

# Vitality

The BABTAC & CIBTAC magazine for therapists worldwide



**Beauty:  
a beast to the  
environment?**

Part two of our  
three-part series.

# A **face lift** in a bottle?

“This was the first step in my mission to make a product that would be like a ‘**Face Lift in a Bottle**’. I know this is a preposterous idea, but I decided to pursue it.”

**Dr. Des Fernandes**

Leading aesthetic surgeon and founder  
of Environ® Skin Care



The **Intensive Revival Masque** is formulated with a unique combination of Asiatic, Lactic and Mandelic acids. This ground-breaking formula has been scientifically proven to trigger growth factors which help to **rejuvenate skin and boost collagen**, for a **visibly younger, luminous appearance**.

# Vitality

March/April 2015



## On the cover

### 43 POLLUTION AND BEAUTY

In the second part of our three-part series we look at the effects of the beauty industry on the world around us and ask: Is beauty a beast to the environment?

## BABTAC & CIBTAC

**10 BABTAC & CIBTAC UPDATE** The latest news from BABTAC & CIBTAC.

### 12 BABTAC'S CONSUMER CAMPAIGN

Are you displaying your BABTAC credentials with pride? BABTAC's consumer campaign is highlighting your professionalism.

### 15 CIBTAC EXPANDS TO THE BALTICS

For the first time CIBTAC has a centre in one of the Baltic states: *Vitality* looks east.

**18 AWARD WINNERS' STORIES** Find out about two of your award winners, Sarah Glover, awarded Inspiring Person of the Year, and Tara O'Halloran, CIBTAC's Tutor of the Year.

**23 CAREER ASPIRATIONS** What were your career aspirations when you were a teenager? *Vitality* asks three BABTAC members whether their career dreams came true.

**26 TEMPING AS A CAREER** Veronica Butler from Redcurrant explains why temping might be tempting.

## News

**30 INDUSTRY LATEST** New reports from the industry including a rise in nail polish sales, information on Professional Beauty London, and news that fillers are now approved to help reduce acne scarring.

**32 PRODUCT LATEST** New product launches including HD Brows Kajal Liner, So Pure Colour Brown Shades, Après-CIT and the new Just Wax Trio.

**23**  
CAREER  
ASPIRATIONS.  
DID YOUR DREAMS  
COME TRUE?

## Every Issue

**07 FIRST WORD** Chair Jason Phillips discusses the new website, Professional Beauty and awards.

**08 YOUR SAY** *Vitality* readers offer up their thoughts on the latest issues and take their chance to express their opinions.

**34 JUST FOR MEN** *Vitality* looks into the growing market for male hair colourants.

**36 EVENTS** Dates for the diary.

**66 EILIDH'S LAST WORD** Editor Eilidh MacRae gets inspired by vlogging.

## Businesses

**52 INSTAGRAM FOR BEGINNERS** *Vitality* finds out all about marketing your business using Instagram, and offers up advice on how to do just that.

**54 LOYALTY CARDS** Find out about the benefits of using loyalty cards for your business and how they can help increase clientèle.

**56 MARKETING SPECIAL; SUMMER TARGET MARKET** *Vitality* looks into targeting those attending school proms and festivals this summer: detailing treatment ideas, packages and more.

**60 TARGETING 60S** *Vitality* looks at the 60s market and discovers what treatments the 60-somethings are looking for and how to tailor your treatment list to attract this market.

**62 MEMBER BENEFITS** Find out more about how your BABTAC membership benefits you.

**64 BOOSTING MORALE** How to keep spirits up without busting the budget.

## Features

**38 PEDICURES THROUGH THE AGES** *Vitality* finds out about the history of the pedicure, taking in Ancient Egypt and fish along the way.

**40 BATTLE OF THE BRANDS** Three therapists battle it out for their favorite nail lacquer brand.

**48 SUGARING: THE SWEET SMELL OF SUCCESS** As an alternative to waxing, sugaring is practised around the world. Carolynne Binnie explains the technique.

**50 HARLEY STREET SKIN CLINIC** The clinic, which features in a TV series, shares some insights and case studies.





**The UK's Most Affordable Aesthetics Machines**

One machine for Face & Body  
 Ideal for mobile therapists  
 Advanced machines with cryogenic fat freezing function  
 Clients can lose up to 2 inches in one session  
 Non surgical face lifting  
 Earn £300 per hour  
 Free training



Free training and business starter packs with every machine

tel: 01883 714 310  
 email: admin@lipoangel.com  
 website: www.lipoangel.com  
 facebook: facebook.com/lipoangel  
 tweet: twitter.com/lipoangel



New for 2015

Its time to add a little Va Va Voom to your business!

Non Surgical Breast & Bottom Lifting

The LA Lift Advanced Aesthetic System comes with training & business pack  
 Call for details

Free training and business starter packs with every machine

tel: 01883 714 310  
 email: admin@lipoangel.com  
 website: www.lipoangel.com  
 facebook: facebook.com/lipoangel  
 tweet: twitter.com/lipoangel



**Vitality**

The membership magazine of BABTAC & CIBTAC  
 Ambrose House, Meteor Court  
 Barnett Way, Barnwood  
 Gloucester GL4 3GG  
 01452 623110  
 babtac.com  
 cibtac.com

**EDITORIAL TEAM**

Tel: 01452 623110 option 4  
**Managing Editor** Louise Birkett  
 vitality@babtac.com  
**Editor** Eilidh MacRae  
 vitality@babtac.com  
**Special features** Hayley Roberts  
 vitality@babtac.com  
**Lead Designer** Ruth Harrison

**PUBLISHED BY**

CW Content Works  
 Marlborough House, 37 Prospect Hill,  
 Redditch, Worcestershire, B97 4BS  
 www.cwcontentworks.com  
**Publisher** Nigel Curtis



**ADVERTISING SALES**

Tel: 01452 623110 option 3  
**Advertising Sales Director** Jas Singh  
**Advertising Sales Manager** Tricia McDougall  
 tricia@cwcontentworks.com

**Print and distribution** Buxton Press  
 ISSN 2050-8972

Whilst every care has been taken in the compilation of this publication, any error or omission is not the responsibility of BABTAC, the publisher or editorial staff and opinions expressed are not necessarily those of BABTAC, the publisher or editorial staff.

**Front cover**  
 Hit and Run Media

**STAY IN TOUCH**

**twitter**  
 @Vitality\_Mag  
 @BABTAC  
 @CIBTACofficial  
 facebook.com/BABTACofficial



**FIRST WORD**

One of the benefits of being BABTAC & CIBTAC chair is that you get to see the work behind the scenes. For several months now we've been working on the new BABTAC website. At the time of writing this column we were going through all the final testing processes and waiting for the results that will give us the exact go-live date.

We've used your feedback to inform the changes we've made – I hope you'll agree with me that the new site has much better navigation. We've sorted out the technical side so the renewals form works on mobiles and tablets. Also, if you log into the members' area, you'll find lots of new – and I hope exciting and useful – content.

The *Vitality* team tells me that this magazine is due to arrive with you as Professional Beauty takes place. I'm planning to spend at least one day on the stand, so I hope to have met or be meeting as many of you as possible.

Don't forget that the closing date for the BABTAC & CIBTAC awards is only a few weeks away – March 27. If you're still doubtful about entering, have a read of what's happened to Tara O'Halloran since she won the CIBTAC Tutor of the Year in 2014 (page 19). Then visit [www.babtac.com/awards](http://www.babtac.com/awards), and download and complete the application form.

As you know, one of my passions is driving forward professional standards and awards are a great way of showcasing those standards. On that note, it would be remiss of me not to congratulate the marketing team for their achievement in being shortlisted for two awards in one month.

Until next time

Jason Phillips, BABTAC & CIBTAC chair

# Dear editor...

Read an article you agreed or disagreed with? Want to vent some frustration? This is the place to do it. Send an email of no more than 250 words to Vitality and you may see your letter published here...



### CONGRATS IN ORDER

I wanted to write in to give my congratulations to several people who were featured in the Jan/Feb issue. It's great to be kept up to date with BAPTAC, and also get to know some of the members too. Congratulations to Jason in his new position as chair, Lesley as vice, and to the new board members too.

Reading 'where are they now' it's fantastic to see the impact the awards has had on so many members' careers and nice to have an insight as to how others have progressed in the industry.

**Maria Fisher**  
Therapist, Aberdeen

### BUSINESS RESOLUTIONS

A fellow salon owner friend challenged me this year to make (and keep) business-related resolutions. I know many of us often make personal resolutions, but I'd never thought to apply resolutions to my business too.

Having thought about it, I realised I could make real positive changes to my business, if I just ensured I highlighted a problem or two and made sure I stuck to correcting it. I'm pretty useless when it comes to my cancellation policy as I'm never strict enough, so I've decided to stick to my guns and always stand by my policy unless there are very unusual circumstances.

Sometimes it's just about having a little more confidence to succeed; I'm hoping that making it a challenge with my friend will help me stick to it for the rest of 2015.

**Lorna Buckshaw**  
Salon owner, London



SHUTTERSTOCK

### Share your views

- Email your thoughts to [vitality@babtac.com](mailto:vitality@babtac.com) with 'Dear Editor...' in the subject line
- The editor reserves the right to edit letters received

EXCLUSIVE OFFER  
FOR BAPTAC MEMBERS

## A surprise bill didn't worry Dawn even though she was on long-term sick leave.

Thank goodness for PG Mutual's income protection cover



Apply now to receive your **FIRST TWO MONTHS' COVER FREE\***

If you fell ill or were seriously injured and couldn't work, how long could you survive on the minimum state sickness benefit? An income protection plan from PG Mutual ensures that you receive a regular monthly income for an affordable, monthly cost if you end up on sick leave.

As a BAPTAC member, you are entitled to a discount on PG Mutual's Income Protection Plan:

# 20% OFF your first two years' cover\*



Just visit [www.pgmutual.co.uk/Quotation](http://www.pgmutual.co.uk/Quotation), and enter your discount code 'BAPTAC'



call **0800 146 307**



email [enquiries@pgmutual.co.uk](mailto:enquiries@pgmutual.co.uk)



mutual  
health&wellbeing

\*For full Terms & Conditions, visit [www.pgmutual.co.uk](http://www.pgmutual.co.uk). Offer ends 31.12.2015. PG Mutual is the trading name of Pharmaceutical & General Provident Society Ltd. Registered office: 11 Parkway, Porters Wood, St Albans, Hertfordshire AL3 6PA. Incorporated in the United Kingdom under the Friendly Societies Act 1992, Registered Number 462F. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority, Firm Reference Number 110023.



# Hair today

## - new BABTAC accreditations

If you want to gain accreditation for your hair course you may be interested to know that BABTAC is now able to accredit short courses in the following:

### Hair Extensions

Candidates to be qualified in ladies hairdressing level 2

- Bonded – hot fusion, cold fusion
- Micro-ring
- Knot, Brazilian, Italian
- Invisible
- Tape
- Sewn-in weaves
- Hair extensions for colour design and to include any new systems that are introduced.

### Barbering Techniques

Candidates to be qualified in men's hairdressing level 2

- Fading
- Shading
- Patterns
- Wet shave
- Beard shaping
- Advanced cutting
- Gents colouring techniques.

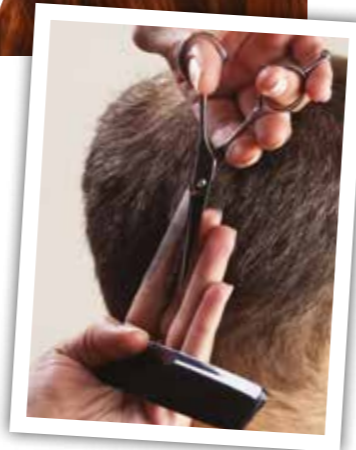
### Texturising Services

Candidates to be qualified to level 2

- Perming (ladies or gents).

### Hairdressing Courses

- Long hair up dos
- Creative colour techniques Asian Bridal
- Foundation cutting/ essential cutting skills
- Foundation colour/ essential colouring skills
- Creative cutting techniques
- Retro/Vintage styling
- Plaiting and braiding
- Hair colour correction
- Session styling for fashion, catwalk and photo-shoot
- Avante Garde styling
- Weft making and design for added hair.



SHUTTERSTOCK

## Read it at a discount

BABTAC members and CIBTAC centres can now save 10 per cent off leading hair, beauty and well-being textbooks/e-books through Health and Beauty Books.

To claim your discount, simply visit [www.healthandbeautybooks.com](http://www.healthandbeautybooks.com) and quote the discount



Health & Beauty Books

code. For BABTAC members please quote BABTAC and for CIBTAC centres please quote CIBTAC.



## Our new training website is now live!

Our new website [www.findbeautytraining.co.uk](http://www.findbeautytraining.co.uk) is now live: it enables you to see what training is provided by our BABTAC accredited centres. CIBTAC qualifications and Endorsed courses will also be available on the site.



## BABTAC & CIBTAC awards are finalists

BABTAC & CIBTAC entered the Association of Excellence Awards in the category of 'Best Association Awards'. We are delighted to say that all the hard work behind the scenes and our 20s-inspired theme has seen us shortlisted as one of the finalists in this prestigious awards competition. By the time you receive this edition we will know how we got on so keep an eye out on social media and on our emails to see how we did!



## The awards keep coming...

Vitality has been shortlisted in the Institute of Internal Communications' Central and North Awards in the 'Stakeholder Publications' category.

Our managing editor Louise Birkett is a previous winner in this competition. She explains: 'Shortlisting for an IoIC award means we know we have won something – we just have to wait to find out what.'

'It is incredibly competitive as lots of people use the competition to decide whether to enter the national awards, which is the largest competition of its kind in Europe, so we have done really well to make the shortlist.'

The ceremony takes place just after you receive this edition – so we'll let you know how we got on via social media and email.



Update  
Association events, awards, headlines and happenings

# Get ready for BABTAC's CONSUMER CAMPAIGN

*Are you displaying your BABTAC window sticker with pride? It could be vital in enabling consumers to recognise your professionalism in 2015...*

Back in January, with no fuss or fanfare, BABTAC launched a consumer campaign which aims to educate clients about the importance of going to a therapist who is properly qualified, who has had their qualifications verified and who is insured for their treatments.

