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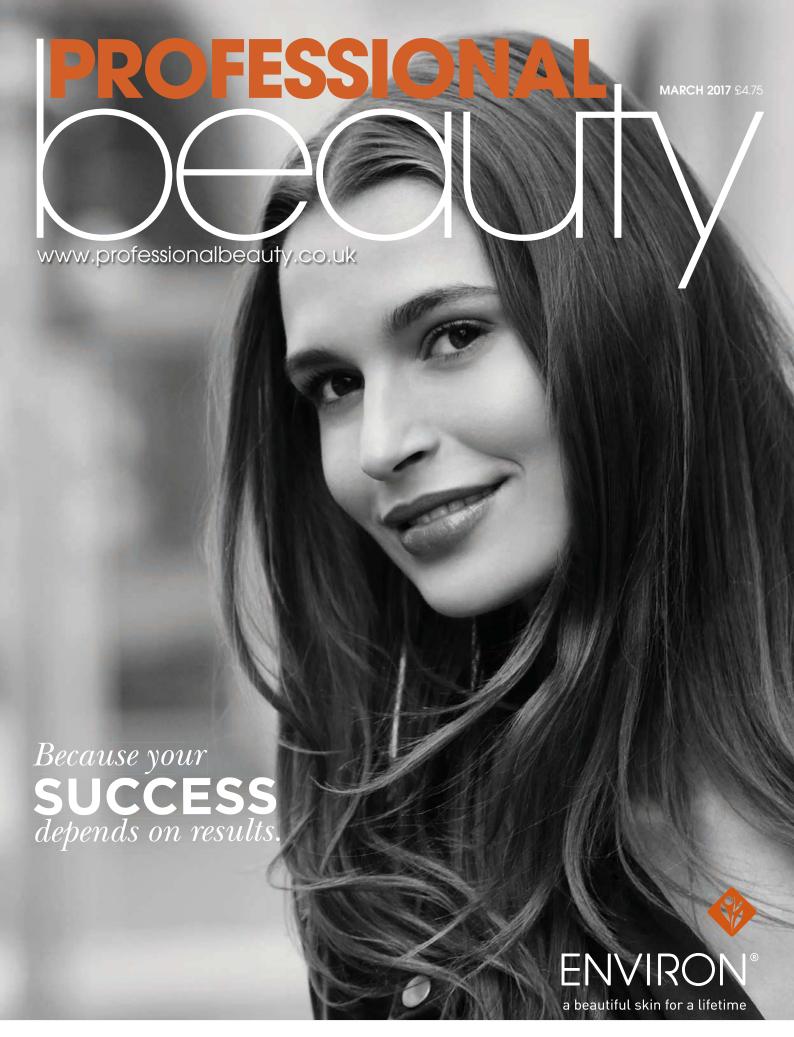
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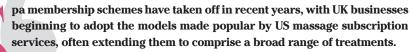
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While membership models can be an excellent way for salons to achieve a guaranteed base income every month and boost client loyalty, they're not without their challenges. Usually centred around discounting, they can have a significant impact on a business's bottom line. The admin of managing benefits and dealing with issues such as cancelled direct debits should also not be underestimated. We explore the opportunities and challenges of such schemes and speak to three businesses that are making them work in practice on page 85.

Working in the health and beauty industry can sometimes feel like being a member of a club. As therapists often work in isolation or in small teams and managers rarely have the benefit of large-company processes, networking is more important in this industry than most.

And it's been heartening to see beauty professionals speak out to defend the rights of their peers and the reputation of the wider industry against some scathing reviews this month. The issue of who should be allowed to inject fillers has been rumbling on for years, but there are new campaigns to prevent beauty therapists from doing so (see page 13).

While opinions are split on whether it's safe to inject fillers without the medical training

to handle any serious complications, the attitude that nobody in the beauty industry should be permitted to input into discussions on the matter is frankly patronising. As are the accompanying accusations from some members of the

medical profession that all beauty therapists currently carrying out these procedures are poorly trained and unconcerned with client safety.

Whether or not we ever reach an agreement on the parameters of who can perform this aesthetic treatment, an inclusive discussion where all interested parties are given a chance to state their case, is surely the way to move forward.

Eve Oxberry - EDITOR



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All the news and views beauty, spa and nails

Therapists fight back against campaigns to stop them injecting fillers

ealthcare professionals are campaigning in a variety of ways to stop non-medics such as beauty therapists from injecting fillers, including a new petition on Change.org titled "Stop beauty therapists injecting Botox and fillers".

The petition, which had reached 2,635 signatures by the time PB went to print, was launched by a group of healthcare professionals, who stated: "Medical interventions are required when both of these treatments go wrong, requiring immediate access to prescription medication such as steroids and adrenaline."

Meanwhile, register Save Face has withdrawn from working with the Joint Council of Cosmetic Practitioners (JCCP) - an independent regulatory body for the cosmetic medicine sector led by the British Association of Cosmetic Nurses (BACN) and the British College of Aesthetic Medicine (BCAM) - on its proposed register

because the council has agreed to allow beauty therapists to sit on its board and input into the parameters of the register.

The JCCP had not proposed that therapists be allowed to join the register, but Save Face chose to withdraw support on the grounds that this may happen if therapists joined the board. "The idea of a register that would be inclusive of nonregulated practitioners is contrary to our fundamental principles; that non-regulated healthcare practitioners should not be providing these services to the public." Save Face said in a statement.

The injectables debate was reignited at the start of the year, when aesthetic nurses put forward a motion that they have "no confidence" in beauty therapists providing facial cosmetic injectable medicines. This was debated at the National Aesthetic Nursing Conference and resulted in a unanimous vote where

100% of delegates agreed they had no confidence in non-health groups injecting.

The debate was met with mixed reactions form the beauty industry. Holly Cody, owner of Holly Elizabeth Beauty salon, commented: "How is a therapist, who has studied the skin, blood and muscles systems for two years, any less [capable] than a pharmacist who has been on a short course? I've had lip fillers by a GP and they went terribly wrong - ruined my confidence. Yet, I see the work of therapists who pay so much attention to detail."

Katrina Demetrious, beauty therapist and personal trainer, said: "I've had training for the use of dermaroller, mesotherapy and peels, and have studied botox and fillers, but can only use them with clinically trained people. I've been training for the last seven years and will continue to do so to keep up with what I enjoy."

Next-generation customisable skincare tipped as key trend



Customisable skincare is set to be further developed this year, with "base" products that can be tailored with active additives, depending on skin's needs.

Next-generation customisation is one of the formulation trends tipped to be big in 2017 by the Institution of Personal Care Science in Australia.

The update involves a base formula in serum, cream or crème-gel format and various complementary actives that the consumer can add, depending on the skin's needs on any given day, rather than investing in a serum specifically formulated for dehydrated or acne-prone skin, for example.

These add-ons will have "easy dispensing units and clear instructions for true customisation and a happy consumer," said the institute.

Some professional brands ahead of the curve. Dermalogica's Concentrated Boosters are serums that can be added to enhance a moisturiser, mask or exfoliant with firming, soothing, hydrating or renewing properties.

Clarins's Boosters work in a similar way, with three additives that can be blended with moisturiser to energise, repair or detox skin, depending on what it needs.

In the treatment arena, Decléor launched its Aroma Blend massage last year. The body-shaping treatment uses a bespoke blend of essential and plant oils tailored to what the client wants to achieve and how they want to feel.







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Wellness named one of the fastestgrowing markets in the world

he international wellness industry grew 10.6% to \$3.72tn (£2.97tn) between 2013 and 2015, representing more than 5% of the global economic output and making it one of the world's fastest growing markets, according to the Global Wellness Institute's (GWS) Global Wellness Economy Monitor 2017 report.

Early findings of the report were shared at the Global Wellness Summit in October, before the full report was released this year.

The largest in the 10 diverse sectors that make up the global wellness economy was beauty and anti-ageing at \$999bn (£799bn), while spa accounted for \$99bn (£79bn), researchers found. It's believed that the active pursuit of activities, choices and lifestyles are behind the surge. By 2015, the numbers of spas globally rose by 7% year on year to 121,595,

with 37,420 in Europe, generating a revenue of \$27.5bn (£22bn). The number of wellness tourism expenditures in Europe also increased during this time to 250 million trips, resulting in \$193.4bn (£154.7bn), the report found.

Spas that focus on wellness also generate a higher average income than those who don't, according to a separate new report by spa research company Intelligent Spas.

Defined as spas that offer "a variety of treatments and packages that incorporate wellness attributes, health and fitnessrelated services, classes and consultations", the wellness spas surveyed by Intelligent Spas generated more than \$1m (£804,000) in average annual revenue per spa in the past financial year. These spas also had on average 12.5 treatment rooms and 46% of clients who were return visitors.

Injectables on the rise as Brexit prompts 40% drop in surgical procedures

Brits are shunning cosmetic surgery in favour of injectables, peels and microdermabrasion, according to new data by the British Association of Aesthetic Plastic Surgeons (Baaps).

The number of cosmetic operations dropped by 40% in 2016, after reaching recordbreaking heights in 2015, while injectables have remained on a steady rise, the report found.

The number of procedures dipped to a pre-recession low, with surgery procedure totals for women and men combined falling below 31,000, 5% lower than in 2007.

Male procedure numbers, which had until



Baaps said that, anecdotally, its members were reporting that the uncertainty around Brexit had prompted people to opt for botox and fillers instead of surgery. The official Brexit report by Opinium said: "The referendum seems to be affecting British people's perceived likelihood to engage in nearly any form of economic or social decision in and by itself."

Former Baaps president Rajiv Grover, who compiles the audit on an annual basis, said: "In a climate of global fragility, the public are less likely to spend on significant alterations and become more fiscally conservative, by opting for less-costly non-surgical procedures such as chemical peels and microdermabrasion, rather than committing to more permanent changes.

"The background of negative news and economic uncertainty seems to have reinvigorated the famous British 'stiff upper lip' - achieved, however, through dermal fillers and wrinkle-relaxing injections, rather than surgery."

News in brief

■ Spa Experience by Better has opened its ninth UK spa in Belfast as part of the redevelopment of the city's Olympia Leisure Centre. Facilities include a hammam. steam room, solarium, ice room and hydrotherapy pool, and a treatment menu full of traditional and modern therapies.

■ High Definition has redesigned its make-up training for clients into a series of free, one-day courses. The Make-up Masterclasses cover a variety of looks, from bridal to cut-crease eyeshadow, which therapists can offer to clients in salon. CEO Karen Betts said: "This is our way of saying thank you, while giving [salons] a way to further build on their success."

■ Machines manufacturer Caci is celebrating 25 years in the beauty industry, after launching its successful Non-Surgical Face Lift in 1992. The brand's celebrity clients include actress Emma Stone, television presenter Anthea Turner and glamour model Katie Price.

■ Cary Arms Spa in Devon has introduced marine brand Thalgo in its three-room spa, which is situated within the cliff face looking out onto the Devonshire coastline. General manager Tom Hughes said: "Clients can live and breathe the benefits of the sea while they enjoy treatments."

■ Uniforms brand Simon Jersey will be supplying Team GB with formal wear at the Pyeong Chang 2018 Olympic Games, and will also supply winter athletes with contemporary formal wear from

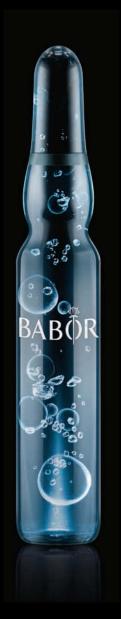
its suiting range. Managing director James Saunders said: "It's incredibly exciting to be part of Team GB's journey as they aim to continue their winning



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News in brief



- British skincare brand **Elemis** has launched into four more UK spas as it continues to expand its portfolio. Its products and treatments are now available in Hale Country Club and Spa in Cheshire (pictured); Champneys Eastwell Manor in Kent; Fowey Hall Spa in Cornwall; and 30 James Street, Morgan's Spa in Liverpool.
- The International Institute of Anti-Ageing (iiaa) is boosting consumer awareness of its professional brands by partnering with employee benefit agencies. Staff at large companies are given special packages which include offers on Advanced Nutrition Programme, Environ and Jane Iredale products.
- The Spa at the Midland in Manchester has partnered with educational foundation Wellness for Cancer to create an experience for guests living with or recovering from cancer, focusing on nourishing skin and reducing anxiety. Spa director Helena Grzesk said: "We want all our clients to feel special and relaxed while they are with us."
- Copenhagen-based skincare brand **True North** is moving its headquarters to Paris in a bid to go global. Partnering with Stephane Tsassis, former senior vice president of Coty, and Didier Picard, former vice president at Estee Lauder Companies, the company plans to establish itself as global distribution business True North International within five years.



■ Warren Scarr has been promoted to managing director of Sally UK & Ireland, replacing Michael Dewey, who is returning

to the US after 10 years with the company. Warren will oversee all UK and Ireland brands in the Sally family, including Sally, Salon Services, Beauty Express and Salon Success.

Campaigners call for microbeads ban to be extended to make-up

he proposed ban on microbeads in rinse-off cosmetics should be extended to microplastics in makeup, according to environmental groups.

The issue arose after a survey found polyethylene (which is used to make microbeads), PTFE, nylon 6, nylon 12 and polymethyl methacrylate, listed among the ingredients in make-up products such as eyeshadows, lipsticks and mascaras. The ingredients are commonly used to add bulk and texture or act as a binding agent.

Dilyana Mihaylova, spokesman for campaign group Fauna & Flora International, said: "Limiting the scope of a ban to rinse-off cosmetics and personal care products will not effectively protect our seas from other products that contain microplastics and are often washed down the drain."

However, others in the industry believe the materials are totally different from

microbeads and should be allowed in products. The Cosmetic, Toiletry & Perfumery Association, which speaks for manufacturers, said: "Leave-on cosmetic products do not contain solid plastic microbeads. They may use polymers to ensure easy spreading."

Meanwhile, a number of Professional Beauty readers argued that any microplastics should be viewed as the same as microbeads and included in a ban. "I say yes to a complete ban; humans harm so much wildlife and environment all in the name of beauty and this must be stopped," said Kelly Conway, a nurse from Salford.

Mobile therapist Anne Suffolk from Wales said the issue highlights wider problems with what goes into products. "This should be of concern to all of us. When you read the labels on some products and actually research what they are it can be quite scary," she said.

Somerset council issues warning about unsafe beauty salons

Bath and North East Somerset council urged residents to use reputable beauty salons after successfully prosecuting a business that did not have adequate infection control procedures in place.

The incident occurred at American Nails in Westgate Street, Bath, when a woman's toe was cut during a pedicure treatment, which was carried out by an unqualified member of staff. The salon was also offering semi-permanent make-up treatments without the proper registration.

Councillor Martin Veal said: "Businesses that offer these services should be safe, clean and legitimate. We take the issue of public health very seriously...and we are keen to work with local businesses and recommend they contact us for advice and information about good practice."





Inside-out skin health and microblading named key global beauty trends

Inside-out skin health, sheet masks and ancient spa concepts are predicted to be some of the top wellness trends for 2017, according to beauty standards body Cidesco.

The organisation gathered data from members across the world to gain an idea of the local influences we will see on a global scale, and four key trends emerged.

In the US, sheet masks in different materials and formulas are growing in popularity and will continue to do so, in India the beauty-from-within concept is gaining traction, in Switzerland microblading is taking off, and in Italy spa is being heavily influenced by the traditions of ancient Rome.

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News in brief



■ Leighton Denny, founder of the eponymous nail brand Leighton Denny Expert Nails,

has announced his departure from the company. Denny will remain major shareholder and director of parent company Leighton Denny Ltd, which owns the Leighton Denny Expert Nails trademark and licenses the rights to product manufacturer Richards & Appleby.

- A £6m care home with its own hair and beauty salon, pub and shop and is being built in Hull. Yorkare Homes aims to open the 70-bed facility at Beverley Parklands this autumn and says it will create 100 new jobs in the area. It comes as several care homes in the area have announced closures.
- Organic brand **Bamford** has appointed **Kirsty Maccormick** as head of spa, where she will be assisting in the international expansion of the business. She's previously worked for Hilton Worldwide, Champneys Health Resorts and the Mandarin Oriental Hotel Group.
- Venus Beauty and Hair salon owners John Worrall and Kirsty Douglas have donated £500 to The Mary Budding Trust, which supplies grants and equipment to children with additional needs. The duo has been raising money for the trust at the Tavostock salon for the past year.
- Eyebrows are more expressive than any other facial feature, according to research by cosmetics brand Benefit. The brand teamed up with the Massachusetts Institute of Technology to study facial expressions, finding the upper compartment of the face plays a lead role in displaying each emotion.



Salon owners warned to carry out background checks on staff amid crackdown on illegal workers



alon owners are being warned to carry out the correct background checks on new staff amid a crackdown on illegal workers.

Following the December 2016 raids on more than 280 salons across the country that resulted in the arrests of 97 illegal workers, there have been additional checks made on individual salons this year.

Luxury Nails in Blandford, Dorset, was raided last month and a Vietnamese worker was found to have entered the UK illegally. A second person in the salon, who was a minor, was not working there but was also found to be in the UK illegally.

Additional raids were carried out on two Merseyside salons in January. NY Nails in Liscard and Purple Nails in Southport were targeted by immigration enforcement officers and both served with warning notices; NY Nails for employing an illegal worker and a minor, and Purple Nails for employing a man working illegally on an expired visa.

The salons face a penalty of £20,000 unless they can produce documentation that demonstrates the employees' right to work, as required by law.

The issue was also investigated in Channel 4 documentary The Modern British Slave Trade, which aired in February and explored the world of people trapped in forced labour in the UK. The programme showed a raid on a nail salon in Scotland where a 16-year-old Vietnamese worker was found to have entered the UK illegally. The owner of the nail bar was later convicted of trafficking and sentenced to 12 months in prison.

