



BEAUTE

by ABIC

FROM OLD, RENEWED

Science-based evidence for the
benefits of traditional treatments

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for the Benefits of
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From the Council

Matt Williams

Recently in the news the media has been reporting a phenomenon described as the “Great Resignation” with thousands of workers leaving the industries that they have spent years in and pursuing a completely new direction.



This has impacted our industry as much as any other as many of us struggle to attract, engage, and retain great people. However, I have also heard this more accurately described as the “Great Reassessment”. People aren’t just resigning from their careers; they are reassessing what is important to them.

As leaders in our business and in our industry, we need to be able to anticipate the changing needs of our team members and our customers. Great leadership and success require us to be able to predict what the next trend will be or what our team will need to learn and grow and feel fulfilled in their roles.

You don’t need a crystal ball to be able to predict the future, sometimes the best way to anticipate the next big thing is to look at the trends of the past as there are always patterns and cycles that you can capitalise on if you stay informed and pay attention.

- Matt



Save The Date

ABIC's 1st Annual Event

Cocktail Party

Kicking off a massive Beauty Expo weekend, ABIC are going to celebrate our industry in style with its very first in-person event!

With the generous help of our Sponsor Phorest Software, we will be holding a lavish ABIC Cocktail party on Friday 19th August at 7.00pm to open this years Beauty Expo.

The event will take place right near ICC on Darling Harbour at Cafe Del Mar, where you can get to know our industry leaders, network and have a wonderful night.

ABIC Members will receive a private email this week, which will include either their FREE or Discounted Ticket allocations and instructions to secure their places.

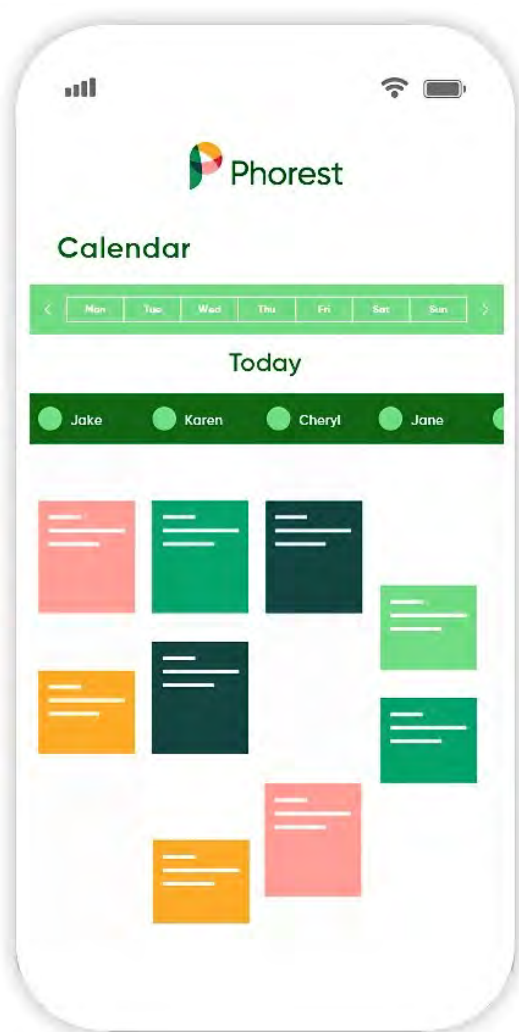
This Stage 1 - "Members Only FREE and Discounted Early Bird Ticket" release will only be available for a limited time, so be sure to jump on securing your tickets right away.

Stage 2 - "Open to the Industry Tickets" will be announced in the coming weeks. Tickets will sell fast, so keep an eye out, and don't miss out when they do go on sale!

We can't wait to see you there, to celebrate just how far we've come, and raise a toast to all of the amazing things we have yet to achieve!

Date: Friday August 19th
Time: 7pm-9pm
Location: Cafe Del Mar, Darling Harbour

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Back To Our Roots

Science based evidence for the benefits of traditional treatments

Words By Stefanie Milla, ABIC CEO

In the universe of aesthetics with burgeoning technological advancements, myriad gadgets, devices and contraptions that tighten, shrink, lift, smooth and brighten, it's easy to be swept up in the exhilaration and anticipation of the next big innovation, but in this high-tech whirlwind are we making the mistake of forgetting the wisdom of old?

As aestheticians and cosmetic practitioners, we love to poke and prod, zap and heat, and blast and needle our way to achieving the illusive “perfect skin” for our clients, however just as in nature, our bodies too need balance, the Yin and the Yang.

For centuries, diverse cultures have been caring for the skin using countless rituals, from the infamous last Ptolemaic Queen of Egypt Cleopatra (51 AD) who bathed in raw milk, to the beautiful Chinese Empress Wu Ze Tian (625 AD) who painted her body in a rich paste made of powdered pearls, every heritage has its own skincare traditions, so the questions remain, what can we learn from these practices, and are their benefits based in real science?

A common theme that crosses the boundaries of continents and cultures to show up in almost every ancient tradition, is that of deep, almost spiritual relaxation and replenishment. From ancient bathing rituals to body wraps made of clay and ash, one element is always consistent, each treatment is administered with a meditative ritual that involves touch and massage.

What does science tell us about relaxation and meditation?

It is now common knowledge through countless studies that meditation and relaxation can reduce levels of the stress hormone Cortisol. Chronically elevated levels of this hormone can stimulate the release of inflammatory cytokines, disrupt sleep, promote depression and increase blood pressure, among a long list of other side effects, including inflammatory skin conditions and premature ageing, whilst also exacerbating almost any skin concern you can think of!

In a Harvard Medical School piece published by Dr Neera Nathan (MD, MSHS) the brain-skin axis was identified as a two-way street, a bidirectional pathway that can transfer psychological stress not only from the brain to the skin, but also vice versa. ^(A)

In fact, studies have shown that both hair follicles and skin comprise intricate mechanisms that create their own stress inducing signals, which can commute to the brain and instigate the stress response. A clear and instant indication of this connection can be seen when we are in a state of embarrassment and our skin starts to flush or sweat! However, science proposes that extended and recurring exposure to physiological or environmental stressors can have lasting effects on your skin, and can even harmfully impact your overall wellbeing. For example, studies have shown that psychological stress can disrupt the epidermal barrier, exposing skin to transepidermal moisture loss, a disrupted skin microbiome, and a host of inflammatory skin conditions such as eczema, psoriasis and acne. ^(B)

Looks like the ancients inherently understood our brain-skin connection because deep meditative relaxation treatments are a staple in almost all practices.

What does science tell us about touch?

There is some cutting-edge scientific research on the benefits of touch for our skin, and holistically for our bodies and sense of wellbeing. Unfortunately for those in western cultures, we are famously touch deprived which studies say has significant impacts to our overall health. We can see this in the well regarded study from the 1960's by Psychologist Sidney Jourard who observed the conversations of friends in varying parts of the world, as they sat in a cafe together. He studied these conversations in each country for the same amount of time. In England the two friends touched each other zero times. In the United States, in moments of excitement they touched each other twice. Yet, in France, the number dramatically rose to 110 times per hour. And in Puerto Rico the friends touched each other 180 times! ^(C)



Neuroscientist Edmond Rolls performed studies which showed that touch activates the brain's orbitofrontal cortex which is linked to feelings of reward, compassion, safety and trust. It activates the body's vagus nerve which is intimately involved with our compassionate response and triggers the release of oxytocin “the love hormone”, which lowers cardiovascular stress, blood pressure, and you guessed it - the stress hormone Cortisol!

Research at UC Berkeley School of Public Health has shown that human touch can help regulate the blood pressure, muscle tension, alleviate stress and depression and increases survival rates of patients with complex diseases. Human touch has a positive effect on your immune and digestive systems which are intricately linked with skin health and youth, and vital processes that occur within the skin which influence cell communication and proliferation. ^(D)

What does science tell us about massage?

The physiological and psychological benefits of massage have been well documented for many years now, but were you aware that massage can have long term benefits for both your health and your skin?

The common theme here is a reduction of stress and the hormone Cortisol, along with heart health benefits, but in addition massage improves circulation and boosts cellular energy which is essential to skin cell, muscle and bone regeneration – all three essential elements that promote a youthful appearance.

According to the Mayo Clinic, massage improves skin immune function which is our defence against pathogens that enter the skin and cause inflammatory disruptions to its health and function. ^(E)

Another well-known benefit of massage is the drainage of our lymphatic system and the removal of toxins from our body and skin, along with an increase of nutrients from our blood entering into skin cells. Massage also promotes the induction of collagen and the stimulation of elastin fibres, no explanation necessary there!

How can we incorporate the science of the old with the technology of the new?

Science well and truly backs the benefits and efficacy of traditional treatments involving the reduction of stress, human touch, and massage, so in this fast-paced industry where we are chasing the latest tricks, a laser fix, or an inject script, let's remember to give our clients the downtime treatments that we know will renew and regenerate their skin, and ultimately enhance the results of your active interventions.

Treatment programmes can consist of cycling more active treatments with therapeutic or anti-inflammatory treatments, such as Cortisol reducing facials, lymphatic drainage massage, LED or LLLT. Not only do these treatments encourage healing and regeneration, but they also get your client back into the clinic or salon sooner, and open up alternative revenue streams.

Active treatments, heat-based modalities and cosmetic enhancements have elevated the game and opened a world of possibilities for the treatment of skin concerns, the promotion of youth and beautification, however they do come with their risks and even some long term unintended side effects to the integrity of the skin, so used in conjunction with holistic restorative practices it will ensure that these more intense or invasive type treatments can be sustained by your client's skin in the long term without detrimental effects.

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A Cosmic *Return*

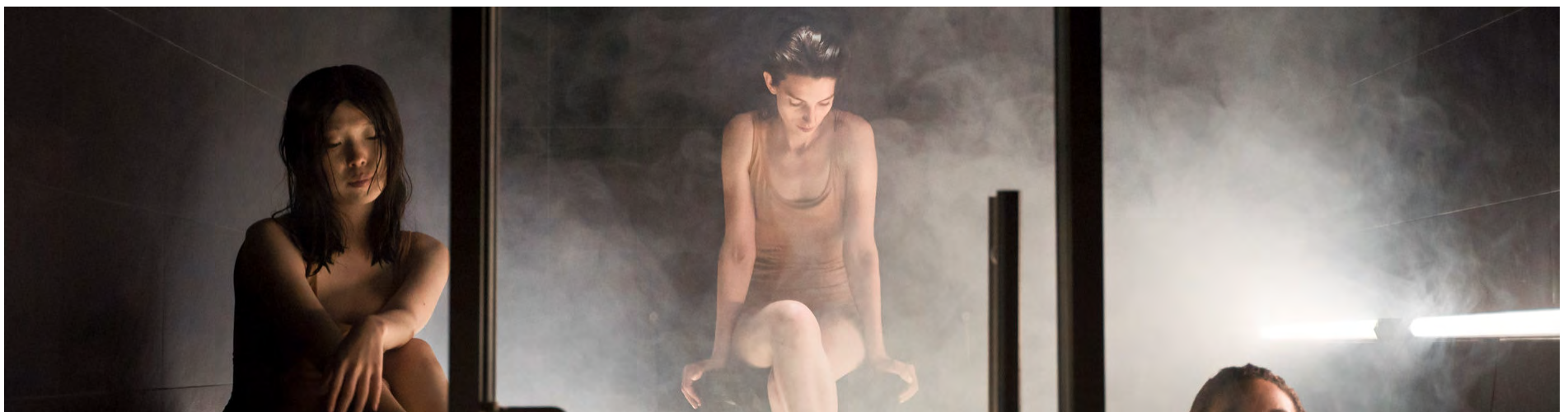
Words by Mala McAlpin

This edition of the Beaute By ABIC Journal is special for me on a personal level. The theme is 'From Old, Renewed'. And what better time to explore this concept than the month of my 30th birthday!

30 is often the year that sparks reinvigoration, re-assessment of oneself and one's priorities, and a true solidification of who we wish to be now and in the future. Those who believe in the concept of Saturn Return will understand this well. It takes roughly 29.5 years for Saturn to complete a full revolution, hence why many believe that turning 30 results in such significant psychological change. Many experience feelings of a wake-up call, make life-changing decisions from career moves to relationship changes, and often look back to their younger selves or consult their inner child to help guide them toward their chosen path. What could be a more kismet theme for this month's journal?



For this edition, I look to the humble nautilus for inspiration. This incredible spiral shape is a phenomenon that appears throughout nature, on the earth and in our galaxy, for as long as they have existed. From a vortex in space to a snail's shell, you can see this shape replicated again and again. It is a pattern of life thought by many to represent the circular passage of time. We even see this concept throughout fashion and pop culture trends - old is always made new again. This month we celebrate this concept of old meets new, utilising it to inform our businesses and our education. If we look back to our roots for inspiration, we can rediscover what it is that makes us (as businesses and practitioners) truly special. We examine the latest research on ancient techniques, and we explore how traditional practices can be incorporated with modern ones that facilitate a truly holistic approach. While our pasts do not define us, they can certainly inform, educate, and inspire us to create a better future.