In other words, the aim is to educate consumers about why they should choose a BABTAC member.

'We could have done a big launch,' says marketing and membership manager Sarah Condon, 'but instead we've chosen to run a campaign that's sustainable throughout the year.'

One of the reasons behind the quiet launch is the long lead times many magazines have – in some cases BABTAC is being approached for content now that won't appear in print until May or June. This isn't unusual, as anyone who has been interviewed for *Vitality* knows, there's usually several weeks between being interviewed and the magazine appearing.

'The lead time depends on what is being written,' says Sarah. 'If it is a feature idea then we could be working months in

advance. If it's a news piece then deadlines can often be within 24 hours. It's exciting and, at times, frantic but it's really worth it because it gets the BABTAC name in front of millions of people.'

Features that BABTAC has proposed to publications have received interest from *Cosmopolitan*, the *Daily Mail* and the *Sunday Times Supplement*. Between them they have nearly three million readers, although not all may be potential customers. A magazine with a readership that is focused on the beauty industry that has also expressed an interest in features from BABTAC is *Scratch*.


Although the feature in *Cosmopolitan* – top tips on finding a good eyebrow tattooist – is scheduled for the May issue, which hits the shelves in April; it's often impossible to be sure when most features will appear – a big news story might break or the space might be needed for a late advertisement. Alternatively, a feature might be moved forward if space suddenly becomes available.

That's why preparing in advance means you can take full advantage of the publicity.

Here's what you can do:

- Make sure you display your window sticker prominently – it marks you out as someone consumers can trust
- BABTAC provides a logo you can use on your website and other marketing collateral
- If clients come to your premises, display your certificate of insurance – and if you've got the space the certificates showing your qualifications: a 'certificate wall' can be very eye catching
- If you're mobile wear your BABTAC badge
- When talking to new customers reiterate your qualifications and experience
- Whenever a feature appears that recommends consumers use a BABTAC provider, use your social media presence to link to it and remind all your followers that you are someone they can trust.

Sarah says: 'This campaign is all about educating consumers about the qualifications, standards and knowledge that beauty industry professionals have to offer. Those of us within the industry already know this but we also know that not everyone appreciates the level of work and skill involved.'

'By being prepared for the publicity we're working to generate you can both take full advantage of your BABTAC membership and reinforce the message.' 

It's not just BABTAC emphasising the professionalism of its members – BABTAC partner Checkaprofessional.com is also running a campaign urging consumers to check therapists' qualifications this spring.

Its campaign targets local press and national women's magazines and highlights that BABTAC membership provides consumers with the assurance of independently monitored and vetted accreditation.

Head of Checkaprofessional.com Lisa Beale says: 'Many consumers don't think twice about checking who they engage to fit their new kitchens, bathrooms and gardens on our sister site Checkatrade.com but, as a nation, when it comes to our bodies, we don't seem to ask the basic, but vital information we should prior to any treatment.'

'By not finding out more about who will be carrying out a treatment, their qualifications

and whether they are insured, consumers could be placing themselves in danger. Some clients, who have reported such experiences, have suffered life changing results.'

'We have partnered with BABTAC because we are passionate about helping educate unsuspecting consumers, as well as protecting the reputations of and promoting the businesses who have trained and insured themselves.'



**Courtney Broderick  
Mobile, Courtney's  
Boutique**

'I think this is a great idea as it is really important to highlight to consumers the risks associated with using a non-professional and what that can mean if something does go wrong. It is not always easy for a consumer to be able to identify a non-professional, so hopefully a consumer campaign will help highlight to consumers what to look out for when deciding who to book a treatment with.'

# THIS IS NOT JUST A PEEL



## THIS IS BIOSURFACE™ PEEL

We believe a chemical peel should work with the skin, not against it. So we developed new Expert Strength BioSurface Peel, the world's most innovative peel for the world's most highly trained skin therapists. Its unique multi-phase approach powerfully targets fine lines, hyperpigmentation and acne to take skin health to a whole new depth. No scarring. No downtime.

**we are dermalogica®**

The number one choice of professional skin therapists, even for their own skin. See what Dermalogica can do for your business, visit [dermalogica.com](http://dermalogica.com) or call 0800 591 818

# BALTIC BEAUTY

*Latvia's College of Cosmetology has become the first CIBTAC-accredited centre in the Baltics. VITALITY found out more...*



### Why did you decide to become CIBTAC-accredited?

As a development-orientated college, we have challenged ourselves to become the absolute leader amongst institutions which provide higher education for beauty professionals, especially in the field of cosmetology.

The amazing worldwide reputation of CIBTAC and its global visibility means that becoming CIBTAC-accredited is a

great step to ensure that our students will have the best opportunities to challenge and prove themselves internationally.

It also gives us the perfect chance to share experience and knowledge and prove that the education and qualifications from the College of Cosmetology are based on the highest standards. The flexibility and variety of CIBTAC-delivered courses helps to ensure all

students and beauty professionals can choose the most appropriate course for them.

### Can you tell readers about the process you had to undertake?

There was some paper work, which took a little bit of time to go through, but that was expected and worth it, considering all the advantages you get. The hardest part for us was to familiarise ourselves with all the >





► information and forms. Once we did that, the only thing left was to provide CIBTAC with all the necessary documents, tutors names, etc.

For us the most amazing part was that we could fill in the documents in Latvian and it was not necessary to translate them.

The next step was the meeting with the CIBTAC representative. That made the whole process clearer and easier. Of course the hardest work lies ahead – to choose and adjust programmes and courses to our system of education so we can make the most of it.

**What are the differences between the Latvian system of education and the UK's?**

Latvia is a member of the EU and the government has passed legislation that means higher education qualifications are placed in the Latvian Qualifications

Framework (LQF) which comply with the eight levels of the European Qualifications Framework (EQF).

In Latvia the first level professional HE study programmes lead to an LQF level 4 professional qualification, which maps across to an EQF Level 5. What this means is that students in Latvia may study more advanced practices than their UK counterparts at that level. However, this difference is evened out because students in both countries must undertake further study in second level programmes.

The programmes in Latvia comprise 80-120 CP (120-180 ECTS), and are mainly targeted at the labour market – our aim is to enable our students to have the

knowledge and skills to compete successfully in the jobs market.

*“Students in Latvia may study more advanced practices than their UK counterparts at that level”*

**Talking of the labour market, where do your pupils go on to work?**

It is very similar to what happens in the UK. Our students go on to:

- work for the beauty salons and spas in Latvia and abroad (some of our former students are in the UK)
- start their own business in the beauty industry
- work as medical practitioners – some of our students already have medical qualifications
- work individually
- continue their studies in higher education institutions. **■**

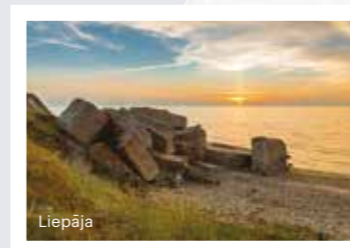


*Welcome to Latvia*

As part from where it is on a map, the fact it's one of three Baltic states, its capital city and that it's part of the eurozone, the *Vitality* team members had to confess to not knowing too much about Latvia. So we asked the staff at the College of Cosmetology to tell us more...

- Latvia has a week-long song and dance festival every five years – the next one is in 2018. It was started in 1873 and thousands of singers and dancers from all over Latvia take part. As well as the singing and dancing, there are exhibitions of photography, art and folk craft, orchestra concerts and a parade. Events take place between the festival, including the Latvian Youth Song and Dance festival, which also takes place every five years; the next youth festival is this year!

- We have beaches – some of the best are Jūrmala, which has 21 miles of sandy beaches, two of which have the blue flag; Cape Kolka is where the Baltic and the Gulf of Riga meet; Liepāja is Latvia's third largest city and has one of its most beautiful beaches
- Latvia has Europe's widest waterfall. Ventas Rumba isn't very high but it is 816 feet wide!
- Riga, our capital, is the largest city in the Baltics and was a European City of Culture in 2014. It has the finest collection of art nouveau buildings in the world and the Old Town is a UNESCO world heritage site
- We have great buildings, some of the more unusual people can visit are the Karosta Prison, where disobedient soldiers were punished; and the Irbene Radar Astronomy Centre, the largest radio telescope in northern Europe.



# Meet the WINNERS...

Continuing our series of meeting the winners from the 2014 BABTAC & CIBTAC awards, it's the turn of Inspiring Person of the Year and Tutor of the Year.

**BABTAC & CIBTAC  
Inspiring Person of the Year:  
Sarah Glover**

Sarah first became involved in the beauty industry at the age of 14, when she worked as an Avon rep, having had a passion for products and all things beauty from an early age.

In 1987 Sarah took the necessary steps towards working in the industry as a professional, choosing to train as a beauty therapist at the London College of Fashion. Eager to start her career, Sarah was unable to apply for the course officially, due to living in America and missing the application date. Unwilling to take no for an answer, she went to the college to ask the tutor for an interview. She was accepted.

After graduating, Sarah took a job at the Metropolitan Club in Battersea where

many of her clients were well known faces, seen daily on TV.

It wasn't long before she decided to set up her own beauty salon, called 'Smoothies', which was both home-based and mobile. When her husband's relocation took her to

*Sarah realised she could use her skills to teach victims of unimaginable life traumas, which could help them rebuild their lives*

the north east of England, she took a job as a counter manager for Clinique.

In spring 1995 Sarah became a stay-at-home mum but her friends and family wouldn't let her stop doing beauty completely, regularly seeing Sarah for manicures, pedicures, eyelash tinting and waxing, which Sarah says helped to keep her skills up to date.

A move to a house with an annex meant Sarah was able

to set up Eden Beauty Boutique in 2010. Soon after, she was invited to go to India on a charity mission to see the work of Vision Rescue. This trip inspired Sarah as she realised she could use her skills to teach victims of unimaginable life traumas, which could help them rebuild their lives.

Having completed her PTTLS teacher training, Sarah set up her charity 'Born to be Beautiful' in 2011. To her surprise it took off to such an extent that she had to decide between her business and her charity. When her hairdresser remarked: 'Sarah whenever you come in here, you always talk about your charity, you rarely talk about your business,' she knew where her heart lay.



Now running the charity full time, Sarah has travelled to India and Africa to teach manicure and pedicure skills to ex child soldiers, people who have been rescued from human trafficking, girls who live in slums and those found positive for HIV. The charity gives them a uniform, certificate and a starter kit to help them find work.

Sarah says: 'Our ultimate goal is to set up self-sustaining beauty salons and training schools in these countries.'

When asked about winning Inspiring Person of the Year Sarah said: 'My friends wanted me to enter "the most inspiring person of the year 2014" award. They sent such lovely testimonies I had to send them to BABTAC.'

'I have used the award to promote the charity and I'm currently looking for sponsorship, so we can accredit our course and give those victims a worldwide recognised qualification that will help them make a life for themselves.'

**CIBTAC Tutor of the Year:  
Tara O'Halloran**

Tara says that since winning the award her teaching career has changed beyond all expectations.

She has been appointed as chief examiner for the National Ireland Skills Competition in Beauty Therapy. She has designed and will host the National Skills Competition for Ireland in Kerry ETB Training Centre in February, and has also been appointed as the National Chief Expert for Beauty Therapy for Worldskills Sao Paulo 2015.

'Since the award I feel a great sense of pride and happiness that the training we deliver is the best in the industry,' she said.

'The training course that I provide in Aesthetic Treatments, Body Therapy and Epilation is a huge part of our service to industry and employment in the Republic of Ireland. The Tutor of The Year Award was covered in the regional and national newspapers, internet and radio stations, raising our profile and the audience, so we have a huge list of potential beauty therapists to interview for our next course.'

Tara began her career as a therapist and beauty therapy educator, beginning her journey into beauty when graduating with a CIBTAC diploma in the 1990s. She feels that her qualifications are valid and flexible, and that they have opened up wonderful opportunities throughout her



career as a therapist, trainer and national expert.

Having worked extensively in body therapy, she has recently refocused on non-surgical face-lift and Ultrasonic/Dermabrasion treatments.

It's not just her beauty qualifications that she's focused on: last year Tara completed a BA in training and education. She completed

her thesis by using her trainees' experiences as a guide to exploring learner performance and psychology. ■

*"Since the award I feel a great sense of pride and happiness that the training we deliver is the best in the industry"*

BABTAC & CIBTAC

# 2015 AWARDS

## Last chance to enter

It's time to get your (ice) skates on and fire off your entry if you're planning to take part in this year's BABTAC & CIBTAC awards – the closing date is just weeks away on 27 March.

Just imagine the thrill of finding out you're a finalist, the anticipation as you arrive for the awards ceremony – one of the biggest dates in the beauty industry's calendar; the disbelief as your name is announced and the joy as it sinks in that, yes, it really is you.

Being an award winner provides motivation to you and your team, demonstrates to your clients just how good you are – and the reward and recognition from your industry is something you'll carry with you for the rest of your life.

So it's time to break the ice, fire up your enthusiasm, take the leap of faith and get your entry in – because the only guarantee when it comes to awards is that if you don't enter, you can't win.

### How to enter

The classes for the BABTAC & CIBTAC 2015 Awards are:

- Beauty Therapist of the Year
- Holistic Therapist of the Year
- Make-up Artist of the Year
- Nail Technician of the Year
- Small Salon of the Year
- Large Salon of the Year
- BABTAC Accredited Centre of the Year
- CIBTAC Centre of the Year
- CIBTAC Tutor of the Year
- CIBTAC Student of the Year
- BABTAC & CIBTAC Inspiring Person of the Year

You can find all the information for each class and the entry forms plus the overall terms and conditions at: [www.babtac.com/awards](http://www.babtac.com/awards)



### Awards at a glance

- The closing date is 27 March 2015
- BABTAC will contact finalists with details of the next steps
- The awards ceremony will be held at Fazeley Studios, Birmingham on June 21
- The theme is fire and ice



Sponsored by:



## Non Surgical Liposuction

# Drop a dress size - lose cellulite...

- Generate £96K per year\*
- Low cost of ownership (from £1500)
- Immediate results
- Full training and marketing support provided



Lipo-Light has taken America by storm providing the latest in non-surgical liposuction. These revolutionary machines use scientifically proven 635nm red light therapy allowing you to offer inch loss, toning and cellulite reduction.

