

Discover West Linn Central Village

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Cutting through traffic



Sage Kids Salon provides a fun atmosphere for a haircut

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A SPECIAL PUBLICATION OF PAMPLIN MEDIA GROUP/COMMUNITY NEWSPAPERS



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Find last minute Mother's Day gift



5 **ADVANCED DENTAL ARTS CENTER**
Prevent gum recession at local office



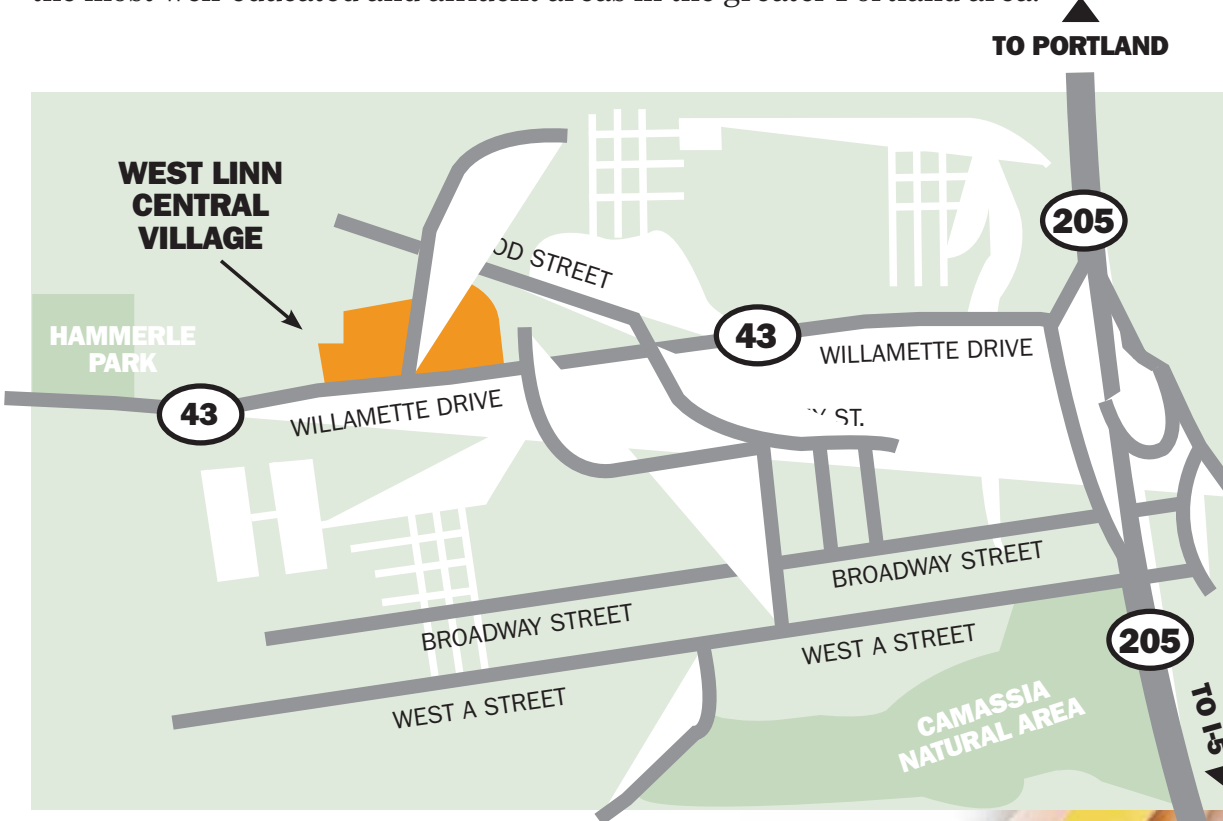
6 **MARKET OF CHOICE**
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West Linn Central Village

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Located at 21900 Willamette Drive in West Linn

West Linn Central Village is an open-air urban center with a “town square” feel in the heart of historic West Linn, Oregon. Prominently located on State Highway 43 (Willamette Drive) this upscale retail center is perfectly positioned to serve one of the most well-educated and affluent areas in the greater Portland area.



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On the cover:
Ari, 4, reacts while having his hair cut by Sage Kids Salon hair stylist Rebecca at West Linn Central Village.

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SAGE KIDS SALON OFFERS HAIRCUTS FOR KIDS AND PARENTS ALIKE



▲ Ari, 4, has his hair cut by Sage Kids Salon hair stylist Rebecca at West Linn Central Village.