From Past To Future With Our Industry Editors

*Brought to you by SPA+CLINIC and
Professional Beauty*

When you stop to consider it for a moment, our business-to-business industry journalists have the ability to act as real trailblazers on our behalf. Not only do they provide us with the education, inspiration, news, tips and case studies most of us crave, but they are constantly thinking about ‘what’s next?’ – and chasing the answers to this question so that we don’t have to. It’s like one of those glorious moments when you walk into a store, with no preconceived notion of what to buy, and instead let the shelves tell you what you want instead. Of course, when it comes to industry publications, it’s about our continued learning and education – so we have a lot to thank our editors for! It is for this reason that we at ABIC are proud to partner with some of our industry’s most highly regarded B2B publications – in line with our core values of lifelong learning and progression through unison.

For this latest edition of our ABIC journal, our theme takes a dive into old versus new, looking at how businesses are getting back to their roots to better their practices, and how traditional therapies are informing new innovations. And who better to speak to than our industry trailblazers, trend-setters, and news-breakers? Our industry Editors have the privilege of speaking with countless business owners and practitioners from a wide variety of spas, salons, and aesthetic clinics; across the broadest range of topics imaginable. So we decided to speak to Nadine Dilong; Editor of SPA+CLINIC, and Anita Quade; Editor as Professional Beauty, for their take on the old vs new phenomenon.



Q1. Have you noticed any traditional therapies making a come-back?

N: As people become more invested in their wellbeing, especially post-pandemic, there is a return to looking at treatments holistically as opposed to chasing quick fixes. Rather than expecting a once-off facial to cure all your skin woes, most clients seem happy to invest the required time and effort into a bespoke treatment plan to keep their bodies and minds healthy. This includes traditional practices such as Ayurveda, Chinese Herbal Medicine, or treatments such as lymphatic drainage. The latter seems to make a comeback not just to sculpt and tone the body and face, but also post-invasive treatment to accelerate healing.



A: I think people will always love traditional therapies such as massages and facials as it’s the ultimate self-care, and time out from the daily chaos. I don’t think they have ever gone away, they have just evolved these days thanks to cutting-edge technology and an advancement in science when it comes to skincare therapies.

Q2. Have you seen any traditional/ancient treatments combined with modern technologies?

N: Something that comes to mind immediately is the sudden popularity of saunas – both coal and infrared – in Australia. Saunas have been part of a healthy lifestyle in Europe for centuries, and it seems that Australia is slowly catching up to this and adding modern treatments, such as LED to it. In general, I think people like the idea of treatment add-ons, and getting the most out of a spa or clinic visit. So if that means trying the latest technology, such as body sculpting or RF microneedling, and adding a traditional therapy to it at the end to help your body heal and maximise results, it’s a no-brainer for many people.

A: Beauty is such an exciting industry and the one thing that has kept me so interested in it for more than 20 years is how fast-paced it is and how many new innovations are continually being introduced to the market – whether that is skincare formulations or the treatments salons are offering. As it evolves constantly I have noticed that traditional treatments now all include a modern tweak to enhance results. Instead of just the traditional facial in a salon – today the menu is so extensive with the addition of cutting-edge modalities. Treatments have been combined with many different elements including skin needling, laser, RF, AHA peels and my ultimate favourite; LED for added glow and rapid healing.



Q3. What are some new technologies, treatments or trends you’re excited about?

N: I’m excited about wellness recovery studios springing up like mushrooms – places that incorporate evidence-based wellness treatments, such as hyperbaric chambers, cryotherapy, saunas, LED therapy etc all in one space for people to visit like they would the gym. The idea is to take time out for ourselves regularly to stay healthy and live not only longer, but better. In the aesthetics space, there are some incredible results achieved by lasers these days. With minimal downtime, people’s skin can be rejuvenated immensely – even severe acne thanks to a laser which targets the sebaceous glands, launching in Australia soon.

A: When it comes to technology, devices are constantly being upgraded and now one machine can offer such a range of deliverables depending on the client’s needs. It highlights a major trend over the years that clients more and more, want customised treatments, it’s no longer a one-treatment fits all scenario.”

Trend-wise:

LED continues to be a leading addition offered at most salons and is such a short and effective add on as part of a service to help stimulate skin cells and speed up the healing process. It’s also a great mood booster!

Skin needling – I love this as a great skincare treatment, it really delivers results when it comes to collagen boosting and reducing signs of sun damage, winding back the clock on ageing and again there is minimal downtime. I still believe this should be left in the hands of professionals, as an Editor we have uncovered some horror stories of people attempting this at home and scarring their skin.

Laser Hair Removal – I have found that lasers for hair removal have progressed so much with their effectiveness and now limited pain! I recently discovered Alma Soprano Titanium that can treat all skin types including sun tanned skin and can be used on artificially tanned skin so clients can be treated all year round and it really is virtually pain free.



Q4. What’s your favourite traditional therapy and why?

N: I’ve recently started getting regular acupuncture treatments and do believe that it helps me with stress management. Whether that’s due to balancing the energy flow in my body (which is what traditional acupuncture is believed to do) or whether it forces me to lie still on a bed for 20 minutes, which has a calming effect on me, I’m happy either way!

A: I love facials and the blissful feeling of nourishing the skin – while they have been around for centuries these days the high-tech choices are endless. I am a huge fan of HydraFacial – it’s like a one-stop shop thanks to the versatility of the machine. The multi-step facial offers it all in one short session – with exfoliation, extractions and a tailored dose of serums infused into the skin on a deeper level, and the best part is there is no downtime! I think for people wanting minimum invasion and an instant glow this would be my top pick.

With the constant evolution and the unpredictable nature of the industry, we’re sure to continue seeing some exciting developments in the near future that incorporates both old and new practices and technologies. If you pride yourself on doing things a little differently within your practice and would like to inspire others, both SPA+CLINIC and Professional Beauty would love to hear from you so that you can share your story. Visit **SPA+CLINIC** and **Professional Beauty** for more details.

Modern-Day Mindfulness is Not What You Think...



Think mindfulness is just a fancy word for meditation? While it may be originally based in Buddhist wisdom and tradition, mindfulness now more closely intersects with modern psychology practices, which can significantly impact ageing. Here's what modern mindfulness means today, and why it matters to you,



Why Stress Management Should be at the Forefront of Modern Practice

We know that our skin is in constant communication with us. It responds to what topical products we put on it, what we feed our bodies, how much sleep we get and, most significantly, how it reacts to stress. In fact, an overwhelming number of clients are seeking treatments for their often stress-related skin issues. In order to provide quality care to these clients it is necessary to incorporate stress management techniques in treatments for optimal skin health and the overall wellbeing of the client.

Stress is our body's natural defense to any situation (stressor) it deems threatening. When confronted with a stressor, the body releases cortisol and other stress hormones which help trigger our fight, flight or freeze reflex. While a healthy amount of this is essential and helps to keep us safe, too much stress wreaks havoc on one's health and skin.

Both acute and chronic stress can have a significant impacts on our overall wellbeing with serious and lasting repercussions on the skin. It can disrupt and irritate the epidermal barrier, and cause systemic inflammation which can trigger the onset of skin disorders such as eczema, psoriasis, sensitization and contribute to poor wound healing. Stress also has shown to exacerbate acne and cause inflammation-induced aging, collagen and elastin degradation and pigmentation disorders.



Words by Eleni Cico, Mata Wellbeing



Likewise, the skin can also affect stress levels through an interconnected, bi-directional pathway known as the brain-skin axis. When the skin is exposed to environmental stressors it signals stress hormones to the brain in response. UV light and temperature, for example, can cause the skin to release stress hormones in which the brain is on the receiving end of. The result: more stress, exacerbating the issue and prolonging the cycle.

In clinical practice it seems like a no-brainer that skin treatments would incorporate a more holistic approach to mitigate any stress that clients may be experiencing. With more clients seeking 'escapism' from daily life stressors, it's become apparent that the need to slightly pivot services to include a more high-touch and sensory aspect to treatment can offer clients a real sense of wellbeing. Incorporating skincare that offer ingredients high in antioxidants, anti-inflammatories and are nutrient-rich and respectful to the skin barrier will also reduce the negative impacts of stress on the skin.

From the consultation process, throughout the treatment, and during homecare discussion, educating clients on self-care strategies is an essential part of our role as therapists and clinicians in order to provide a skincare service that is truly transformational for both client skin and mindset.

With stress becoming an unavoidable contributor to many skin health-related issues, stress management should be of high priority in clinical practice. From the treatments and skincare offered to the self-care education provided, seeking out new and improved ways to enhance client experience will ultimately benefit their wellbeing.



a Return

To Cultural Roots

Words by Mala McAlpin

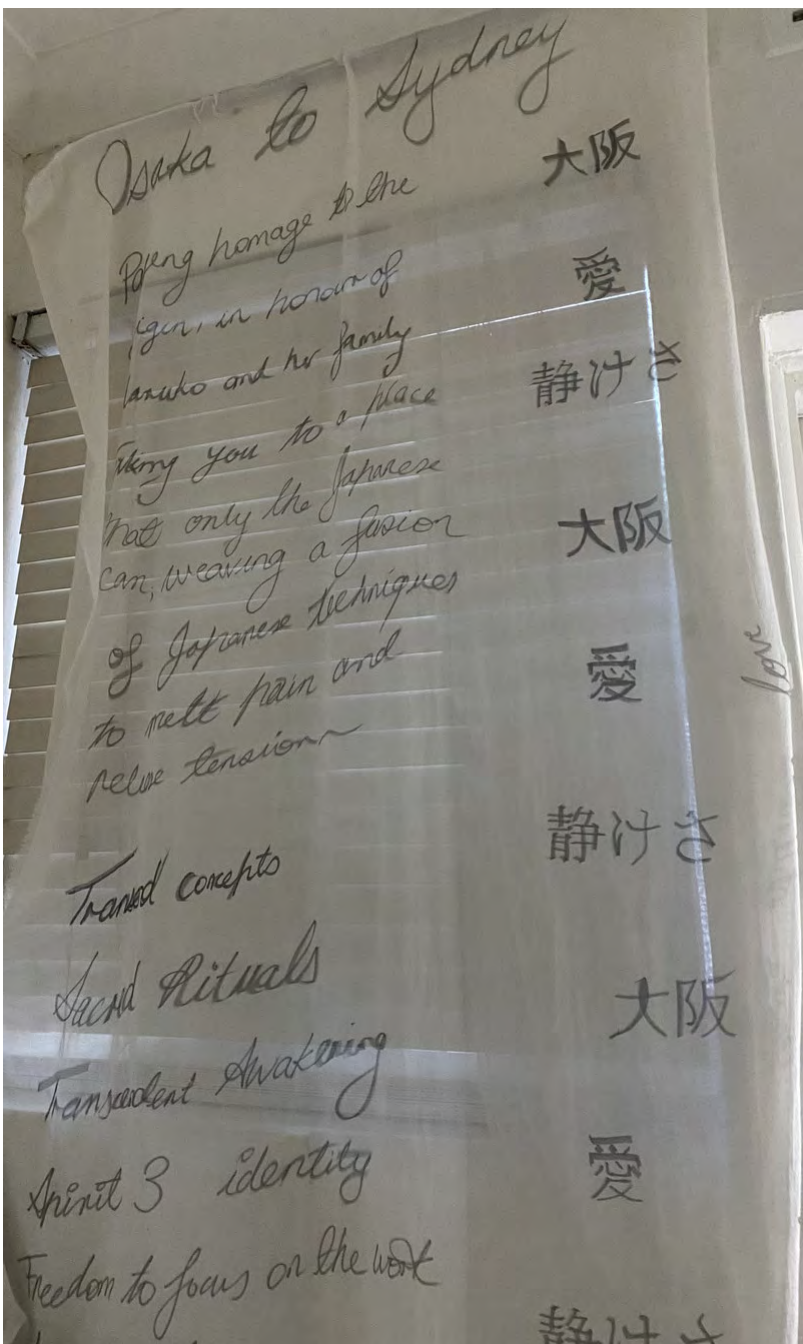


Something we have noticed on the rise throughout industry is the growing use of various cultural traditional treatments. Traditional Chinese Medicine and Ayurveda have been making their way back into Western spas for some time, but the spectrum is noticeably growing. We’re seeing the adoption of ancient practices from around the world being used here in our own little slice of paradise. Not only is this a wonderful platform for cultural traditions to be shared and passed down, but it is also providing us in industry with an incredible opportunity for growth. What can we learn from these various cultural experiences?