### See the results for yourself...



### How it works

When the body needs fuel, the brain sends signals to the adipose cells to break down stored fat to release energy, a process called lipolysis. The heat and light emitted from Lipo-Light simulates this release of energy. Exercise completes the process of burning the energy resulting in immediate slimming and toning – 'in the areas you want'.

### The science behind LipoLight

A chromophore is the part of a molecule responsible for its colour that absorb certain wavelengths of visible light. Red light (635nm) emitted from Lipo-Light causes the fat cell membranes to lose their round shape, changing the permeability of the cell. This alteration of the cell triggers the release of a lipase enzyme that breaks triglycerides (fat) down into monoglycerides and fatty acids, which releases energy, shrinking the cell.

### Did you know?

Lipo-Light is the best-selling machine in the USA



Find out more... Call 0845 601 0933 or visit [www.Lipo-Light.co.uk](http://www.Lipo-Light.co.uk)  
less time, less effort, great results



\* Income based on 20 clients per month undertaking a full course of treatment @ £40 per session.

# CAREER ASPIRATIONS; do dreams really come true?

*Recent research has shown few of us end up in the career we dreamt of as teenagers, so how do BABTAC members stack up? Editor EILIDH MACRAE found out when she spoke to three members about their career aspirations... >*



### Sally Dick, Beauty Therapist and Chair of the British Institute and Association of Electrolysis

From a young age Sally knew she wanted to work in the beauty industry, and at 16 she decided she would like to work in make-up. She took up a course at Chichester College of FE.



She finished the course in 1974, aged 20, but had already realised that make-up wasn't quite the dream she had in mind, so she decided to pursue other areas of beauty therapy.

Sally worked in two beauty salons before she decided to buy her own. After working hard at her own business she then decided to sell and go into teaching, but quickly found she missed the hands-on nature of the work in a salon, and so chose to work as a therapist at home.

Teaching, however, did allow Sally to go into post graduate training and to get involved with the Institute of Electrolysis which she eventually chaired, working to fuse the two electrolysis professional bodies into the British Institute and Association of Electrolysis.

During her time in beauty Sally has seen many changes. She started using Clarins in the 70s when it first became

available in this country, and in the early 90s she discovered Environ. She has also seen beauty shows grow from small displays in hotel dining rooms to full scale events, saying she could never have imagined how big the beauty industry would get.

Sally asks: 'So has my career followed the path I expected? When I left school I assumed I would stop work when I married or had children! I feel so lucky that a whimsical thought in a maths lesson at 16 led me onto this path.'

'One question I have asked myself though, should I have a chain of salons by now or made millions selling machines? But the answer is that I have done what has suited me. I have had a varied, successful and interesting career. I don't live for work alone and this profession has allowed me to lead the life I have wanted. I love the contact with the client and the difference you can bring to people's lives.'

'Funnily enough I now seem to be moving back into make-up as I'm helping the local amateur dramatic group with make-up for an Open Stages production for the Royal Shakespeare Theatre.'

*"I feel so lucky that a whimsical thought in a maths lesson at 16 led me onto this path"*

### Charlotte Trendell, Make-up Artist and Skin Camouflage Practitioner

Charlotte's dream was to run her own business and the first steps in her career were as a fashion buyer for Selfridges, after graduating in Fashion Management from the London College of Fashion.



As is the case for many people, the decision to start afresh came after changes within the family. In Charlotte's case it was the death of her father and the stresses of family illness taking their toll that prompted the re-evaluation of her life and the decision to leave her job.

Her move from fashion to beauty came by chance. As a naturally creative person, Charlotte wanted to explore this further and picked up a copy of Hot Courses, where she stumbled upon Make-up Artistry. Charlotte then enrolled on a number of part-time courses that focused on all aspects of make-up, from beauty to fashion and special effects. She then embarked on a nine-month course in make-up for fashion, film and TV at Shepperton Film Studios.

'I loved it,' she says, 'but I wanted to do more than just apply make-up - I wanted to help make a difference in people's lives.'

Having suffered from anorexia since childhood, Charlotte was fully aware of how a person's appearance can affect their self-esteem and confidence. During her treatment Charlotte had followed the story of Katie Piper, who suffered third degree burns in an acid attack and then went on to set up her own charity. This inspired Charlotte to do a course in skin camouflage with the British Association of Skin Camouflage.

Her lightbulb moment came when a friend asked her to do her bridal make-up, including camouflaging her psoriasis and birth mark. Charlotte saw how the results boosted her friend's confidence and realised there was a need to offer both camouflage and cosmetic make-up services in one.

When *Vitality* asked Charlotte to comment she said: 'My mother had recently undergone extensive surgery that had left her with scars on her body that she felt embarrassed by and struggled to conceal with clothes. Applying skin camouflage to these affected areas gave her a renewed sense of confidence and seeing the sheer pleasure on my mother's face when she said it was a miracle, made me want to pursue this area of make-up further. I realise now that the job satisfaction I gain by helping others means I've found the ideal career for me.'

[www.charlottetrendell.com](http://www.charlottetrendell.com)  
@char\_trendell



### Carol Pollard, Salon owner

For Carol, the beauty industry was a teenage romance - she fell in love with it, aged 16, when she took her first job in the cosmetics department of a large department store in South Africa. She loved the bottles, the fragrances, even the packaging and was instantly hooked.

Her mentor taught her all about presentation, sales, products and product application. 'I'll never forget her and the way she supported and guided me towards a lifelong love of the hallowed halls of the cosmetics department,' says Carol. 'She even arranged for me to have product training, which was unheard of for a teenager working part time at that stage. She must have known that this would be my love.'

The path of true love didn't run smooth. Although her heart was set on the beauty industry, Carol couldn't take her career any further at the time due to her parents being unable to afford the college fees needed to fund a course to forward her career.

Carol had no choice but to take her career in another direction, although she always knew her heart lay with being a beauty therapist. Even after she moved to England, she still felt this was the right direction for her.

It was after the birth of her second child that Carol decided it was time to go back to college and study beauty therapy. Despite the stress of a divorce and house move, she completed her NVQ3 in 2009, winning both her college's award for Student of the Year and SEBTA. She continues to collect awards: in



*"My career aspirations developed over a number of years into a genuine desire to offer superb quality treatments with award winning products"*

2014 she was shortlisted by the Banbury Guardian as one of their salons of the year 2014 and was a finalist in the BAPTAC Beauty Therapist of the Year.

Since gaining her NVQ3, Carol has completed a PGCE and taught a few short courses at her local college. She is now concentrating on her own business, a studio salon which she runs at home. She has also become a NYR Organic Consultant Therapist and is using her skills, product knowledge and enthusiasm to support her clients on their journey to a more healthy,

happy and relaxed skincare regime.

Carol says: 'I suppose it would be fair to say that my career aspirations developed over a number of years into a genuine desire to offer superb quality treatments with award winning products to my clients.'

### What did you want to be when you were a teenager? Did you already know that you wanted to work in the beauty industry or did your ambitions lie elsewhere?

At the end of last year BAPTAC surveyed more than 2,000 women aged between 18 and 25 to find out what their earliest teenage career ambitions had been.

The top ten were: hairdressing (36%), fashion (31%), beauty therapy (29%), interior design (26%), marketing and public relations (24%), accountancy (22%), law (19%), medicine - including mental health services (14%), sports - including nutrition, training and physiotherapy (11%) and graphic design (8%).

Overall, only 21 per cent of respondents had followed their dream but the figures were much higher for hairdressing and beauty therapy at 38 and 34 per cent respectively.

Again, when asked if they thought they would eventually work in their dream industry more people who had selected beauty therapy (78%) thought they would achieve their ambitions than the average (62%) and hairdressing (56%).

The top influencer in selecting a career aspiration as a teenager is having family in the chosen industry, with 34 per cent of respondents highlighting this, compared to 16 per cent selecting the second influencer, which is how it is portrayed on TV and in the media.

# COULD TEMPING TEMPT YOU?

**W**ith an improving economy, temporary jobs in the spa and beauty industry are becoming increasingly popular for both therapists and operators. If you're trying to find a way of fitting in a family with work or simply don't want to tie yourself down to one role for a long period, a temporary contract could be just the answer.

Today temping is a real career choice, offering career growth, experience and something to get those juices going in a colourful industry that always needs temps.

Veronica Butler, founder of Redcurrant, which specialises in temporary recruiting for the spa and beauty industry, gives her top 10 reasons for temping, to help you decide if temping might be the right career choice for you.


**1**  
**You are in control**  
One of the biggest benefits of working on a contract or temporary basis is that you are in control of your career and it's easier to take breaks to fit in with your lifestyle. This freedom can make life much more rewarding.



**2**  
**Gain new skills**  
Many places now offer comprehensive training for not only permanent but also temporary staff. Spas are prepared to invest in temporary contract staff, allowing them to develop, improve and maintain skills. We recently undertook a training day for our registered therapists at the Thalgo Head Office.  
They were able to take part in an introduction to the concept of Thalgo alongside hands-on training in the most popular treatments they offer, enabling them to take these skills wherever they go.



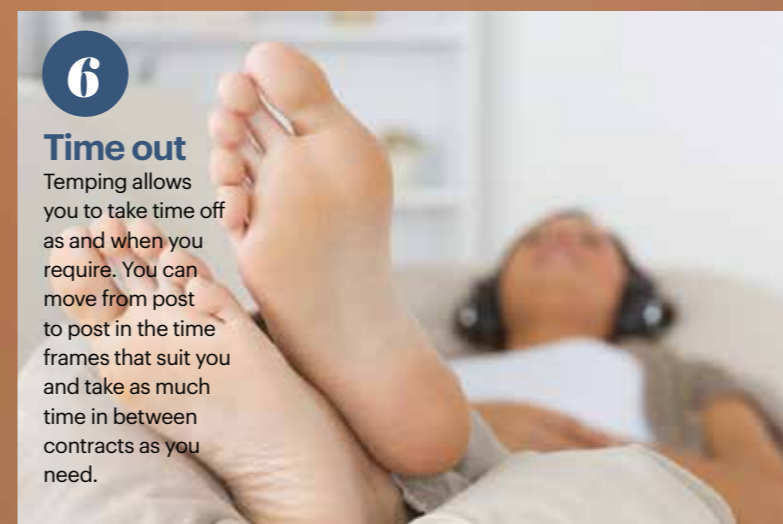
**3**  
**Benefits**  
Many of our clients have commented that a huge draw to temporary contracts is how much you can earn. Spas are putting big money into temping staff and reaping the rewards.



**4**  
**Networking**  
As you move from post to post, you meet more people which develops your working life network. This could present further opportunities to you in the long term.

**5**  
**A foot in the door**  
Temping presents the opportunity to work with bigger, more prestigious brands which you might not have got into on a permanent basis.

**6**  
**Time out**  
Temping allows you to take time off as and when you require. You can move from post to post in the time frames that suit you and take as much time in between contracts as you need.



**7**  
**Protected**  
All our temporary contracts provide insurance for you. Public liability is covered by the establishment in which you work and we cover the therapists for professional indemnity. This means there is no additional actions for the therapists to take as it's all taken care of.

**8**  
**Opportunity to travel**  
At Redcurrant we work with high end spas around the UK. We have temporary jobs available in widespread locations including as far north as Edinburgh and Scotland, London and as far south as Dorset. The coverage is far reaching and varied.

**9**  
**Career change**  
Temping provides you with a diverse CV. It is great to test the water in new companies and temporary contracts allow you to do this in a flexible way.

**10**  
**Stepping stone to permanent**  
Temping can lead to a fixed position whether this is your goal originally or becomes a plan you want to progress.



## Case study

**W**e have been working with Maria for a year now and she quickly progressed to working with our most prestigious clients on a regular basis. Maria has small children and enjoys the flexibility of temping as she can fit it around her own commitments.

She has taken part in the training required to work with one of our top spas in London and has firmly become part of their team as well as the Redcurrant team. Not only is Maria able to vary her work by having the choice of many different locations, she is often requested and good feedback is offered almost every time she works.

Maria says: 'Redcurrant has been great at organising my shifts and always go the extra mile to fix those dates in different spas and salons for me. Redcurrant has been an amazing employer for me and I really appreciate that I can work for a company that has supported me in every way.'

**• If you are interested in considering temping as a career or for a short period, please visit [www.redcurrant.co.uk](http://www.redcurrant.co.uk)**

# Why you should stock... Exuviance®

**Q What's your story?**

Exuviance® is a dermatologist developed skincare range created by Drs. Van Scott and Yu, widely recognised around the world as leaders in the field of cosmetic dermatology. They are the creators and original patent holders of the first glycolic peel and discovered the rejuvenating powers of Alpha Hydroxy, Polyhydroxy and Bionic Acids, and NeoGlucosamine which provide proven, visible results. The brand comes from the company behind NeoStrata – Winner of Best Cosmeceutical Range in the UK in both 2013 and 2014.

**Q Tell us about your product range.**

Exuviance is “where science meets spa”, it's a clever combination of the science we associate with cosmeceuticals with the luxury demanded by today's consumer. NeoStrata Company innovates! The company consistently introduces new ingredient technologies into the Exuviance brand. The Exuviance product line was introduced in 1996 using the AHA, glycolic acid, and the PHA – gluconolactone. Lactobionic acid, the first polyhydroxy bionic acid, was launched in 2000 and NeoGlucosamine®, was launched in 2008. Maltobionic acid was featured in new antiaging lines that were launched into the brand beginning in 2009. Current formulations also include the best ingredients sourced from around the world to work with NeoStrata company's own patented proven ingredients. Other new ingredients are continuously under development to support multiple skin benefits and needs, and formulations combine the best of NeoStrata technology with other key benefit ingredients. Exuviance skin care is divided by skin type – normal/combination, oily/acne prone, sensitive/dry, comprehensive anti-aging and targeted treatments such as Toning Neck

Cream, Heel Repair and Hand and Body Lotion, as well as targeted treatments such as acne, age spots and dark eye circles.

