

# beautybiz

YEAR 16 ISSUE 04

EMPOWER YOUR

*lash lift technique*



elleebana

# fresha

Join the world's #1 booking software for salons.

The screenshot displays the Fresha booking software interface for a salon named "Beauty Shop & SPA". The top navigation bar shows the current date as "Tuesday 27 Aug, 2022" and includes options for "Today", "Day", and "Add new". Below the navigation bar, there are four staff members represented by circular profile pictures. The main area is a grid showing appointments for each staff member. The appointments are color-coded and include the staff member's name and the service type. For example, Brenda Massey is booked for "Blow Dry" from 9:00 - 10:00 am, and Zachary Kelley is booked for "Beard Grooming" from 9:00 - 10:00 am. A pop-up window on the right shows the salon's profile for "Jen Beauty Salon", including the address "23 Billyard Ave, Parkwood", a "Show map" link, and details such as "Open now 10am - 6pm", "Instant booking", "Unisex", and "Pay by app".

# Zero subscriptions. Unlimited possibilities.

Scheduling. Payments. Marketing.  
All within one platform.  
Subscription-free.

- ✓ **Unlimited team members**  
Invite your entire team to join your account and stay up-to-date with their schedules
- ✓ **Unlimited locations**  
Manage multiple venues from one main account with no limitations
- ✓ **Unlimited clients**  
Track client history, take notes and keep them engaged with free integrated email notifications
- ✓ **Unlimited appointment bookings**  
Get bookings 24/7 with realtime slot availability and fill your calendar overnight
- ✓ **Unlimited product inventory**  
Add unlimited products, generate orders and manage your online shop and stock inventory on-the-go
- ✓ **Unlimited reporting and analytics**  
Monitor how your business is doing with live dashboards and financial reporting



Join Fresha today  
[fresha.com/business](https://fresha.com/business)

# CONTENTS

## ON THE COVER

38 Empowering Your Lash Lift Technique  
with elleebana

## REGULARS

06 Editor's Note  
18-20 Industry News  
54 Beauty Shop

## FEATURE

08 Shedding Light on Injectables By Louise May  
10 Skin Nerd By Louise May  
12 Blissful Thinking By Louise May  
14 From Psychology to Skin By Louise May  
16 A Holistic Beauty Haven By Louise May

## EVENTS

22-24 ABIA Announces 2023 Finalists  
30 The ASAPS 2023 Non-Surgical Symposium

## DERMAL

26 Lysosomes: The Cellular Recycling Centres  
By Gay Wardle  
28 All The Lights: Your Guide to Light Therapies  
By Alanna Douglas  
29 Collaboration across our (Cosmetic) Nation  
By James Vivian

## PRODUCT PROFILE

32 Innovation & Excellence: The Key to  
DermapenWorld Success  
34 Glowing Skin Starts with Ultraderm

## BEAUTY

40 Celebrating Talent & Creativity in the Australian  
Makeup Industry By Chereine Waddell  
42 Embrace Individuality with Guiya Minerals  
44 Botox Immunity By Louise May  
46 Nailed It! By Louise May

## BLOGS

48 The Future of Sustainability By Paul Frasca  
49 The Power of Self-Discovery for Salon/Clinic  
Transformation By Rebecca Miller  
50 Transforming Your Beauty Business with Stella  
Consultation Skills By Elle Wilson

## WELLNESS

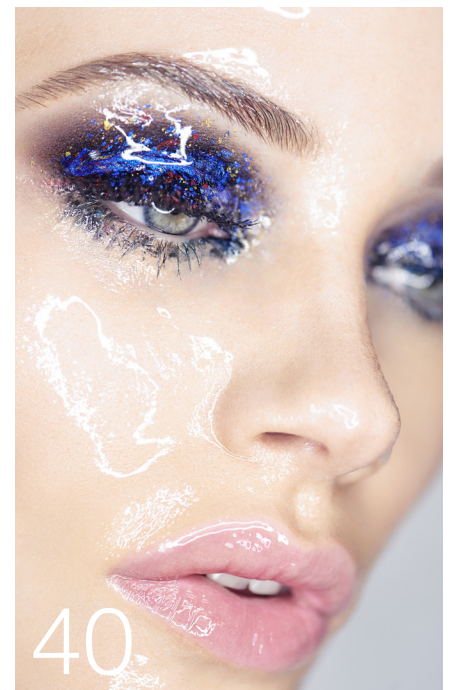
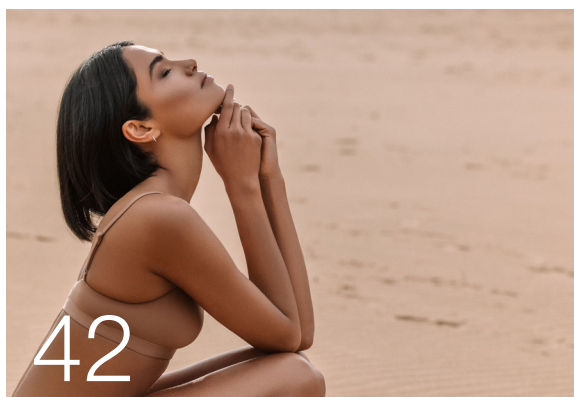
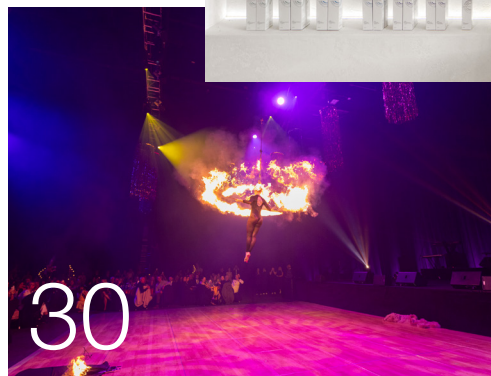
52 Becoming an Emotionally Intelligent Leader  
By Angeli Marie Shaw

## BUSINESS

56 Are you leaving money on the table?  
By Chrissy Alger  
58 Are we part of the Problem? By Robyn McAlpine  
60 Stagnating in Business? Rethink Time to Move  
Your Beauty Salon Forward  
62 Love, Mariah Carey, and the Art of Constructive  
Feedback By Gry Tømte  
64 Don't Burn Your Industry Bridges  
By Nicola Le Lievre  
65 Strategies to get through the tough times and still  
be profitable By Daniela Boerma  
66 Get more out of every day with Fresha's  
scheduling software  
67 Insurance in the Beauty Industry

## MARKETING

68 Enhancing Social Media Captions with  
ChatGPT By Angela Sanchez  
70 Emerging Technologies Impacting Your Salon's  
Branding By Sarah Garner  
72 Boosting Engagement On Instagram  
By Kayla Zigic  
74 AI or CHAT GPT vs. Hiring a Virtual Assistant  
By Kara Lehmann



# BeautyPro

## BeautyPro #1 Worldwide In Wax Heaters

From super compact Petite to heavy duty Twin 1000CC, **BeautyPro** has a wax heater to fulfil every need. Customise your waxing services while maximising bench space with the wax heater experts, **BeautyPro**.

Proudly Australian Owned



PROFESSIONAL 1000CC



ESSENTIAL 500CC



TWIN 2X 1000CC




GENIE 450CC





ELITE 1000CC



PETITE 200CC

 /DatelineImportsAustralia

 @DatelineImports

 @datelineimports

For stockists, call Dateline Imports P/L on (02) 9666 3611 or visit [datelineimports.com.au](http://datelineimports.com.au)

**PUBLISHER**

Linda Woodhead  
linda@mochagroup.com.au

**GENERAL MANAGER**

Jarred Stedman  
jarred@mochagroup.com.au

**EDITOR**

Louise May  
louise@mochagroup.com.au

**ADVERTISING MANAGER**

Nina Barbara  
nina@mochagroup.com.au

**ART DIRECTOR**

Kellie Woodhead  
kellie@mochagroup.com.au

**ADMINISTRATION**

Jess Richmond  
jess@mochagroup.com.au

**CONTRIBUTORS**

Louise May  
Gay Wardle  
Alanna Douglas  
By James Vivian  
Chereine Waddell  
Paul Frasca  
Rebecca Miller  
Elle Wilson  
Angeli Marie Shaw  
Chrissy Alger  
Robyn McAlpine  
Gry Tømte  
Nicola Le Lievre  
Daniela Boerma  
Angela Sanchez  
Sarah Garner  
Kayla Zigic  
Kara Lehmann

**OFFICE**

PO BOX 252 Helensvale Plaza Qld 4212  
P: 07 5580 5155

mail@mochagroup.com.au  
www.mochagroup.com.au

**DISTRIBUTION**

Australia Post - Print Post 100005498

**PRINTING**

Printcraft

**PUBLISHED BY**

mochagroup

**PUBLISHERS OF**

HAIR BIZ, Beauty Biz & Barber Shop

Beauty Biz is published six times a year by mocha publishing ABN 65 091 846 189

No Part of the publication may be reproduced in any manner or form without written permission. Beauty Biz does not accept responsibility for unsolicited manuscripts, transparencies, original artwork or other material. The views expressed in Beauty Biz are not necessarily those of the publisher.

No responsibility will be accepted if the publication is delayed or prevented by factors beyond the control of the publisher. No responsibility will be accepted for errors in copy, or for any loss arising from the failure of an advertisement or any part thereof to appear.

© 2023 mocha group  
All rights reserved.

**Welcome to our 4th issue of Beauty Biz for 2023!**

As we step into August, I am filled with awe for the ever evolving and flourishing beauty industry that we all cherish. Today, I feel immense joy and gratitude as I connect with you not just as the editor of Beauty Biz magazine but also as the newly appointed Editor-in-Chief for the entire Mocha Group. This incredible opportunity marks a significant milestone in my journey with all of you.

Since joining the Mocha Group in 2020, I've had the privilege of serving as the editor for Beauty Biz and Hair Biz magazines. My passion for this industry has been fuelled by a wealth of experiences, including salon ownership, business mentorship, sales, education, and even product formulation. However, what truly enriches my role as an editor is the opportunity to interact with all of you and the remarkable contributors who make this community thrive.

I am so excited about extending my role within the mocha group. We are growing in strength, position and divisions and I am proud to be a part of that. I am lucky enough to be able to converse, interview and follow some incredible people in the hair, beauty and barber industry, some of whom, I can honestly say have become an important part of my life, both personally and professionally. I feel honoured to be in a position where I can also be a part of mocha's activities nurturing the youth of our industry, with Beauty Squad and Hot Shots, and literally living with these young talents of our future, for 3-4 days, is an annual highlight for me. I will continue to delve deep into all 3 industries and bring our readers the very best in informative and inspirational stories.

Across all of the industries I work with I am aware that as professionals in a fast-paced and demanding field, we often find ourselves deeply immersed in our work. While striving for excellence is commendable, it's also vital to take a moment and reflect on our well-being and self-care. The hustle of running successful businesses can sometimes lead to challenges, like business burnout.

Business burnout is a real concern, and even the most dedicated among us can experience it. It's crucial to recognise its signs and symptoms, such as exhaustion, feeling overwhelmed, and a loss of enthusiasm. So, as we gather to celebrate our collective achievements and anticipate the upcoming Beauty Expo and Awards weekend, let's also remind ourselves of the significance of maintaining a healthy work-life balance and taking care of ourselves.

Now, let's talk about the August weekend that has the entire beauty industry buzzing with excitement –Beauty Expo, owned by Reed Exhibitions and the ABIA Gala. owned by the mocha group. Beauty Expo is Australia's largest gathering of beauty brands, suppliers, and professionals. Scheduled to take place at the ICC Exhibition Centre, Darling Harbour, on Saturday 26th and Sunday 27th August, this extraordinary event promises to be a celebration of creativity, innovation, and collaboration. As salon, spa, and clinic owners, this is an unmissable opportunity to witness the latest trends and forge connections that can elevate our businesses to new heights.

Following the Expo, the excitement continues to build as we prepare for the Australian Beauty Industry Awards (ABIA) gala event. On Sunday evening, we will gather at The Star, Sydney, to honour and celebrate the outstanding achievements of individuals and businesses that have elevated our industry to new heights. It's a night of glamour and recognition, where we come together to applaud the very best.

Let's mark these dates on our calendars and embark on a journey of inspiration together!

Within the pages of Beauty Biz magazine, our focus remains on empowering you with the latest trends, innovative techniques, and business strategies. We understand that your success depends not only on your expertise but also on your well-being and happiness.

As always, I am here to listen, engage, and share the stories of incredible individuals and businesses that make up our beauty community. Your support and involvement have been the driving force behind our collective growth, and I am deeply grateful for your continued enthusiasm and readership.

Thank you for reading this issue, I really hope you enjoy it.

Together, we will continue to thrive, inspire, and support each other in shaping the future of our dynamic industry.

With heartfelt gratitude and warm wishes,

*Louise May*

Louise May  
Editor-in-Chief, Mocha Group  
louise@mochagroup.com.au

**A note from our CEO and founder. Linda Woodhead**

"We are so lucky to have Louise as part of our growing business. She has a real heart felt passion for the hair, beauty and barber industry which fits perfectly with the mocha ethos and culture. She is instrumental to the future of mocha group and brings a wealth of knowledge, experience and joy to the team. Congrats on the new role and thank you for all of your efforts, past present and future!"



**dermaviduals®**

## New Décolleté and Neck Cream

Infused with powerful Kigelia, Coenzyme Q10 and Hyaluronic Acid to visibly lift, firm and strengthen the delicate neck and décolleté skin.

To become a partner, please visit:

[dermaviduals.com.au/for-clinics](https://dermaviduals.com.au/for-clinics)



by derma aesthetics

ENQUIRE AT



# Shedding Light on **Injectables**.

*By Louise May*

Step into the world of cosmetic injectables with the expertise of Louise Guest, the National Injectables Trainer and Registered Nurse at Laser Clinics Australia. With a wealth of experience, Louise Guest sheds light on how the industry has evolved over the years, offering greater accessibility and a wide variety of products and treatments to cater to diverse concerns.

**From advancements in training and research to a growing emphasis on natural results and individualised approaches, she highlights significant trends that every cosmetic injector should be aware of.**

In this insightful interview, Editor Louise May, chats with Louise Guest, as she shares her wealth of expertise in the realm of cosmetic injectables.

## **How has the industry evolved over the years?**

As an expert in cosmetic injectables, I've witnessed the industry evolve, becoming more accessible, diverse, and offering numerous treatments for various concerns. Improved training, research, and experience have led to better outcomes. The current trend focuses on achieving natural, glowing skin, tailoring treatments for different clients, including men and those undergoing gender transitions. There's

also a better understanding of anatomical differences among cultural groups and diverse perspectives on attractiveness, along with improved knowledge about different skin types and how to address their concerns.

## **Can you provide guidance on understanding the specific aesthetic needs and expectations of patients in different age brackets?**

**20-30 "Beautify Me"**- Younger clients are generally well-informed and have researched their goals. Younger clients will arrive in the clinic with a collection of images to discuss to give an indication of what they like.

**Injectables:** They usually want to treat their frown lines, forehead lines, and crow's feet with antiwrinkle, and lips with dermal filler.

**Skincare:** Encouragement to use a gentle cleanser at night to remove makeup and sunscreen during the day for UV protection is important.

**30-40 "Refresh Me"** This group mentions early signs of aging. They are the busiest clients with a small amount of time for themselves. Overall, this group benefits the most from a thorough consultation that encompasses all their needs. They haven't got time to do the research and they appreciate a detailed treatment plan with quotes.

**Injectables:** They comment that they look tired or angry and their skincare isn't working as well as it used to! They may have started to develop lines and dark circles around their eyes, they notice mild deflation of their cheeks and lips. Antiwrinkle treatments for the upper face, chin, and corners of the mouth, and dermal filler for the cheeks lips, jawline, and tear troughs are key treatment areas.

**Skincare:** This group needs to start using retinol and add in niacinamide, vitamin C, and other antioxidants. Dry skin can start to be a problem at this stage as the youthful ceramides slow down.



**40-50 "Define Me,"** This group notices that they are changing, they see the effects of sun, time, gravity, and hormonal changes and want to take steps to address them. This group starts to lose confidence in their appearance and can be concerned about the aging process. They need support to move forward and benefit from an 'aesthetic coach' who can reassure them and advise them and tailor a plan for them to address their concerns in a respectful caring way. This group is looking for a 'partner in aesthetics' that understands how they feel and what they need.

**Injectables:** Focus on the redefinition of the facial contours for example cheekbones, jawline, and chin. Skin firmness can be improved with skin-boosting injectable hyaluronic acid treatments and platelet-rich plasma. Antiwrinkle treatments aimed at softening dynamic lines to work in harmony with facial contours are key treatment options.

**Skincare:** At this stage, clients are often accustomed to their am and pm skin rituals. They know the benefits are impressive and would not leave the house without their SPF. A gentle cleanser, Vitamin C niacinamide, retinol, SPF, a moisture boost, and regular exfoliation are all required to maintain radiance.

## **50+ Restore Me OR Maintain Me**

This group has 2 main subgroups, 1. Restore Me clients come into the clinic with little or no previous cosmetic history. They are frequently people who have cared for others and put themselves last, this group is anxious about looking strange and they report that they feel that they are being vain and wasting money. Restore Me clients need lots of reassurance and a 'go slow' approach. They may need to repair and rebuild their skin before treatments. Starting with skincare and gentle skin support in clinic treatments will help them feel and look better. Developing trust is important and incremental treatments work best.

**In-clinic treatments – LED and peels, BBL to reduce the signs of UV damage.**

**Injectable treatments:** frown lines and crow's feet treatments with antiwrinkle products give a refreshed look, skin-boosting injectables add radiance and firmness to skin without adding volume or changing the facial contours.





**Skincare:** Go slow with skincare too, repair and rebuild first with a gentle cleanser, niacinamide, and moisturisers. If your client has not had a skincare routine, they may need time to develop a new routine. Going slowly allows time to build the health of the skin before using stronger cosmeceuticals. This group may need detailed instructions on how often and how much to apply to avoid skin reactions.

**2. Maintain Me** – this is the ultimate client! Long-term, loyal, trusting, and satisfied. They welcome your advice and are open to trying something new if it is a suitable treatment for them. They see their regular treatments as a normal part of their regimen and look forward to catching up with you. They are your greatest advocates, spreading the word and sending their friends to see you.

#### **In-clinic treatments – LED and peels**

**Injectables:** This client has an appointment every 3 months for antiwrinkle. They are up to date with their filler treatments and have 2-3 mls of filler every 6-8 months to maintain their facial volume. This client group may require additional treatment areas including antiwrinkle treatment in their platysmal bands (neck) and dermal filler in the temples.

**Skincare – everything + whatever is new and fun!**

*(SAME AS Define Me: Focus on the redefinition of the facial contours for example cheekbones, jawline, and chin. Skin firmness can be improved with skin-boosting injectable hyaluronic acid treatments and platelet-rich plasma. Antiwrinkle treatments aimed at softening dynamic lines to work in harmony with facial contours are key treatment options.)*

#### **What tips can you offer to cosmetic injectors to ensure they create results that enhance their clients' features while maintaining a natural appearance?**

Have a deep understanding of facial and skin anatomy, this is vital for safe outcomes but also for great aesthetic outcomes. Consider all the layers of the face and skin, and observe your client in animation, not just at rest. Notice how the skin, muscles, fat pads, and bones move together while they are talking and know how the treatments work synergistically together.

Understanding the cultural and social motivations of your client and ensuring your plan is aligned with their values and personality can create beautifully integrated, natural results.

#### **What key elements should cosmetic injectors cover during consultations?**

**Prepare:** First, ensure that the booking is the right duration to achieve everything the client wants to achieve on the day. Pre-calling new clients is a great way to start building rapport and it allows the injector to find out more about the client and their goals before they arrive. Ask them to fill in their Medical history form online. When the client arrives, you will feel prepared to address their concerns.

**Observe:** Observing your client and being aware of your initial impression of them in the waiting area is a great first step. From this interaction, you can see if their resting face is happy, sad,



angry, or tired and this can help develop your plan. Then when you start to discuss the client's goals, watch their face in natural animation to see how their skin, muscles, fat pads, and personality interact with their anatomy. You will also observe factors such as age, genetics, and facial symmetry. This will help to create a plan that is tailored to them. Ask them to hold a mirror and show you their concerns, Clients will often 'readjust' their facial expression and pout their lips, raise their eyebrows, or stretch out their jawline, this will give you an insight into their concerns.

**Listen:** Taking a full medical history and cosmetic history will provide many insights and may guide your decision-making. Listening to the reasons why they are seeking treatment, what are their beliefs, expectations, and what they want to achieve. Allowing the client to fully express their thoughts lets them feel that you have fully investigated their needs and that the recommendations you make will be positively received.

**Touch:** Cleansing the client's face and feeling the texture, thickness, and volume, of their face can assist you in deciding the type of products you will choose for best results. This will also help the client feel at ease and open to discussing their concerns.

**Timing:** Planning treatments to fit in with the client's lifestyle is key to a successful treatment pathway. Planning around events, public holidays, and annual leave will help the client imagine how the plan suits them. Adding times and dates to a plan makes it feel achievable.

#### **How can cosmetic injectors tailor their approach to address the specific concerns and objectives of male patients effectively?**

Like female clients, male clients are results focused. However, they seem to prefer a short consultation that outlines the costs, expected results, and possible adverse events and they want the treatment to address their concern. They are compliant with aftercare and generally loyal to their preferred injector. Listening is essential, ask lots of clarifying questions, men often have little to no previous experience in cosmetic treatments and skincare and they may explain their goals in an unconventional way. Have an open mind and use the mirror to ask them to show you, their concerns.

#### **How can cosmetic injectors help their clients understand the longevity of results and the importance of follow-up treatments?**

Cosmetic treatments can improve confidence and well-being, however, a one-off treatment every now and then usually will not achieve the desired results. Partnering with your client and planning a treatment journey will help them understand the process. This includes educating them on the longevity of each product, but also the compound effects of regular maintenance. Scheduling a treatment every 4 months will ensure that antiwrinkle results improve over time. Dermal filler and other injectable treatments for example skin boosters, Bioremodeling, Platelet Rich Plasma, and PDO threads range in duration from months to years. Ongoing reassessment and planning according to the individual changing needs of your client are essential.

# SKIN NERD

By Louise May

Michelle Doolan's love of skin and being a skin nerd has really been a development over time. Michelle began her career in beauty over 20 years ago, starting as a student of a French-based skincare company that held their own beauty school. This involved an education at a high level of the knowledge of ingredients, skin science and patient care.

**Michelle was lucky enough to find herself working for a clinic in Geelong that replicated that concept which further advanced her passion for skincare. Her success as a skin therapist has been both because of the people she has worked for in her career as well as her desire to try and be the best skin specialist that she can possibly be.**

We caught up with Michelle to learn more about her career to date, and what inspired her to take the plunge with creating her new Cleansing Cloth.

As a facialist and skin coach, can you tell us about your approach to providing professional treatments.

The key to my treatments is the understanding that no one way works for everyone. In order to offer the most impactful treatments, it is a combination of keeping up with the most current machinery as my tools paired with my knowledge

of the skin and how it functions to ensure a targeted and effective treatment and result.

How do you ensure each treatment is customised to achieve the best results for your clients' skin?

There's a couple of ways in which I make sure that the treatments I deliver are specific and personal to each customer.

I've made a conscious effort to equip the clinic with many modalities of machinery, giving me the ability to treat my client's skin needs with diverse treatments.

The skin can quite easily segregate into zones of many concerns and with such machinery, it allows me time to be more efficient and focused with my treatments, covering off different areas of the skin in a single session.

It's also imperative for me to understand what my client's Wishlist is so I can ensure that as part of

the treatment the client undergoes, we're always prioritising their skin's health and what goals they're wanting to reach.

**How do you build such a strong level of trust and rapport with your clients?**

The majority of my client base have been seeing me for more than five years some even ten. I put my loyal client base down to two things; the value I place on building a connection with my clients beyond their skin needs as well as the trust they have in me to achieve results. I am a perfectionist that wants each person who walks into my treatment room to immediately feel comfortable but ensure I will do my very best to achieve the results they are seeking.

**Skin Nerd offers a variety of services, can you tell us about the treatments and the benefits they offer?**

All the treatments and machinery found at Skin Nerd HQ have been personally selected to ensure maximum results and quality.

Each laser device that I have access to, treats a specific concern to its highest level whilst also ensuring skin health at the same time and a 'less is more' approach, minimising harm done to the skin.

Laser Genesis is a trademarked style of laser marked by the machine I use called Cutera, also known as 'the red-carpet facial'. Using a wavelength 1064nm warped from its original delivery system, it flashes over the skin targeting the superficial redness and imperfection held in the very surface of the skin. Working on texture and tone it heals, supports and revitalising any skin type whilst allowing you to walk out feeling and looking amazing.

LED is my favourite post treatment "moment" with all the goodness it provides it also gives a moment of calm after all the serious, noisy machines.

My most popular service would be what many of my clients' nickname 'the hour of power with Michelle'. It's essentially a multi-modality-based treatment which addresses each individual client with their concerns and developing a treatment to suit. This often





involves a capillary and pigmentation focus, anti-aging, and skin health.

***The Cleansing Cloth seems like an exciting addition to your brand. What inspired you to create this product?***

My mission at Skin Nerd is to keep it simple – and the Cleansing Cloth fits this ethos exactly. It's about the education of cleansing and skincare use and making it as easy for people to do at home, as possible.

As part of many of my clients' first appointment, I would teach them the art of cleansing correctly. As a result, I recognised I had an opportunity to improve a gap in the market and create a brand that could be used by everyone.

***How does The Cleansing Cloth stand out from other cleansing products?***

It is the largest cleansing cloth of its type ensuring there is plenty of options to double cleanse your skin effectively. I wanted to make a product that was easily accessible to all skincare consumers and that hopefully it will be a bathroom must have for all.

There are several benefits to The Cleansing Cloth. The high performance PVA cleansing cloth material ensures you cleanse your skin correctly by effectively removing all traces of makeup without stripping the skin of its barrier service and prevention of bacteria buildup that can't be found in other cleansing removal products such as face washers. It also reduces waste eliminating the need for single-use makeup wipes or pads and makes it ideal for travel as it dries quickly and hardens when dry but regains its silky soft texture when wet.

***How did your expertise in medical science and advanced skincare products contribute to the development of The Cleansing Cloth?***

I focus all my treatment services on the first question – is this skin strong enough to withstand a medically and advanced skincare treatment? Followed by, does this skin need it?

If the answer was NO – then what was it that needed to change to repair that and often it was how they cleansed. Focusing on repairing this was key and The Cleansing Cloth was the answer.

I wanted all skincare and skin treatment enthusiasts to have the ability to access a simple cost-effective tool that makes cleansing a no-fuss step in their routine.

***How did you ensure the Cleansing Cloth remains durable and effective for up to four months of use?***

The ability to ensure it gets cleaned correctly ensures its durability. The biodegradable component is over a long time although like all continued but long-term use products they have a recommended used-by date.

I often explain to my clients it's like a toothbrush – you can choose to have it for life, but its recommended best hygiene practice is three to four months. Over time, the cloth starts to show wear and tear. These are clear indicators that are a part of the product's function to encourage you to recognise its time to change. With a common face washer, you don't see this as the fabrics and colours hide the true story going on underneath.

***How has your extensive experience influenced the creation of The Cleansing Cloth and your overall approach to skincare?***

In 24 years, I've seen skincare fads come and go but the art of effective and efficient cleansing has never changed. Being educated with an underlying French basis of 'the key is gentle, luxury and barrier function as a primary focus' has cemented the foundation of my approach to skincare treatment.

People can now get access to ingredients we would have only ever used in our back bar treatment rooms, these create a very polished and clean looking skin, but at the detriment of a truly healthy skin. I wanted to ensure with The Cleansing Cloth, that my contribution to it would support people nurturing their skin and ensuring skin health. This starts with our skin cleanse. If you don't have this right, then how can you expect anything else that follows to work correctly.

***Do you have any plans to expand your product line or introduce new innovative treatments in the future?***

I am always reading, watching, and learning about the new and amazing world of skincare and skin treatments. Adaptability to an ever-evolving world of cosmetics and aesthetics requires you to generate new services with the most important basis – that it achieves the results.

I would love to create a skincare range that is affordable, and result driven in the near future – especially a cleanser that ties into The Cleansing Cloth ethos. Watch this space!



# BLISSFUL Thinking

By Louise May

Meet Daniela Boerma, the trailblazing entrepreneur who opened her first salon in December 1983 at the remarkable age of 15, just a month before turning 16. Coming from a business-oriented family, her father's influence drove her to follow in his footsteps.



Over the course of a decade, Daniela operated two salons while simultaneously raising a family. Eventually, she chose to downsize and run a thriving home-based sole trader salon, where she continued to expand her knowledge and skillset, successfully operating the business for 20 years. Her love for technology led her to acquire Bliss Day Spa in 2013, even though it presented challenges with no staff or equipment. With a leap of faith, she pursued her dream of owning a large salon, dedicated to making a difference in people's lives.

Daniela opened the doors of Bliss Day Spa with her two nieces, both novices in the beauty industry. Simultaneously, her best friend took charge of the reception, and one of Daniela's first employees from 1984 returned to the salon, evoking a sense of nostalgia as if time had stood still. As the staff expanded rapidly, they formed a cohesive team of 7 individuals who collectively transformed Bliss Day Spa into the resounding success it is today.

Beauty Editor Louise May chats with Daniela Boerma about her journey in the beauty industry, the ethos of Bliss Day Spa, Biodroga as the preferred brand, their sustainability efforts, exceptional customer experience, and community initiatives!

**How does Bliss Day Spa's ethos of providing equal opportunities for beautiful skin influence your team's interactions with clients?**

We are a team of like-minded Beauty Therapists

with the same mindset, and that is to help others achieve skin results. Together we create treatment plans for individuals making every client feel important to our salon regardless of their financial status.

**How does Bliss Day Spa's commitment to the latest beauty advancements benefit clients with specialised treatments?**

It's no secret in my salon that I have a passion for technology, we are constantly researching the latest devices and treatments to stay informed to then advise clients with their enquiries. Social media can create a lot of mixed information and not always correct so it's important we have the knowledge to answer. We do our best to continue education each year, short courses keep motivation for learning and is encouraged within our team.

**What led you to choose Biodroga as your preferred brand for Bliss Day Spa?**

Biodroga captured my interest while I was completing my Beauty Diploma in 1983, the range delivered results with every product I tried so I purchased my opening order all those years ago, 4 salons later over 40 years, Biodroga is still my number 1 product range. Biodroga has supported me through each salon and has been a huge part of Bliss Day Spa's success. The range grew as I matured into a woman from teen to early twenties, Bio Puran cured my problematic skin and I thought I could never do without it, that was until in my mid-twenties my skin changed and the Revitalin range captured my attention. Fine lines and dehydration diminished, and I was once again impressed with the results I saw.

In my early thirties Bio repair saved my sun damaged skin, living in Australia can really take its toll from childhood sun burn, I was so thankful for Bio repair eye care it saved my prematurely ageing eyes. Just when I thought Biodroga couldn't get any better Oxygen formula for dry skin was formulated, my



all-time favourite product range for my forties and now fifties.

Biodroga was created in the Black Forest of Baden Baden in Germany, their commitment to being eco friendly using extracts to soothe, hydrate and protect the skin has been an ongoing journey. The several ranges within Biodroga cater to all skin types and complaints making it a perfect fit to our salon.

**Can you highlight any specific products or treatments that have been particularly popular among your clients and have shown remarkable results?**

The Institute range has been my favourite line within Biodroga, it is seriously in my opinion the best product range for myself and a high percentage of Bliss clients. Oxygen formula 24-hour care, Cleansing oil and Lifting Boost mask walks off my shelf like lollies in a candy store. From the beginning, the brand has been very supportive, creating product packs designed for individual skin types and concerns. Biodroga constantly offer promotional products allowing customers to try new skin care that they may otherwise not have tried or purchased before, this has been a wonderful way for clients to expand their home care range. All the ranges complement each other allowing our clients to use a mix of their favourite products.





**Bliss Day Spa has been recognised as a finalist or winner in various prestigious awards, how do these achievements contribute to your team's motivation and sense of appreciation?**

Bliss Day Spa started entering awards in 2015, and honestly the excitement and motivation it creates not just within the team but with our customers is infectious. We learn more about each other, discussing together ways to improve our customer experience, service menu and staff knowledge through education. The honour of becoming a finalist or winning an accolade is an incredible feeling however you must do the work to reap the rewards, it's always a team effort and never taken for granted. To write submissions together creates a bond within the team and an equal share in the win. I am humbled and proud of what we have achieved. I appreciate my staff and together we are Bliss Day Spa.

**Can you explain how Bliss Day Spa promotes sustainability and eco-friendliness in its salon, to reduce its carbon footprint?**

Sustaining our planet has to be the most important concern for us all. We are all responsible for change and obliged to reduce our carbon footprint to save our planet. At Bliss Day Spa we are always seeking ways to be more Eco friendly. Here are a few ways we are helping our planet.

- We have replaced all our lights with LED down lights, reducing carbon emissions.
- We use "AlSCO" a Sustainable Service Partner to launder our towels.
- We use biodegradable sheets on our treatment beds.
- We have chosen eco-friendly appliances.
- We use eco-friendly cleaning products creating a toxic free work environment.
- Where possible we buy bulk and decant into smaller biodegradable containers.
- We recycle or reuse all paper and plastics where possible.
- Every treatment room is equipped with iPads dramatically reducing the amount of paper used in the salon.
- All salon files and documents are digital.
- Online Gift Voucher Service
- We use and recycle ink cartridges from our printer.
- We have installed a Smart Television to replace magazines and papers for our clients to enjoy whilst having their manicures and pedicures.
- All our Gift Bags are made of recycled paper and disposed of ethically.
- We use biodegradable bin liners in every bin throughout the salon.

- Nespresso Coffee Pods disposed of in Recycling Bags. Every little bit helps.