Read employment law consultant David Wright's advice on how to make sure you operate within the law on page 151.

L'Oréal invests in beauty tech start-ups with new accelerator business-funding scheme



L'Oréal has launched an investment programme to support beauty start-ups, with the first intake including a nail art printer, a personalised skincare brand and an app to match beauty consumers to products.

L'Oréal, which owns professional brands including Decléor, Essie and Skinceuticals, launched the scheme with Founders Factory, which builds and scales early technology companies. It will support five early-stage startups and co-create two new businesses each year.

Lubomira Rochet, chief digital officer at L'Oréal, said: "We are excited to champion the next generation of beauty entrepreneurs... and accelerate their development by bringing them our expertise of the beauty industry."

Following 180 applications, the five businesses chosen for the initial six-month accelerator programme were: InsitU, a personalised, natural skincare range; Preemadonna (pictured), a device and app that lets users design nail art on their mobile phone and print it directly on their nails; Tailify, a social influencer agency; Veleza, an app-based community of beauty lovers that helps match users to products; and Cosmose, a tech company that allows retailers to target offline customers via online channels.

News in pictures

A new subterranean Cowshed Spa will open as part of Soho House's The Ned in the City of London in April, offering massages, facials, manis and pedis and featuring a Cowshed shop and a relaxation lounge. The Ned will also house a nail bar under Soho House's Cheeky brand and a Neville barbershop.





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■ Katherine Daniels has unveiled a series of "How to..." videos on YouTube to educate consumers on its products and share skincare advice. The first two videos feature company co-founder Donna Tait (pictured) talking about how to create a deep-cleansing facial at home, and a tutorial on using the brand's recent launch, Multi-Tasking Eye Balm.

■ Mallory Court Hotel in Warwickshire will open a new

warwicksnire will open a new spa in April. The hotel is part of the Eden Hotel Collection and its seven-treatment-room Elan Spa will feature an outdoor vitality pool, outdoor sauna with woodland views, rhassoul mud room, indoor hydro pool, sauna and steam room.

- Belle Beauty salon in Malvern is moving to bigger premises in April due to its ever-growing client base. "Since opening our doors in 2009 we've grown so much," said owner Lucy Watkins. The new site on Worcester Road will be more spacious and include free parking.
- Code Beautiful, the mascara brand founded by Sarah Cross, has appointed distributors in four new territories Spain, Sweden, Denmark and France in order to extended its reach in Europe after a successful launch in the UK and Ireland.
- An online store for make-up artists that offers discounts on professional brands has launched. The Makeup Armoury, created by BAFTA-nominated make-up designer Jan Sewell, aims to provide MUAs with everything they need for their kit make-up, special SFX products and prosthetics as well as offering free use of studio space for filming.



Lava Shells partners with Thalgo and enters Nirvana Spa

ava Shells and marine beauty brand
Thalgo have partnered up to develop
two treatments, which will be permanent
fixtures on Lava Shells' treatment menu.

Both use Thalgo's oceanic-inspired products, with detoxifying and soothing algae extracts. The treatments are the Illuminator Facial and Ultimate Detox Body Treatment.

Separately, Lava Shells distributor Shared Beauty Secrets has added Nirvana Spa to its list of accounts. A selection of Lava Shell Massage treatments are now available at the spa in Wokingham, where the company worked with the spa's therapists to develop a menu of eight treatments that aim to release muscle tension using heat and ice.

Nirvana Spa treatment manager Nicole Darlow commented: "Feedback has been overwhelmingly positive; customers are really feeling the benefits of the deeper muscle relief that can be achieved with hot shells."

Guinot crowns 159 salons of distinction



Guinot awarded 159 salons with Crown status during its 2017 conference and awards. Guinot continued its tradition of honouring its highest achieving salon and spa accounts across the UK and Ireland; however, this

year the awards were presented during a series of regional seminars, held in January and February, rather than one central conference.

Beauty Works in Alderley Edge, Quan Spa in Chelsea, London, and Sam McCauley Beauty Spa in Waterford, Ireland, were among those to receive the title. Guinot chooses accounts that "demonstrate success, dedication and loyalty to the brand" to be Crown salons.

Ink London nails devises first training courses

British pro nail brand Ink London has launched its first education programme. Courses are open to both beginners and techs trained in other brands that want to convert to Ink London.

The Ink London School programme encompasses six courses taught by 13 educators around the country. Every educator has experience in the industry and holds a Level 3 award in education and training.

Training in all three of the brand's systems – iLac gel-polish, iJel hard gel and Acrylink L&P acrylic – is on offer for both beginners and those wishing to do a conversion course.



Competition to find upcoming beauty industry talent returns



A national competition has launched to give aspiring make-up artists, therapists, nail techs and hair stylists a chance to get noticed.

The Create the Look competition is in its

second year and is open to all apprentice and trainee industry employees. Entrants can also be nominated by their college or employers.

The overall winner will receive a prize package including a professional photo shoot for their winning look, and £200-worth of products for their kit from online beauty retailer Lookfantastic.

The competition is organised by SME Insurance Services, and entrants have to submit a photo or video of their work with a short description of how they created it. Entries close on March 6 and finalists will then be put to a public vote, open from March 7-21.

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A luxury spa that merges Roman architecture with contemporary design is set to open at Four Seasons Ten Trinity Square in April, discovers Amanda Pauley

he spa at Four Seasons Hotel London at Ten Trinity Square is scheduled to launch on April 1, as part of a wider project by the hotel group to offer a more comprehensive wellbeing programme to guests. "Four Seasons wants to offer as many amenities and facilities as possible when customers come to stay and spa is an essential part of that," says Anjana Nicolas, spa director at Ten Trinity Square. "Every hotel that opens will now have a spa."

Ten Trinity Square's 18,100sq ft spa will be situated on the hotel's lower-ground floor and feature eight treatment rooms - including a couple's suite and hammam for steam rituals, an indoor swimming pool, vitality pool, sauna,

relaxation zones, gym and a nail salon set within a circular chamber. "London has some exceptional spas but we're the only one of our kind and size in the city's square mile," explains Nicolas. "Conceptually we're going to be quite different."

Mix and match

The spa's layout promises to merge

the old with the new, with ancient Roman architecture set against a modern interior design. "We're going to contrast the intensity of the building's historical rows of classical columns and clean lines with contemporary elements to give the spa timeless character," explains Nicolas. "Materials inspired by minerals mined by the Romans will be used throughout, including marble floors in the nail studio, alongside modern mosaics and tinted glass in rich colours."

This feeling will also be reflected in the treatment rooms, which will have mood lighting, wooden flooring and timber wall panelling. They will also have a domed ceiling, which Nicolas says will "break up the square pillars to make a cocooning environment." She adds, "Circular shapes are far more relaxing because you feel there is movement and this is the atmosphere we want to create."

A lot of thought has also gone into the spa menu, which is focused on treatments that use traditional rituals and natural ingredients. "We're working with authentic Moroccan line MarocMaroc, which has its roots in











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BEST NEW TREATMENT



Web watch

We take a look inside **Professional Beauty**'s digital world

Hot on the PB website

ANCIENT SPA CONCEPTS AND INSIDE-OUT SKIN HEALTH TIPPED AS KEY GLOBAL INFLUENCES IN 2017

Nicola Preston commented: "Found this very interesting, especially as I work with essential oils on a regular basis. It's amazing how the scent of oils can have such a huge impact on the senses, aside from the healing benefits to the face and body. I think people are beginning to be much more aware of what they put on their skin. Good to think that we can go back to nature, so to speak, with aromatherapy and natural, organic ingredients."



Amanda Pauley
(@Mini_Pauley):

#Fatfreezing named fastest
growing #aesthetic treatment
of 2016 bit.ly/2jfEFlo
#salon #clinic

The Potting Shed Spa (@pottingshedspa):

"Such a shame there are machines out there that are causing third-degree burns. No actual guidelines in place to protect the consumer. The machines come through customs as 'kettle parts'. Some companies have so many law suits against them, they have rebranded and started again. It's criminal."

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This month we asked you...

Beauty Spa Jobs

(@beauty_spa_jobs):
 @delforgeandco excellent
article in @pro_beauty January

issue on #dosanddonts of business planning. Well worth a read

How often do you increase your treatment prices?



On the blog

Lorraine Peretta, brand manager for Advanced Nutrition Programme (ANP), discusses the importance of both topical and nutritional treatment for acne, and why it's probably the most difficult skin condition for beauty therapists to address. Read it here: professionalbeauty.co.uk/blogs



Beauty Hub

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ur Beauty Hub is buzzing with the latest industry news and views, from top tips for nail techs on boosting their business using social media to the incentives guaranteed to entice millennials into your spa. There's also lots of information on the trends that are gaining traction in the industry, such as vitamin A skincare and the key bridal looks for spring/summer.

Our sector-specific channels are also your chance to

be heard by answering our monthly poll questions, which help salons and spas benchmark themselves, or by taking part in lively debates in the comment section of our stories. On top of that, it's also the place to be if you want to know about the latest products and treatments launching into the market.

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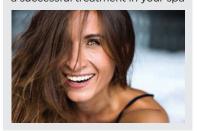
SPA

Feature: How to attract the millennial spa-goer



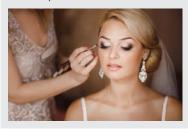
TANNING

Most read: How to make tanning a successful treatment in your spa



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Blog: This year's hottest bridal make-up trends



LASHES

News: Novalash announces lash artist brand ambassadors



NOVALASH

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3 WAYS TO SUPPORT OTHERS

from our Wellbeing Expert and Inspiration Coach

Janet Tarasofsky

Listen With More Than Your Ears

- 1. Listen with your eyes which should be looking at the person you are supporting (not at all the distractions around you, especially not your phone).
 - 2. Listen with your body which should be open and leaning slightly forward, telling the person that you are interested.
- 3. Listen with your words as you occasionally repeat the speakers exact words to let them know that you understand.

For more tips from Janet on how to support others follow us on social media.



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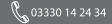
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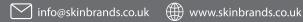
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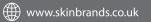
Research published in the British Journal of Dermatology.

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HOW DID RETAIL BUSINESS IN JANUARY 2017 COMPARE WITH JANUARY 2016?



Insider beauty

Insider, our exclusive statistics about business in salons and spas. It's the easiest way to stay in the know

JANUARY 2017

Many of you reported business as just OK after the hustle and bustle of the Christmas period, with treatment and retail sales pretty much on a par with January 2016. To help entice clients in, a lot of salons have been doing January promotions on products, with foundation and brow kits your most popular make-up sellers.

The new year has also got you thinking about how you can shake up your salon's offering, with 34% considering implementing a membership subscription. For information on how to do it, check out our feature on page 85. Updating your face and body machines is also a top priority, which is why many of you are looking at online reviews and attending trade shows to find out what's worth the money.

On the spot

WHICH MAKE-UP PRODUCT IS MOST POPULAR WITH CLIENTS AT RETAIL?

- 1 Foundation
- 2. Brow kit
- 3. BB cream
- 4. Pressed powder

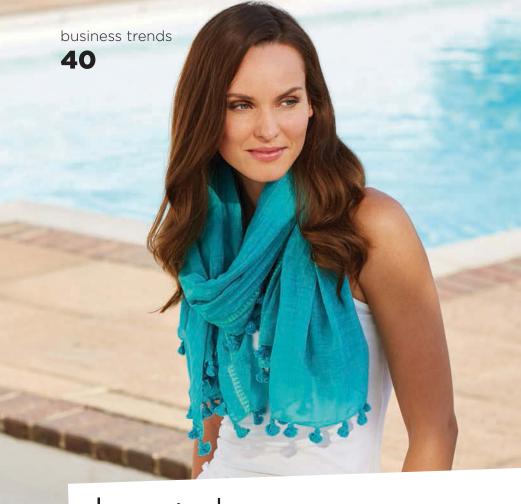


WHEN INVESTING IN A MACHINE FOR YOUR SALON, WHERE DO YOU **GO FOR ADVICE?**

- 1. Review websites
- 2. Trade shows
- 3. Industry magazines
- 4. Friends in the industry







Insider **spa**

JANUARY 2017

The spa sector reported strong growth in January, with treatment business up on last year, resulting in a healthy 73% room occupancy. Make-up is becoming increasingly popular at retail, with clients investing in foundations, lipsticks and brow kits. To see the hottest make-up looks for spring/summer 17, turn to page 115.

When investing in a new machine for your spa, you said you turn to review sites, trade shows and industry magazines such as Professional Beauty for advice. This month, we investigate the impact that cheap and unsafe machines bought direct from some overseas manufacturers are having on the industry on page 61. Many of you have also noticed the popularity of membership subscriptions, which is why 47% of you are considering launching a model this year.

The month in numbers

HOW DID TREATMENT BUSINESS IN JANUARY 2017 COMPARE WITH JANUARY 2016?

% BETTER %WORSE



HOW DID RETAIL BUSINESS IN JANUARY 2017 COMPARE WITH JANUARY 2016?



On the spot



WHICH MAKE-UP PRODUCT IS MOST POPULAR WITH **CLIENTS AT RETAIL?**

- 1. Foundation
- 2. Lipstick
- 3. Brow kit
- 4. Lip aloss



WHEN INVESTING IN A MACHINE FOR YOUR SPA, WHERE DO YOU GO FOR ADVICE?

- 1. Review websites
- 2. Trade shows
- 3. Industry magazines
- 4. Friends in the industry





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BEAUTYLAB

business trends

Insider nails

cuccio@PRO

powderpolish

JANUARY 2017

It was a tougher month for nail techs after the success of the Christmas period. Although treatment business was up, with an average of 23 manicures and pedicures performed per week in salons and spas, retail sales of nail products stayed on par with January 2016. However, many of you said Jessica and OPI do the best gift sets for retail.

Gel-polish is your most popular nail treatment with older clientele, followed closely by luxury manicures and long-wear polish. Offering on-trend services is important to you, which is why 31% of you will be adding dip systems to your menu this year. For SS17 nail art inspiration and tutorials, turn to page 95.

The month in numbers

HOW DID TREATMENT BUSINESS IN JANUARY 2017 COMPARE WITH JANUARY 2016?

%WORSE

NAIL TREATMENTS PERFORMED ON AVERAGE PER WEEK

HOW DID RETAIL BUSINESS IN JANUARY 2017 COMPARE WITH JANUARY 2016?

% SAME %WORSE Lead image: Vera Mont; below left: Cuccio; below middle: Jessica

On the spot

WHICH NAIL BRAND DOES THE **BEST GIFT SETS?**

- 1. Jessica
- 2. OPI 3. CND
- 4. Bio Sculpture

WHICH NAIL TREATMENT IS MOST **POPULAR WITH CLIENTS AGED 60+?**

- 1. Gel-polish
- 2. Luxury manicure
- 3. Long-wear polish
- 4. Mini manicure



METHODLOGY Insider is compiled from a monthly telephone survey of spas and beauty salons. The survey is conducted by us, exclusively for you. The people who participated represent a crosssection of the industry from high-end spas to high-street salons. They were polled by phone from February 2-9, regarding business for the month to January 31. Nail business for the Insider Nails page was calculated from data provided by spas and salons that offer nail services among other treatments. The figures given represent the average score for each answer. Brands are ranked when mentioned by several respondents. Those listed at the top received the highest number of mentions. Thank you to everyone who participated in this month's survey

WILL BE ADDING NAIL **DIPPING SYSTEMS TO**

THEIR TREATMENT

MENU



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Our experts answer an array of questions about every aspect of running a successful salon or spa business

Is it good business practice to offer a half-set of lash extensions?

here's no denying that the trend for enhanced yet natural-looking lashes is fuelling the professional lash extension industry at the moment. Some therapists offer a half-set of lash extensions to give clients that much sought-after look. However, training staff in this service could have a negative effect on your business.

For lash extensions to look their best over time, all lashes need to be bonded so that the shorter extensions can support the longer extensions as they grow, otherwise the extensions may flip, twist or become messy after just a week or two.

This results in unhappy customers, which in turn could be detrimental to your business as clients share their negative experience with family and friends. Remember, your clients' lashes are walking advertisements for your work, so it's imperative you follow a technique that produces the highest quality results every time.

The best thing to do is offer a bespoke service for each client based on their eye shape, lash texture and desired look. When clients ask for a natural look, most of the time what they really want is a thicker, darker lash line – not increased length. However, you need to be extremely thorough during consultation to clarify this. If it is what they want, then bond every natural lash possible using thinner diameters and match the length to the client's natural lashes.

In my opinion, applying a full-set instead of a half-set will not only deliver better results over a longer period of time, but will keep existing clients loyal, as well as introducing new ones to your salon through positive word-of-mouth recommendations.

Sarah-Anne Barham is brand ambassador for Novalash and the company's Lash Artist of the Year 2017. She also owns Sarah-Anne's Beauty salon in Felixstowe.

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Send your question about absolutely anything to do with running a beauty business to editorial@professionalbeauty.co.uk



The 10-step Korean skincare regime is really popular. How can I explain the benefits to clients?

he 10-step Korean skincare regime has been in the press a lot but the concept is not as new as you might think, as it's actually in line with what a lot of skincare therapists already recommend here in the UK. The steps ensure skin is thoroughly cleansed, hydrated and treated, protecting it from premature ageing and environmental aggression.

The concept is simple and a must for clients who wish to achieve better skin for life. It's a routine of eye make-up removal, double cleanse, tone, serum or concentrate, eye cream, lip product and moisturiser, plus an exfoliator and face mask. However, a broad-spectrum SPF should also be considered for application in the morning.