PMG PHOTOS: JAIME VALDEZ

Story by:
COREY BUCHANAN

Barbara Perez grew up in the West Linn and Lake Oswego community and wants her establishment, Sage Kids Salon, to exude a familial charm.

The salon in the West Linn Central Village specializes in haircuts for kids — and features shows for kids to watch and toy cars for them to sit in during appointments. Further, the salon offers ear piercings and tinsels for customers.

“We want to set everyone up for success, keep them going strong in their lives, looking great. We’d like them to feel at home. We are part of their community and they’re part of ours,” Perez said.

Perez noted that her entire staff includes experts in providing haircuts for kids and works to make both the parent and kid feel comfortable and keep the salon clean and pleasant looking. Along

with providing haircuts, they sell high-quality retail products such as shampoo, conditioner and jewelry. They also don’t charge extra for most add-ons but do charge more for shampooing treatment.

“We include finishing products and glitter and hair color spray that are all included in the price of your haircut,” Perez said, adding that they also have various options for adding tinsels.

Further, the salon offers “mommy and me” and “daddy and me” haircut specials and also sometimes hosts birthday parties.

The Sage Kids Salon owner noted that business is booming and that haircuts are available appointment only. For more information on the salon, visit <https://sagekidssalon.com>.

“We are building relationships. We’re not just cutting hair. We want everyone to feel important and special to us because they truly are,” Perez said.



▲ Gemma, 3, reacts while having her hair cut by Sage Kids Salon hair stylist Sandra at West Linn Central Village.

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WestLinnTidings



A client has her hair from her arm removed with a process called Arm Sugaring by Alycia, an esthetician at Sugaring NYC.

PMG PHOTOS: JAIME VALDEZ

The store offers hair removal, brow laminations



Sugaring NYC offers a number of specials.



Sugaring NYC staff at West Linn Central Village: Alycia, left, Sonika, Liz and manager Hollie Blubaum.

Story by:
COREY BUCHANAN

Sugaring NYC — a local business that uses the less-painful sugaring technique to remove hair — may offer the perfect Mother’s Day gift.

In fact, West Linn Central Village store manager Hollie Blubaum said that the store provides a \$20 bonus card for any \$100 gift card purchased at the store throughout May.

“I think as women we definitely all want to feel beautiful. I think as a mother you are always on the go and working ... that’s what being a mother is all about is self sacrifice so it’s nice to be able to give your mother something that is specifically only just for her,” Blubaum said.

Sugaring NYC’s hair removal practice involves apply-

ing a sugar paste to the arm. This form of hair removal is maybe the oldest and has the benefit of being less painful and reducing future hair growth and in turn necessitating less maintenance.

“It’s kind of like a weed. You’re ripping it out at the root. And over time your hair follicle grows smaller,” Blubaum said.

Sugaring NYC also calls clients beforehand to walk them through each step and answer any questions and also offers numbing spray following application.

“They (the estheticians) are really well versed in what they do. They are able to talk to the client, make them feel comfortable and at ease while also performing the task at hand,” Blubaum said.

Along with hair removal, Sugaring NYC offers brow

laminations, which involves a keratin treatment that shapes and enhances eyebrows. Blubaum felt that this treatment could make a worthy Mother’s Day gift as well.

Blubaum also noted that the store is working to get out in the community such as a recent visit to a Trillium Creek Primary School fundraiser and with fellow salons on cross promotion. She noted that clients can get \$5 off for leaving a Google review.

“We’re trying to get our name out there in a positive way. We would like to be involved in the community,” Blubaum said.

For more information on Sugaring NYC, visit <https://www.sugaringnyc.com>.

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Advance dentist talks tooth sensitivity

Gum recession can lead to increased tooth sensitivity, ruining enjoyment of cool treats

Story and Photos by:
HOLLY BARTHOLOMEW

Nothing says summer like enjoying a cold ice cream cone or popsicle.

If biting into that frozen treat comes with tooth pain, it may be a sign of gum recession, warns dentist Kim Wright of Advance Dental Arts Center in the West Linn Central Village.

“If someone hasn’t been to the dentist for a long time, they could have a cavity, or worse, that can make your teeth sensitive, but gum recession is usually the biggest culprit because it exposes the root surface,” Wright explained.

Tooth sensitivity can take the enjoyment out of eating your favorite hot or cold foods. The simplest solution for teeth that are sensitive to foods is switching to a toothpaste specifically designed for sensitive teeth. The sensitivity-specific toothpaste can create a barrier protecting the exposed root from imtemperate foods.