**How does your team create lasting relationships by actively understanding customers' emotional needs for an exceptional experience?**

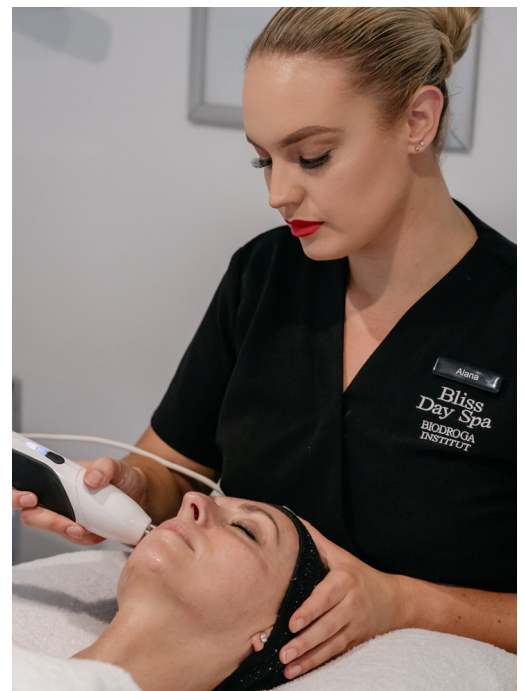
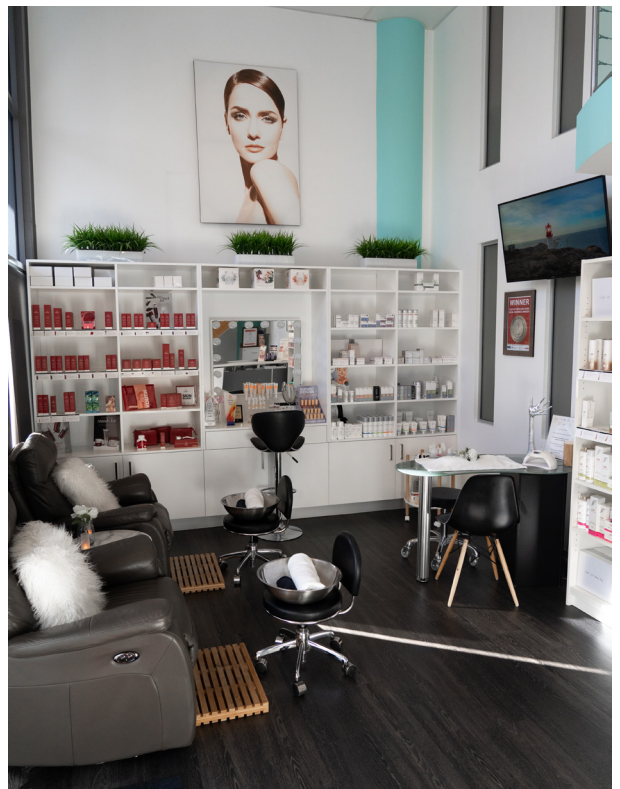
We are aware of how important it is to gain our customers trust, building a rapport, being kind, caring and empathetic to their needs. Our aim is for every client to experience our personalised touch. We treat a number of elderly clients, some who are widowed and living alone, as their therapist we may be the only person they have human touch, conversation, and genuine care with for long periods of time.

**How do you ensure your team stays updated on beauty industry advancements?**

Our salon culture and belief is that with knowledge staff will have the confidence to grow and this will lead to achieve optimal results for their clients. This can only happen through continued education and communication. The staff at Bliss love to learn new skills and continue to do so. I have always encouraged my staff to independently research skin conditions, new devices and treatments, this opens discussion and interest in further education, I do my best to support my staff's education wish list each year. Beauty expo is our favourite time of the year, we attend as a team annually, enjoying a three-day Sydney City stay and attending the ABIA gala event.

**Bliss Day Spa's community focus includes free treatments for cancer patients. How does this initiative align with your salon's caring and professional goals?**

In 2011 I lost a dear friend Cindy to liver cancer. I had the honour of caring for her during the last two weeks of her life. During this time Cindy would tell me daily that my massage was better than pain medication. It was a very sad time for me after her passing and this was when my no charge policy for cancer patients was born. I wanted to make a difference and this flows into the ethos of our salon, always. Years later in 2018, I created the Bliss Project initiative. Removing Radiation Markers free of charge and encouraging salons all over Australia help others remove the ink from these brave individuals. I have successfully removed many radiation tattoo markers and each client has thanked me over and over again for restoring their skin.



**What do you envision for the future of Bliss Day Spa?**

This is a question I have been asking myself. There is always room to grow and do better, set goals and dream big. This is my 41st year in business still treating clients daily is something I can't imagine not doing. It is often asked by industry friends why am I still in the treatment room and my answer is always the same, because I love what I do, being of service to others is what I was destined to do. Reputation and integrity is everything to me and I plan to continue to grow Bliss Day Spa and my team. I hope that other salon owners are inspired by my journey and achieve their goals. I have been a business coach with Total Coaching Academy for 3 years now, I feel personally that helping others reach success is a space I thrive in. I want my coaching clients to reach the level of achievement that I have, with hard work and self-belief anything is possible.

# From Psychology to Skin!

By Louise May

In her earlier years, Gabrielle Singh had pursued a different career path. She enrolled in university to study psychology with a goal of working with underprivileged children. However, after becoming a mother to her first daughter, her priorities shifted, and she desired a more conducive environment for her child.

**This significant life change prompted her to rethink her career choices. Having to make a quick decision about her future, Gabrielle embarked on a new journey in the field of Beauty Therapy. It was a challenging transition for her as she went from studying for a bachelor's degree in psychology to starting over with a diploma in Beauty Therapy. At first, she felt like she was regressing in life, but soon, her perspective changed.**

As Gabrielle delved into the world of beauty, she discovered a genuine passion for the subject. The learning process turned out to be far more intriguing and involved than she had initially anticipated. One of the reasons beauty interested her was due to her own past experiences with severe acne during her teenage years which led Gabrielle to developing a keen interest in understanding skin and exploring ways to improve its health and appearance.

Beauty Biz Editor **Louise May** recently caught up with Gabrielle to chat about her industry journey so far.

**What motivated you to specialise in the latest aesthetic technology and techniques, instead of traditional beauty therapy?**

When I first studied for my diploma in beauty therapy, I always knew from the start that advanced skin was where my passion was and where I wanted to go; I graduated with my diploma to instantly go on and study all my

laser modalities and then onto my grad diploma in cosmetic dermal science, traditional beauty didn't interest me, I wanted nothing but result driven treatments, wanting to help other women who suffered as I did.

**What are some of the challenges you faced in business and how did you overcome them?**

The problem being a new business owner is that we don't have time on our hands when it comes to trials in business; you open a business, and you may have a small grace period with your outgoings but before long, all the overheads creep up. I found one of my biggest challenge was staff. It was finding not only qualified staff but staff who were passionate about wanting to genuinely help someone to feel better within themselves. You see a lot of girls leave school and go into beauty, but what really sets aside a great clinician to a good clinician is their passion for this industry; going above and beyond, supporting clients through their journey, comforting and educating them along the way.

**Could you explain how your holistic approach benefits your clients and why it's essential to your brand's mission?**

Taking the holistic approach is vital because it allows clients to see themselves more than just through the the external factor.



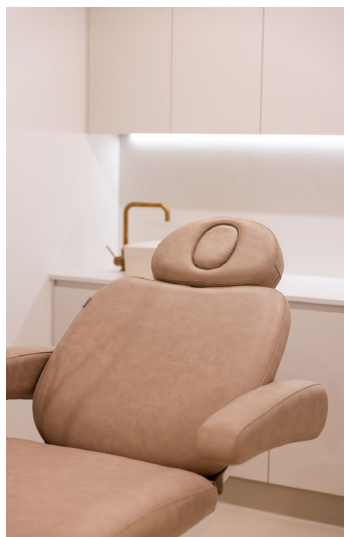
Beauty is more than just looks; who is someone to say what is beautiful and what isn't? When you holistically look at beauty, you are talking about it as a whole; we all know that when we feel good in our skin that it improves our self-esteem and confidence. We used to look at Beauty as just the face, and we now know that it is far more than that, which is why we are welcoming GC Skin into women's health and now looking at areas that also support intimate health which I am so excited about.

**How has your Graduate Diploma in Cosmetic Dermal Science influenced the services you offer?**

This allowed me to have a deeper understanding of the skin and gave me the knowledge to educate my clients on their skin better. I think education is key to results; the better understanding you have, the better chance you have with educating your client on their skin, which in return gives you the results you want and far quicker. I think this is what makes us stand out, skin is a journey, but we know how much it can impact our self-esteem and confidence and how expensive it can become, so you want to be able to create some results quickly for your client to trust you and trust the process, that's when the magic starts to happen.

**What inspired you to create your own line of skincare products?**

Working on skin daily made me see so many skin conditions and concerns, and at the time, I was working with three different skincare brands. I just wasn't completely satisfied with the outcomes my clients were achieving;





I knew I could do better for them, so I wanted to create a product line that was active and was very result driven. Don't get me wrong, there are some fantastic brands out there, but creating Cosmology Skincare allowed me to put all my knowledge and love into a bottle and share that with a broader audience than just in my clinics. Skincare is the first factor anyone should look at when they want to improve their skin, so it just made sense to me to create my skincare and to be completely a part of my clients and customers skin journey.

**What contributed to your decision to open a second clinic for GC Skin Boutique?**

It has always been a goal to have multiple clinics, I want to share what we do with so many women, and I want them to experience a new side of beauty and confidence. We started to outgrow our Coolangatta Clinic, but we had already built an established clientele, so it made sense to open another clinic on the Gold Coast. Still, more north that we could cater for more clients in the northern region, we would always get messages asking if we had a clinic north of Gold Coast or Brisbane, so it was an easy decision to open the Surfers Paradise Clinic.

**What lessons did you learn from the process of opening your first clinic that helped you prepare for the second one?**

Team culture is essential, as well as having a transparent system in place; I learnt along the way that I couldn't do everything myself and that I needed to let go a little and put others in specific positions to free up some of my time to allow me to focus on the growth of my businesses. I also realised the importance of systems and also all the documentation that you needed prior so having all this already in place just made the

transition from 1 clinic to 2 a lot easier because I had just spent 4 years in business and learnt a lot along the way.

**What qualities do you look for in your team members, and how do you ensure they maintain their expertise in the rapidly evolving field of aesthetics?**

If I'm honest, I first look for a person's character and personality. I think this is crucial for building a solid team, and when you have a strong team, you have a strong support circle that just flows from there on out. You can learn a skill, but if someone's personality is built within them, that's harder to create or change. I am big on self-development along with professional development; I do believe you can't grow professionally unless you also grow personally, so with this, I like to provide that supportive and nurturing environment to my staff so that they feel supported within their work environment and learning, it's crucial in the aesthetics industry to stay up to date with the forever evolving aesthetics industry.

**What is your vision for the future of GC Skin Boutique and how do you plan to continue empowering individuals through skin health and wellness?**

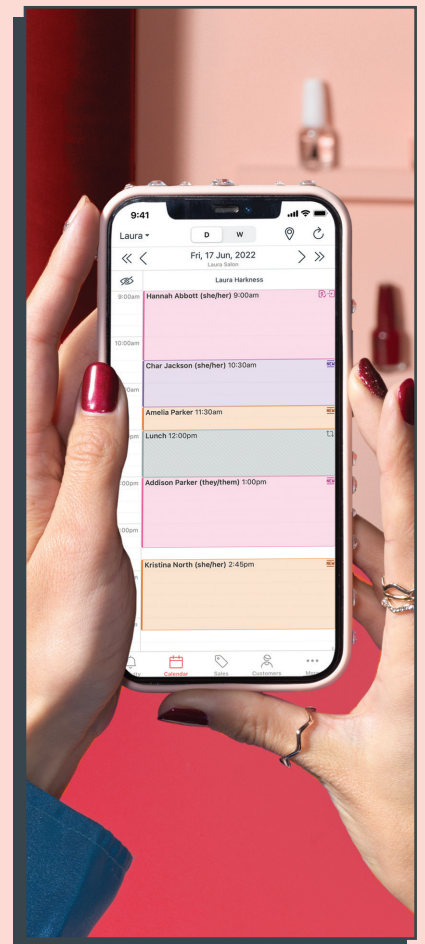
I have some exciting opportunities coming up for GC Skin that will see us being an international brand, so I'm excited to share with more women around the world a piece of GC Skin Boutique and our unique approach to the beauty industry. I would love to eventually build a community of supportive women so that we can come together and support one another as a large community because we can feel isolated and alone at times. I think this is important for a woman's self-esteem.



KEEP YOUR CLIENTS COMING BACK

# Run your salon like a pro

Easy-to-use booking and client management software



Scan the QR code to start a free trial



# A Holistic Beauty Haven

By Louise May

Discover the captivating journey behind SSKIN Clinic, a holistic beauty haven on the Gold Coast. Co-founding sisters, Amy and Emilee Hembrow had a vision to establish a space prioritising the complete beauty experience – from a warm welcome to exceptional aftercare. Unable to find such a place themselves, they combined their passion for beauty with business expertise, confident in developing a well-crafted brand.



**What sets SSKIN apart is the distinct “feeling” it creates for clients, resonating in reviews and lasting memories. Their partnership leverages individual strengths, resulting in dynamic problem-solving and business growth.**

Editor **Louise May** chats with sisters Amy & Emilee.

**How did the idea for SSKIN Clinic come about, and what motivated inspired you to start a holistic beauty business together?**

We had a vision to establish a space that catered to ourselves as the consumer. A space that prioritised the complete experience, starting from the warm welcome you receive to the exceptional aftercare you deserve. Honestly, we couldn't find a single place on the Gold Coast that we could wholeheartedly endorse to our loved ones. Combining our passion for beauty with our business expertise, we were confident in our ability to develop a brand and a well-crafted business plan. Drawing from our deep understanding of the customer and the experience we aspired to deliver, we knew we could bring our vision to life.

**What sets SSKIN Clinic apart from other beauty clinics on the Gold Coast?**

We place a high importance on creating a distinct “feeling” that resonates with our clients, and this is a defining aspect of our brand. Establishing such a connection with our clientele is no simple task, but it is something we consistently strive for. Our unwavering commitment to maintaining high standards in every facet of the customer experience sets us apart, ensuring that every interaction with our brand is memorable and rewarding. You can see it translate in the

reviews we receive online, the time our clients take to describe their experiences in detail, and the way we make them feel.

**How do you leverage your individual expertise to complement and support each other and your team effectively?**

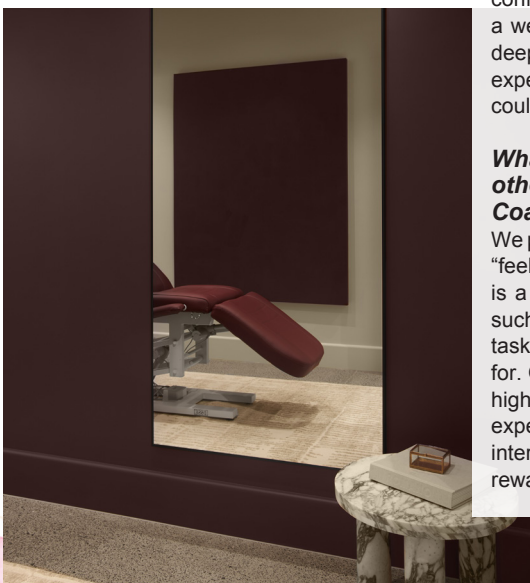
By working together, we definitely play to our strengths, resulting in a dynamic partnership which is great for problem-solving, we really push each other and our ideas. This collaborative approach not only enhances the business but also empowers the team, as they can draw from our diverse skill sets and expertise. Ultimately, the combination of brand-building and entrepreneurial experience creates a powerful force for business.

**Could you tell us about your team at SSKIN Clinic and what qualities were you looking for when hiring team members?**

Our team is the heart and soul of our success. Building such a talented and dedicated group of individuals has been a deliberate and thoughtful process. When assembling our team, we sought individuals who not only possessed the necessary skills and qualifications but also exhibited a true passion and drive for their work. It was crucial for us to find team members whose personal and professional goals aligned with the vision and objectives of our business. We firmly believe that a mutually beneficial relationship is essential for long-term success.

**What specific factors led you to choose Bundall and then your 2nd clinic in Robina?**

Bundall, with its convenient location and thriving community, offered the ideal setting for our first clinic. Its accessibility to residents and visitors alike, along with the right zoning, made it a prime





choice to establish our presence and build our client base. As demand for our services grew and waitlists expanded, we contemplated opening a second location. The decision to choose Robina for the second clinic almost felt like fate. We were approached to join a medical precinct in Robina, and the opportunity presented itself at just the right time. Robina's distance from the current clinic and its suitability as a medical precinct aligned perfectly with our expansion plans. We have gotten a great response from our clients and the community; we have clients that bounce between both clinics too.

**Can you share any key obstacles you have faced and how you overcame them?**

Opening a business during the pandemic indeed posed unique challenges for us during the renovation of the property. Originally, we had planned to complete all building works by April 2020. However, the onset of the pandemic introduced unforeseen obstacles that impacted our progress significantly.

Firstly, due to safety restrictions, we had to limit the number of builders on-site, leaving us with only one person working at a time. This naturally slowed down the renovation process. Moreover, delays in materials and fixtures became a common occurrence as suppliers were grappling with the effects of the pandemic. Unfortunately, some of our orders were cancelled by small businesses that were hit particularly hard during this time.

One silver lining of the slower pace was that it allowed us the time to reassess and adjust elements of our plans that might have posed obstacles later on. This deliberate and careful approach helped us ensure a smoother process and a more refined final product.

**Can you share some of the most popular or sought-after treatments at SSKIN Clinic?**

Some of our most popular treatments include:  
Rose Quartz Signature Facial: Rose quartz facial treatments involve using rose quartz crystals to massage and stimulate the face. This is a really indulgent treatment, and a true experience for our clients we recommend this one for gifts, pregnant and breastfeeding clients, mums etc.  
Glass Tox (also known as Glass Skin Treatment): Glass Tox is a cosmetic facial treatment aimed at achieving the "glass skin" effect, which refers to skin that appears smooth, clear, and luminous, resembling glass. It involves micro injections of HA with microdose toxin resulting in a powerful hydrating and moisturising effect that leaves the skin plumper, smoother and glowing, whilst also reducing pore size, helping improve crepiness in the skin and having a mild tightening effect for full on rejuvenation.

Lastly our NAD+ Boosters. NAD+ (Nicotinamide adenine dinucleotide) plays a crucial role in energy production and cellular function, and its decline is associated with aging and certain health conditions. By boosting NAD+ levels, cellular health and energy levels can be improved. Who doesn't want to feel their best?

**How do you manage to find a healthy work-life balance?**

It's always a bit of push and pull but the main things that help us are communication and support, open and honest communication with our partners, family members, and employees is crucial. We rely on each other for support and delegate responsibilities both at work and home. Another is setting priorities; we have learned to prioritise tasks based on their urgency and importance. This approach helps us focus on what truly matters, both in our business and family life. A big one is also the flexible work environment is really important. As business owners, we have the advantage of creating a flexible work environment. We implement remote work options and flexible schedules, allowing us to attend to family commitments while still being productive at work.

**What advice would you give to aspiring entrepreneurs looking to start their own businesses?**

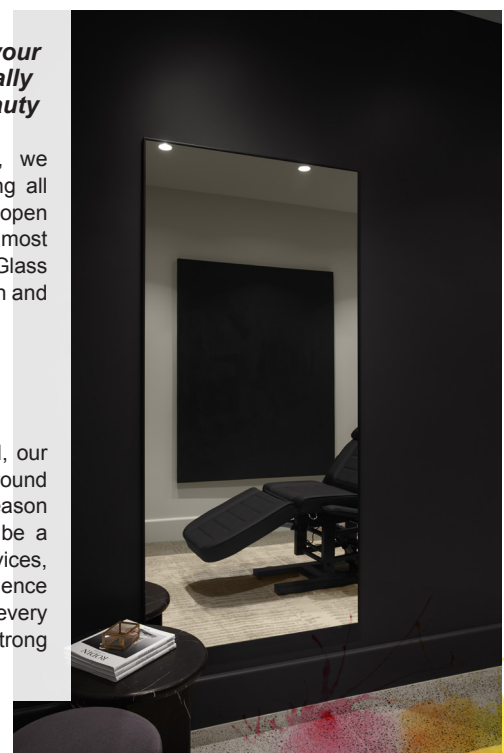
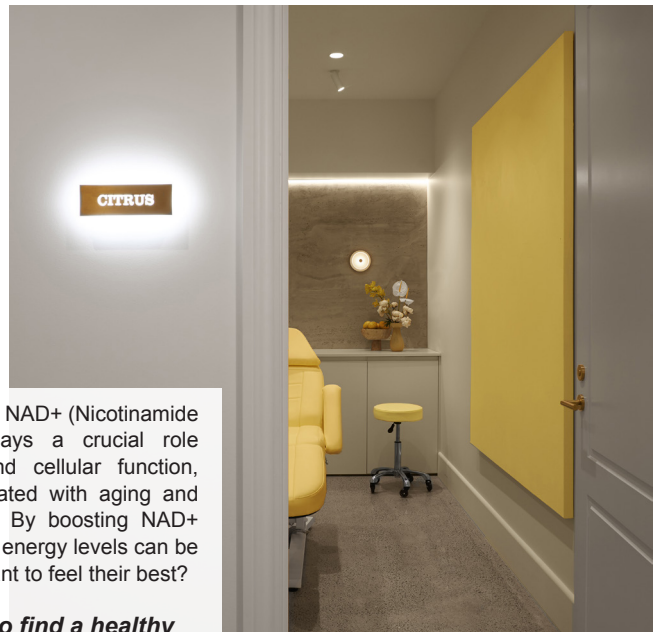
Three key pieces of advice guide us: understand customers, provide value, and invest in staff and culture. Adaptability is vital; COVID-19 taught us to modify strategies and explore new revenue streams for business sustainability. Lessons learned: services industry differs from e-commerce. Success hinges on these principles.

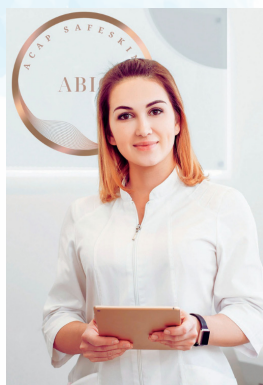
**What role does innovation play in your business, and how do you continually stay ahead in the ever-evolving beauty industry?**

In our collaborative work environment, we foster creativity and innovation, embracing all ideas, no matter how unconventional. This open communication has led to the birth of our most innovative treatments, such as PRF and Glass Tox, which resulted from thorough research and a willingness to think outside the box.

**What are your long-term goals and visions for SSKIN Clinic?**

As we look ahead to the future of SSKIN, our long-term goals and visions revolve around maintaining our core values and the reason why we started. We envision SSKIN to be a leading provider of top-notch skincare services, renowned for providing a 5-star experience to all our clients. With this in mind for every decision we make we are able to keep a strong foundation and loyal clientele.





### ABIC LAUNCHES INDUSTRY SPECIFIC CERTIFICATION

The Aesthetic Beauty Industry Council have launched the first ever industry specific certification. ABIC certification will be the first and is the only national industry benchmark for standards within the beauty and aesthetic industry.

The groundbreaking initiative is titled: ABIC Certified Aesthetic Professional (ACAP) SafeSkin™ Registration is the benchmark certification for our industry. This one-of-a-kind certification platform has been strategically and purposefully designed to raise standards, fortify

our industry, and protect our clientele. Clinic owners and professionals can be compliant with Federal & State Government Regulatory Bodies & aligned with the Australian Qualifications Framework & ASQA.

As beauty and aesthetic professionals, one thing that we can all agree on is that we are exhilarated by the rapid innovation and fast pace of our industry.

The rate of response from government and regulatory bodies to the changes and innovations within certain sectors cannot match our rate of modernization, leaving gaps in education, skills, standards, regulation and therefore client or patient safety.

This situation is not unique to the beauty and aesthetics realm, similar challenges arise within other industries, all met with very similar resolutions; self-regulate, self-certify, and drive industry specific education.

ABIC is proud to state the first Australian clinic to be ACAP certified is non-other than the renowned James Vivian. The ACAP industry standard is a well-rounded and comprehensive program that is designed to elevate clinics, salons, and spas, along with our sole traders, making them safe, compliant and successful.

The ACAP SafeSkin registration is designed to demonstrate exemplar standards and excellence within our profession and to communicate this to your clients.

The program elevates and certifies the following 8 areas:

- Your Business Practices
- Your Team (HR practices)
- Your Regulatory Requirements
- Your Employment Obligations
- Your Workplace Obligations
- Your safety Obligations
- Training and Skills Requirements
- Salon or Clinic Standards

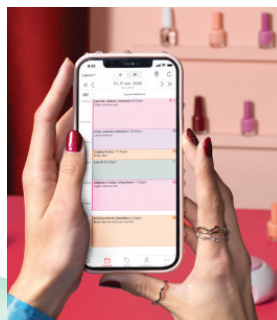
In a time poor world, the last thing we need is unnecessary red tape or policing. The SafeSkin Registration process is purposefully designed to be straightforward and simple with just 3 steps to obtain certification.

If you are worried that you may not have all of the processes in place to pass registration, then don't! Your SafeSkin Certification specialist will help you to fill any gaps in your procedures by providing you with the resources and documents that you require to achieve your certification.

This program is designed to elevate you and your business, attract new and more motivated clients, and recognize you for attaining high standards.

Head to our SafeSkin webpage below to register.

[www.theabic.org.au/abic-certification](http://www.theabic.org.au/abic-certification)



### KEEP YOUR CLIENTS COMING BACK

Take the hard work out of managing your salon with one simple, beautiful system that works alongside you to help with your bookings, admin, payments, stock and business reports.

**BOOKED:** Make your life easier and empower your clients to book online from your website and even through your Facebook and Instagram pages. This enables them to choose the time they want, the therapist they prefer and even to pop themselves onto your

wait list if you're fully booked (which you will be once you start using Timely!)

With Timely, you've still got full control over how your customers book online. And with clever settings like 'Minimise gaps' you can ensure clients will only be able to book slots that will fill up your calendar without any awkward and costly gaps - giving you better time management and making you more money.

**PAID:** Our payments solution, TimelyPay, works together with Timely to make taking payments and managing your cashflow so much easier. Everything from collecting deposits and cancellation fees online, to taking payments in-salon, works better with TimelyPay. And because TimelyPay works hand-in-hand with Timely, there's no room for error. End-of-day cash ups are a breeze and payments can be in your bank account as fast as the next working day.

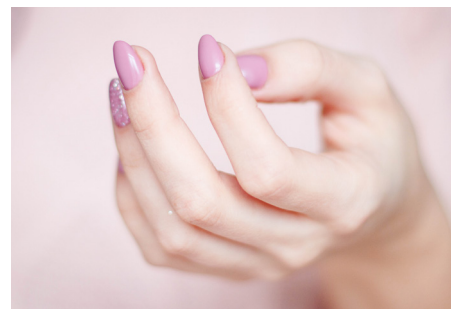
TimelyPay terminals are the latest addition to the Timely family and help you deliver a slick and professional checkout experience for your clients.

**THRIVING:** As your salon grows, so can your to-do list. Timely helps you handle all those tasks like appointment reminders, consultation forms, follow ups and re-booking - freeing you up to focus on your business instead of being caught in the detail of the everyday.

We'll help you deliver an amazing client experience from start to finish. Our powerful marketing tools make it easy to build your brand. And with Timely reports, you'll have a clear overview of what's going on in your business, helping you to make confident, informed decisions.

*Find out more at [www.gettimely.com](http://www.gettimely.com) and try Timely for free for 14 days.*

### BARBIE MANIA



The "Barbie" trend is transforming the beauty landscape, prompting consumers to overhaul their beauty and wellness routines. This renewed interest has been triggered by the launch of the much-anticipated Barbie movie, which has significantly influenced beauty and wellness trends worldwide.

Fresha, the world's leading marketplace and booking software for the beauty and wellness industry, has observed a remarkable uptake in this trend. The platform reports a 508% YoY increase in the number of Barbie-inspired services offered by salons, as noted in Fresha's proprietary booking data from June 19th to July 19th, 2023, compared to the same period last year. Services tied to the Barbie universe, such as pink-coloured hair and nails and platinum blonde transformations, have recorded an 83% increase YoY in bookings.

There's been a dramatic resurgence of the term "Barbie" in the global zeitgeist, with Google Trends recording a 323% surge in search interest from July 2022 to July 2023. It's also taken TikTok by storm, with 23% of all posts featuring the #barbie hashtag (3M) created just in the past 30 days. Moreover, Barbie-related beauty hashtags, including #barbienails, #barbiemakeup, #barbiebeauty, and #barbiehair, have garnered a staggering 171 million views in the past month, a testament to the trend's immense popularity. The revival is reflected in beauty enthusiasts exploring Barbie-pink nail art, "Barbie blonde" hair colour, and various thematic services that add a touch of nostalgia to their self-care routines.

As this trend sweeps across the globe, salons are capitalising on the hype by introducing Barbie-inspired offerings which underscores the profound impact of pop culture on consumer behaviour in the beauty and wellness industry. It also highlights how businesses, like Fresha partners, are strategically using these trends to provide personalised experiences to their customers.

Fresha is pleased to provide further insights into this exciting development. For additional data or to arrange an interview with a representative please contact Fresha at [fresha.com](http://fresha.com) or follow on social media



**THE TRUSTED NAME OF REFECTOCIL**

RefectoCil Australia has been at the forefront of lash and brow education alongside training institutions for the past five years.

The beauty industry is continually evolving and popular treatments are forever changing thanks to the likes of Tik Tok and the fast paces of social media. Beauty curriculums are also changing to adapt and stay relevant. Recently, lash lifting became a core subject in the Diploma of Beauty Therapy in New South Wales and other states.

This year, RefectoCil has supported educators across Australia with professional development and advanced lash lift training to ensure future lash and brow artists are equipped with the knowledge and skills to succeed in a highly competitive industry. This includes sharing the unique RefectoCil lash lift technique using a Keratin infused perm solution (suitable for both lash lift and brow lamination). The RefectoCil method ensures lash artists are able to create a long lasting, lifted lash look without compromising the integrity of the lashes. To complement the treatment, students are also taught the importance of after care and retail selling.

The trusted RefectoCil brand is one that is preferred amongst many training institutes. The education team,

lead by National Educator Hayley Sultana have developed tailored lesson plans and training manuals to cater to these inquisitive and knowledge hungry beauty students. Students are given a RefectoCil certificate of attendance that can be added to their beauty credentials.

Hayley regularly attends TAFE and private colleges as a guest educator. She particularly enjoys speaking to students who have a zest for beauty. Students are the pulse for the industry and give invaluable insight into what's trending in the market and where beauty might be heading next!

RefectoCil will be continuing these education initiatives at the Beauty Expo Australia (26-27 August). The brand will showcase the entire range of lash and brow products as well as a world first hybrid tinting system – Intense Brow(n)s. Don't forget to watch the main stage demonstration run by Hayley on Sunday.

**For all product and training enquiries, contact RefectoCil Australia on (02) 7200 8452.**

**ADVANCED SKIN TECHNOLOGY UNVEILS NEW BRAND POSITIONING**

Advanced Skin Technology, a leading provider of advanced clinical skincare solutions and cutting-edge cosmeceutical products, today announced its new brand positioning, "Redefining Skincare Excellence," to further emphasise its unwavering commitment to excellence, innovation, and the success of partner clinics in the skincare industry.



"I am immensely proud that Advanced Skin Technology has been at the forefront of delivering the most advanced cosmeceutical skincare products and devices to clinics across Australia and New Zealand for nearly 30 years. Central to our passion is empowering our clinic partners through exceptional skincare solutions and in-depth educational programs, enabling them to deliver unparalleled results to their clients. This holistic approach, combining advanced skincare science with continual learning, is the hallmark of our success, and the results are truly remarkable. We believe in building partnerships that exceed expectations.

We are indeed 'redefining skincare excellence' across all areas of our industry, including being consciously aware of our environmental footprint. We recognise the importance of sustainable practices and responsible packaging solutions within the skincare industry. We are progressive and have evolved with the times. We are dedicated to minimising our environmental impact and collaborating with other businesses and organisations to achieve more sustainable practices," explains Heather Harrison, Managing Director of Advanced Skin Technology.

The new brand positioning centres on empowering clinics to redefine skincare excellence and set their businesses apart, instilling confidence to unlock their full potential. The brand's essence is captured in the powerful and memorable tagline, "Redefining Skincare Excellence," reflecting Advanced Skin Technology's commitment to success and growth in the skincare industry.

*cont' over page*



**MAYERLING®**  
SKIN RENEWAL SYSTEM

**Smart Salon & Clinic owners have boosted the sales & profit of their business by using Mayerling Professional Peels & Take Home Treatments**

**Winner**



**Best Skin Rejuvenation Brand 2022 Australasia**



**Cosmeceutical Brand of the Year 2020 Australasia**

Scan to learn more

**SHARE IN THE SUCCESS**

Call : 02 9874 116

email: admin@

mayerlingskincare.com



SCAN ME

Advanced Skin Technology aims to redefine the clinical skincare industry within Australia and New Zealand. To achieve this, the company is dedicated to fostering the growth of partner clinics and the skincare industry, guided by its four pillars: ownership, collaboration, innovation, and good business. With a people-first approach, Advanced Skin Technology remains devoted to the success of its partners and the well-being of their clients.

To learn more about Advanced Skin Technology [www.advancedskin.com.au](http://www.advancedskin.com.au)

### 2023 ASCD EMERGING TRENDS IN COSMETIC DERMATOLOGY



ASCD are proud to present the Emerging Trends In Cosmetic Dermatology Symposium for 2023.

After the resounding success of the inaugural 2022 ASCD ETCD Symposium this one day symposium will be held at Crown Conference Centre, Melbourne, with a focus on what has changed, what is new and what is emerging in cosmetic dermatology in the last 12 months.

