

BEAUTE

by ABIC



FROM UNCERTAINTY
TO STRENGTH

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From the CEO

Stef Milla

These past two years of hardship and struggle have indeed tested us, but as I look to my industry colleagues and community what stands out the most, is their resilience in the face of uncertainty.

As we have emerged from one setback into another, rather than regression, I can see strength growing within the professionals of our field, innovation sprouting within our businesses, and unity flourishing within our community.

It is for this reason that the only possible theme that is apt for our very first issue of the Beaute by ABIC Journal is "From Uncertainty to Strength".

In this issue, we hear stories from incredible industry peers that are overcoming adversity, proving to us all that we have the fortitude within us to persist and prevail.

We learn techniques from Mala McAlpin (ABIC Editor & Dermal Therapist) to strengthen our minds, conquer our inner fears and overcome our external challenges.

We gain fascinating insight from Gay Wardle (Dermal Educator) and Yadira Galarza Cauchi (Beauty Journalist) about heat and inflammation, and the importance of understanding these vital processes for thorough skin analysis and consultation with your clients or patients.

And we discover strategies to increase our cashflow from Matt Williams (ABIC & PBS Director) and find out how to reduce our biggest expense from Kelly Cunningham (Leasing Expert).

We all need a reminder now and then of the infinite power that we hold inside of us, and we also at times need a helping hand to tap into our creative energy, that when unleashed, can truly bring about the most positive of changes.

I hope that reading this issue will remind you of that inner strength, inspire you, and reinforce your resolve to grow, prosper and continue to move from uncertainty to strength.



- Stef

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A woman with reddish-brown hair tied in a small bun is shown in profile, looking upwards. She is wearing a light-colored, short-sleeved dress with a delicate floral pattern. Her hands are clasped in front of her, and she is wearing a watch on her left wrist. The background is a clear, bright blue sky.

compassionate
self-talk can
overcome fear
& uncertainty

Words by Mala McAlpin



We are our own harshest critics. It's a common platitude because, for many, it is absolutely true. We become accustomed to speaking to ourselves in a certain way. When we whisper those little comments, within ourselves, they're often pretty nasty. Because nobody else can hear it, so what does it matter? "Oh my god, I can't believe you just did that, you idiot. How could you be so stupid? You are so useless." These are common phrases most of us have thought to ourselves at some point after we make a mistake. But here's a question many psychologists are now suggesting we ask ourselves: "Would you speak to a friend that way?"

If the answer is no, it might be time to reform your own self-talk. Those who believe in affirmations will understand exactly how this works. And for those who don't - trust me, it's based on science, so hear me out! Affirmations are less about 'positive energy' and more about brain plasticity. Just like plastic, our thought patterns and behaviours are firm, but mouldable. They develop over periods of repetition, and can be changed in much the same way. So if we continuously tell ourselves we are useless, stupid, constantly making mistakes, or other sentiments that make us feel devalued or worthless, over time this will become our reality. Affirmations and self-talk rely on this theory of brain plasticity to restructure our thought patterns and improve our self-worth in much the same way. As does one of the most common forms of psychological therapy: Cognitive Behavioural Therapy (CBT). So how does one start putting this into practice in day-to-day life?

Dr Kristen Neff, an Associate Professor of Educational Psychology and the world's leading researcher on the topic of self-compassion, has spent the last 20 years constructing methods to both measure and alter the construct of self-talk. Dr Neff describes the process of compassionate self-talk as having the same understanding and kindness towards yourself when making mistakes or going through a difficult time, as you would for others sharing the same experience, forgoing the instinct to be harsh or critical on oneself. "Instead of mercilessly judging and criticising yourself for various inadequacies or shortcomings, self-compassion means you are kind and understanding when confronted with personal failings - after all, who ever said you were supposed to be perfect?" she says.

The Western Australian Government's Centre for Clinical Interventions even has its own self-compassion resources, describing the practice as 'the opposite of self-criticism'. Its dedicated workbook has several handy tips for learning to build your own self-compassion.

Step 1: Awareness. In a similar way to mindfulness, this is about focussing carefully on what is happening around us - in this case, being attentive or sensitive to the fact that a type of 'suffering' is occurring. Of course, suffering is experienced differently by each individual - do not compare your suffering to that of others. If you yourself are experiencing feelings of distress due to emotional hardship, mental pain, physical pain, or all of the above - that is a valid personal experience. Understand that you are feeling what you are feeling and that is okay.