But, for some people, particularly those with gum recession, a simple toothpaste swap is not enough to alleviate the pain from hot and cold foods.

Gum recession reveals the root surface, which is more porous than the rest of the tooth and lacks enamel protection, Wright said.

When gum recession leads to tooth sensi-

tivity, the two solutions dentists look to are fillings and surgical gum grafts.

Wright also noted that some people simply have sensitive teeth and none of these measures alleviate that. For some, sensitivity decreases with age.

Wright explained that the nerve of the tooth is larger in young people but recedes over time, making teeth less susceptible to pain from hot and cold foods.

The best way to prevent sensitivity altogether or from worsening is getting regular dental care to ensure periodontal disease is not contributing to gum recession.

“Once the gums recede, you can’t really change it without surgery, but seeing that it is happening and doing all of the things you can to stop it can help,” Wright said.

She added that lingering sensitivity or spontaneous pain are signs that something is wrong beyond typical tooth sensitivity.

Advance Dental can help combat sensitivity with a patient’s gums in the dental office’s new surgical suite.

Advance Dental recently underwent a renovation and expansion, increasing from four operatories to six, repainting and reflooring the office. The Advance team and its patients have enjoyed the new look of the office since the remodel concluded in February.

“We really needed a facelift,” Wright said. “It had been too long.”



Dentist Kim Wright shows off Advance Dental Arts new handheld x-ray machine in the dental office's new surgical suite.



This before photo of an Advance Dental Arts patient's gum shows the exposed root of a tooth.



After a gum graft surgery, the same patient no longer shows exposed tooth root.

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PUT TOGETHER THE PERFECT PICNIC WITH HELP OF MARKET OF CHOICE

Market of Choice has everything needed for the ideal summer picnic

Story and Photos by:
HOLLY BARTHOLOMEW

Picnic season is in full swing and Market of Choice has all the essentials for dining outdoors. From salads and sandwiches to a dizzying assortment of cheeses, and splendid desserts, Market of Choice will prepare you for an A-plus picnic.

Cheese

Find everything you need for a picnic cheese board at the market cheese shop. The shop stocks Market of Choice’s own house cheeses like brie and parmesan as well as cheeses from local and global artisan cheese-makers. Buttery chubut comes from the Albany-based La Mariposa, which got its start in Argentina. The market’s own smoked gouda spread pairs nicely with bread or crackers. You can also ask the market cheese mongers for help selecting the perfect picnic cheeses.

Baked goods

The bakery at Market of Choice is nearly overwhelming. From cupcakes and cookies to pies and pastries, you can load your picnic basket with sweet-tooth satisfying treats. The bakers at Market of Choice bake many of the store’s goods in house, but others, like Blue Raven pies, come from quality local suppliers.

Blue Raven, a farm outside McMinnville, has been serving pies made with fruit grown at the farm since 1987. Market of Choice sells Blue Raven pies in two sizes and several flavors like apple, cherry, marionberry, strawberry-rhubarb, peach-raspberry, bumbleberry (blackberry, blueberry, raspberry and rhubarb) and Oregon Berry (blackberry, blueberry, marionberry, raspberry and strawberry). Market of Choice also stocks an impressive selection of gluten-free treats like lovely lemon cupcakes from Lucky Spoon Bakery.

Beverages

You’d hate to find yourself without a beverage during a wam and sunny picnic, and Market of Choice has you covered in that regard as well. From an assortment of wines to locally-crafted hard ciders, pale ales and porters, and even non-alcoholic beers and cocktails, Market of Choice’s beer and wine department has plenty of options. The cold case in the beer department stocks dozens of locally-made thirst-quenching sours like the peach sour from Oregon City’s Bent Shovel Brewing, a prickly pear sour from Hopworks Urban Brewery, a passionfruit sour ale from little Little Beast Brewing, Jerry Cherry Berry from Montavilla Brew Works and plenty more.



Market of Choice stocks a wide assortment of cheeses perfect for a picnic cheeseboard.



Market of Choice has a dizzying assortment of baked goods including a variety of gluten free treats like lovely lemon cupcakes.



The cold case in Market of Choice's beer department stocks dozens of locally-made thirst-quenching sours.