The Symposium will cover the following topics:

1. Bio-remodelling treatments for antiaging: learn about how new hybrid hyaluronic acid fillers are changing the way we view age prevention
2. The science behind the newest anti-wrinkle injectable in Australia's market
3. The AHPRA guidelines roll out: what has been the lived experience

**TO REGISTER – [www.phe.eventsair.com/2023-ascd-etcd/registrationportal/Site/Register](http://www.phe.eventsair.com/2023-ascd-etcd/registrationportal/Site/Register)**

### INDUSTRY PROFESSIONALS TAKE A LEAP INTO THE FUTURE



Medtech Symposium 2023 held their 10th annual conference hosted by Medispa solutions Australia at the Crown plaza hotel in Coogee Beach in Sydney. The four-part conference started off with prior online training dedicated to preparation for practical educational live demonstrations.



Two days of training was followed by a full day of practical training by Dr. Gregoris and information on Micro & Macro HIFU. Attendees were able to learn about what areas of the body HIFU works on and guest speakers had designated time slots which allowed attendees to focus on that specific subject. Dr. Gregoris presentation focused on skin types and how they interact with equipment driven treatments. In his presentation he also touched on the use of bleaching activities on the skin and knowing the Fitzpatrick scale.



The Symposium's live demos also allowed for attendees to be able to see how Laser equipment

treatments such as CPL are used. The overall topic this year was to enable clinics to maximize their technologies in their treatment protocols, creating a great relationship between client and clinics; an important part of the Aesthetic industry.

Guest Speakers included Mariza Nuttall, Dr.Gregoris Stavrou, Dr.Mike Shenouda, Ahlam Bashir, Gay Wardle, Chrissy Alger and Rodi Nammour .

### MACQUARIE MEDI SPA TURNS PINK



Whilst performing treatments on guests, clinic owner Karla McDiarmid knows first-hand what a special connection and unique relationship exists in clients sharing their triumphs in life but also struggles many can often go through.

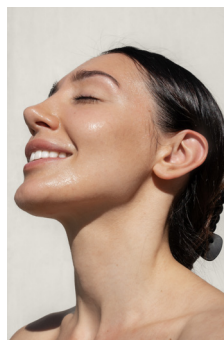
And in May this year a customer who she also went to school with shared with her they had found a lump in their breast! During their conversations an idea came to her which resulted in a month long fundraising campaign.

"We had already ordered 120+ of the Glasshouse Fragrance Barbie candles, knowing the movie was going to be epic," said Karla. "So I decided to host a movie night, promote how important breast screening EARLY is and that we would turn PINK for a whole month to celebrate our curves and fundraise for our local cancer patient facility Daffodil Cottage!"

"Our 120 candles sold out in a matter of weeks, as did 130 movie tickets which included refreshments, sparkling wine, cookies, goodie bags + much more! Sothys Paris skincare & Dermalogica also supported us both donating INCREDIBLE products to our goodie bags!"

Congratulations on a great community event with a donation of \$4000 from the movie sales and raffles being donated to Daffodil Cottage all from a simple idea from sitting with a customer.

### GINGER&ME UNVEIL THEIR LATEST INNOVATION



GINGER&ME, a leading name in neuro-cosmedical skincare, is thrilled to unveil their latest innovation in achieving a luminous complexion: the B3 Glow Sheet Mask. Crafted with a meticulous blend of therapeutic ingredients, this premium sheet mask offers an unparalleled experience of hydration, brightening, and glow, while simultaneously revitalising the mind and spirit.

Designed to restore the skin's natural moisturising factor (NMF) and bring the skin barrier to a state of equilibrium, the B3 Glow Sheet Mask is a powerful solution for dull and tired complexions. Ideal for those facing inflammation, a compromised skin barrier, and craving intense hydration, this mask is your secret weapon to achieving a radiant glow.

According to Maria Enna-Coccolone, the visionary founder of GINGER&ME, "We are thrilled to introduce the B3 Glow Sheet Mask to our customers. Our mission has always been to provide transformative self-care experiences, and this mask encapsulates that vision perfectly. We wanted to create a product that not only nourishes and rejuvenates the skin but also uplifts the mind and spirit."

What sets the B3 Glow Sheet Mask apart is its carefully selected combination of ingredients, specifically chosen to deliver optimal results. Niacinamide, also known as Vitamin B3, is a versatile ingredient that brightens the skin, regulates melanin production, and strengthens the skin's immune system. Copper PCA, derived from beetroot molasses, mimics the skin's natural moisturising factor, improving hydration and promoting a well-hydrated, healthier complexion. Sodium Hyaluronate, with its remarkable ability to retain moisture, enhances cellular communication and promotes skin healing, resulting in a plump and smooth complexion. Tocopherol, a powerful ingredient, reduces inflammation, fortifies the skin barrier, and provides essential protection and nourishment.

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

# ABIA

australian beauty industry awards 2023

TICKETS ON  
*Sale Now!*

## GALA AWARDS NIGHT

27<sup>th</sup> August 2023 THE STAR, SYDNEY

Includes 3 Course A La Carte Dinner & 4 Hour Drink Package

1-5 Tickets **\$375** each | 6-9 Tickets **\$350** each  
10+ Tickets **\$325** each

[www.mochagroup.com.au/shop](http://www.mochagroup.com.au/shop)

..... sponsored by .....

**derma**individuals<sup>®</sup>  
bespoke dermatological skincare

**BEAUTYexpo**  
AUSTRALIA

**timely**

**Dermapenworld**

*Inspiring Creativity*  
**comfortel**

**kitomba**  
Salon & Spa Software

**BIODROGA**

**CIRCADIA**  
AUSTRALIA

**TAFE** NSW

**SKIN**  
INSTITUTE

**pbs**  
PROFESSIONAL  
BEAUTY SOLUTIONS

**MAYERLING**<sup>®</sup>  
SKIN RENEWAL SYSTEM

**elleebana**

**The Australian Dermal & Laser Institute**



**Shortcuts**

**beautybiz**



**TheGlobalBeautyGroup**  
Technology for Beautiful Business

**bodyography**<sup>®</sup>  
PROFESSIONAL COSMETICS

**EXCEED**  
microneedling

**Your Coach**  
Faue Murray

**G U I Y A**  
MINERALS

**NAKED·TAN**  
AUSTRALIA

**INSKIN** COSMEDICS

**SUSTAINABLE**  
SALONS



**Australian Dermal Science Institute**

**BeautyPRO**

**dermalogica**

# Australian Beauty Industry Awards Announces Best in Beauty for 2023!



Mocha Group are excited to yet again champion and celebrate the best in beauty around the country with announcement of the Finalists for the Australian Beauty Industry Awards 2023. Launched in 2012 by esteemed trade visionary Linda Woodhead, the ABIA's are the trusted national award platform which provide a benchmark of excellence across both specialist and individual categories in beauty and make-up.

The awards offer a wide variety of categories which highlight the leaders and experts in their field and encompass the full breadth of the industry's diversity. The awards' constant evolution to reflect the latest global trends and developments was seen in the phenomenal increase in entries this year, with record 300+

entries judged by 40 industry icons.

Plans for this year's gala awards event are full steam ahead with the most aesthetically clinical, creative, and entrepreneurial minds in the country set to gather together to celebrate their industry. The Star, Sydney will play host to what will be an evening to remember, with the after-party on site at The Star in the stunning Grand Foyer, sponsored by Guiya Minerals. Beauty Squad, the acclaimed program which supports, and spotlights next-gen talent is also back with winners to be announced at the event.

Sponsors for the awards include TAFE NSW, Naked Tan, Dermapen World, TADLI, Circadia, Gay Wardle Skin Institute, Exceed, Timely, Global Beauty Group, Dermalogica,

Dermaviduals, Shortcuts, Inskincosmetics, Beauty Biz, Kitomba, Beauty Pro by Dateline, Dermaplaning Australia, Sustainable Salons, Comfortel, Beauty Expo Australia, Biodroga, Ellebanna, Professional Beauty Solution, Your Coach, Mayerling Skincare, Guiya Minerals and Australian Dermal Science Institute.

Linda is excited to announce the Finalists; *"2023 has certainly far exceeded our expectations as far as entries with a record number of high-quality submissions testament to the strength of our industry. As always Australia's clinical beauty and make-up experts are operating at a global standard and we are thrilled to honour their innovation and skill. Our industry and our 200+ Finalists' local communities should be so proud of all their achievements."*

## ABIA 2023 FINALISTS

### JUNIOR THERAPIST OF THE YEAR Sponsored by Australian Dermal Science Institute

Alicia Arian, Sapphire Skin Studio  
Cheyenne Rowley, endota Spa  
Georgia Clements, Sana Skin Clinic  
Joan Kong, Bobbie Charles Skin & Cosmetic Clinic  
Karla Jaudzems, Sana Skin Clinic  
Lisa May, Your Very Best  
Loan Nguyen, LN Artistry salon  
Maggie Gallagher, Skintifix  
Matthew Harris, James Vivian

Tara van der Linden, Aurora Spa  
Tara Wheatley, The Skin Coaches  
Vanessa Vlach, Vlach Beauty

### BEAUTY THERAPIST OF THE YEAR Sponsored by Mayerling Skincare

Alana Giovenco, Bliss Day Spa  
Alix Fahey, LoveBeauty Skin Clinic  
Brooke Pace, Peachy Skin Clinic  
Christie Cameron, SSKIN  
Clace Brady, Beauty Worx  
Demi-Louise Hooper-Tink, Skintifix  
Kirsty Girvan, Peachy Skin Clinic  
Natalie Herschell, The Skin Coaches  
Natasha Phillips, Face Faxe

Rachael Sherwood, Skintifix  
Rebecca Chalker, Your Very Best  
Shikya Clark, Bobbie Charles Skin & Cosmetic Clinic

### DERMAL THERAPIST OF THE YEAR Sponsored by Dermalogica

Alana Giovenco, Bliss Day Spa  
Celine Cauwendy, HÜD  
Chloe Zeptner, LoveBeauty Skin Clinic  
Eliza McArlein, Oi Cosmetic Studio  
Jodi Withers, Oi Cosmetic Studio  
Laila Sanchez, Laila's Beauty & Laser  
Melanie Layzell, Bella Donna Injectables and Skin

# ABIA

australian beauty industry awards 2023

# ABIA

australian beauty industry awards 2023

# ABIA

australian beauty industry awards 2023

Nicolette Kocsi, Luminary Melbourne  
Rachel Riley, James Vivian  
Stacey Chidgey, Cosmetic Image Clinics  
Stefanie Whiting, Skin ResQ  
Tonaya Barton, HÜD

## SOLE OPERATOR OF THE YEAR

*Sponsored by Professional Beauty Solutions*

Gurpreet Kaur, All About You Skin & Beauty  
Halima Dandan, Dermaclear Clinic  
Amanda Marsilio, His and Hers Beauty and Skin Solutions  
Jacinta Curnow, Jacinta Curnow Skin  
Jade Murray, LillyRose Beauty  
Jessie Haritos, Vanish Laser and Skin Clinic  
Karen Geiszler, Karen Geiszler Hair & Beauty  
Laila Sanchez, Laila's Beauty & Laser  
Lucy Salerno, Skin By Lucy  
Rachael Stevens, My Skin Boutique by Circadia  
Rima Tenian, Illuminate Skin and Body  
Sara Bowtell, House of Samara

## BUSINESS DIRECTOR/OWNER OF THE YEAR

*Sponsored by Kitomba*

Abby Stuart, Oi Cosmetic Studio  
Amelia Goff, Fresh Face Skin  
Carly Knowles, Bella Pelle Body Clinic  
Danielle Renee, Bobbie Charles Skin, Cosmetic Clinics and Academy  
Gry Tømte, HÜD  
James Vivian, James Vivian  
Karen Meiring de Gonzalez, Skin Correctives  
Liesl Pivac, MEDILUXE  
Rachel Diaz, LoveBeauty Skin Clinic  
Reegyn McElligott, The Skin Coaches  
Robyn Mcalpine, Skintifix  
Zina Sebastian, Laser Sydney

## COSMETIC TATTOOIST OF THE YEAR

*Sponsored by Dermaplaning Australia*

Angie Sujin Park, Lux Angels Beauty  
Danielle Archer, D'Air by Danielle Cosmetic Tattoo  
Fiona Barca, The Cosmetic Hub  
Junie Ye, Junie Ye  
Katherine McCann, FaceBox Cosmetic & Medical Tattoo Clinic  
Loan Nguyen, LN Artistry  
Natasha Mills, Natasha Mills Cosmetic Tattooing and Beauty  
Thao Le, Le brows

## BEST BUSINESS PERFORMANCE OF THE YEAR (NON SALON)

*Sponsored by Beauty Expo Australia*

Circadia Australia  
Lust Minerals  
Makeup and Glow  
Omorfi Active Skin Care  
The Secret Skincare

## BEST MARKETING

*Sponsored by Shortcuts*

Bella Pelle Body Clinic  
Bliss Day Spa  
Natasha Mills Cosmetic Tattooing and Beauty

## BEST SALON TRAINING

*Sponsored by Dermaiduals*

Beauty Worx  
Bobbie Charles Skin & Cosmetic Clinics  
Inigo Cosmetic  
Luminary Melbourne  
Skin ResQ Perth  
The Skin Coaches

## EDUCATOR OF THE YEAR: INDIVIDUAL

*Sponsored by Timely*

Alanna Douglas, Skin Freak Academy  
Amy Carmelley, Elleebana  
Chrissy Alger, The Zing Project  
Jodie Burwood, Lash Sublime Academy  
Karen Geiszler, KG Beauty & Modality Training  
Sarah Gutowski, Global Beauty Group

## EDUCATOR OF THE YEAR: ORGANISATION

*Sponsored by Beauty Biz*

Australian Capital Training Institute  
Elly Lukas Beauty Therapy College  
endota Wellness College  
Team Chrissy Alger - The Zing Project  
The French Beauty Academy  
Total Coaching Academy

## EDUCATOR OF THE YEAR: PRODUCT/EQUIPMENT COMPANY

*Sponsored by Sustainable Salons*

Circadia  
Dermalogica  
Elleebana  
Derma Aesthetics  
Esthetica Academy  
The Global Beauty Group  
Ultracuticals

## BEST SALON DESIGN

*Sponsored by Comfortel*

Indie Spa  
MEDILUXE  
Allure Lash and Beauty Bar  
her. skin and day spa  
Chantilly Skin and Brow  
Sienna Cary

## BEST ECO SALON/SPA/CLINIC

*Sponsored by Biodroga*

House of Samara  
The Beauty Extract

## BEST NEWCOMER SALON/SPA/CLINIC OF THE YEAR

*Sponsored by Your Coach*

Cheysa Beauty Salon  
her. skin and day spa  
Indie Spa  
Vanish Laser and Skin Clinic  
MEDILUXE  
OHMYBROW  
SK:N FOCUS

## BEST CUSTOMER CARE

*Sponsored by Global Beauty Group*

Bobbie Charles Skin & Cosmetic Clinics  
Cheysa Beauty Salon  
Face Solutions  
Evodia Beauty Care  
Iconic Medispa  
Laser Sydney  
Luminary Melbourne  
Oi Cosmetic Studio  
Peachy Skin Clinic  
Sana Skin Clinic  
Your Very Best  
Urban Retreat Day Spa

## BEST SALON/SPA/CLINIC TEAM OF THE YEAR

*Sponsored by Inskincosmedics*

Bliss Day Spa  
Bobbie Charles Skin & Cosmetic Clinics  
Euphoria Skin  
Face Solutions  
Inigo Cosmetic  
Luminary Melbourne  
Oi Cosmetic Studio  
SANA Skin Clinic  
Skin Correctives  
Skin Love Clinic  
Skin ResQ Perth  
Ultra Medi Spa

## BRIDAL/FORMAL MAKE UP ARTIST OF THE YEAR

*Sponsored by Bodyography*

Adriana Makeup Artistry  
Jessica Anderson & Crew Faced Make Up Artistry  
Kate Aveling  
Leonie Karagiannis  
Nadia Duca  
Pearlin McCarthy  
Tahlia Hill  
Tanya Golden  
Tyneale Hahn

Finalists continued over page...

dermaiduals®  
bespoke dermatological skincare

BEAUTYexpo  
AUSTRALIA

timely

Dermapenworld

Inspiring Creativity  
comfortel

kitomba  
Salon & Spa Software

BIODROGA

CIRCADIA  
AUSTRALIA

TAFE  
NSW

SKIN  
INSTITUTE

PROFESSIONAL  
BEAUTY SOLUTIONS

MAYERLING®  
SKIN RENEWAL SYSTEM

elleebana

The Australian Dermal  
& Laser Institute

Australian  
Beauty  
Awards

# ABIA

australian beauty industry awards 2023

# ABIA

australian beauty industry awards 2023

# ABIA

australian beauty industry awards 2023

## HIGH FASHION/EDITORIAL MAKE UP ARTIST OF THE YEAR

*Sponsored by Bodyography*

Christina Rodio  
Julia Green  
Nadia Duca  
Sarah Norton  
Shella Martin  
Shiree Collier

## NSW/ACT SALON/SPA/CLINIC OF THE YEAR (4 TREATMENT ROOMS OR LESS)

*Sponsored by TAFE NSW*

Cronulla Skin Sanctuary  
Face Faxx  
Laser Sydney  
LILI Skin Co.  
Skin Love Clinic  
Skintifix

## QLD SALON/SPA/CLINIC OF THE YEAR (4 TREATMENT ROOMS OR LESS)

*Sponsored by Gay Wardle Skin Institute*

Ascension Cosmetic Medicine  
Blush Beauté Boutique  
Face Solutions  
HB Beauty Palmwoods  
Inigo Cosmetic  
Noosa Body and Skin Care  
OI Cosmetic Studio  
Sass Beauty Centre  
The Cosmetic Hub Kedron  
Ultra Medi Spa

## VIC/TAS/SA SALON/SPA/CLINIC OF THE YEAR (4 TREATMENT ROOMS OR LESS)

*Sponsored by Dermanpenworld*

Evodia Beauty Care  
Luminary Melbourne  
Ooh La La Lash Boutique  
SANA Skin Clinic  
The Beauty Extract

## WA/NT SALON/SPA/CLINIC OF THE YEAR (4 TREATMENT ROOMS OR LESS)

*Sponsored by Circadia*

Beauty Bar Byford  
Eloquent Eyes Brow, Lash & Beauty Specialists

Exhale Skin Body Spa  
Peachy Skin Clinic  
Sapphire Skin Studio  
Skin ResQ Perth

## NSW/ACT SALON/SPA/CLINIC OF THE YEAR (5 TREATMENT ROOMS OR MORE)

*Sponsored by Naked Tan*

Bliss Day Spa  
Chantilly Skin and Brow  
Euphoria Skin  
Five Star Day Spa  
Skin Correctives  
Sojo Spa & Wellness

## QLD SALON/SPA/CLINIC OF THE YEAR (5 TREATMENT ROOMS OR MORE)

*Sponsored by Exceed*

Bella Donna Injectables and Skin  
Bobbie Charles Skin & Cosmetic Clinics  
Beauty Worx  
Gloss Skin & Beauty  
One Spa - RACV Royal Pines Resort  
Simply Elegant  
The Skin Coaches

## VIC/TAS/SA SALON/SPA/CLINIC OF THE YEAR (5 TREATMENT ROOMS OR MORE)

*Sponsored by Australian and Dermal Laser Institute*

Beauty & Bronze  
Bella Pelle Body Clinic  
Eve On 21  
HÜD  
James Vivian  
Lekeyah Skin Rejuvenation Centre  
Lux Spa & Wellness  
The Beauty Company  
Vitality Laser & Skin Clinic

## WA/NT SALON/SPA/CLINIC OF THE YEAR (5 TREATMENT ROOMS OR MORE)

*Sponsored by Beauty Biz*

Love Beauty  
Lush Skin & Body Perth

## BEAUTY SQUAD

*Sponsored by INSKINCOSMEDICS, DERMAPENWORLD, ELLEEBANA, TIMELY AND GAY WARDLE SKIN INSTITUTE*

*TEAM OF 4 TO BE ANNOUNCED FROM FINALISTS*

Chelsea Holmes, Skin Love Clinic  
Elise Birchall, LILI Skin Co  
Gurpreet Kaur, All About You Skin & Beauty  
Laura Mitchell, James Vivian  
Lisa-Maree Nitschinsk, Xtreme Rejuvenation Clinic  
Louisa Golding, Dermality  
Morgan Harris, The Beauty Extract

## NATIONAL WHOLESALE OF THE YEAR STATE WINNERS

*Sponsored by Beauty Pro by Dateline Imports*

AUSTRALIAN WINNER TO BE ANNOUNCED AT THE GALA NIGHT

NSW/ACT: Professional Beauty Solutions  
QLD: Salon Direct Hair and Beauty Supplies  
SA: SA Beauty Supplies  
VIC/TAS: The Global Beauty Group  
WA/NT: Elite Salon Supplies

## HALL OF FAME

*Sponsored by Elleebana*

TO BE ANNOUNCED AT THE GALA NIGHT

## HUMANITARIAN OF THE YEAR

*Sponsored by mocha group*

TO BE ANNOUNCED AT THE GALA NIGHT

## AUSTRALIAN SALON/SPA/CLINIC OF THE YEAR (4 TREATMENT ROOMS OR LESS)

*Sponsored by mocha group*

Australian winner to be announced at the gala night. Determined on points and ranking from the best of the state winners

## AUSTRALIAN SALON/SPA/CLINIC OF THE YEAR (5 TREATMENT ROOMS OR MORE)

*Sponsored by mocha group*

Australian winner to be announced at the gala night. Determined on points and ranking from the best of the state winners.

## AUSTRALIAN BEAUTY INDUSTRY AWARDS 2023 27th August 2023

The Star, Sydney: 7pm – 11pm | After Party: 11pm – 1am in the Star Foyer, sponsored by Guiya Minerals

Tickets are on sale now at [www.mochagroup.com.au/shop](http://www.mochagroup.com.au/shop)

Facebook: Mocha Beauty Australia | Instagram: @mochabeautyaustralia | #abia2023

derma**individuals**<sup>®</sup>  
bespoke dermatological skincare

BEAUTY**expo**  
AUSTRALIA

timely

Dermapen**world**

Inspiring Creativity  
com**fortel**

kitomba  
Salon & Spa Software

BIODROGA

CIRCADIA  
AUSTRALIA

TAFE  
NSW

GAY WARDLE  
SKIN  
INSTITUTE

PROFESSIONAL  
SOLUTIONS

MAYERLING<sup>®</sup>  
SKIN RENEWAL SYSTEM

elleebana

The Australian Dermal  
& Laser Institute

AMERICAN  
BEAUTY

Shortcuts

beautybiz



TheGlobalBeautyGroup  
Technology for Beautiful Business

bodyography<sup>®</sup>  
PROFESSIONAL COSMETICS

EXCEED  
microneedling

Your Coach  
Faue Murray

GUIYA  
MINERALS

NAKED·TAN  
AUSTRALIA

INSKINCOSMEDICS

SUSTAINABLE  
SALONS

Australian  
Dermal Science  
Institute

BeautyPRO

dermalogica



# ABIA

australian beauty industry awards 2023

## AFTER PARTY

11PM TILL 1AM

27<sup>TH</sup> AUGUST 2023

ONSITE IN THE MAIN FOYER

STAR EVENT CENTRE. THE STAR

Following the **ABIA** Awards Night  
Exclusive entry to all attendees included in your ticket.

*Official After Party sponsored by*

# GUIYA

MINERALS

**TICKETS TO THE ABIA GALA  
DINNER ON SALE NOW!**

[WWW.MOCHAGROUP.COM.AU/SHOP](http://WWW.MOCHAGROUP.COM.AU/SHOP)

# Lysosomes: The Cellular Recycling Centres

By Gay Wardle

Lysosomes are critical organelles found in eukaryotic cells that play a vital role in cellular waste management and recycling. They are known as the “suicide bags” or “recycling centres” of the cell due to their function in breaking down various cellular materials and foreign substances. This article delves into the structure, functions, and significance of lysosomes in cell biology.

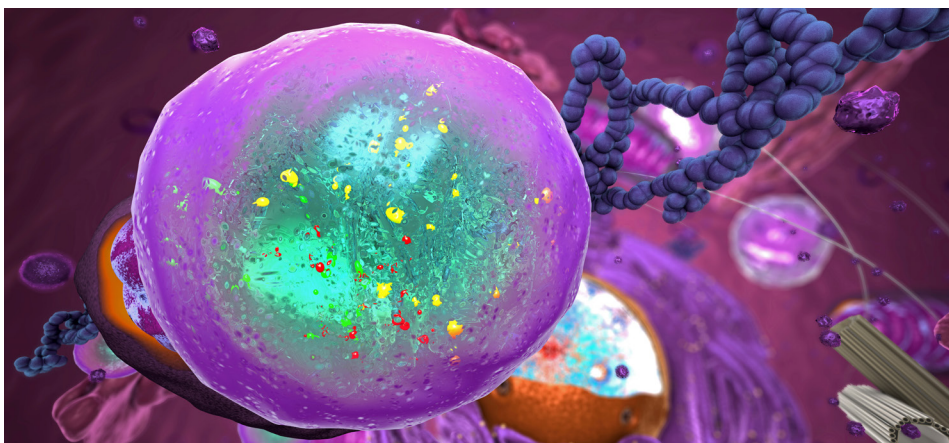
## Structure of Lysosomes

Lysosomes are membrane-bound organelles that contain a variety of hydrolytic enzymes. These enzymes are responsible for breaking down macromolecules such as proteins, lipids, nucleic acids, and carbohydrates into smaller molecules, which can then be recycled or discarded. The lysosomal membrane acts as a barrier, preventing the enzymes from damaging other cellular components.

Lysosomes typically have an acidic interior, which is crucial for the optimal activity of the hydrolytic enzymes. This acidic environment is maintained by proton pumps in the lysosomal membrane, which actively transport protons (H<sup>+</sup>) from the cytoplasm into the lysosome.

## The process of lysosomal acidification can be summarized as follows:

1. Formation of Early Endosomes: Early endosomes are membrane-bound compartments that arise during endocytosis, the process of bringing extracellular materials into the cell. When the cell engulfs substances from the extracellular environment through endocytosis, the resulting vesicles are called early endosomes.
2. Maturation into Late Endosomes: Early endosomes mature into late endosomes, which are characterized by the acquisition of lysosomal enzymes from the trans-Golgi network. These late endosomes are also known as pre-lysosomes.
3. Activation of V-ATPase: The late endosomes, now pre-lysosomes, undergo a series of changes in their membrane composition and begin to express higher levels of the V-ATPase pump. This pump becomes active and starts pumping protons (H<sup>+</sup>) from the cytoplasm into the interior of the pre-lysosome, leading to acidification of the vesicle.
4. Formation of Lysosomes: Once the late endosomes become fully acidified, they are considered mature lysosomes. At this stage, they contain the hydrolytic enzymes necessary for breaking down cellular debris and waste materials.
5. Enzymatic Breakdown: Within the acidic environment of the lysosome, the hydrolytic enzymes are activated and capable of breaking down various cellular components, such as proteins, lipids, nucleic acids, and carbohydrates, into smaller molecules that can be recycled or eliminated from the cell.



## Biogenesis of Lysosomes

The biogenesis of lysosomes involves a complex process that begins with the formation of endosomes. Endosomes are membrane-bound compartments that arise from the inward budding of the cell's plasma membrane during endocytosis – the process of bringing extracellular materials into the cell. Early endosomes then mature into late endosomes, which eventually acquire lysosomal enzymes and become fully functional lysosomes.

## Functions of Lysosomes

1. Intracellular Digestion: Lysosomes serve as the primary site for intracellular digestion. When cellular components become damaged, outdated, or are no longer needed, they are engulfed by lysosomes in a process called autophagy. The enzymes within the lysosomes break down these materials into their constituent parts, such as amino acids, fatty acids, and nucleotides, which can then be reused for cellular processes.
2. Phagocytosis: Lysosomes are involved in the destruction of foreign materials, such as bacteria, viruses, and other pathogens, that are engulfed by the cell through phagocytosis. Once the pathogen-containing vesicle fuses with a lysosome, the hydrolytic enzymes are released to degrade and neutralize the foreign invader.
3. Programmed Cell Death (Apoptosis): In certain situations, cells undergo programmed cell death to eliminate damaged or infected cells for the overall health of the organism. Lysosomes play a role in this process by releasing their enzymes into the cytoplasm, leading to the breakdown of cellular components and eventual cell death.

## Significance of Lysosomes

The presence of lysosomes is crucial for maintaining cellular homeostasis and overall cell health. Proper functioning of lysosomes ensures that unwanted waste materials are effectively removed, and essential nutrients are recycled. Any dysfunction or impairment of lysosomal activity can lead to various lysosomal storage disorders, where toxic waste materials accumulate within the cell, causing severe health issues.

## Clinical Relevance of Lysosomes

Lysosomal storage disorders (LSDs) are a group of inherited metabolic disorders characterized by the deficiency of specific lysosomal enzymes. These disorders result in the accumulation of undigested materials inside lysosomes, leading to cellular dysfunction and, ultimately, organ damage. Examples of LSDs include Gaucher disease, Tay-Sachs disease, and Pompe disease. Research in this field is ongoing, with promising therapeutic strategies aimed at enzyme replacement therapy and gene therapy showing potential to treat these debilitating disorders.

Lysosomes are remarkable organelles with essential functions in the cell, acting as the cellular recycling centres and safeguarding the cell against harmful substances. Their role in maintaining cellular homeostasis and proper waste management highlights their significance in cell biology. Continued research into lysosomes and their associated disorders holds promise for future advancements in medicine and therapeutic approaches to tackle lysosomal storage disorders.

# You could help save a life.

## Learn to spot a suspicious spot.

90% of melanomas can be successfully treated if caught early. As a beautician, you're in a unique position to spot a suspicious spot in hard-to-see places. That's why TAFE NSW has partnered with experts at the Australian Melanoma Research Foundation, Hair and Beauty Australia, Keune and Airyday to deliver an online 45-minute Microskill to help you recognise suspicious skin spots that could help save a life.

Enrol now in the 'Spot a Spot' Microskill course.



[tafensw.edu.au/spot-a-spot](https://tafensw.edu.au/spot-a-spot)

Proud Partners:



# ALL THE LIGHTS.

## Your Guide to Light Therapies

By Alanna Douglas

Let's begin this new chapter with bringing in light and energy to transform your client's skin. The cooler months certainly lend themselves to utilising light-based devices. There are so many possibilities when it comes to working with light therapies, let me take you on a journey and let's discover which might be the best fit for you and your clients. Believe it or not, not all lights are made to the same standards, and they all perform differently. Which is part of what makes working with them somewhat overwhelming, as I hear so often "where do I start?"

In my experience this is where I would start, go out and get yourself an LED. You can treat every skin condition under the sun and if you get a machine that is amazing quality. They also work for themselves, once you pop your client under it baby sits them for intervals up to 30 mins depending on how long your machine needs to give its dosage of amazing light. In terms of inconvenience to your client there is NONE. They walk in pop under the light with freshly cleansed skin, soak up the goodness and then finish with a serum and SPF. Giving your clients that instant glow. It's also a great excuse for a quick nap in-between clients to recharge your skin and energy. You can get LED's ranging from a couple of hundred dollars to thousands of dollars. You want to look for a machine that has its medical CE certification and delivers evidence-based lights. At present blue, red and near infrared are the only 3 that have this backing.

Once you have been introduced to the magical wonders of LED its then time to possibly consider adding Intense Pulsed Light (IPL) to your offerings. This will be a game changer for your business and treatment outcomes for your clients. So why an IPL? They are multiuse (can you pick up on the theme here) you can treat hair, pigmentation, vascular malformations and skin rejuvenation all in the one device. IPL uses emits broadband light via a flashlamp in the handpiece. This light is then filtered to the depth of the target tissue by the operator to allow the energy to be absorbed where is needs to be. Treatments are comfortable and efficient for your client and for you. I just want you to imagine for a minute how good that you feel to never ever have to wax a full leg again, and instead use your hair zapping baby to easily glide along and do the work for you. You can also help with the severity of conditions like rosacea, acne, scarring and SO

MUCH MORE. The list of skins and complaints you can offer solutions for is endless.

Now I know you are sitting there thinking this sounds great Alanna, but what's the catch? When you are operating IPL, it does come with more risk and not all clients are candidates for treatment. So, keep in mind when you are looking at purchasing a machine what is the training and support offered and how versatile is the machine you are looking at. This again is not something that you choose to invest less, you need to invest well to get a good workhorse machine that will purr for you as you use it. My OG IPL is 8 years old and still going because I spent more when I purchased and got an incredibly good quality machine.

This brings me to my final category lasers! The pinnacle of all the lights and by far the highest investment you will make in a light technology. We are talking six figures here to get a good quality device that will work like a dream. This amazing technology is super specific, so there isn't so much of the whole "one device can do many things", but each laser is very good at doing their specific job. Lasers unlike IPL produce monochromatic light meaning one light at a time. For example, you would need one laser to treat hair and another for vascular treatments. There are a lot more coming out onto the market that are a blend and will allow you to treat maybe two conditions at the same time. Further to this they have a lot more scope and flexibility in who you can treat. IPL can treat up to a Fitzpatrick 3 or 4, lasers on the other hand can treat most Fitzpatrick types as the light they produce is so specific. To give you a comparison

you would need about 3 lasers to do the job of one IPL machine, but you would be able to treat most Fitzpatrick types as this is where IPL has its downfall. The last thing you need to know about lasers is there is licencing that needs to be undertaken to possess, train and use them. Each state and territory are different so make sure you check with yours before purchasing a machine. Machines are addictive and once you have one, then you want more! I have recently just added a new light baby to my machine family and it's blowing my mind! If you want to see my new Larry (yes, I name my machines) then head to my Instagram and you can see his dedicated highlight. My final piece of advice I will leave you with, you don't have to have all the things! Take your time, absorb all the info see what feels like a good step for you and your business.

**You can reach Alanna Douglas at Skin Freak Academy**  
[www.skinfreakacademy.com.au](http://www.skinfreakacademy.com.au)  
[hello@skinfreakacademy.com](mailto:hello@skinfreakacademy.com)



# Collaboration across our **(Cosmetic)** Nation

By James Vivian

I recently attended the 2023 Non-Surgical Symposium (NSS) on the Gold Coast in July and had the pleasure of presenting the topic of working together across our industry.

