



WILD WILLOW THEORY PRESENTS
SOULFUL SKIN SOLUTIONS

A 5 WEEK PROGRAM

diving deep into the heart + soul of our
skincare and makeup dreams +
drawbacks.



HI, I'M STACEY!

I have been helping women feel confident in their skin for 20+ years. As a medical esthetician + makeup artist I have been honored to work with 1000s of clients making life changing moves to improve their overall skin health + daily struggles with their skin + makeup.

After all of these years working with my in house clients I felt inspired to make my secrets available to a wider audience, thus creating Soulful Skin Solutions by The Wild Willow Theory.

The WW Theory is here to create a community of support, education + sisterhood, while sharing our favorite beauty tips + tricks along the way.

soulful skin solutions

SOULFUL SKIN SOLUTIONS IS FOR THE EVERYDAY WOMAN. THE WORKING MOM, THE SKIN SAVVY (OR NOT TOO SAVVY) EMPTY NESTER, THE WOMAN WHO STRUGGLES WITH LOVING HER SKIN, THE WOMAN WHO WOULD LOVE TO LOVE MAKEUP BUT DOESN'T KNOW WHERE TO BEGIN. THIS GROUP PROGRAM IS FOR YOU!!





How will the program run?

It's like having your own personal skincare and make-up concierge at hand, helping guide you through identifying your skin + make-up concerns.

Add in a little self reflection + mindset training to round out the body + mind connection. Follow that up with life changing advice on understanding our hormonal changes + how it effects our skin.

Don't forget the icing on the cake!!! Finish this up with 2 outstanding makeup clinics. An every day woman's natural look to a quick + easy glam look for any age!

Doesn't this sound incredible??
Take this journey with us down the
Soulful Road to Skin Solutions.



A 5 WEEK SKIN + MAKE-UP
OVERHAUL PROGRAM

WEEK ONE

We will identify your skin conditions + concerns.

What the causes are.

Which lifestyle changes can help.

Which products to use.

How to apply products correctly AM/PM.

We will schedule a private 1:1 to craft your perfect skin care routine. You will receive a \$100 product credit to use on PCA products.



WEEK TWO

This week we will discuss how our thoughts manifest into your body + skin and how to change the deep rooted beliefs that no longer serve us.

Do you find yourself mindlessly picking your skin or are listening to negative self talk about a new wrinkle, getting older or acne breakouts?

We will discuss how these patterns effect us + our skin's health. I will give you some positive tips + skin affirmations for a healthy mindset toward your skin.





WEEK THREE



Nutrition, Hormones + Your skin

Our bodies are constantly in a state of fluctuation hormonally.

Whether we are breaking out with our monthly periods, experiencing dryness due to Peri Menopause, thinning brittle skin due to

Menopause or post... Nutrition can aid in supporting our skins health + vitality!

Guest Speaker

WEEK FOUR

Makeup for the everyday woman.

Let's be real! We all don't have hours each day to fuss over our makeup.

We will be doing a clinic on a natural makeup look for all skin types, face shapes + ages.

Makeup made easy... simple steps to look polished without a lot of time.

WEEK FIVE

Glammed up at any age!

Makeup clinic on how apply an evening look with ease.

We will cover ways to pick colors + techniques for application suiting your definition of glam.

We'll work around "texture" of the eyes + lips, creating a glammed version of yourself while keeping you in your comfort zone.



Testimonials

It doesn't matter how much money you spend on make up if you aren't taking care of your skin! I learned the hard way... I developed adult acne in my mid-thirties which resulted in scars & hyperpigmentation. I started seeing Stacey for Skincare guidance and I can not believe what a difference it has made over the years. My skin is NOTICEABLY different and I get compliments at 50 that I used to get at 20! I can leave my house with sunscreen on and not feel insecure.

NICOLE

Five stars does not suffice describing Stacey's skills + knowledge when it comes to skin and makeup. I've experienced profound improvement in skin texture, brighter complexion, and marked pore reduction. Also after I researched lip blushing, I knew I was in the most capable hands and the results are exactly as I had hoped and envisioned... beautiful natural enhanced pigmentation!

VANESSA

Stacey is an incredible artist who understands how to create the perfect shape and shade to suit your face. I love my permanent liner and brows and it's so great that I can just wake up and look done and also not have to worry about whether your face is coming off through the day. The process itself was a breeze and Stacey explained everything clearly and I healed up really quickly too!

JOLENE



Investment

\$997.

(\$2500. Value)

- 5 weekly, 1 hour live zoom meetings with video replay option
- 5 weeks of on call support via *Voxer
- 1 private consult to review current skin care + makeup products
- \$100. Product Credit
- Makeup RX chart



How to Sign Up

- Email Stacey at stacey@wildwillowtheory.com
- Send your deposit here <https://account.venmo.com/u/Wildwillowtheory>
- \$250 deposit at time of booking. Balance due prior to start date*



*Payment plan available

*Voxer is a walkie-talkie app used to send voicememos in-between Zoom calls

THANK YOU

I hope you are as freaking excited about this program as I am!! I am here to fill your cup with the heart and soul of skincare and makeup, I plan to make your cup overflow (ith)!!

It's time to step it up, educate ourselves + have a plan to make us feel like the best versions of ourselves! Confident + in charge of our skin, our mindset + our health.

I hope I can walk along this path with you, helping every step of the way!

XO, Stacey

Questions?

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