Step 2: Normalising. Experiencing suffering is universal, we all experience pain at some point and in varying degrees. This isn't a fault, we mustn't blame ourselves for feeling pain, and we are not alone in our pain.

Step 3: Kindness. This step involves learning to sit in those feelings of pain and discomfort, not ignoring them or pushing them away, or invalidating them with thoughts like 'it's not that bad' or 'I'm being too sensitive' or 'others have it worse than me'. Accept your feelings as they are on their own, and approach them with the same loving thoughts, compassion and kindness that you would with a friend. Meet this pain with feelings of care, warmth and concern.



Other Self-Loving Sentiments

- If you're alone and need some comfort, try taking your own hand with the other and giving it a squeeze. This is thought to provide some of the same comfort chemicals as if it had been given by another
- A psychiatrist once told me "you don't need a reason to have a bad day. We are human, not robots. Sometimes we are less productive, less happy, less able to focus. Sometimes there isn't a reason for this, it just is." Stop telling yourself you don't have a good reason for not getting anything done today!
- Stop trying to meditate if it doesn't work for you. It doesn't work for everyone! Do whatever brings you joy and a sense of peace - you will achieve the same result.
- Remember there is such a thing as Toxic Positivity. Don't invalidate your own feelings and don't force yourself to think happy thoughts when you aren't ready
- Speak to yourself only how you would speak to your closest friend - always with kindness and love

Step 4: Alleviation. Focus your energy on ways to alleviate the pain. This could be to provide comfort and caring thoughts and actions. A practical example of this could be giving yourself a comforting and forgiving perspective, rather than taunts or insults. For example, instead of 'I didn't get anything done today, I'm so useless', try greeting those thoughts with 'I didn't get anything done today... but you know what, we're in a pandemic and when I stop to think about it, I've felt really stressed for a long while. But despite this I got out of bed, went to work, and did my best, all during a pandemic. That's pretty great!' Or, if you can work up the confidence and energy to address the problem itself, even better!

It can be extremely difficult and uncomfortable to deal with pain and negative emotions. But giving some context to them, in a kind and self-loving way, can be incredibly freeing. And much less harmful than bottling them up. It's about so much more than 'positive thoughts' - which can often be extremely invalidating, counterproductive, and cause long-term damage. So, be kind to yourself, cut yourself some slack, and just give as much as you can - that is enough.



Watch



Kristin Neff's three components of self-talk

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The fight against
Inflammation

Stress, cortisol, and *sensitisation*

Words By Yadir Galarza Cauchi

There's no doubt that the last two years have left many of us with prolonged heightened levels of pandemic related stress, and our skin has felt the strain of our unpredictable work and home lives too. Whether you've noticed it in your own skin, or that of your client's, inflammatory skin conditions have been on the rise.

Most commonly in clinic, I've noticed that stress-related skin issues such as cystic acne and 'maskne' have been very common - which I'm sure are issues many other clinicians have been treating. However, Zoom has undoubtedly made many people more concerned with their appearance and the way their skin presents too. This seems to be relatively new and often a subject clients tend to bring up.

We're also living in a new world that everyone is trying to navigate - because stress has always been a part of our lives and therefore has always contributed to skin issues; it's just felt incredibly heightened through the pandemic as every individual's day to day struggles have increased. This has meant an increase in cortisol, our stress hormone, and of course that's going to affect the skin.



On the skincare ingredient front, Omega 6s and 3s are transformative ingredients for healing the skin's barrier, restoring moisture and reducing inflammation. Antioxidants act as multitaskers to fight free radical damage, provide anti-inflammatory benefits, and boost cell repair. A rich moisturiser to soothe dry, sensitive, or irritated skin is a must-have for addressing inflammation in a skincare routine. A gentle cream cleanser that does not contain essential oils and isn't over-drying is also mandatory. And as always, nobody should ever forget their SPF!