**The theme of collaboration is one very close to my heart as, as Dermal Clinicians, without a community of skilled specialists around us to refer to, we simply are not doing our jobs properly.**

Take a clinic like ours, for example. To allow us to become experts in what we do, we have refined the way in which we help our clients achieve their results as:

- Customer service
- Performing Dermal Therapy treatments to the face, neck, and chest
- Recommending and retailing cosmeceutical skincare
- Providing supplementary advice e.g., lifestyle, diet etc.

Whilst we can do fabulous work within this offering, this does not even touch the sides when it comes to the varied concerns and requirements that our clients discuss with us so referring onto other practitioners is therefore a huge part of how we still assist our clients achieve their results.

As a baby Dermal Clinician, I learnt many years ago that you cannot be everything to everyone, and despite your best efforts, you will never make everyone happy. And it's often in an effort to try to make everyone happy, or offer a service for everyone, or attempt to fix everyone's skin, that you end up letting both yourself and your client down.

When we think about why a client walks through our doors, or books in a consultation with us, they are looking for the best clinical outcome, they are wanting the best experience and most importantly, they want to know if we are the right person for the gig.

What they are not wanting is subpar results, disappointment, and regret, and they most certainly don't want to hear that there was probably someone better out there for the job after all.

As therapists, none of us want to be in this situation. We want positive experiences for both us and our clients and one way to ensure this is



to (something I say daily in our clinic)...stay in our lane.

For some of us, our lane is narrow. We do the same thing day in and day out and because of this we are experts, and we have clients that travel from far and wide to see us.

For others, our lane is wider to accommodate the varied passions that we have honed, and we have a loyal clientele who share our passions and love us for it.

Regardless of what you specialise in, do you know who is out there doing equally great work in other areas? Do you know who to send your clients to for a skin cancer check before you blast away their pigment? Do you know who to send a client to who is expecting the effects of a face lift from a skin needling procedure? Do you know who to send a client to when you genuinely have no idea what is going on with a clients skin?

I truly believe that you are as smart as the people around you. This goes for both the people you work with but also the community you build around you.

Just like the importance that we place on the selection of a treatment for a specific condition, or the recommendation of a product for a skin type, it's essential you place equal importance on the people you are referring to. Find them on social media and strike up a conversation, even go into visit them. Ask your clients who they are seeing and loving, ask your colleagues or even be a curious client yourself and seek out the type of services your clients are needing.

Whilst you can look at the referral process as giving clients away, in my experience, it only confirms to our clients how much we care about them and can easily turn a client who needed a prescription for Roaccutane into a client who, once their acne is cleared, returns to you as a loyal, grateful client for life.

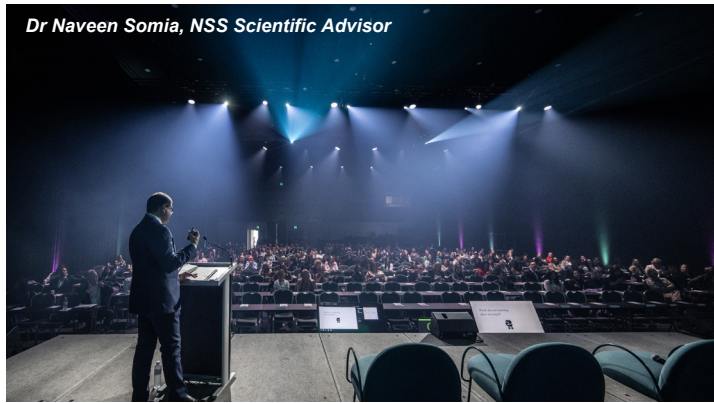
I also believe in referring karma but to further encourage referrals back to you, ensure that you are collaborating and referring to other practitioners who respect what you do and who are aware of your specialities. Perhaps get them in for a treatment, offer their clients a discount upon their first appointment, or simply be the bloody best at what you do so they have no one else to refer to.

This year, I was honoured to sit amongst the NSS scientific committee as the first Dermal Clinician to join the committee. Having a seat at the table is a giant leap forward for our beauty and dermal industries as it proves that the wider cosmetic community sees the amazing work we are achieving with our clients and understands that by working together we are only enhancing our client outcomes and making our industry the best and safest it can be.

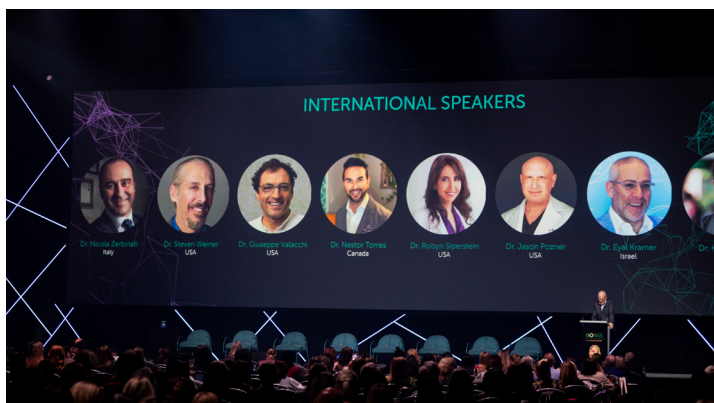
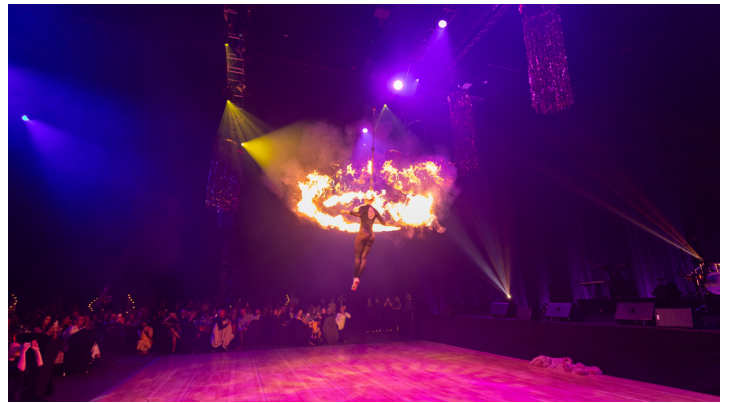


# The **ASAPS 2023** Non-Surgical Symposium

The NSS is an annual three-day conference dedicated to excellence in non-surgical aesthetics. Brought to the industry by ASAPS, the Australasian Society of Aesthetic Plastic Surgeons, the NSS event provides practitioners with the latest scientific research, technical expertise, cutting-edge developments, and best practice advice from industry experts that can't be accessed anywhere else.



Dr Naveen Somia, NSS Scientific Advisor





**This year, for the first time the full 2023 program was curated by a newly created Scientific Advisory Committee with three main verticals namely facial injectables, aesthetic skin and body treatments and a new business excellence program.**

Under these three verticals the NSS showcased topics ranging from facial aesthetics to skin rejuvenation, non-surgical body contouring, advances in cosmeceuticals and medical-grade skin care, approaches to skin of colour, patient safety, business excellence and practice management, the latest scientific research, innovation and more.

The Scientific Advisory Committee was built from a diverse selection of industry experts who came together to curate the much-anticipated education program. Made up of a panel of experts from dermatology to dentistry, the committee worked hard behind the scenes to pick the very best, from the hundreds of scientific abstracts entered to be part of the event, which Dr Naveen Somia, the Non-Surgical-Symposium Scientific Convenor, cites was the most diverse

and inclusive event to date.

Working alongside Dr Naveen Somia as part of the new Scientific Advisory Committee, were 6 highly regarded experts from the industry, including:

- Dr Agnieszka Warchalowski, Cosmetic Physician
- James Vivian, Dermal Therapist
- Suzie Hoytink, Business Consultant and Registered Nurse
- Dr Ryan De Cruz, Specialist Dermatologist
- Anita East, Author and Nurse Practitioner
- Dr Giulia D'Anna, Dentist and Cosmetic Injector
- Professor Greg Goodman AM (MBBS, FACD, MD, GradDipClinEpi), Dermatologist

Dr Naveen Somia said, "This was a spectacular success. The industry came together to rise up to the current challenges thrown at it by regulatory authorities, with a view of always putting the patient front and centre"

Dr Tim Edwards ASAPS President said, "We are so proud to once again present the event. What makes it so special is that it brings together practitioners from all different fields. Dentists, plastic surgeons, general medical practitioners, dermatologists, nurse practitioners and dermal therapists, all sharing ideas and backgrounds and focussed on patient safety and outcomes.

The NSS is designed to showcase technical advances, evidence-based treatments and techniques in the field of aesthetics to attendees, in order to help them achieve world-class excellence and is open to AHPRA registered health care practitioners, including specialist plastic surgeons, dermatologists, medical practitioners, dentists, nurse practitioners, registered nurses, enrolled nurses as well as dermal therapists and practice staff.

**Next Year's event will be held 14-16 June 2024 Gold Coast**

[www.nonsurgical.org.au](http://www.nonsurgical.org.au)

## Innovation & Excellence

### The key to DermapenWorld success.

When you hear the name DermapenWorld, you're likely to think microneedling. But did you know that DermapenWorld, an Australian owned and operated business, pioneered microneedling? And it's taken years of research and prototypes to land at the current device; Dermapen 4™. Offering versatility, superior results, excellence in design for practitioner and patient comfort, like no other device.

With more than 4 million treatments performed worldwide by Authorised Treatment Providers, Dermapen™ is now recognised as the Gold Standard in microneedling.

So, there's little wonder that 15,000 plus clinics in more than 70 countries turn to DermapenWorld to transform their patients' skin. It's a name you too can trust.

#### SYNERGISTIC SOLUTIONS

Although microneedling with Dermapen 4 achieves great results, it's one part of the solution. DermapenWorld's Synergy of Solutions is a holistic skin care system that entwines the power of microneedling with the science-backed skincare range; Dp Dermaceuticals™. Originally formulated to complement microneedling, Dp Dermaceuticals optimises skin quality prior to treatments. It nourishes skin immediately after and supports skin with ongoing care. Patients are also encouraged to add boosters into their regimes such as clay masks, sheet masks or LED. Put simply, Dp Dermaceuticals is a Non-Negotiable for accelerating microneedling results.

This month Dp Dermaceuticals is celebrating 11 years since the launch of their initial products—which are now top sellers—HYLA ACTIVE™ and VITAMIN RICH REPAIR™. Throughout the years, the range has consistently grown to include practitioner-only products as well as skincare for the clinic and at home. And while Dp Dermaceuticals can be used by patients as a standalone skincare for daily routines, when used as part of Dermapen Treatments™, the improvement in skin is amplified.

Utilising the best active ingredients, at the right percentage levels, powered by exclusive delivery technologies, Dp Dermaceuticals is tailored for all skin types and suitable for a wide range of skin concerns. From fighting the signs of ageing and sun-damage to erasing pigmentation, rosacea



and acne, the high-performance products are boosting patient confidence with skin that looks and feels amazing.

#### Exosomes: the birth of a regenerative force

With a passion for innovation, DermapenWorld has recently propelled into regenerative medicine and developed two specialty serums which harness the power of Exosomes. These are tiny vesicles found in cells, which act as messengers between cells. They play an important role in intercellular communication, tissue and wound healing, regeneration and repair.

"I am beyond excited about the potential of our Exosomes products. We have partnered with the most progressive innovators in stem cell research to source ethically-produced Exosomes. They're multipotent, highly versatile, the youngest and purest source. Forward-thinking clinics are delivering the most impressive results by combining Exosome Therapy with microneedling. It truly takes skin rejuvenation to a whole new level," said Corri Matthews, Cosmeceutical Director, DermapenWorld.

#### MG-EXO-SKIN

Known as the MG-Collection, Dp Dermaceuticals' practitioner-only range of Meso-Glide™ serums are designed to target specific skin concerns. The serums deliver nutrients deep into the skin via the micro-channels created by Dermapen 4. The collection now includes the breakthrough product MG-

#### EXO-SKIN™.

Packed with Exosomes and potent ingredients, patients can experience non-invasive skin rejuvenation and regeneration like never before. Given the Dermapen 4 needle cartridge has 16 needles, a single oscillation of the device can deliver 112,000 Exosomes. Therefore, each Dermapen Treatment can deliver millions of Exosomes.

#### EXO-SKIN

Patients invested in their skin can continue the benefits of Exosome therapy by using EXO-SKIN™ morning and night as part of their skincare routine.

Enriched with Hyaluronic Acid, vitamins, ceramide complex, botanicals and copper peptides, EXO-SKIN allows patients to progress the results of their in-clinic program with at-home application between clinical appointments.

#### What's next instore for DermapenWorld?

That's a very good question but Corri Matthews remains tight lipped. What is certain is DermapenWorld's drive for excellence. The next 11 years are likely to include science-led discoveries resulting in more specialty products to further enhance skin quality and health. Watch this space and discover what's next for DermapenWorld.

**Alternatively, if you're interested to know more now, get on the front foot and become a DermapenWorld Authorised Treatment Provider. Talk to your local distributor or contact DermapenWorld at [info@dermapenworld.com](mailto:info@dermapenworld.com)**







# Celebrating 11 Years of Skincare Innovation



It's time to give patients the results they're longing for - backed by the latest advancements in skin science and the purest ingredients provided by nature.

Scan the QR code to discover more about Dp Dermaceuticals or visit [www.DermapenWorld.com](http://www.DermapenWorld.com)



**Dermapenworld**<sup>™</sup>

## Glowing Skin Starts with **Ultraderm!**

As a leader in Australian bioactive clinical skincare, Ultraderm is Australia's fastest growing skincare brand within the professional beauty community. Committed to formulating with proven ingredients that are beneficial at making positive improvements to the skin, all products are regularly evaluated to ensure they remain up-to-date and at the forefront of innovation so we thought we would put a few under the spotlight in this month's edition of Beauty Biz.

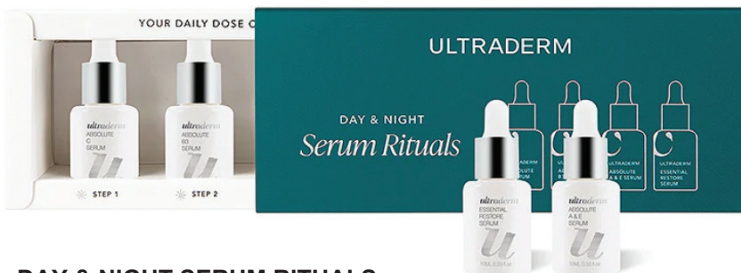


### CLEAN & POLISHED DUO SUPERSIZED

Clean and polished duo supersized is available for a limited edition. Each duo includes Face & Body Polishing Cream and your choice of cleanser, Skin Renew (all skin types) or Skin Karma (dry/sensitive). The creamy formula of skin karma cleanser effectively removes impurities, makeup, and environmental contaminants without drying or irritating the skin. Whereas, Face & Body Polishing Cream is a powerful exfoliator that combines Glycolic Acid, Lactic Acid, and Celluloscrob to gently remove dead skin cells.

### DUO INCLUDED

- Skin Renew or Skin Karma Cleanser 300mL
- Face & Body Polishing Cream 300mL



### DAY & NIGHT SERUM RITUALS

Day and night serum rituals packed with powerful antioxidants and essential skin vitamins to give your skin a daily boost. We offer two options to cater to different skincare needs. The Original kit is perfect for those with sensitive skin or those who are new to Ultraderm serums. It provides a gentle yet effective experience. On the other hand, the Intense kit is designed for experienced skincare users who are looking for a more advanced and potent formula. It provides a gentle yet effective experience. Achieve a healthier, more radiant complexion with our carefully curated selection of skin vitamins and antioxidants.

### ORIGINAL KIT INCLUDES 4 X 10ML SERUMS:

- Day Absolute C Serum + Absolute B3 Serum
- Night Absolute A & E Serum + Essential Restore Serum
- INTENSE KIT INCLUDES 4 X 10ML SERUMS:
- Day Absolute B3 Serum + IntenC Super Serum
- Night Active Regenerating Serum + Rapid Retinol Concentrate

### ACTIVE REGENERATING CREAM WITH REJUVENATING APPLE STEM CELLS

Skin Renew Cream with Rejuvenating Apple Stem Cells is formulated with Hyaluronic Acid and a Plant Lipid Complex to provide moisture whilst firming and refining the skin. It protects, nourishes and intensely conditions skin, leaving it supple and hydrated. The anti-ageing formula continuously replenishes, helping to repair skin damage caused by environmental factors. This moisturising cream features moisture boosting hyaluronic acid to plump out fine lines and wrinkles whilst also strengthening your skin and improving overall skin texture. Regular use will visibly reduce the appearance of fine lines and result in smoother and glowing skin. Ideal for all skin types.



### Benefits

- Firms and refines for a youthful complexion
- Protects, nourishes and hydrates
- Improves skin's suppleness
- Helps repair skin damage
- Plumps out fine lines and wrinkles
- Improves overall skin texture
- Paraben free

### Key Ingredients

- Malus Domestica Extract (Apple Stem Cell)
- Hyaluronic Acid
- Plant Lipid Complex

### ACTIVE REGENERATING SERUM

Active regenerating serum with Rejuvenating Apple Stem Cells is formulated with Hyaluronic Acid and a Plant Lipid Complex to provide moisture whilst firming and refining the skin. It protects, nourishes, and intensely conditions the skin, leaving it supple and hydrated. The anti-ageing formula continuously replenishes, helping to repair skin damage caused by environmental factors. This moisturising cream features moisture boosting hyaluronic acid to plump out fine lines and wrinkles whilst also strengthening your skin and improving overall skin texture. Regular use will visibly reduce the appearance of fine lines and result in smoother and glowing skin. Ideal for all skin types



### Key Ingredients:

- Malus Domestica Extract (Apple Stem Cell)
- Hyaluronic Acid
- Plant Lipid Complex

For Stockist enquiries [www.ultraderm.com.au](http://www.ultraderm.com.au)

# ULTRADERM

*Be a part of Australia's fastest growing salon brand*

Visit our stand  
**SP06** at **Beauty  
Expo Australia**





GLOWING SKIN STARTS WITH 

- ✓ Australian cosmeceutical range
- ✓ Results driven skincare
- ✓ Select 7 Skin Peel System
- ✓ Great price point and markup
- ✓ Annual marketing planner in place with regular promotional activity
- ✓ UltraRewards - Client Loyalty Program
- ✓ Staff skincare rewards
- ✓ Flexible opening orders
- ✓ Regular salon training
- ✓ Easy to use and recommend for retail

1300 660 297

[ultraderm.com.au](http://ultraderm.com.au)

Find us on  

# CLEAN BEAUTY



Since 1959, BIODROGA has been a pioneer in skincare technology, dedicated to redefining clean beauty by embracing natural radiance and promoting healthy skin. Our True Cleanness philosophy is simple: beauty should never come at the cost of our environment or your long-term skin health.



## Redefining Beauty in Skincare

BIODROGA is dedicated to promoting Clean Beauty. We're committed to providing skin-friendly cosmetics that are safe, sustainable, and free from ingredients that have a negative impact to skin health or the environment.

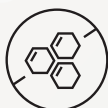
BIODROGA avoids using mineral oils, parabens, microplastic particles, PEGs, and silicones in all of its products. And where possible, our brand also refrains from using fragrances and dyes, animal-based ingredients, and ingredients that contain gluten and lactose.



NO MINERAL OIL



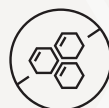
NO MICRO-PLASTICS



NO PEGS



NO SILICONES



NO PEGS



NO ANIMAL INGREDIENTS



Scan to view video



# BIODROGA



# BIODROGA

## Why Partner with BIODROGA as a Salon or Stockist?

As a partner, you'll receive professional support, training, marketing assistance, and exclusive products, setting you apart from competitors.

BIODROGA's commitment to environmental responsibility appeals to eco-conscious customers and product innovation keeps customers engaged and loyal to your business.

Joining BIODROGA elevates your business and customers benefit from access to quality products, professional support, fair pricing, brand recognition.



**SKIN BOOSTER**  
**3% CBD Complex Serum**  
Smoothing + Repair  
Apaisement + Réparation  
with CBD Complex & Oligo Hyaluronic Acid | fragrance free

**BIODROGA**  
medical institute

e 15 ml 0.5 FL. OZ.

**SKIN BOOSTER**  
3% CBD Complex Serum  
**BIODROGA**  
medical institute

## Join BIODROGA today!

Call 0410 562 259 or visit online [www.biodroga.com.au](http://www.biodroga.com.au) for more information.

## Empowering Your **Lash Lift** Technique Unpacking the Advantages and Challenges of Utilising **Lami Balm** Adhesive.

The salon industry never stands still, especially when it comes to the techniques and products we utilise as lash technicians. Our continual quest for innovation and better results has brought a new star into the spotlight: Lami Balm adhesive. Its recent introduction promises to redefine the way we carry out our beloved lash lift procedures.

For many of us in the industry, we've grown accustomed to the patience required during the lash lift process. Our trusty, old-fashioned, water-based adhesives, while reliable, often took an extended time to secure lashes to the silicone shield. While we've grown adept at working within these time constraints, wouldn't we all appreciate a speedier, more efficient solution?

Here's where Lami Balm adhesive steps in, a game-changer that promises to shake up the lash lift routine we've become so familiar with. Crafted with a unique formulation combining Polyvinylpyrrolidone (PVP) polymers and conditioning agents, it's set to make lash lifts quicker, easier, and more beneficial for our clients' lashes.

So, what makes Lami Balm adhesive different? First off, its PVP polymer-based formula accelerates the adhesive's drying process. This quick-drying feature reduces waiting times significantly, ensuring lashes adhere to the shield faster than ever before. For us, this means an uptick in productivity. You can perform more lash lifts in a day, optimising your schedule and increasing client satisfaction.

But the advantages of Lami Balm adhesive go beyond merely saving time. Certain brands have



pushed the innovation envelope so that the adhesive also cares for our clients' lashes. Keep an eye out for formulas that contain vegetable proteins, plant extracts, amino acids, and conditioning agents. These nourishing elements provide essential hydration and nourishment, fostering healthier and more vibrant lashes. It's an impressive two-in-one solution: speeding up your lash lift process while ensuring a high-quality, caring treatment for your clients' lashes during permanent wave and chemical treatments.

However, as with any new product introduction, there are always challenges to face. You may find that lashes can detach from the shields during the lotion application stages. It can be frustrating and could hinder you from achieving the optimal lash lift result that we all strive for. This issue has always been a challenge, even when using traditional adhesives. From time to time, lashes could still come away from the shield, and we need to make adjustments in the application, especially for resistant, strong lashes or downward-facing lashes. Thankfully, when using Lami Balm Adhesive, you can quickly and easily re-stick lashes before the second lotion step. The use of lift lockers or compensators can help as well to secure resistant lashes during the processing times. In many cases, though, if using a strong hold formulation with Lami Balm that has a combination of polyvinyl alcohol in the formula, it can act as a hybrid glue. This will help reduce the chances of lashes moving during the process.

Additionally, achieving the perfect balance when applying the Lami Balm adhesive is crucial. Applying too much or too little can have consequences, mainly when dealing with more resistant lashes during the lotion stages. We have to remember that PVP breaks down easily with water. Most lash lift lotions are oil-in-water emulsions, in most cases containing 80 – 90% water, so of course, it makes sense this will potentially break down adhesives. Correct application techniques are crucial in achieving

optimal results. However, every challenge presents an opportunity to learn and grow.

To tackle these obstacles, there are a few strategies to bear in mind. First, ensure you're applying the correct amount of adhesive. It's about finding that perfect balance to maintain the right tension for holding down resistant lashes. It's also essential to be mindful that some brands of adhesive might form a barrier that prolongs the perm lotions' processing times, potentially affecting your schedule and the overall lash lift result.

Thankfully, if you're using Elleebana Lami Balm adhesive, you won't need to worry about these processing times. Elleebana's formula is optimised to ensure that it does not affect the lotions' processing times, offering an easier transition from traditional adhesives. It's a reassuring solution, making your introduction to this innovative adhesive smoother and more comfortable.

To sum it all up, Lami Balm adhesive offers an exciting opportunity to level up your lash lift technique. This ground-breaking product enables faster procedures, nourishes and conditions lashes, facilitates better lash placement, and ultimately leads to a flawless result in less time.

Although there might be a learning curve as you get to grips with Lami Balm adhesive, its potential benefits make it a must-try for any lash technician eager to provide the best service. With a little practice and patience, you'll soon be mastering this revolutionary product, delivering even better results for your clients.

**To learn all the latest lash lift & lamination trends and techniques, follow @elleebana on Instagram.**

**Article written by Otto Mitter, owner and director of Elleebana, qualified cosmetic chemist, makeup artist, and multi award winning educator.**

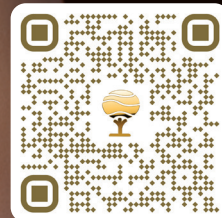


TAKE THE WORRY OUT OF  
OVERPROCESSING LASHES WITH

# elleeplex PROFUSION

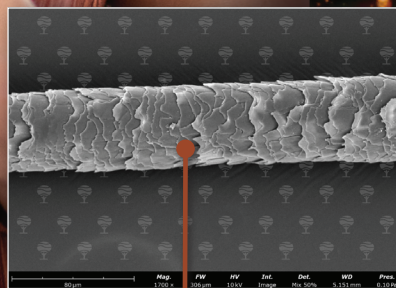
INNOVATION IN  
LASH & BROW LAMINATION

- UTILISING A CYSTEAMINE HCL ACTIVE AND CONTAINING NO THIOGLYCOLATE ALLOWS FOR GENTLE AND EFFECTIVE LASH LIFT/LAMINATION RESULTS WHICH MINIMISES THE CHANCE OF OVER PROCESSING
- LASTS UP TO 6 TO 8 WEEKS, WITH REDUCED CHANCE OF UNRULY GROW OUT IN THE LASH GROWTH CYCLE.
- A SYNERGISTIC SYSTEM THAT INCORPORATES RE-GEN WITH REVOLUTIONARY POWERBOND TECHNOLOGY
- VEGAN FRIENDLY FORMULATION

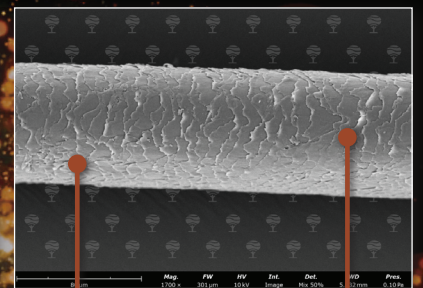


Scan to  
unlock our  
Lash & Brow  
Lamination  
Secrets

CLINICAL TRIALS OF RE-GEN UNDER SEM IMAGING



Lashes treated with an  
alternative lash lift system



Lashes treated with  
Elleeplex Profusion + ReGen

Improved strength and condition  
after chemical process

A U S T R A L I A N B O R N  G L O B A L L Y L O V E D

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

[info@elleebana.com](mailto:info@elleebana.com)

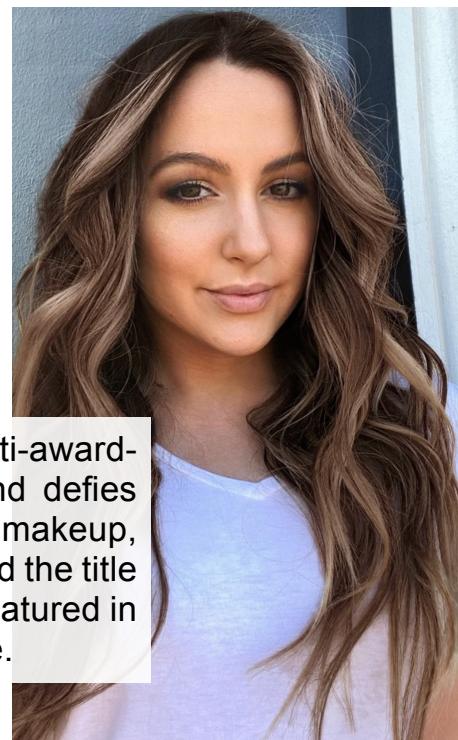
[@elleebana](https://www.instagram.com/elleebana)

[elleebana](https://www.facebook.com/elleebana)

# Face2Face Makeup Awards.

## Celebrating Talent and Creativity in the Australian Makeup Industry

By Chereine Waddell



Meet Isabelle De Vries, an internationally recognised, multi-award-winning makeup artist who challenges beauty trends and defies stereotypes. Renowned for her expertise in editorial makeup, beauty, runway, bridal, and advertising, Isabelle has earned the title of “Gloss Queen” and pioneered the trend “Buttery Skin” featured in prestigious publications like Allure and Glamour Magazine.



**As a passionate educator, her signature masterclasses have taken her across the globe, leaving an indelible mark on the makeup world.**

Now, as the newly appointed Creative Director of the 2023 Face2Face Awards, Isabelle is set to elevate the competition to new heights.

**Can you share with us the driving force behind the Face2Face Makeup Awards and what makes it a highlight of the Australian makeup industry each year?**

The Face2Face Awards are all about creating a positive and encouraging community and bringing together artists from diverse backgrounds. Whether they are students, professional freelance artists, or individuals new to makeup application, the Face2Face Awards provide a platform for everyone to showcase their talent to the industry. The competition aims to discover incredible talent that is waiting to be recognized. Over the years, it has become an eagerly awaited event in the industry, giving artists the chance to have their work seen and judged by some of Australia's best makeup artists. For many participants, it becomes a turning point in their careers, opening new and exciting opportunities.

**As an internationally recognized makeup artist yourself, how do you believe the Face2Face Makeup Awards contribute to the growth and recognition of makeup artists at all levels?**

The Face2Face Awards offer a unique opportunity for artists to express and showcase their individual style and skills. With a wide range of categories covering different areas of makeup, there is something for everyone. Participating in these competitions pushes artists to challenge themselves and grow in their craft. The diverse selection of judges ensures that competitors receive valuable feedback and advice from experienced professionals at the top of the industry. This competition

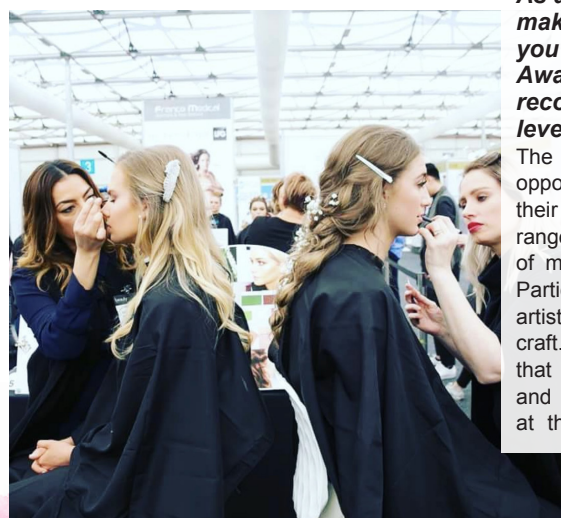
has personally impacted my career, as the encouragement and advice I received during my early years of entering the competition helped shape my journey. It also allowed me to connect with artists from across the country and opened up numerous new opportunities.

**The categories for the awards sound exciting and diverse. Could you tell us more about the “Inspired by Nature” theme for the Creative Makeup category? What kind of looks do you expect to see from the participants?**

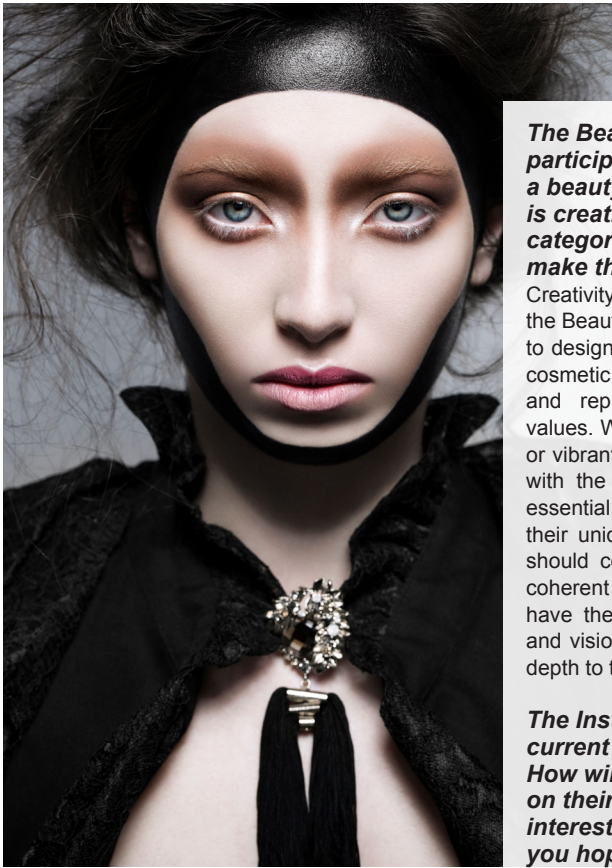
The “Inspired by Nature” theme for the Creative Makeup category is truly captivating, as it allows artists to unleash their creativity. Participants have the freedom to interpret the theme in various ways, including incorporating airbrushing, body painting, special effects, and prosthetics. The theme may inspire looks featuring flora and fauna or even mystical interpretations. Full animal transformations are also within the realm of possibilities. The diversity and open interpretation of this category make it a real crowd-puller.

**“Your Signature Look” in the Bridal category seems like a chance for artists to showcase their unique styles. What advice would you give to entering bridal artists who want to stand out and leave an impression?**

In the “Your Signature Look” Bridal category, the most crucial advice I can give to artists is to stay true to themselves. This category is all about featuring their unique style and showcasing what sets them apart in the industry. Whether their specialty lies in Indian bridal makeup, glamorous looks, or natural aesthetics, participants should focus on representing their individual niche. Even if an artist is new to the industry or hasn't done many bridal looks before, they can use this opportunity to showcase the kind of bridal artist they aspire to be. It's not about following trends; it's about finding and presenting what makes them exceptional.







***The Beauty Editorial category requires participants to design images for a beauty campaign. How important is creativity and storytelling in this category, and how can participants make their entries impactful?***

Creativity and storytelling play a crucial role in the Beauty Editorial category. Participants need to design a beauty campaign for their favourite cosmetic brand, which means understanding and representing the brand's identity and values. Whether the brand focuses on skincare or vibrant colours, artists must align their looks with the brand's essence. While creativity is essential, it's equally vital to infuse the entry with their unique style. The two images submitted should complement each other and weave a coherent beauty story. Additionally, participants have the opportunity to explain their choices and vision through the written element, adding depth to their entry.