Tucked away in the heart of the NSW Blue Mountains is an authentic Japanese bathing experience. A magical hidden gem, you wouldn’t know it was there until somebody shared it with you. While hydrotherapy is an ancient practice on a global scale, bathing is a cornerstone of Japanese culture and is highly respected for its healing properties. Its roots lie in 6th century Buddhist purification rituals, believed to cleanse both body and spirit, and promote continued health through the use of heat and steam. Many temples throughout Japan contain baths for this reason. Previously reserved for royalty and the divine, the Edo period (1603–1868) saw bathing practices become available to the general public with the introduction of bathhouses. The aptly-named Japanese Bath House in the Blue Mountains is not only authentic in its aesthetics and physical structure, but follows many sacred customs of Sento (bath house) culture, including the requirement that all guests pass through a foot bath prior to bathing their bodies, which is thought to cleanse any unwelcome spirits from the outside world. Guests should also wash their bodies with hot water (called kakeyu) prior to entering the bath, which not only maintains cleaning pool water for guests, but is also traditionally used to begin the cleansing ritual. There is also a traditional Japanese Tea Room, and spa treatments are available for guests to add to their bathhouse experience. These include traditional body treatments like Japanese massage, which comes complete with a Yukata (Japanese Robe) to wear throughout.



There is even accommodation at the bathhouse for those wishing to take their cultural experience to the next level. The San Sui Kaku space follows the simplistic but breathtaking Japanese aesthetic of shibusa (渋さ) meaning the aesthetic of simple, subtle, and unobtrusive beauty. Packages are available that incorporate accommodation with bathhouse visit, tea, yukata, locker hire, and Japanese pressure point massage.



There's another transformative Japanese experience in the heart of Sydney, and you'll find it at Paddington's Venustus. Founder Jeannie Burke, whose reputation precedes her, is known for creating some of the most unique spa experiences our country has to offer. This is in part due to her incorporation of authentic cultural traditions and practices, which draw on centuries of healing techniques. It is also in part due to the time frame over which each treatment is cultivated. Each time a new Venustus treatment is crafted, Jeannie and her team spend several months tweaking and perfecting it before adding it to the menu. Here it will stay only for a limited time, before a revolutionary new treatment is introduced.

This special ecosystem ensures there is always something new to learn and grow from, for both clients and team. This may very well be why several Venustus therapists have stuck around for over a decade. One of these is Haruko, a Japanese therapist to whom Venustus' latest offering 'Osaka to Sydney' pays homage.

Osaka to Sydney is a full body massage experience designed to melt away tension of the body and mind, and weaves together a number of Japanese massage and wellness techniques. The routine was crafted by Jeannie and her team, under the guidance of Haruko, and incorporates Venustus' signature massage sequences along with Shiatsu, Lithos hot stones, Tanaka facial massage, Reiki, and gentle rocking.

This treatment is deeply releasing and invigorating, but indulgently therapeutic at the same time. Traditional Shiatsu techniques, which involve the use of deep pressure by way of fingers, thumbs, elbows, palms, feet, knees (including standing or kneeling on the client's back) many might generally consider to be vigorous, harsh, and painful. However, Osaka to Sydney is anything but. Haruko's techniques are firm but blissfully slow and meditative, with sequences that move seamlessly from one technique to the next. Jeannie tells us that this is by design, aiming to incorporate traditional techniques but tweaking them in a way that still caters to their clientele and provides an indulgent experience. Shiatsu was originally brought to us in its modern form by Tokujiro Namikoshi, and in 1957, the Japanese government officially recognised Shiatsu as a form of therapy, used for healing nerve damage, osteoporosis, and skeletal issues. The Tanaka facial technique, originally developed by Yukuko Tanaka, is described as its own kind of magic. The technique utilises deep rolling, kneading and knuckling moves to dramatically reduce tension and lift and sculpt facial features. Stress-induced tension of the facial muscles can impact our features, contribute to signs of pressure, and induce a 'tired' appearance in many sufferers. This ancient Japanese technique aims to relieve tension while sculpting the features, preventing loss of elasticity, improving fluid and toxin removal, and boost circulation to improve tissue health and clarity. While much more stimulating than classical relaxation effleurage, muscle tightness is noticeably and immediately relieved. Additional unique aspects of the treatment include the large hot stones, which clients are forewarned about being applied to the skin as hot as physically possible in order to retain the maximum therapeutic benefits for longer. The Reiki and rocking elements that conclude the treatment leave a lasting impact on clients that inspire feelings of innate comfort and loosening of tension, both muscular and mental. And to finalise the treatment and close the space, lastly Haruko anoints the client's forehead and chest, tracing Japanese symbols using gentle fingertips while giving a verbal affirmation, concluding with a few sentences in her own Japanese tongue. The entire journey is an incredibly special one, that beautifully pays tribute to the culture and traditions of Haruko's heritage. And just before you thought it couldn't get more touching and authentic than that, clients will be offered a tea in the waiting room that is served in a Japanese clay teacup, lovingly handcrafted by Haruko's father for all Venustus' guests to enjoy.



The second of Venustus' new offerings is the Cocoon treatment. This is perhaps the Holy Grail of nurturing experiences, featuring a number of traditional Eastern methodologies. Cocoon is a full body massage experience unlike any other, designed to simultaneously cater to a busy mind and body. Born from a desire to alleviate endless external stressors felt by the modern day woman, the concept aims to shift energy from the outside to within, facilitating a 'pause' from the outside world and allowing for healing to begin. The sensory experience always begins well before the treatment itself. Signature herbal tea, the grounding of bare feet on crystal slab, the playing of Tibetan Singing Bowls, and the burning of sage and Palo Santo begins the inward transportation process before heading to the treatment room. An extended face and body massage follows, complete with crystals, hot and cold towels, and various Eastern massage techniques. But the hero of the Cocoon experience is in the name.

Swaddling is an ancient practice dating back countless centuries, and is still used today in order to comfort and soothe infants. Even as an adult, there is something innately calming about the sensation of being wrapped in cloth. A great example is the use of weighted blankets, which are often recommended for those experiencing anxiety, or conditions like autism which can result in sensory over-stimulation. Clients experiencing the Cocoon treatment at Venustus will receive this primal nurturing feeling offered by swaddling. Plush heated bedding is tightly and comfortably tucked around unexposed limbs, and even the face is draped in a soft, sheet cloth. This cloth has been lovingly inscribed with written affirmations and loving energy by Jeannie and her team, and for those who are not claustrophobic, the sensation is incredibly warm and soothing. Beginning facing upwards, the treatment begins with a scalp massage, moving down to the neck with some towel stretches followed by trapezius knuckling and pressure points. What follows may be described as a warm hug, as the body massage commences with one hand across the décolletage while the other moves across the scapula. All movements flow together like water and never once leave the body completely. The Cocoon theme even carries right through to the facial massage techniques. The touch is firm but very slow, without the use of fingertips. Instead, the entire hands are utilised to completely cradle the face, providing unparalleled nurturing and warmth.

It is clear that traditional practices from a number of cultures and countries are slowly being adopted throughout our industry, and being used to create incredibly special wellness journeys unlike the ones we are typically used to. If you would like to honour the cultural heritage of your family or a member of your team's, incorporating elements into your beauty and spa experiences can be a wonderful way to do so. In turn, you have the unique opportunity to pay respect to these cultural practices, to pass down knowledge to future generations, and to share valuable healing and wellness practices to your clients that they may never have discovered otherwise.

Correct • Fade • Prep

As a practitioner working with skin, pigmentation is always going to be a primary concern for a lot of clients and patients. And we know that they want to see results fast. A new corrective pigmentation product has just landed that allows us to do just that. Murad's new Rapid Dark Spot Correcting Serum incorporates 30 years of dark spot brightening expertise in one bottle. It has been developed to reduce dark spots in a mere 14 days — without the use of prescription retinoids or hydroquinone. This transformative, daily-use serum goes one step beyond correction, with potent antioxidant resorcinol that helps to prevent the look of dark spots for a more even skin tone both now and in the future. Aiming to go above and beyond traditional pigment serums, this unique blend also incorporates tranexamic acid, addressing dullness and congestion and encouraging cell turnover to improve tone, texture and clarity. Allantoin is utilised for its soothing and healing properties. And the antioxidant power of resorcinol is harnessed to protect skin from free radicals, making it an ideal protective agent throughout the day. Inflammation is reduced, and premature ageing is delayed through the reduction of oxidative stress. This combination of antioxidants and glycolic acid also serves as an ideal way to prep certain clients for treatments such as mild peels, needling, or energy based devices in lighter Fitzpatrick skin types.

Dermatologist and founder Dr. Murad has always kept an eye on the evolution of ingredient technology. Recently, he recognised that the next frontier in treatment of dark spots and pigmentation disorders was resorcinols. Over 5 decades of clinical research and an excess of 1000 in-vitro experiments have demonstrated that resorcinols are potent and efficacious—all while being safe for skin. Clinically, ethyl resorcinol, in particular, showed extraordinary efficacy in skin permeability and the ability to improve the appearance of dark spots/even tone. And, ethyl resorcinol demonstrated efficacy in controlling PIH (post-inflammatory hyperpigmentation), a condition that is significantly more prominent in melanin-rich skin tones.

After 14 days of twice daily application, clinical trial participants noted:

- 84% showed a reduction in dark spots
- 91% saw brighter skin
- 94% noticed smoother skin
- 89% reported a more radiant glow



Finally... A clinical strength brightening serum designed for all skin types & tones

Contact Murad at info_au@murad.com to get your free travel size Rapid Dark Spot Correcting Serum. Find out more by visiting www.murad.com.au Instagram @muradskincareaus



Why is TCM Making A Comeback?

Words By April Brodie



I believe there has been a resurgence in ancient practices for several reasons. The Gua Sha trend has come out of the USA, likely in response to the rise of the clean beauty movement, as well as regulatory rules in many American states not allowing therapists to use machinery and even access active skincare. This encourages people to search for mechanical options and alternatives. Often the Gua Sha treatments that are performed today, though based on ancient TCM (Traditional Chinese Medicine) methods, are a fusion technique integrating TCM into our modern practices. The technique and shape of the stones and tools I use is very different to the TCM stones and tools - much more modern, and are evolved to suit modern needs and demands.

I was incredibly lucky to be introduced to the incredible Cecily Braden during one of many trips to the USA. Her knowledge, expertise, and methodology seamlessly fitted in with my core beliefs and previous training. Cecily has developed a fusion technique that, as above, combines traditional and modern movements. Modern Gua Sha is not about simply sliding a stone across the skin, nor is it about making a cool reel or Tik Tok. It is a series of precise techniques that concentrate on what is happening beneath the skin. Accessing this knowledge of what is happening below, and adapting your movements for each client is an artform. You cannot learn this on YouTube, or by watching Tik Tok or social media. This is a very special series of techniques which require years of accumulated knowledge, training and practice to perform.

Backed by science?

I completely believe these techniques are now backed by evidence and modern science. You need to have the correct training and have a good understanding of anatomy, physiology, and lymphatic systems. I was surprised when I began to study Gua Sha how it related to my initial Lymphatic Massage training (I studied the Vodder method). The results speak for themselves. I have always believed that you must keep learning to grow and develop your practice. You must be open to different solutions for client's needs.

Other traditional methods making a comeback?

There are loads of traditional techniques that I've noticed are becoming popular again. Thai herbal poultice has now been adapted to the face - this uses herbs packed in a muslin cloth, which is heated and massaged using specific techniques. The benefits offered include those of the herbs topically as well as the massage technique to achieve results. Lymphatic drainage has had a massive resurgence which is noticeable on social media, though sadly quite often, the technique and advice on this method is totally incorrect. Facial acupuncture is also experiencing massive growth with the offshoot of this being facial reflexology. With practices like yoga becoming extremely popular, there is definitely a growth and focus on these Eastern methods within spas and salons, particularly incorporating breath work to their treatments.



What lessons can we learn?

There are so many lessons to be learnt. For me, the most important lesson is that most techniques and technology we use today have been developed from ancient techniques. The solution is often not something that is shiny and new, but something tried and tested. The reason these techniques have stood the test of time is because they work and you get results. There is something truly beautiful about a technique that has been passed down from generation to generation, and slowly been adapted. Every time I hold a Gua sha I feel like I am holding a piece of history. You must be open to different solutions for client's needs. Just as there is not one skin type, there are many treatment options. Not all skins respond to the same solutions, and sometimes you need to look for different options. Recently, there has been a significant division between beauty and dermal techniques, and I think the power of touch is being lost. I have developed and learned techniques that give a bridge between the two, providing the luxury power of touch with visible results.

Old always becomes new again

In my 40+ years in the beauty industry, I have seen many cycles of treatments and techniques phasing out of popularity, only to return later. New technology is developed, and old techniques get lost. Machinery becomes expensive, people want a point of difference, trends emerge, and segmentation in the industry occurs. This combination often encourages old trends to become new again. There are some amazing industry innovators that adapt and fuse traditional techniques that help us achieve amazing results with our clients today. I believe we can all benefit by learning from these.

