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# NEWSLETTER

March 2008



## Like a breath of spring

Refresh your wardrobe for spring, use the magic of colour

Tricks of the trade: how to iron like a pro!

NEW! LAURASTAR is innovating with CLiICK

LAURASTAR Excellence: prolong the life of your LAURASTAR

PERSONAL ACCOUNT: How LAURASTAR makes my life easier

### Consumer Services :

	Switzerland	0800 55 84 48
	Germany	0180 32 32 400
	France	0820 820 669
<b>New !</b>	Belgium	0800 948 38
	Netherlands	0900 4444 559
	Other countries	+41 21 948 21 00
	<a href="http://www.laurastar.com">www.laurastar.com</a>	

Dear Ms, dear Mr,

We are delighted to send you our spring newsletter.

The newsletter aims to provide you with information about the latest developments in laundry care and to enhance your knowledge about ironing.

We aim to simplify your life and offer a top quality ironing experience while cutting the time you spend ironing by 50% thanks to our easy-to-use and efficient systems.

Working with you, we are seeking to constantly improve our products and services. Do get in touch with us if you have any comments or suggestions.

Enjoy the newsletter!

Your LAURASTAR team

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### Refresh your wardrobe for spring

Use the magic of colour to enhance your appearance and to be at one with yourself. It's all about choosing the colours that really flatter you.

Here are some easy to apply tips, approved by **Karine Sumi**, an image consultant (for more information visit [www.kiyane.ch](http://www.kiyane.ch), website only available in French).

Are you more of a Sharon Stone or a Monica Belluci?

#### Are you more of a Sharon Stone or a Monica Belluci?

Working out your colour profile is not difficult at all. With a friend, cover your shoulders with a piece of white fabric, and alternately hold a swatch of fuchsia coloured fabric (a cool tone) and then a swatch of orange coloured fabric (a warm tone) underneath your face, which must be free of makeup. Carry out this test in front of a window in daylight (do not do it using artificial light, such as neon light).

If your complexion looks healthier with orange, your colour palette is either spring or autumn (warm colours). If the fuchsia swatch hides the wrinkles around your mouth, nose and eyes, your colour palette is either summer or winter (cool colours).

Now redo the test using soft pink and pure white. If your friend thinks you look more radiant with the soft pink swatch, your profile is summer and not winter. If a tangerine colour makes you look younger than orange, your profile is spring and not autumn.

Finally, go with your instincts, as you will find that certain colours suit you better than others. And you will be right. Humans instinctively know which colours flatter them most.

Now it's down to you to have fun with your wardrobe and use the magic of colour to provide a breath of spring air!

#### Spring Profile

You have a clear and radiant complexion. Your hair contains natural gold glints (not dyed). Your eyes are brown, green or blue and do not contain any yellow flecks.

**Your basic colours** should be bright. The browns, blues, reds and greens in your palette all have a golden or orange undertone. Sunset yellows really suit you.

**Your accent colours:** slightly golden beige, coral, turquoise, poppy red, golden grey, and salmon pink.

**Avoid:** cool tones (silver, bluish or pink hues) as well as navy blue, silver, pink and black.

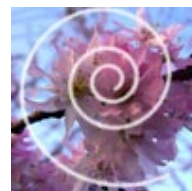
**Jewellery wise,** we advise first and foremost yellow gold and red gold. Light amber, jade, turquoise, coral and horn jewellery as well as pearls in warm hues.

**Spring types:** Renée Zellweger, Nicole Kidman, Gwyneth Paltrow, Michelle Pfeifer, and Jane Seymour.

#### Summer Profile

You have a delicate pink colouring. Your hair colour – dark blonde, light to dark chestnut - contains ash tones and can be either light or dark. Your eye colour varies from light to very light, with green, blue or grey glints, or very light brown. Your eyeball is cream coloured.

**Your basic colours** should be soft. Pinkish browns and reds and greys. Pastel or navy blue, and soft pinks such as old rose and powder pink (with white). Whites should have a slightly grey hue and greens should be bluish.



Jane Seymour



Renée Zellweger

Cameron Diaz



Sharon Stone

**Your accent colours:** old rose, lilac, mint green, burgundy, wine red.

**Avoid:** warm and strong tones such as salmon, sunset yellow and poppy red.

You should choose **jewellery with a cold hue**. Silver, aged matt silver, white gold and platinum suit you best. Milky-white opals, aquamarines, dark rubies, garnets and iridescent pearls all perfectly match your complexion.

**Summer types:** Sharon Stone, Cameron Diaz, Melanie Griffith, Dolly Parton, and Heather Locklear.

#### Autumn Profile

You have a delicate and soft or even tanned complexion. Your hair colour – dark brown, chestnut brown with golden glints, dark golden blonde, coppery to red – includes a dash of red (natural hair colour and not dyed hair). Your eyes are dark brown, moss green, blue or bronze.