**Q What's your top seller?**

Vespera Bionic Serum is an antioxidant, anti aging skin serum that delivers real results. Users experienced a 212% improvement in skin clarity after six weeks with this intensive treatment. Help smooth lines and wrinkles while protecting skin from oxidative damage with this concentrated treatment, blended with AHAs and PHAs, Pro-Vitamins A, C, and E, and powerful antioxidants. Clinical studies indicate that after six weeks of use:

- 212% improvement in skin clarity
- 89% of users claimed a significant improvement in skin texture and smoothness.

**Q What's your latest product?**

Exuviance Triple Microdermabrasion, a cleansing treatment product, has been formulated to have a triple action approach to skin resurfacing. The innovative formula contains pure professional grade crystals, pure Papaya Enzyme and 10% Glycolic Acid to dissolve impurities that contribute to congested pores, stimulate cell renewal, loosen dead skin cells and remove any dry patches. When these ingredients work together the results are unsurpassed. Both delicious to use and highly effective.

**What's the set-up cost for stocking Exuviance®?**

Set up costs are tailored to your clinic, in the same way the skincare is tailored

to your clients' skin needs. Training is free when you place an opening order of £1500, and we have some great packages launching at Professional Beauty at Excel in February.

**Q What sort of payment plans do you have?**

We believe, and experience has told us, that the way salons and spas grow with Exuviance is their clients are ordering more and more products and booking more and more treatments. Our invoice terms are 30 days, but we do not put any pressure on order size at all.

**Q If you are replacing another brand what happens to the old stock?**

We work closely with all new accounts to make sure that the transition to the Exuviance brand is seamless. This will vary for each scenario, but will be tailored to suit you and managed by your local sales manager and trainer, supported by our award winning Customer Care team.

**Q What advertising support do you supply?**

Exuviance is a brand that responds well to advertising and PR as it is globally well known and highly regarded but new to the UK. We are investing in a strong consumer PR campaign and you can expect a high level of point-of-sale marketing tools and social media support.



**Exuviance**

www.aestheticsource.com  
www.exuviance.co.uk  
01234 313130

**Exuviance®**  
Reveal The Beauty Of Great Skin™

smooth operator.

**NEW** Exuviance Triple Microdermabrasion



professional-grade microdermabrasion crystals polish your skin to a gorgeous, silky glow

10% Glycolic Acid stimulates cell renewal to rejuvenate skin


Papaya Enzyme dissolves impurities that congest pores

resurface & rejuvenate in just one application

the most significant advance in skin resurfacing since the invention of the glycolic peel

Where science meets Spa

www.exuviance.co.uk

Distributed in the UK by  Aesthetic Source - innovation in aesthetics delivered to you Meeting the needs of your business, delivering high satisfaction to your clients Call us on 01234 313130 info@aestheticsource.com www.aestheticsource.com



### The power of polish

For the first time on record, nail polish and nail products are outselling other beauty products such as lipstick and fake tan, with spending on nail varnishes alone shooting up by 7 per cent in 2014. This meant sales totalling £284 million in the UK, in comparison to the British annual spend of £244 million on lipsticks.

The average British woman spends £450 a year on nails, with a large percentage turning to professionals for manicures, and 70 per cent buying at least one nail varnish or polish in 2014. This growth is set to continue in 2015, with manicures being one of the most popular treatment options.



### Fillers found to improve acne scarring

The United States' Food and Drug Administration has approved the use of dermal fillers to treat the appearance of acne scarring. A clinical study was carried out to test the effect of the filler Bellafill, compared to the use of a placebo saline injection. The study showed that the treatment improved the appearance of scars over a six month period.

Bellafill, which is developed by Suneva Medical, is known as Artefill in the UK and has now been approved to be used as a treatment for acne scarring on the cheeks in patients over 21.



### Peptides prove their worth in skin care

A buzz word in the world of anti-ageing, peptides are increasing in popularity when it comes to skin care, with more clients seeking peptide-based treatments due to their proven results.

The increasing number of consumers seeking natural or organic treatments has also provided a boost to peptides and the creation of new peptide-based products.

There are dozens of different types

of peptides, which are natural protein fragments found in the chains of amino acids that improve cell communication. They are often referred to as the skin's building blocks and typically applied peptides give existing collagen a boost.

Manufacturers are now embarking on the fourth generation of products to contain peptides: these aim to treat ageing problems even more efficiently.



### Professional Beauty London has the power of attraction



Professional Beauty London has been confirmed by industry journal Exhibitions News as the UK's third highest attended exhibition of any trade sector.

Spring Fair and World Travel Market were reported to be the highest attended exhibitions. Professional Beauty's managing director Mark Moloney said: 'This illustrates just how important the salon and spa sector is to the UK economy. All the team are very proud.'

### Salons could be graded on sanitary standards

New York City has recently been considering the idea of using a letter grading for salons to indicate the level of cleanliness, with 'A' being the highest possible grade.

This method has been used for a long time in the food industry and is now being considered as a method to clearly measure and grade salons on their hygiene standards too. This is in response to an increase in complaints regarding sanitation in salons in New York in September.

The Bronx borough president Ruben Diaz Junior said: "While most salon and spa owners operate clean, reputable establishments, some do not, and they are putting the health and safety of their customers at great risk. The proposals will go a long way toward ensuring that the people of this city have a clean and safe

atmosphere to get their hair done, to get a manicure or pedicure, or any of the other practices typically found in spas and beauty establishments."





# Product latest

New collections, products and treatments to hit the market

## B-Line launches ERASE

B-Line has launched ERASE, an easy-to-use spray to tackle persistent dry, hard skin and cracked heels.

Developed for professional use, the spray contains urea and lavender and can be incorporated into any existing pedicure procedure. Simply spray on, rasp with B-Line's

wooden double-sided rasp and dry skin falls away to reveal the healthy skin beneath.

Each 200ml bottle contains enough for about 100 treatments.

Price: £35.50+VAT (rasp £8.95+VAT)

[www.b-linebeauty.com](http://www.b-linebeauty.com)



## New Just Wax trio

Salon System has expanded its Just Wax collection. The hybrid Gel-E-Crème Wax allows a thin application and is available with argan oil and orange, or lemon and manuka honey.

Multiflex Stripless Hot Wax is ideal for carrying out intimate wax treatments and features advanced waxing technology to enable removal in almost any direction.

Perfect for therapists on the go, Hon-E Wax is available in a re-sealable bag. It is microwavable and is also an ideal wax refill system for wax heaters.

Spillages can be removed with warm water.

Prices from £5.80-£12.00 Available from wholesalers nationwide.



## Après-CIT

The first of a series of advanced peptide combinations, which will be launched in early 2015, Après-CIT is a water based serum containing a blend of three peptide complexes. It is applied after needling on any areas that have been treated with 1-3mm long needles. Clients can take home any unused serum and apply it twice daily as part of their usual skincare regime, and then return for a course of needling treatments, ideally at weekly intervals.

Price: £20

[www.iaa.eu](http://www.iaa.eu)



## So Pure Colour Brown Shades

Keune is continuing to build its So Pure Colour range and is giving brunettes a boost with five new shades for natural brown, strong and healthy hair. So Pure Colour is a mild permanent hair colour, it is 100 per cent ammonia and paraben free and uses organic ingredients.

The colours are long lasting, easy to mix and include essential oils so they smell great too.

Price: £7.26 exc VAT

[www.keune.uk.com](http://www.keune.uk.com)



## HD Brows Kajal liner

Make Up by HD Brows has unveiled its new Kajal eyeliner. The blend of waxes makes it ideal for blending to create an effortless smoky effect. The paraben-free formula has been dermatology and

ophthalmologically tested and is enriched with antioxidant vitamins C and E, making it suitable for contact lens wearers and sensitive eyes.

RRP: £19

[www.hdbrows.com](http://www.hdbrows.com)



## New from Dr Murad

Dr Murad is launching two new anti-ageing serums this month. They contain specialised resurrection plant proteins to reduce age-related dehydration, tighten and firm the skin and strengthen the skin's barrier. The Intensive Age-Diffusing Serum followed by the Age-Balancing Moisture helps combat age-related dehydration for smoother, more resilient skin.

Prices from £59.50-£64.00

[www.murad.co.uk](http://www.murad.co.uk)



# Be sure he wears colour in his hair

*Male hair colourants are on the up with more and more men turning to salons to banish their grey hairs. With the market ever growing, is this something you could take a slice of? VITALITY finds out...*

In an era where men are becoming increasingly image conscious, hair colour plays a major factor in male grooming. With just one in ten over 50s being free from grey hair, by this age the majority of men will have a scattering, if not a head, of grey hairs.

With various publications asking 'Men: should you dye your grey hair?' this is clearly a hot topic. For decades gone by it's been perfectly acceptable for women to cover up their ageing locks, and now it seems men are opting to do the same thing.

In a world where the majority of us aim to look younger and as we get older conceal our age, many men are now opting to colour their hair to hide the signs of ageing.

The leading brand in the industry is of course, 'Just For Men'. Targeted and

marketed at the over 50s market since the 1980s, the at home hair colour has proven to be a popular choice.

With a variety of products including hair and facial hair dye, in a wide variety of shades, this is a go-to product for men worried about their greying hair. But, due to inexperience, many men who might want to get rid of their greys aren't quite confident enough to do the job themselves, so they're choosing to turn to professionals for help.

While women are more confident with at home dyes, many still opt for a visit to the salon or from a mobile practitioner for a professional finish – which also has the advantage of not risking dye drips in the bathroom – and it seems men are catching on.

Even though an increasing number of men are dyeing their hair, their requirements tend to be more conservative than their female counterparts. Men want their hair to look as natural as possible and aim to find a shade close to their natural colour, rather than choosing to experiment with colour and shade.

While there currently aren't any professional brand dyes aimed specifically at men, many of the hair colourant brands

used in salon work perfectly for male hair: it's all about marketing them to appeal to male clientele too.

According to Mintel, 74 per cent of men invest in beauty products and treatments, with 19 per cent of them choosing to buy only those products and treatments aimed specifically at their gender. So, in a market with no gender-specific products it pays to target treatments as being gender specific.

Appeal to men looking to get their hair coloured by featuring a 'Male hair colouring' section on your treatment list. It might be worth mentioning the brand you use and stating that it's great for male hair, just to give a little reassurance. Offer two prices, one for men with very short hair (under two inches) and one for men with longer hair.

When it comes to booking a colour men can find it difficult to know what to book in for, and how much they should be paying to have their typically shorter hair coloured. Take the confusion away and make it easy for them by specifically stating what they're booking in for, for example a 'male short hair all over colour'.

Advertise your hair services for men in your salon window: men often may overlook hairdressers and salons, turning straight to the barber or a salon specifically aimed at men. Create a more masculine design for the advertisements you're aiming at men by using strong, bright shades and geometric lines.

With more and more men opting to cover their greys, the male hair colouring market is increasing. If you offer hair colouring services to women, tailor these services to men too and avoid missing out on this expanding market. ■



*"With more and more men opting to cover their greys, the male hair colouring market is increasing"*



# DATES FOR THE DIARY

Upcoming events, exhibitions, courses and more.

**APR**

**NATURAL BEAUTY & SPA @ NATURAL & ORGANIC PRODUCTS EUROPE**  
 19-20 April 2015  
**Excel London**  
 The 19th Natural & Organic Products Europe event is four shows in one, combining Natural Beauty & Spa, Natural Living, Natural Health and the Natural Food Show. It's a great opportunity to stock up on the best choice of quality natural, organic, Fairtrade, sustainable, ethical, eco and healthy-living products and stay up to date with the latest innovations and evolving natural trends.  
**Cost:** free online in advance  
**Website:** www.naturalproducts.co.uk

**APR**

**SCOTTISH HAIR & BEAUTY**  
 26-27 APRIL 2015  
**RHC, Edinburgh**  
 Scottish Beauty has expanded to become Scottish Hair & Beauty, Scotland's only hair and beauty show. It runs for two days in Edinburgh and will feature over 300 leading brands, new product and treatment innovations, savings and deals - with over 1,000 offers, education programmes, professional networking and competitions, this is a beauty event not to be missed.  
**Cost:** free online in advance (you must produce your ticket at the door), £10 on the door, £5 for students  
**Website:** www.scottishbeautyshow.com

**MAY**

**BEAUTY UK**  
 10-11 May 2015  
**NEC Birmingham**  
 Beauty UK features four shows under one roof, BeautyUK, NailsUK, HairUK and holistic health and saw 25,600 beauty professionals attend in 2014. The event includes 500+ brands, new products and innovations, professional networking opportunities, industry leading competitions and thousands of exclusive offers.  
**Cost:** £20 or register online for free entry to trade visitors  
**Website:** www.beautyukshow.com



**JUN**

**WALES HAIR & BEAUTY SHOW**  
 14 June 2015  
**Cardiff City Stadium**  
 The Wales Hair & Beauty Show for professionals returns to Cardiff for its fourth year. The show is a showcase for the hair, beauty and wellness industry in Wales and the South West, featuring the latest hair and beauty brands/innovations and treatments. It has live demonstration stages, educational seminars and amazing show offers too. The show will also host the NHF Open Hairdressing & Beauty Championships after a successful debut in 2014.  
**Cost:** £7.50 online or £10 on the day  
**Website:** www.waleshairandbeautyshow.co.uk

**OCT**

**OLYMPIA BEAUTY**  
 4-5 October 2015  
**Grand Hall, Olympia, London**  
 Olympia Beauty, one of the biggest dates in the beauty trade calendar, enables professionals to see everything there is to see in the world of beauty, all under one roof. Seek out the latest innovations, forthcoming beauty trends and education, and network with people your business needs.  
**Cost:** free in advance, £20 on the door  
**Website:** www.olympiabeauty.co.uk



Provide a **flawless first class** service

**£100 off** our licence price of £1295+VAT for all **BABTAC** members

Consistency within your salon or clinic is the key to success, and your clients should have the same professional, tailored service every time they visit you.

personalised touch to their experience. Sending welcomes and thank you's to new clients, rewarding your clients that recommend and making them feel special on their birthday are all easy to do.

Used by the most successful spas, high street beauty salons and clinics, Premier Spa covers all aspects of running your business from start to finish.