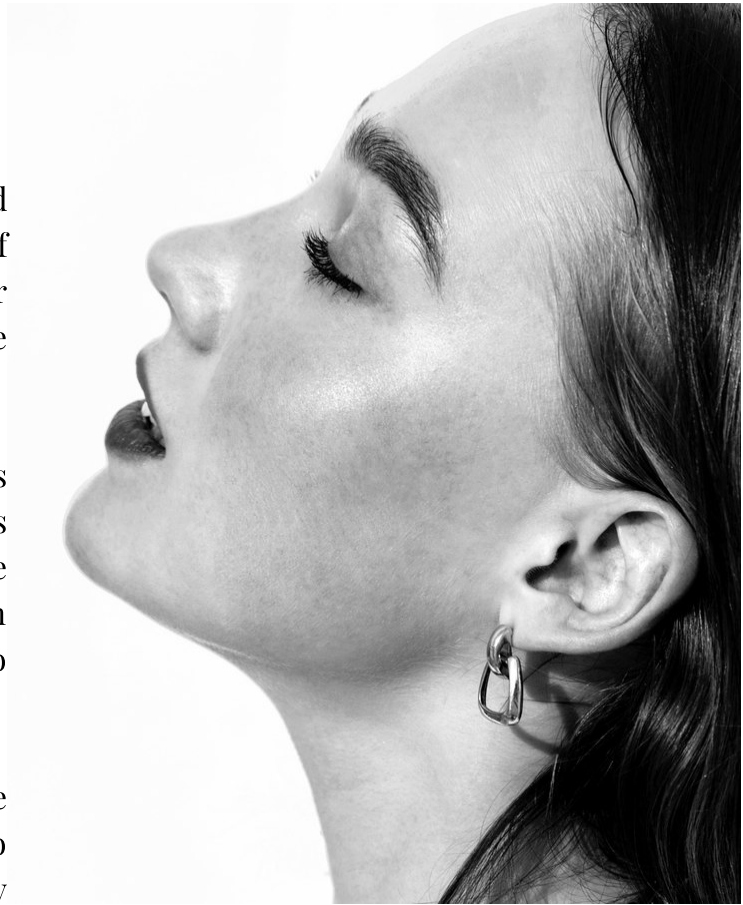
My favourite product & ingredient recommendations include:

An oil-based serum for those with stressed, dry or irritated skin, ideally one full of sea buckthorn oil, omega 3's and antioxidants to help comfort and heal the skin.

A daily moisturiser that can be used to soothe and calm redness in the skin as well as improve the appearance of inflammation, and help with itchiness and discomfort. My favourite calming skincare ingredients include panthenol, chamomile, centella asiatica (cica), allantoin, shea butter, and hyaluronic acid.

Niacinamide is a great ingredient to have in a routine when addressing inflammation, especially when combined with antioxidants designed to strengthen, brighten and balance the skin as well as help any redness.

A cream cleanser, ideal for sensitive, sensitised and dry skins. It should be gentle, effective and formulated with powerful antioxidants, to clean the skin without stripping it.



Cortisol affects our skin by increasing inflammation. It can impair our skin's ability to heal and increase our skin's sebum production - in turn, making skin conditions like acne, rosacea, eczema, and psoriasis worse. So, couple that additional stress with our mask wearing - which tends to lock in moisture created by humidity and sweat therefore disrupting the skin's natural balance - and it's easy to see how skin issues have been exploding.

Additionally for many people, the pandemic has created new skin problems that they may not have ever experienced before. In fact, most clients who have come to see me through the pandemic (as we've been allowed to open our doors) have generally been confused with the way that their skin is behaving. Most have either bought too many products, or have attempted to fix their skin issues themselves by consulting Dr Google while clinics have been closed. As clinicians, we know this almost always ends in disaster!

However, for most clients that have had an increase in inflammation-related skin issues, a holistic approach is almost always necessary, as topical applications are unlikely to address any internal causes that are contributing to the inflammation in the first place.

Although we all know that no two skins are ever the same, everyone reacts to stress - whether acute or chronic - in different ways. Despite this, chronic stress is the type of stress that tends to impact the skin the most. Plus, when we're stressed our diet and sleep can be lacking too, which can have a knock-on effect on the skin. So, there can be a lot to consider when addressing skin inflammation.

I recommend clients try and pinpoint what is contributing to their stress and find ways to mitigate it. This is something that is not only good for the skin, but overall health and function as well. In clinic, Healite LED treatments are amazing during prolonged periods of stress, as is simplifying the skincare routine - which is often the opposite of what people try to do.





Heat and energy within the human body

Words by Gay Wardle

It is essential that we understand the importance of heat loss and heat gain and how these temperatures are conserved within the human body. When the rate of heat loss equals the rate of heat production, body temperature is maintained. Body heat is a form of energy which creates our metabolic rate. This is regulated within the brain by the hypothalamus which is caused by a biochemical process that is activated by enzymes.