As therapists, we know that every single one of these steps is imperative to get the very best from skin and its genetic type - be it dry, oily or with tendencies to these conditions. It's also important so we can treat skin conditions that are side effects of clients' lifestyles and environments, which may include the signs of ageing, sensitivity or dehydration.

A client who only commits to a quick cleanse and moisturise regime will never get the same results as another who follows the Korean steps, so drive this message home to customers.

Now is the perfect time to make Korean skincare a topic of conversation between your therapists and clients. You could even host an in-salon event to show clients how easily achievable the 10 steps are - realistically, it takes two minutes in the morning and two minutes in the evening.

> Kirsti Shuba is managing director of Fraser Muir and co-founder of Katherine Daniels Cosmetics, a skincare brand developed to solve typically British skin issues, which she created with Donna Tait.



axing is a bread-and-butter service for most salons, so offering a wide range of treatments for men can help increase revenue as well as the number of clients coming through your door.

And here's the good bit - you already have a database of male clients that you can tap into. Most female clients you treat will have a partner, brother or friend that could become a potential customer. Make them aware of your male services and offer a discount if they refer someone.

Your reputation will always vouch for you, so never underestimate the power of word of mouth. Make sure you're outstanding at what you do, then let your clients do the advertising for you.

Male grooming is a booming area where clients are seeking out these services, so make it easy for them to find you. Advertise in places where male customers are likely to be, such as gyms and fitness clubs, and look at what sort of local businesses surround your salon. Perhaps you could swap cards with the local barber shop and cross-promote each other?

Offers and discount codes are also a great way to entice clients, and packages treatment work especially for seasonal dates like Valentine's and Father's Day. Social media is the most cost-effective and easy way to advertise to large audiences, but ensure you're using the appropriate language and hashtags for the market; for example, #malegrooming. →

Lisa Stone is a Salon System educator specialising in hair removal. She trains beauty therapists up and down the country. Stone has more than 20 years' experience in the industry.



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How do correcting concealers work to hide imperfections?

perfect complexion is what most clients want. By minimising and neutralising imperfections on the skin or, as I like to call it, "cancelling them out", you can hide everything from dark circles and breakouts to bruising, rosacea and even tattoos.

Multicolour correcting concealers are growing in popularity because they give this kind of coverage. These palettes have an array of concealer colours, each with a specific use and goal. If you use the colour wheel (pictured), then it becomes much clearer which colour does what and when you should apply it on your client.

Red

Blue

Violet

Blue

Violet

Orange

Blue

Green

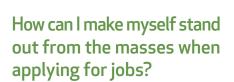
Green

The rule of thumb is the colours that sit directly opposite one another on the wheel neutralise each other. For example, green is opposite to red, so a green colour corrector will cancel out any redness caused by spots. Lavender sits opposite yellow, so a lilac shade would cancel out yellow undertones.

This is how and when you should use correcting concealers on clients: green neutralises redness and works well to hide broken capillaries and rosacea; lavender eliminates unwanted yellow undertones in the skin; apricot hides the signs of fatigue and hereditary or severe dark circles, as well as brightening sallow and olive skin; and yellow hides veins and bruises, as well as blue and

purple tones in the under-eye area.

Ger Kealy Cunniffe is national make-up artist for professional make-up brands Artdeco and Misslyn Cosmetics. She works with Artdeco's Most Wanted Colour Correcting Palette to hide skin imperfections.



professional beauty.co.uk

Firstly, you need a catchy profile on your CV. I can't tell you how often I see "I'm good at working independently or as part of a team", or something similar. This is great but it always screams: "I'm unoriginal and the same as everyone else".

Generally, you get five to 10 seconds to impress whoever is reading your CV and the first few seconds will involve them skim reading your profile, so this is where you should aim to impress the most.

Secondly, you need to shout about your achievements, which means taking the time to really think about things you've done that you're particularly proud of. This is something many of us struggle with; generally, we're better at realising what we're not so good at.

There is a new and increasingly popular way of highlighting exactly why you are so hireable and someone that a potential employer doesn't want to lose. Think of positive feedback you've been given in previous appraisals, or by clients, regarding your work and note that down. Listing how competent you are with different machines is another good idea as it's a great indication of your skill level.

Thirdly, keep it relevant. Most people tend to have one general CV that they send out for everything but that doesn't work. Your CV should be relevant and carefully tailored for each job you apply for. Potential employers want to see your relevant work history, skills and qualifications, and how it'll apply to the job they are offering. **PB**

Helena Corcoran is a senior recruiter at Butler Taylor Aesthetic Recruitment. She has worked in the industry for two years and specialises in headhunting aestheticians and clinic managers.



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To be truly successful as a small business owner, you need to learn to love the struggle as much as the rewards, writes **Hellen Ward**

Embrace adversity

any entrepreneurs are very good at spinning you a line. In fact, some are so genius at hyping up their own brand it's hardly surprising that they've ended up being so successful. Forget the political spin doctors, just talk to those business owners who only remember to tell you about their successes and not their failures.

I read a fascinating interview with Gary Vaynerchuk, chief executive of brand and social media consultancy Vaynermedia (check him out on Twitter - I'm a devotee). He says that to be an entrepreneur you need a love for process and to be comfortable with adversity. He believes that if you have those two critical elements, and enjoy the journey even more than the fruits and riches of the end result, then you have what it takes to be truly successful.

Wise and inspiring words indeed. But it's not easy being the boss. Sometimes the tiniest problem can be just enough to tip you over the edge when you're carrying the full burden of responsibility that comes with not being an employee.

After years of being your own boss, you end up pretty much unemployable. I would probably last all of five minutes in a corporate role before my backside was hauled in front of the HR department - that's my rebellious streak; I don't like to be told I can't do something and I'm not great at sitting on ideas when I want to get on and put them into practice.

Masters of multi-tasking

Our sector is made up of lots of people like Vaynerchuk; people who started out in a family business and built it from the ground up. It's also made up of lots of SMEs – we are predominantly small businesses and don't have the back-up of a corporate structure to support us. PR and marketing director? You're looking at her. HR department? Yep, that's me too. Financial director? You've just met her. And so it goes on. No wonder it can be overwhelming.

But Vaynerchuk also said something that resonated with me like nothing else I have ever read. He says that to be an entrepreneur (and in my book that's anyone who's

got the gumption to create their own business or brand, so most of us in this industry) you have to have one further characteristic, other than an enormous amount of patience. You have to like getting beaten up - you genuinely have to enjoy conflict.

Reading these words was a revelation to me. Sometimes, when we have days where everything is a struggle, that's exactly how it can seem. It's like we're taking an emotional pummeling, and everything rests on our shoulders. Work can seem like a boxing ring, with every killer blow just trying to take the wind out of our sails. No wonder our stress levels are at an all-time high and wine o'clock can't come soon enough.

Celebrate the journey

It's far more valuable to be proud of how you got there than of what you received for getting there, he says. Overcoming every little bit of adversity, being part of the solution instead of the problem, are the reasons that salon owners up and down the country are making our sector grow. Knowing it's OK to take a proverbial kicking in order to enjoy the highs gives us comfort.

Good times don't come unless we learn from the bad times and acknowledge that those punches are going to keep on coming, from every direction. Knowing that other like-minded people, whatever yarn they may be spinning, are also taking that kicking gives me

hope. It's lonely being the boss. At industry events, if you believed everything people told you, you'd think that they never spent any time in that boxing ring, but looked on sweetly from the sides; an observer in the struggle, not a participant. All I can say is, don't believe the hype. It's OK to take the punches; it's all right to

be in the fight. PB

Hellen Ward is managing director of Richard Ward Hair & Metrospa in London's Sloane Square and chair of Trailblazers for the hairdressing sector. Send your feedback to

➡ hellen@professionalbeauty.co.uk hellenward.com





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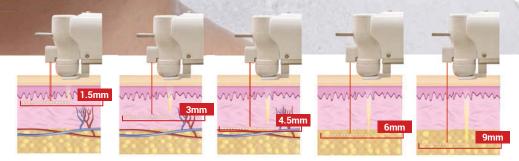
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Cheap, unsafe machines from some overseas manufacturers are damaging the market and the reputation of the beauty industry. **Georgia Seago** investigates the risks of buying direct

he fast pace of the beauty industry is one of the things that make it so exciting to be a part of. But every time expert professional brands bring new concepts to market, maximising on advances in technology and ingredients, there is inevitably an influx of copycat products, from manufacturers with less regard for safety.

As the demand for non-surgical machine-based treatments continues to grow, it's unfortunate, but perhaps not unsurprising, that these less scrupulous manufacturers, many of which are based overseas, are looking to cash in on the trends.

It's important to note that there are plenty of reputable manufacturers in Asia that produce machines to safe standards and that enforce strict quality controls. But for buyers solely concerned about price, it's often the unscrupulous Asia-based sellers that win the custom. In these cases, buyers will often source these machines via the internet and receive them direct from suppliers that have no European office.

Professional Beauty has recently had to turn away a number of overseas manufacturers asking to book stands at its exhibitions in order to sell directly to salons. These manufacturers were refused because they don't provide sufficient after-sales service and are not insured by a UK broker.

Though cheap, the equipment they sell often falls below EU standards and is supplied with no training or support offered to customers. Professional Beauty's managing director Mark Moloney says, "Selling products direct without proper service and insurance is wrong and as market leaders we will campaign against unethical behaviour. I urge readers thinking of buying equipment to take proper consideration of aftersales."

Cashing in

It's noticeable that the recent influx of these machines onto the market is influenced by beauty trends and buzzwords such as "fat freezing" and "radiofrequency", but salon owners and clients alike should be wary of deceptive copycat devices.

"Some manufacturers are producing outwardly exact copies of recognised machines but without really understanding the way the technology works or what the frequency and output should be," says Dean Nathanson, managing director of UK-based machine manufacturer Caci International. "Technologies like ultrasound, laser, HIFU [high intensity focused]

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ultrasound] or cryolipolysis can do serious damage if not applied properly and if the output isn't what it should be."

Machines with incorrect energy outputs make it onto the market because EU regulations interpret whether or a not a device is medical and, therefore, whether it is subject to medical accreditations and safety standards. If a device is deemed to be for cosmetic use, the rules are far less tight.

"It leaves the door open for all sorts of machines to come into the market that could be claiming one specification but delivering something entirely different," says Nathanson. However, some of the machines that appear at less rigorous trade shows, or on global trading websites such as Alibaba, do bear a CE mark, used to signify the product has been assessed to meet high safety requirements. This is where the waters get muddy, because a CE mark is actually a self-certification from the manufacturer, and under EU law there are no rules to say imported devices intended for cosmetic application are required to have their CE marks certified by an independent third party.

Safety checks

Roy Cowley, managing director of 3D-lipo, imports its machines from China and works closely with its manufacturer to control quality and safety standards. "Any responsible importer or sub-manufacturer needs to ensure the CE standard is verified in the UK by an external company in order for it to comply with UK safety standards. If your machine was to electrocute someone in the UK, you'd be told that you were responsible for having that CE standard verified in the UK and you'd then be liable. A lot of people don't know this and that's the problem – the fact it comes with a certificate of conformity by no means indicates it actually is compliant."

Nathanson agrees: "People need to understand that just having a CE mark when it's a self-declaration is absolutely meaningless. The specification sheet could list an output but often when you measure it, it's nothing like what it claims to be."

It's certainly alarming that UK salons and clinics could be treating clients with devices capable of emitting dangerous energy outputs, but it could also be risky to purchase seemingly harmless consumables direct from overseas factories.

Cowley recalls an incident when a client received a freeze burn from a treatment after the salon owner purchased anti-freeze pads from Alibaba and used them with 3D-lipomed's cryolipolysis function. "They





had no idea of the ingredients in the pads and it damaged our reputation - those inferior pads were then associated with a 3D-lipo treatment," says Cowley.

In a case like this, an insurer would usually reject any claim made by the salon or therapist because the user failed to follow the exact protocol of the reputable machine, including the use of its consumables.

Get covered

"If there's a problem as a result of a treatment or device [the salon] would have to stand behind a liability claim, which their insurer probably wouldn't cover. How many businesses would be able to support that by themselves? It could ruin a sole trader," adds Cowley.

There's also the issue of having no recourse with an overseas manufacturer that has no representation in the UK. Nathanson says he's heard of instances where a machine broke down soon after purchase and the salon owner simply couldn't get it fixed. He has also seen treatment protocols written in broken English mixed with Mandarin, which is worrying when you consider this is often the only form of 'training' given on a machine.

Jon Exley, managing director of Lynton Lasers, is also concerned about this lack of training, especially when coupled with a laser or IPL device that hasn't been installed and calibrated by a qualified engineer. He notes that any laser or IPL device should be maintained to ensure the calibration remains consistent. "Without the availability of local technical support it would seem highly unlikely that the output of a device could be relied upon, meaning the actual treatment fluence, or energy density, could be significantly different from what you may believe is being emitted," he says.

It's easy to see how the reputation of the whole industry can become tainted if a client is injured by a device the therapist isn't properly trained to use or doesn't know the real output of. "If someone burns a client and it gets into the press then it tars every supplier of that technology with the same brush. This would affect the reputation of any marketplace," says Cowley.

Ultimately, the most important thing should be client safety and Exley worries this is often overlooked in favour of a cheap deal. He stresses: "Achieving safe and effective treatments requires precise calibration along with an appropriately trained operator, neither of which can be bought from a low-cost internet site." **PB**





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Macdonald Hotels' group director of spa talks **Georgia Seago** through the company's plans to elevate its spa offer in a diverse property portfolio

ith more than 40 properties in the UK and Ireland, including 22 spa hotels, plus a resort in Portugal, Macdonald Hotels and Resorts has emerged as a key player in the sector. The family owned business entrusted Alex Collins with the development and management of its spas when she joined in March last year, and it's safe to say she found herself in at the deep end.

"We're in a transition period at the moment where we're having to evolve because the spa industry has changed so much. We're currently reviewing every property and every part of the business down to granular details," she says. One aspect under review is the spas' product houses, which vary

slightly across some of its sites. I

meet Collins at the Craxton Wood property in the Chester countryside, which has just taken on Espa skincare to sit alongside Jessica nail treatments.

"We're thinking of this as a new era for Macdonald and Craxton Wood is our model to demonstrate how we want to take all of the spas to the next level," she says. "We felt we needed a holistic approach and a brand that would give us a wide range of treatments." Espa's British-made credentials also spoke to Collins, as she believes having every facet of the business based in the UK means it's better positioned to react to spa trends.

Local charm

A big part of Collins' role is striving to make sure each spa reflects the unique character and setting of its hotel while keeping key aspects consistent across the board. "We have such a diverse portfolio so we can't take a 'cookie cutter' approach," she says. "At the moment, some sites are working very successfully with Elemis as the main brand because it suits certain hotels. We're reviewing all the spas and will make changes where we feel they're needed," she says.

Craxton Wood, for example, is one of the groups' key wedding venues, so Collins developed a soon-to-be-introduced signature bridal ritual with Espa to tie in with the property's wedding packages. "We want to have something unique at each hotel. We thought about what brides want and how they feel leading up to the wedding and the result is a treatment that aims to relax and get the skin and body in the best condition," she says.

The treatment consists of a grounding welcome foot ritual, back exfoliation to prepare skin for a backless

2005

Collins works for Bannatyne Fitness as general manager of its Newcastle site, moving to the Lowestoft branch in 2011 2013

Joins Devere Slaley Hall Hotel in Newcastle as head of spa and leisure 2014

Macdonald invests £2m in the Craxton Wood property with a wellness focus



dress, massage with an oil blend chosen via a scent test, and radiance facial. Clients are gifted with a bath oil and candle in the same blend as in their massage, "So she can have a bath the night before the wedding and evoke how she felt during the treatment," Collins says, adding the ritual will likely roll out to other wedding properties.

Meanwhile, the spa at the company's Marine Hotel in North Berwick, Scotland, is to receive a makeover inspired by its seaside location, in everything from the furnishings to bespoke, marine-themed treatments. Organic seaweed brand Ishga features on the menu here, another example of the group's consideration of what makes each property unique.

Tackling training

With such a diverse group of spas spread all over the country, Collins admits finding enough therapists up to Macdonald's standards is a challenge. "It's really difficult because we have a lot of spas and they're doing well, which is great, but we need a lot of therapists," she says. "I think it's a global problem because spa has expanded so much and the culture has changed."

Collins reveals the group is thinking up its own solution to the problem, and that a Macdonald-branded training school could be on the way. "We'd like to do it properly and offer training ourselves. With so many hotels in Scotland we'd like to have a training school there," she says, adding that her ultimate goal is to have a team of expert in-house trainers who visit the spas on rotation: "That's the way I see the brand going, where we're the experts and people want to come and train with us in order to work with us."

In 2015, Macdonald partnered with The International School of Beauty Therapy on a therapist training programme called Beauty Steps, accredited by Cidesco, and the first cohort has now qualified to Level 3. "We've been very pleased with how it's gone," says Collins. "They were all apprentices and now they're qualified to Level 3 as well as in our product houses, and can work fully in the business."

The idea is for therapists to experience working in different parts of the spa over a decent amount of time "because it's a big decision for a young person, to be sure this is the arena she or he wants to work in. It's hard work and some people come in without a clear understanding, so we felt it was a great opportunity," Collins adds.

At the Old England Hotel & Spa in Windermere, Cumbria, the spa has a close relationship with a local college and every year invites all students on the beauty therapy course to the spa to experience its facilities and take part in a Q&A with the spa manager. They're also invited to bring their CVs.

"We want to give them that first idea of what it's like to work in a spa, then when they're almost qualified we invite them to come in on a Saturday and see what it's like. We want therapists to have the right expectations when coming into the industry," says Collins.

