

By: Joy Gutierrez
Photos By: Joy Gutierrez

Head Over Heels for You LLC



Head Over Heels For You is a somewhat new salon in the Albuquerque area. The salon is located in the American Square Shopping Center at 3301 Menaul on Menaul and Carlisle. The salon opened in April of 2007 and is co-owned by a husband and wife team, Annette and Mario Atencio. As Mario has been the backbone of the business side of the operation, Annette is the one with the creative ideas and who obtains over 22 years experience in the cosmetology field. Annette started her career in cosmetology by following in her mother's footsteps, as she too was a hairdresser and had owned her own salon in years past. Annette learned all about cosmetology with her mother by her side and from educational experiences. The most important lesson Annette's mother taught her is, "how to treat others with respect and kindness."

After having owned a smaller shop for two years, is when the couple decided to move to a larger location and take on additional services for their clients. The premise of the new location was to expand and offer additional services to their existing clients but also the location selected was a way to attract additional walk-in clients.

I had the opportunity of visiting the new salon to see exactly what the new location looked like. I visited on a Saturday morning and as it was busy, I was able to see an up-do in process, a chair massage, manicure, pedicure as well as the everyday haircuts, styling and highlighting. The staff was so much fun to be around that I didn't want to leave and after the busy day was said and done, I was able to discuss with the busy owners more about this new hip salon.

NMEWP: What Services do you offer?

Annette: We offer haircuts for women, men and children. We also offer hair color, perms, hi-lites, low-lites, facial waxing, pedicures in pipeless pedicure chairs which are much more sanitary than piped systems, manicures, "Brisa" gel nails which are 99.9% hypoallergenic, chair massage and make-up.

NMEWP: What are your hours of operation?

Annette: We are open Monday by appointment and then approximately Tuesday through Friday 8:00 am to 8:00 pm. and Saturday 8:00 am until 6:00 pm. Basically, if you're passing by and the "OPEN" sign is on, there will usually be someone available to take care of you. However, we do recommend scheduling an appointment.

NMEWP: Do you offer Bridal Packages for Men and Women?

Annette: Yes, we have had grooms and groomsmen come with the wedding party or separately. We've also done manicures and pedicures for grooms, groomsmen, fathers and grandfathers. A simple chair massage will go a long way to bringing down the stress level.



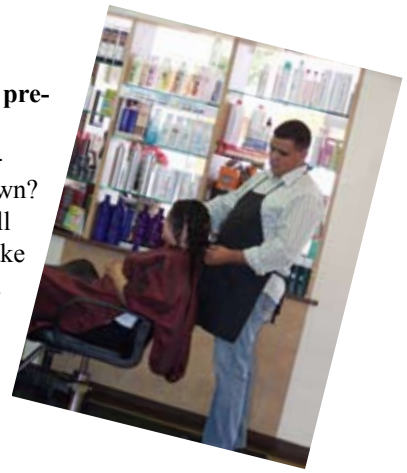
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NMEWP: What are some tips you can give for a Bride when preparing for the big day?

Annette: Decide how you want to wear your hair as early as possible. By that, I mean, "Do you want to wear your hair up or down? Do you want to wear an headband, a tiara, a back-clip, a top-clip, a full veil, a crown, a bun clip or even no veil at all?" Then, it will make choosing your dress a little easier as well. Bring photos that you like and bring your dress, or at least your veil, if you have it.



NMEWP: Do you offer make-up services for a bride?

Annette: We offer packages including makeup for the bride or the entire bridal party. We have a special room in the shop that we can use especially for this purpose.

NMEWP: Do you do offer a consultation or practice run before the big day?

Annette: We require a consultation prior to the wedding day and I recommend 2 practice runs for the bride. It's a special day and we want to make sure your hair is perfect. Consultations are free.

NMEWP: Do you offer bridal party packages?

Annette: We've done packages where we've done hair and makeup for just the bride or for the entire wedding party. We can do haircuts, manicures, etc. for the men and then makeup, nails, and hair for the ladies. We can even do pedicures, though we would recommend those be done before the wedding day.

NMEWP: How far in advance before the date of the wedding should a bride contact you?

Annette: The larger the wedding party, the sooner you should let us know so that we are able to reserve the necessary number of hairdressers in the salon to get your party out in time. As soon as you know your date, let us know.



NMEWP: Approximately how much time should a bride allow to get her hair and/or make-up done on the big day?

Annette: On the day of the wedding, if we are taking care of the entire bridal party of 6 girls, for example, we usually start at about 7:00 am for a 1:00 wedding. We'll usually do the bridesmaids first and then spend the last couple of hours taking care of the bride. This gives the bride the chance to mingle with her bridesmaids and then all attention can be shifted to her. Usually, there are snapshots being taken and sometimes the photographer will show up for a few shots of the bridal party getting ready. We try to have juice, mimosas and an assortment of light snacks including bagels, pastries and fruit. I'll take a morning newspaper and write the bride and groom's names in calligraphy on the front page as a keepsake. We've had limos pickup the bridal party and take them straight to the church or wherever the wedding ceremony is being held.



NMEWP: Do you have any other tips or recommendations?

Annette: On the day of the wedding, those girls having their hair done at the salon should wash and dry their hair prior to getting to the shop. Don't use conditioner as hair with conditioner does not hold curl as well. Wear a button-up shirt so that you don't mess up your hair by pulling a shirt over your head.

Have fun, relax and expect for some things to go wrong because something will. When I got married, our JP didn't show up. We improvised and still laugh about it. Our goal at Head Over Heels For You is to make your day **EXTRA-Ordinary!**

