

Oasys Day Spa 'dines for a change'



PHOTO, OASYS DAY SPA

WOOD-RIDGE — Oasys Day Spa, of Wood-Ridge, recently participated in the National Cosmetology Association Dining for Change Event hosted by Repêchage Chief Executive Officer Lydia Sarfati and Emiliani Beauty Supply Vice President of Education Paul Smith on the Repêchage premises in Secaucus.

NCA's Dining for Change is a unique grassroots fundraising initiative based on a new and growing model of localized charitable work called "giving circles" — small groups (10 on average at each event) of individuals networked with other small groups to make a difference through a low cost, easy to participate in fundraising activity. The Repêchage dinner connected industry professionals like Oasys owner Lisa Dominguez (pictured with David and Lydia Sarfati, Repechage) in an intimate gathering to discuss contemporary themes and issues of

the industry such as surviving in the economy and strategies to achieve success.

Special guest Gordon Miller, executive director of the National Cosmetology Association, addressed participants about three NCA sponsored charities, which all proceeds from the event go to:

- The Salons Against Domestic Abuse Fund/CUT IT OUT, a program dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse through building awareness and training salon professionals to recognize warning signs and safely refer clients to local resources (www.cutitout.org)

- Look Good... Feel Better, a free, nationwide program that for two decades has offered women the help and encouragement of salon professionals to cope with the appearance related side effects of cancer treatment. Held in hospital settings, LGFB patient sessions are conducted by certified salon pro-

fessionals working in partnership with the American Cancer Society and the Personal Care Products Council Foundation. (www.lookgoodfeelbetter.org)

- The NCA Disaster Relief Fund provides emergency cash assistance to directly support salon professionals impacted by natural disasters so that they can rebuild their lives — and careers — as quickly as possible. (www.nca cares.org)

As an innovative leader in her industry, Lisa is no stranger to charitable community actions — her spa hosts events every three months offering free and/or discounted consultations and treatments, such as the Oasys event on March 19 featuring free Repêchage Opti-Firm Eye Contour Treatments for customers.

Especially in a time of economic hardship, it's rewarding to be both generous and creative with your business.