What ABIC membership *can do for you*

The Aesthetic & Beauty Industry Council is committed to providing authentic, ethical, and accessible support for the betterment of the professional spa, beauty and aesthetics industry. We represent you, as your trusted voice and influential representative body. As an ABIC member, you'll receive exclusive access to a range of benefits including:

An extensive library of expert-created business resources

Education sessions with sought-after industry specialists

Daily access to advice from ABIC facilitators

The latest relevant industry news and updates

Government representation to ensure your voice is heard

Your membership not only benefits you as an individual or business, but drives the success and the health of our collective industry. Together, across Australia, with your support we can make a difference.

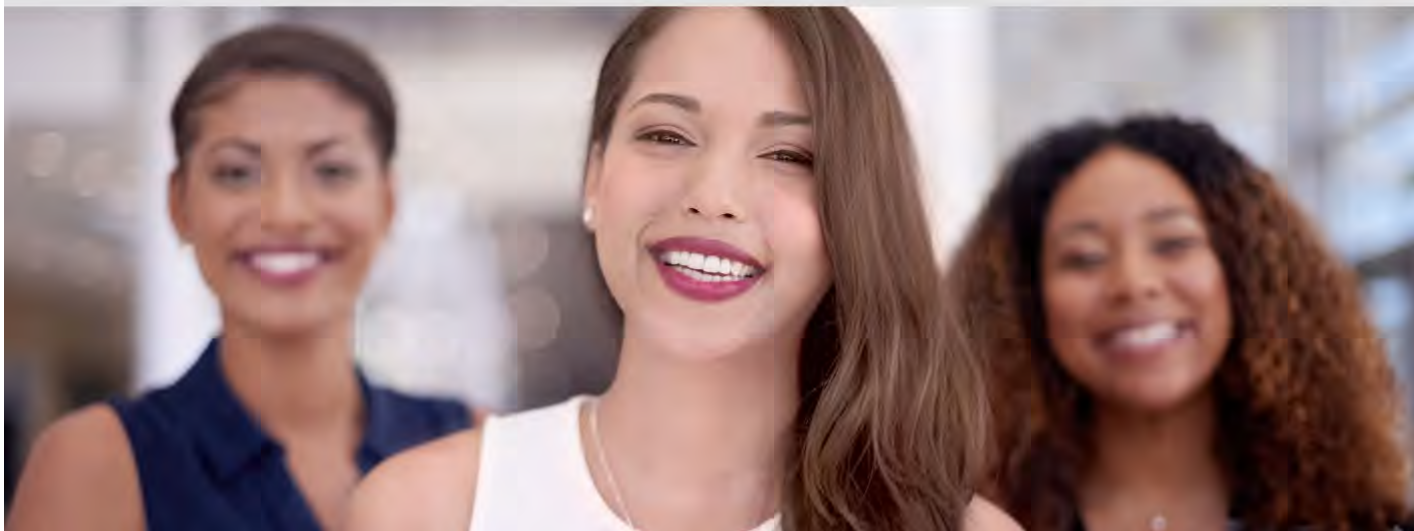
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MEMBERSHIP
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MEMBERSHIP
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STUDENT
MEMBERSHIP
\$49

Sign up today by visiting theabic.org.au





Staff incentives 101:

How to keep your team motivated and reduce turnover

Brought to you by Timely
Words By Tamara Reid

In a post-pandemic world, it's never been more important for small business owners to hold onto their most skilled workers. Tamara Reid, Global Head of Strategic Partnerships at Timely Business Management Software, explains how to motivate, inspire and retain staff in your salon (with a little bit of help from technology)

Like it or not, the pandemic has changed how we work. It used to be commonplace for both salon owners and staff to prioritise work above all else, spending long hours on the salon floor. But the long, drawn-out pandemic gave a lot of staff a chance to reassess their priorities – and work is no longer at the top of the list.

The 'great resignation' is underway and according to The National Hair & Beauty Federation, 57 per cent of hair and beauty businesses have unfilled vacancies and more than half of vacancies have taken over 16 weeks to fill. This time has been challenging for business owners as replacing staff is expensive and time-consuming. Here's how you can keep your staff motivated and happy enough to stay.

Make job satisfaction a priority

When your staff love their job, it leads to stronger client relationships and secures repeat business (a win, win for everyone). At Beauty and Bubbles, a business I visited during my travels to the UK earlier this year, Director Daniel Leeson focuses on "good communication, praise, incentives and a positive working environment" to keep staff happy, along with "a range of engagement such as their birthday off every year, staff parties, lunches, training and development opportunities."

Celebrate the wins

Positive client reviews can benefit your business in two ways: a) they're an effective measure for enticing prospective clients on Facebook and Google and b) they make staff feel *good*. Using Timely's SMS campaign feature, you can send automated follow-up SMS and email messages to clients after an appointment to request a review.

When the positive reviews roll in – which they will because we know you provide a top-notch service – be sure to celebrate the details with everyone on staff. It's easy to get caught up in the day-to-day realities of running a salon, but for staff who spend their days on the tools, these small moments make them feel seen.

Consider a commission structure

Right now, it's more important than ever to hold onto your best staff. One way to motivate your staff is through a financial rewards system, such as a commission-based pay system or end of year bonus.

"All of our senior staff are on a salary but then on a commission base," explains Alex Fuchs, Director of Fuchs Hair. "Everyone has their own column [in the calendar] which they can effectively run as their own business. We incorporate staff into the process and I think that helps with motivation levels as well."

This year, cancellations have been at an all-time high and because "they don't want to lose commission, the moment someone cancels, our stylists check out our waitlist and can usually fill the spots pretty quickly," Alex continues. Beauty and Bubbles also has a commission structure in place. "We give staff commission on their total product sales above a certain value each month," Daniel adds.

Having a sophisticated reporting and analytics feature means you can run staff performance reports and set individual targets, making it easy to inspire your team to book an extra appointment or sell one more product.

Invest in staff progression

For staff, training is one way they can develop their skills and continue to evolve as a professional. By investing in regular team training, you can ensure that employees feel like they are valued and progressing in their career while working in your salon. Plus, when your staff are knowledgeable and up to date on the latest products and trends, you know your services will be best-in-class.

Be flexible to change

Post-pandemic, flexibility is a non-negotiable for workers seeking to improve their work-life balance or set their own hours. There's no one-size-fits-all solution when it comes to flexibility. The best way to go about it? Ask your staff what matters to them.

Business owners who use Timely can take these changes in their stride. The software allows you to tailor the services each member of your team is available to perform and create rosters that make managing available hours and days simple. If you're worried about how staggering hours will affect your bottom line, Timely's staff performance dashboards, reports and individual targets make it easy for you to compare profits and rebooking rates before vs after the changes.

Making moves to motivate and inspire your employees will not only help with staff turnover, but it'll also benefit your business overall. Your vibe attracts your tribe, right?

Shining a light on multi-functional IPL



Many business owners and clinicians are familiar with IPL as an effective method of permanent hair removal, but aren't quite as familiar with its incredible skin rejuvenating benefits. In order to harness these benefits and make them accessible to you and your clinic, The Global Beauty Group has designed and manufactured their LUX Series IPL technologies. This range is designed to combine the powerful results that IPL applications can achieve with modern device designs, intuitive graphic user interfaces, ergonomic handpieces and easy-to-use, adjustable pre-programmed settings.



TheGlobalBeautyGroup
Technology for Beautiful Business

IPL Photo Rejuvenation systems release precisely controlled pulses of filtered light to stimulate fibroblast cells within the skin, resulting in collagen and elastin production. This works to reduce the signs of ageing, improve the tightness of the skin, minimise enlarged pores, and improved clarity.



Photo courtesy of Boutique of Cosmetic Dermatology, Varsity Lakes, QLD

After 3 Treatments

With **IPL Pigmentation Correction treatments**, the IPL energy is absorbed by melanin. Pigmented lesions and freckles then micro-crust and eventually slough away. The result is a reduction in visible pigmentation, sun damage and a more uniform skin tone.



Photo courtesy of Laser Skin & Body, Wallan, VIC

After 2 Treatments

IPL Vascular Therapy utilises IPL energy to be absorbed by haemoglobin. This causes damage to vessel walls, causing them to collapse. This is effective in the treatment of vascular lesions like cherry angiomas but also telangiectasia and diffuse redness.



Photo courtesy of Boutique of Cosmetic Dermatology, Varsity Lakes, QLD

After 1 Treatment

LUX Series IPL Acne Management utilises blue light (420nm) to target inflammatory acne by destroying c. acnes bacteria, suppressing sebocyte production, and reducing inflamed lesions. This can be performed as a spot treatment or full face, and reduces the risk of acne scar formation.



Photo courtesy of Glow Skin & Body, Doveton, VIC

After 3 Treatments

theglobalbeautygroup.com.au

The Basics of Male Skincare



Brought to you by **Derma Aesthetics**

Words by **Kai Atkinson**

As a Practising Corneotherapist and Educator for Derma Aesthetics, I am here to let you know there is no such thing as “men’s skincare” but only “skincare” in general.

There are several structural differences between male and female skin, as well as several varying hormonal and chemical influences. Hormones are the chemical messengers, or the specialised “keys” released by the endocrine system, that are programmed to interlock with their target hormonal receptor to govern a chemical change. This, in turn, dictates how your body functions and what physical characteristics you will possess and display to the world. Let’s explore this now...

Males are influenced by circulating “androgen” hormones more so than females. Androgens are crucial for male sexual and reproductive function, as well as being responsible for the development of secondary sexual characteristics in men, including facial and body hair growth as well as vocal cord change. Androgens also affect bone and muscle development, metabolism, as well as skin!

When it comes to skin, androgens increase “epidermal cellular turnover” by means of stimulating the keratinocyte. This cell has many important functions, primarily skin barrier defence, and is the leading cell of the epidermis. Androgens thicken the epidermis by means of changing the “soft, baby keratinocytes” into “stronger, adult keratinocytes” during puberty. Too much androgen stimulation causes the epidermis to become coarse and thick, and this is one of the main reasons as to why a male’s skin is much denser than females.

Androgens also stimulate and increase the size and activity of the sebaceous glands, as well as increase the production of collagen and elastin within the dermis. Therefore, male skin (work and lifestyle depending), ages better than females because they have more sebaceous gland secretions, alongside collagen and elastin being produced.

Females do have androgen hormones, however, in less concentration because if they didn’t, they would all be walking around with beards! Estrogen is the main female hormone that increases keratinocyte turnover in the epidermis, as well as stimulates sebaceous gland activity, but not to the same extent as androgens do. Estrogen does increase collagen and elastin production, however one of its main specialties is stimulating the production of hyaluronic acid (HA) within the skin. HA is an aqueous jelly-like extracellular substance that provides intracellular hydration, and is what gives the skin its soft, plump, and dewy appearance. Males do have HA, but in less concentration which is so clear when you compare the softness of a female’s skin to males.

So, now that we have a sound understanding of some of the top-line differences between male and female skin, at the end of the day, there really is not a lot of difference.

It’s important for everyone to look after their skin, no matter their gender identity, as you only get one in your lifetime. Unfortunately, in today’s society, “skin care” is still marketed significantly for females, which can confuse the male consumer. For instance, famous actresses Eva Longoria and Jane Fonda are known to promote skin care focused on women’s health, while actor George Clooney is promoting Nespresso. While neither is wrong, it would be nice to see skin care advertisements utilising both males and females to break the controversial stigma that skincare is for females only.

A lot of males without even knowing do a lot of damage to their skin on a daily basis, and the following outlines what males have been known to do when it comes to their daily “skincare” routine. Although males may not consider the following as skin care, hopefully what I have outlined will give you some food for thought...

Using non-pH balanced cleansing products to wash the body and face – yes for boys, this also includes straight up soap!

By using non-pH balanced cleansing products, you are destroying the natural acidity of your skin and compromising its delicate microbiome that works to defend and protect you against parasitic microorganisms, viruses, and toxins, while keeping the skin in homeostasis. Although we cannot physically see this colony of bacteria, it is there working very hard to keep you safe and protected. Disruption to the skin’s microbiome can lead to skin conditions such as premature ageing, acne, eczema, psoriasis, and dermatitis.



Shaving & using conventional shaving creams

As a male myself, I understand the need to shave, however, we need to be utilising products that care for the stratum corneum (the layer of skin we impact during shaving). This layer of skin barrier defence is so important to the health of the entire integument, and we do NOT want to further compromise it by using shaving mediums and moisturisers that contain ingredients that are potentially harmful to the skin, such as irritants or photosensitisers.

Applying cologne post shaving

If your gentlemen clients are doing this, tell them to please stop! Applying pure alcohol, in addition to other potentially harmful ingredients, is a recipe for disaster; especially when you have just made skin more vulnerable to the outside environment via mechanical exfoliation. Applying cologne or any perfume directly to the skin can cause further irritation and potentially illicit barrier impairment. It can also have a photosensitising effect on the skin and result in permanent vascular and pigmentation disorders.



