy.

PROMOTES INDEPENDENCE Losing independence is something that many aging adults struggle against. Managing one's own appearance is one way that older adults can maintain some control.



Currently, the salon sits on the basement level, a fair distance from the residents' rooms. The new salon will be located in close proximity to residents' rooms, on the main level of the Courtyards.

It's a game changer. It's not ideal, the location we have right now. Some of the residents need to go in a wheelchair because it's too far to walk. So I think it is about independence. They are going to feel more independent because they can walk to the salon. That's going to feel good.



SHARI GARZA
Life Enrichment Manager, The Courtyards



PETER REICHMAN
Resident, The Courtyards

Residents like Peter enjoy the convenience of having an on-site salon as well as conversation with the stylist. The new salon will include a sitting area where residents' can chat with one another or read a magazine while waiting for their appointment. The design of the space will help create more of the salon experience that many of us enjoy. And they will not need to rely on a family member or friend to drive them—it will be right in their "backyard."

People don't want to spend two hours going out to a hair appointment. This is right in house.

Having your hair or nails done is therapeutic for residents like Marjorie. The appointment often includes small massages, comforting to older adults with aches and pains. And it provides a refresh which brings pleasure. A new, thoughtfully designed space with natural light and comfortable furniture will enhance the experience that many residents enjoy.

You feel like a new person when you get your hair done. I think it uplifts you, and you just feel better emotionally, physically, mentally, everything.



MARJORIE SINN
Resident, The Courtyards



STYLIST
PS Salon & Spa

The current chairs, sinks and other equipment have lived their natural lives. As part of the campus-wide revitalization project, we partnered with a nationally recognized salon services provider, PS Salon & Spa, to design the new salon with senior-friendly equipment. For example, footrests that rotate to the sides of the chairs allow for safe entry or exit for those who are unsteady. The shampoo bowls will have a tilting mechanism and gel neck rest for improved comfort and decreased neck fatigue.

PS Salon & Spa focuses exclusively on serving older adults. In addition to supplying equipment, it also provides professional stylists. All stylists receive dementia training and commit to offering a superior experience for residents in a convenient, relaxing, and beautiful setting.

At PS, we elevate individual experiences and personal dignity through the celebration of beauty and shared humanity.

John Polatz, Co-Founder and CEO, PS Salon & Spa