Call now to see how Premier Spa can help bring the pampering and luxury back to client visits with a flawless first class service.

Even before your client has stepped into the treatment room, you can add a



From **£1295\*** +VAT

Single user licence, 2 days training, customisation and 30 days compulsory support

**A look at...**

# Pedicures through the ages

*Brightly painted and neatly filed toes are a must during the summer months and can be seen on thousands of sandal-wearing women every single day but the art of taking care of our feet has been around for thousands of years.*

**IN THE BEGINNING...**

Although scientists think humans first started wearing shoes about 40,000 years ago, it's not certain when the pedicure was invented. It's not even certain that the earliest shoe wearers noticed the effect shoes were having on their toes – they became much smaller and the big gap between the big toe and the second toe began to close.

What is certain is that until the domestication of the horse – some 6,000 years ago – a healthy pair of feet was vital if you wanted to get around. So, the earliest pedicures probably involved getting rid of dry and cracked skin.

By the time of the Ancient Egyptians pedicures were important enough to be depicted in tomb art. It isn't just confined to pharaohs: the vizier Ptahhotep's tomb paintings, which date from around 2400 BCE, show his servants giving him both a pedicure and a manicure.

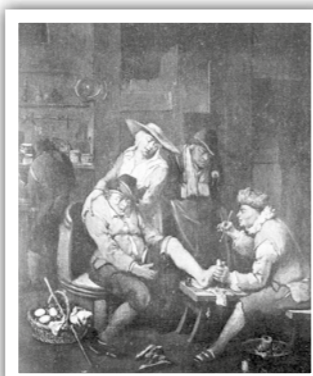
For ancient Egyptians the pedicure included a massage, which may have been a form of reflexology, and it's thought they may have also used nail paint.

Using pumice stones to scrape away hard skin from the feet was popular among Roman legionaries. (They also



wore socks with their sandals, but that's another story.) The Romans also gave us the word pedicure; it comes from the Latin words 'pedes', meaning feet, and 'cura', meaning to heal or to care.

Pedicures in Medieval and Renaissance times were very much focused on the care of the feet rather than decorating them. When syphilis swept the continent in the 16th Century it led to ulcerated



'Pedikur', Von Johann Hooremans (1685-1759)

feet and in 1542 the 'Quacks Charter' allowed anyone to use 'herbs, roots and waters' to make salves and ointments to treat sores, including those on the feet. In many cases they were more successful than the physicians' treatments.

By the Victorian era, the number of people entering shoe shops with painful foot conditions so intrigued a William Scholl that he was inspired to enrol in medical school, later establishing the Scholl company with his brother Frank.

SHUTTERSTOCK / WELLCOME IMAGES



**THE 1900S TO THE PRESENT DAY...**

Just like manicures, painting of the toe nails also began to increase in popularity with the launch of the first commercially available nail polish, created from automobile paint in the 1920s. Before this paint was available, women often tinted their toe nails using red oil or added a glossy finish with tinted creams and powders, to create a feminine look on the toes.

The raising of hemlines in the 1920s made feet more noticeable and two products hit the market in 1927: a tube of rose cream and a white chalk like product that could be applied underneath the tip of the toe nail to enhance the white tips, much like a French manicure result.

As recently as 1990, it was rare to find pedicures on the list of salon treatments, although they would be carried out if customers asked and European Touch developed the first spa pedicure chair in 1985. It was the rise of day spas that led to the industry's development, with the pedicure becoming the fastest growing service in the beauty industry by 1999.

The 2000s saw an explosion of an unusual therapy to help keep feet smooth and soft: fish spa therapy. This treatment involved customers putting their feet into tanks of warm fresh water containing living Garra Rufa fish, which are also known as 'doctor fish'. The fish would



**CONTINUED DEVELOPMENT...**

New pedicure products to help keep feet healthy and beautiful are continually being launched. Pictures of painted toe nails to raise awareness for charities are now finding their way onto social media and power pedicures (business meetings with a pedicure) have made the headlines.

From foot massage, nail care and painting, skin care and treatment of conditions as well as foot mapping, foot care has come a long way since it first began, yet the basic ideas have remained much the same for thousands of years.

A pedicure gives us the chance to take the weight off our feet and relax, knowing we're keeping our feet clean, hydrated, soft and healthy, whether they're on display or not.



# Battle of the brands

Our Battle of the Brands feature compares three well-loved brands by using feedback from members who use them every day. This time our members are fighting for their favourite nail varnishes, the ones they and their clients love when carrying out nail treatments.



## CND Vinylux



**NAME:** DEBBIE REYNOLDS  
**FROM:** SMART BEAUTY, OVERTON  
**FIGHTING FOR:** CND VINYLUX

### Pros & cons?

**Pros:** Its durability – it stays shiny and chip-free no matter what you are doing. We've road tested it with washing up, gardening and DIY and it stays looking good. Vinylux works alongside Shellac, so you can have matching fingers and toes. The built-in basecoat means it goes on evenly and quickly; it doesn't harm nails and very seldom dries them out.  
**Cons:** The colour range isn't as wide as some, although this is improving.

Occasionally the big bottles can go gloopy – CND does provide instructions on how to avoid this.

### Customer feedback?

Good – a lot of clients opt for Vinylux when they feel they want to give their nails a rest from Shellac. We get a lot of really good comments about it. The CND brand is well known and respected, although that does mean there are a lot of fakes around, which those of us stocking the genuine brand have to compete against.

### Cost effective?

It is quite expensive but this is balanced by the durability, which means clients come back for more.

### Recommended?

Yes. One of the main reasons is the support you get from CND – they're always available by phone or email. Also, they're working really hard to boost the colour range, so we're seeing new colours for clients to try.



*"It stays shiny and chip-free no matter what you are doing"*



## Orly



**NAME:** BECKY FARRELL  
**FROM:** VICTORIA ROSE BEAUTY, BRISTOL  
**FIGHTING FOR:** ORLY

### Pros & cons?

Orly has been established since 1975: its founder Jeff Pink was the innovator of the French polish, ridgefiller and the gripper cap and it continues to be innovative, launching BB Crème for nails last year to huge success. There's a wide range of beautiful colour polishes, lovely scented products and always with the promise you will walk away with amazing nails after an Orly manicure or pedicure.

### Customer feedback?

Clients know Orly and trust their products it isn't hard for us therapists to talk them in to an Orly manicure! Clients are always spoiled for choice with the colour range. They always return and comment on how long their Orly-polished nails have lasted.

### Cost effective?

Orly nail polish comes in 18ml bottles, the largest on the market, and will give around 50 applications of polish per bottle. It's also very easy to sell due to price, reputation and the treatment.

### Recommended?

Yes. We have all worked with different nail products in the past and we all agree Orly is the best. The polishes apply beautifully onto the nail, the product is never too runny or too thick and is long lasting with a wide range of colours and products to choose from. They are always trying something new: styles, colours and products which our salon can always be part of. Another reason we would recommend Orly is because the products are always clear of DBP, formaldehyde and toluene.



# Battle of the brands

Have your say...

Vote for your favourite at [www.babtac.com/nail-lacquers-poll](http://www.babtac.com/nail-lacquers-poll)



# BEAUTY: a beast to the environment?

In the previous issue of *Vitality* we took a look at how beauty combats the effects of pollution. This time LOUISE BIRKETT takes a look at the impact of the beauty industry on the environment...

When you think about plastics and waste, it's usually the smelly, crushed bottle with sticky residue in the bottom that springs to mind. Problematic though that is, there's more to be concerned about: as plastic breaks down it gradually becomes smaller and smaller until the pieces are microscopic. When mixed with water that microscopic plastic takes on the consistency of well-blended soup.

five major oceanic gyres plus smaller ones in Alaska and the Antarctic.

Any industry that uses plastics is probably contributing to this soup but the beauty industry has been singled out for being the source of one particular plastic pollutant – microbeads, more poetically known as mermaids' tears.

The patent for using microbeads as an exfoliant was registered in 1972 and they gradually became common throughout the skincare industry as many manufacturers turned to them instead of using natural exfoliants such as coconut husk in their products. The reason was simple: plastic is far more cost effective when it comes to making products than its natural counterparts. The cost of disposal is another matter. >

Now imagine a bowl of that plastic soup that's twice the size of Texas (or France plus most of Belgium if you prefer European measurements) and, according to the United Nations, that's what you have in the North Pacific Gyre, otherwise known as the Great Pacific Garbage Patch.

Plastic is broken down through UV exposure, wave action, hydrolysis and oxidation, and mechanical grinding. The ocean currents then transport it around the planet and it particularly collects in gyres – areas where the oceans' currents meet and rotate. There are



FAUNA & FLORA INTERNATIONAL

## OPI



**NAME:** LEILA HOWES  
**FROM:** LEILA HOWES MOBILE BEAUTY, ROMSEY  
**FIGHTING FOR:** OPI



### Pros & cons?

The polish goes on smoothly, with a wonderful easy spread. The brushes and fibres don't drop and the brush is a nice length to ensure an even application. The polish is long lasting, and the range of colours is extensive, with seasonal and limited editions. The only drawback that I can see is the cost of the polish, but you pay for what you get!

### Customer feedback?

My customers are brand loyal and stick with what they like, so would blanch if I offered another brand, all of my manicures and pedicures are done with OPI. The main feedback that I get is how happy they are with the finish and long lasting polish.

### Cost effective?

Initial layout may seem expensive, but I can sell a manicure or pedicure based

almost solely on the brand name, and as such clients will rebook due to the durability of the polish, therefore, I would give a 9/10 on cost effectiveness.

### Recommended?

Yes, I recommend OPI as a well-known brand, clients feel safe in knowing the reliability of the polish.

*"...clients feel safe in knowing the reliability of the polish"*

HEAD to HEAD

	Training	Cost per bottle exc VAT	Colour range
CND VINYLUX	✓	£3.95	80+
ORLY	✓	£5.15	170+
O.P.I	✓	£3.99	200+

### LAST ISSUE MOISTURISERS BATTLED IT OUT -

ELEMIS WAS THE WINNER WITH 57 PER CENT OF YOUR VOTES. ENVIRON CAME SECOND WITH 28 PER CENT OF THE VOTE. CLARINS GAINED 14 PER CENT AND DECLÉOR CAME IN FOURTH.

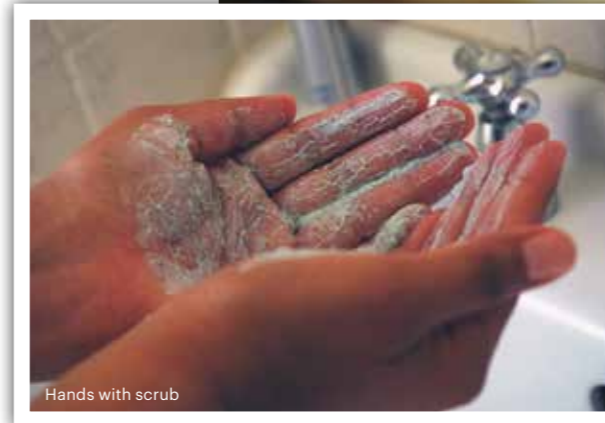
*“The beauty industry has been singled out for being the source of one particular plastic pollutant – microbeads”*

► **So what's the problem?**

The clue is in the name – microbeads are small and this creates a problem from the moment they are rinsed off and the water leaves the sink and joins the waste water system. Microbeads are so small – some are around the size of a grain of sand – that they cannot be sifted by the filtration systems at sewage works. As a result, when the treated water is released back into the watercourse the microbeads go with it.

Wherever microbeads are discharged, eventually they find their way to the sea where marine creatures eat them. According to Flora and Fauna International, microbeads have been found in seabed filter feeders including lugworms and mussels; from there they have made their way up the food chain into fish and sea birds.

However, that is not the only problem. Plastic is designed to last and although it breaks down into microscopic particles researchers examining the soup in the North Pacific Gyre have yet to see it disappear completely. Meanwhile, each microscopic particle of plastic acts as a magnet for pollutants – including known carcinogens – and microbes which change the nature of the plastic and cause it to sink to the seabed where it reduces the amount of oxygen available to plants and other organisms and becomes embedded in the seabed, shoreline, and plant matter. As a result, clean-up operations become virtually impossible.



microplastic accumulated in the animals' gut at concentrations between 326 per cent and 3,770 per cent greater than those in experimental sediments.

Pollutants that made their way into the animals included nonylphenol, which suppressed immune function by more than 60 per cent. Triclosan diminished the ability of worms to engineer sediments and caused mortality, each by more than 55 per

cent. Previous studies found that triclosan, an antibacterial additive, also alters hormone regulation.

These chemicals are known as priority pollutants, chemicals that governments around the world have agreed are the most persistently bio-accumulative and toxic. Previous work conducted by Browne and his ►

**Through the food chain**

Even if the microscopic pieces of plastic themselves do no harm to the creatures that consume them, the plastics' pollutant-attracting abilities shouldn't be underestimated. A study led by Mark Anthony Browne, of UC Santa Barbara's National Centre for Ecological Analysis and Synthesis, found that the pollutants present on microbeads mistakenly consumed by lugworms made their way into the animals' tissues.

The reason lugworms were chosen for the study is that the sediments they create support a range of flora and fauna, so governments around the world use the health of lugworms as a pollutant indicator.

However, the magnetic power of plastic is such that pollutants and additives from

*“Wherever microbeads are discharged, eventually they find their way to the sea where marine creatures eat them”*





Palm fruit, having been harvested, is piled up in order to be weighed



Harvesting oil palm. Palm oil is still harvested entirely by hand

*“The evidence also raises real concerns about the transfer and accumulation of these toxicants up the food chain and the potential implications for human health”*



SHUTTERSTOCK

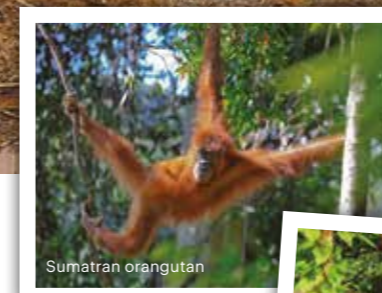
► colleagues showed that about 78 per cent of the chemicals recognized by the US Environmental Protection Agency are associated with microplastic pollution. Flora and Fauna International's marine plastics projects manager Tanya Cox says: "There is a mounting body of scientific evidence to confirm suspicions about the impacts of microplastics (and the chemicals associated with them) on marine life. The evidence also raises real concerns about the transfer and accumulation of these toxicants up the food chain and the potential implications for human health."