***The InstaGlam category focuses on current social media makeup trends. How will participants be judged on their skills, and what kind of interesting or challenging trends are you hoping to see showcased?***

As the first year for the InstaGlam category, we anticipate an influx of amazing talent. Participants will be judged based on their design concept, colour choices, and technique. We are looking forward to witnessing stunning sharp cut creases, reverse liners, and jaw-dropping blending skills. Expectations include seeing colourful looks and expertly crafted event glam styles. With the assistance of our very own Aussie Glam Queen, "Makeup by Jah," as a judge, this category is sure to be one of the highlights of the competition.

***The live judging aspect of most categories adds an exciting element to the competition. Could you explain the reasoning behind live judging and how it enhances the experience for both the artists and the audience?***

Live judging adds a thrilling element to the competition and allows artists to grow under pressure. Our judges are incredibly friendly and encouraging, making the experience positive for all participants. The live format enables judges to observe artists' application techniques and how they handle and rectify any mistakes they make. Moreover, it allows for more personalized feedback beyond just the final look. The two-day live event is filled with excitement for both the judges and competitors, creating a memorable and enjoyable experience.

***What kind of opportunities and exposure can winners and participants expect from the Face2Face Makeup Awards? How does it contribute to their career growth and industry recognition?***

Winning or participating in the Face2Face Makeup Awards can be a game-changer for aspiring artists. The competition provides an excellent opportunity to gain visibility and recognition in the industry. Even for those who don't win, having their work showcased across the country can open doors to new opportunities. The winners of the Beauty Editorial category can expect to have their images featured in the marketing and publications for the following

year's beauty expo, a fantastic chance to see their work on a larger scale. In categories like Bridal, being awarded the title of "Face2Face Bridal Artist of the Year" serves as a national-level recognition and boosts their brand's exposure to potential clients.

***We see a diverse and accomplished judging panel for the awards. How were these judges selected, and what specific expertise do they bring to the table?***

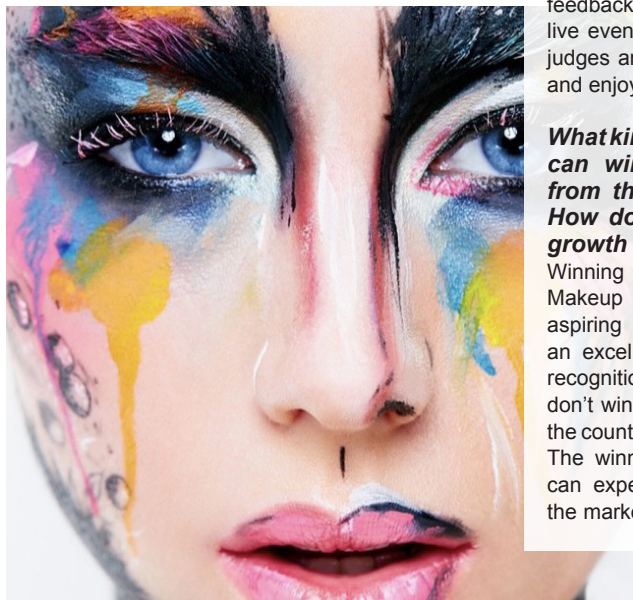
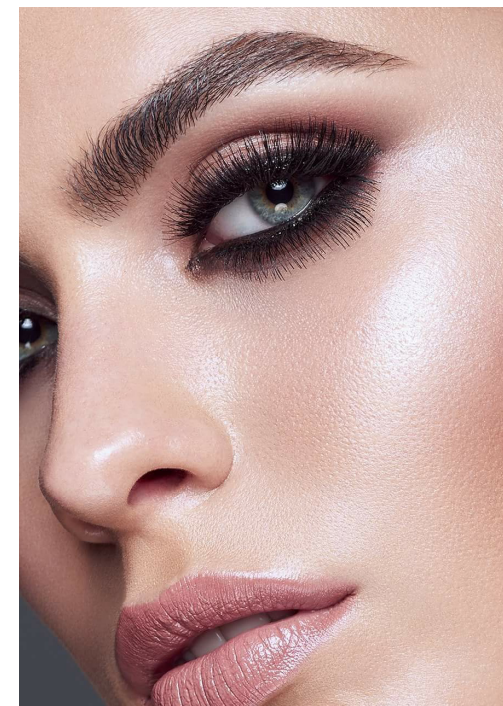
The judging panel for the Face2Face Awards was thoughtfully selected to represent artists specializing in each category. Each judge is an active and experienced professional in the industry, bringing their expertise and knowledge to the judging process. For example, Martha Mok, an expert in Asian makeup techniques, and Clare Mac, an incredible editorial artist and beauty photographer, serve as judges in their respective categories. Bonnie Corban, an exceptional SFX artist, is on board to judge this year's Creative category. A full list of this year's judges and the categories they'll be judging can be found on the Australian Beauty Expo website.

***For aspiring makeup artists looking to participate in the Face2Face Makeup Awards, what key piece of advice would you like to give them as they prepare for the competition? And how can they enter?***

To aspiring makeup artists, my advice is simple: don't be afraid and give it your best. You don't need a professional model; even your friend can be your canvas. Have fun with the process! Practice your look beforehand and ensure you have all your makeup essentials ready to avoid last-minute hassles. You can even keep a stopwatch running during the competition to keep track of time and pace yourself effectively. To enter, head to the Australian Beauty Expo website and click on the "What's On" section to find the registration details. Alternatively, you can directly register at <https://www.beautyexpoaustralia.com.au/en-gb/F2fawards.html>. As there are limited entries per category, make sure to register early to secure your spot.

***As the Creative Director, what exciting new additions or changes have you brought to the 2023 Face2Face Awards that participants and attendees can look forward to?***

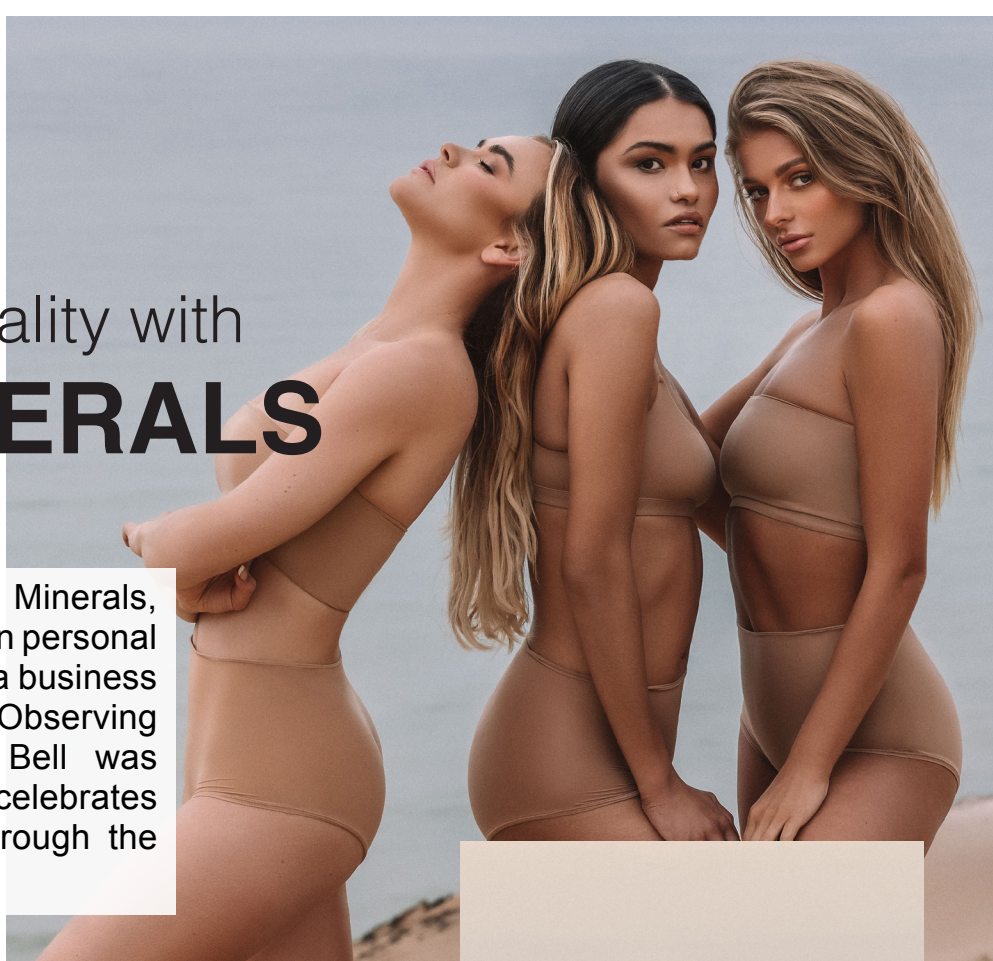
This year, I am thrilled to introduce two new categories: InstaGlam and our student category. The InstaGlam category celebrates the refined skill of glam makeup, which is a significant aspect of today's industry. It's essential to acknowledge and celebrate artists who excel in this field. The student category is designed for newer artists who may still be in the process of completing their training or are relatively new to the industry. This category allows them to participate alongside others with a similar level of experience, providing a platform for them to showcase their talent. I am genuinely excited about this year's show and look forward to witnessing all the incredible work. I can't wait to meet all the participants and attendees!



# Embrace Individuality with GUIYA MINERALS

By Louise May

Bell Barca, the founder of Guiya Minerals, established the company based on personal and professional experiences as a business owner in the beauty industry. Observing market gaps along the way, Bell was inspired to create a platform that celebrates women from all walks of life through the transformative power of makeup.



At the heart of Guiya Minerals' mission, lies the profound goal of inspiring women to embrace their individuality, recognise their inherent worth, and cultivate genuine self-assurance. Bell Barca and the company firmly believe in the extraordinary potential that every woman possesses, to achieve greatness. This empowering message forms the cornerstone of their brand, motivating them to develop beauty products that not only enhance physical beauty, but also uplift spirits and promote a sense of confidence.

Fuelled by a deep connection to feminine energy, Bell Barca is driven to create a positive impact in the lives of countless women, through Guiya Minerals. The brand serves as a powerful catalyst for empowering and uplifting women on a global scale, extending beyond the realm of luxurious beauty. Guiya Minerals strives to inspire, support, and celebrate the strength and brilliance of women everywhere.

Beauty Biz Editor Louise May, discusses the Guiya Brand with Bell.

**Guiya Minerals is described as a lux-meets-earthly mineral makeup brand. How did you strike a balance between luxury and sustainability?**

Guiya embodies the essence of the goddess of the earth. We are inspired by the nurturing spirit of nature and believe in nurturing not only the beauty of our products but also the well-being of our planet and our cherished consumers.

We firmly believe that true luxury lies in honouring and preserving the beauty of our environment, and we refuse to compromise on our values for the sake of profit.

Our formulations are crafted with utmost care, free from harmful chemicals, and designed to enhance natural beauty without causing harm to

the skin or the environment.

As we replicate the goddess of the earth in our brand ethos, we hope to be a guiding light for the beauty industry, showcasing that elegance, sustainability, and feminine nurturing can coexist harmoniously for a brighter, more beautiful future.

**Australian botanicals play a significant role in Guiya Minerals' formulations. Could you tell us more about the inspiration behind this?**

We feel truly blessed to be surrounded by the richness of nature here in Australia. Our unique landscape offers an abundance of enriched plants and botanicals that align perfectly with our brand ethos.

As a brand deeply connected to the beauty and heritage of Australia, using these botanical wonders is our way of paying homage to the land we call home. We take great pride in presenting our consumers with the best of what our country has to offer, and through our formulations, we aim to instil the spirit of Australia's natural beauty into their daily beauty routines.

We are dedicated to crafting products that not only make our consumers feel beautiful but also help them connect with the enriched plants that flourish in our very own backyard. Our commitment to using these Australian botanicals is a testament to our love for this land, and we cherish the opportunity to share its incredible benefits with the world.

**How does Guiya Minerals ensure its products are both environmentally friendly and effective?**

For the past 18 months, our team worked tirelessly to carefully craft formulations that enhance beauty and uphold our values of environmental responsibility. From the very inception of our products, we consider every aspect of their ecological footprint.



Bell Barca, Founder Guiya Minerals

We opt for responsible packaging choices. Eco-friendly materials such as Aluminium tubes and recyclable glass bottles, which significantly reduce waste and promote a circular economy.

***Being Australian-made and owned is a point of pride for Guiya Minerals. How do you leverage this identity to appeal to both local and international markets?***

Locally, our Australian heritage resonates with customers who value genuine products crafted with care and ethical practices. As an Australian brand, we embrace the values of authenticity, and quality, which strike a chord with customers seeking products that align with their personal values and lifestyle.

Internationally, Australian products are renowned for their high quality and commitment to excellence. Leveraging our Australian identity, we position Guiya Minerals as a brand that upholds these esteemed standards, making us a sought-after choice in global markets. Our dedication to producing premium makeup products with a touch of femininity sets us apart and makes us a recognised and trusted brand worldwide.

Our connection to the beauty of the Australian landscape, its enriched plants, and its vibrant culture adds depth and richness to our products, appealing to customers who crave an authentic and genuine experience.

***How do you differentiate Guiya Minerals from other makeup brands?***

As a modern brand, we not only want to see our partnering salons succeed but also contribute to a broader movement towards a more sustainable and inclusive beauty industry. Our Australian-made status further sets us apart; while many brands may be Australian-owned, Guiya Minerals proudly stands out as a true Australian-made brand.

Guiya Minerals' dedication to sustainability, inclusivity, and being Australian made defines our unique position in the competitive beauty industry. We are committed to empowering women, caring for the environment, and embracing the true essence of feminine energy, making our brand a standout choice for conscious consumers seeking beauty with a purpose.

***What key lessons have you learned along the way while building Guiya Minerals, and what advice can you give to aspiring entrepreneurs?***

I've experienced some of my most challenging times building Guiya Minerals.

One thing I've realised is the importance of staying true to my vision and values. It's not always easy, especially when faced with tough decisions or external pressures. But holding onto what truly matters has been my anchor, keeping Guiya Minerals aligned with its purpose and mission.

To all the aspiring entrepreneurs out there, I want to say: trust your intuition. Hard work and persistence do pay off, but remember, it's okay to stumble and make mistakes along the way. They are all part of the experience.

Above all, I am always learning, I believe Guiya is a spiritual journey for me. It's not just about business; it's about aligning my purpose and making a positive impact. This inner connection has given me strength and clarity during the toughest times.

Entrepreneurship can be tough, but it's also incredibly rewarding. There will be moments when you feel like throwing in the towel, but hold on tight to your dreams and keep going. The lessons will shape you and your business into something extraordinary.

Trust yourself, trust the process, and remember that you have a purpose that the world needs. And just like

I'll never give up on Guiya's mission, never give up on yourself and your dreams. Keep pushing forward, and you'll be amazed at what you can achieve.

***How does Guiya Minerals actively contribute to the growth and sustainability of Australian industries?***

Recently, we launched "Connect with Guiya," a free monthly community Yoga and Sound bowl session held in Southeast Queensland. This initiative is our way of giving back to our local communities that support us, promoting wellness and connection while creating a positive impact in people's lives.

Supporting local businesses and communities is an integral part of our brand identity. We are dedicated to actively contributing to the growth and sustainability of Australian industries in various ways.

We believe in the power of collaboration with local artisans and businesses. We actively seek out opportunities to work with local suppliers, manufacturers, and artists to create our products and packaging.

We take pride in sourcing our ingredients responsibly and ethically. Whenever possible, we choose to use native Australian botanicals, harnessing the power of our unique landscape.

***What do you envision for the future of Guiya Minerals, and how do you plan to expand its reach while staying true to its core values?***

For the future of Guiya Minerals, my vision is to see our brand reach women all around the world, becoming a global symbol of empowerment and beauty. As we expand our reach, our core values will remain intact.

Embracing feminine energy will continue to be at the heart of everything we do. Our commitment to empowering women, nurturing their self-confidence, and promoting self-expression will be the guiding force behind our product development and marketing efforts.

We see ourselves as more than just a makeup brand; we are a movement inspiring women to embrace their uniqueness and radiate confidence. Our future will be driven by this purpose, as we strive to uplift the spirits of many, one beautiful soul at a time.

Together, we will paint the world with beauty, kindness, and feminine energy, creating a future where women feel empowered to shine brightly in their own unique way.

***Finally, Bell, can you share a personal favourite botanical ingredient used in Guiya Minerals, and explain why it holds special value for you and your customers?***

I have many favourites. A few are Kakadu Plum, Lilli Pilli, Lemon Myrtle, and Wattleseed extracts are all exceptional botanical treasures native to Australia, representing the richness and diversity of our country's natural beauty.

Beyond their nourishing and healing properties for the skin, these botanical extracts embody the essence of feminine energy in their ability to soothe, enrich, and revitalise. They symbolise the inherent strength and resilience of women while offering a sense of comfort and care.

Just as nature nurtures and sustains life, these botanicals nourish the skin, empowering women to embrace their natural beauty with confidence.

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

**GUIYA MINERALS are the official After Party Sponsor for the 2023 Australian Beauty Industry Awards, due to be held on 27th August 2023 at the Star Sydney.**



# BOTOX Immunity

By Louise May

Cosmetique injectables clinics are situated all over Australia and are home to some of Australasia's most skilled and experienced injectors. They are passionate about providing everyday Australians with exceptional cosmetic medical services to enhance their confidence and allow them to feel the way they deserve.



Before founding Cosmetique Dr Vivek Eranki, CEO amassed extensive experience in the health and wellness industry having founded and scaled allied health clinics, occupational health clinics, general and specialist medical clinics, licensed day hospitals and cosmetic clinics.



In this article, Beauty Biz Editor Louise May, chats with Dr Vivek Eranki about a rising issue, which is Botox Immunity.

## **What is the significance of the rise in Botox immunity, and why do many people remain unaware of this issue?**

I'm referring to Botulinum Toxin Type A, commonly known as Botox, not specifically the brand produced by Allergan, but instead, the class of drugs that is often colloquially referred to as "Botox." This class of drugs includes various formulations of Botulinum Toxin Type A used for

medical and cosmetic purposes.

The significance of the rise in Botox immunity lies in its potential impact on cosmetic (and medical) treatments that utilise Botox injections. However, with repeated exposure to Botox, some individuals may develop antibodies against the neurotoxin, rendering it less effective or completely ineffective over time. This phenomenon is known as Botox immunity or resistance.

The implications of Botox immunity are significant for both patients and practitioners. Patients may experience diminishing results from Botox treatments, leading to reduced satisfaction with the cosmetic outcome or inadequate relief from medical conditions. For practitioners, dealing with Botox immunity can present challenges in achieving desired results for their patients and may require alternative treatment approaches.

## **How does Botox immunity manifest in individuals, and what are the common signs?**

Botox immunity/resistance manifests in individuals as a reduced response or effectiveness to Botox injections over time. While not everyone who receives Botox treatments will develop immunity, some individuals may experience diminished results or find that the treatment becomes less effective with repeated use.

### **Some of the common signs are:**

1. Reduced duration of effect: One of the early signs of Botox resistance is a shortened duration of the treatment's effects. Typically, Botox injections provide temporary relief from wrinkles or muscle-related conditions, but resistant individuals may notice that the results wear off more quickly than before.
2. Diminished wrinkle improvement: In cosmetic applications, Botox is used to reduce the appearance of facial wrinkles and fine lines.

Individuals developing resistance may find that the improvement in their wrinkles is less noticeable or not as pronounced as in previous treatments.

3. Weakening of muscle response: Botox works by temporarily paralysing or relaxing specific muscles to minimize contractions that cause wrinkles or medical conditions like muscle spasms. Someone experiencing resistance might notice that their muscles are not responding to the treatment as effectively, leading to less visible changes.
4. Increasing Botox dosage: To compensate for reduced effectiveness, individuals may require higher doses of Botox to achieve the same results they previously achieved with lower amounts.
5. Frequent need for retreatment: Resistant individuals may find themselves needing more frequent Botox injections than before to maintain the desired results.
6. Non-responsive to Botox: In severe cases of resistance, some individuals may become entirely non-responsive to Botox treatments, experiencing little to no improvement in their cosmetic or medical conditions.

## **Could you elaborate on the concept of complex proteins and antigens in older generation Botox's, and how they contribute to the development of resistance?**

Older generation Botox formulations typically consist of the active ingredient known as Botulinum Toxin Type A, which is a neurotoxin produced by the bacterium *Clostridium botulinum*. This neurotoxin works by blocking the release of acetylcholine, a neurotransmitter responsible for transmitting nerve signals to muscles, leading to muscle paralysis or relaxation. However, the Botox formulation also contains complexing proteins, which are non-toxic



proteins naturally present in the bacterium. These complexing proteins help stabilize and protect the active neurotoxin during production and storage. They are typically removed during the manufacturing process to create a purified form of Botulinum Toxin Type A. This purified form is found in newer generation Botox products.

The presence of complexing proteins in older generation Botox products can trigger an immune response in some individuals. When the immune system detects these complexing proteins along with the neurotoxin, it may recognize them as foreign antigens and produce antibodies to neutralise them.

### **How does this immune response lead to the development of resistance?**

1. **Antibody Formation:** As the immune system produces antibodies to counteract the complexing proteins in Botox, some of these antibodies can cross-react with the active neurotoxin itself. This can lead to the formation of neutralizing antibodies against the Botulinum Toxin Type A, rendering it less effective or completely ineffective in blocking nerve signals to muscles.
2. **Reduced Efficacy:** When neutralizing antibodies are present in the body, they can bind to the Botulinum Toxin Type A and prevent it from exerting its muscle-paralysing effect. As a result, the muscle response to Botox may weaken, leading to reduced treatment efficacy.
3. **Shortened Duration:** The presence of neutralizing antibodies can also result in a shorter duration of Botox's effects. Since the active neurotoxin is neutralized more quickly, the temporary muscle paralysis or relaxation achieved through Botox injections may wear off faster than expected.
4. **Newer generation Botox products** are formulated with significantly reduced complexing proteins or are purified to remove these proteins entirely. This design aims to minimize the likelihood of developing resistance by reducing the potential for immune responses against the complexing proteins and the active neurotoxin.

### **What differentiates Xeomin from traditional Botox products, and how does it address the problem of Botox immunity?**

Xeomin is considered a newer generation of Botulinum Toxin Type A products, and it has distinct characteristics that differentiate it from traditional Botox products. One key feature of Xeomin is that it is formulated without complexing proteins, which sets it apart from older generation Botox formulations.

The key differences between Xeomin and traditional Botox products are as follows:

1. **Pure Formulation:** Xeomin contains only the active ingredient, Botulinum Toxin Type A, without any complexing proteins. This makes it a "pure" neurotoxin, as opposed to older Botox formulations that contain both the active neurotoxin and accompanying complexing proteins.
2. **Lower Protein Load:** Due to the absence of complexing proteins, Xeomin has a lower protein load compared to traditional Botox products. This can be advantageous for some patients, as it reduces the likelihood of an immune response to the complexing proteins.
3. **Immunogenicity:** Xeomin's purified formulation aims to minimize the potential for the development of neutralizing antibodies. By removing the complexing proteins, the risk of an immune response against these proteins and the active neurotoxin is significantly reduced. As a result, Xeomin may have a lower incidence of Botox immunity or resistance compared to traditional Botox formulations.
4. **Predictable Results:** Xeomin's pure formulation and reduced protein load contribute to consistent and predictable treatment outcomes. The absence of complexing proteins means that the active neurotoxin is less likely to be affected by pre-existing antibodies, leading to more reliable and lasting results.

By addressing the problem of Botox immunity through its purified formulation without complexing proteins, Xeomin aims to offer patients a treatment option with reduced risk of resistance and more reliable outcomes. However, it's essential to note that while Xeomin has a lower likelihood of causing immunity, it is not entirely immune to resistance development. Some individuals may still experience reduced effectiveness over time due to various factors, but the incidence of resistance is generally lower with Xeomin compared to older generation Botox products.

### **In light of the growing Botox immunity concerns, what role does early detection and prevention play in managing this issue effectively?**

Early detection and prevention play crucial roles in effectively managing the growing concern of Botox immunity. Proactively identifying and addressing potential resistance can help optimise treatment outcomes and enhance patient satisfaction. Here's why early detection and prevention are essential:

1. **Monitoring Treatment Response:** Regular follow-up appointments with patients who

receive Botox injections can help track their response to the treatment over time. Early detection involves recognising any signs of reduced effectiveness or shorter duration of results. By closely monitoring treatment outcomes, healthcare professionals can identify the development of Botox immunity at an early stage.

2. **Tailoring Treatment Plans:** Early detection of Botox immunity allows healthcare professionals to adjust treatment plans based on individual responses. They can explore alternative approaches, change dosage regimens, or consider other treatment options to maintain or improve treatment efficacy.
3. **Educating Patients:** Educating patients about the possibility of Botox immunity and the importance of early detection is essential. When patients are aware of this potential issue, they can be vigilant in noticing any changes in treatment response and communicate them to their healthcare provider promptly.
4. **Encouraging Open Communication:** Fostering open communication between patients and healthcare professionals is critical. Patients should feel comfortable sharing their concerns and treatment experiences. This communication can lead to early identification of resistance and facilitate the development of effective management strategies.
5. **Considering Newer Formulations:** Healthcare professionals may opt for using newer generation Botox products like Xeomin, which have reduced complexing proteins and lower immunogenicity. By using these formulations, the risk of Botox immunity may be further mitigated.
6. **Research and Innovation:** Continued research in the field of cosmetic and therapeutic treatments, including Botox, is essential for developing innovative solutions to address immunity concerns. This ongoing research can lead to the discovery of improved formulations and treatment techniques.
7. **Individualised Care:** Every patient is unique, and their response to Botox treatments may vary. Early detection allows healthcare professionals to provide more personalised care by tailoring treatment plans to each individual's needs and minimizing the risk of immunity.
8. **Long-Term Benefits:** Detecting and managing Botox immunity early can lead to better long-term outcomes for patients. It helps maintain the desired cosmetic results and provides continued relief for medical conditions that benefit from Botox treatments.

# Nailed It! From Redundancy to Building a Niche Beauty Community.

By Louise May

M.

Meet Emma Coillet, a resilient individual who turned adversity into opportunity when she transitioned from being a travel agent to pursuing a career in the beauty industry. After facing redundancy in November 2020 during the COVID pandemic, Emma took a leap of faith and enrolled in the Certificate III in Nail Technology course at TAFE NSW.



Her newfound passion for nails led her to establish Studio M, a unique nail salon specialising in artistry and creativity. Through social media and a warm sense of community, Studio M flourished, attracting clients seeking personalised and exceptional experiences. With a growing team and a strong vision, Emma's journey in the beauty industry continues to inspire and thrive.

a time and commit to it rather than just being able to pop in whenever they had time that suited them. Looking back nearly 2 years now, some of my clients have had the same appointment time every few weeks.

Another challenge was educating my clients on the gel product I was offering as it was very different to anything else on the market at the time but slowly I moved all my clients over from acrylic and SNS to the gel product BIAB (builder gel in a bottle) that we use exclusively in the studio.

**How did social media play a role in the rapid success of your nail salon?**

During the lockdown at the end of 2021, I had just finished the TAFE course and I was working part time, but all my other time was spent doing my own nails and making content for Instagram so that when the lockdown lifted, I had clients ready to go.

Once I started posting my clients' nails on Instagram stories, I would tag them in the hope that they would share it onto their stories, and I am very grateful they did and continue to do so because that is where all of our gorgeous clients have come from. It has also made a great community because so many of our clients know each other and makes it a great energy in the studio.

I also decided to just use Instagram so that I didn't have to maintain multiple platforms. That way I could focus on making my Instagram profile the best it could be as it is the only online access point for the studio.

**What led you to specialise in this particular area within the beauty industry and how did you identify the demand for this specialised service on the Northern Beaches?**

I remember at TAFE one of my teachers said whatever you post on Instagram for your clients to see is what they are going to ask for, so post what you want to specialise in. I started posting photos with nail art so that my clients knew that they could ask for something that they normally wouldn't have been able to get at the regular nail salons. Since then, I have definitely been challenged by my clients with designs I never thought would be

Join us as our Beauty Biz Editor Louise May, chats with Emma, exploring her remarkable business journey so far.

**Can you take us back to the moment when you decided to transition from being a travel agent to pursuing a career in the beauty industry and what led to this change?**

In November 2020 I was made redundant from the travel industry during the COVID pandemic after nearly 5 years in the industry. I decided to take a couple of months off while I figured out what my next career path was going to be and how to retrain.

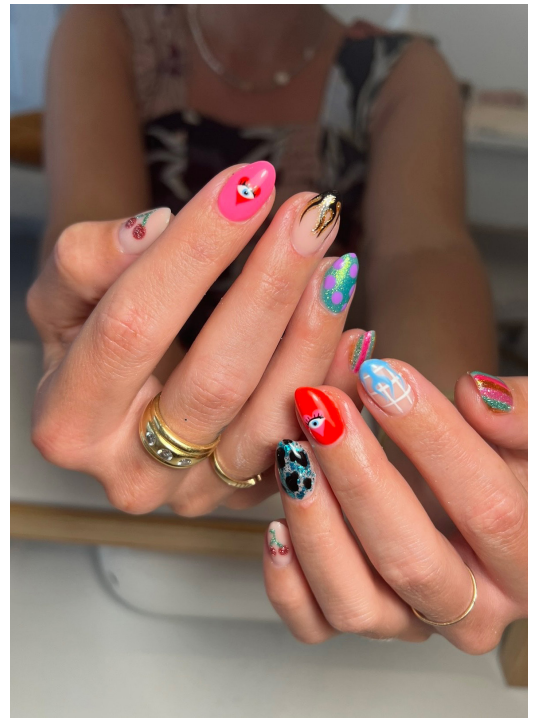
In Dec 2020 I was at my local nail salon getting my usual "SNS mani" and then I thought to myself, maybe I could do nails?

A few weeks later I was starting my Certificate III in Nail Technology course at TAFE NSW.

**What were the initial challenges you faced when launching Studio M, and how did you overcome them?**

I initially launched as Nails by Em while I was an independent nail tech opening a small home studio and hair salon before opening STUDIO M in July 2022. Being based out of home certainly brought its own set of challenges. Running the business as appointment only meant that my clients had to book





possible for me to do but they seem to trust the process and love the end result! Previously people would ask for designs or even a French tip design at the regular salons and be turned down so the biggest thing that we pride ourselves on at Studio M is never saying no and instead saying let's give it a go!

**How did you go about creating a sense of community, and why do you believe it is essential for the success of your salon?**

Having built a sense of community around and within the studio is something I'm really proud of. Our clients visit us regularly, and during their appointments, we catch up on what's happening in their lives and have some laughs while we are at it. This not only helps us stay connected with them on a personal level but also creates a warm and welcoming environment. We believe that having fun and engaging conversations during their visits contributes to the creation of a close-knit community within the studio. It's all about building on meaningful relationships and ensuring our clients feel like they are a part of the Studio M family.

**You have employed two other full-time nail technicians in just two years since starting your business. What qualities do you look for in potential employees?**

Tiana and Jess have been the most amazing additions to Studio M and have helped make the studio what is today. They were both previously clients before they were trained as nail technicians, so I got to know them through their nail appointments each week and build on a relationship which has only grown stronger since we now all get to spend every day with each other. Qualities that they have and that I would look for in future employees are fun, passionate, attention to detail, reliable, good conversational skills, and a creative flare.

**As a TAFE NSW graduate, what aspects of the Certificate III in Nail Technology program were most valuable in helping you kickstart your business?**

There was so much that I learnt in the 6 months that I took away with me to start the business. The practical training days were crucial as it gave me hand on experiences learning the skill along with

my teachers being there for every step and being able to guide you in the right direction. The days we focused on business management were very insightful to understand the tools I would need to build a successful business aside from the practical skills.

TAFE brought in past students and educators to also share with us what worked for them coming out of TAFE and the kind of products we can work with in our own businesses. This was really helpful to hear from people in the industry and get insight to the nail world outside of TAFE.

**As your salon continues to grow, have you encountered any challenges or competition from other businesses and how do you ensure your clients value the quality and experience, they receive at Studio M?**

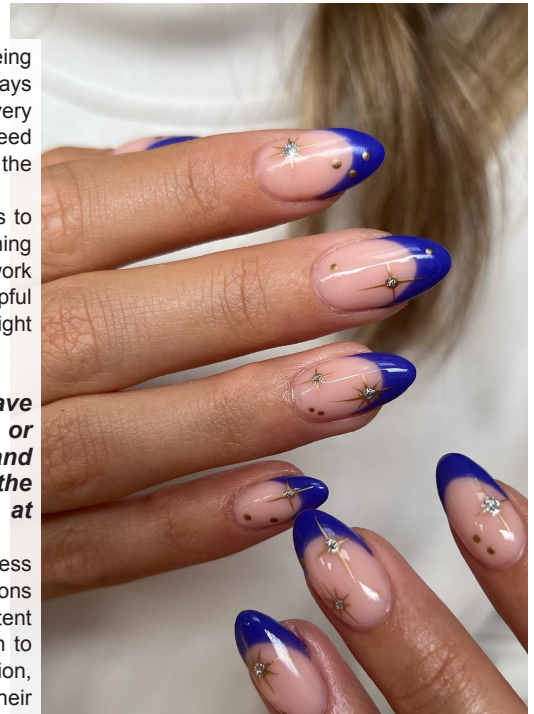
Initially I was worried about operating my business at a higher price than the regular nail salons thinking I wouldn't be able to keep consistent clients. What the last 18 months have proven to me is that our clients value having conversation, fun and community while choosing to get their nails done.

I am so lucky that they continue to choose to come and see us at Studio M because as we all know in the current economy, that if people are choosing to spend their money on little luxuries, then I want the experience to be above and beyond what they can get anywhere else.

Studio M may not be suited to everyone as it may not be as convenient or as cheap as the regular nail salons but the clients that choose us each time value the service that we provide as they continue to come back each month to see us.