Not moisturising with a skin suitable moisturiser

When post washing and/or shaving the face, neck, or any other part of the body, it’s important to apply a moisturiser that mimics the skin’s structure and function in order to repair, replenish and regenerate — especially post shaving! I personally love applying the incredibly cooling and soothing Epi nouvelle+ naturelle face mask post shaving for 20 minutes, followed by the application of dermaviduals DMS Base Cream High Classic and the Oleogel Plus to calm, nourish and protect the skin. Follow the links below to read about these products:

Epi nouvelle+ naturelle
<https://www.dermaviduals.com.au/product-category/by-brand/epi-nouvelle-naturelle-plus/>

DMS Base Cream High Classic
<https://www.dermaviduals.com.au/product/dms-base-cream-high-classic/>

Oleogel Plus
<https://www.dermaviduals.com.au/product/oleogel-plus/>

Not using topical antioxidants or wearing sunscreen

Antioxidants are required for the extra and intracellular protection of the skin. Antioxidants such as Green Tea Extract, Vitamins A, C & E protect against oxidative stress (an excess of free radicals) thus aiding in a more youthful complexion, and reduced risk of skin conditions, premature ageing, or impaired cellular function. Wearing a properly formulated sunscreen with broad spectrum filters not only protects against signs of premature ageing, but of course, significantly reduces the likelihood of cancerous or pre-cancerous lesions from developing. Always use antioxidants underneath your sunscreen in order to prolong its protection benefits against UVB & UVA-induced damage.

Working outdoors in extreme temperatures i.e., think of tradies, construction workers, farmers etc or playing football and partying with mates, all cause oxidative stress. Males need to protect their skin just as much as females do on a daily basis, if not more!

Not getting annual skin checks from a Dermatologist

It’s so important to have an annual skin check, especially if you have been exposed to high amounts of UV radiation throughout your lifetime. Getting annual skin checks not only saves lives, but also keeps your patients in the clear when it comes to treating around lesions with energy-based devices in-clinic.

Using out of date products

Whether it be shaving medium, serums, mouthwash or body wash, they all have expiry dates. Ingredients do break down over time, ingredients could become chemical altered and oxidised, and bacteria can accumulate. Those with particularly sensitive skin might develop an adverse response simply due to the change in chemical composition of an ingredient. You may also notice an off smell in skincare products that are past their expiration date — in that case, you should stop using them.

So, what about shaving?

Here at dermaviduals, we have the ability to create a tailored shaving medium specifically for your client. This is a great way to support the skin and its unique conditions as your client unintentionally ablates their skin. Alternatively, if you would like a four in one solution, we do have a product called the “Total Cleansing Cream.” This milk and gel formulation not only cleanses the skin, but it also has excellent foaming capabilities (I personally love this product for shaving). It is quick, easy, and will support skin barrier realignment.

Total Cleansing Cream is not only suitable to wash and shave the face, but it can also be used as a hair and body wash! Total winner! <https://www.dermaviduals.com.au/product/total-cleansing-cream-300ml/>

To summarise, I hope this article brought some perspective to the idealism that “skincare” shouldn’t just be targeted for the female demographic. At the end of the day, skin IS skin (whether you’re male or female). Your skin is the largest organ of your body. It regulates temperature, absorption, controls evaporation, maintains fluid balance and is essential for protection. Did you know that without skin it is physically impossible for you to survive? Extreme, I know, but I hope it makes my point that males need to be looking after their skin just as much as females!





Getting Back To
Business Basics

Are you doing enough client follow up?

Words By Mala McAlpin

In this highly competitive market, many businesses are forever focused on attracting and securing more new clients. “How can we reach new audiences?” “Where haven’t we explored yet?” And yet, many forget that a crucial area of potential growth within the business already exists right under our noses. You guessed it – our existing clientele.

Once clients make it onto our database, it isn’t uncommon to promptly forget about them, continuing on our search for new faces to grow our client numbers even greater. However, we often underestimate the untapped potential our existing clients, particularly the VIPs, have when it comes to growing the business for us. Our regular clients and even our first-timers wield the undeniable power of word-of-mouth, which can arguably have even more significant impacts than our own marketing and advertising strategies.

In line with this edition’s theme of going back to our roots, we wanted to break through the noise and the clutter of marketing to new clients, and learn how to capitalise on our existing clients as part of a more holistic business growth strategy.

First impressions

We all understand the power of an amazing first impression. Picture those experiences where you visited a business or venue and were absolutely blown away, from the decor and the styling to the professionalism, knowledge, and thoughtfulness of the staff. You want to talk to friends and loved ones about what a wonderful experience you had there. This sentiment applies to your new clients. Every single one. Treat each new client like the kings and queens they are, the second they walk through the doors, and you’ve taken a step further towards growing the business – without having to expend any additional costs, whether they be time or financial.

Contact post-visit

Following up after a client’s first visit is crucial, and although it comes well after they’ve left the business, it still plays into their first impression. After all, it’s the final part of their first experience with you. However, reaching out to clients after their visit to check in on their results shouldn’t just be limited to first-time clients. Particularly if your salon, spa or clinic prides itself on close, long-term relationships with your clients, there’s no reason you can’t call or email your long-term clients to check in on them. Perhaps they’re trying a new product for the first time, or just tried a new treatment. Perhaps you haven’t seen them in a few months and you’d like to get them back in. Perhaps you know that they have a special occasion coming up soon and want to make sure they’re feeling confident ahead of the date? If you don’t want to run the risk of bothering your clients or patients, you could incorporate the option of ‘would you prefer mobile or email marketing?’ during your consultations, making it an even more personalised experience.

Reconnecting

Check with your booking system what kind of automated text and/or email marketing it facilitates. We’ve all seen those ‘we haven’t seen you in a while’ messages before (perhaps you’re already using them!) but they can be incredibly effective. Many of us lead exceptionally busy lives, and often it is a simple case of needing a reminder placed in front of us at the right moment that will prompt us to finally make that booking. And if your system can do it for you automatically in the background without you having to lift a finger, that’s incredibly valuable to you and your team, with absolutely no downsides.





Considering Purchasing A Pre-Owned Device?

Here's what you need to know

Words by Lashana Shepherd

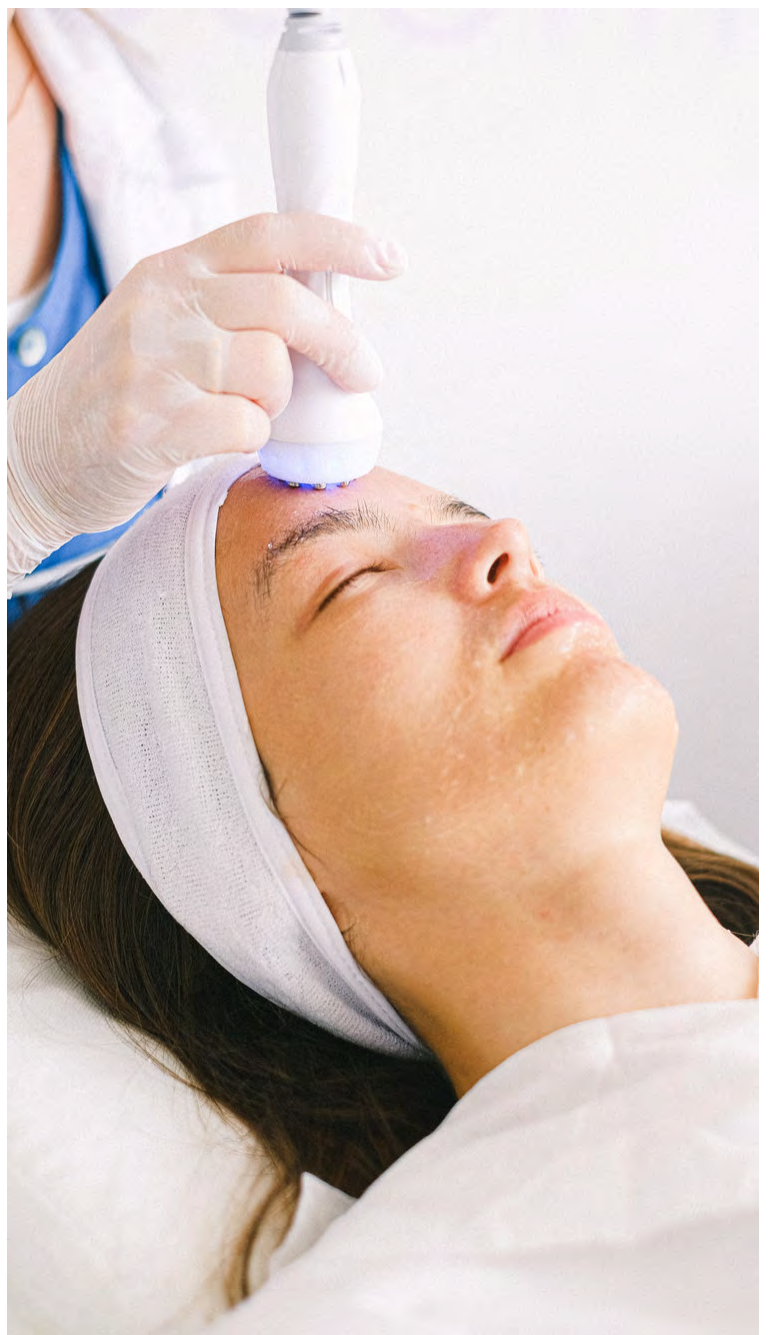
With technology becoming more advanced, interest rates on the rise and prices on almost everything being driven up day by day, the allure of a reasonably priced second hand device can be almost too amazing to turn down. But, before you jump at that next piece of technology for your business, here are some of the things you should consider before buying a second hand device:

Do you know its service history?

This seems very obvious to most, however you would be surprised how little clinicians can tell me about their “new” device’s history. Meanwhile, think about buying a second hand car – You would want the full service history! You would scrutinize every issue, bump, scrape, hiccup. Has it been in an accident and needed parts replaced? Has it got any issues that need ongoing care? Is the maintenance and work it needs going to outway the cost of the car itself? This should be the same attitude you take to buying a second hand device. Furthermore, it’s important to remember that aesthetic devices aren’t bought and simply used and that’s that. They need to be maintained and serviced regularly in order to keep them in working order, at full strength and full efficacy, and of course, safety. And beyond this, who has been servicing the device? How well has it been looked after? Remember, you likely don’t know the first thing about this device or how it operates yet, so how will you know if things are in working order? Getting the history on the device will give you a better understanding of what you are purchasing.

Are the accessories or hand pieces now out of date?

Following on from service history, is everything you need to use in date? Does it require an expensive software update? Can you still get parts for this device? What about the accessories? Has that device gone through a massive upgrade making old parts obsolete? These are the things to ask before jumping in head first. If your technology has a shot count, is it nearing the end of its life? Can you still get the Cryogen you need for cooling or do you need to also buy a zimmer cooler? Are those filters or cartridges still manufactured? What year or model is your device? How often was it used previously?



Do you have council approval?

When buying a device brand new, the reason there is usually a lengthy sales process is because there are not only qualifying questions to ensure you are able to successfully represent that particular brand, but also to check that you meet all of the necessary council criteria to legally purchase and operate that device. For Laser and IPL especially, it can be as easy as you have reflective surfaces, or perhaps your walls aren’t real walls, they are partitions, maybe you need window coverings for safety – and this is just in the non-regulated states. For modalities such as skin needling, something as simple as having carpeted flooring can cause you to forgo council approval. While that device might be cheap, these may incur large or hidden expenses.

Has something changed to promote the sale?

I know this is an uncomfortable question to ask, but WHY is that person selling? More than just a 1 sentence answer on the ad, asking further details around this can be the information you need to make an informed decision.

Has something happened to prompt a quick sale? Perhaps the manufacturer has stopped making a particular part? Perhaps the machine turns on and off after 30 minutes of running time? Perhaps it overheats? Perhaps the internal glass is broken or it leaks water? Or, perhaps the rules around device operation have changed? Remember that while all of our states in Australia are not regulated, most aesthetic devices will still fall under ARTG guidelines and ruling. Is that device listed? Have any of the regulations changed?

Provider/Distributor Qualification

This is something that I find a lot of clinicians and therapists think is a given once they purchase a branded device. However, purchasing a particular brand is not going to automatically qualify you for that distributor's support, training, and servicing. You will likely still have to pay for this, which depending on their policies and what is charged, can increase your spend very quickly. Also keep in mind, what if your salon doesn’t meet that brand's requirements? What if they cannot certify you as an official stockist or partner? Every brand has its own qualifying criteria including qualification, ABN, shop frontage and location. Furthermore, if you have never even touched that type of technology before, being given a second hand user manual, training booklet and online video is likely not going to be enough to leave you feeling confident and competent to operate on your clients and get them the best results possible.

Legalities and Insurance

Simply put, does your insurance company know about this piece of technology and can they successfully insure it and you? Do you need to undertake any further training to ensure you can be insured? (e.g. Manufacturer training).