***It's not just plastic***

The beauty industry is one of many that use palm oil – it forms the base for a host of products including shampoos and lipsticks. It comes from the fruit of the oil palm tree so, unlike plastic, is a natural product. What's not to like? Well, the problem lies in the response to our increasing demand for vegetable oils. The oil palm tree is native to West Africa where it was planted by subsistence farmers on a small scale along with other crops but it grows in any tropical climate and can be found in North and South America. These



Tropical rainforest in Borneo being destroyed to make way for oil palm plantation



Sumatran orangutan



Sumatran rhino

are small scale producers when compared to Malaysia and Indonesia in South-East Asia, which between them account for 85 per cent – 60 million tonnes – of the world's annual palm oil exports. In Indonesia and Malaysia palm oil trees are grown in plantations that have often been created through the destruction of rain forest. According to the campaigning organisation Rainforest Rescue an area of rainforest equivalent to 300 soccer pitches is being cleared for palm oil every day. South-East Asian producers have now begun creating plantations in Africa, particularly the Congo basin. All campaigning groups agree that the deforestation creates catastrophic loss of habitat and has put species like the Sumatran rhino and Sumatran orangutan on the critically endangered list. This is one of the reasons that the UK has pledged that by the end of 2015 100 per cent of palm oil imports must be certified by the Round Table on Sustainable Palm Oil (RSPO).

RICH CAREY / SHUTTERSTOCK.COM / © BILL KONSTANT INTERNATIONAL RHINO FOUNDATION

Founded in 2004, the RSPO is a global, multi-stakeholder initiative on sustainable palm oil. Members and participants in its activities come from a range of backgrounds, including plantation companies, processors and traders, consumer goods manufacturers and retailers of palm oil products. It has come under fire from some environmental organisations because its multi-stakeholder approach means the pace of change is slow – its 2014 Impact Report showed that only 18 per cent of the world's palm oil is certificated as sustainable. It has also been criticised for its technical approach: producers who cannot sell their oil on the premium, certificated market can issue Green Palm certificates that buyers of non-certificated oil can use to offset their purchases. The solution is not as simple as avoiding products that contain palm oil – because it is such a productive crop to use an alternative may take up even more land.

***What can I do?***

- Check the ranges you're using. Ingredients to avoid are: polyethylene / polythene (PE); polypropylene (PP); polyethylene terephthalate (PET); polymethyl methacrylate (PMMA); nylon
- Check whether the ranges you use are using RSPO certified palm oil
- Let your customers know – Flora and Fauna International has produced The Good Scrub Guide and has linked up with Beat the Microbead to launch an app. You can find both at: [www.fauna-flora.org/news/scrub-it-out-pledge-say-no-to-plastic-pollution/](http://www.fauna-flora.org/news/scrub-it-out-pledge-say-no-to-plastic-pollution/)

This explains why so many environmental organisations are being both critical and supportive of the RSPO. The World Wildlife Fund supports the work of the RSPO by issuing a Palm Oil Buyers' Scorecard every two years but WWF Palm Oil lead Adam Harrison says more can be done. "Progressive buyers of palm oil are starting to demand that growers go further than the basic RSPO standards on issues like not buying palm oil fruit from unknown sources, minimising hazardous chemical use and reducing greenhouse gases. These growers will need to be rewarded for doing so – but it is clear that most buyers are not yet even buying RSPO certified palm oil."

***Where else is beauty being a beast?***

While the exact recipes of synthetic fragrances – used in a range of products – are kept secret by manufacturers, studies have shown that the compounds used to create them are toxic to aquatic life and can accumulate in the food chain. **V**

**In our next issue we'll be looking at natural and organic products.**



# SUGARING

## brings sweet profits

*Why is it worth including sugaring as part of your offering?*  
CAROLYNNE BINNIE from Alexandria Professional explains...



**W**ith so many salons on the high street it can be hard to stand out and attract new clients. As price wars are never won, you need to offer your clients the very best treatments in town; treatments your competitor does not offer.

Hair removal is one of our essential treatments but waxing is something most salons provide so it's not easy to set yourself apart.

Laser technology involves large investment and higher insurance so is not something all of us can consider.

This is where sugaring excels and a reason it is currently one of the fastest growing salon treatments across the western world.

### *A bit of history*

A few years ago, sugaring was well known in the UK but it suffered because the quality was not there. The product could be made in the kitchen, so it often did not work, and training techniques were basic to say the very least.

Recently there has been a resurgence as sugaring has been commercialised and professionalised. Products still use the same ingredients as 2,000 years ago when sugaring began in Egypt but they are now being produced professionally along with dedicated support products and training techniques that work.

The UK is one of the few countries where sugaring is not the main hair removal technique. And now, with a simple six-step process, it's more effective than ever.

### *Why do clients love sugaring?*

One of the major reasons is that with the traditional hand method of sugaring you are able to slide the hair out of the hair follicle IN



the direction of growth and in the early anagen stage.

Clients' hair can be removed at half the length needed for waxing, which means no more embarrassingly long hair between treatments.

### *Other reasons include:*

- Sugaring is gentle so is suitable for sensitive skin, including dry skin, eczema and psoriasis
- Sugaring is the only 100 per cent natural and skin friendly method of hair removal
- Sugaring is applied at body temperature with no possibility of burns
- Sugaring does not stick to the live skin so, not only is it less painful, it exfoliates at the same time
- After a few treatments sugaring leads to hair refinement and slower growth as you will be removing the hair in the early anagen stage
- Sugaring can remove hair from all body parts including the face and intimate areas
- Sugaring is popular with women, men and teenagers
- Body sugaring is 100 per cent hygienic with no double-dipping
- Sugar cleans away from all surfaces with just warm water.

### *What are the advantages for practitioners?*

Sugaring compliments waxing, although most salons that offer both soon find their clients rebooking more for sugaring as the skin feels decidedly smoother. Also, it can



be charged at a slight premium to waxing prices. As clients often come back sooner to maintain their smooth, hair-free look, there's more profit for the salon.

The training is very specialised with the most popular method being Alexandria Professional's "Six Steps To Achieve a Perfect Sugaring Technique" (used by over 75 per cent of professional sugaring

*"Sugaring is currently one of the fastest growing salon treatments across the western world"*

practitioners across the world) devised by Lina Kennedy.

### *What's involved?*

Sugar is applied as a paste onto the skin and wraps itself around the hair shaft whilst seeping below the mouth of the follicle and lubricating the hair root inside.

With the correct technique, hair is removed in the direction of growth and eliminates hair breakage, one of the leading causes of ingrown hair. A good sugaring practitioner does not need tweezers.

### *Techniques*

There are two methods of sugaring with the most effective being the hand sugaring technique. This is also very cost effective as one ball of sugar can be used for most of the body.

The other is strip sugaring where the sugar is applied with a spatula and stripped against the direction of growth using waxing techniques. Alexandria Professional's KiSS Sugaring squirts liquid sugar onto the skin to avoid the contamination possibility of double dipping into the same pot.

The process should be something like this:

1. Client consultation
2. Clean skin
3. Tonic applied to open up the hair follicles
4. Dusted with a drying powder to ensure dry skin
5. Using gloved hands sugar paste is moulded onto the skin
6. Gently flicked off by hand
7. With the hand method the same sugar is used for the whole body
8. Special moisturising lotion is applied to guarantee perfect skin feel.

By making your salon unique you will attract new clients and wow the ones you already have. New clients plus happy clients equals a growing, profitable salon. **■**

**ALEXANDRIA**  
PROFESSIONAL®  
Body Sugaring. The New Smooth™

# More than skin deep

*With a second TV series coming up, the work of the Harley Street Skin Clinic will once again be seen by millions. VITALITY talks to the clinic's Lesley Reynolds on why she thinks the industry needs to pull together.*

**F**or more than 150 years Harley Street has been synonymous with medical expertise, so it should be no surprise that the Harley Street Skin Clinic is often a last resort for common skin conditions that are refusing to budge.

'The training therapists can get now is fantastic and, because they specialise, advanced practitioners will often know more about problem skin than a client's GP,' says Lesley. 'The line you cannot cross is prescribing prescription-only drugs: most acne can be cleared without a doctor's intervention but some cases are so stubborn you need antibiotics and, therefore, a doctor.'

'What can be frustrating for many therapists is that the treatment they would recommend may not be available via the client's GP. It's not unusual for clients to be referred to us at that point.'

Lesley is passionate about the need for therapists to work together and not let jealousy get in the way of treating clients.

'The industry is big enough for all of us. When we prescribe a course of peels we usually try to find someone near to the client's home to carry them out if they haven't been referred to us by their therapist. Equally, because we have doctors working here we can supply any necessary medical intervention.'

'What's important for the client is that they have someone to help them through what is an emotional time. It's usually better if that someone is their regular therapist or someone their regular therapist has recommended.'



## Case study – Sylvie Caban

*Sylvie had moderate acne and very oily skin for about six years. On her first visit she had a sprinkling of small spots and a lot of blockages on her forehead and centre panel.*

**She was given a morning regime of:**

- Bioglyclic cleanser
- Bioclear lotion
- Heliocare SPF50

After using the products for two weeks, Sylvie started a course of six 40 per cent glycolic peels that were administered weekly for six weeks, then monthly for maintenance.

**This was followed by an evening regime of:**

- Bioglyclic cleanser
- Bioclear lotion alternating with Epiduo
- TGF Moisturiser

For her mild scarring we did three monthly CO2 lasers, followed by three IPL treatments at three weekly intervals to rid her of some broken capillaries.



*"We had to go carefully as her skin was sore, tender to the touch and easily irritated"*

## Case study – Mikaela Bikhazi

*Mikaela was a 17-year-old student with severe acne. She had stopped going to college and would not socialise at all. The first session was a consultation with Mikaela and her parents. She had a history of acne from her early teenage years and her father had also had severe acne as a young man.*

We had to go carefully as her skin was sore, tender to the touch and easily irritated; we used a mixture of Jan Marini (JM) and Harley Street Skincare (HSS) products.

**She was given a morning regime of:**

- HSS Gentle Cleanser, which is SLS free because SLS can be an irritant
- JM Bioclear Lotion, which contains glycolic, salicylic, AHAs to unclog pores and reduce oil and inflammation, and azelaic acid to help with discolouration
- JM TGF Serum, which helps hydrate skin with hyaluronic acid but not block pores, it also contains Transforming Growth Factor Beta 1 for healing and aloe vera for soothing and calming.
- Heliocare SPF50 Gel.

**Her evening regime was:**

- HSS Gentle Cleanser
- JM Bioclear Lotion
- Epiduo gel (prescription only) which contains a combination of adapalene and benzoyl peroxide. Adapalene is similar to vitamin A. It helps the skin renew itself. Benzoyl

peroxide has an antibacterial effect and introduces oxygen into the skin to kill bacteria. It also has a mild drying effect, which allows excess oils and dirt to be easily washed away from the skin. It can make the skin red and dry so should be used sparingly, and only every other day if it makes the skin sore. It can also bleach towels, pyjamas, flannels and pillowcases, so wait until it's dry before getting dressed or going to sleep

- JM TGF Serum.

**Other changes to Mikaela's regime we made were:**

- Changing her make-up to mineral pressed powder; we advised her to wash her application brush daily with anti-bacterial handwash
- Using a fresh pillow case every night: use the top side the first night, turn it the second night, then replace
- Using a face cloth or sponge to wash her face with the cleanser; use it only once then put it in the washing machine, inexpensive face cloths or salon sponges are best

- Using inexpensive kitchen towel to pat skin dry before throwing it away.

She was also prescribed a course of the antibiotic Doxycycline, the dose being 100mg daily for six weeks.

After Mikaela had been following the skincare regime for two weeks she started a course of six 40 per cent glycolic peels and a 20-minute full face PDT session.

After eight weeks the spots cleared but we were left with red marks and some scarring. We started a course of three CO2 laser treatments to treat the scarring, spaced a month apart.

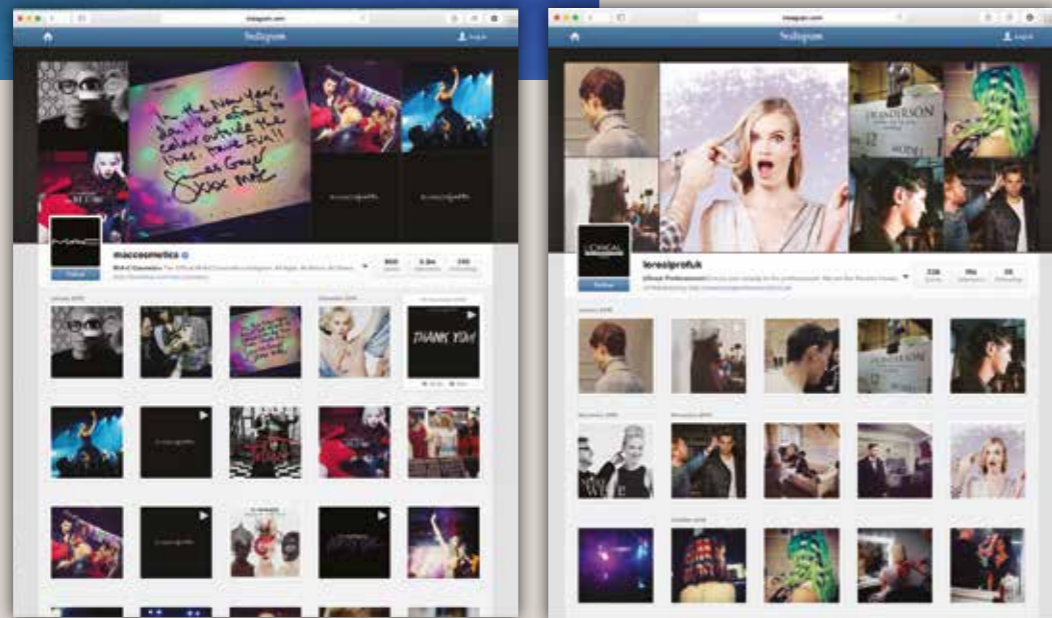
Once the scarring was under control, we tackled the redness with three IPL treatments. These were also spaced at monthly intervals. Throughout we carried on with the skincare and mineral pressed powder make-up. For a year after treatment finished we carried out monthly maintenance peels and PDT together with the odd spot injection if Mikaela had a break out. **■**

# Instagram for beauty businesses

With over 20 million active monthly users, and 20 billion photos being shared on the platform, Instagram is becoming a top social media site. So how can you use it to benefit your beauty business? Editor EILIDH MACRAE finds out.