For a largely leisure and corporate-focused hotel group to have such a strong focus on spa is unusual, but Collins says wellness is of personal importance for executive chairman Donald Macdonald: "He's really keen on wellness and it's what he wants the brand to be known for. Spa is really leading the way in taking our hotels forward." **PB**

Collins named director of spa and leisure at The Belfry Hotel & Resort in Sutton Coldfield 2015
Macdonald launches its
Beauty Steps programme with The
International School of Beauty Therapy

2016Collins joins Macdonald as group director of spa, based in West Lothian

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Gut instinct

Get clients to consider their gut health and you may just get to the root of their skin issues, discovers **Georgia Seago**

ntil recently gut health, microbiome and probiotics weren't terms commonly overheard in salons and spas. But this year the wellness industry will encourage us to put our insides under the microscope to look for answers to just about any health concern, and it seems the gut holds a lot of potential when it comes to figuring out the root of common, stubborn skin problems.

"Consumers are now approaching beauty with health in mind, realising that products alone cannot support the skin holistically and certainly cannot address the root cause of certain skin conditions such as acne and eczema," says nutritionist Mel Turkerman, founder of distribution company Dermanutri. "They are looking for a more holistic approach to supporting their skin's needs."

At the root of this new approach is the idea that an unhealthy gut is the cause of a lot of health complaints affecting people in the modern world. "In essence, most of us have some level of unhealthy gut and this is a big cause of so many ailments. But people are getting tired of being prescribed a medication every time something goes wrong," says Pamela Marshall, clinical aesthetician and managing director of Mortar + Milk salon in Fulham, London.

She believes the wellness industry's focus on gut health is a sign consumers are realising that controlling our health with drugs isn't the only way, and instead, "the best possible way is to eat healthily and learn about which foods affect your skin by paying attention to cause and effect."

Something else health-conscious consumers are likely to start tuning into is the notion of the gut as our "second brain", capable of telling us things we haven't previously been able to understand about health problems and how the human body works. "We're starting to realise we should be more aware of what's going on in the gut. It's

telling us all sorts of things about obesity, for example, where we don't yet truly understand why some people can slim down on a diet and some can't. It's a fascinating subject," says Yvonne Wake, a nutritionist and part of Aromatherapy Associates' panel of wellness experts.

Skin deep

The answers apparently lie in the balance of good and bad bacteria in the gut flora, a complex community of microorganisms that live in the digestive tract, and the hundreds of millions of neurons in the stomach's lining that communicate with the brain and play an important role in the immune system. "If we're not getting enough good bacteria to fight off the bad the microbial load becomes imbalanced and creates inflammation in the body," explains Wake.

Many of the usual suspects are to blame for compromising gut flora: sugar, heavy carbs, caffeine, alcohol and processed foods. High stress levels and a lack of sleep can also throw the body off whack by affecting the microbial load thanks to altered levels of the stress hormone cortisol, weakening the body's anti-inflammatory response. "This explains why if you are stressed your stomach can be quite upset," adds Wake.

Dermatologists John Stokes and Donald Pillsbury first established the relationship between gut flora and healthy skin more than 70 years ago after they began to notice gut flora was altered in people with severe acne. "We forget that the skin is our largest functioning organ and it says a lot about our health," says Wake, adding: "Skin conditions like acne, eczema and dermatitis are actually symptoms of something else that's going on in the body, like a warning light."

If the gut flora remains compromised for a period of time it is possible to develop leaky gut syndrome, where the intestines become permeable and allow partially digested food to escape into the bloodstream. "This leads to inflammation, which manifests on the skin.

It's the body that creates skin problems," says Wake. This cycle of systematic inflammation builds up toxicity >>



in the body and can stop the digestive system eliminating effectively, sending those toxins straight to the skin.

"If I see someone who has continuous breakouts on their forehead area and ask how often they eliminated their bowels, almost inevitably it wouldn't be daily," says Marshall. Lorraine Perretta, a nutritional therapist and brand manager for Advanced Nutrition Programme, agrees that regular bowel movements are directly linked to problem skin. "When people don't have good elimination you can see it on their skin in acne, but if someone is constipated the skin will look toxic – it'll look sallow and even the eyes will lose their sparkle."

She considers 'regular' movements as going once for every meal eaten, but says a healthy minimum is once a day. "Never go a day without going," she stresses. While it might not be a typical treatment room conversation, asking clients how often they go could help you find out much more about the causes of their skin issues and how to treat them.

supplement the better, as some of the bacteria will die on its way through the digestive system, so the higher the number of cultures in the supplement the more that will survive." Marshall is a strong believer in the power of probiotics to deal with skin concerns by tackling inflammation. She says: "If you can reduce inflammation you can help tackle clients' skin issues internally while still healing externally. In order to heal the skin, we must look >



ANP's Probiotics powder delivers a dose of beneficial bacteria to support the gut's immune function

Probiotic power

For salons and spas looking to boost their nutrition offer with a tangible way to introduce clients to supplements, taking on a nutrition brand that offers a high-quality probiotic could be a good idea. "Good bacteria breaks down food, supports the immune system and consumes bad bacteria, while 'bad' bacteria secretes toxins and promotes disease," explains Wake. "The balance of good and bad is what keeps our gut, and therefore our skin and emotional and physical health, in balance." Probiotic supplements contain strains of active good bacteria to support and increase the healthy bacteria already in the gut, with the aim of preventing further inflammation for a positive effect on the skin.

Perretta says: "A probiotic helps out the good bacteria by supporting what it's already doing. New research suggests the greater the diversity of the strains in a





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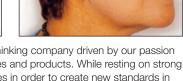
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at treating clients by getting to the core of the issue in conjunction with treatment and appropriate skincare."

The general consensus among nutritionists and healthcare professionals is that the supermarket yoghurt drinks billed as containing good bacteria have a sugar content that outweighs the probiotic goodness. Instead, Marshall says: "I always suggest a probiotic that has 30-50 billion live and active cultures from 10-15 different strains for the first month, and then clients can jump down to about 15-20 million cultures after that." In her opinion, "Everyone needs a month of critical care and then it's all about maintenance."

However, not everyone is in agreement about who should take probiotics. Wake thinks it's best for clients to get a diagnosis of a gut problem first. "You don't need probiotics if you don't have anything wrong with your gut," she says. "You don't want to overpower your flora balance, gut which is the whole point to this, keeping the balance right." But she adds, "90% of the time, if you're having bad skin problems continuously, you need to look at your diet and [addressing that] will do the job for you."

Tailor made

When it comes to putting all this into practice in the salon, it helps to figure out a simple, relatable way of explaining the relationship between gut health and the skin to clients beforehand. Start by telling them they're unlikely to know if their skin concerns are down to poor gut health because most of us just live with issues like acne and eczema and accept them as surface issues. However, Wake thinks it's worth suggesting going down the gut route if a client suffers from acne and has tried everything to cure it without success.

Gut-friendly foods

- Fermented foods like kimchi, a Korean side dish made with vegetables and seasoning; kefir, a fermented milk drink, and sauerkraut are live sources of good bacteria and do the same job in the gut as probiotic supplements
- Healthy fats like coconut, avocado and fish oils are fantastic for the gut because their nutrients protect the integrity of the cell membrane
- Bone broth, an ancient healing food rich in minerals, collagen, gelatin and cartilage, is tipped as the superfood of 2017. Ingesting protein-building amino acids through the collagen helps coat the lining of the gut to reduce permeability and inflammation, helping support the immune system
- Tomatoes and green tea contain antioxidants and limonene, which help reduce lvcopene inflammation and have the added benefit of enhancing the skin's UV protection

"Prebiotic foods contain a type of fibre that passes through the stomach without being broken down, therefore becoming a form of food or fuel for the probiotics that live within our gut," explains Marshall. She cites garlic, kiwis, leeks, almonds, mushrooms, legumes and onions as some of the best prebiotic foods.

"You need to see what's going on in the gut. Advise clients to see an expert and get their poo tested to see how much yeast and good and bad bacteria it contains," she suggests. "Then they could see a nutritionist and try changing their diet to eliminate the foods that cause inflammation and produce bad bacteria." Wake does this with her own clients to determine the dietary causes of their skin problems. "For 90% of my clients who do this, their skin improves within five days," she says.

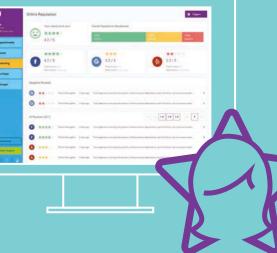
Therapists shouldn't be apprehensive when it comes to talking to clients about probiotic supplements. The subject may seem like more of a healthcare topic, but is an essential one for any skincare professional who wants to promote themselves as knowing everything there is to know about treating skin. "Tell clients that their digestion affects their skin, and while you're not here to deal with their digestion, you're here as a therapist to deal with skin," advises Perretta.



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"The easiest way to get clients thinking about their gut is by explaining it as directly connected to their skin, so they need to be aware if they have anything on their skin that looks toxic and if they're not eliminating regularly."

But as always, every client is different, and Turkerman says it's important to find out if the client "has recently been on a course of antibiotics, has any digestive disturbances, or has highly sensitive or reactive skin." If any of these is a factor then she too would recommend they try eliminating or reducing their sugar intake first. "Sugar feeds the bad bacteria, which challenge the probiotics in our gut," she explains. After eliminating or reducing sugar, she'd then put clients on a probiotic supplement combined with a prebiotic (which contain a special type of non-digestible fibre that acts as fuel for the probiotics to reach the gut and get to work) to give added support for optimising the gut flora. "More advanced protocols may be necessary if the client has a more complex case history and isn't responding to the treatment," she says. For this, help clients seek out a Nutrition Society-registered nutritionist or other relevant healthcare professional. PB



Skin deep

Prebiotic skincare is formulated on the same basis as prebiotic food is used to benefit the gut. When applied topically, prebiotics feed the good bacteria (or probiotics) that live on the surface of the skin, explains Marshall. "This helps alleviate irritation caused by inflammation. Using prebiotics in skincare is a fantastic way of treating the outside of the skin for issues like acne, psoriasis and redness."

Prebiotics are much more commonly used in skincare than probiotics, and Turkerman says this has to do with their efficacy when applied to the surface of the skin: "They are more stable, unlike probiotics which can be highly delicate and sensitive to temperature, moisture, air and pH levels."

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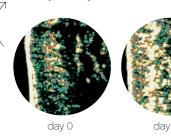


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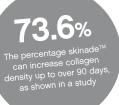
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HIT THE BOTTLE

Collagen drinks are back in the limelight, with a host of new products offering a liquid solution to clients' anti-ageing concerns

What should I look for in a collagen drink?

"The drink should be of excellent quality and at least contain some amino acids, essential fatty acids, B vitamins and vitamin C," says wellbeing and lifestyle consultant Yvonne Wake, who is part of Aromatherapy Associates' panel of wellbeing experts.

Who can benefit?

"Someone with a whole, varied and pure diet may not need these drinks, but if [a client] is unsure that they are fulfilling their dietary needs then they could give the drinks a try," adds Wake

How long before clients can expect to see results?

"Manufacturers usually state at least three months' use before any noticeable effects are seen on the skin," says nutritionist Mel Turkerman. "Only once the body's key stores are filled can the excess be deposited in the skin's tissue, because the body will always prioritise nutrients based on survival mechanisms, so the most vital tissues in our anatomy will benefit first."

How can I manage clients' expectations?

"Noticeable effects can be quickened or slowed depending on the individual, in particular what that person is doing to prevent the breakdown of existing collagen. Certain unhealthy lifestyle factors coupled with stress can increase accumulation of advanced glycation end products (AGEs), one of the primary factors in the degradation of collagen. It's best to couple a collagen supplement programme with a healthy lifestyle to slow down the formation of AGEs and give the supplement a better chance of enhancing skin health."



The mineral-rich formula

Collagen Lift Paris

Collagen Ageless is clinically proven to increase collagen density and can reduce wrinkles by up to 50%. It contains Verisol collagen, which works by affecting the collagen metabolism in the dermis, according to maker Gelita. Mineral-rich ulvaline seaweed extract is rich in essential amino acids, calcium, magnesium and zinc, and vitamin C is added for its antioxidant qualities to help the skin protect itself against free radicals.

Trade price is £40 for 28 ampoules. Call 4 Beauty Group on 028 9044 9744



Daniele de Winter

Developed to boost hyaluronic acid levels in the skin, increase energy and even help protect teeth and gums, **Beauty Shot** is a multifunctional soluble powder. It harnesses a comprehensive blend of antioxidants including polyphenols and carotenoids from raspberry, acai, Siberian ginseng and matcha green tea to help increase the body's defences against oxidative stress and premature ageing.

Trade price is £46.95 for 28 sachets. Call Daniele de Winter UK on 01980 590777





The powerhouse Totally Derma

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Totally Derma is a combination of bio-absorbable collagen, hyaluronic acid, green tea extract and alpha lipoic acid, formulated to deliver "visible improvements" in skin, hair and nails.

The type of collagen

proto-col

collagen

shot

used is arthred, a hydrolysed powdered bovine collagen used to strengthen cartilage tissue. Each serving of the powder contains 10,000mg along with more than 210mg of hyaluronic acid.

Trade price is £52 per 360g. Call Boley Nutraceuticals on 020 3126 6795



The radiance booster

Image Skincare

Yana is a concentrated blend of patented bioactive collagen peptides, phytoceramides, biotin and antioxidants that aims to restore skin's radiance. The brand says the peptides have been shown to increase skin firmness, reduce wrinkle depth and restore hydration, and their "higher" bioavailability allows effective absorption of ingredients into the body. Yana can be drunk on its own as a shot, added to water or blended into smoothies, juices or teas.

RRP is £99 for 437ml. Call Image Skincare on 0345 504 0461

The clinical approach

Minerva Research Labs

Gold Collagen RX is targeted at aesthetic clinics looking to offer an anti-ageing boost in conjunction with skin rejuvenation treatments. Along with bioactive collagen peptides and hyaluronic acid, it harnesses active ingredients including fully digestible hydrolysed elastin, biotin, lycopene and bioperine, a black pepper extract clinically proven to increase the bioavailability of other ingredients by up to 60%, according to the brand.

RRP is £50 for 10 x 50ml bottles. Call Minerva Research Labs on 020 3818 9440



The rapid repairer

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E, zinc, biotin and

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RRP is £34.95 for a 10-day supply. Call Proto-col on 0333 000 7788

than topical skincare can reach, according to the brand.

The vegan option

Regulat Beauty

The key ingredient in vegan anti-ageing drink **Regulatpro Hyaluron** is regulatessenz, an enzyme solution concentrate of high molecular hyaluronic acid, biotin, zinc, copper and silicic acid, used by the body to cross-link collagen strands and support the strength of connective tissue. According to the brand, studies by German independent institute Dermatest also found stronger hair in 50% of participants and stronger nails in 45%.

Trade price is £75 for 20 x 20ml doses. Call Regulat Beauty on 020 8209 1404



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Salon membership schemes are growing in popularity but are they worth implementing in your business? **Amanda Pauley** talks to three owners about how they made them work

re membership salons the next big thing in beauty? You only have to look at the popularity of other subscription models such as Netflix and budget gyms to see there's a consumer appetite for pay-monthly services. Yet, models where clients can claim treatment benefits on different loyalty tiers have been a slow burner in the UK beauty industry, only gaining traction in the past few years.

However, it seems more and more salons and spas are now starting to implement membership subscriptions, offering regular, affordable treatments for a set monthly fee, with varying success. Melissa Evans, national spa manager for spa group Spa Experience by Better (formerly Spa London), believes the concept's popularity is to do with a greater focus on wellness. "At our spas, we have a wellbeing membership that encourages people to take up exercise as well as promoting regular relaxation.

Clients love it and it's benefiting the business, generating a guaranteed monthly income and a captive audience for treatments and retail."

Flexible options

The UK has been slower than the US to take the plunge into subscription models and Charlie Thompson, co-founder of membership salon concept The Massage Company, thinks it's because of the complexity of the venture: "The administration process of something like this takes time. The modern 'budget gym' model allows people to simply cancel direct debit payments and customers now have this expectation for anything linked to membership. It's easy signing people up but difficult when clients' payments fail."

We caught up with three businesses that run these schemes to find out the pros and cons of membership subscriptions and how they make the concept work for them. >



ast London-based Ugly Duckling Beauty has been running a subscription model for the past four years and is well on its way to becoming a members-only salon. For £60 a month, clients can book themselves in for an unlimited number of express treatments, from basic manicures, pedicures and lash lifts, to brow tints and leg, bikini, Hollywood, Brazilian, underarm and upper-lip waxes, as well as 20% off all other salon services.

Price: £60 per month

Number of members: 70

"We've based our business on what our customers want than what we feel they need, so our offer is all about express services. Londoners are strapped for time and want something quick rather than indulgent - it's all about maintenance," says co-founder Monique Hassan-Sadiq, who runs the salon with her husband Edward. "We opted for a membership model instead of using discount websites such as Groupon and Wowcher because it breeds customer loyalty. People who use those sites are unlikely to return to your business, even if the service was outstanding, because they want a bargain."

The salon started its membership model in 2012 after seeing the success of the concept in other businesses including budget gyms and online beauty subscription services such as Glossybox. "We went for it because we knew it would allow our relatively new business to grow," explains Edward. "By having a steady monthly income we knew the minimum the salon would make, allowing us to account for staffing costs, rent and marketing. It helped us get on our feet."

Initially the duo implemented a tier-based system, where members could choose what they paid each month in relation to the amount of benefits, but clients "found it confusing and the message got lost", says Monique. After six months, they changed to the

themselves in, on average, every seven to 14 days.

Payment plan

The biggest challenge for the pair during set-up was getting a merchant to process members' reoccurring payments. "The banks weren't willing to process direct debit payments for us because of the size of our business - they didn't consider us a corporate entity as we needed to be taking £750,000 a year, which we weren't," says Edward.