Horribly enough, I have spoken to therapists who have assumed that because they have bought a popular branded device, that that distributor or company would be automatically liable should the therapist burn or have an incident with a client. This is not the case. However remember, buying a brand new device will ensure that you have passed the qualifying questions, your space is council approved for that treatment, the device is TGA listed, you have undergone manufacturer training; so if something should go wrong, you have done everything in your power to prevent incident, and done your due diligence.



Multi-Use

Can the device treat a number of indications, expanding your menu and service offerings, and providing a better return on investment?



Cost

Do not be misled by exceedingly reduced prices. This may reflect poor quality, and end up costing you more later down the track.



Updated Technology

What are the spot sizes, repetition rates, and pulse durations available? Have these been updated since previous models?



Market Leaders

Is the device manufacturer or distributor reputable, and can their devices be found in the top clinics?

What To Look For In A Hair Removal Device

There are countless considerations to factor in when choosing a device for your clinic. Beyond the major deciding factors like cost and function, there are several small but significant differences between comparable devices that can mean drastic changes in outcomes, including usability, speed of treatment, client comfort, and the final results. Here are some of the benefits to look for - which you can find as part of the latest to launch - Candela's Gentle Max Pro Plus.

Multiple wavelengths for treatment versatility - both 755nm and 1064nm

Shorter pulse durations - for finer hair treatment capabilities, and faster delivery times

Larger spot sizes - available from 1.5 - 26mm for faster and more tailored treatments

Clever cooling for greater comfort and safety - like Candela's Dynamic Cooling Device (DCD™)

Candela's devices are used and trusted by over 30,000 practitioners, worldwide, and feature in over 700 published clinical papers.

Treatments and indications include Hair removal, Tattoo removal, Skin rejuvenation, Pigmentation, Vascular lesions, Body contouring, Cellulite reduction, Active acne and Scar revision, Ablative skin rejuvenation, Female rejuvenation, Skin Laxity and Submental fat reduction. Contact the team for more information.





From Earth, To Us

A deep dive into the modern food production methods that deprive us of micronutrients, and the impacts these have on gut health, inflammation, and ageing.
Words by Michelle Brenton, Clinical Naturopath & Nutritionist, Cell Charge

Everything is all connected. In nature, the water that feeds the soil, that feeds the crops, that feeds all living things. It is all connected. This is also well observed within the human body. One organ affects another and then another. This interconnectedness is what gives great meaning to the term ‘an organised whole is greater than the sum of its parts’, a phrase attributed to Aristotle. Ancient forms of healing such as Traditional Chinese medicine (TCM) echo this, in that TCM is based on the principle that mental and physical wellbeing are intricately entwined.

According to TCM, a several thousand year old healing tradition, there are five different emotions that are each associated with a corresponding element and organ of the body. For example, the liver ensures that energy and blood flow smoothly and freely throughout the body. It also regulates the heat and secretion of bile, stores blood, and is connected with nails, tendons and eyes. The body communicates these states of imbalance or dis-ease (ie, disrupted homeostasis which leads to various diseases) via meridian channels connected to each organ. Another way the body communicates an imbalance is via the skin. It is the largest organ in the body that will have a physical expression when internal organs such as the liver and bowel are under load.

It reflects the inner turmoil. It has been said that the human body is a self-healing organism. Barbara Brennan (American author and spiritual healer) has been quoted saying this, as well as “...so it is really about clearing things out of the way so the body can heal itself”. Joel Fuhrman (American anti-obesity Doctor and micronutrient advocate) also believes this to be true, adding that the body has “self-repair systems that require a nutrient-dense diet” to heal sufficiently. However, during times of chronic stress and throughout the natural ageing process, our nutrient delivery is declining rapidly, and right at a time when we need it most. Oxidative stress is at its highest and our cells are suffering. It isn’t just about what you are eating, but what your consumed crops/plants have been eating.

If eating a healthy diet with a variety of fruits and vegetables is beneficial for health and can aid longevity, and our knowledge of this is becoming greater and more widespread, why is it that as a nation we are becoming sicker? Inflammatory diseases such as cardiovascular disease (which accounts for 27% of deaths annually in Australia 1), diabetes (280 Australians develop diabetes daily 2 and cancer (with an average of 413 new cases being diagnosed per day 3) are all on the rise, despite having an abundance of nutritious fresh food available. As a nation we are overfed but undernourished. Let's explore what this means...

Food isn’t scarce. We don’t have to hunt down dinner or grow all our own produce to survive. Global food manufacturing companies and farming industries do a great job at keeping the supply high. According to an analysis conducted by researchers at the University of Melbourne, University of Sydney, UNSW and Brazil’s University of Sao Paulo, 42 percent of the average Australian’s energy intake comes from ‘ultra processed food’. Although, with pressure to deliver, keep up with the demand, and ‘make hay while the sun shines’ as the saying goes, corners have ultimately been cut, and the end result is calorie-rich but nutrient-deficient food. Much of our soils have literally been stripped of the micronutrients essential for life. Just because a crop grows and looks like it should, doesn’t mean it is full of micronutrients and therefore anti-inflammatory, disease-preventing mechanisms that may otherwise be passed on into our produce.



Over the last 60 years there have been fundamental changes in the quality and quantity of food available to us as a nation. The character, growing method, preparation, source and ultimate presentation of basic staples have changed significantly to the extent that trace elements and micronutrient contents have been severely depleted. Researcher David Thomas prepared a report on historical nutrient content changes during 1940–1991, that was published by Mineral Resources International (UK) Ltd., an ingredient supplier and manufacturer of liquid and tablet

nutritional supplements using minerals and trace minerals from Utah’s Great Salt Lake. Thomas compared data on 27 varieties of vegetables, 17 varieties of fruit. He concluded that the results demonstrated that there has been a significant loss of mineral macronutrients and trace elements in these foods over that period of time, due to the contamination of vegetables, fruits and meat with pesticides, hormones, heavy metals, antibiotics and food additives, trace mineral depletion of the soil and excessive use of pesticides.4 More of our food is being made by men in white suits in a lifeless environment, ie, a laboratory, lacking essential micronutrients but loaded in health-harming chemicals. Food additives and emulsifiers are commonly added to improve texture, mouth feel, taste, and shelf life. However it is known that emulsifiers can thin the intestinal lumen and alter the gut microbiota.

“We suspect some emulsifiers act like detergents, upsetting the friendly bacteria in the microbiota, which triggers low-grade inflammation and causes excess eating,” says co-author Andrew Gewirtz, PhD. Altering nature means everything comes with a side effect. You are only ever ‘plugging holes’ as essential elements are missing. Let's step back a bit...



Continue reading on p.32

Millions of years ago the earth was a very different place. It’s experienced continental drifts, ice ages, and the evolution of many living things from the dinosaurs, land and water based creatures, to ancient forests and vegetation. Soil has also undergone evolution, but sadly not for the better. When the streams were all running freely and vegetation was abundant and free of human contamination such as pesticide use, the earth's soil was nutrient-dense and contained not only maximum micronutrients but also a complex yet powerful natural antioxidant substance called fulvic acid.

Fulvic acid was naturally found in fertile soils, a byproduct of soil microbial activity from the breakdown of vegetation over millions of years. It is thought of as a micronutrient-dense miracle molecule, and has been known to positively impact the health and wellbeing of any living thing. The story of the cattle farmers illustrates this well. In the early 1900s there were two cattle farmers in the same area with paddocks next to each other. One farmer had a plague of pests go through his paddocks, the grass all died off and the cows either fell ill or passed away. The farmer on the adjacent paddocks had thicker, greener, lush grass and healthy cows who continued to put on weight and had always had great health, never susceptible to pest outbreaks. It was later discovered that the paddocks with the healthy cows registered very high in fulvic acid. The cows were essentially eating grass from soil that was potent in fulvic acid. This is what our ancestors had, and took for granted.

The evolution of humanity took a giant leap around 10,000 years ago when we started to grow our own crops. Being able to be self-sufficient and grow our own food from mother nature's then very fertile soil, allowed us as humans to move away from the primitive hunter-gatherer approach, into a new system of settlement, agriculture and financial opportunities. Fast forward to now and it is easy to see how much the food industry and our global environment has changed. Food is more convenient than ever and available on demand, however not without disadvantages to our health and to the earth.



With the advancements in modern agriculture necessary to keep up with food demand, our soils are faced with a major threat now more than ever. It is estimated that about one third of the world's arable soil has already been degraded due to pollution and erosion from practices such as tilling. 5 Soils are the basis of life, said Semendo, Food and Agricultural Organization deputy general of natural resources.

With 95% of our food either directly or indirectly coming from our earth's soil, it is alarming to know that due to aggressive agricultural methods we are losing approximately 30 football fields of topsoil every single minute! Topsoil requires time and nutrients to regenerate after growing a crop, experts say it actually takes about 1000 years to generate 3cm of topsoil, and if current rates of degradation continue, all of the world’s top soil could be gone within 60 years, a senior UN official said.6 So if we only have up to 60 harvests left and an ever changing global environment driven by financial and political gain, what does this mean for the health of future generations? Will they have access to fresh food?

It has been said our ancestors had it better. Life was simple, no social media keeping us glued to screens and inevitably dictating our emotions, no racing the children from sport to music practice then tutoring. No living beyond your means to keep up appearances. No doubt that stress was less. It is concretely established throughout the literature that life stressors cause oxidative stress, incurring harmful damage to cells of the body – be that skin cells, blood cells, lipids, proteins, even DNA. All are susceptible to oxidation.

Oxidative stress is where an imbalance between free radicals and antioxidants in your body occurs. Free radicals are oxygen containing molecules with an uneven number of electrons which allows them to react easily with other molecules. These reactions are called oxidation and whilst can be necessary in certain situations can also be extremely damaging and result in disease when imbalanced 7 Antioxidants on the other hand, donate an electron to render the oxidant (free radical) stable and therefore safe to the body.

Oxidative stress occurs as a normal part of cellular respiration, digestion, cardiovascular function and metabolism. If you are breathing or moving you are producing free radicals. And this increases with age – coinciding with age-related diseases. Whilst free radicals are a necessary byproduct of being alive, it is the imbalance in antioxidant reserves that one has from the nutrients in their diet that can switch on the chain reaction of oxidative damage, which ultimately leads to premature aging, ill health and disease. The way we cook, the food we eat, the air we breath, lifestyle habits, exercising or not exercising: these are all contributors to the balance of free radicals within the body. And it doesn't stop there!

With technological advancements causing more and more free radical generation in the forms of EMF and other radiation, it is vital we protect our cells with antioxidants. In addition to this, the rising population means environmental pollutants are increasing at an alarming rate each year. And with more pollution comes more free radicals. As Kieran Mulvaney at Seeker reports, new chemical compounds are produced at a rate of 10 million per year, which translates to 1000 new ones synthesized every hour! Of the 350,000 chemicals in use, only a small percentage have been tested for safety in humans. Since 1950 chemical production has increased fiftyfold, and is estimated to triple from 2010 to 2050.8 These are chemicals from everyday products such as household cleaners, personal items, cosmetics, shampoo & conditioner, sunscreen, furniture, pesticides, food, water, UVA & UVB exposure, pharmaceuticals, carpet, cars, and plastics which are more of a concern as they take hundreds of years to break down and are also a threat to future generations. Exposure to these chemicals may lead to long term health complaints and diseases such as cancer, respiratory illness, cardiovascular disease, Alzheimer's disease, diabetes, obesity, infertility and other hormonal imbalances to name a few.

Now is not the time to sit back and wait for someone else to do it, or for it to miraculously get better. Returning to our roots is not only a personal but also a societal responsibility. Replacing soil based nutrition, growing some of your own produce, keeping your fruit and veggie scraps and making a compost, using less chemicals, dealing with stress effectively, eating well and moving regularly – these are all things that we can do ourselves at home to contribute to better health and wellbeing, and in turn, better skin health!

The human body is an integrated whole; completely connected and reliant upon nature. Changes in nature are reflected in the human body. Like when the seasons change and hay fever sets in because it is spring, or your skin dries out because of the cool winter air. All living things are connected. Humanity is letting nature down, destroying the fertile, nutrient-dense soils. Not only is the planet suffering but so are we. However, with careful and conscious connection, we can help heal our bodies by reconnecting to our roots. We either reconnect to nature, or suffer the inevitable fate of ill health and disease.

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Advancing Industry Education Standards

We are extremely privileged to be treated to a handful of world-class aesthetic conferences throughout the year. These platforms not only offer invaluable networking opportunities, but allow us as practitioners to continue our learning on an ongoing basis, enhance our skills, and see first-hand what the latest industry offerings and research have in store for us. In line with these benefits, we are seeing more and more brands reimagining the way in which their education is offered to their partners, in the hopes of driving greater interest and participation, interactivity, uniqueness, and an elevated standard of learning overall. Leading this new generation of learning is undeniably CUTERA.

