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FEBRUARY  
2022



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## Power of Panache

MORE THAN BEAUTY, A TEAM THAT EMBODIES BETTER BALANCE  
FOR ALL BY TREATING EVERYTHING FROM THE SCALP TO SOUL





Juliana Kontonzakis,  
Michelle Vijgen,  
and Kristy Weeks

## PROMOTION

# THE POWER OF PANACHE

THIS ULTIMATE OASIS OF SELF-CARE HAS HUMBLE ROOTS, HIGH-END SERVICES AND A HEART FOR CREATING A CULTURE THAT SUPPORTS WOMEN AND THEIR FAMILIES.

This woman owned and operated business has been serving the community for almost 35 years. **Panache: An Aveda Store Salon and Spa**, is a St. Augustine leader in high end services with humble beginnings that started in their original downtown location in the heart of the city. Since relocating, they have expanded and found their current home on the island.

They now employ 50 people, 48 of whom are women. This bright, vibrant, highly educated team works extremely hard to be the best in their industry. Their skilled work and exceptional customer service is a reflection of the true passion these women have for helping others look and feel their best.

When you are a client of Panache, you will always be greeted with familiar faces. They have employees that have been with them for over 20 years. One of them is Juliana Kontonzakis, the Artistic Director for Panache. She has been with the company for the last 24 years. During those years, she has created Panache All Stars. Panache All Stars styles beautiful and unique fashion photoshoots. You can follow them on instagram at @panacheallstars to see their work. Juliana has even been featured on the worldwide Aveda Style Jams.

Owner Kristy Weeks and Managing Partner Michelle Vijgen have created a culture at Panache that fosters women and supports their employees' growth. They offer retirement plans, health insurance, and ample opportunities for career advancement. Kristy and Michelle embody the philosophy of women supporting women, and as a result, Panache has been able to expand and offer more and

more services and experiences for their clients.

A recent addition is "The Spa at Panache". It is a perfect place to relax, unwind and escape. The stunning space is an enhancement to their spa experience with an expanded menu that includes couple massages, body treatments, and a more spacious nail salon. The spa space includes Aveda, Hydrafacial, Eminence Organics, and a partnership with Ponte Vedra Plastic Surgery. "We believe that these partnerships align us to further fulfill our mission of treating our guests from Scalp to Soul, while also being kind to the world we live in," says Kristy. Their Aveda products are 100% vegan and have a negative carbon footprint. They are cruelty free, naturally derived, responsibility packaged, and manufactured using 100% wind power.

With Valentine's Day just around the corner, their services make great gifts to give the special people in your life. Their HydraFacial resurfacing treatment uses patented technology to cleanse, exfoliate, extract and hydrate skin. It produces instantaneous and lasting results and is especially great to do a day or two before any big event that you want to look your best for. They offer several different packages including a platinum package that includes lymphatic drainage to reduce puffiness and revitalize your skin.

If you're looking for something romantic to do this Valentine's Day, try one of their couple massages. It is perfect for couples that need to unwind after a stressful holiday season. Relax with your partner on adjacent warmed tables while their licensed massage therapists take your stresses away using Aveda aromas, hot scented towels for your feet, and a calming eye pillow. "We believe that treating





Panache is the exclusive Aveda Salon and Spa on Anastasia Island carrying their full line of eco-friendly hair, skin and body care products.



With the belief that treating the whole person leads to better balance, service at Panache cover everything from the scalp to the soul.

the whole person leads to greater balance and we always consider the effects our products have not only on hair and skin, but also on mind, body and emotion,” says Michelle. With client’s safety in mind, The Spa at Panache was created to include HEPA filtration and outdoor serenity spaces.

Besides an expanded spa and added services, the women of Panache are also excited to be bringing back the Love Your Mother Eco Fashion Show on April 30th. Due to the pandemic, the event was put on hold for the last two years. “We are thrilled to be bringing this great event back in full force for the community,” says Kristy. The Love Your Mother Eco Fashion Show will feature innovative ensembles fashioned from recycled materials. Every piece of clothing is eco-friendly and supports their mission of caring for our planet. The money raised from the event will go to support Matanzas

Riverkeepers and will take place at Blue Water Jewelry. You can follow Panache on social media for updated information on the event.

From their early beginnings on Hypolita Street in 1987, Panache has developed deep roots in the community and are looking forward to serving St. Augustine and St. Johns County for many more decades to come. They were a finalist for Artistic Team of the Year for the Southeast Hairstyling Awards, and earned a spot in the highly regarded Top 200 Salons in the Nation list by Salon Today magazine. They are a business the community can be proud of. We are honored to have these women grace the cover of our Women in Business issue. Kristy Weeks and Michelle Vijgen are not only successful business women, but they are helping support other talented women live up to their full potential by providing an environment in which they can thrive.



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**Panache: An Aveda Salon and Spa**

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