The salon finally settled for online payment system Paypal because "it's a recognised brand and gives customers a sense of security because they are in complete control of the payments. They can cancel the membership as and when they want to but we work on a courtesy and respect model of one month's notice for cancellation," explains Monique.

However, Paypal's processing service comes at a cost. "The percentage they take from us is pretty high, around 20%, but we need the service because it takes a lot of the admin hassle away. If the banks would do it for us then our revenue would dramatically increase and we could grow a lot faster, but we're happy to take the loss for now," adds Edward.

Moving forward, the pair plan to open more salons to extend their reach, "so clients can use their membership at any of our locations," says Edward. "I think the subscription model is going to revolutionise the industry and those that don't get on board soon are going to be playing catch up in the future."



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hen director Lilac Miller launched her Platinum Membership at Sleeping Beauty Salon in Inverness 10 years ago she created it to encourage loyalty among her clients. "Customers tend to go to one salon for a massage and another for nails, but I knew if they were part of a membership scheme then they would be more likely to have multiple services at the one place. It was going to be my salon's point of difference," says Miller.

Membership can be bought on a monthly, six-month or annual basis, with clients having £50 per month - the standard hourly rate for the salon - on their account to spend. Members receive a complimentary 30-minute Elemis facial for joining, 20% off all treatments, 10% off retail, a birthday present, invitations to members only salon events and access to exclusive offers that walk-in clients don't get.

The £50 credit can be used on any treatments and can be rolled over, which is what Miller thinks is part of the subscription's appeal, helping to maintain high retention levels: "A lot of people save their money up to book themselves in for more expensive treatments such as IPL. For everyone else, the treatment is £120 but for members it's £96 with the 20% discount, which is paid for after two months of membership. Many members use it to book courses of Caci treatments too."

Now, the scheme boasts a private member feel with a cap of 300 people allowed to join and reap the benefits. To keep its exclusive feel, Miller hasn't been advertising the scheme for the past few years. However, membership has continued to grow organically via word-of-mouth

Admin aspect

Despite using third-party company Go Cardless to take the direct debit payments on the salon's behalf, for a 1% fee, the admin side of the scheme is a continual challenge. "It's quite an upkeep. You need someone who manages it as part of their job on a daily basis, updating clients' accounts and organising the salon events," says Miller. "You also have to be really clear about what your terms and conditions are because people can be quite sceptical. Many thought our money rollover was too good to be true."

Although the scheme brings in £7,500 per month to the salon, Miller's not sure how much it has benefited the business's bottom line. "It has definitely helped our reputation and customer loyalty but I can't say if it has boosted our profits as it's discounted. We're obviously going to make less money from our members than we do from other clients. It's something we continually weigh up," she says.

"For us, 20% off treatments was the max we could offer members but I've seen some salons offering half-price discounts, which I doubt is feasible. If you're going to launch a scheme in your salon, set discounts for your future set-up as much as for what you're doing now." →

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THE MELLBEING CLUB BALI HEALTH LOUNGE

Launched memberships: 2015 **Price:** From £43 per month **Number of members:** 348

ewer to the beauty membership model game are entrepreneurs and brothers Andrew (pictured left) and James Pitayanukul, who opened day spa Bali Health Lounge in Manchester in 2015 after seeing the success of membership schemes in the US. However, despite spotting a gap in the market, the duo found it difficult to adapt the scheme for the UK because of a lack of consumer understanding of subscription models in beauty.

"It was a substantial challenge getting people to understand how it works. The concept of regular treatments is still a bit foreign here whereas in the US it's widely accepted," says Andrew Pitayanukul. "My brother and I put a lot of effort into getting the message out that regular treatments are clinically proven to be good for you and marketed it to those who would incorporate the service as part of a healthy lifestyle."

Membership starts from £43 per month, which gets clients either a 60-minute facial or massage, but members can upgrade the service to 90 minutes for an extra £15 per month (£58 in total). Treatments can only be booked on week days, but for an extra £10 a month the service can include weekend appointments. Pitayanukul says the different upgrades available and flexible nature of the model means "there's a subscription in there for everyone".

Benefit swap

Wellness is the key theme in the rest of the subscription perks, which include members-only events such as talks with local nutritionists and tai chi or couples massage workshops, as well as free yoga classes and a wide array of benefits with the spa's 20 membership partners.

park company NCP," explains Pitayanukul. "We want to give a rounded offering. It's not just about the treatments."

professional beauty.co.uk

The spa also offers something which Pitayanukul believes has helped its members become "ambassadors" for the brand – the ability to gift their treatment to a partner, family or friend, on as many occasions as they want. "Sometimes people struggle to find the time for these treatments due to work or family commitments, so they have the choice to gift it to someone. It's one of our biggest USPs."

Currently, the spa has 348 members, with hopes to grow by an extra 100-150 this year. "Since we launched the scheme, revenue has almost doubled, the team has grown to 17 therapists and we've won prestigious titles including Spa Traveller's Best City Day Spa in Manchester 2015 Award," says Pitayanukul.

And the entrepreneur believes membership models could potentially change the face of the beauty industry, as long as salons and spas understand the intricacies of them. "Some businesses will be apprehensive but membership subscription models are a win-win situation for everyone," says Pitayanukul.

"For customers, memberships are about convenience and saving money, while for salons and spas it makes commercial sense because you effectively have contracted, repeat customers, who become your predictable cash flow. But before embarking, you have to know your market and understand what your clients want." **PB**



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IN STYLE

Take a look at the hottest nail trends spotted on the SS17 catwalks and translate them in salon using our simple step by steps

Trend inspiration:

FINE LINES

Using a striper brush to create fine line detail is one of the most popular forms of nail art but this season we'll see it given a new twist. Think pared-back styles with a super-fine edge using sharp parallel lines.

On the spring/summer 17 catwalk, this trend was given an extreme finish at Marta Jakubowski, where Veronica Butenko used a fine striper brush to paint Artistic Colour Revolution in black Swag or red Social Diva in long, thin lines, starting from the tip of the nail and continuing all the way down the middle of the finger.

Meanwhile, over at Markus Lupfer's show, lead tech Ami Streets used Orly polish in white crème Overexposed and deep black The Blacklist to draw vertical lines that mirrored the straight cuts of clothes in the collection.

Get the look

We asked London-based tech Karen Louise to use Salon Services' new Pro-Polish by Gellux collection to create a wearable fine-line look that salons could offer clients. "We saw a lot of graphic, sharp lines in both the make-up and nails on the spring/summer catwalks," says Louise.

"If you're doing this sort of look in the salon, make sure you go with two contrasting colours so the stripes really pop against the base colour."

- 1. Clean, prep and file the nails to a short, squoval shape. Push back cuticles
- 2. The new Pro-Polish line doesn't require a base coat but if you are using a system that does, then apply to all 10 nails
- **3.** Apply two coats of a sky blue polish to all nails. Louise used Pro-Polish in Freeze Frame
- **4.** Using a striper brush with a bright pink polish, such as Pro-Polish's Camera Ready, draw a fine line in the centre of all nails except ring fingers. Start about a quarter of the way up the nail and continue the stripe to the free edge
- **5.** Using the same polish and brush, apply a second, shorter line parallel to the first on each of the eight nails
- **6.** Create a contrasting design on the ring fingers by starting your first line at the base of the nail and finishing three-quarters of the way up, then beginning your parallel line at the base, finishing halfway up the nail
- Finish with a layer of high-shine top coat such as Pro-Polish Gloss Finish to seal the look. →



designs to outline a soft pink nail.

Professional Beauty March 201

Morgan Taylor for Rodarte LFW SS17





professional beauty.co.uk

Get the look

Daniella Cartwright, educator for Jessica distributor Gerrard International, used Jessica's Sky High polish to create the cuticle framing look on a natural nail. "The cuticle frame trend was popular on the catwalks and is a really simple one for techs to copy," says Cartwright.

- 1. Preparation, particularly of the cuticles, is key when doing cuticle framing, so start by filing nails into shape and pushing back the cuticles. You can also use cuticle nippers if necessary to tidy them
- 2. Apply a base coat to help protect natural nails. Cartwright used Jessica's vitamin-rich Reward Base Coat for normal nails
- 3. To create the frame, use a flat brush and apply your chosen colour around the curve of the cuticle
- 4. Go over the design with a second coat of polish. If you're keeping the base nude, a pale colour such as Jessica's Sky High works well to create a subtle finish
- 5. You can then go back and tidy up any rough edges using a wooden orange stick, dipped lightly in nail polish remover
- 6. Apply a high-gloss top coat to complete the look. Cartwright used Jessica's Brilliance Top Coat
- 7. Be sure to finish with a few drops of cuticle oil, such as Phenomen Oil, to keep the cuticles hydrated and ensure the look stays neat.





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Trend inspiration:
HALF AND
HALF

One of the most striking but simple looks to recreate from the SS17 catwalks is the "half and half" trend, variations of which were seen on countless fashion week runways. The trend is in keeping with the simple, minimalist nail art vibe of the season, suggesting clients will be coveting decidedly low-key looks.

Emilio de la Morena, Tanya Taylor and Cushnie et Ochs all showed their interpretation of the look using complementary colours divided across nails by sharp lines for a clean, minimal effect. The halfway line can be painted horizontally, vertically or diagonally, and clients can choose their favourite contrasting colours to make the art their own.









Get the look

Bio Sculpture technician Haley Lomas used a deep sapphire blue from the 2014 Folk collection and a pinky nude to create a striking half-and-half look on nails exclusively for Professional Beauty. She shared her top tips for techs: "It's really important to use an upper arch brush for the line," says Lomas, "because if the line isn't super straight and crisp the whole impact of the look is ruined."

- 1. Clean, prep and file nails. Push back cuticles
- 2. Apply a strengthening and conditioning base coat such as Bio Sculpture's

 Executive Base to help reduce damage to the natural nail during the removal process
- 3. Apply dot of nourishing vitamin treatment like Vitamin Dose to the centre of each nail to infuse
- 4. Apply Bio Sculpture Base then cure
- 5. Apply two coats of a nude polish, such as Classic Jacquard, curing between layers
- **6.** Using an upper arch brush and French brush paint a diagonal line with a navy blue, such as Pursuit of Beauty, and fill in the space, then cure
- 7. Apply another coat of the nude gel-polish to the contrasting half to achieve true colour density, then cure. Apply top coat and cure again. →





TWO-TIMING THE ZONES -

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O-P-I



Peppiatt SS17 runways, and at Fashion Scout's House of MEA show, was textured metallics, with elements of punk rock vibes. From holographic cellophane and chrome pigments to beads, studs and golden chain embellishments, the brands really stepped up their texture game with models rocking the look in a variety of edgy ways.

At Clio Peppiatt, the Morgan Taylor team used a silver metallic polish with minimal chrome embellishment on short, squoval nails, while at Fashion Scout the Artistic techs kept it minimal with two coats of a burnished bronze for a classic take on the trend.

However, at Libertines the idea was the bigger the better with CND's Design Lab Team creating long, pointed and round extensions in traditional blacks and golds, with embellishments adorned from cuticles to tips. This trend can add some major glam points to clients' everyday style and is easier to recreate in salon than you think.

- to create a fun, wearable take on this season's textured metallics look.

"You can use any colour for this look and the metallic element only takes two minutes to do," explains Ta'ai. Her top advice for techs: "When applying foil to nails, use tweezers to avoid picking up big chunks. Smaller pieces are better."

- 1. After nail prep, apply Shellac Base Coat and cure for 10 seconds
- 2. Apply one coat of a bright yellow polish such as Shellac Banana Clips to ring and middle fingers and a mint green such as Sugar Cane to the rest. Cure the whole hand then repeat the process for the second coat
- 3. Scrunch up Lecenté Gold Foil and, using tweezers, dab it on the ring and middle fingers to create the metallic effect. Repeat the process using Lecenté Silver Foil
- 4. Using a cosmetic sponge, lightly burnish Lecenté Rainbow Chrome Powder onto these two nails
- 5. Dip a dry gel brush into a blue glitter such as Lecenté's Glimenté Orcale and apply on the other three fingers at the cuticle area, lightly burnishing up towards the extension edge
- 6. Repeat step five with a gold glitter such as Lecenté's Quest but starting at the middle of the nails, working towards the edge. Dust nails with fan brush to remove excess
- 7. Apply Shellac Clearly Pink to nails to seal and cure for one minute. Apply Shellac Express 5 Top Coat and remove top film with D Sperse. Finish with oil application. PB







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GELISH/MORGAN TAYLOR Fables & Fairytales

Featuring two shades of pink, the spring collection from gel-polish brand Gelish and its sister polish line Morgan Taylor aims to evoke fantastical fables. Standout shades include the pink crème One Tough Princess and

baby-blue Not So Prince Charming. There is also a pearlised red called A Tale of Two Nails, pale pink

Once Upon A Mani, iridescent yellow

Let Down Your Hair, and alabaster Magic Within.

Trade price is £19.95 per Gelish colour and £4.95 per Morgan Taylor polish. **Call Nail Harmony for Gelish** on 01708 465900, or Louella Belle for Morgan Taylor on 0844 800 9396



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CND New Wave and Rhythm & Heat

With separate collections for spring and summer, CND brings us 12 seasonal shades. New Wave (above) features high-energy brights such as Video Violet, Pink Leggings and Banana Clips. Then launching in March, summer line Rhythm & Heat (below) turns up the volume with hot orange Mambo Beat, cool coral Shells in the Sand and on-trend kale shade Palm Deco among the standout colours.

Trade price is £4.25 per Vinylux and £12.45 per Shellac colour. Call Sweet Squared on 0333 000 7000







BIO SCULPTURE Chaotic Wonderland

There are four new tones in this collection, inspired by the eclectic looks on the SS17 catwalks. Violently Happy is a hot orangey coral with subtle shimmer; New Glam is an on-trend bold teal; More Is Definitely More is a pearlised punchy fuschia and Bring Out The Beauty presents a softer side to the collection with its glittery pink finish. All are available in gel and matching polish.



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Ami Streets, nail technician for Orly

FABY I'm Faby

Launching in March, the new I'm Faby collection includes 12 polishes, six Lacquering Gel shades and a minis kit. Channelling catwalk trends, the polish colours include subtle nudes such as Prosecco@5pm and the soft taupe Save the Date, as well as brights such as Lobster Salad and chic pastels like the pale mint Pool Party and Iemon I'm So Cool.

Trade price is £4.75 per polish or £16.95 per gel-polish. Call Palms Extra on 0800 252172





OPI Fiji

With 12 shades for spring and summer, Fiji offers a rainbow of colour for the nail station and retail shelves. Vibrant yellow Exotic Birds Do Not Tweet and punchy red Living On the Bula-vard! will look great on summer pedis, while soft teal Is That a Spear in Your Pocket? and iridescent grey I Can Never Hut Up lend a sophisticated edge.

Trade price is £5 per polish, £6.25 per Infinite Shine and £14.95 per Gel Color. Call OPI UK on 01923 240010



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GELLUX/PRO-POLISH Picture Perfect

This eight-strong collection is available in both Gellux gel-polish and new longwear lacquer line Pro-Polish by Gellux. The collection ranges from classic shades such as pale pink and hot red, to on-trend tones such as vibrant orange, bright lobster and a burnished bronze-mauve shade.

Trade price is £11.95 per Gellux and £4.95 per Pro-Polish. Call Salon System on 020 8573 9907



"SPRING COLOURS WILL BE INCORPORATED INTO COOL DESIGNS SUCH AS THE UPDATED FRENCH MANICURE, WHICH EITHER USES A COLOURED TIP, DIAGONAL FRENCH TIP OR A FRENCH FADE WITH A GRADIENT EFFECT. NEGATIVE SPACE DESIGNS WILL ALSO BE EVERYWHERE"

Rachel Gribble, educator and nail expert, Salon System





PURE NAILS Spring Has Sprung and Summer Nights

Pure Nails is releasing six colours of its Halo Gel Polish for spring and a further six for summer. The Spring has Sprung line includes the shades Lilac, Mint, Powder Blue, Bubblegum Pink, Nude and Neon Peach. Meanwhile the Summer Nights range, available from June, will feature Cerise, Neon Coral, Neon Green, Neon Pink, Orchid and Turquoise.

Trade price is £4.99 per 8ml bottle. Call Pure Nails on 01634 671122



ARTISTIC NAIL DESIGN Urban Distressed

Inspired by trends and washes in denim, Urban Distressed is designed to fuse glam and grunge vibes. The five shades, available in both polish and gel-polish, are pearlised peachy pink Glammed Up Grunge; iridescent nude Under The Overalls; pale pink Acid Washed Angel; mint green Rogue Vogue; purple crème Work Boots and pale creamy blue Denimist.

Trade price is £16.95 per gel-polish or £5.95 per polish. Call Louella Belle on 0844 800 9396







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ORLY La La Land

Inspired by the craziness of Los Angeles, La Land offers up six cool shades for the new season. As Seen on TV is a glossy mauve, Cool in California a pop of pink, Head in the Clouds a paler pink, Big City Dreams a mint green, Forget Me Not a minty pale blue and Anything Goes a multi-coloured glitter in a pearlised base.

Trade price is £27.50 for six lacquers or £82.50 for an 18-piece display. Call Grafton International on 01827 280080

JESSICA Silhouette

Tapping into the "no make-up make-up" trend, Jessica is keeping nails pared back for spring with six nudes. Designed to work like foundation for the fingertips, the colours are Naked Contours, a light mocha crème; Bare It All, a rich nude-pink; dusty rose Tease; cool nude Simply Sexy, shimmering ecru Exposed and soft, coffee-coloured Nude Thrills.

Trade price is £5.50 per polish.