This industry-leading device company has hosted their annual CUTERA University Clinical Forum (CUCF) for several years now, and the two-day conference-style event has become one of the most highly anticipated of the year. 2022 was CUTERA's most successful on record, selling out within weeks and hosting more than 300 delegates at this year's Sydney events. While CUTERA hosts a large number of educational and demonstrative events across Australia throughout the year, their CUCF has evolved to become the brand's flagship event that rivals the extensive speaker programmes, networking festivities, and device demos that you would expect from any of our leading aesthetic conferences.



This year's CUCF was held at Sofitel Darling Harbour, and as always, hosted a number of world class speakers including some of the best minds in aesthetics both locally and abroad. Led by internationally renowned Dermatologist, Dr Ashish Bhatia (US), other pioneering guests included Facial Plastic Surgeon Dr Michael Somenek (US) along with our very own Australian Dermatology leaders, Prof Greg Goodman and Shobhan Manoharan. Never a dull moment, all presenters shared both speaking and moderating duties, facilitating lively discussions and keeping the audience engaged with plenty of personal stories, case studies, interactive panel discussions, and Q&As.

For any of those expecting overly-branded or salesy content, CUCF is anything but. CUTERA's success across their sell-out events may be attributed to several factors. One is their highly considered and well thought-out programme, which is highly tailored to the needs of attendees. Not only are the speakers leaders in their field, but programme topics cover a broad range of categories, from marketing and social media to combination therapies and new techniques for specific skin indications. Segments never focus simply on a device alone. Another factor is surely the incredible social events. From the first night's welcome drinks to the second night's gala festivities, CUTERA undeniably knows how to show its delegates a good time, with nothing short of spectacular food and live entertainment. Combined, the CUCF programme truly offers the perfect blend of high quality education, industry networking, and social events, organised meticulously by the CUTERA team themselves.



And lastly, it has to be the team's incredible dedication, both to their craft and to their clinic partners. When speaking to a CUTERA rep or watching a device demo, the passion for the technology and the results they can provide is palpable. Ultimately, that's what we, as practitioners and business owners, are looking for from all of our brand partners, as this kind of support and commitment to training and education is critical in elevating our practices, and providing our patients with the best possible clinical outcomes.





Managing compliance: A guide to starting off your HR journey in the right direction

Words by Anneliese Cross, ABIC HR Expert

When it comes to engaging employees, there is a lot for an employer to keep in mind. From understanding an employee's minimum entitlements and pay conditions, to ensuring you have adequate documentation (i.e. contracts and policies) in place – this can be overwhelming for most businesses to navigate. These areas can become even more important when employers consider the potential risks to the business where you may fail to address these adequately.

When offering HR advice to ABIC members, oftentimes the first question we will get asked is “where do we even start?”, and this is an especially pertinent question for businesses that may be just starting to review their internal HR processes. Whether you are hiring your first employee, or perhaps this is the first time you are really looking at the way you are engaging and managing your employees – there are a few areas you may want to begin with that can make a real difference in your level of compliance and overall ability to engage employees more effectively.

Below we outline the top areas that businesses can start reviewing when looking to maximise their overall compliance and processes for engaging staff. These are the most common areas we see ABIC members struggling with, and which can often lead to considerable issues when left unaddressed. We go through some key considerations including the basics of understanding your employees’ minimum entitlements, and the importance of having adequate documentation in place.

Minimum entitlements

Understanding what to pay your employees and what minimum entitlements you need to be providing for is the first and most crucial step when engaging employees compliantly. Employers need to be across quite a few aspects to get this right; including understanding the National Employment Standards, The Fair Work Act and what Modern Award or Enterprise Agreement applies to your employee.

The National Employment Standards (‘NES’) are the most basic 11 minimum entitlements set out in the Fair Work Act – and these apply to all employees. These are the fundamental basics of employee entitlements, and businesses cannot provide for conditions less than these in any circumstance. In addition to the NES, businesses also need to look at whether your employee is covered by a Modern Award or Enterprise Agreement. These set out even more specific conditions for your employees such as minimum rates of pay and rules around hours of work, penalty rates, allowances, and overtime. For a large proportion of members that are operating a Salon or Spa, the most common award you will be looking at is the Hair and Beauty Industry Award 2010. However, this also depends on exactly what your employee is doing and the services the business provides.

So how do you ensure you are being compliant and meeting all these different aspects when bringing on an employee?

There are a few areas we recommend checking off when hiring a new staff member to set yourself up for success:

Have you provided them with a copy of the “Fair Work Information Statement” and (where applicable) the “Casual Employment Information Statement”?

Have you advised your employee what Modern Award they are covered by, and what Level or Classification they are within that Modern Award?

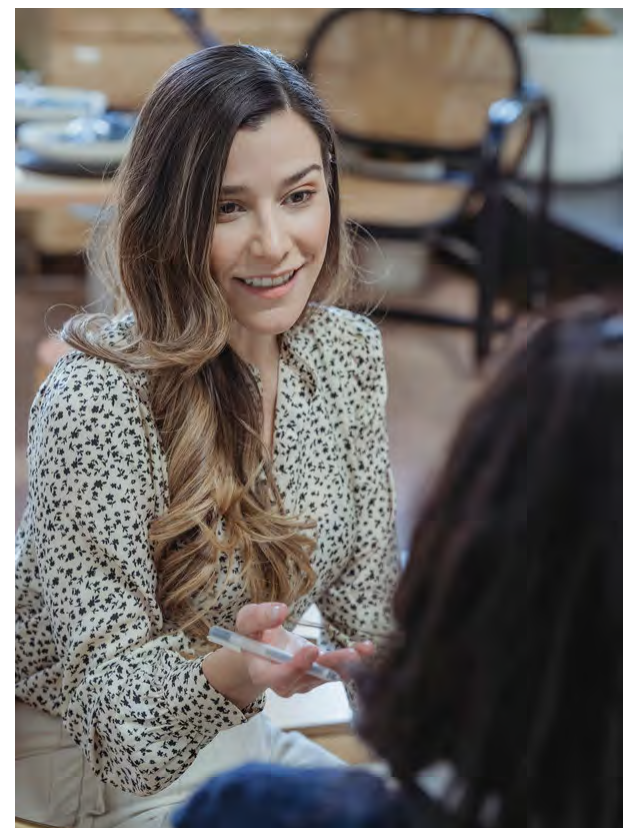
Is the rate of pay you are offering in line with the base rates of pay?

Is your contract in line with the other conditions under the NES or the Modern Award (i.e. the shift times they are working, the leave entitlements you have outlined, the amount of notice required)?

Contracts and Policies

Aside from understanding your employees entitlements, another important aspect we repeatedly see businesses not fully utilising, is having solid documentation in place – such as employment contracts and workplace policies.

Often, we will hear employers having engaged staff historically with just verbal offers of employment. Although these agreements are still binding, over time this can cause a lot of confusion for both parties on what the actual terms of their employment are and increase the risk of future disagreements. This can also make it difficult in certain circumstances for an employer to enforce specific legal terms, such as requirements around conflicts of interest and non-compete, which can open the business up to a large amount of risk. In addition to setting out their engagement and adding further protections for the business, an employment contract can be the perfect opportunity for employers to ensure they have met certain legal obligations. This includes the requirement to inform employees in writing of what modern award applies to them and their classification under this award – which is an often-overlooked obligation under clause 16.2 of the Hair and Beauty Award 2010.



Workplace policies are also a fantastic tool to use in conjunction with your employment contracts. Whilst your contract will outline their specific terms and conditions of employment; policies communicate to your employees the expected standards of behaviour, how issues will be handled and the process the employees need to follow in certain situations.

By having policies in place, it ensures that your employees fully understand what exactly is expected of them at work and how they should behave. They also go through the potential consequences if these standards are not met – such as disciplinary action. This helps start the engagement off on the right foot and prevents any miscommunication about what your business expects from them (such as how much notice you require for leave or how to raise a workplace grievance). Policies also ensure you can demonstrate you have met certain legal requirements such as having adequate processes in place to deal with claims of discrimination, harassment or bullying in the workplace.

Now it's time to start!

Whilst there is a lot that can go into managing your employees, and the broad scope of this can seem overwhelming, getting these first crucial aspects right can make a huge difference. These can immediately help to address the large risks employers face such as underpayment issues or post-dismissal claims, and can ease the stress employers often feel about approaching their HR function. It is never too late to start working towards becoming more compliant, and to ensure you are setting yourself up for success in the way you engage and manage employees.

Contact ABIC today to get started – <https://theabic.org.au/memberships>



NEXT LEVEL

AESTHETICS
ADVANCED LEARNING

Membership Packages

Our education and business support packages offer an affordable option for all salons needing ongoing in-clinic training and or business development assistance. Memberships include regular team training, advanced modules, business mentoring, skin conditions and treatment options, staff induction training and more.

These can also be tailored to suit the exact needs of each business.

Level 1: Business Builder (up to 4 staff members)

MINIMUM SAVING OF \$1,000

\$349 Plus GST per month and includes

- Monthly 1.5 hour "tailored" team training session covering various topics in consultation, treatment planning, retail, rebooking, customer service, achieving KPI's, LED, advanced ingredients, combination modalities and more.
- Selected "valuable clinic templates" included to support all team training topics.
- Access to private Facebook support group – Next Level Up Education and Discussion.
- Enjoy 15% off any full day face to face or online modules.

Level 2: Business Optimizer (5 or more staff)

MINIMUM SAVING OF \$2,000

\$449 Plus GST per month and includes

- Monthly 1.5 hour "tailored" team training session covering various topics in consultation, treatment planning, retail, rebooking, customer service, achieving KPI's, LED, advanced ingredients, combination modalities and more.
- Selected "valuable clinic templates" included to support all team training topics.
- Access to private Facebook support group – Next Level Up Education and Discussion.
- Enjoy 15% off any full day face to face or online modules.

Memberships can be adjusted to suit the exact requirements of the business and can also include coaching support for business owners or managers.

"I'm so pleased with Mel's progress. Her confidence has grown as a manager and she is really shining. We are booked out this week and feel we have turned a corner thanks to your guidance and support. Thank you so much-the management program has been a game changer on so many levels."

Owner -Pure Aesthetics Piara Waters

  [nextlevelaesthetics.perth](https://www.nextlevelaesthetics.perth)

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Key Foundations for Management Program	\$1499
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Day 1- Skin In Depth	\$349
Day 2 – Understanding Skin Conditions	\$349
Enjoy both for	\$549

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Creating the Ultimate Facial with Flawless	
Massage Techniques	\$399
Advanced Face & Body Waxing	\$399
Peel & Microdermabrasion	\$399
Dermaplaning	\$349
IPL Practical	POC
Tailored Therapist Induction or Full Day	
Advanced Training for one Therapist	\$899



6 *Ways To Make Your Business Truly Stand Out*

Words By Mala McAlpin

We all want to stand out from the crowd. But unfortunately, when it comes to beauty and aesthetic businesses, many are so swept up in competing with neighbouring businesses and keeping on top of trends that it becomes easy to forget who we are. This issue we're getting back to our roots and making old new again – and that can mean rediscovering who we are (or who we want to be) as a business, as a brand, and as a team.

Perhaps the key to making your business stand out is setting aside the shiny toys and trends for a moment, resisting the urge to replicate what another salon, spa or clinic is doing, and revisiting why you got into business in the first place. What did you originally set out to be? Have you evolved from that original concept, and if so, are they positive changes? We've put together a few ideas to help your business stand out in ways that will really emphasise your uniqueness as a business, and develop positive relationships with clients.

Create team profiles. A critical element in establishing long-term relationships is building trust, and one way to do this is allowing clients to get to know you. Creating profiles for your team, including photos and bios on your website or socials, allows existing and prospective clients to get to know you, setting the foundation for trust and more personable relations. One thing that other businesses don't have is your team! So be sure to leverage their skills and personality by sharing them openly.

Decide on your style and stick with it. Mixed messages are confusing, and this extends through to your business' furnishings, colour palette, tone of voice across your digital platforms, your team's demeanour, and any other element that is visible to clients. It's all about consistency, and this is also part of the relationship-building process and how clients get to know you.

What are your 'things'? Do you have any special little quirks or offerings that your clients have come to know and love when they visit? A certain vibe of music playing? Or a special little snack that you serve on arrival? Or a unique welcome pack or affirmation card? Do you serve a certain variety of tea, champagne, or even branded water bottles while clients wait? Maybe your bedding is extra plush? We can never say this too much – the small touches go a long way, and if your service menu and prices are nearly identical to a neighbouring business, this could be the thing that gets clients over the line and returning to you.

Create consistency on social media. Many salons and clinics have developed incredible reputations based on their unique social media style alone. This can often, once again, come down to consistency. If a clinic posts incredible, regular before and after photos, where the positioning, lighting, and photo composition are identical each time, they can become known and recognised for that signature photo style. And we've seen this done a few times before throughout industry exceptionally well. Why not try developing your own style? It doesn't just have to be before and after photos either. We've seen plenty of spas, salons, and practitioners develop their own unique TikTok or Reel style with incredibly successful results.