**And finally, what's on the agenda for the future for you?**

Soon we will have a fourth nail tech joining the team, so as the team grows, we can start to welcome new clients in from the waitlist. Honestly, I didn't think that opening my own studio was an option in the first 2 years of business, so I am just taking it day by day for the future of Studio M. I am so grateful to have my business and the community around it and that I get to do what I love everyday with amazing people.



## The Future of Sustainability!

By Paul Frasca

In the ever-evolving world of the beauty industry, where we strive to enhance our client's well-being, it is important for training organisations and future beauty professionals to embrace sustainable education and practices right from the start. We find ourselves in a time when conversations about the environment and social issues have taken centre stage, and our role in contributing to a more positive world has become crucial.

By incorporating sustainability education into our training programs, we're equipping students with the knowledge of the importance of sustainability and the steps they can take in their professional careers to make a positive impact. Whether you're a fresh-faced trainee or a seasoned professional seeking to stay ahead of the curve, sustainable education can transform not only our skills but also the beauty industry as a whole.

### COMMITMENT TO SUSTAINABILITY

Sustainable Salons recently visited Demi International at their Maroochydore campus in Queensland to learn more about their commitment to sustainability. Their flagship campus at Maroochydore currently has over 150 students enrolled, with five more campuses located in North Brisbane, Gold Coast, Ipswich, Toowoomba, and Cairns.

Demi International has all six campuses on the Sustainable Salons program providing their students with the knowledge of recycling and sustainability practices through repurposing plastics, paper and other resources used in the training academy that were previously going into general waste.

### SCALING UP SUSTAINABILITY

Training academies play a pivotal role in sustainability education within the beauty industry. With a growing emphasis on eco-conscious practices, more and more academies are adopting measures to reduce their environmental impact. One notable area of focus is the management of waste generated during beauty treatments. Instead of simply discarding these materials, academies are now implementing sustainability programs, like

Sustainable Salons to repurpose and minimise waste output.

As part of the Sustainable Salons program, businesses can divert up to 95% of resources, keeping salon materials such as paper bed roll, wax strips and wooden spatulas out of landfill. Additionally, incorporating energy-saving measures such as efficient lighting and water usage, further reduces their ecological footprint. By embracing sustainable practices, they are not only setting a positive example for future beauty professionals but also contributing to the larger goal of creating a greener and more sustainable industry.

### EMPOWERING FUTURE PROFESSIONALS

It is crucial for training academies in both the hair and beauty industry to teach sustainability in the early stages of learning. By instilling a strong foundation of awareness and responsibility, students become empowered to minimise their environmental impact throughout their careers. Moreover, by encouraging active participation in initiatives within their local communities, these students can collectively promote sustainability beyond individual actions. Equipping students with the necessary knowledge and skills to make conscious choices in their professional lives can also extend to supporting and engaging in community-driven projects that benefit the environment and the people within it. This comprehensive approach to sustainability ensures that future professionals are entering

the industry not only with vital education and training but also with a deep understanding of the importance of contributing to a more environmentally conscious society, working hand in hand with their communities to make a positive and lasting impact.

*"Starting our students with understanding waste, starting them on their Sustainable Salons journey, we hope they will carry this knowledge through to their business or their employment for their career. It is important."*

- Anne Donnarumma  
Demi International Maroochydore

This sets an example for other training academies in the hair and beauty industry. A commitment to sharing the knowledge of sustainability through education not only benefits the environment but also enhances graduates' skills and fosters a collective effort towards a more sustainable future for the entire industry. This positions graduates as individuals who can create real and measurable change in the industry, inspiring others to follow suit.



Keen to learn more  
about the Sustainable  
Salons program? Scan  
the QR code!





# The Power of Self-Discovery for Salon/Clinic Transformation

By *Rebecca Miller*

As salon and clinic owners, we often find ourselves consumed by our role as therapists, pouring our hearts and skills into helping others look and feel they're best. But there's more to our identity than just being exceptional therapists. We have the potential to become Salonpreneurs - successful business owners who create not only thriving businesses but also lives of freedom, purpose, and meaning. The key to this transformation lies in understanding the power of our identity and how it shapes our beliefs, actions, and behaviours and ultimately our results.

**Many of us can reflect on things we believe about ourselves, "just because", with no real justification of why that belief exists. This is because from the moment we are born until around the age of seven, our minds are like sponges, absorbing every experience, message, and belief that comes our way. During this critical period, we form the foundation of our identity, based on the information and feedback we receive from our environment. These messages become imprinted on us, shaping our self-perception, and influencing our behaviour throughout our lives.**

The challenge lies in deciphering what aspects of our identity are genuine reflections of who we are and what we believe versus what we have simply accepted because we were told so. It's crucial to recognise that these messages, whether positive or negative, do not define us unless we allow them to.

Think about the labels we give ourselves - the self-imposed limitations we place on our potential. "I'm not a good leader," "I'm a procrastinator," "I'm a perfectionist," "I'm not good with tech." I'm not good at the number" These labels become the lenses through which we see ourselves and our abilities. Over time, they solidify into belief systems that shape our actions, determine our self-worth, and influence what we believe we can achieve.

The truth is these labels are not fixed identities. They are stories we tell ourselves, and we

have the power to rewrite them. It's time for an upgrade in our identities as salon/clinic owners and entrepreneurs. It starts with self-awareness and how we see ourselves and becoming so conscious of our thoughts and self-talk. If I can convince you of two things it is less important for you to know who you are then for you to know who you're BECOMING.

When I reflect on my own journey, I realise that for years, I didn't see myself as a business owner or entrepreneur. I operated as a skin and beauty therapist, devoting myself to my clients' wellbeing while neglecting my team, the systems, and financial aspects of my clinic like many of us, but most of all neglecting myself. I stored personal development and business training in the "winging it" file, not realising the immense potential that lay dormant within me.

The shift from being "just a beauty and skin therapist" to embracing the identity of a Salonpreneur requires intentional effort. It begins with recognising that we are capable of more than we may currently believe. We must dedicate time to developing ourselves as business owners and entrepreneurs, carving out space in our schedules to nourish our self and salon-focused identities.

## IDENTITY CREATES OUR REALITY

After pouring my heart and soul into this course for the past six months, drawing upon my 30 years of industry experience, I am thrilled to invite you to join me on a journey of self-

discovery and salon success. I want to empower salon owners like you, and that's why I created "The 1% code for Self, Wealth & Salon Business Expansion".

Together, we will unlock the secrets to not just building a business you love but creating a life that you love.

This mentorship course is packed with invaluable tools to design your life, turning your vision into reality. We'll delve into mindset, energy set, strategy, and action—all the essential ingredients for success. Plus, you'll receive weekly mentorship, live coaching calls, and access to an interactive Facebook community where you'll find support and inspiration.

Are you ready to embrace the 1% code and become the business owner and entrepreneur you were born to be? Join me on this transformative journey and let's unlock yourself, wealth, and salon success.

My mission is to empower salon/clinic owners to step into their power and take control of their life and business. To create a purpose driven sustainable profitable business without the burn out and enjoy the process of becoming a Salonpreneur.

**Rebecca Miller is a high performance quantum freedom coach, mentor, and speaker. [hello@rebeccamiller.com](mailto:hello@rebeccamiller.com)**

## Transforming Your Beauty Business with Stellar Consultation Skills

By Elle Wilson



In the high-paced world of the beauty industry, it's easy to slip into a survival mode. We often rush through processes, scramble for more clients, and overlook key aspects of our business in the quest for greater profitability. One such aspect, frequently getting the short shrift, is the consultation.

**Most of us, in our relentless chase for more, have failed to recognize the immense value that a thoughtful, client-centric consultation can bring to our beauty business. We've been too entangled in the instant gratification of booking more appointments, making more sales, and inadvertently distancing ourselves from what truly matters - the client.**

Consultation in the beauty industry is far more than a mere routine or a psychological strategy to attract and retain clients. It's an opportunity to dive deep into the unique needs, desires, and aspirations of each individual. It's about fostering genuine connections, revealing the power of authentic relationships, and combating the alarming attrition rates faced by many in our industry.

How often will a salon owner, when asked what she needs in her business right now, respond with... "I need new clients."

The common notion of minimizing consultation time to accommodate more clients is purely a business owner in survival mode. More becomes the answer, rather than higher quality, deeper consultations, and connections. And if this idea causes unease, consider charging for your consultation. Make it an integral part of your brand identity and elevate your market standing. Step away from the survival mode mindset and delve into authentic connections.

Think about it - a prospect walking into your salon is exploring the potential of a new beauty journey with you. The consultation should not be driven by an agenda, or a rehearsed script designed to secure a 'yes' from them. This might

sound unconventional, but its truth resonates deep within.

By giving your prospects the freedom to reject you, you demonstrate to yourself the ability to listen with sincere and keen interest, curiosity, and an open mind. You are no longer trying to convince, pushing or persuading; you are allowing. In this state of complete allowance, you will discover a change in your interactions. You will communicate more effectively, understand your clients' needs more deeply, and realize that consultations can become the most nurturing part of your day.

Consider what makes us feel uncomfortable when we consult. Is it retail products or services? Could it be that agenda-driven, survival mode mindset that is mastering our words and our feelings? If it is, then in that moment, we are disconnected and therefore, left with the feelings of need. We have lost connection with the other.

Believe me when I tell you that you will win the loyalty, the respect and the admiration of prospects and your clients when you shift internally, out of the survival mode mindset and instead, sincerely, deeply care about the person in front of you.

If you consider some of the most successful salon owners, whose business isn't a one-sided, day-in, day-out exercise, they often don't suffer burn out as easily, are happier, more fulfilled and have more time for their loved ones and their clients.

Shortcuts are not part of their lives. Sincere consultation is a part of their journey. They also are well aware of the value and master it as an

art. They don't learn how to psychobabble their clients. They actually deeply care.

Regrettably, the current trend of rush appointments and discounted services that has infiltrated our industry is a dilemma many face, starting from the very first consultation with clients. While this business model might work for some salons, it has largely contributed to a diminishing perception of our profession. We've become viewed as slaves to trends and fads, and our innate value is often overlooked or misunderstood. We have given away our expertise in the mind of the women and men we are here to care for.

So, the question for you, as a salon owner or a beauty professional, is this: what truly matters in your business and your life? It's essential to understand that people can sense an agenda-driven consultation, even behind the most rehearsed lines and perfect smiles. This won't resonate deeply enough with your clients for you to position yourself as their irreplaceable beauty expert.

Transforming your beauty business starts with a shift in perspective - from treating consultation as a quick pre-service chat to embracing it as a golden opportunity to connect, understand, and cater to the unique needs of each client. By adopting a sincere approach, you will not only uplift the value you bring to your clients, but also chart a path to sustainable success and growth in the beauty industry.

The key word here is... sincerity. When fully embodied, your clients will rave about you. They will feel deeply connected, heard, seen, and touched by your sincerity.

# dermalogica PRO

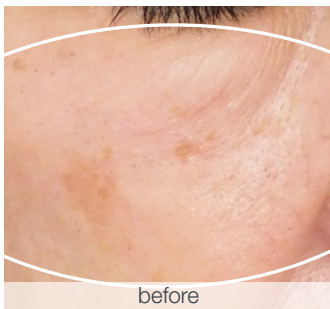
## pro power peel

drive powerful results mix, layer + customise



### even skin tone

### breakouts + acne

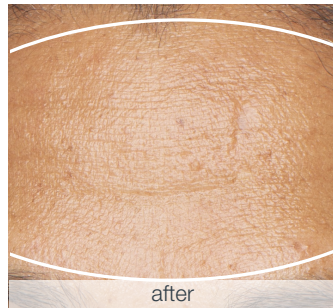


Clinical study: 32 subjects experienced a series of bi-weekly chemical peels with UltraBright Peel. In between treatment, subjects used PowerBright Dark Spot Serum, PowerBright SPF50, and PowerBright Night Cream.

Clinical study: 32 subjects experienced a series of bi-weekly chemical peels with Power Clear peel. In between treatment, subjects used Age Bright Serum in the AM/PM, Active Moist in the AM/PM, and Daily Microfoliant every 3 days.

### lines + wrinkles

### inflamed acne + redness



Clinical study: 20 subjects received 3 treatments every 2 weeks with AdvancedRenewal Peel.

A study was performed which included 20 subjects who had some form of skin imperfection or redness. Each subject received a total of 3 treatments spaced 7-14 days using Dermalogica pro peeling systems. Each used AGE Bright Clearing Serum and Retinol Clearing Oil daily in their home care routine.

Take your business to the next level with Dermalogica PRO advanced products and services

Contact us: call 1800-659-118 Or go to [pro.dermalogica.com.au](http://pro.dermalogica.com.au)



# Becoming an Emotionally Intelligent Leader!

By Angeli Marie Shaw

**Running a business, requires more than just technical skills and business smarts. It demands the ability to connect with your clients, lead a team, and navigate the ever-changing demands of the industry.**

In the fast-paced and competitive world of salon ownership, effective leadership plays a pivotal role in the success of any salon, but it's emotional intelligence that has begun to emerge as the true differentiator amongst our industry leaders. Even on a personal level, emotional intelligence can help you connect with your feelings, act on your intentions and make informed decisions regarding your own personal goals, so let's take the time to explore the significance of emotional intelligence for salon owners and discuss how this, along with a positive mindset can enhance your client relationships, foster a harmonious work environment for your team, drive business and personal growth, and ensure long-term success in a competitive industry.

When it comes to building up your salon business, emotional intelligence is highly beneficial when developing strong and lasting client relationships and salon owners who possess high emotional intelligence are better at understanding and empathising with their client's needs, preferences, and emotions.

Let's talk team! If you're a successful salon owner, you understand that your team is your greatest asset and emotional intelligence plays a crucial role in leading and managing a salon team effectively. Salon owners with these skills can communicate with empathy, motivate, and inspire their staff, and provide constructive feedback when appropriate. They understand the strengths and weaknesses of their team members and assign tasks accordingly, fostering a sense of purpose as well as nurturing job satisfaction.

We all know how dynamic our industry is, with trends, techniques, and client expectations constantly changing and evolving and as salon owners, we need a resilient mindset and to navigate challenges so we can adapt to change. Embracing a growth mindset, we can view challenges as opportunities for learning and improvement rather than see them as setbacks. As an emotionally intelligent salon owner, you can effectively manage stress and pressure, enabling you to make informed decisions, find creative solutions, and stay ahead of the competition. By fostering a mindset of continuous learning and adaptation, salon owners can position their businesses for long-term success.

A positive work culture is essential for attracting and retaining good staff. Salon owners with high emotional intelligence understand the impact of their attitudes and behaviours on their team. They foster a positive work culture by promoting



open communication, providing support and recognition, and creating a safe space for expression. Emotionally intelligent salon owners prioritise work-life balance, encourage self-care, and invest in their employees personal and professional development.

Emotional intelligence and a positive mindset are vital for driving business growth and adaptation in the hair and beauty salon industry. Salon owners with high emotional intelligence can anticipate and respond to market trends, customer demands, and emerging technologies. They embrace innovation, seek out new opportunities, and are not afraid to take calculated risks. These salon owners prioritize customer feedback, adapt their services and offerings accordingly, and continuously seek ways to improve the client experience. By staying attuned to the industry and maintaining a growth-oriented mindset, salon owners can ensure their businesses thrive in an ever-changing landscape.

So now that we've learnt more about emotional intelligence and its importance, how do we work on it?

#### Here are some of my tips to enhance it:

1. Self-reflection - Take the time to understand your own emotions, triggers, and patterns of behaviour. Reflect on how your own emotions affect your interactions with others and the outcomes of situations.
2. Active listening - Practice active listening to be able to genuinely understand other peoples' perspectives and emotions and pay attention to both verbal and non-verbal cues, such as body language and someone's tone of voice.
3. Empathy - Put yourself in others' shoes and try to understand their emotions and experiences. Show genuine care and concern for their well-being. This helps you build stronger relationships and fosters understanding.
4. Emotional regulation - Learn to manage and regulate your own emotions effectively. Develop strategies to handle stress, frustration, and anger constructively. This enables you to respond thoughtfully rather than react impulsively.
5. Social awareness - Pay attention to the emotions and dynamics of the people around you. Observe their non-verbal cues. Cultivate

sensitivity to social situations and adapt your behaviour accordingly.

6. Effective communication - Develop your communication skills to express yourself clearly and assertively while considering others' emotions. Use "I" statements to express your feelings and avoid blaming others for why you do or say certain things. Seek feedback and use this to actively work on improving your communication style.
7. Conflict resolution - Learn techniques for resolving conflicts peacefully and constructively. Practice active listening, empathy, and finding common ground. Focus on problem-solving rather than personal attacks and blame.
8. Continuous learning - Emotionally intelligent individuals understand that emotional intelligence is a lifelong journey.! Seek opportunities for growth, such as attending workshops, reading books on emotional intelligence, and seeking feedback from trusted mentors, coaches, or colleagues.

Remember, developing these skills take time and effort. By improving your self-awareness, empathy, and effective communication, you can enhance your emotional intelligence and positively impact your life on a personal and professional level.

To sum it all up, emotional intelligence and mindset are invaluable traits for any salon owner or industry leader and by cultivating and working on it, we can build strong relationships, lead, and inspire teams, navigate challenges, create a positive work culture, and drive business growth. When combined with a positive mindset, we can adapt to industry changes, embrace innovation, and position business for long-term success. Prioritise emotional intelligence and mindset and see that you can indeed create a thriving business that exceeds expectations and stands out in a competitive market, you just need to be willing to do the work!

*Love & Bliss, Angeli xxoo*

**Angeli is a Holistic Empowerment Coach, Mindset Mentor, and founder of The Bliss Coach. To work with me in 2023, get in touch by visiting [www.theblisscoach.com.au](http://www.theblisscoach.com.au) or follow us on our socials @theblisscoach to find out more.**



# Intense Brow Stain by RefectoCil



## RefectoCil Intense Brow[n]s

Welcome to a new era of

*Brow & lash styling*



Create the most intense looks with RefectoCil Intense Brow[n]s, the new and innovative tinting system. Discover the newest trend service Brow Intensifying by RefectoCil to achieve a customized and longer lasting make up effect – for the brows your clients always wanted. Welcome to Intense Brow[n]s, developed by RefectoCil®, the world market leader in brow & lash tinting.

Developed for  
brow & lash tinting

Patented  
tinting system

Vegan certified  
Not tested on animals

Made in Austria  
Europe

For professional  
use only

For product and training enquiries, contact RefectoCil Australia directly.  
(02) 7200 8452 | sales@refectocil.com.au | refectocil.com.au

Learn more about  
Intense Brow(n)s



# BEAUTY SHOP



## INSTANT RESCUE FACE MASK By Aesthetics Rx

This serum-cream mask hybrid combines serum-like boosters with deeply moisturising and soothing cream-based ingredients for immediate and progressive skin support. Hyaluronic acid, Trehalose and Niacinamide plump skin with hydrating moisture and calming benefits. Over time, with frequent use, the Adaptogens, Beta glucan, Ceramides and Derma Respiratory Factor help improve the integrity of the skin's protective barrier function, for a more youthful appearance.

[www.aestheticsrx.com.au](http://www.aestheticsrx.com.au)

## MAYERLING VITAMIN C 15% DERMAL TRANSFER SERUM By Mayerling Skincare

This clever natural antioxidant has become essential to anti-aging skincare, as it plumps firms, brightens and de-ages the skin. Mayerling Dermal Transfer Serum is formulated with a highly stable Vitamin C and uses a new delivery system that allows significantly more Vitamin C to be absorbed into the skin, without causing irritation. Botanical emollients give Vitamin C Dermal Transfer Serum a luxurious feel, while the high level of Vitamin C (15%) has been clinically proven to reduce and fade hyper pigmentation of the skin such as age spots and freckles or discolouration that may have occurred post pregnancy. Apart from improving elasticity and plumping the skin, Vitamin C Dermal Transfer Serum smoothes out fine lines and wrinkles, while promoting an illuminating effect on the skin, making it brighter and more youthful looking.

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



## ULTIMATE ELIXIRS By OPTY.NC

Differentiating themselves from other ingestible beauty supplements currently on the market, OPTY.NC developed the Ultimate Elixir range to target skin, mind, and gut stressors associated with different ages and life stages. Each of the four new products in this range has been formulated to support the brand's overall purpose of offering optimised ('OPTY'), multi-benefit formulas that nourish the skin, hair, nails, and gut through ingestible nutri-cosmetics ('NC').

Ultimate 1.0 Vegan, Ultimate 2.0, Ultimate 2.0 Vegan and Ultimate 3.0 Marine.

Each OPTY.NC Ultimate Elixir is formulated with powerful, bioactive, natural ingredients which are selected for their performance, bioavailability, and ethical production. They are a convenient addition to any daily wellness routine, as they can be added once-daily to beverages or foods like smoothie bowls, overnight oats, or yoghurt.

Available from [optync.com](http://optync.com)



## DÉCOLLETÉ CREAM By dermaivalduals

dermaivalduals new décolleté formula is for the specific care of the delicate neck and décolleté. Joining the product portfolio of the brands existing bespoke skincare line, which is designed to maintain the natural skin barrier and prevent signs of premature ageing, through the use of corneotherapeutic formulations.

The Décolleté Cream is packed full of a powerful antioxidants, which include Kigelia, Coenzyme Q10, and Hyaluronic Acid. These antioxidants work by inhibiting oxidative stress. Reducing environmental stressors and aggressors, which is essential when aiming for sustainable skin health.

The Décolleté Cream has been designed specifically, for the care of the neck and décolleté in order to reduce the appearance of fine lines, wrinkles, pigmentation, and diffused redness.

[www.dermaivalduals.com.au](http://www.dermaivalduals.com.au)



## QUATTRO IN ALL BLACK By Comfortel

A favourite amongst beauty professionals, Comfortel's Quattro is now available in All Black. An adaptable treatment table that is designed to deliver any treatment, Comfortel's Quattro Beauty Bed is the perfect clinical treatment table. Featuring 'medical grade' electric height adjustment conveniently operated by a foot control, the quiet motor effortlessly raises and lowers the table. The solid steel frame ensures stability with the added bonus of a manual back adjustment, which can be easily allow clients to sit up-right. With the option of removable flexible armrests, this beauty bed offers incomparable quality and value

for beauty treatments, massage and clinic practitioners. A popular choice with beauty salons and day spas, it is ideal for massage and features retractable wheels for easy movement.

[www.comfortel.com.au](http://www.comfortel.com.au)



## NEW FROM VANESSA MEGAN SKINCARE

### **Petitgrain PH Balancing Cream Cleanser**

More than your average face wash, this lightweight, multipurpose daily cleanser removes makeup, excess oil and environmental pollutants while balancing the pH of your skin.

Nourishing Shea Butter helps soothe the skin, while organic Petitgrain and May Chang tone and clarify pores and act as a gentle cream exfoliator, leaving you feeling hydrated, clean and fresh. Completely natural beauty care and the ultimate go-to cream cleanser for all skin types.

### **Rose Hydrosol Pore Refining Toner**

Distilled from the highest quality organic Bulgarian roses, this refreshing spritz controls and balances sebum production, making it useful for both dry and oily skin.

Reputed to be useful in the treatment of all sorts of dermatitis, it is known to balance and restore the skin's pH. Antibacterial properties help fight acne giving troubled skin a gentle, rather than a harsh treatment. An uplifting and restorative must-have for every skincare kit, this alcohol-free toner refines the pores while helping skin retain moisture.

### **Natures 12 hour Miracle Elixir Oil**

The ultimate combination of vitamins A, E, P, K, zinc and omega-3-6-9 works like an organic multi-vitamin shot to the skin to deeply nourish, protect and help reduce fine lines and wrinkles in this potent formulation that packs a serious punch in every single drop - it's no wonder people report seeing visible results within 12 hours!

This tried and trusted wonder oil helps create a radiant glow that comes from healthy, hydrated skin.

N.E.O. is a certified organic skin care product.

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



### **HYDROLOCK By Synergie Skin**

The richest emollient product in the Synergie Skin suite, HyDrolock is a potent multi-level moisturiser that delivers ultra-hydration to all layers of the skin for a soft, bouncy, and revitalised complexion. Whether your skin is seasonally dry in winter, or naturally prone to dryness all year round, this luxuriously creamy moisturiser is dedicated to rejuvenating the skin's vulnerable barrier whilst intensely replenishing moisture levels without the heaviness.

HyDrolock's newly amplified formula is now vegan (with vegan lanolin) and features an ultra-rich blend of wild pansy extract combined with a dual hyaluronic acid complex to draw moisture deeply into the dermis and epidermis, leaving dry skin feeling intensely hydrated, and revitalised on multiple levels. Ultimately, better hydration leads to a healthier barrier, which will assist in alleviating skin-dryness long term.

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



### **ULTRA LIGHT CLARIFYING MOISTURISER By Aspect DR™**

A lightweight advanced rebalancing moisturiser that addresses multiple skin concerns, including congestion, enlarged pores, combination, and problematic skin. Formulated with LPA, Red clover flower extract, Polylysine and peptides to deliver skin-quenching hydration while

supporting a healthy skin microbiome, Ultra Light Clarifying Moisturiser is suitable for all skin types including sensitive, impaired and blemish prone skin.

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

### **NEW!!! SIMKA ALPHA OMEGA-3 By the distributors of Dermaviduals**

SIMKA products are meticulously crafted to nourish your skin and promote overall health. SIMKA is a consciously formulated skincare brand founded to support the function of the skin.

This revolutionary nutraceutical has been formulated for your health and skin nutrition. The Chromista oil (schizochytrium sp.) is created from nature and 100% water extracted from an edible oil-algae strain, making it the finest, safest, purest and most nutrient rich Omega-3 supplement on earth.

SIMKA Alpha Omega-3 is derived from an exclusive wild-type food-grade algae strain that is cultured in pure water, within quality controlled indoor tanks. By taking SIMKA microalgae oil supplements, you get your Omega-3s direct from the source, without firstly passing through a fish; then being subjected to chemical processes!

Since the human body does not produce its own Omega-3s, supplementation of essential fatty acids with the correct ratio of DHA and EPA is necessary for optimal cell function, repair and maintenance of skin health. SIMKA Alpha Omega-3s are formulated to deliver the most concentrated form of 99% DHA + EPA. SIMKA Alpha Omega-3 are cultured under the highest quality conditions and go through a unique water extraction process which is environmentally clean - there is very little waste and no harm to our precious marine ecosystem.

Enquiries: [support@skincorrection.com.au](mailto:support@skincorrection.com.au)



### **BIO-THERAPEUTIC BT-SCULPT By Pro Beauty Solutions**

The global leader in microcurrent technology, Bio-Therapeutic has launched bt-sculpt®, the most advanced handheld microcurrent device that provides professional-grade skin lifting and firming in the convenience of a rechargeable, handheld unit.

Revolutionary microcurrent technology at the press of a button

The bt-sculpt® control panel is simple to operate and features one-button access to two powerful Suzuki Sequencing® programs - technology that is fifty years in the making. Choose from LIFT for unsurpassed one-handed facial lifting, or SKIN for skinwork paired with application of targeted skincare solutions for advanced absorption. Easy to read contact feedback indicators ensure proper skin contact, while a rechargeable battery and IPX5 resistance deliver excellent durability.

[www.probeautysolutions.com.au](http://www.probeautysolutions.com.au)



# Are you leaving money on the table?

## The Quickest Cash Flow Generator is **NOT** acquiring new clients!

*By Chrissy Alger, Senior Coach – The Zing Project*



Hello everyone, I am a Salon Owner, Salon Marketer and Salon Coach having successfully run my own Salon business from start-up. NOT as a technician but purely as someone addicted to business... I am actually a psychologist, who decided to do something different and venture into the salon industry space under the guise of wanting to do more to promote health, wellbeing, and self-confidence (all the things we get when we spend time in a Hair or Beauty Salon).

**In this article, I want to help you navigate the challenges we may be experiencing during the current marketing and economic pressures. If you are in any of the industry groups right now, or even experiencing this in your own business, you will understand that at the moment it doesn't seem 'business as usual' at all...**

Here are my thoughts for 'riding the economic' wave...

All businesses are facing a common problem at the moment: reduced client spending and tight cash flows. So, I understand the urgency to find quick cash-generating strategies as seen in the industry group pages and general business posts. Commonly the 'SOS' for salon owners at the moment sounds like..... 'My books are quiet; how can I get more bookings?' or 'Does anyone have a marketing strategy for getting some new clients in the door who will actually SPEND money?'

And whilst these might be reasonable questions to ask, what most salon owners are failing to understand is that the consistent frequency appointments and spending that you were once accustomed to CAN be achieved with the clients you already have! It just means that there are some aspects in your business that have to be a little more consistent, or even changed/overhauled to make this happen.

With this in mind, the quickest way to make more dollars is NOT to acquire new clients, it's to service the clients you already have at a HIGHER level...

### **The Illusion of Quick Cash**

Many business owners seek new client acquisition as a fast and easy solution to generate cash flow. While it's true that investing in acquiring new clients can be lucrative, it's important to recognize that it also requires a significant financial investment. Also, it takes time to make a return on investment for most of

these strategies, so it's not really a "quick cash" strategy at all. Therefore, if your cash flow is tight, let's look at optimizing the buying habits and behaviours of the clients you already have.

### **The Power of Client Retention**

Lumpy appointment books? It's likely your rebooking and retention figures have been 'lumpy' also. The consistency of your client visits and the frequency of when this happens, is the most effective way for securing your cash flow. If you have been harboring an 'online booking culture' then you will be now suffering the effects of this as client's self-selected to cut back on appointments. The clients are choosing to do this, as they are not invested in a journey or a process. Your service/treatment planning process needs to elicit commitment from clients, and actually have them invested in an outcome that requires ongoing consistency in their attendance. If they are 'appointment swingers', that is, they just swing from appointment to appointment, there's no commitment to this.





Therefore, it makes it SO much easier for them to cancel or stretch out their appointments. Create a client journey via a service/treatment plan that excites your clients and ensures they understand that their results and goals will not be achieved otherwise, and you will find less cancellation and more consistency in their attendance.

#### **The Consultation Process:**

One of the most vital aspects of client retention and satisfaction is the consultation process. It's not enough to deliver a mediocre consultation or become complacent with your clients' needs. To maintain and increase their spending, you must consistently reassess their requirements, goals, and progress. By reconsulting your clients at each visit, you demonstrate a commitment to their success and provide an opportunity to add value to their experience.

#### **Unleashing the Potential**

During every client visit, take the time to review their progress, evaluate the products they've been using, and reconnect with their goals. By reassessing their skin, scalp, or hair condition, you can identify areas for improvement and

recommend personalized solutions. Additionally, capturing progress photographs can enhance your clients' engagement and showcase the positive outcomes of your services.

#### **The Consistency Factor**

While it's crucial to reconsult with your clients during each visit, consistency is equally important. By making this practice a standard part of your service, you create a culture of continuous improvement and reinforce your commitment to their satisfaction. Consistency builds trust, strengthens relationships, and encourages clients to invest more in their well-being.

#### **So, what does all this mean?**

In the quest for quick cash, it's easy to overlook the goldmine that lies within your existing client base. By shifting your focus from new client acquisition to enhancing the experience and satisfaction of your current clients, you can unlock substantial revenue potential. Implementing a robust consultation process, consistently reconsulting with clients, and maximizing service quality will position you for long-term success.

Remember, the quickest and easiest way to make more money is to sell more to the clients you already have. So, seize this opportunity to serve your clients at a higher level and witness the remarkable impact on your bottom line. Get ready to redefine your revenue strategy and propel your business and your client experience to new heights.

***Do you need some help in stabilizing the cash flow in your business?***

***I would love to help you.***

***Book a support session with me via [chrissy@zingcoach.com.au](mailto:chrissy@zingcoach.com.au).***

***Or for more salon strategy, listen to 'The Salon Hustler' podcast on all your major podcast platforms and follow me on Instagram; @chrissyalger\_zing and Facebook: @chrissyzing.***

# Are we part of the problem? *(ethical beauty)*

*By Robyn McAlpine*



Are we part of the problem? Recently on my Instagram I posted my thoughts on a treatment that I believe doesn't belong on anyone's face and I wish it could be banished from the beauty industry entirely... It has no long-term skin benefits and in my experience is a treatment that creates more skin issues than it resolves.

**I have posted about this topic on several occasions and each time my inbox is always bombarded with the same questions- but how do I then get rid of fine facial hair? The peach fuzz?**

It became evident to me that one of the major selling points of this treatment is to remove fine facial hair and give skin a smooth and fuzz free feel, often undertaken prior to a special event so that the makeup artist has a "smooth base" in which to work on.

But hold up! Who said fluffy facial hair was even a problem?

It got me thinking that our industry is headed into murky waters when we've created an environment where fine, fluffy facial hair is now aesthetically unacceptable, and we need to remove it in order to not feel self-conscious.

One of my girlfriends even chimed into the conversation to say she'd recently become aware of having a hairy face. Now, I've known her for 2 decades, she certainly hasn't gotten hairier in that time. But what has changed is the narrative around facial hair and how it's suddenly unacceptable and aesthetically displeasing to have a fine layer of fine hair on one's face.

How dare a collection of hair less than 0.03 of a millimetre in width, drain our emotional energy, take up space in our mental bandwidth and make us feel inadequate. I don't think nature intended this hair to be under such scrutiny but here we are giving a fluff about it allowing it to dictate our level of self-esteem.

Why? Because someone, somewhere decided that bald facial skin was a measure of our self-worth?

But who is that 'someone, somewhere' making these decisions? No one reading this article of course, we got into the beauty industry to help people, not to make them feel bad!

But if we aren't the ones making these ridiculous beauty standards, how do they get so much 'airtime' and how do these products and services that remove these now unsightly flaws, end up in our clinics and on our treatment menus?

Is it like in the movie *The Devil Wears Prada*? Where Miranda Priestly and her magazine entourage gather in a room to decide the next season's fashion and trends that everyone will aspire to? Where they push a trend narrative to make everyone go out and replace their entire wardrobe just to keep up with what's socially acceptable?

Is there an equivalent mastermind group that does this for the skin and beauty industry too?

I'm not sure there is just one person or one group we can point the finger at, that we can blame for the silly trends that have us all altering our skin

and bodies so that we fit in...so I'm pointing the finger back at all of us!