Our bodies have two very specialised cells which are the heat sensors and cold sensors - these cells are called the thermoreceptors. These thermoreceptors are located in the skin, mucous membranes of the eyes, mouth and nose. Thermoceptors are also found in muscle tissue. Each receptor can send up to 230 impulses per second to the brain depending on different temperature changes.

Certain organs within our bodies such as the abdomen, the chest and the skull are the most sensitive to temperature. If the body has an equal rate of heat loss to body heat production where it maintains a temperature of 37 degrees Celcius then we have what is known as a core temperature. Maintaining this core temperature is vital for life. A core temperature that is too high can be fatal due to the denaturing of body proteins. A core temperature that is too low can cause cardiac arrhythmias which can also be fatal.

To be able to maintain a healthy core body temperature, our bodies must have equality in its heat losing center and heat promoting center., When one is stimulated, a concurrent inhibitory signal is sent to the other. If the outside temperature is hot or if there is increased physical exertion which raises the body temperature above the set point, the activated heat losing center first inhibits the signal to muscle fibers lining blood vessels in the skin. This decreases our muscle tone, allowing the vessels to dilate and become flush with warm blood that is moved away from the core. Our skin acts as a giant radiator that offloads body heat to air currents that then either carry it away, transfers it to cooler objects or radiates it away as electromagnetic energy.

In cold conditions where our core temperature is lowered, the heat promoting center initiates actions to conserve the heat that is made, and produce more heat when and if it is needed. Again; a signal is sent to the muscle fibers around the blood vessels in the skin that constricts and decreases the flow which in turn reduces a large amount of heat loss keeping warm blood deep in the body tissue. If the body requires more heat, the hypothalamus sends a signal to the adrenal glands which will increase burning of carbohydrates to increase heat in the body.



There are many factors that can both impact and affect our body temperature and the following should be considered during a consultation:

Exercise – Strenuous exercise can increase body temperature by up to 15 to 20 times the normal metabolic rate.

Hormones – Thyroid hormones increase the basal metabolic rate by stimulating aerobic cellular respiration. The reason for this is the cells will use more oxygen to produce ATP which will stimulate more heat within the body. Testosterone, insulin and human growth hormone can increase the metabolic rate by up to 10%.

Nervous System – When we become stressed our autonomic nervous system is stimulated. Hormones such as epinephrine and norepinephrine are stimulated and released which increases the metabolic rate of body cells. Body Temperature – High body temperatures and fever will increase the biochemical reactions by at least 10%.

Food Ingestion – Energy intake increases our metabolic rate by 10–20%. Thermogenesis that is induced by food is highest after eating a high protein meal where it is a lot less after eating carbohydrates.

Age – As we age our metabolic rate slows down to almost half that it was as a child.

Other factors that can affect the basal metabolic rate are sleep, climate and malnutrition. It is important to note that the MBR is lower in females than males. There are four different mechanisms of how heat can be transferred from the body.

1. Convection – Approximately 15% of your body heat can be lost via convection. This happens when cool air contacts a warm body, the air becomes warm and is carried away by convection currents.

2. Radiation – Heat is lost when your body radiates more infrared waves than it absorbs from cooler objects.

3. Conduction – When the body contacts objects such as chairs, clothing and other materials, we lose 3% of our body heat. Heat can also increase when having hot baths or showers.

4. Evaporation – While the body is resting, heat is lost through evaporation. Up to 700ml can be lost from both the skin and the respiratory system.

The reason for writing this article is to alert the reader to the importance of conducting thorough skin consultations. As I continue my studies of the skin, I become more and more aware of the vast amount of information that we need to gather through our consultation process. It is essential that we thoroughly understand conditions that cause skin disorders, such as inflammation caused by high core temperatures, so that we can successfully determine treatment protocols and prescribe the correct products based on the client's individual needs.

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Have you put client memberships in the *too hard basket*?

Have you always wanted to create a type of client membership program for your salon, spa or clinic, but never followed through? Perhaps it's a weekly facial service, unlimited LED sessions, discounted nails or lashes every fortnight, or a great price on hair appointments every 6 weeks. However, each time you go to implement this amazing new offering, the prospect of phone calls with your legal team, bank, and accountants makes it seem all too difficult. If this applies to you, we have some incredible news for you. It turns out there is a service that handles the entire process for you, from start to finish, that specialises in the hair and beauty sectors. They're called Payleadr, a service provider that could have your beauty, hair or aesthetic memberships up and running within minutes. And you barely need to lift a finger!