Be selective with products. Avoid stocking brands simply because they're popular or affordable. Consider once again who you are as a business and what you're trying to achieve. Do your choices of brands match your clientele's level of disposable income? And their age groups? Do they support you in providing the treatments and results you want to offer? And most importantly, choose brands that you connect with and feel passionate about. You'll never find success stocking brands you don't believe in – the clients can always tell!

Share your philosophies openly. Sure, we are all busy, and so we assume that prospective clients don't have the desire or the time to read a bunch of information on your website. While this may be true to a degree, prospective clients still need to find some kind of emotional connection with your business before they convert from prospective to existing. Give them something to connect with by sharing, succinctly, some information about who you are, why clients should visit you, your ethos, if you have any areas of specialty, or anything else that makes you unique. Are you a particularly sustainable business? Do you offer salon services in a day spa environment? Are you passionate about a holistic approach?

Yes, it is a highly saturated market. But, that doesn't mean there isn't room for all of us. Dig deep as to why you began your business and what you want to achieve, forget about your competition, and we know that you'll find plenty of reasons why clients should come and experience the special something that makes you you.



Could the Ears be the Windows to the Soul?

**Written by Katy Bacon,
Brought to you by Seeded Ear Seeds**

If you've seen the concept of 'ear seeds' lately and wondered what the practice entails, read on! An ancient technique that has been adapted by evidence-based brands like Murad, ear seeds use a blend of acupressure and acupuncture on the outer ears to combat a range of physical and emotional ailments.

Auriculotherapy refers to the therapy or practice of treating the ear or the auricle = auriculo-therapy. A type of traditional Chinese medicine (TCM) technique that focuses on areas of the ear. It's an alternative practice based on the concept that the ear is a micro system that reflects and affects the entire body. The thought behind it is the outer ear can be treated to affect conditions such as physical, mental, or emotional health.

It's not a new practice. The oldest history of auriculotherapy dates back 4000 plus years and is mentioned in the book 'The yellow emperor's classic of internal medicine' (1). The Auriculotherapy that we mostly use today is a hybrid form of TCM and western medicine developed by French neurologist Dr Paul Nogier in 1951. It was Dr Nogier that published extensive works on his research when he found various points located on the ear related to specific points on the body. He is considered the Father of Auriculotherapy and originated the concept of an inverted fetus map on the external ear (2).

An easy way to think about it is the ear as a switchboard to the brain. The ear is highly innervated so placing pressure on various reflex or acu-points stimulates these nerves which then communicates to organs and parts of the body via the brain (3). The ability to target the nervous system helps clients to tap into the 'rest and digest' mode by stimulating the parasympathetic nervous system, this in turn can aid with the body's overactive sympathetic nervous system, and that tired and 'wired' feeling.

Dr Nogier's research has also been backed by the world health organization who recognized Auriculotherapy as a treatment in 1990 (4).

Why ear seeds?

Ear seeds are a form of auriculotherapy: part acupuncture, part acupressure. In TCM, Ear Seeding is thought to help energy (qi) flow better through your organs, in turn nourishing your body's systems. Through extensive research, it has been shown that auriculotherapy can be used to support and promote the release of natural endorphins, the "feel-good" chemicals in your body. Unlike acupuncture which uses needles to target points, ear seeds work on their own by applying gentle pressure to reflex points on the ear.

One of the biggest reported benefits of ear seeds is an increase in comfort and relaxation experienced by the clients. There is also evidence to suggest that ear seeds may also help with pain, insomnia, substance abuse, and mental issues ranging from anxiety to grief.

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Evidence Based Practice

At ABIC, we are all about education, upskilling, and continued learning through evidence-based practice. In this series, we explore the findings of a recently published, peer-reviewed study as a means for our readers to stay up to date on current research.

Words by Mala McAlpin

The Latest On Adaptogens

This edition's Evidence Based Practice also carries on our theme of old-made-new-again, and this time we're looking at adaptogens. Used for centuries in alternative medicine, adaptogens are substances that are thought to modulate our stress responses, and reduce the cellular damage incurred by stressors. Like many alternative treatments, they are now coming back into style, perhaps due to our increasing focus on wellness, and stress reduction techniques. Some more well-known adaptogens include ashwagandha, rhodiola rosea, and holy basil. We're putting adaptogens to the test of modern science by seeing what the latest peer-reviewed, non-biased literature has to say.

Rhodiola Rosea Extract Counteracts Stress in an Adaptogenic Response Curve

Rhodiola rosea is a flowering plant that can be found at high altitude in the Arctic and mountainous regions of Central Asia and Europe. Reportedly the plant was first used by Vikings to increase endurance and strength. Rhodiola rosea contains six groups of highly beneficial plant compounds: flavonoids, phenolic acids, phenylethanoids, phenylpropanoids, monoterpenes, and triterpenes.

During this study, human neuroblastoma SH-SY5Y cells were cultured (as these express neuronal receptors) in order to demonstrate the cellular effects of Rhodiola rosea. A stress response was induced in cells by a compound called Dexamethasone (Dexa), which mimics the impacts of cortisol. This saw an increase in mitochondrial ROS, cytosolic ROS, and mitochondrial superoxide anions, and a decrease in cell metabolic activity. Authors report that treatment with Rhodiola rosea extract reversed these impacts.

As we know, oxidative stress has significant impacts on premature ageing. Therefore perhaps Rhodiola rosea may be used to combat ROS that leads to inflammation and the degradation of tissues and proteins, thereby delaying signs of ageing. Its suggested ability to increase mitochondrial activity may also be responsible in its use in boosting energy and mood.

Efficacy of adaptogens in patients with long COVID-19: A randomized, quadruple-blind, placebo-controlled trial

This randomised, quadruple-blind, placebo-controlled trial was carried out in order to assess the efficacy of adaptogens on the reduction of Long COVID symptoms. 100 patients participated, all of whom experienced a minimum of three out of nine Long COVID symptoms in the previous 30 days. These are fatigue, headache, respiratory insufficiency, cognitive performance, mood disorders, loss of smell, taste, and hair, sweatiness, cough, pain in joints, muscles, and chest. Participants either took a placebo supplement or a fixed combination of adaptogens, including Rhodiola, Eleutherococcus, and Schisandra, for two weeks. 50% of adaptogen candidates demonstrated decreased duration of fatigue and pain in the first two days of supplementation. Relief of severity of all Long COVID symptoms over the two weeks and the follow-up period was noted in all candidates, particularly a decrease in the level of anxiety and depression as well as increased cognitive function and exercise duration capabilities. Observations of markers during blood analysis showed no significant difference in C-reactive protein and D-dimer levels, however; did show significantly lower interleukin 6 (IL-6) inflammatory marker levels in the adaptogen treatment group.

These studies reflect that while some practices may be ancient, and lacked evidence of efficacy during their original use, many stand the test of time as we discover many therapeutic benefits hiding within.

The studies

Rhodiola Rosea Extract Counteracts Stress in an Adaptogenic Response Curve

https://www.researchgate.net/publication/360587085_Rhodiola_Rosea_Extract_Counteracts_Stress_in_an_Adaptogenic_Response_Curve_Manner_via_Elimination_of_ROS_and_Induction_of_Neurite_Outgrowth

Efficacy of adaptogens in patients with long COVID-19: A randomized, quadruple-blind, placebo-controlled trial

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8953947/>

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News & Noteworthy

ABIC's 1st Birthday

Just one short year ago, our industry officially launched its first not-for-profit peak association for the representation of the entire, united beauty & aesthetic industry; ABIC.

We finally now have a strong unified voice through which every professional within the beauty and aesthetic field can be heard.

It took a lot of hard work, dedication, and countless hours to design and establish such an undertaking, and it took many Industry leaders, companies, suppliers, educators and professionals coming together to give it life.

The future of our industry depends on all of us joining forces, with consistency, dedication and passion to continue the good work that we have only just begun. The Aesthetic & Beauty Industry Council would like to celebrate you and thank you for your commitment to elevating yourself and your profession.



Minimum Wage Increase

This month, FairWork handed down their decision regarding the annual wage increase for 2022. They have announced a 5.2% increase to the national minimum wage. This will come into effect from the first full pay period from the 1st July 2022. Modern award minimum wages are set to increase by 4.6% subject to a minimum increase of \$40 per week.

They will likely release the official pay guides including for Hair and Beauty within the next few weeks, these usually can take some time to be released as FairWork updates all the awards.

This is a substantial increase, compared to the 2021 increase which was only 2.5%. Unlike previous years due to the COVID pandemic, they have not indicated these will be "staggered" - meaning all businesses may need to account for increases as of the first full pay period from the 1 July 2022.

We will update you with more information specific to our industry as it is released.



Victorian Vaccine Mandates Lifted

The vaccine mandates for Beauty workers have been lifted in Victoria which means that unvaccinated workers are permitted return to work. If you have any feedback or questions that you would like answered please email us at info@theabic.org.au

Click [HERE](#) for premier's statement.

ABIC Networking Lounge at Beauty Expo

Come and find us at this year's Beauty Expo, where we will be hosting our very first networking lounge! ABIC members will gain free access, or you can sign up as an ABIC member on the day to enjoy all the benefits of the space.

The ABIC lounge will provide a space for relaxation and respite, where you can enjoy nibbles and a glass of bubbles as you network, mingle, and meet the ABIC team.

We look forward to seeing you there!

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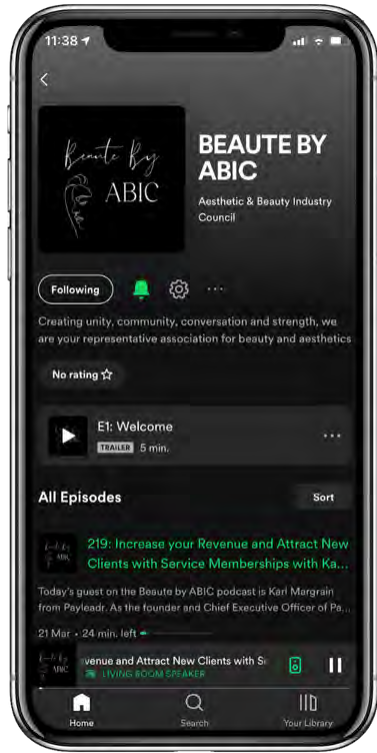
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On The Record.

A sneak-peak of some of Beaute By ABIC Podcast's most listened episodes, touching on technology, trends, skin, ageing, and business. Listen on Apple Podcasts or Spotify.



Industry Insights and The Future Of Beauty with Frank Sellam

Born in Paris, Frank Sellam earned a degree in music from the International Conservatorium of Music. He taught piano to children for over 15 years and also studied at La Sorbonne in Paris, where he obtained his Bachelor of English. After moving to Australia as a young man, Frank continued his mother’s legacy, Vital Plus, founded in 1989 by his mother, Jacqueline Gaubicher. Having graduated from several sales courses and studying with one of our industry’s best educators, Gay Wardle, Frank’s focus on education and sales also led him to obtain a degree in Neuro-Linguistic Programming. As his involvement in the beauty industry grew, he became particularly interested in Vital Plus’s health and holistic skincare approach. As a result, the company now boasts an exclusive focus on holistic skin care, with Frank as its CEO. Here to give us industry insights and talk about the future of beauty and aesthetics from Vital Plus, is Frank Sellam. Listen [here](#).



Advantages of a Skin Analyser with Ralph Salameh

This episode's guest is Ralph Salameh from Clairderm Medical Aesthetics.

Ralph Salameh is a Product Specialist with over nine years of experience working with cosmetics and medical-aesthetics products. Ralph holds a Master's in Biology and since joining Clairderm 6 years ago, Ralph has assisted clients in NSW initially before taking the opportunity to move to Melbourne 4 years ago when the business expanded and a position was created in Melbourne.

During this episode, we discuss the advantages of the Clairderm Skin Analyser as well as the advantages of incorporating a skin analyser in your clinic. Listen [here](#).



Negotiation Skills and The Power Play of Landlord Tenant Relationships

Your Leasing Co. and ABIC Supplier Member provides an expert commercial leasing service exclusively to Tenants and ABIC members that gives them access to the same market data and negotiation advantages typically reserved for Landlords.

Managing Director, Kelly Cunningham is a highly skilled commercial property consultant and tenant representation expert, who brings over 25 years of industry experience. Kelly is a licensed real estate agent and has a broad background in retail and commercial leasing, management of super regional shopping centre assets and a specialisation in retail and commercial leasing. Kelly is well regarded for her expertise in negotiating leases and getting the absolute best results for her clients. She has also consulted to legal firms in the capacity of an Expert Witness in relation to retail leasing litigation.

Here to help us with our leasing negotiation skills and to discuss the Power Play of the Landlord and Tenant relationship from Your Leasing Co., this episode welcomes Leasing Expert, Kelly Cunningham. Listen [here](#).

My goal is to create a partnership
with you through customized
bespoke in clinic training.

My mission is to share my
knowledge and inspire every
unique therapist to achieve new
skills.



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