Ouch! It hurts to think that we are part of the problem. Especially when it feels like there is someone else out there, starting these trends, highlighting insecurities to resolve them very conveniently with a seemingly simple beauty product or treatment.

And I'm not just talking about the treatment I talked about on my social media That just happened to be the catalyst for this conversation. It's so much bigger than that.

It really just opened up the opportunity to talk about how the aesthetic, fitness, fashion, and beauty industry is infamous for creating a problem, then magically coming up with a solution that we all buy into.

This creates impossible beauty standards and inadvertently our salons end up contributing to this when we use this kind of marketing mentality in our businesses.

Skin and bodies shouldn't have to be changed to fit a trend. And any skin and bodies that don't fit the trend shouldn't be labelled as flawed in order to make a product or treatment solution valid.

Were taught in "marketing class" to tap into people's pain points and give them the solution. But are we creating pain points out of nothing in order to sell a solution?

If we are choosing to make people feel inadequate to sell a product or a service, we've crossed a line and that feels pretty icky! When we begin to make people feel self-conscious in order to book in for a treatment (Or to sell a product) as an industry, we've failed.

But how do we know if we ourselves, in our own space with our own clients, are part of the problem?

And how do we make sure we are part of the solution to this style of marketing?

If there's not a room full of beauty editors and trend setters masterminding the next set of flaws that need correcting, how are these products and treatments getting airtime in our salons?

The first thing to ask ourselves is, are we jumping onto a trend?

We see the wider industry making money off a product or a treatment and it would be nice to get a piece of the profit pie. But does this align with our values and our philosophy of how skin should be treated? And what message does this send our clients?

Once the trend passes? What do we tell them? Do we just quietly take it off the menu and hope our clients don't notice? Or do we jump onto the next trend and hope that's enough to keep people coming back for more?

The second thing is looking at the way we market what we do?

Are we using our clients' insecurities in our marketing? Do we highlight a problem to deliver a solution? Not such a bad method if the problem is a blocked sink and we have a product to clear it.

But if we're talking about vellus facial hair, or the size of your pores, is it a genuine problem? Or a made-up problem used to promote a service that will give temporary solutions to a problem we manufactured to begin with?

Thirdly, do we find ourselves justifying it?

Ever thought to yourself, 'well if my clients are going to do it, I'd rather them come and have it done in my salon so that the bad treatment can be done safely'?

We might think we are doing our clients a favour, but if we take a moment to look at our motive, we might discover the motive is money.

Instead, what would happen if we educated our clients on WHY we don't offer these particular products and service? What if we shared our knowledge of the treatment or product in question, gifting them the ability to make an informed choice minus the emotional black mail that comes with problem focused marketing.

What if we were a neutral space that helped clients to navigate the marketing BS and remind them not to believe everything they see on the internet? To be a haven away from the pressure sell that pulls on the insecurity heartstrings. What if instead we made it completely ok to accept that the flaws aren't flaws at all?

We can actually be the antidote. The light on the hill that speaks common sense to fads and trends, that seek to create a problem in order to cash in on the solution.

We don't know who is in that room, making the trends and finding fault in our skin and bodies. If we did, I'd be beating down their door to give them a good stern talking to!

But instead, we can create a new room, in our very treatment rooms, where we dispel the myths, make skin make sense and we run away from the trends that have our clients wandering around looking for solutions to problems they never really had.

Let's not follow trends but create our own, by being the people our industry needs. Who call out the problematic marketing and outrageous beauty standards and remind our clients that just because it's popular, doesn't mean it's worthy of their time, money, and skin!

**Robyn McAlpine**  
**@expert\_skin\_therapist**  
**www.skintifix.com**

# Stagnating in Business? Rethink Time to Move Your Beauty Salon Forward.

As a busy beauty salon owner, you possess a unique set of skills, expertise, and vision that contribute to the success of your business. After all, there's probably a handful of reasons that pushed you to open your doors in the first place, besides money. But what are they? Because we bet that lately, that vision faded in the background of your daily operations.

**Nowadays, you spend your time juggling the roles of a therapist, manager, marketer, and everything in between, at the detriment of the goals you've set for your business.**

Let's be real; in the midst of serving clients and ensuring smooth salon operations, it's easy to lose sight of your true potential and the driving force behind your business's growth. Wearing multiple hats prevents you from dedicating enough time to do it all. Your salon has become stagnant and your dreams of expansion fades as quickly as your energy.

But there is a way to break free from this cycle and unlock the full potential of your business. It starts with creating more time in your daily operations. By deliberately carving out time for the activities that truly drive growth – and utilising the best tools technology has to offer – you can reclaim your role as a visionary and push your business forward. That's why it's crucial, right at this moment, to take a step back and ask yourself:

Are you currently working on your business, or are you trapped working in it? Better yet, have you simply created yourself a job?

Creating more time in your business operations is not just a luxury; it's a necessity for sustained growth and success. It's time to recognise that your business has its own persona, aspirations, and path to success.

Your responsibility is to provide your salon with what it needs to flourish, even if it means implementing tech and automation, outsourcing, separating yourself individually from the business. Because yes, you are a therapist and business owner, but your salon is more than just an extension of yourself.

## Embrace Your Role as a Visionary

As a beauty salon owner, you have a unique set of skills and responsibilities. Not only are you a talented therapist, but you also play a crucial role in shaping the future of your business. However, balancing the visionary and integrator roles can present significant challenges. The visionary is the creative strategist who dreams of new milestones and sets goals for the salon. The integrator focuses on executing the vision and ensuring the daily operations run smoothly. It's essential to recognise the distinction between these roles and understand the importance of embracing your role as a visionary to drive your

salon's growth.

Imagine being responsible for managing appointments, attending to clients, marketing your services, training staff, and overseeing finances—all while trying to craft a strategic roadmap for your salon's future. The sheer volume of tasks can consume your time and mental energy, leaving little room for strategic thinking and planning. By stepping back and giving your salon what it needs to thrive, you create the space for innovation, expansion, and ultimately, achieving your goals.

But let's be clear: separating yourself from the daily operations doesn't mean disconnecting from your salon. Rather, it allows you to gain perspective, identify growth opportunities, and make decisions that propel your business forward. Through delegating tasks to one or more team members and utilising the tech tools at your disposal, you create a supportive environment where everyone can contribute their expertise, freeing you to focus on strategic initiatives and cultivating the unique vision that sets your salon apart.

## Create an Organisational Chart

A crucial step in gaining more time and effectively growing your beauty salon is to create an organisational chart. This visual representation helps to clearly identify the roles and responsibilities required for your salon's success, even if you currently fulfil all of them yourself. By taking the time to create an organisational chart, you gain valuable insights into your salon's future needs and pave the way for streamlined operations and focused growth.

Visualising the required roles and responsibilities within your salon brings numerous benefits. First, it provides clarity and structure, allowing you to see the bigger picture of your business and how each role contributes to its functioning. This clarity enables you to identify gaps and opportunities for expansion, whether it's hiring specialised therapists or delegating certain tasks to free up your time. Additionally, an organisational chart nurtures better communication among your team by defining reporting lines and highlighting collaboration opportunities.

## Let's walk through a step-by-step guide on creating an organisational chart for your beauty salon:

- Start with the core positions: Identify the essential roles that are critical for your

salon's operations, such as receptionist, beauty therapist, dermal therapist, marketing coordinator, customer service, Visionary/CEO, Integrator/COO, CFO

- Define reporting lines: Determine the hierarchy and reporting structure within your salon. Clarify who reports to whom to ensure smooth communication and accountability.
- Assign responsibilities: Clearly outline the responsibilities and tasks associated with each role. Be specific about the key duties, areas of expertise, and goals for each position.
- Include future roles: Anticipate the growth of your salon and consider roles you may need to add in the future. This could involve positions like an operations manager, social media strategist, or business development specialist.
- Leverage flow chart apps: Utilise user-friendly flow chart apps, such as Lucidchart or Canva, to create your organisational chart. These tools provide pre-designed templates and easy-to-use features that streamline the process.

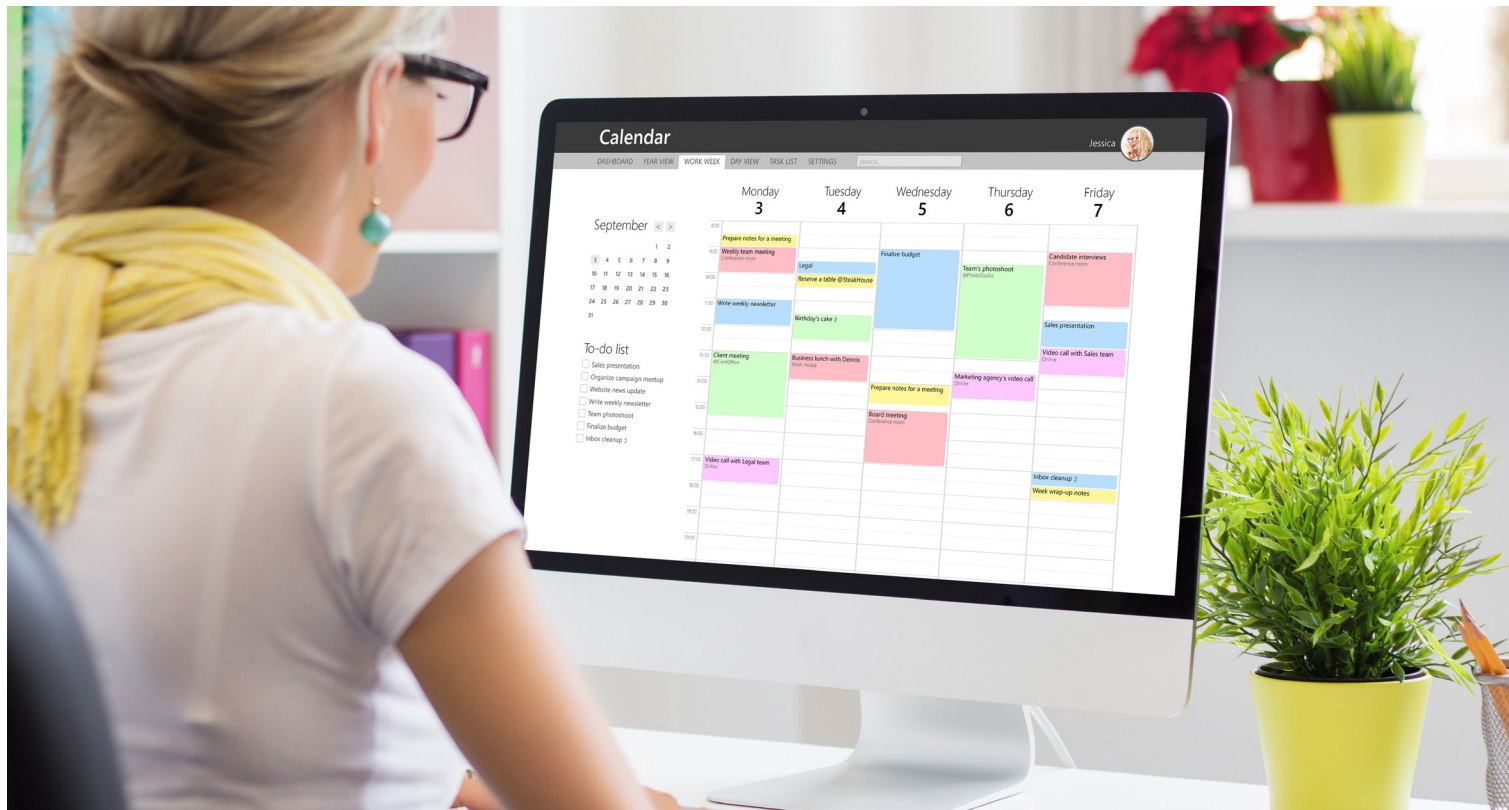
Consider that one role on the chart doesn't need to be a full-time staff member. It could be outsourcing your bookkeeping three hours per month, hiring a cleaner for a deep salon sanitising once a fortnight, or letting Digital Health Co manage your website with a care plan.

Remember, creating an organisational chart is not just a one-time task; it's an ongoing process that evolves with your salon. Use the tech tool mentioned at the end of the article and regularly review + update the chart as your business expands and new opportunities come up. By visualising your salon's roles and responsibilities, you can gain the clarity and structure necessary to delegate, streamline operations, and ultimately create more time for strategic decision-making and growth.

## Assessing Time Allocation and Task Value

It's important for you as a beauty salon owner to have a clear understanding of how you allocate your time and the value of each task. Because guess what? Understanding the value of each task is crucial for effective time management. Not all tasks hold the same weight in terms of their impact on your salon's growth and profitability.

By categorising tasks based on their value, you can allocate your time and energy more



effectively, focusing on activities that have the most positive impact. This simple yet powerful exercise involves recording every activity you engage in throughout the day, from providing treatments and managing appointments to handling administrative duties and promoting your salon. Taking the time to assess your time allocation means you'll gain valuable insights into where it is spent and identify opportunities for improvement.

### High-Value Tasks

**Engaging with clients:** Building strong relationships, providing personalised consultations, and delivering exceptional customer experiences to foster loyalty and positive word-of-mouth.

**Strategic planning:** Developing marketing strategies, exploring new service offerings, and identifying growth opportunities to stay ahead in the competitive beauty industry.

**Staff training and development:** Investing in the skills and knowledge of your team to maintain service excellence and a positive salon environment.

### Medium-Value Tasks

**Administrative tasks:** Managing appointments, organising client records, and ensuring efficient salon operations.

**Social media management:** Engaging with your online audience, sharing updates, and promoting your salon's services to attract new clients.

### Low-Value Tasks

**Data entry and basic bookkeeping:** Handling routine administrative tasks that can be streamlined or delegated to free up your valuable time.

**General housekeeping:** Routine cleaning and maintenance tasks that can be outsourced or scheduled efficiently.

### Streamlining and Automating Business Processes

In the fast-paced life of beauty salon ownership, a lack of automation around general tasks can

hinder your daily operations. The alternative? Well, it is a game changer. By identifying areas that can benefit from efficiency improvements and harnessing automation tech tools, you can reclaim precious time and focus on what truly matters.

From appointment scheduling and inventory management to client communication and marketing, there are numerous opportunities to streamline operations. You might already have a scheduling software, but if you feel burned out and your business stagnant, it is time to take a good hard look at other salon aspects that could be automated. A functional, beautiful, and mobile-friendly website is a great place to start.

Your website serves as a virtual storefront, providing potential clients with a glimpse into your salon's offerings and creating a strong first impression. As such, it is essential to not put it aside and optimise it to the best of its ability. A well-designed website not only saves time by providing essential information upfront but also acts as a powerful marketing tool, attracting new clients and setting you apart from the competition.

Along with a website, we highly recommend focusing on your business manual. It is common for beauty salons to refer to their "manual" as a pile of messy papers and checklists hidden in the backroom that hasn't been updated since the salon opened. But guess what? Keeping your business manual organised and updated can make a real difference for your team and customer experience. To make your business manual management time-efficient, store it online, where your team can access it easily. A digital business manual provides a centralised hub that will promote efficiency for your admin, professional development for your team, and growth for your salon.

### In Conclusion...

As a salon owner, it's crucial to prioritise business growth and create more time in your operations. By embracing your role as a

visionary and separating yourself from day-to-day tasks, you can unlock your salon's full potential. Remember, you are not your business, and it's essential to give your salon what it needs to thrive. Now it's time to take action. Prioritise business growth, delegate tasks, and focus on activities that propel your salon forward.

**Digital Health Co is a Melbourne-based web design agency helping the hair, beauty, and aesthetic industry shine online. By blending our industry background with tech expertise, we help salons grow their online presence and revenues.**

Learn more about Digital Health Co [www.digitalhealthco.com.au](http://www.digitalhealthco.com.au)

### Tech Tool: Miro

**Miro is an online platform that provides beauty salon owners with a digital whiteboard ready to create organisational charts and more.**

**One of the main benefits of using Miro is the ability to centralise and organise information. You can create any type of chart for your salon, visually mapping out the roles and responsibilities of your team members. Additionally, you can utilise Miro's templates to design and customise workflows, project plans, and task boards. This not only helps you streamline operations but also ensures that everyone is aligned and working towards shared goals.**



**Simply sign up, create a team, and start visualising workflows and project plans. With its user-friendly interface, Miro is a valuable tool to help you optimise time and achieve your salon goals.**

# Love, Mariah Carey, and the Art of **Constructive Feedback**.

By Gry Tømte

If I said, “constructive feedback is an act of love”, what would you think? I mean, I’ll imagine you’re probably think I’ve taken yoga and barefoot Queensland living too far....

**But I promise, there’s merit to it. Feedback is a pathway to progress, or a lifeline to success. It’s all of this and more. Now, if I were to tell you that giving feedback is as vital as expressing love, you might definitely raise an eyebrow or two.**

But picture this:

Mariah Carey — arguably the world’s most talented singer, on a world tour.

Each concert, an absolute success! The crowd’s roaring in anticipation, the stage lights painting a dazzling picture of...well.... all the over-the-top things that is a Mariah show... Mariah’s voice is as crisp as ever. Almost every track is a soaring display of vocal virtuosity - except for that ONE track.

On this one track, she’s off-key. Every time. Like, every. Single. Show!

As her manager, what would you do?

There are two options.

Option A: Provide some constructive feedback— point out the off-tune notes and suggest some adjustments. Maybe the sound system needs tuning, or a change in the dance routine could help her breathing, or some other technical element requires tweaking. A small tweak, and the rest of the shows are perfection.

Option B: Not say anything, fingers crossed, “let’s hope for the best” type of approach. Get increasingly annoyed with the fact that it keeps happening show after show, in front of audiences worldwide. The frustration.... ‘Why doesn’t she notice it and fix it???’

Guys!! Your team is Mariah...

They’re talented, passionate, and driven (perhaps slightly less sparkly and less demanding....) but they’re not immune to blind spots.

And if you’re not willing to drive yourself crazy and watch your team, make the same mistakes



over and over - get ready to practice some feedback!

**The Leader: More Than a Cheerleader**

Leadership isn’t about occupying a cool office or a fancy title. It’s about enabling your team to excel, to achieve more than they think possible. It’s about setting a vision, then guiding your people towards it. Giving them the tools and confidence to constantly improve.

Each time a team member outperforms themselves, it’s a testament to your success as a leader. It’s an echo of your efforts, your guidance, and your trust in them. But how do we achieve this level of leadership success?

We often forget that success is rarely a linear journey. It’s a rugged path, with plenty of obstacles, challenges, and sometimes, failures.

Success is out of the question if you don’t help your team in recognising and overcoming these hurdles.

Just like noticing when Mariah goes off-tune and not just hoping she’ll auto-correct but helping her work through what’s getting in her way.

As leaders, it’s our duty to identify the pain points and the potential blind spots that could deter our team’s progress and equipping them with the knowledge and tools they need to overcome these and march ahead, stronger than before.

It’s in your interest too! Research shows that most high performers will stay longer in their job if there’s consistent challenges to overcome. It creates a feeling of winning. Of growth. Of achievements. So, if you want to retain your team longer, make sure there’s sufficient challenge and help your team overcome them by giving both positive, encouraging feedback as well as constructive feedback.

One will help enforce what they’re doing well - the other will highlight where the opportunity for growth is.

**The Feedback Conundrum: Care vs. Comfort**

One thing that is absolutely clear is that leaders in the beauty industry are caring individuals. We’re emotionally invested in our team, rejoice in their successes, and share their disappointments. This deep sense of empathy is a beautiful thing. But it’s also what sometimes holds us back from providing feedback.

We fear causing discomfort, both for the person - and/ or even for ourselves!

Instead of going into the conversation thinking “I can’t wait to deliver this feedback that’s going to empower Lisa to really step up her retail sales” we go in thinking “oh no she’s going to really hate hearing this feedback. Maybe I’ll delay it. Or maybe I’ll just need to sandwich it.... You know, you’re great, but you did this wrong, but you’re really great....”

Ummm. Not effective.

When starting out, think about the short-lived sting of ripping off a wax strip. Yep, uncomfortable sting for sure.... but what follows is smooth, flawless skin.

The sting goes away and it’s all happy days for both the client and the waxer!

Just like waxing, feedback might sting a bit initially, but it ultimately paves the way for smoother performance and enhanced growth. It sloughs off the obstacles and barriers that prevent our team from reaching their true potential.

Feedback is the exfoliation of the professional



world. It's about removing the old, redundant practices to reveal fresh, innovative ones lying beneath. The process may seem uncomfortable initially, but the end result—a well-oiled, efficient, and high-performing team—is absolutely worth it.

And the sting can be lessened by just following some simple principles.

### **Decoding Feedback: It's Personalised - Not Personal**

Providing constructive feedback isn't a robotic exercise.

It's a personalised, caring act that needs to strike the right chord with the recipient.

You wouldn't suggest the same skincare regimen to all your clients, would you? Similarly, feedback needs to be tailored to everyone.

Before you begin giving feedback, it's essential to know and genuinely care for your team members. Understanding their personality, their strengths, their triggers, and their comfort zones is crucial to delivering feedback that resonates with them and incites a positive change.

Each person has a unique style of receiving and processing feedback. Some might prefer a friendly nudge, a light-hearted 'Hey, let's fix those notes.' For others, a more formal and structured approach might work better—'Let's explore where you're facing issues with your notes.' It's up to you as a leader to recognise these nuances and adapt your feedback style accordingly.

### **Amplified Accountability: The Mindful Leader's Guide to Constructive Feedback + Accountability**

Now that we've established the importance of feedback, it's time to introduce a useful tool that'll make the feedback process more comfortable and effective. I've named this tool "Amplified Accountability"

It's a step-by-step guide to providing feedback in a gradual, non-threatening way. It's a gentle pathway, ensuring your feedback comes across as a caring act rather than an accusation.

It's a series of conversations but dialling up the pressure if no action is being taken.

The thing to remember before going into this is that expectations have to be clear from the outset. If people aren't sure about what's expected of them, you'll never be able to hold

them accountable this way. The other thing to note is that these are a series of conversations.

Let's start!

### **We begin with 'The mention'.**

Just like noticing a tiny comedone on your face before it becomes a massive pustule, this step is all about recognising the first signs of an issue and mentioning it in a casual yet sincere way. 'Hey, I noticed you were late this morning. Is everything okay?'

This approach is non-confrontational, short, casual, curious - but it puts the issue on the table and tells the person you've noticed it.

### **Next is 'The Invitation,'**

This is where you take a step forward from mentioning an observation to discussing the issue more intentionally. It's about inviting the individual to delve deeper into the problem and jointly explore potential solutions. 'Hey, I noticed you were late again this morning. Can we talk about how we can make sure you have what you need to be here on time? What do you think is getting in your way?'

'The Conversation' follows 'The Invitation.'

Here, you directly address the issue, lay out your expectations, and seek their input. A dialogue at this stage might sound like, 'Your punctuality issue has been impacting our clients, the team and also how you start your day. We need to find a solution. Let's work out a plan to improve this so we can make sure you're on time to start the day with peace and calm.'

### **'The Boundary' is the second last stage for improvement and action...**

Here, you're setting clear boundaries and stating the consequences of breaching them. 'We've talked about this several times now. I need to see a change straight away. From now on, I expect you to be on time. What do you need to change in order to make that happen?'

### **Finally, we arrive at 'The Limit.'**

This is the stage where the consequences of unimproved behaviour become a reality. If the issue hasn't been resolved by this point, you'll need to communicate these consequences

clearly. 'If you're late one more time, we will assume this role isn't for you.' It's worth mentioning that if improvements haven't been seen by now, the most likely outcome is that you're not a good fit for each other,

### **The Feedback Boomerang: Don't Dodge It**

Feedback isn't a monologue; it's a dialogue. It isn't a one-way street; it's a two-lane highway.

Yes, it's vital for you as a leader to provide feedback, but it's just as important for your team to reciprocate. That's the essence of a healthy feedback culture—it's an open platform for everyone to learn, grow, and improve.

As leaders, we have just as many blind spots. So, we need to encourage our team to voice their thoughts and provide feedback. It might seem daunting initially, but remember, the richest of insights often come from the most unexpected sources.

Probably one of my most profound growth moments came from a team member who was brave enough to tell me I wasn't a great listener! That I dove straight into problem solving or making excuses.

It stung a bit in the moment - and it took some time and serious self-reflection to see that it was true - but when the penny dropped it was a game changer.

I've thanked her many times for that feedback because it allowed me to change how I approached these situations and listen empathetically without feeling the need to jump in and solve every problem or explain things.

So dear leaders, open your minds, hearts, and ears to the feedback boomerang.

You never know, the most transformative piece of advice might just be winging its way back to you.



**For all coaching and advisory enquiries, please check out Gry's profile on [linktr.ee/grytomte](https://linktr.ee/grytomte)**

# Don't **Burn** Your Industry Bridges.

By Nicola Le Lievre

Leaving a job that's no longer making you happy is often the right move for your mental health and career. Whether you've been offered a new role or decided to create space for something better, it's essential to resign professionally and avoid burning bridges where possible.



**Regardless of your reasons for leaving, they are your reasons, be professional with your work colleagues, employer, and clients. Never influence your team negatively. According to SEEK, one in three Australians say they've left a job on bad terms.**

You can't control how someone else acts, but you can control how you respond. So regardless of your feelings towards your boss, salon, and even if you are counting down the seconds until your notice is done – it's in your interest to be professional and respectful and still focus on building bridges, not burning them. When exiting a position, the impression you leave on those around you can profoundly affect your future opportunities.

Being in the beauty industry for over 26yrs and owning my salon for a decade, I have seen many examples of therapists unnecessarily burning bridges. Salon owners and managers connect and talk; doing the wrong thing may eventually catch up on you.

When I first immigrated to Australia, I worked for Pure Indulgence as a Manager. After a year, I was offered to manage intherapy with the prospect of potentially buying the business. As owning a beauty salon was my goal, I took the opportunity. I was professional with my resignation, courteous to my team and exited with my head held high.

2 yrs later, I purchased intherapy and would bump into my old employers at industry events; this could have been uncomfortable had I burnt my bridges. Fast forward a decade, by keeping in touch and professional, I was invited to give a presentation at their monthly manager's meeting. This concept also applies to salon owners; refrain from burning your bridges with suppliers or BDM's, as you never know when you will bump into them again. Many BDM's I have worked with over the years have gone onto working with other companies I stocked, again, could have been uncomfortable had I burned bridges.

## Resign in person

When you give your notice, be sure to do it in person. If you cannot meet in person, ask to set up a meeting on a video conference site or phone to deliver the news. Follow up with your resignation in writing.

## Leave a positive impression.

When leaving your position at a company, do everything you can to leave a positive impression after your departure. Stay professional and friendly until the day you leave and even after. Express your appreciation for those you shared time with and do everything you can to transition as seamlessly as possible.

## Remain Confidential

After leaving a salon/clinic, keep business details, processes, and methods private. Sharing confidential information with a new employer, client, or former coworker can affect your reputation in your industry. Show respect for your previous place of employment by keeping sensitive or private information secret. Salon owners talk to each other, and unprofessional behaviour will eventually catch up on you.

## Do not persuade clients to follow you

A big NO! Clients belong to the business; even if a particular client likes to have you do their treatments, they are still not "your" clients. Please discuss their protocol with the salon manager/owner on what to say to clients. Make sure all client notes are up to date before you leave.

I have interviewed potential team members who have told me they have many clients they can bring to my business from their previous salon. This is a big red flag for me, as if they would do this to a previous employer, they could do it to me.

If you have family and friends who follow you to a salon, they could be expected to follow you to your next.

## Use social media thoughtfully

Stay aware of who can see your social media posts and communications. Posting about a new

opportunity or complaining about a past position can harm you if your posts are public. Remain positive and professional if you post about your career change on social media. Similarly, excessive enthusiasm about a new position can harm your relationships with former coworkers. Staying aware of those who can see your activity online can help you make informed decisions about what to share and keep private.

## You can use the tips below to avoid burning bridges that might burn you too.

- Don't look for a new job on company time.
- Tell your boss first.
- Write a letter of resignation and set a final day. If you are unsure how much notice to give, check your work agreement or view the Modern Hair and Beauty Award.
- Keep working until you leave.
- Be honest.
- Show appreciation.
- Get some constructive criticism.
- Stay in touch.

Always be professional; if you are unhappy in your workplace, let management know you would like to schedule a meeting to discuss. You will find that many of the concerns you have can be resolved but having open communication. Never negatively influence your team or oppose your workplace concerns onto them. People prefer working with colleagues who constantly complain, take responsibility, and talk to management.

As women, we are strong but collectively unstoppable. We are in a fantastic, ever-evolving and growing industry. Let's work together as an industry, be professional and kind.



**I offer workplace empowerment sessions if you are a salon owner and would like to book a consultation with me. Head to my website [www.nicolalelievre.com](http://www.nicolalelievre.com)**



# Strategies to get through the **tough times** and still be **profitable.**

By Daniela Boerma

What I am hearing a lot with some of my coaching clients is the concern in the drop of revenue and constant cancellations. It's no secret we are finding the increase in the cost of living, the rise in interest rates, jump in wages and superannuation crippling to some small businesses, particularly in the hair and beauty industry.

**What about the salons that are still thriving during these difficult times, what are they doing to be reaching targets and smashing goals amongst their teams and finishing last financial year with up to 40% growth? Let me share with you some strategies that have worked in my salon and others that I have coached over the last 12 months.**

Younger salon owners seem to be suffering a little more than others and in my opinion this is why. Often, we are focused on clientele close to our own age bracket, we attract like-minded people as we can easily relate to common interests and often similar skin concerns and growing trends through social media. This is human nature and makes building rapport with clients so much easier. Think about who is likely to be most affected during this unstable financial climate. Younger clientele with considerable debt have had no choice but to pull back on spending and sadly personal services seem to be the first they cut back on.

What if you changed the way you promote your services, try advertising to an older demographic, those that have little to no mortgages and that don't use social media or online shopping, these are often the clients that younger salon owners may have not reached. There are simple ways to attract them. Run a special give away designed for existing younger clients, gift a facial voucher specifically written to their mum or grandmother, Mother's Day or Valentine's Day are perfect for this type of promotion. In my experience over the years gifting during quiet times often generates revenue with product sales and re booking.

Look at your service menu every 6-12 months, are your services offering Skin Rejuvenation packages? are you experienced in skin consultation, or could you do more training? Frequently doing short courses can perfect your consultation process. This is a must if you want to attract long term mature clients that are committed to maintaining more beautiful youthful skin. Introduce one new service every 12 months, this could be a new device or new product treatment, example professional skin peels combined with LED. If you have multiple devices in your salon create new services with double

modality treatments, clients love anything new so take advantage and get excited about a new service, share it on social media and with each client, use your email list to spread the word. Have your staff do social media videos talking about favourite products and services, alternate your staff to make each post fresh with a different face and topic.

Many years ago, when I opened my first salon in 1983, way back when I was 16, clients always assumed I was the junior in the salon, and this made it difficult for me to gain trust with my new potential customers. I became successful when I employed women older than myself, some much older. Instantly my salon was attracting a variety of ages simply through giving age-appropriate options. It's a strange thing that clients just assume a mature woman is more qualified than a younger Therapist, even though the younger therapist may have completed more training. Always be proud of your qualifications and ongoing education and share it with your clients, show them how dedicated you are to your career, this will encourage client trust and mutual respect.

Think about when you are employing staff, don't rule out more mature candidates, have a mix of ages that complement each other. Often there are amazing therapists that have been out of the industry busy raising families. Often these lovely ladies are nervous as hell, unsure of their purpose due to being unemployed and out of the industry for so long, I'm telling you, these ladies are the superstars of our industry, eager to learn and willing to do what it takes to enter back into the work force.

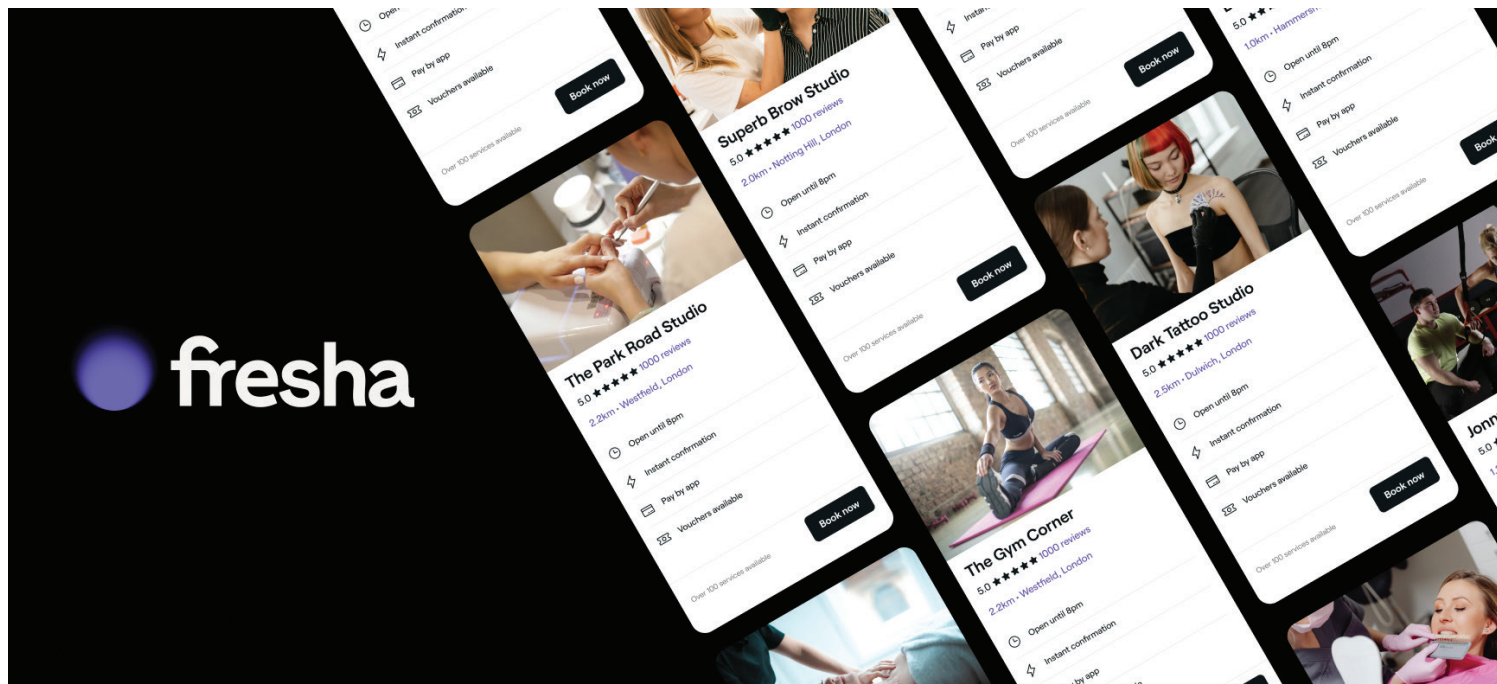


Let's talk about what you can do with the clients cutting back on your services. Always stay connected, offer discounted rates if models are required for training staff. A quick phone call, text or email checking in to see if they would like products or advice on skin care, offer free home delivery and add something special to the package, a \$10 gift card for their next in salon service. Get in quick before they purchase in Mecca or strawberry net.com. Clients appreciate you checking in and will remember your efforts once this period passes. Very similar to what salons did to survive through Covid lock downs, those that stayed connected re opened with clients flooding through their doors.

