

AE HAIR STUDIO



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Confidence, experience and artistry at the AE

Our Master Level Stylists have seen it all

Hello AE Friends!

Cont'd.

Yep, that's right! This week's and last week's email were kind of a combo situation. You see, it's important to us at the AE that you get to know every face at the AE like your own family.

Sometime soon, we'll have to toss in Management and Concierge. It's often nowadays people see me and they say, "Omg, Brett. I haven't seen you in forever!" and I respond with a hearty "I'm still here!" This happened with my trainer, too.

You probably all know Renee Badger. She trained me on the desk when I started just over 3 years ago, but today she's in charge of inventory. And I mean in charge. You may not see her often, but she took over like the "Hell's Kitchen" of our hair product and boutique inventory in the best way. She runs it with poise, consistency, and the organizational skill of a hive of bees. Of course, she's gorgeous, and much more kind than the firey Brit; she's never made anyone leave our "kitchen" in a huff.

I digress.

We have more stylists for you all to meet! You won't want to miss them. But first...



We're still working on our email/Instagram linking issue. So this is going to require some not-so-heavy lifting on your part. How not-so-heavy? Like, lifting your phone not-so-heavy, and then tapping into our Insta...

Almost every week, our AE social media team puts out a sassy new reel and we want to share it with you! So if you like a good guffaw, head on over to our Instagram page to check out our fresh content. And don't forget to follow us if you haven't already!

And now. Let's talk the AE Masterclass.

Most of you already know and love at least one of these professionals. Why? Well, the short answer is, there's a certain kind of confidence and connection that only comes with time.

Our Master Level stylists have spent years behind the chair building their instincts and their skill level.

They've done the transformations, the corrections, the big changes, and even come to know intimately those tiny adjustments that somehow make all the difference.

They know hair. And they know people.

Let's dive in and get to know them a little better.

Rebecca "Rebek" Roberts

- Level 9 Master Stylist -

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- Rebecca & Sharon, our resident AE Studio grandmother -

With 25+ years in the beauty industry, Rebecca brings deep experience, serious color expertise, and a love for a good hair challenge to the chair. She's especially passionate about color correction and creating everything from sun-kissed blondes to fiery reds and rich brunettes—always with the health of the hair in mind. As a co-owner and mentor at AE, she's just as passionate about building lasting relationships with her guests as she is about creating great hair and lifelong careers.

Anita Hartl

- Level 8 Master Stylist -



Anita has been creating beautiful hair for decades, bringing her Swiss roots and a lifetime of artistry to the chair. With almost 30 years at Artistik Edge, she's known for her eye for design, beautiful color and cuts, and the kind of attention to detail that brings out each guest's personal style. For Anita, the best part of this career has always been the people—and the lasting relationships, adventures, and all of the memories that come with it.

Dana Freeman

- Level 6 Master Stylist -



Family is central to who Dana is, and she brings that same warmth, care, and connection to every guest in her chair. With decades of experience owning salons in Arkansas and Oklahoma and creating beautiful hair, she loves it all: cutting, styling, and especially color. Her priority is simple—healthy hair, beautiful results, and making every guest feel a little better when they leave her chair.

Mandy Schmidt

- Level 6 Master Stylist -



Mandy has spent more than a decade honing her craft and has built a true specialty in blondes—from soft and sun-kissed to bold and daring. She loves the artistry of color, whether that means a seamless balayage, a beautiful root melt, or taking on a challenging correction. Most of all, Mandy believes great hair should feel like your hair, bringing out each guest's individuality and making their vision come to life.

Griffin Stroope

- Level 5 Master Stylist -



Griffin has been creating hair in Dallas since 2009 and has a particular love for long length, blonding, and a good color correction challenge. Think your hair is too far gone? Even better—he genuinely loves taking a “hot mess” and turning it into hair that looks amazing and feels even better. No matter the texture, color, or length, Griffin is here for your transformation.