Call Gerrard International on 0345 217 1360



CUCCIO Positivity

With eight new pretty pastels for spring, Cuccio's Positivity collection highlights the mindfulness trend with names suchW as Trust Yourself, a pale yellow cream; Be Awesome Today, a shimmery pink nude; I Am Beautiful, a pastel lilac; Another Beautiful Day, a pale duck egg blue and Smile, a shimmering gold-pink.

Trade price is £3.99 per polish. Call Cuccio on 0115 975 3656

LCN Funky Town

Hot magenta Hula Dance and the power pink Crazy
Flamingo lead the way in brights, while the peachy soft
Creamy Vanilla Colada and pale duck-egg Dancing
Strangers make up the cooler end of the palette in LCN's
six-strong spring collection. Creamy teal Blue Casanova and
multi-textured glitter Bang Boom Bang complete the set.

Trade price is £2.70 per 8ml and £4.30 per 16ml polish.
Call Beauty Concepts International on 01273 837302







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ARTDECO Hypnotic Blossom

There are six new eyeshadow colours from Artdeco this season, including on-trend rose Matt Roselle and subtler apricot-toned Matt Vineyard Peach or grey-blue Pearly Cloud. The new natural-hair Angled Eyeshadow Brush makes precision application easy.

Eye Designer Refills screw on to the Eye Designer

Applicator and give a longer lasting look, with three new shades in Almost Black, Blooming Dahlia and Metallic Oleander.

Kajal liners come in bare nude and green, while the new blush shade is Apricot Azalea. There are also six shades of Mat Lip Powder, from the subtle nude Spring Day to the dark berry Hibiscus Bloom. Color & Care Mascara in black completes the set.

> Trade prices range from £2.85 to £7.35. Call Chleo Enterprises on 028 9061 7403

BLUSHING

With pretty matching pinks contrasting with bold glitters, the SS17 catwalks offered plenty of make-up inspiration. We find out how the pro brands have interpreted the trends



TREND WATCH: **MATCH POINT**

Use a soft shade of lipstick across cheeks, eyes and lips to give a matching and effortlessly natural-looking blush to flawless skin. For inspiration, check out the peach tones used by MUA Val Garland to bring out the natural beauty of models walking for Erdem's SS17 show, or the matching dusty pinks at Topshop.



JANE IREDALE Well & Good

Peachy rose tones play centre stage in the new Well & Good line. Phase one of the collection launches in March and features two PurePressed Eye Shadow Triple palettes and a bronzer. The trios are Soft Kiss, with a warm matte mauve, plus shimmery port wine and smoky brown powders; and Pink Quartz, with a matte light pink, and shimmery tones of soft pink and cool plum.

SS17 make-up tre

The new bronzer shade is Peaches & Cream: four warm, coral and pink hues with a subtle shimmer. Phase two of the collection will launch later in the season, featuring two new PureMoist Lipsticks and a cream blush.

Trade prices are £14 for each of the eyeshadow trios and £15 for a bronzer refill. Call iiaa on 020 8450 2020 >





TREND WATCH: GLITTER SLICK

Glitter made a major comeback this season, not only on nails, such as in Morgan Taylor's "cuticle jewellery" look for Rodarte but also on eyes and lips. The DKNY show in New York saw models wear a vampish two-tone lip with a subtle gold glitter highlight, while over in Milan, Fendi's models had full glitter particle-packed golden pouts.



The soft spring colours from British brand Mii embrace the romantic trend seen on the SS17 catwalks, with sand, stone, coral and gold dominating the collection. Couture Eye Colour is a compact of four on-trend tones: cream, metallic gold, rose gold and a stone shimmer, which let you take eyes from a daytime to an evening look with ease.

There are two new shades of longlasting lipstick Passionate Lip Lover. Enthral is a subtle pink, while Charm is a pretty coral.

Finally, to get brows on-point, the new 3-in-1 Beautifying Brow Wand combines a triangular tipped precision pencil, creamy illuminator and grooming brush

Couture Eye Colour, £7.85 for Passionate Lip Lover and £8.75

> for the brow wand. Call Gerrard International on 0345 2171360



MISSLYN Beauty Workout

With a nod to the sports luxe trend, Misslyn has created the Beauty Workout collection for spring. Vibrant lilac, pink and rose shades dominate the new products on offer. Waterproof Colour Liner comes in dark grey Celebrity Athlete and dark violet Get Exercise. The new Sneaker Fever palette of Eye-mazing eyeshadow comprises two satin and two glitter shades of grey, lilac, rose and nude.

Pretty Big Volume Mascara comes in Pretty Black, while Cream to Matte long-lasting lipstick gives a matt effect in three new shades: dark lilac Fashion & Sport, strong pink Workout Dress and rose-nude True Identity.

Trade prices range from £2.40 to £3.90. Call Chleo Enterprises on 028 9061 7403

LCN Funky Town

To complement its nail colour line of the same name, LCN's Funky Town collection comprises three launches for spring that embrace the nude-bronze trend but also give a sultry edge to the eyes. Nude caramel is the new colour in the LCN lip gloss range, while the new face and body bronzer comes in Sun Goddess, a shimmering powder that combines four shades for a sun-kissed

> look. For the eyes, Wild Berries is an eyeshadow trio combining three deep and dusky purple shades to bring out the best in brown eyes. Also launching this season are a CC cream in two shades





Get the gloss and make it match. High-shine lips are back but for this season they're paired with glossy lids for a polished look. At Gareth Pugh's London Fashion Week show, models positively glowed, while Fashion East used gloss on lids and lips, plus some serious shine on the tops of the cheekbones for a wondrous wet look, and in New York Claudia Li took a subtler approach with a slick of shine on lids and cheeks used to mirror the pretty pink lip gloss.



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LessonsI've learned

Salon and spa owners reveal the things they wish they'd known when they were starting out, and tell **Fiona Vlemmiks** what they learned from their mistakes

Never agree on a handshake
Clare Rogers, founder of The Treatment

Rooms salon in Brighton, believes that most therapists are, by nature, "trusting, caring and honest". However, after her trusting nature led to financial loss, she

learned that some business owners can be ruthless.

"I thought I had sold my lease on my first salon and agreed a price with the new owner, someone I knew in the business," she explains. "They dragged the process on for so long, then pulled out at the last minute and negotiated directly with the landlord, leaving me with legal fees and a dilapidation order."

Her advice now? "Never agree anything unless it's in writing and you've had a legal team advise on it. The biggest lesson I've learned is that not everyone in business is honest," she says.





Matt Craven set up The Grange Spa in Linconshire with his wife Emma in 2009. Despite their enviable combined spa experience, Craven says it took several years for the couple to truly hone their budgeting and financial forecasting skills. "At first we were not great at running a business, so our first mistake was budgeting and calculating profit margins," he says. "It took about four years before we really caught on. Our profit margins weren't good as we hadn't anticipated the cost of absolutely everything. We had allocated budget for a few things, like towels and pool running costs, but had not focused on all of the detail.

"We now budget for everything, from light and power, to complimentary sweets and even the lemoninfused water. We know exactly what's required, through a complex forecasting model, and therefore exactly what we need to make a profit. In order to run a successful business, the devil really is in the detail."

Professional Beauty March 2017

Create processes

successful manicure and hair services that her clients

really wanted by adding additional quick services that dovetailed more with the grooming-on-the go philosophy. "It was a client who eventually knocked some sense into

me," adds Ward. "She told me 'Hellen, if I want a floatation

tank, I'll go to Champneys, not Sloane Street!' It really hit

home that listening to what clients are telling you that you

do well is key. I've learned to cultivate what we do best."

Most therapists are personable by nature but that doesn't mean they'll automatically become the best people managers. Melanie Philbin, owner of the two Beauty Matters salons in Leeds, admits that managing staff was a challenge until she discovered that a more systematic approach was needed. "I've realised that people don't manage people. Systems manage people," she says.



After identifying the problems, she took the decision to take "time out" of the day-to-day business to devote more time to devising procedures for staffing, and other areas. She created a full operations manual for her business. "This was a scary decision that ultimately brought great rewards," she says. "My systemised business now allows me to identify any problems that arise much more quickly."



Sam Pearce, creator and owner of organic, garden-themed spa The Potting Shed in West Yorkshire, has learned that it can be easy to get caught up with industry fads that don't provide long-term return. "We've had our fingers well and truly burned", is Pearce, when discussing rushing into the latest

Forget fads

says Pearce, when discussing rushing into the latest "wonder" treatments that often involve a large financial outlay. She warns salon owners to do their calculations before investing in any new equipment, particularly aesthetic machines."

"'Don't listen to the hype," she advises. "It's very easy to get caught up with overnight trends, and trying to crowbar them into your offering can be an expensive mistake. Before you are swept away by the latest fad, be truly honest with yourself. Are you sure you'll make the necessary return on your investment?"



Work smarter, not harder "In my early days, I felt as though I had to be on the go all the time," says Jane Tregonning, spa manager at Ribby Hall spa in Lancashire. "The more I felt that I was 'doing', and the busier I was, the more successful I thought the business would be." Now, with 20 years' experience, Tregonning says she's learned that this way of working is simply not sustainable. "I needed to realign my thought process and value the importance of a 'plan, do, review' type model. I also learned that I didn't need to take on as much as I had been doing alone." Tregonning says she improved her delegation skills, which has since benefitted her team and the business. "Sensible delegation helps empower staff, gives them a sense of ownership and drives results collaboratively," she says. "We've just had our most successful year yet and I give full credit to the whole team."→ Professional Beauty March 201





#1 Hot wax



When you have a staff vacancy, there's a temptation to fill it as soon as possible. Yet, this is not always beneficial to the business, as Becky Woodhouse, chief executive of the successful Scottish day spa chain Pure Spa, found out. "You might find someone, at first glance, who seems ideal for the position and it's tempting to bypass your internal processes in order to recruit them as quickly as possible," she says.

But Woodhouse advises a more measured approach. "We've learned to stick to our procedure and take our time to really make sure that the person is right for the position we are looking to fill," she explains. "This helps to set expectations in the eyes of the staff member, while giving us an opportunity to reflect on the person, which is more likely to lead to them staying with us longer term."



professionalbeauty.co.uk

"When I started out, I didn't share the salon finances with the team because I assumed they wouldn't care, or understand, how we were doing," says Woodhouse. "I couldn't have been more wrong. Since we started sharing, we get much higher participation from the staff, and they all want to help us do better. Not just the management, but all the team is responsible for this, and it works."

Craven agrees: "It is important to be reasonably open about what your business needs to function; this information needs to be relayed to the rest of the team. If you're going to make target you will need some help to get there. Learn your margins and apply them to each sector of your business that needs to pull its weight."

Ignore imitators

The salon and spa market is dominated by small businesses, meaning many new starters take inspiration from established, successful businesses when designing their salon concept, but sometimes inspiration can cross the line into imitation. "One early mistake I made was not realising that creating a new concept meant I might be plagiarised by other businesses," says Pearce, whose innovative horticultural theme has earned her much industry accolade. "What I did wrong was to take it personally and react angrily. I feel that on occasions I let myself down, but I have now learned not to. I've realised that when you create something with a unique selling point, you are going to get 'copycats'. I've learned to see this as a compliment, and recognise that if I'm a leader then the imitators will inevitably always be one step behind." **PB**







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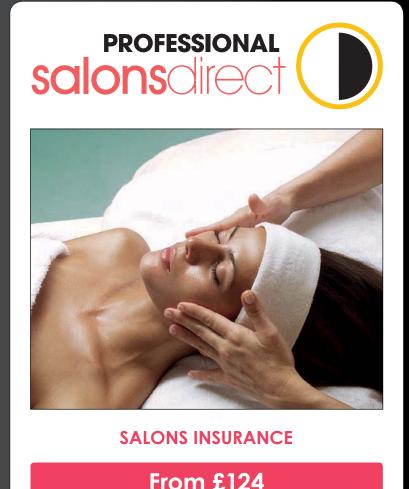
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Accessible science

Following a new wave of spa treatments to tackle sleep, stress and nutritional issues, **Dr Claudia Aguirre** tells **Eve Oxberry** how therapists can keep up with the science behind wellness

r Claudia Aguirre is a US-based neuroscientist and has a specialist interest in the relationship between the brain and the skin. She is also a scientific committee member for Comfort Zone and inputted into the development of the brand's recently launched Tranquillity Pro-Sleep Massage treatment.

What are the most interesting areas of current research for the spa and salon sector?

I think the next big thing will be the gut microbiome, so how nutrient intake affects the skin, because this relationship between the brain, skin and gut is essential. I've been teaching this for a long time but not every product company or spa applies this research and really offers that holistic approach.

If someone comes to your spa, the food you provide, if you provide food, should complement the treatment. So, if it's a treatment to address an inflammatory condition caused by stress then you want anti-inflammatory ingredients in the products, a relaxing touch, then anti-inflammatory foods – this combination is really going to have an effect.

I've been talking about stress and skin for a long time and I think that reached a critical point - we're at a stage

where we may know how to control stress but we need to focus on related areas, such as sleep.

scientist view

How might research around skin and sleep impact ingredients in skincare or nutrition?

More pharmaceutical-grade things could impact spas. For example, there's research showing that applying hormones to the skin can rejuvenate it, but it's a drug, so within this realm it's more challenging.

This is where touch comes in - a massage that's going to help you fall asleep rather than putting something on the skin that's actually going to physically work on your circadean rhythm.

Lifestyle tips are also great; a recent paper I wrote talks about some of the lifestyle modifications that medical doctors recommend, like avoiding blue light and caffeine after 4pm, and sleeping on a specific side of the body.

We've gone through different waves of sleep research but we're in this new scientific era of research that is probably going to change how we work, what light bulbs we use in 10 years, the products we see in salons and, especially, consumer technology. We're talking a lot more now about the whole experience and how to prevent sleep deprivation and chronic inflammation. Ultimately, the best way to translate these benefits to the skin is to be kind to the mind that controls the body.

What areas of sleep-related research can spas draw from?

This is a really interesting area because neuroscience and spa don't traditionally go together but the trend now is that consumers want to "de-tech" and there's a feeling that some sort of sleep crisis is happening. We're seeing more clinical data from people going in with sleep disorders and the rise in gadgets and procedures aimed at helping you get to sleep is huge. So, that \rightarrow





Spas know a lot about the use of essential oils to relax, but the simple act of inhaling and exhaling deeply also plays a major role. Exhalation reduces heart rate.

Inspiration is not talked about as much but a very recent paper showed what happens to the cerebral spinal fluid during inhalation. This fluid coats the brain and it's washed down through the spine and is basically the juices of the central nervous system. During inspiration you see a flow of cerebral spinal fluid, which flushes out toxins in the brain and oxygenates it, so the process of inhalation is actually cleaning the brain. So, definitely look at how to combine breathing into a relaxation treatment.

Research into sound is also interesting. A recent study from MIT [Massachusetts Institute of Technology] found that music is sent to a different part of the brain for processing than speech, and if you play music that has a tempo of 60 beats per minute – the same as a normal resting heartrate – or slower then you actually lower your heart rate.

There's also some new research looking into the specific effects of slow strokes on the back, which is showing that they can reduce anxiety, and that's currently being used in patients undergoing chemo or other aggressive therapies, but this is very new.

Which other areas of research can spas or salons get involved in in a way that's accessible to their clients?

I think the science of touch is what they're already doing but it's about reframing it. If there's a way to get at least one element of science into their conversations with clients that could shift the whole dynamic, because if you only focus on spa talk like "this is soothing and you're going to feel really relaxed", you're only telling half the story.

Explain how that's going to happen with at least a little bit of science: "this is all going to help the lymphatic flow, which is connected to the immune system, which is important to maintaining your health", for example. Always bring that knowledge into treatment.

That's where continuing education is vital - by going to seminars and classes - because science is always changing, with research bringing new understanding about how the body works.

What would be your advice to therapists who don't feel confident bringing up the science side of treatments?

Some people worry their knowledge might not run deep enough but nobody expects you to be an expert in absolutely everything – that's where referrals come in. If a therapist sees something on a client that might be a sign of nutritional or hormonal imbalance, they should feel confident to say "have you seen a thyroid specialist?", for example, but they should know why. They need to know that thyroid hormones affect the skin, hair and nails.

If you see someone with very dry skin, is it because they don't have enough oils in their diet? Is it because they're stressed? There are so many things and therapists have to play a bit of a detective game. Some love that, and to be a really successful therapist I think it's continuing education all the way.

Where should therapists look to keep up to date with relevant research?

Maybe you don't have the time to go to a four-hour lecture but bite-sized education should be available. Even posts on Instagram; as long as its reliable it all helps. I provide some on my social channels, that's how I save information.

Therapists should seek out experts or companies that put out solid information backed by science. There is a lot of misinformation out there. For example, anyone can call themselves a health coach – you don't need a degree, but I wouldn't trust most of them. It comes down to expertise; look into the person's background – are they being paid to say something or is it what they really believe? It's not easy to find experts in this industry. I tend to look to science more than medicine because it's more thorough and moves faster. **PB**



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Zarra Celik is not only a top UK session tech with a black book full of celebrity clients, but also a master educator for Nail Harmony. Amanda Pauley finds out how she cracked the industry



1997-2000 student

"Originally I wanted to be a fashion designer because I've always been good at drawing but I hated the technical side of the course. I switched to an NQV Level 2 in Beauty Therapy but found I only really enjoyed doing facials and nails. So, in 2000 I studied for my Nail Technician NVQ Level 2 and started working as a mobile tech."

2000-2004 freelance nail tech at LFW

"I was asked to work the nail bars at London Fashion Week (LFW) and because I was pretty new to the industry I knew it would be a great opportunity to develop my skills, working for brands Rococo, Revlon, Maybelline and Crabtree & Evelyn.