You can also follow other accounts to draw inspiration, as well as comment on and like photos



SHUTTERSTOCK/ATELIERA / CHUKCHA / SHUTTERSTOCK.COM

At just four years old, Instagram is one of the new kids on the social media block and has a big beauty following, so it's certainly worth putting time into including it in your social media marketing plan.

Thousands of users follow beauty-focused pages, looking for inspiration, tips, advice, deals and insider secrets. From big brands such as L'Oreal and Mac, to make-up artists, beauty bloggers, salon owners and everything in between, beauty accounts are big on Instagram – can you afford to ignore it?

## What is Instagram?

Put simply, Instagram is a photo sharing site that allows you to capture, edit and share images with your followers, and anyone searching for images like yours.

Through Instagram you can build a collection of images, using filters and photo editing software to make them stand out, enabling you to create professional looking images in moments. You need to use hashtags to increase the reach of your posts and build followers.

You can also follow other accounts to draw inspiration, as well as comment on and like photos. As with other social media platforms members get a newsfeed: your photos will appear on your followers' newsfeeds and you will see pictures from the accounts you follow on your newsfeed.

It doesn't operate in isolation: you can link your website and other social media accounts to help expand your following on all social media platforms and to drive more traffic to your website. You can also easily share Instagram photos on Facebook, Twitter, Tumblr and Flickr.

## Building a successful Instagram campaign

When it comes to beauty on Instagram, there are lots of people who follow accounts for various reasons, but mostly it's to gain inspiration, ideas and insider tips. To build a successful beauty campaign you should keep this principle in mind at all times.

### Start:

- Download the Instagram app from the app store.
- Sign up and create a user name, use the name of your business to keep things nice and simple.
- Find accounts to follow, check out the top beauty accounts to follow, or find your own by typing something like 'beauty', 'make-up' or 'hair', etc into the search bar.
- Post your first photo: click the camera



## Top beauty accounts to follow

1. @fiorebeauty
2. @patmcgrathreal
3. @intothegloss
4. @beautybychinchilla
5. @ctilburymakeup
6. @harryjoshhair
7. @lisaeldridgemakeup
8. @michellefawn
9. @keikolynn
10. @thebeautydept

button and snap something, edit it, upload it and add suitable hashtags.

### What to post:

- Inspirational posts, beauty looks you love,

## Make the most of hashtags:

According to Instagram more than 700,000 pictures have the hashtag #photo, it's unlikely most of them will ever be found... Your hashtags need to be relevant to the audience you are aiming to attract. So you could start with a general hashtag, eg 'beauty'; then refine it to 'nails' before finally selecting 'nail art'. It works best if you don't use too many hashtags but you can create a second comment on your photo with more relevant hashtags.

You can also create a hashtag for your customers and repost their photos, respond to comments and even host competitions.

**TIP:** One of the advantages of following other accounts is that you can learn from their use of hashtags.

Instagram is only available to smart phone and tablet users. However you can access the site online at [www.instagram.com](http://www.instagram.com) where you can create and edit your profile, but not upload images.

# Keep clients coming back with... LOYALTY CARDS

*Loyalty cards are a great way to give clients an incentive to keep coming back. If you haven't already started using them, it's worth investigating whether they'll work as a way of building your business.*

Obviously, you already have great quality of service and an impeccable professional manner so how do you give that little bit extra back to your customers and keep them coming back for more treatments?

It's impossible to stop competitors from springing up and offering the same things you do at a much lower cost, but maintain your standards and reward clients for sticking with you and you'll give yourself a fighting chance of not only keeping existing clients loyal but bringing in new customers too.

## Creating a loyalty card...

First you should determine exactly what your loyalty card offer might be. It needs to create the maximum value for you while being appreciated by your clientele. You could create a money-off option, eg buy three treatments and get £10 off the fourth. Or, if you offer more than one type of treatment you could do a buy six, get £20 off a treatment of any type. Another option is to offer a loyalty card which leads to a 'prize' of a percentage discount for the rest of the year after they have had a certain number of treatments from you.

Next you will need to design your loyalty cards. You will gain maximum flexibility if you use your own artwork as you will be able to specify the number of boxes you want on the reverse. If you don't already have your own artwork, sites such as Vistaprint offer great services at a low cost with ready-made templates to make the process easier - some templates allow you to upload your own logos and photos. However, the number of boxes (visits) is often pre-set, which may have an impact on your offer.

As your loyalty card is a piece of your branding that your customers will carry around with them, it makes sense to have a card that you stamp rather than punch holes in. You can create your own stamp to use with your loyalty cards through sites like rubberstamp.co.uk.



Offer your loyalty cards to all clients at your till point, and make sure you advertise your great offers to loyal clients on your website, on social media, in salon and on any marketing material.



Steven Gunnip

Salon Evolution's director Steven Gunnip agrees: 'In the current climate, clients really appreciate any incentives that provide value for money and enjoy feeling as though they are part of a brand or salon's "family", so it's no surprise that loyalty cards are so successful and a scheme that many strong, solid businesses employ.

'We have found the most powerful loyalty incentive for salons is offering a complimentary treatment alongside purchase, as clients love being rewarded with something free in return for the money they have spent. If your business has not yet introduced a loyalty scheme, it's absolutely something to consider implementing in 2015.'

*"Clients really appreciate any incentives that provide value for money and enjoy feeling as though they are part of a salon's "family"*

## WE WILL DESIGN AND PRINT YOUR LOYALTY CARDS...

...and business cards, price lists, flyers, posters...  
...anything with your logo on to help promote your salon  
Mention Vitality to get 15% off your first order

Minuteman Press Redditch  
T: 01527 549946  
E: redditch@minutemanpress.com  
Printing and promotions for the beauty business

**NOEL ASMAR UNIFORMS**

CLEVERLY CREATED TO MAKE WORK EASIER, MORE EFFICIENT AND MORE STYLISH

Grahame Gardner Ltd. +44 (0)116 255 6326  
sales@grahamegardner.co.uk  
www.grahamegardner.co.uk

## Professional Certified & Insurable Massage, Beauty & Spiritual Courses

Come & Join The Thousands Of Therapists & Complete Beginners We Train Every Year



- UK & National Accredited Training School / Expert Tutors
- FREE Anatomy/Physiology & Therapist Accounts Manuals When You Book!
- Professional Qualifications - One Day Recognised Diploma Courses Plus ITEC & BTEC
- Small Classes Offering Individual Attention / Various Venues
- We Also Offer In-House Salon Training - We Train Therapists At The John Lewis Spa, Many Top Hotels, Dior etc

Accredited by ABT, BABTAC, FHT, CThA, The Holistic/Beauty Guild & Towergate Insurance

Link, like & follow US

Gateway Workshops

www.gatewayworkshops.com

# Hair today...

BABTAC is now able to accredit short courses in Hair Extensions, Barbering Techniques, Texturising Services and Hairdressing Courses.



Turn to page 10 for more details



# Summertime AND THE LIVIN' IS OUTDOOR

*With summer days on the way it's time to get your marketing head on and think about the events you can tap into to increase business. With summer comes an influx of festivals as well as teen proms springing up across the country: use these events to your advantage and target the festival and school prom attendees.*

## Festivalgoers...

**D**uring the spring and summer months, and even creeping into autumn, festival season hits. With dozens occurring in the UK, and more overseas, as a nation we are festival fans with thousands of us planning our festivals as much as a year ahead. With tickets booked and tents purchased, in the weeks running up to the biggest festivals one of the

questions that needs answering is how beauty regimes can be adapted to the reality of five days in a tent.

*"...many festivalgoers will seek professional help to assist them in maintaining their appearance"*

Here is where your expertise as a therapist comes in. On the surface festivals are relaxed places but there's lots of pre-event preparation and many festivalgoers will seek professional help to assist them in maintaining their appearance. When



### Popular pre-festival treatments...

- Manicures and pedicures
- Spray tan
- Waxing
- Eyebrow shaping
- Eyelash extensions
- Hair colouring



it's impossible to carry out regular grooming and usual beauty routines, many choose to opt for forward thinking and have beauty treatments that will enhance their appearance throughout the festival.

Treatments such as lash extensions, spray tans, manicures and pedicures are popular as they offer a long lasting result without any maintenance. Target festivalgoers by offering festival packages that will attract those who want to look good even when they are unable to carry out their normal beauty rituals and grooming.

Offer a mix and match package, or a group discount on festival packages for multiple purchases: people often go to festivals in groups so this could bring in multiple (and new) clients. Promote packages at a slightly

discounted rate for two, three and even four treatments. By offering mix and match festival packages you can cater for the different types of festivalgoer and meet each individual's needs.

Market packages in your salon window, on leaflets and on your website and social media pages using bright colours and a festival theme such as daisies, musical notes, scenes of fields and people dressed up for festivals and still looking great.

Invest in mini or 'top up' products to up sell to festivalgoers such as dry shampoo and mini nail maintenance kits. >

### Festivals to be aware of...

- Hay on Wye** ..... 21-31 May
- Isle of Wight Festival** . 11-14 June
- Download Festival** ..... 12-14 June
- Glastonbury** ..... 24-28 June
- T in the Park**..... 10-12 July
- Lovebox**..... 17-18 July
- Secret Garden Party** .23-26 July
- V Festival** ..... 22-23 August
- Creamfields** .....28-30 August
- Reading** .....28-30 August

There are also folk festivals virtually every weekend from May to August and lots of jazz, comedy and literature festivals throughout the summer which your clients might be going to.



*The typical age of a prom goer is 16-18, but occasionally proms and school parties may be held for younger pupils too, particularly 11-year-olds making the transition from primary to secondary school. If you're unsure about treating younger clients have a look back to the 2014 November/December issue of Vitality for our cover story 'Treating children: vanity versus necessity' on page 22.*

## Perfect proms...

According to the media, the school prom industry is worth over £100m per year, with parents shelling out up to £1,500 per child on dresses, transport and finishing touches.

The school prom, originally an American tradition, has well and truly taken off in the UK, with thousands occurring at the end of the school year at British schools during the summer. Before

the rise of the prom, many year 11 and year 13 students attended a 'leavers' ball' which typically was celebrated on a much lower scale. The introduction of the prom now sees school leavers celebrating in a truly lavish style, which takes lots of prep and planning.

With more than 85 per cent of British schools hosting proms, this is a market you can really take advantage of.

*"With more than 85 per cent of British schools hosting proms, this is a market you can really take advantage of"*

### Popular prom treatments...

- Hair styling such as up dos
- Manicures and pedicures
- Lash extensions
- Spray tans
- Make-up



SHUTTERSTOCK

Since proms began emerging in the UK there has been a steady increase in the amount each individual spends on attending a school prom, and a large portion of this is spent on beauty and finishing touches such as hair, make-up and nails.

To ensure you benefit from those seeking to look their best at their school prom offer 'perfect prom' packages, providing the ultimate prom look from head to toe. Encourage those looking to have treatments to book with you by advertising that you can provide an on trend and up to date prom look with all the frills.

Advertise your prom packages online on your website and via social media, in your salon and in local businesses. Before prom season takes off ensure you hand a leaflet advertising your seasonal packages to each client at your till point. Even if

*"Use imagery on marketing material such as a prom crown, fairy lights and fireworks to create an exciting prom theme"*



they're not interested in the prom packages themselves they may have a friend or family member who will be.

Just like the festival packages, offer a few set packages with two, three and four treatments in, and mix and match options too so that teens can tailor packages to meet their needs.

Use imagery on marketing material such as a prom crown, fairy lights and fireworks to create an exciting prom theme. **V**

Having looked at the cash-strapped teens and 20s, the time-poor 30s and 40s and the relaxed 50s, we're now focusing on the 60s market.

While more 60-something-year-olds are retired than their younger counterparts more are using this free time to be regular second carers to young children, meaning time can once again be an issue. So, how does beauty factor into the life of the average 60-something?

## Tailoring treatments to the 60-SOMETHINGS market

### Profile of the 60-something

The average 60-something year-old is often now less focused on work, with many having retired or working just a few days a week. In general this means a slightly less hectic lifestyle, with more time and focus being put on family and day to day enjoyment of life.

Due to the reduction of work, those in their 60s often have a little less money than they did in their 50s. The average wage of someone in their 60s drops down to £477 per week, compared to £536 in their 50s.

More in their 60s have grandchildren than those in their 50s, with many offering regular childcare to help out. This may mean school and nursery runs making the average 60-something often unavailable during afternoons.

A common worry of the 60-something is weight gain, with the slowing of the metabolism and decrease in muscle mass, together with increasing body fat, meaning those in their 60s burn fewer calories doing the same activity as they did when they were in their 20s. Due to this, those in their 60s may seek more help with weight loss, whether this be joining a gym, employing a personal trainer, or turning to therapists for help with weight loss treatments.

Other popular treatments for the 60-something include: massage, facials, age-prevention treatments, manicures and pedicures as well as relaxation treatments.

### Tailoring to the 60-something market

Week day mornings are often ideal for those in their 60s to book in for treatments as weekends are often busy with family, and if childcare is a regular fixture, afternoons will not be an option.

Often those in their 60s don't need to plan ahead too far, or work around a very busy schedule, meaning they are more likely to book treatments on a whim when they happen to have some spare time and want to treat themselves.

- To encourage last minute bookings to fill any gaps you have offer a last minute 10 per cent discount, or an early bird 10 per cent discount for treatments given in the morning to appeal to those in their 60s.
- Offer a 'reduce' package that combines weight loss treatments with age-prevention, making the perfect combination for 60-somethings.