***If I can be of assistance to any salon owners needing a little more help with strategies to build a more profitable business through coaching I can be contacted on: [dani@totalcoachingacademy.com](mailto:dani@totalcoachingacademy.com)***

# Get more out of every day with **Fresha's scheduling software** built for your business.

Between managing your team's time and clients' changing schedules, chances are your salon's diary has a lot of moving parts. And since time is money, you'll want to maximise every single day with minimal room for error.



**If you're constantly trying to manage your marketing, your clients and your schedule across several platforms, good news: you don't have to. With Fresha's marketplace and booking software for salons, everything's in one place, from your marketing to your payments and scheduling. That means you can spend less time on admin and focus on growing your business. Best of all: it's subscription free.**

Read on to find out how Fresha can help you and your team manage your salon's busy schedule.

Stay on top of your schedule anytime, anywhere. Your calendar is one of your most important tools, so you should be able to access it whenever and wherever you need. When you use Fresha's scheduling software, every feature within the calendar is unlimited: team members, locations, clients, bookings, inventory and reporting. Everyone from the owner to the most junior staff member can use their login to access to it on any device with an internet connection. Since Fresha is so easy to use, everyone will know exactly what their schedules look like – it's not just the business owner who's in control. You can also sync your Fresha schedule to your personal calendar and view all your commitments in one place. And your clients can see your availability and book an appointment, 24/7. All their appointment information connects in real time to your Fresha account, and any notifications you've set up will be automatically triggered. You can set up requests for upfront payments when they book, and if a client hasn't

paid yet, you can send them a reminder in one click.

Get more value out of your time with less effort. To help clients better manage their schedules, you can let them book several months in advance, and also allow them to reschedule up to 24 hours in advance of their appointment. These settings will also help you plan for busy seasons and staff holidays, and minimise no-shows.

When you've got your online schedule up and running with Fresha, you'll be able to list your salon on our online marketplace where we've processed more than 700 million bookings to date. So when potential new clients are searching for treatments online in your area, your salon will show up.

Delight clients from start to finish. Using Fresha's all-in-one software means you can treat your clients to a smooth, simple booking experience. You can keep in touch with them via automatic appointment notifications, and send thank you messages following their appointments.

You can also encourage clients to book available appointment slots with offers, discounts and dynamic pricing. Applying off-peak pricing to slots that fall during quieter periods in your salon encourages flexibility when your clients are booking, and it can fill space left behind by last-minute cancellations.

Stay in the know with your reports. A big part of growing your business is having a clear picture of your salon's performance. Fresha's reporting tools can help with that. Not only can you generate marketing reports, but you

can view sales and service reports based on your scheduling data to spot trends at your salon.

Those reports track every sale you make, as well as every service your clients book. You can identify the most popular treatments, what times tend to be the busiest, who on your team is booked more frequently, and who is generating the most revenue. All that information can help you make important business decisions about staffing, resources and scheduling.

Get the most from Fresha's complete ecosystem

With scheduling software, marketing tools and payment processing, everything you need to seamlessly run your salon is built into the Fresha platform. You won't need any other system or subscription to attract new clients, maintain relationships with your current ones, and achieve your business goals.

[Add in call out box at the end of the article]  
If you're looking for a better way to manage your salon's schedule, look no further than Fresha's scheduling software. The ability to access it on the go, make more informed decisions, and improve the way you communicate with your clients will help your business run more smoothly and let you get back to caring for your clients.



**Sign up to Fresha today.**

# Insurance in the Beauty Industry!

As a busy business owner in the beauty industry, it's easy to feel overwhelmed by a seemingly endless list of to-dos. But there's one admin activity that could forever impact your business if you put it off until it's too late – your business insurance.

**One small incident or accident that results in legal action or financial losses could have a devastating impact on the business you've built. Think of insurance like a SafetyNet that gives you peace of mind so you can focus on running your business and giving your clients and customers the best experience possible.**

To dive into the nitty gritty details around business insurance for the beauty industry, we've spoken with Skye Theodorou, CEO, and co-founder of online insurance platform, uncover. Skye works daily with sole traders and small business owners to ensure they're covered for the important work that they do.

## **1. Do all business owners working in the beauty industry need insurance?**

If you work for yourself, or run a business, you should definitely look into business insurance to protect your business. There are a range of cover options out there and companies to choose from so doing your due diligence to ensure you're getting the best possible cover for the activities you do is essential. Make sure that your insurer understands the activities you are carrying out so they can provide the best cover options for you. This can be particularly important if you're working in the realm of cosmetic tattooing, tattoo removal, laser, and microblading.

## **2. What type of cover should beauty businesses have?**

When it comes to the beauty industry, Products & Public Liability Insurance is a go-to cover option. It's our most recommended product within the beauty industry, however, depending on the type of work you do, you might need more than one type of insurance cover.

As your beauty salon or business gives advice to clients, you might also want to consider Professional Indemnity Insurance. Professional Indemnity Insurance is designed to protect yourself and your business from liability claims arising from professional negligence, errors, or omissions in the services you provide.

Depending on how big your business is, and whether you have a management team, you might also want to look into Management Liability Insurance.

Another cover option that we often get asked about is cyber insurance. After the large-scale cyber breaches that have taken place in Australia over the past year, it's no wonder this is a high priority for business owners.

## **3. What's the difference between Public Liability and Products Liability Insurance?**

Essentially, Public Liability Insurance protects you against claims that may arise from your day-to-day activities, whether that's incidents that

occur on your premises or during the course of your business. These events aren't always directly related to the services you offer, either. For example, imagine you've just mopped the floors at the close of business, but a client comes rushing back in because they left something behind and slips and falls. If that client chose to take legal action for injuries they sustained, Public Liability Insurance would cover legal defense costs, settlements, or damages awarded to the injured party.

Products Liability Insurance, on the other hand, protects you from liability claims that may arise if a customer or client experiences an injury due to a product you sold or distributed. Perhaps they've had a severe reaction to a skincare product they purchased from you, or were injured by equipment in your salon or studio, this is where your Products Liability Insurance could step in.

## **4. I sometimes work out of the studio and in my clients' homes. Will my insurance still cover me?**

Every insurance policy is different, so you will need to let the insurance company know so they can find you the right option. Let's say you're setting up your makeup station on a client's kitchen bench and accidentally knock an antique bowl onto the ground and it breaks, your Public Liability Insurance should be able to cover you for incidents like this. This insurance product, however, can and should cover you wherever you provide your services, except if the public liability insurance is attached to a business pack, or property insurance in which case it may only be limited to your premises. It's always best to ask your current insurer if you are not sure or want to check.

## **5. Is cyber insurance important? What does it cover?**

If any aspect of your business is online or deals with the online space, then cyber insurance could be a consideration depending on what your risk level is. Before chatting to an insurance expert about whether this cover option is right for you, try heading online to the Australian Cyber Security Centre, they have a range of free resources and guides to help keep your business safe. Make sure you implement their suggestions and educate your team about the types of cyber risks and breaches that could occur.

## **6. How can I tell which cover is right for me? What should I look for?**

Insurance can seem overwhelming, but it doesn't have to be! A good place to start your journey is to write down all the activities you undertake during your workday and then jump on a call with an insurance provider and chat to them about what type of cover you'll need.



Written by upcover CEO and co-founder, Skye Theodorou

## **7. I work as a sole trader and don't run my beauty business full-time; do I still need insurance?**

In short, yes! Unfortunately, litigation and incidents can happen to anyone, no matter how many hours a week you work. Even if you're doing a short stint in the beauty industry or working a secondary job to earn some extra money, you need to ensure you're covered for the work you're doing if you want protection and peace of mind.

## **8. How else can I keep my clients and my business safe?**

Taking proactive steps to keep yourself, your employees, and your clients and customers safe should be your #1 priority as a business owner.

Ensuring you're up to date with all the latest safety information, following Health and Safety Standards for your industry, checking local and state regulations, having all the appropriate training and certificates, and utilising high-quality products can help you mitigate incidents before they take place.

We hope that our customers never have to utilise their insurance policies, but we know the cover will be there for them to keep them afloat and protected when they need it most.

Information provided is general advice only and has been prepared without taking into account any person's particular objectives, financial situation or needs.

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

## Enhancing Social Media Captions with **ChatGPT**: A Game-Changer for Beauty Business Owners.

By Angela Sanchez

In the fast-paced world of social media, capturing the attention of your audience is crucial. Every element of your posts, including captions, plays a vital role in communicating your brand message and enticing your target audience.

With the rise of AI technology, specifically language models like ChatGPT, beauty business owners now have a powerful tool at their disposal to help craft captivating and engaging social media captions. In this article, we will explore how ChatGPT can be a game-changer for beauty business owners when creating their social media captions.

There are many options and apps to choose from with ChatGPT but before you are going paying for another app.... If you are paying for Canva pro, then you have the "magic write" tool that is its very own caption creator at your fingertips .

Let's dive into how you can maximise your caption writing.

### 1. Unleashing Creativity:

Writing engaging, and creative captions can be a challenge, even for the most talented beauty business owners. This is where ChatGPT steps in, acting as an AI-powered creative assistant. By providing starting phrases or ideas, ChatGPT can help spark your creativity and generate fresh and innovative caption ideas that resonate with your audience. It can offer different perspectives, suggest catchy phrases, and assist in refining your brand voice.

### 2. Time-Saving Solution:

As a beauty business owner, your time is precious, and coming up with captivating captions on the fly can be stressful. ChatGPT offers a time-saving solution by generating instant suggestions. Instead of spending hours brainstorming and modifying captions, you can simply input your desired message or theme, and ChatGPT will help generate a variety of caption options in a matter of seconds. This efficiency allows you to focus on other essential aspects of your business while ensuring your captions are engaging and on-point.

### 3. Tailoring Captions to Target Audience:

Understanding your target audience is crucial for effective social media marketing. ChatGPT can assist beauty business owners in tailoring their captions to resonate with their specific target demographic. By incorporating relevant keywords, utilizing language that appeals to specific age groups or consumer interests, and identifying trending topics, ChatGPT can help you create captions that resonate deeply with your audience, leading to increased engagement and brand loyalty.

### 4. Maintaining Consistency:

Consistency is key in maintaining a strong brand



image across your social media platforms. ChatGPT can help ensure consistency by providing a reliable and coherent voice for your captions. By using the AI model, you can generate captions that align with your brand's tone and style, maintaining a consistent message that your audience comes to recognize and trust. This consistency creates a strong brand identity and helps establish a loyal following.

### 5. Language Optimization and Call-to-Action:

ChatGPT can also assist beauty business owners in optimizing language within their captions. By suggesting impactful words, phrases, or CTAs (call-to-actions), ChatGPT can help elicit the desired responses from your audience. Whether you want to encourage purchases, invite engagement through comments, or inspire followers to share your content, ChatGPT can offer linguistic advice to maximize the desired outcomes from your social media campaigns.

Here are 5 Prompts you can put into at ChatGPT app to get you started on creating your social media captions - Instantly with next to no brain power!!!

1. Write an Instagram caption that shares 5 reasons why you should book in a facial
2. Write me a social media caption that explains the benefits of LED
3. Write a social media post that will explain the difference between a dry and dehydrated skin
4. In a social media post explain the benefits of hydrodermabrasion

5. In a social media post give me 5 ways my clients can incorporate self-care into their lives.

Remember, while ChatGPT can be an invaluable tool for generating ideas, it's essential to review and edit the suggestions to align with your brand voice and objectives. The prompts serve as a starting point, and your personal touch is essential to make the captions truly reflect your beauty business and resonate with your target audience.

I'd love to hear from you to let me know if you are going to start using ChatGPT for your caption writing . Incorporating AI language models like ChatGPT into your social media strategy can be a game-changer for beauty business owners. From unleashing creativity to saving time, tailoring captions, maintaining consistency, and optimizing language to drive desired actions, ChatGPT can elevate your social media presence and captivate your target audience. Embrace the benefits offered by AI-powered technology and revolutionize your social media captions to achieve remarkable growth for your beauty business.

**Send us a message over on Instagram @beautybusinessco\_ if you need any extra support**

**Angela Sanchez, Beauty Business Co  
www.beautybusinessco.com**

GET THE LOOK  
FROM COMFOTEL



FIND MORE INSPIRATION  
@COMFOTELFURNITURE



**LARA BLUSH**  
Salon Reclining Chair



**AQUARIUS BLUSH**  
Beauty Bed



**SALON STOOL BLUSH**  
with Black or Aluminium Base



**VENUS BLUSH**  
Beauty Bed



**AMARA CURVE BLUSH**  
Waiting Sofa



*Beautiful*

# BLUSH

YOUR SALON DESIGN STYLE

soft, chic & pretty  
with loads of blush



THE PALETTE

A SPACE TO INSPIRE, THAT FREES YOUR CREATIVITY.  
SHOP THIS COLLECTION AND MORE AT

[comfortel.com.au](http://comfortel.com.au)

PROFESSIONAL SALON FURNITURE & EQUIPMENT. SHOWROOMS AUSTRALIA WIDE & NZ  
VIC 03 8581 8111 NSW 02 9966 5900 QLD 07 3209 1444 SA 08 7225 8998 WA 08 9258 4446 NZ 09 271 4610

*Inspiring Creativity*  
**comfortel**

# Emerging Technologies Impacting Your Salon's Branding

By Sarah Garner, Digital Bloom

Let's be real. 2023's seeing major technological advancements rapidly evolving and unfolding before our eyes. There's emerging technologies shakin' up every industry imaginable, and our beautiful salon spaces are no different.

**Your branding plays a vital role in bringing in (and retaining) your clients, and these cutting-edge technologies are influential to the continued growth of your business.**

From immersive experiences powered by augmented reality (AR) and virtual reality (VR) to personalised recommendations driven by artificial intelligence (AI) and chatbots, the future of salon branding is being shaped by an array of innovative tools.

Instead of staying stagnant with a case of the old 'fear of the unknown', let's explore just a snippet of how some of these emerging technologies out there right now are making a significant impact on your salon's branding, the future of engaging with your customers, and how to continue to differentiate yourself in a competitive marketplace.

It's kinda like unfolding the petals on a tightly closed flower bud. Once we open it, magically beautiful colours, textures, and scent awaits.

**Augmented Reality (AR) and Virtual Reality (VR) technologies are transforming the way customers experience salon services.**

Through AR and VR applications, your clients can now immerse themselves in a virtual salon environment, enabling them to visualise and try on various hairstyles, makeup looks, and nail designs before committing to a particular service.

**The difference between AR and VR?**

AR allows for virtual try-on experiences, where customers can see themselves with different hair colours, styles, or even experiment with different cosmetic products.

Whilst VR takes it a step further by creating a completely immersive virtual environment where customers can explore and interact with different salon settings.

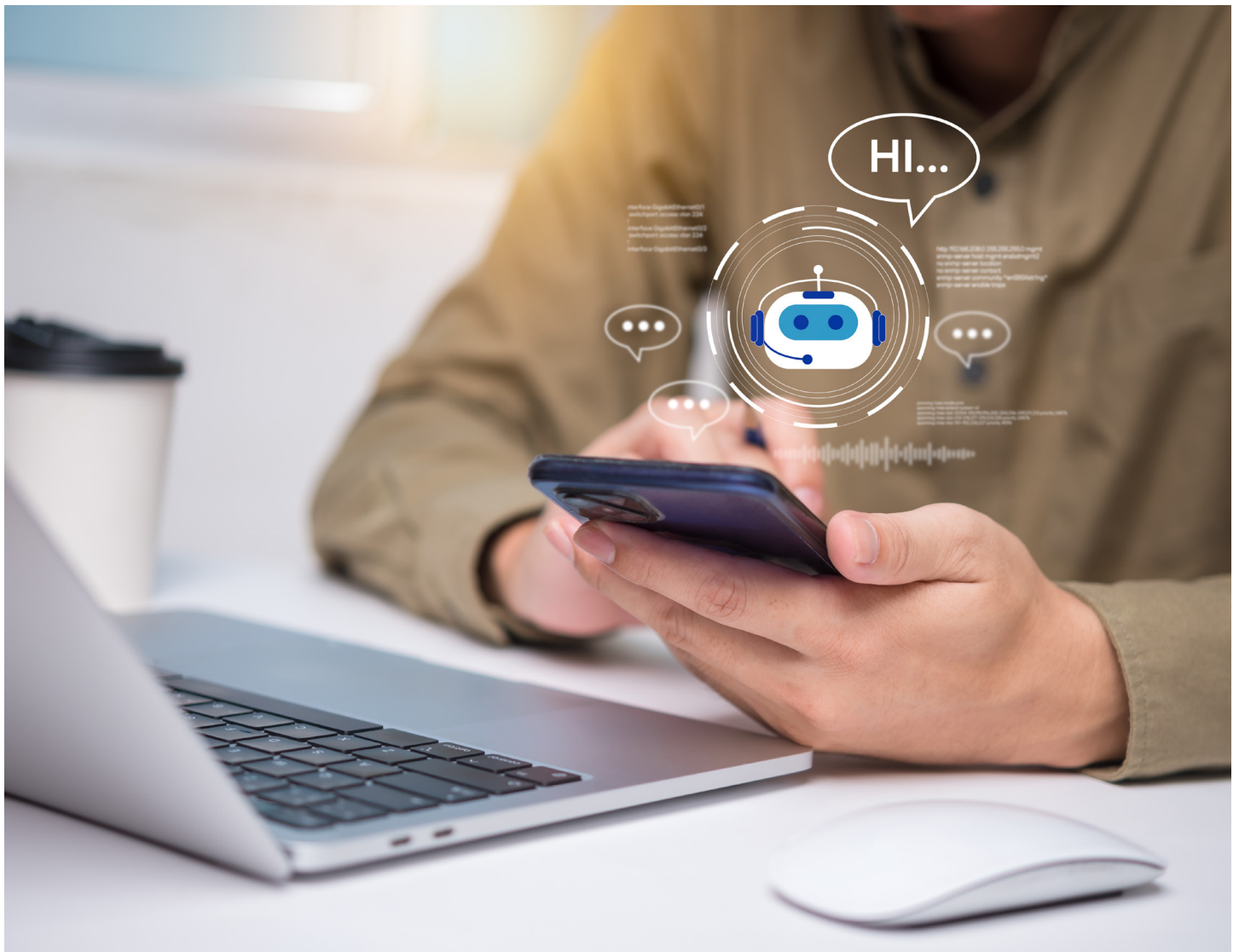
These technologies not only enhance your overall customer experience, but also empower your clients to make informed and empowered decisions and feel more confident about their choices.

**Artificial Intelligence (AI) and Chatbots.** With AI, your business can provide personalised recommendations tailored to each of your



individual client's preferences, helping them discover the perfect hair, makeup, or nail styles. Virtual consultations powered by AI enable clients to receive expert advice remotely, improving convenience and accessibility. Similarly, to your virtual Zoom consults, AI allows you to step up your game to become effortless and ultra-connected on autopilot.

AI-powered chatbots streamline your biz operations by handling customer enquiries, appointment scheduling, and even providing real-time updates on promotions or services. Enhancing your client engagement and happiness, but also helping you to keep consistent in your brand's overall experience.



### Haptic Technology.

You can take the sensory experience to the next level by using haptic feedback devices during treatments such as massages or facials. Haptic technology utilises vibrations, forces, or motions to simulate the sense of touch, enabling your clients to feel realistic sensations during their appointment.

This technology adds an extra layer of engagement and realism to your service, allowing clients to feel more connected and present during their treatment. By incorporating haptic feedback devices, your brand can elevate the overall sensory experience, providing a unique and memorable service that sets them apart from traditional approaches.

### Personalisation and Customisation.

With the rapid advancements in technology, your branding now has an incredible opportunity to shift towards providing personalised and customised experiences for customers. By harnessing the power of data analytics, you can gather information about your client's preferences, past services, and even personal details to create tailored experiences. From personalised recommendations for hairstyles, colours, and products to customised treatment plans based on individual needs, technology enables your business to deliver highly personalised services that cater to each customer's unique tastes and requirements.

We all know, a high-level customisation as part of your service not only enhances the customer experience but also builds a strong emotional connection between your client and your brand.

### 360-Degree Video.

360-degree video technology (think Google Maps/Google My Business) is a powerful tool that enables your brand to offer an immersive and interactive experience with past, present, and future clients. By capturing the entire surrounding environment, this technology allows customers to explore a physical space's ambiance, services, and styling techniques from every angle.

With 360-degree videos, your salon can provide virtual tours that transport clients into your physical space, giving them a realistic preview of what to expect. Additionally, you can showcase behind-the-scenes footage, offering glimpses into the creative process and the expertise of your team members.

### Sustainability and Green Technologies.

SN: Not to be confused with doing things because it's 'trendy'. Always ask yourself before making a decision like this, "does this choice align with my brand and personal values?". Because if it does, then great, and if it doesn't (no shade), authenticity will always win first and foremost, meaning, your clients and audience (and team members) will know you're doing something because it's trendy.

From eco-friendly products and packaging to energy-efficient salon equipment, many businesses are making conscious choices to reduce their ecological footprint. By incorporating sustainable practices into their operations, such as using organic and cruelty-free products or implementing recycling and waste reduction initiatives, salons showcase their commitment to environmental responsibility.

By embracing sustainable practices (as long as they truly align with your brand and personal values), your brand not only contributes to a healthier planet but also strengthens your brand reputation, demonstrating their dedication to social and environmental causes.

Staying ahead of these technological advancements allows you to create compelling brand experiences that resonate with the tech-savvy, digitally oriented clientele of today and tomorrow.

***Sarah Garner is the Founder and Creative Director of Digital Bloom, an industry-specific branding boutique dedicated to making your growing hair, beauty, or wellness business turn heads for all the right reasons.***

***Visit Digital Bloom's website ([www.digitalbloom.com.au](http://www.digitalbloom.com.au)) or shake petals with them over on the 'gram @digital\_bloom***

# Boosting Engagement On Instagram: A Checklist For Any Salon Owner Wanting To Get Engagement On Their Posts.

*By Kayla Zigic*





Post and they will come is a thing of the past. In this ever-changing world of Instagram and social media, engaging with your audience has become crucial for the success of any business, especially for salon owners.

**As the beauty industry continues to thrive, salon owners face the challenge of standing out in a sea of content and capturing the attention of their target audience.**

This article will explore the checklist for salon owners struggling to get comments, likes, or engagement from their content. These practical strategies will help salon owners stop the scroll, connect with their audience, hit their social media goals, and convert followers into loyal clients.

### 1. Understanding your social media target audience:

And NO, not everyone is your target audience. When understanding your target audience, we want you to think about “who” your target audience is. What age, gender, and geo-locations? Where do they hang out, what are their occupations or spending habits, and what are their problems?

Why is it important to understand this? Any social media post has to be created with the target audience in mind. The content has to “land” and be relevant to the target client. For example: If you are making a social media post directed at teen “acne” however, the majority of your followers are over 35+ and concerned with premature aging? Firstly, this post wouldn’t interest your target audience and, therefore, wouldn’t be engaged with.

However, if you were to create a post about “the joys of aging” or touch on the pinpoints of fine lines, wrinkles, and premature aging, this would have a far greater chance of speaking to your target audience and resulting in engagement.

### 2. Knowing What to Post:

Creating engaging content starts with understanding the preferences and interests of your target audience. Start by listing all the problems your target audience may be facing. Again, if we were going with the target audience above, list all the problems related to this audience. What would they be experiencing physically when they look in the mirror? How would be feeling mentally? From there, start listing how they would like to feel, then list all the solutions you have in the salon to cater to those goals. Please list all of your products, treatments, devices, upgrades, and lifestyle hacks that would help your audience go from where they are now, to where they want to be... Congratulations, you’ve now created a list of social media post ideas especially targeting your target audience.

### 3. Defining the Objective Behind a Post:

Believe it or not, we can’t quickly pop up a post with the captions “skin goals” anymore. Each social media post should serve a purpose

aligned with the salon’s overall marketing strategy. Do you want to educate your audience? Or perhaps it’s to inspire them with inspiring quotes or transformations you’ve achieved in the salon? Maybe you want to entertain your followers? Or do you want to be promoting a product or service? It would help if you defined what the objective is before posting.

Note: Promotional posts shouldn’t be used each time you post and should be balanced with value-driven content, as users are more likely to engage when they perceive the content as beneficial rather than purely promotional.

### 4. Stop the Scroll by Creating a Recognisable Brand:

Does your content stand out? Or does it look like the five other salons in your area? The idea here is to create a brand that your audience knows is yours. To ensure you stop the scroll, you need to create a recognisable brand identity. Consistency is key, from using the same colour palette and fonts in your visuals to maintaining a consistent tone of voice in your captions. Develop a brand style guide that outlines your brand’s personality and visual elements, ensuring that every piece of content reinforces your salon’s unique identity. The more consistent and cohesive your branding, the easier it will be for your audience to recognize and remember your salon. Ps, this doesn’t mean a patterned feed layout. Those days are over. Just keep it clean and on brand.

### 5. Crafting Attention-Grabbing Headlines:

Again “skin goals” as your caption does not cut it anymore. In fact, it never really did because it never “spoke” to your target audience or tapped into their pain points. The average attention span of social media users is short, making it crucial to grab their attention within seconds. Crafting attention-grabbing headlines or hooks is a powerful technique to entice users to read your captions or watch your videos. Want my biggest tip? Use open-ended questions over statements (just like you’re taught when retailing). Use questions, intriguing statements, or humour to draw users in. For example, “Ready to achieve the Skin of Your Dreams?”, “Our Secret to Flawless Skin - Revealed!” or “Are you struggling with (insert pain point here)? Remember to deliver on the promise made in the headline within the content to maintain trust with your audience.

### 6. The Power of Call to Action (CTA):

A compelling call to action (CTA) is vital for telling your audience’s next steps. After consuming your content, viewers should know what action to take, whether it’s booking an appointment, visiting your salon, subscribing

to your newsletter, saving for later or sharing with a bestie. Make the CTA clear, actionable, and time-sensitive if possible. For example, “Enjoy 10% off your next appointment, comment “ME” below,” or “Found this helpful, share with a beauty bestie” or “Save for Later” By prompting action, you convert passive followers into engaged customers.

### 7. Questions to Ask Yourself Before Posting:

If your salon’s social media engagement is not meeting expectations, it’s essential to review your strategy before hitting the post button. **Before publishing any content, ask yourself the following questions:**

- Is the content relatable to my target audience? Tailor your content to your audience’s preferences, needs, and pain points.
- Does the post align with my salon’s brand identity? Ensure that the visuals and messaging are consistent with your salon’s brand personality.
- What is the objective of this post? Clarify the purpose of the post – whether it’s to educate, inspire, entertain, or promote.
- Does the headline hook the audience’s attention? Craft attention-grabbing headlines that speak to your audience, hit a pain point, or spark curiosity.
- Does the caption provide value? Offer valuable information or a unique perspective to your audience. Think to yourself, if you were your follower, would you find it helpful?
- Is there a clear and compelling call to action? Guide your audience on the next steps to take.

By addressing these questions before posting, you’ll enhance the quality and effectiveness of your content, leading to increased engagement and brand loyalty.

By understanding your target audience, defining clear objectives, and crafting captivating content, you can build a strong online presence that attracts and retains clients. By taking the time to strategise and ask the right questions, you can unlock the true potential of social media and turn their followers into loyal customers, contributing to the long-term success of your beauty business. Embrace the power of socials for salons and watch your engagement soar to new heights, making your salon the go-to destination.

*Kayla x*

**@socialforsalons**  
**www.socialforsalons.com.au**

## AI or CHAT GPT VS. Hiring a Virtual Assistant.

By Kara Lehmann

As a beauty business owner, you understand the value of time and efficiency in running your business. However, the to-do lists can often seem never ending and there's all this talk about AI and Chat GPT.

**So how do you know which one to use and when? Let's take a look at each and how you can determine which one is right for you.**

AI and Chat GPT technology have come a long way in recent years, offering beauty business owners unique advantages to gaining back time they wouldn't have previously had.

**Here are some of the positives of using AI or Chat GPT in your beauty business:**

- Automated Customer Support: Implementing a Chat GPT system can efficiently handle customer inquiries and support 24/7. Whether on your social media or website. This automated assistance ensures that customers receive prompt responses to their queries, enhancing customer satisfaction.
- Copywriting for your website: from blogs through to product descriptions and SEO there's so many ways in which you can use Chat Gpt to help you create copy for your business quickly and efficiently.
- Data Analysis: AI can process vast amounts of data from customer feedback, social media, and sales trends to provide valuable insights. These insights can guide your business decisions, marketing strategies, and product/service improvements.
- Content Creation and Marketing: Chat GPT can assist in generating creative and engaging content for your beauty business, including blog posts, social media captions, and email newsletters. This can save you time and effort in content creation.
- Planning and creating systems: Feeling a bit stuck for ideas or limited on time to create a spreadsheet? Then no worries! AI can help you whip up what you need in minutes, just be simply providing it with some information first.

Using AI or Chat Gpt can be a great way to start outsourcing and saving yourself time in your business. If you need to take some pressure off but don't want to invest in some hands-on help just yet - it's a great way to get started in saving time.

### Investing in a Virtual Assistant

While AI and Chat GPT offer significant advantages, there are certain human-centric



aspects of your beauty business that might require a personal touch. Being an industry that thrives on human connection and touch, a Virtual Assistant can be fantastic for helping to keep you clients engaged and connected with your brand. Here's some of our reasons why hiring a Virtual Assistant can be beneficial:

- Personalised Customer Interactions: Virtual Assistants can engage with customers in a more personalised manner, understanding their unique needs and offering empathetic responses that AI might struggle to replicate. They can reach out to your lapsed customers on the phone, email or by SMS and make sure the client feels as though they had a personalised experience.
- Managing Complex Tasks: Virtual Assistants can handle tasks that require human judgement and decision-making, such as resolving customer complaints or addressing sensitive issues.
- Social Media Engagement: Virtual Assistants can actively manage your social media presence, engaging with followers, responding to comments, and building authentic relationships with your audience.
- Administrative Support: From managing your calendar to organising events and coordinating with vendors, a Virtual Assistant can handle various administrative duties efficiently.
- Adaptability and Growth: Virtual Assistants can grow with your business, taking on more responsibilities as your beauty business expands, and adapting to changing needs and demands.

Having a virtual assistant can be highly beneficial to your beauty business as they can complete tasks in a fast and efficient manner and ensure they are personalised to each scenario. They will ensure all information is up to date and accurate.

In conclusion, AI, or Chat GPT and Virtual Assistants both offer distinct advantages to beauty business owners. Chat GPT can be an excellent starting point for gaining back time and enhancing efficiency. By automating customer support, providing personalised recommendations, and generating content, you can focus on higher-level tasks. However, the human touch provided by a Virtual Assistant is invaluable for managing complex customer interactions, social media engagement, and various administrative tasks. A Virtual Assistant can work seamlessly alongside AI, creating the perfect combination for optimising your beauty business.

Incorporating AI or Chat GPT and hiring a Virtual Assistant allows you to strike a balance between efficiency and personalization. Embrace the power of technology while preserving the human aspect of your day-to-day business operations, propelling your beauty business to new heights of success.

**Kara Lehmann is an ex-salon owner, beauty therapist, business specialist and owner of The Beauty Boss VA.**

**You can find her @kara\_thebeautybossva or at [www.thebeautybossva.com](http://www.thebeautybossva.com)**



# EXCEED

GLOBAL LEADERS  
IN MICRONEEDLING

ENQUIRE AT



CLINICALLY PROVEN TO VISIBLY REDUCE ACNE SCARRING AND WRINKLES, WHILE IMPROVING OVERALL SKIN STRUCTURE.

#### THE EXCEED DIFFERENCE

- Adjustable needle speed and depth
- Low vibration and quiet running
- Engineered and manufactured in Germany
- Tilting needle plate for minimal epidermal trauma, increasing client comfort
- 2 year warranty (optional extension)



BEFORE / AFTER 3 TREATMENTS

GLOBAL CERTIFICATIONS: TGA listed (ARTG: 315425, ARTG: 338345)  
Medical device certification (CEO123) according to MDD and  
DIN EN ISO 13485 standard | FDA approved | Medsafe listed

1300 420 223 | [enquiries@skincorrection.com.au](mailto:enquiries@skincorrection.com.au)



## ACAP SafeSkin<sup>™</sup> Registration

Your ABIC Certified Aesthetic Professional (ACAP) SafeSkin Registration is the benchmark certification for our industry

**Raise Standards**  
**Attain Compliance**  
**Achieve Clinical Excellence**

Reach new quality clients through the ABIC SafeSkin Clinic & Salon Directory

Clinics, spas, salons & the professionals we certify are compliant with all Federal & State Government Legislation & Regulatory Bodies, & aligned with the Australian Qualifications Framework & ASQA



## ELEVATE

*Together*

**Available to ABIC  
Members Only**



Scan here to learn more

**Registration Now Open**

# ABIC

ACAP ELEVATE TOGETHER