"LFW is very different to mobile work. You work alongside make-up artists and hairdressers in hectic back rooms, having to create distinctive looks in limited time with a minimal amount of space. Despite the high-pressure environment, these shows opened me up to the different forums available to nail techs while I built up my mobile business."

franchise which was creating a UK-wide mobile salon network - in a magazine and approached the founders, Ros Lewis and Cathy Stewart, about it. I wanted to run my own business but I didn't know how to go about it or what the logistics would be, which is why this franchisee set-up was perfect.

"I saw an advert about Cuticles - a nail, beauty and tanning

year-old daughter. I joined Nails Inc as a full-time tech and

learned a lot about how to bring in new business by

upselling services and treatment packages to clients. But

there wasn't much focus on developing my technical

skills, so I took courses in advanced manicures and nail art

- because it was becoming more popular - in my own

time. I'm a big believer in continually learning."

2004–2009 Cuticles franchisee

"After an initial £1,500 payment, I paid a monthly fee, which the company used to promote my services and help me with supplies. As a franchisee, they kitted me out with tools and uniforms and sent me on loads of training. This is where I achieved my CND Master level and learned how to do make-up and waxing.

"As one of Cuticles' London-based techs I got busy guickly, to the point where I had to turn people away. I did a lot of high-end clients, such as royal associates, and soon realised I could make more money by doing one of these clients than five regular clients. So I started doing a lot more of this type of work."

2002-2004 Nails Inc technician

"Although I love freelance work, I needed something more



2008–2012 trainer/manager at Wah Nails

"It was around this time that Cuticles closed but by this stage I was doing a lot of freelance work, helping at fashion shows and on editorial shoots for Tiffany & Co and Vogue magazine, so I was OK to go it alone. Plus, my clients were extremely loyal and followed me.

"Sharmadean Reid, the owner of Wah Nails, needed some freelance techs for a pop-up nail bar she was ->



hosting in Selfridges and asked if I could work it. Wah Nails is an art-led business and I was good at design, which I think is what impressed her because she offered me a part-time job. At first I wasn't sure; I liked being my own boss, but the business's concept was interesting and she gave me flexible hours so I could still do my session work. I learned a lot about nail design there."



2009-present agency work

"In 2009 I joined Camilla Lowther Management (CLM) and the agency quickly started booking me in for celebrity clients, including singers Jessie J and Rihanna. For this kind of work, you have to be readily available; I once had to accompany Jessie J on her UK tour. It's busy work but the kind of thing that really gets you recognised.

"I didn't have much say in the nail designs - they were powerful

women who knew what they wanted but the looks were fun to create. The first time I did a gel manicure for Jessie J she asked for stick men and smiley-face nail art, while Rihanna always opted for long, solidcoloured nails.

"In 2012, I left CLM for my new agency LMC Worldwide. My biggest clients to date here have been Spice Girl Mel B, actress Michelle Keegan, who I did a baby pink gel manicure for, and singer Adele, who wanted olive-green nails with Gelish Olive You for her Glastonbury gig last year."

2009-present Nail Harmony UK master educator

"I've always wanted to teach and I thought if I was going to do it then I would want to do it for a company like Nail Harmony, the UK distributor of Gelish and All That Jazz. I've known [director] Georgie Smedley for years and she is hands down one of the best teachers around.

"As a master educator, I train techs in manicure, pedicure, gel polish, hard gel, and liquid and powder at a kitted-out training room in my house, which used to be my dining room. I only train two to three people at a time because I want my students to go away feeling confident in what they've learned.

"I teach, on average, twice a week, work with the Nail Harmony team backstage on TV shows such as The X Factor and continue to do my session work in between. My goal for the future is to open my own training academy." PB



... about following your dream

"I didn't realise it at the time but it was fascination with nails. At the age of 12 she bought

... about being adaptable

"Every working environment is different. When you do public-facing events like The Clothes Show in Birmingham you have to be speedy and potentially deal with angry four professionals working on just one model, so you need









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Sophy Merszei CEO/Founder NovaLash

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The nation's most common foot problems are revealed and a Nail Harmony master educator opens the doors to her salon, known for acrylic nail art

Signature style

Edinburgh-based salon group Zen Lifestyle has partnered with CND to create a menu of signature nail designs. The 18 designs mix bespoke colour combinations and effects such as a subtle, gradient ombre look blended with matte or shimmer pigment powders, and a striking handpainted design using gold gilt foil. Zen's nail techs were trained by CND specialists to blend pigment perfectly onto a base colour for a bespoke gradient effect.

All three Zen Lifestyle locations will offer

the Zen signature nails menu for £42 - the same price as a standard Shellac manicure - including polish removal, shaping, cuticle work, a hand massage and a glass of prosecco.

Owner Fiona Fowley says, "We wanted to create very subtle and sophisticated nail designs with our clientele in mind. The collaboration has resulted in Zen Signature Nails – a stunning collection of 18 looks with further customisation available." Zen also recently underwent a £234,000 makeover across the whole brand.

Down to the wire

The first viral nail trend of 2017 to storm social is wire nails, minimalistic, delicate designs using gold or copper wire to frame the nail or create designs. The trend was kicked off by South Korean tech Eun Kyung Park of Unistella Salon in Seoul, who was inspired by the curved wire used as the skeleton for lettering on neon signs. She was also responsible for last year's shattered glass looks, though this trend is definitely easier to recreate in the salon in a short appointment.

All that's required is some thin wire sculpted into 3D shapes or curved to delicately hug the cuticle, and Park has showcased the technique on clear almond acrylics, bare natural nails and matte black polish. Fans of the look have been getting to work and posting their own looks on Instagram, creating heart shapes, flowers and geometric designs.







minutes with...

Katharin von Gavel, founder and chief executive of Footlogix

It's very common for today's consumer to have foot problems because of our fast-paced lifestyles, with lots of stress and poor nutrition.

Our lower limbs are moving less so the first place the results of this lifestyle are visible is the feet.

Narrow toe boxes and high heels mean we're seeing a lot of young women with toenail problems or dry, rough skin on their feet. The material cheap shoes are made with has a direct impact on the skin, sometimes leading to a dermatitislike condition.

Diabetes is also increasing dramatically in the western world and it's really affecting the feet.

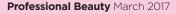
All diabetics at some point have cardiovascular issues and that has an impact on the feet because they're furthest away from the heart.

Technicians need to know that they have to treat the feet of a diabetic client differently than someone with perfectly healthy feet, so we incorporate that into training, because diabetic feet need to be very specifically looked after.

I don't know anybody who has perfectly healthy feet. The most common issue among all client groups is dry, rough skin. This is why our Rough Skin Formula Foot Mousse is the product most clients are recommended to start with.

Nail techs should never diagnose anything. If they see something hot, inflamed or swollen, or an open wound, they should not touch it. But if it's skin that just seems dry or a toenail that looks discoloured, then that's where we come in, to recommend a product that might help.

We have an app called Pedicure Genius that can help technicians if they're unsure which product to prescribe. They take a picture of the client's foot and we get back to them within 24 hours with advice. Clients can also use the app if they're not sure which products to buy.







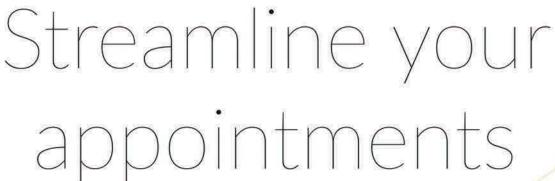
Our Chemical Peel Philosophy

AlumierMD peels use only pure acids. The antioxidants, anti-ageing and brightening booster ingredients are applied post-peel in our Brightening Accelerator so all components remain effective. Peels remove the outer dead layers of the stratum corneum, so the booster ingredients are better absorbed when applied post-peel.





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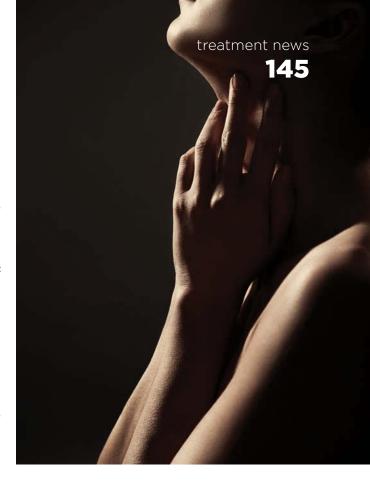
NEW: Comfort Zone Remedy Facial

Comfort Zone's latest treatment aims to soothe sensitive skin by restoring and strengthening its protective barrier. Using a delicate action in combination with a natural prebiotic, the treatment is designed to calm inflammation, making it particularly suitable for clients who suffer with sensitive skin conditions such as rosacea.

The treatment begins with a welcoming ritual, followed by a deep cleanse. The therapist then applies the soothing biphasic Remedy Peel-Off Mask, packed with marula oil and hyaluronic acid to fortify the skin's barrier, before massaging in a thin layer of an intensive serum to combat redness and application of Remedy Cream to further nourish. The experience concludes with either a cup of matcha tea or fruit juice.

All professional products used during treatment are fragrance free. The brand also has a complementary Remedy skincare range, which includes anti-inflammatory ingredients such as marvel of Peru and Mexican hyssop, so clients can continue to treat the issue at home.

Comfort Zone recommends charging £50 for the 50-minute treatment. Call the brand on 020 3096 1753



Face time

Facials that treat myriad skin conditions take centre stage, plus 3D-lipo unveils its latest machine



NEW: Thalgo Prodige des Océans Face and Body Ritual

Thalgo's latest face and body treatment combines sophisticated marine ingredients with sensorial treatment techniques to ease aching muscles and leave skin looking toned, radiant and more youthful.

After beginning with a Discovery of the Sea welcome ritual, the therapist then conducts an Indian scalp massage incorporating technical movements, including seven different massage techniques – one inspired by the ancient Japanese massage therapy Kobido. Used in combination, these movements help to release tension and improve drainage.

During the rest of the treatment, 32 movements are performed on the face and 37 on the body, using products packed with marine molecules from the brand's Prodige des Océans Essence range – which work to minimise the appearance of fine lines and enhance the complexion.

Thalgo recommends charging £130 for the 90-minute treatment. Call the brand on 020 7512 0872 →

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NEW: 3D-lipo 3D-Ultimate

3D-lipo is offering salons and clinics a prescriptive approach to non-surgical face and body treatments with 3D-Ultimate.

The machine combines five technologies – radiofrequency, cyclone cavitation, duo-cryo, shockwave and high-intensity focused ultrasound (HIFU) – in one system for more effective treatment results.

The machine offers prescriptive fat removal, skin tightening and cellulite reduction body treatments, as well as non-surgical lifting and skin tightening for the face. In addition to the 3D-Ultimate, the machines brand has also launched a bespoke service that allows clinics to design a multi-platform device to suit their business needs, such as incorporating additional technologies that are not contained on existing machines.



This month we tried...

Exuviance bespoke facial

The lowdown: Mortar and Milk, a contemporary skin clinic in London's Fulham, only offers one type of facial – bespoke. Managing director and clinical aesthetician Pamela Marshall believes in taking a unique approach with every client, with each first-timer receiving an hour-long consultation, taking into account lifestyle, medical history and nutrition.

Marshall then builds a treatment protocol based on the answers, as well as pictures taken of the skin using an Observ 520 camera. Cosmeceutical brand Exuviance is one of the product houses chosen by Marshall for its clinical methods and sophisticated formulas.

The experience: Marshall gave me some lifestyle pointers to help sort out my acne, such as washing my make-up brushes weekly, replacing hand towels

my make-up brushes weekly, replacing hand towels every other day and swapping the milk-derived whey protein powder I'd been using for a vegan alternative to avoid the testosterone hit that stimulates acne.

She said the exfoliating, hydrating and healing powers of PHAs (poly-hydroxy acids) would be the antidote to my (quite bad) underlying pigmentation and hormonal acne, so I was to get the full Exuviance experience.

Marshall applied 11 products in total, broken down into four stages: cleanse, peel prep, peel and post-peel. She used Triple Microdermabrasion Face Polish to prep my skin, then applied mandelic layered with glycolic acid peels in specific areas to concentrate on the worst of my under-the-skin sun damage. Marshall keeps the Observ images up on an iPad next to the treatment couch so she can see exactly what's needed where.

Self-foaming Bionic Oxygen Mask followed, then Marshall applied two other masks including Clay Purifying Mask on areas of congestion. A cocktail of serums and creams completed the treatment and I felt as though my skin had been given the attention it needed.

Business benefits: Marshall's holistic but serious approach to treating skin, coupled with the effectiveness of Exuviance products, make this a very modern treatment. The consultation is just as much a part of the experience as the facial itself, and other therapists could try developing a unique protocol based on the client's answers during an in-depth verbal consultation to up the personalised factor of facials.

Exuviance offers a good selection of peels suitable for clients new to acids that can be layered and stepped up by therapists with an understanding of the science behind the procedure.

Mortar and Milk charges £150 for the 60-minute facial.

Call Aesthetic Source for Exuviance on 01234 313130

Tried by Georgia Seago





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NEW: Voya Mindful Dreams

Organic seaweed brand Voya's latest launch is a full-body massage which claims to help those who suffer from stress, sleep deprivation or insomnia achieve a good night's rest. The brand is putting its focus on quality sleep, saying it's "essential to wellbeing and the body's inner balance".

The treatment combines a variety of massage methods, including both Balinese and Hawaiian techniques, to relax body and mind, helping clients drift off with ease. The pattern of rhythmic and flowing movements is also said to release stress and ease muscle tension, a common problem that keeps clients awake at night.

During treatment, the body is also exfoliated using a seaweed and sugar scrub gel to buff away dead cells, leaving skin smooth and nourished. The treatment has initially launched into selected spas including the Mandarin Oriental London and Lime Wood House & Herb House Spa in Hampshire.

Voya recommends charging from £85 to £140 for the 75-minute treatment (depending on region). Call the brand on +353 719 161872



This month we tried...

Dr Russo Skincare Cell Repair Clinical Facial

The lowdown: Dr Luca Russo is a cosmetic and dermatologic surgeon and face of his eponymous skincare brand, known for its Sun Protective Day Cleanser, billed as the first cleanser with built-in SPF 30. He developed the Cell Repair Clinical Facial as a supercharged response to tackling sun damage. It incorporates the use of a dermal roller and combined radiofrequency and LED device, along with retinol and acids.

The experience: I visited Dr Russo at his clinic at The Four Seasons on Park Lane in London. We started with a thorough cleanse using the Night Repair Exfoliating Cleanser, which contains a blend of acids, followed by a swipe of a 20% glycolic acid pad to prepare the skin for the dermal roller. This was my first experience with any kind of skin needling and I was pleasantly surprised that it wasn't at all painful.

Dr Russo explained that he would use a 1mm needle

on me, but that the needle length was less important than the pressure the therapist applies, adding that because I don't have much sun damage, a light touch was all that was needed.

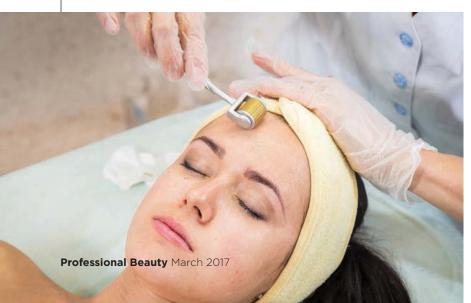
Next followed a firm, draining massage using the Night Repair Face Serum Retinol Plus, which was further pushed into the skin with the help of a dual radiofrequency and red LED device, to have tightening, lifting and energising actions.

This was incredibly soothing post-rollering and I could really feel a difference in the tautness of my skin. Dr Russo finished with a liberal application of his Sun Protective Day Moisturiser and strict advice to take sun damage seriously.

Business benefits: This is about as clinical as a facial can get without being medical. It's also a good way to

introduce clients to dermal rollering and get them over their fears of more advanced methods of skin rejuvenation. Plus, Dr Russo's product line has a tangible selling point with the weight of a prominent skin doctor behind it.

Four Seasons Park Lane Spa charges £295 for the 55-minute treatment. Call Dr Russo Skincare on 0843 289 6010 Tried by Georgia Seago



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The recent arrests of illegal nail salon workers put modern slavery laws in the spotlight. David Wright explains the law and what salon owners are required to do

odern slavery may not be a term you're familiar with but it's an important one to be aware of for anyone working in the salon industry. If you're likely to recruit staff this year, it's essential you know the requirements the Government puts on all employers to avoid recruiting illegal workers. It's easy to think it doesn't affect you in your small salon, or that it only applies to inner cities, but that's not the case.

At the end of March 2015, the Modern Slavery Act came into force, with the aim of stopping illegal use of labour in the UK. It isn't just about trafficking sex workers. You probably read that 97 workers were arrested in December 2016 during raids on nail bars.

The law

Businesses with a turnover of £36 million or more have to make commitments that they don't have any involvement with modern slavery but, most significantly, they have to check that their supply chain is also compliant. So, indirectly, it can affect even micro-businesses. Large businesses and their suppliers are required to produce a slavery and human trafficking statement, to include:

- A brief description of the organisation's business model and supply chain relationships
- · Policies relating to modern slavery, including due diligence and auditing processes implemented
- Training provided to those in both supply chain management and the rest of the organisation
- · How the organisation evaluates and manages the principal risks related to modern slavery in their organisation and supply chain
- Relevant key performance indicators to help the reader of the statement assess its effectiveness.

If you fit anywhere in a supply chain for a larger organisation - for example, by providing services in-house for a hotel or corporation - you in turn are likely to be asked for your statement.

A key part of the attack on modern slavery is the checks employers must carry out to confirm their staff have a legal right to work in the UK. The Government has

invested heavily in enforcing this legislation but there is protection for salon owners if they ensure they always carry out "right to work in the UK" checks for all new appointees, not just those they are suspicious about.