- Relaxation packages will also appeal to those in their 60s, offer treatments such as massage, facials, holistic treatments and manicures and pedicures. Create separate packages with two, three and four treatments in to appeal to a larger market.

### Don't forget men in their 60s...

Just like women, many men may also see a little weight gain during their 60s as a result of the ageing process. To counteract this, men may also seek help and advice with weight loss, so make sure you offer male friendly weight loss treatments to appeal to the 60-something male market.

- Offer a male 'reduce' package so that men are aware that weight loss treatments are available to them too.
- Offer both weight loss and age-prevention treatments in combined and separate packages to appeal to those who want help with weight loss alone, anti-ageing alone or both combined.

With a little more free time, particularly in the week, targeting the 60s market is a great way to book up more weekday and morning appointments which are less likely to be booked by other clients. Appeal to the 60-somethings by creating attractive packages and a relaxing atmosphere. ■

*"...those in their 60s may seek more help with weight loss..."*



# Reap the rewards

BABTAC benefits are well worth taking advantage of, as *Vitality* found out when we spoke to beauty therapist and BABTAC member Sarah, who tells us how BABTAC benefits have helped her financially in the tricky period after Christmas:

## Gym Discounts

After over-indulging over the festive period, Sarah was looking to get into shape in 2015.

Through Benefits by BABTAC, Sarah could gain access to corporate rate gym memberships

at over 2,700 gyms including Virgin Active, Fitness First, Nuffield Health, LA Fitness and David Lloyd with a FREE Incorpore gym pass. Save at least £25 and as much as £250\*



Why not try the savings calculator to see how much Benefits by BABTAC could realistically save you?

Average member potential annual savings are currently £745\*.

Visit Benefits by BABTAC via [www.babtac.com](http://www.babtac.com)

## Energy Bills

With the cold weather persisting, Sarah's energy bill was at an all-time high.



BABTAC members have access to Member Energy's free, 100 per cent impartial energy price comparison service which helped Sarah find the cheapest gas and electricity suppliers in her area.

In just two minutes, Sarah had compared all tariffs available and switched to the cheapest tariff with a hefty annual saving.

Average member savings in the three months ending October 2014 was £225\*.

## Retail Cashback

To make her money go even further, Sarah decided to join the many people using retail cashback.

Through MyCashbackCards, Sarah can earn between 5 per cent and 15 per cent cashback at over 50 retailers including Sainsbury's, ASDA, M&S, Homebase, B&Q, Argos, and H Samuel to name just a few.

Using an ASDA cashback card for her weekly family shop can earn Sarah cashback of £136\* per year, which can be used for more groceries or accumulated for one-off treats.

Some other savings that Sarah used:

- Save 5 per cent on package holidays with many of the major tour operators. A seven-night, all inclusive holiday to Turkey with Thomas Cook would usually cost £703.98. Through Benefits by BABTAC, the same holiday is £668.78\*.
- With a discounted Gourmet Society dining card, Sarah can enjoy 2-for-1 dining at over 6,700 restaurants. Using the card to eat out just six times per year could save Sarah £116.45\*.
- Through Vision Express, Sarah can receive a free eye test including digital retinal photography and save £30 off complete prescription glasses\*.



SHUTTERSTOCK

## Boost business with a text!

SMS messaging made easy with Textlocal



Use Textlocal, The UK's leading business SMS platform, to communicate with your customers in a cost effective, efficient and innovative way.

- Send appointment confirmations, reminders and attach flyers
- Send out surveys to gather feedback
- Send out promotions directly to a customer's handset
- Send out vouchers and loyalty cards that can be stored on the client's phone



**20%** increase in sales\* - great ROI

BABTAC members are entitled to **50 free credits** on their free account, reduced purchase rate and a number of additional benefits.

To find out more please visit [www.textlocal.com/babtac](http://www.textlocal.com/babtac)

\*<http://www.textlocal.com/case-studies/luxenailbar>

premier spa  
spa software

Premier Software Solutions Ltd

The **leading** UK supplier of **salon management** software

call: 01543 466580  
web: [www.premiersoftware.co.uk](http://www.premiersoftware.co.uk)  
email: [info@premiersoftware.co.uk](mailto:info@premiersoftware.co.uk)



Karin Herzog

SWISS MADE

WORLD LEADER IN OXYGEN SKINCARE  
NEW KARIN HERZOG UK TEAM & HEADOFFICE

+44 (0) 207 231 2456  
UKinfo@karinherzog.com



cNc SKINCARE ADVANCED TRAINING FOR BEAUTY THERAPISTS

## FRUIT ACID PEELS



41 Moscow Road, Bayswater, London W2 4AH  
[info@boston-medical-group.co.uk](mailto:info@boston-medical-group.co.uk)  
[www.boston-medical-group.co.uk](http://www.boston-medical-group.co.uk)

BOSTON MEDICAL GROUP LIMITED



...rolling into your salon



## SKIN NEEDLING TRAINING

- Introduction to SKIN NEEDLING, DERMAL ROLLER SR™ & BEAUTY ROLLER
- Hands-on experience
- Salon starting pack
- Post-training support
- Training certificate (Recognised by major insurance companies)

CALL 0207 727 1110

Bridging the gap between beauty and medical aesthetics

\*T&Cs apply to all benefits. See website for details. Offers and prices subject to change without notice. The above examples are fictitious to illustrate potential savings. Average savings calculator member saving is based on a sample of 12 savings calculator entries. Member Energy - includes every tariff available on the switching market. Available for households in mainland England, Scotland and Wales only. Cashback example is based on a weekly spend of £80, with monthly cost, p&p charges and loading fees deducted. Benefits by BABTAC is managed on behalf of BABTAC by Parliament Hill Ltd.



# KEEP FEELING MOTIVATION

**D**id you know that the UK now has an employee motivation day? It took place on January 21 and follows in the footsteps of employee appreciation day, which takes place in the US in March each year. It's a way of recognising that it's easy to get bogged down in the day-to-day tasks of working life and forget that employees matter as much as clients.

The really good news is that research has shown that the best way of boosting morale and making employees feel valued costs nothing apart from a bit of time.

Numerous studies have found that saying 'thank you' is the biggest morale booster for employees. It's also what employees identify as being one of the things they wish employers would do more of. Perhaps it's because saying 'thank you' was drilled into most of us when we were children.

When researchers really looked at what employees valued, they discovered that it's important to be specific. So a thank you for dealing with a particularly difficult customer is better than a general thank you for a day's work.

*“Numerous studies have found that saying ‘thank you’ is the biggest morale booster for employees”*


It is important to treat employees as individuals – some might like to receive a thank you for a job well done in front of everyone while others might prefer a quiet word or a text or email. Even bearing those preferences in mind there are still

three things to remember when saying thank you:

- Be sincere
- Be direct
- Keep it simple.

If your budget can stretch, then a little treat works well but, again, it needs to be tailored to the individual – a large cupcake smothered with sugary icing might not be appreciated by someone on a diet. Shopping vouchers that can be used in a range of retailers are usually a safe bet.

Other ways of saying thank you can also be appreciated. One that always goes down well is giving them their birthday as an extra day off. Even if they have booked it as holiday, you can give them the day back.

Even if you work on your own or you are the boss, don't forget to say thank you to yourself for a job well done – re-arrange appointments so you can have your birthday off or buy yourself a treat. We know you deserve it! 

A nationwide survey conducted by Argos for Business revealed that 40 per cent of employees stay in their current job because they have good relationships with their colleagues. They also placed emphasis on positive relationships with their boss (30 per cent) and enjoying the job (40 per cent) as other leading factors in sticking to a role.



# BUSINESS TIPS

*Textlocal and Premier Software offer up business advice to help you get your business into shape.*

## Boost bookings and customer satisfaction with a text

**F**ollowing on from the last edition of Business Tips where Textlocal summarised how you can use text messaging in an innovating and engaging way to improve communications, they have put together a case study with BABTAC member, Kiss n Makeup Boutique. As a loyal Textlocal customer, Kiss n Makeup regularly use texting to improve business.

Kiss n Makeup Boutique heard about Textlocal through BABTAC's member benefits. 'We use Textlocal's SMS platform to send customers appointment reminders and also to keep in touch with clients,' says Laura from the salon. 'We value the low price of the messages, and also the ease of use of the free platform.' As there are no sign up fees or contracts, just a pay-as-you-go service you can get started without any problems.

Using the mobile web page functionality, they also regularly send engaging links which open up pages on their mobile handset with images, competitions or perhaps a Christmas greeting. They receive great feedback from customers, and praise the ease of use.

Text messaging is an extremely effective communications tool if you have an urgent sales message. 'We find Textlocal most effective when we need to fill last minute empty appointments,' says Laura. 97.5 per cent of text messages are read within five seconds of being received, so the open and response rate is much higher than with an email communication.

Since Kiss n Makeup Boutique started using the Textlocal platform, they have



seen a great uplift in conversions, and also mention that they are "looking forward to exploring the opportunities for further growth" by utilising the extra functionality such as surveys, mobile loyalty cards, attachments and building up their contacts through a keyword and short code.

Learn more about Textlocal, and the extra benefits you can receive for being a BABTAC member at [www.textlocal.com/babtac](http://www.textlocal.com/babtac)



## 'Magic' marketing

By Jessika at Premier Software



Obviously the salon experience is a key factor but carefully considered communications with new and existing clients help to build stronger relationships and impart a more personal touch.

Imagine you are a new client booking your first service with a salon. Prior to your appointment you receive a 'welcome' email that builds confidence in your chosen salon and then following your visit you receive a

Based on industry statistics, client retention predominantly sits well below 50 per cent and new client retention is even lower – a scary prospect! So what can we do to improve our retention?

personalised questionnaire asking about your experience. This is customer service at its best. Trying to do this consistently within your salon is a challenge, especially if you are using a paper diary. A salon software system with an automated marketing facility can free up valuable service time for you and ensure important correspondence is sent consistently to clients.

New client emails together with 'missing you's', lost client emails and happy birthday messages are all sent on a daily basis with no input from you – what a powerful marketing tool for any business.

I speak from experience when I say that this kind of facility can have a BIG impact on your salon business... Maybe it's time to add a little 'magic' to your client experience.



# Eilidh's LAST WORD

Editor EILIDH MACRAE offers up her thoughts on the March/April edition of *Vitality* and the latest movements in the industry.

It's been a fantastic few months for *Vitality*, and I've particularly enjoyed working on this latest issue for you all, primarily because I have had the privilege of speaking to so many BABTAC members. It's a joy to feature you, and so far this year we have heard several of your amazing stories, which I hope inspires others members too. Look out in the next few issues for more members' stories, and if you'd like to get involved get in touch: we often put callouts on Twitter and in emails.

The announcement of Lisa Eldridge being appointed as Lancome's Creative Director got me thinking a little more about vlogging (video blogging). Lisa is well known for her huge following of her beauty vlogs, and the online video blogs are rising in popularity, with many receiving thousands of views daily.

One step further than blogging, the vlogs offer a simple and entertaining way to access loads of beauty information in a convenient and interesting format.

*"Vlogs offer a simple and entertaining way to access loads of beauty information in a convenient and interesting format"*



Vlogging could certainly be something to look into for your business, but they are also a great way to keep on top of the industry. I'm sure you'll quickly find a vlogger that you want to keep up with every week: there are some great ones that do a brilliant

job at delivering the latest beauty news, tutorials, product reviews and more.

Here you will find the vlogs by Lisa Eldridge: [www.lisaeldridge.com/video](http://www.lisaeldridge.com/video)

Look out for my guide to vlogging for your business in the June/July edition of *Vitality*.

Are there any vloggers you might already know and love? If so let me know! As always if you'd like to comment on any of the features in this issue, or you'd like to get involved with the June/July edition get in touch. Send me an email or a tweet to: @Vitality\_Mag



\*If you would like to get in touch, please email: [vitality@babtac.com](mailto:vitality@babtac.com)

SHUTTERSTOCK



## NEW FOIL PACKED ADHESIVES same quality, greater freshness



Lash Perfect's adhesives just got even better. Both 3g and 5g adhesives now come vacuum sealed in a foil pouch to guarantee your adhesive is the freshest, most hygienic and longest lasting around.

**3g is back**  
with new and improved bottle

Why should your adhesive be foiled wrapped?

- Preserves adhesive from temperature variation
- Fresh adhesive everytime
- Vacuum sealed bag extends shelf life of adhesive
- Protects from UV light and moisture
- Easy to store



Visit us on stand L22 at Professional Beauty London in Excel on 22 & 23 February 2015

EXTRA  
SPECIAL  
SHOW  
OFFERS

Brow Perfect  
PROFESSIONAL EYEBROW EXTENSIONS

Hi Brow  
EYEBROWS BY DESIGN  
PROFESSIONAL

Lash Perfect  
express  
30 MINUTE LASH TREATMENT

0208 500 9028

[info@lashperfect.co.uk](mailto:info@lashperfect.co.uk) | [www.lashperfect.co.uk](http://www.lashperfect.co.uk)

# Checkaprofessional.com

Where reputation matters



## THE ONLINE MARKETING REVOLUTION FOR HAIR AND BEAUTY THERAPISTS!

Brought to you courtesy  
of our sister company  
**Checkatrade.com**

Today, clients are looking for an informed choice when choosing a therapist and Checkaprofessional's new online service is providing just that.

The Checkaprofessional website will give instant access to hair and beauty professionals who have agreed to be vetted by us and continuously monitored by their clients who can post feedback on the site. It will provide a FREE one-stop shop to finding the right professional for a client's particular needs.

Find out about the unique advantages Checkaprofessional membership could provide for your online marketing.

- ESTATE AGENTS ■
- MORTGAGE BROKERS ■
- FINANCIAL ADVISERS ■
- LEGAL SERVICES ■
- SOLICITORS ■
- COSMETIC SURGEONS ■
- SURVEYORS ■
- HAIR & BEAUTY ■
- ACCOUNTANTS ■
- THERAPISTS ■
- OPTICIANS ■
- DENTAL ■
- VETS ■
- IT ■



Consumer Enquiries:

0800 808 9033  
[www.checkaprofessional.com](http://www.checkaprofessional.com)