**Your basic colours** should be soft and warm with yellows and oranges being the key colours. Warm yellow hues (sunflower yellow) suit you perfectly. Whites should have an earth tone, and browns should be golden.

**Your accent colours:** golden yellow, mustard, orange, petrol blue, orangey red, rust.

**Avoid:** cool tones (silver, pink and bluish hues).

As for **jewellery**, autumn profiles have all the luck, as everything suits them! In particular, golden reds and yellows as well as copper tones work well. Yellow-green jade, dark amber, agate, topaz, coral, wood and leather items, original pieces as well as champagne or cream coloured pearls suit you to perfection.

**Autumn types:** Julia Roberts, Cindy Crawford, Jennifer Lopez, Sophia Loren, and Whitney Houston

#### Winter Profile

Your complexion is pale or beige-olive and your skin is matt (Asian type skin). You have chestnut brown hair, with ash glints like the summer profile, brown, black or even raven black hair. Generally speaking, your eyes are dark, brown, or almost black, with a very white eyeball.

**Your basic colours** should be bright. They include metallic pink (with golden hues), black, and pure white (not ecru). Fuchsia is typically a winter colour. Greens should be bluish.

**Your accent colours:** lemon, fuchsia, ruby red (no orange hues), royal blue and pure white.

**Avoid:** warm and lifeless colours such as olive green, mustard and beige with a golden hue.

As for **jewellery**, you should go for platinum, silver, shiny silver and white gold. Other options include paste, rubies, emeralds, sapphires, diamonds and soft white pearls, with a touch of fuchsia and blue-green hues, as well as pure white pearls.

**Winter types:** Catherine Zeta-Jones, P n lope Cruz, Monica Belluci, and Demi Moore

#### White and Salt and Pepper Hair Special

If your hair is pure white, you have a winter profile.

If your hair is salt and pepper, you have a summer profile.

If you have white hair with golden glints, your profile is either autumn or spring.

Julia Roberts



Jennifer Lopez

Penelope Cruz



Monica Belluci

### [Learn to iron like a pro with our tricks and tips!](#)

#### **Ironing a black or dark garment**

So as to avoid "iron shine" which gives garments a worn and unattractive appearance, you should always iron black and dark garments with a protective SOFTPRESSING soleplate or failing that use a cloth as a barrier (a damp or dry clean cloth placed on the fabric to prevent it from coming into direct contact with the iron).



#### **Laundry tips...**

Did you know that **lemon** removes rust stains from whites and tea stains from any fabric? Lemon can also be used to give silk a seductive rustle when added to the last rinse.

**Cooking salt** also removes rust stains from white fabrics and revives hues and colours when added to the water used for rinsing.

Finally, don't forget to **regularly** (every month or after every ten hours of ironing) empty out the water heating element of your iron and rinse it with hot water, **without using any additional products**. This will prevent the inconvenience caused by your iron spitting out dirty water onto your garments.

### [NEW! : LAURASTAR is innovating with CLiICK](#)

No more need to press a button to control the steam with the new patented CLiICK™ technology. The steam appears automatically as the iron is pushed forwards and stops immediately it is halted or moved backwards. A slight movement of the wrist is all it takes - this is the patented CLiICK™ technology.



### [LAURASTAR Excellence: prolong the life of your LAURASTAR](#)

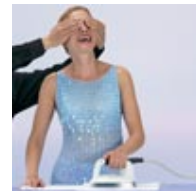
**With LAURASTAR Excellence, make the most of our new exclusive service by sending in your LAURASTAR iron for a service and warranty renewal.** Offer only available in France, Switzerland, Belgium, Holland and Germany.

To benefit from this unique offer, call your country's Customer Services Department. Our team will be delighted to advise you.



### [Personal account: How LAURASTAR makes my life easier](#)

With a four-person household, ironing needs to be done regularly, and as a minimum twice a week. Since discovering the delights of the air function on the active ironing board, Maria Theresia Vetter (Switzerland) swears by it, as the system is a time saver and therefore allows her to devote herself to her family. The blow function which inflates each garment allows her to iron in one sweeping movement using an air cushion. And the system is ten years old and still going strong!



"I have been a loyal user of your ironing system for a long time. The innovations developed over the past few years are all easy to use, ingenious and mean that I spend less time ironing."

Maria-Theresia had a Premium board which she purchased in 1998, and the iron was starting to show signs of wear. Following one simple phone call to LAURASTAR Customer Services, the iron, thermostat and a few parts were replaced in under two weeks.

"Laurastar's range is brilliant as it is really tailored to its clients. The responsiveness and efficiency of the Customer Services Department should also be highlighted. Well done!"

If, like Maria-Theresia, you want to share your experience with LAURASTAR and appear in our e-newsletter, get in touch with us by clicking on the link below. We will be delighted to hear from you.