The first conviction

Six Lithuanians brought a case seeking compensation after being exploited by a Kent-based firm that employed them. The men frequently worked on farms that produce eggs for a leading supplier to major supermarkets.

The workers described being forced to work back-toback eight-hour shifts for days at a time, and being denied sleep and toilet breaks. It was discovered they weren't paid the minimum wage. It's easy to see that someone who doesn't have the right to work in the UK is vulnerable to exploitation and the recent series of nail bar raids shows the extent to which it is happening.

Action required

As part of your recruitment process, you should check the right to work of all applicants. You should obtain copies of two documents from a list provided under the legislation. It's easier to check everyone rather than guess who you think might need a work visa. You can download a copy of the right to work checklist free from Gov.uk. If you're found to be employing someone without a right to work in the UK, the fine is up to £20,000 per employee.

In December, 280 nail bars in Edinburgh, London and Cardiff were targeted by Government inspectors and 97 people were held from Vietnam, Mongolia, Ghana, China, Nigeria, Pakistan and India. 14 of these are now seen as potential victims of modern slavery and 68 businesses have been advised that they will be fined £20,000 per illegal worker if they cannot prove that they carried out appropriate document checks.

Ignorance of the law or lack of evidence - for example, "I saw their passport but didn't take a copy" isn't seen as an excuse. It's time to review your recruitment processes. You should also

ensure agency workers have been checked if you ever use their services. PB

David Wright is a consultant in all aspects of employment practice and law. He is the main employment law consultant for Habia and provides a personalised support service for UK salons. Tel: 01302 563691 davidwrightpersonnel.co.uk

FACIAL OF THE MILLER FINITION



Introducing the Hybrid Facial from Perk, which offers the best of both worlds

or years, salon and spa-administered, product-based facials have usually been half-hour or longer affairs administered to well-off women with time on their hands - the "baby boomer" generation. The number of boomers treated per hour, and therefore profit margin, is usually low. But now, in the words of the song...

The times they are a-changin'

With the baby boomer market shrinking, attention is now being focused on 20–37 year olds, the "millennials", who now make up a large part of the active economy.

For this millennium generation, choosing a facial treatment is increasingly based on three key pillars: price, results and, most importantly, time. This is great news for any salon or spa offering these.

Millennials, or generation Y-ers, as well as increasing numbers of baby boomers and gen X-ers, tend to be time poor but result and budget-conscious. They live life online, connected 24/7/365 and fed a constant diet of Facebook, Twitter and Snapchat-fuelled instant expectations.

"TO FUEL THE INCREASING DEMAND FOR SHORTER TREATMENT TIMES AND INSTANTLY VISIBLE RESULTS, EDGE SYSTEMS HAS INTRODUCED PERK™ – THE WORLD'S FIRST HYBRID FACIAL"

For them, easily accessible treatments that slot comfortably into busy lifestyles and give instant results are now expected as the norm. Any skincare product that can provide this is going to be popular.

PERK™ - Edge Systems' latest offering into the UK aesthetic facial market - is just one such treatment. Providing instantly visible results with little or no downtime and without the adverse side-effects associated with more aggressive clinical techniques, Perk not only fulfils millennials' requirements but improves profitability. A Perk treatment only takes 5-10 minutes, so more can be done in an hour than with traditional product-based facial treatments.

The fusion facial – how does it work?

Perk is the world's first hybrid facial: a fusion of professionally delivered exfoliation and retail take-home product.

Deliverable in the salon – without lengthy training or certification requirements – Perk is fast becoming the latest salon trend on the lips, faces and eyes of many millennials. Whether it's a lip boost, eye replenish or an instant glow for skin, Perk delivers instantly visible results and long-lasting benefits in two simple stages.

- A professionally delivered treatment quickly removes a dead skin layer while simultaneously replenishing vital antioxidants and nutrients.
- 2. The client takes home the Perk applicator used during the treatment to enhance and prolong the results and give their skin a boost when needed anytime, any place, anywhere.

A perk for profits

With the beauty market becoming increasingly competitive, salon owners need affordable ways to attract and retain clients. Perk can be seamlessly incorporated into any mobile therapist or salon's business model and cross-sold to customers booked in for regular hair, nail or beauty treatments.

A lip, eye or whole face treatment can be delivered in just five minutes, with a consumer price point from £35 per treatment. With high profit margins, exceptional customer satis-faction and repeat business, Perk neatly bridges the gap between lengthy professional treatments and upselling skincare products to your clients.

All this makes Perk the perfect fusion of procedures and profitability, in any salon's account books.

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Formulated to soothe sensitive areas post-waxing, Australian Bodycare's Sensitive Skin Soother is a lotion containing healing tea tree oil, natural humectant lactic acid, irritation-relieving zinc sulphate and macadamia oil, vitamin E and beeswax. The lotion creates a barrier between the skin and any possible friction, like from underwear after an intimate wax. It is also designed to help prevent ingrown hairs.

Trade price is £9.50 for 100ml. Call KLM Beauty on 01892 750850



Feet forward

This month's round up takes a step in the direction of pedicures, with a sturdy nail file, specially designed pedi polish and all-in-one service kit



Cuccio

The pro nail brand has launched a Stainless Steel Nail File in its Naturale range. The double-sided file has a full-size disposable abrasive paper and strong yet flexible stainless steel base. It can be sanitised or sterilised in an autoclave. Paper refills are available in 100, 180 and 240 grits, and can be replaced between clients. There is an Intro Kit that can be sold at retail and a Pro Pack Kit.

Trade prices start from £5.99 for the Intro Kit. Call Cuccio UK on 0115 975 3656



Mii

The make-up brand has developed a brush cleaner to help keep make-up tools hygienic and in good condition. Cleanse & Condition Brush Balm is a solid balm packaged in a pot and infused with coconut oil and shea butter. On contact with damp brush hairs (brushes should be swirled over the balm) it dissolves make-up and helps soften hairs.

Trade price is £6. Call Gerrard International on 0345 217 1360

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Gellux

Salon System has launched the Gellux Express LED Lamp, which promises to cure Gellux gel-polish in 10 seconds. The ultra-fast lamp has a sleek, black gloss finish and space for five-finger curing. It also has a removable, raised base for ease of use during pedicures. The lamp has 21 watts with up to 30,000 hours of power, according to the company. Extra features include an automatic motion sensor and 10.30 and 60-second pre-sets.

Trade price is £129.95. Call Salon System on 020 8573 9907



Image Skincare

The Max is an anti-ageing line from Image Skincare formulated to support skin's natural defence mechanisms and repair cellular damage. The products contain a blend of plant-derived stem cells and nutri-peptides to work on plumping the skin. There is Stem Cell Facial Cleanser to balance skin's pH; Neck Lift, a neck and décolleté-lifting cream; and Serum, to target the appearance of



Phytomer

Resurfaslim combines a body exfoliator and toning product in one cream, described as having both peeling and slimming actions. A trio of alpha-hydroxy acids - glycolic, lactic and citric - along with marine AHA porphyra-conchocelis have a peeling action designed to increase absorbance in the skin of a biotech sugar called "global marine reshaper", and pepper slimactiv, which Phytomer claims is eight times more powerful than caffeine in stimulating fat burn.

Trade price is £26.77. Call KLM Beauty on 01892 750850





OPI

New to the Infinite Shine long-wear polish line are Primer and Gloss, a base and top coat that when used together promise up to 11 days of "flawless" wear. The products replace the original Infinite Shine Primer and Gloss and feature OPI's "pro stay" technology, which offers less chipping in the primer, and a durable finish with an improved high-shine retention in the gloss.

Trade prices are £6.25 each per 15ml. Call OPI UK on 01923 240010

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COURTESY OF BTL AESTHETICS







AFTER 4 TREATMENTS













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Voya

New to Voya's Relaxing body care range is Effervesence, a seaweed a sugar scrub to leave skin smooth and nourished. The milky gel-textured scrub contains sugar particles and is infused with mineral-rich fucus serratus and fucus vesiculosus seaweeds for their antioxidant, stimulating properties. The scrub also contains hydrating sunflower seed oil, antiseptic lavender herb oil and uplifting rosemary leaf oil.

Trade price is £17. Call Voya on +353 719 161872



The uniforms brand has released its 2017 collection after some internal changes. La Beeby is now a new division of Behrens Group, the textiles company it has been working with on production for eight years. New styles for 2017 include the Gisele tunic, with a faux crossover front, side tie and back zip fastening. It is available in black, grey, plum, chocolate and light navy.

Trade price is £29.50. Call La Beeby on 0845 055 6428



Spotlight



Baldan Group Play Skin

Tapping into both the sheet mask and beauty-tech trends, Italian beauty company Baldan Group has launched an innovative technology-led face mask to the UK market, which is operated via a smart phone.

Play Skin is an at-home device that uses microcurrent on facial muscles and cells, and claims to help regenerate skin in 10 minutes. There are four parts to the treatment. First, a hydrogel sheet mask made from camellia sinensis – packed with antioxidant vitamins, flavonoids and polyphenols – and containing hyaluronic acid and co-enzyme Q10, is applied to the face.

Next, two electrodes are placed on top of the mask and connected to a smart phone via the phone's

earphone jack. The user downloads the Play Skin app and activates the low-density microcurrent energy through the electrodes, which works with the hydrating and anti-ageing ingredients in the mask to help improve skin's hydration and radiance.

Finally, the user applies the Renewal Cream, (included in the kit) which contains glycolic acid and teprenone, to support the mask. The brand says the cream should be used daily and the mask once a week.

Trade price is £37. Call Baldan Group on 07852 970579



Exuviance professional O

from **NeoStrata®** Company







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Lash Perfect

Developed to improve longevity and increase speed of application, Ultimate Russian Eyelash Adhesive can be used with both Russian and Russian Varia lash extensions. The adhesive's consistency helps keep fans in place when picked up, stopping them from collapsing and so reducing the number of wasted lashes and speeding up application. The ultra-dark black pigment gives a professional finish.

Trade price is £31.95 for 5g.
Call the Eyelash Design
Company on 020 8500 9028



Decléor

The aromatherapy spa brand's new Aromessence Néroli
Amara oil is a 100% natural oil-serum to boost skin's hydration and radiance and soothe the senses. In the blend is one cold-pressed botanical oil, hazelnut virgin oil, and six high-grade essential oils: neroli, petitgrain, juniper berry, sandalwood, clary sage and sweet orange. The oil is billed as silky, nonsticky and non-shiny.

RRP is £46 for 15ml. Call Décleor UK on 0800 389 0349



Natural Spa Factory

New from Natural Spa Factory is Colombian Rush Body Scrub, a deep cleansing and stimulating coffee shower scrub made from Arabica coffee, cacao and natural sea salt. Mixed in is an oil blend of grape seed, green cardamom and almond oils with antiseptic, softening and antioxidant properties. The scrub doesn't contain microbeads and is packaged in a black glass jar to protect the oils from being spoiled by sunlight.

Trade price is £85 for 4kg. Call Natural Spa Factory on 01225 582888

Espa

A blend of essential oils and plant extracts to help clients take a moment of solace from a busy day or stressful situations, Limited Edition Restorative Balm is in a small, travel-sized pot. The balm features Espa's Restorative oil blend of sweet orange, rose geranium and lavender to help re-centre, ground and balance the body and mind in busy or anxious moments.

RRP is £15 for 15g. Call Espa on 01252 352230



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micropigmentation (permanent makeup) is an aesthetic specialty with the aim to beautify, rejuvenate, balance and harmonize the outlines of the face, giving an elegant, natural, fresh and youthful appearance.

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These specially formulated serums are pumped into the skin via short bursts of pure oxygen; forming a deposit in the deeper basal layers. Scientifically tested, pure and highly effective, the biomatrix is improved, and the skins regeneration process motivated; resulting in a visibly enhanced skin tone, reduction of lines and wrinkles, even pigmentation and improved circulation.





For enquiries or a demonstration:

office: 01775 722 243 email: enquiries@oxyjetuk.co.uk

Salonwear

There are five new tunic styles among Salonwear's collection for 2017. Grace has black contrast lace panels on the shoulders and sleeves and an asymmetric zip, Dazzle has a cut-out neckline with contrast trim in a range of colours, Tranquillity has a faux asymmetric wrap in breathable linen, Moda has a v-neck, lace-up front and lace cut-out detailing on the sleeves; and Marco is a men's style with an asymmetric v neck and wrap design.

Trade prices start from £26.99. Call Salonwear on 0871 5240 300





XYZ

Swiss brand XYZ is introducing its Smart Collagen cream to the UK market. The cream is targeted at the professional market as a post-procedure skin healer after tattoo removal or skin resurfacing. Active ingredients work to recalibrate the decomposition and reconstruction of the dermis, boosting collagen to aid skin recovery. The brand claims the cream reduces the appearance of fine lines, wrinkles and stretch marks, and has lifting and firming actions.

Trade price is £19 for 60ml. Call XYZ on 020 3476 6921



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Diary dates

MARCH 12-13 IRISH BEAUTY SHOW

RDS, Dublin

A beauty trade show for therapists, salon owners, nail techs and complementary therapists.

01332227689 irishbeauty.ie

MARCH 17-20

COSMOPROF WORLDWIDE BOLOGNA

Fairground District, Bologne, Italy

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MARCH 31-APRIL 1 **BEAUTY INTERNATIONAL**

Messe Düsseldorf, Germany

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+49 (0) 211 4560 7602 beauty.de

APRIL 2-3 NATURAL AND ORGANIC PRODUCTS

ExCeL. London

An event for retail and salon buyers, focusing on natural and organic beauty and spa products.

01273 645110 naturalproducts.co.uk

APRIL 23-24 SCOTTISH HAIR & BEAUTY

Royal Highland Exhibition Centre, Edinburgh

A beauty trade show including a seminar programme.

01332 227698 beautyserve.com

APRIL 26

UK SPA ASSOCIATION NETWORKING EVENT

Y Spa at Wyboston Lakes

An event where members and non-members of the UK Spa Association can meet the experts on the board.

spa-uk.org

MAY 19-21 **IMATS 2017**

Olympia, London

The International Make-Up Artist Trade Show (IMATS) will host brands, catwalks and student competitions.

+13608823488

imats.net

MAY 21-22

BEAUTY UK NEC, Birmingham

A trade event incorporating sections for beauty, barbering and holistics.

01332 227698 beautyserve.com

Don't miss...

MARCH 23 **BEAUTY COMPANIES ASSOCIATION BUSINESS SEMINAR**

One George Street, London

With the theme The Secret of our Success, this seminar is open to both beauty brands and interested salons and spas. It wil host two speakers who have made it to the top of their professions. From the beauty side, Tracey Woodward, chief executive of Aromatherapy Associates, will talk about her 30-year career which spans roles including commercial director of Urban Retreat, general manager for Modern Organic Products and brand management at Donna Karan Beauty.

Bringing a perspective from outside the industry, swimwear designer Melissa Odabash will speak about how she built up her brand into a celeb favourite.

Tel: 0844 482 7275 bca-uk.org

SENDUS YOUR DATES

Send us details of any events you are planning via email to

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TRAINING





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Behind the scenes at all the parties, launches and events in the world of beauty and spa

Building blocks 1

Retail specialist Mary Portas topped the bill at salon software brand Phorest's annual Salon Owners Summit in January in Dublin's Shelbourne Hotel. This year's theme was "teambuilding", with talks on business growth, customer service, and salon marketing and management, plus plenty of networking time. Other speakers included business trainer Gill Morris and Phorest's Ronan Percival.

Winning big →

PB assistant editor Georgia Seago picked up the runner-up award for Best Beauty Trade Journalist at the Johnson & Johnson Awards 2017 on January 25, with the PB team there to celebrate with her. Mary Forester, community editor of sister publication Hairdresser's Journal, also scooped a runner-up award

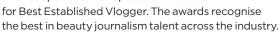


Skin science 1

Cosmeceutical skincare brand Skinceuticals held a launch event for its H.A. Intensifier at the Bulgari Hotel in London's Knightsbridge on January 19.

PB's Georgia Seago attended with Vicky Eldridge, editor of sister mag Aesthetic Medicine, to hear scientific director Megan Manco explain the science behind the hyaluronic acid-boosting serum. Familiar aesthetic industry faces such as EF Medispa's Esther Fieldgrass were also there.

beauty.co.uk





Whirlwind tour

Chinese distributor Kelly
Professional Nail, which distributes
Lash Perfect, Hi Brow and Brow
Perfect in China, got a visit from
The Eyelash Design Company's
international trainers Natalie Piper
and Emma Apps in January. The
pair visited Hong Kong to train
new brow and lash techs and
to give them a preview of the
company's 2017 launches.

COMING NEXT MONTH...

Don't miss the April issue, where you can find out how the winners of the prestigious Professional Beauty Awards 2017 made it to the top. We'll also be looking at the latest capabilities of the ever-evolving salon software platforms and the ways in which they can help take your beauty business to the next level. Plus, our body skincare feature will tell you why now is the time to start taking body care seriously in your salon. Make sure you never miss an issue by subscribing for £37 a year for the print edition or £9.99 a year for the digital edition at professionalbeauty.co.uk/subs

Win it!

Pro tanning brand Sienna X is giving away a duo of tanning products to 10 readers this month,

worth £40.90 each.

Each winner will receive a Q10 Bronzing Mousse and Q10 Tanning Mist. The mousse contains extracts of blackcurrant, babassu and pomegranate with vitamin E and anti-ageing Q10 to nourish skin during tanning. It has a deep guide colour and is bottled in an aerosol can to keep the product fresh. For a quick way to keep a glowing tan topped up, the easy-to-apply mist develops in four to eight hours and has a 360-degree nozzle and instant guide colour.



To be in with a chance of winning, simply email your name, address, company and job title to

→ dominyka@professionalbeauty.co.uk by February 28, 2017.





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