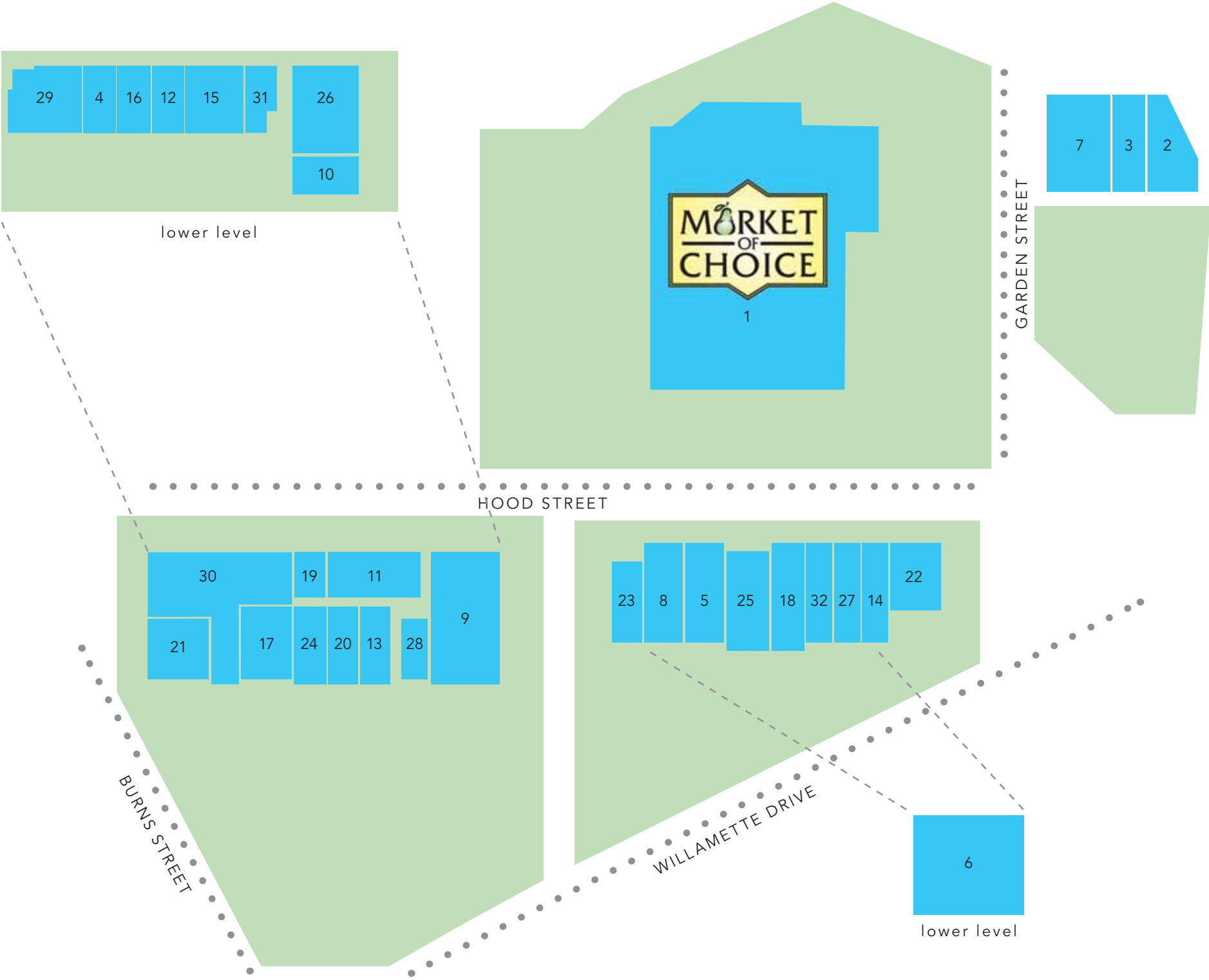


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- 4. Aqua Nail Bar 503-657-0053
- 5. Elements Therapeutic Massage 503-722-8888
- 6. Fit For Life 365 503-655-7702
- 7. Club Pilates 503-218-3736
- 8. DOSHA Salon Spa 503-228-8280
- 9. Legacy Go Health Urgent Care 971-274-0038
- 10. One Taekwondo Academy 503-758-0318
- 11. Sierk Orthodontics 503-675-1239
- 12. Sage Kids Salon 503-344-4782
- 13. Sport Clips Haircuts 503-974-9600
- 14. Tan Republic 503-387-3479
- 15. You & Eye 503-723-3000
- 16. Sugaring NYC 971-867-0511

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- 18. FedEx Office 503-557-0709
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- 23. Starbucks 503-656-7516
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SPECIALTY AND OTHER

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- 26. Banfield Pet Hospital 503-462-7100
- 27. California Closets 503-885-8211
- 28. Mathnasium of West Linn 503-305-8738
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