Mariah Woods

- Level 5 Master Stylist -



Mariah loves the full spectrum of hair—from long, layered looks to edgy, unexpected transformations. She's passionate about keeping her craft fresh through education and staying ahead of the ever-changing world of hair and trends. Whether you're ready for something completely new or simply need a refresh, Mariah's goal is always the same: for you to leave feeling comfortable, confident, and really good about yourself.

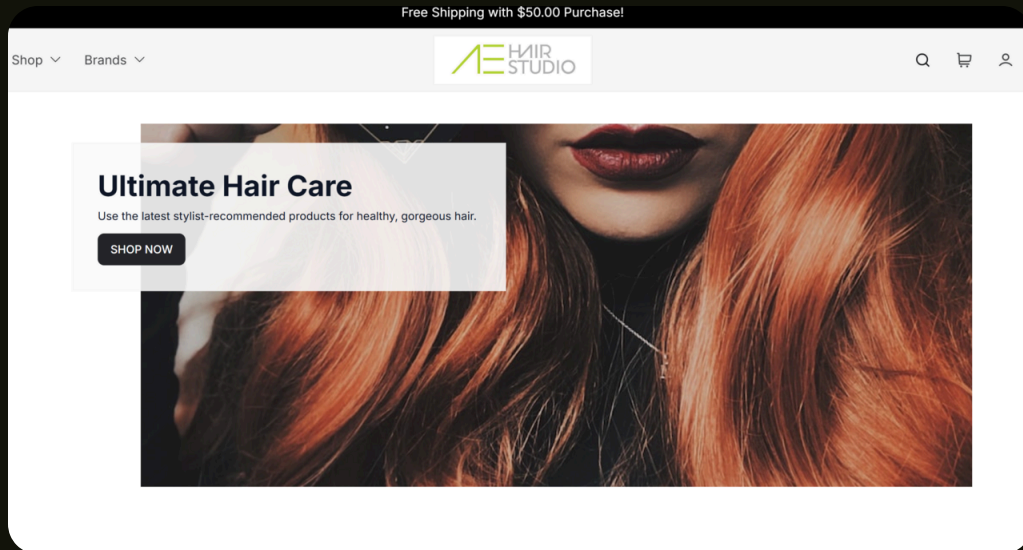
Updated Website! Home page & AE Rewards, explained

Our website has been updated!

Click [here](#) or on the photo below to enjoy recent pics from many of our stylists, a rewards page (!) so you can stay in the know about your personal AE rewards, and a shiny, updated home page that includes the link to our new online store.

That's right, you can buy all of our Redken, L'Oréal Professional, Olaplex, and Wetbrush inventory online and it will ship right to your door!

The newest in hair products at the AE is BIG: NOW YOU CAN SHOP ONLINE



We've been meaning to do this for y'all for a long time. Sometimes it takes waiting until the right opportunity presents itself to make the leap. We're happy to say that when that opportunity came about, we were ready to say, YES.

And we did.

[Click here to check it out!](#)

Check out our updated website for policies.

Book ONLINE using the link below or call us for your next reservation today at
(214) 349-3888

Whenever you're ready...

Book Now

Not following us on Instagram yet?

Please, Please, Please Help Us. We are trying to build our Instagram friendlist!

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but especially because...

You becoming our friend on Instagram helps our business by helping us communicate with guests like you and by getting the Artistik Edge name within reach to future guests who are looking for hair love and support.

Use the buttons below to follow us on Instagram OR look us up

@artistikedge



Add us to your Calendar!



In conclusion...

These stylists are something else. That's why they're at the AE!

We'd love to see you soon! Whether it's for therapy, color, a refresh on those layers, a smoothing treatment with our new Keratin Alpha Sleek line by L'Oréal, your birthday blowout, a brow wax, stylist convos, or simply to get out of the heat, we see you! And we appreciate you.

P.S. If you haven't already. **GET BOOKED FOR THE HOLIDAYS TODAY.**

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Always, always, always. Thank you for supporting us at the AE.

With love and vision for your best hair yet,

BJ & The AE Team

Artistik Edge Hair Studio
(214) 349-3888
artistik@artistikedge.com



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