When it comes to memberships, the benefits to your business are endless. First and foremost is the security of knowing how your cashflow is looking over the coming weeks to months. Unlike packages or gift vouchers, where a lump sum is spent upfront and you have no idea when the service will be redeemed, memberships offer the comfort of knowing exactly how much you will be receiving at a set frequency, whether the service is redeemed or not. No longer will you need to rely on staff asking "can we book your next appointment now?" in order to secure future spend! You'll also be converting countless existing clients from 'sometimes clients' to 'regulars', as well as attracting an entirely new demographic of customers who are searching for a great value experience - all without having to run massive discount promotions that can have negative repercussions on your brand.

How It Works

If you're like countless other business owners, you already know the exceptional revenue-driving opportunities that beauty memberships offer, but haven't yet finalised your own system due to lack of time or resources. While gyms have been using their own dedicated direct-debit service providers for years, tailored options for the hair and beauty sectors have been far less accessible. Until now. Payleadr has carried out extensive market research in the hair, beauty, aesthetics and wellness sectors in order to understand the demands and nuances of our industries, and create a service that would make the memberships process truly simple. Here's how it works in a nutshell:

- Sign your salon, spa or clinic up to Payleadr, with no lock in contracts or hidden fees
- Upload your logo and enter the terms of your client membership/s
- Add in your business bank details for client payments
- Complete the Payleadr 30-minute training materials with your team
- Start promoting your memberships through your custom link and QR code

Payleadr takes care of everything for you - no legal or accounting phone calls required. You will receive access to your own merchant portal, where you can review your sales and track key insights. Your clients will have their own customer portal experience where they can manage their membership and update their personal and payment details. For each client you sign up with a membership, you will simply be charged a small transaction fee that is roughly equivalent to an eftpos merchant fee. You also have the option to build this into your client membership fee if you wish to pass on this cost. You can even suspend memberships and payments for a period - an absolute asset while client cancellations rates due to COVID are still so high.

Payleadr are also dedicated to providing invaluable business advice, tips, and insights (based on your unique operations) that can help you reduce costs and increase your revenue even further, from switching your client billing dates to guiding you on the best types of memberships to suit you. All customer support is based in Australia so help is there when you need it, and if your clients need assistance with their membership, they liaise with Payleadr directly, saving you precious time.

If you wish to learn more about Payleadr's services and whether it's right for you, contact the team at info@payleadr.com. Alternatively, you can download their dedicated beauty & hair industry toolkit **here**, which provides incredible insights, from how to structure your memberships, to understanding your clientele.



Strengthening ABIC Industry Connection at This Year's COSBOA Summit

Words By Reika Roberts

This years National Small Business Summit (COSBOA) was held recently in Sydney, providing a really fabulous opportunity for ABIC to capitalise on the gains we have made so far representing the aesthetics and beauty sectors with policymakers.

It was a big two days of policy discussions for small business, covering topics including the economy, mental health and wellbeing, cyber security, commercial tenancy, innovations, insurance, industrial relations and policy announcements.

Not everyone's cup of tea, but that's why associations are so important. We love this type of content, as well as the opportunity to network with the powers that be! After the challenging conditions faced over the last few years, it was refreshing to see how much small business, and our say, is valued.

ABIC eagerly attended with other peak industry bodies to amplify the voices of their members. We met face to face with many of the people we have been advocating so strongly to over the past 12 months, allowing us to take another step closer towards our industry being understood and heard.

What rang through on both sides of the political fence is the importance of small business in driving the economy, and that business leaders need to be on top of their game.

It's pleasing to know the policy setters recognise small business as the backbone of our community. We were reminded that 98% of all businesses in Australia are small businesses, and that these generate roughly one third of the GDP (the measure of economic success) in the country, and employ over 6 million Australians.

ABIC really has made enormous steps in representing the aesthetic and beauty industry to government. We were reminded that one of our primary roles as an Association is to be key in translating government legislation to our members. We met face to face with many of the ministers we have met on-screen throughout the pandemic, which again strengthened our voice.



Here are some of the highlights and learnings from the two-day programme:

Matt Kean MP, NSW Treasurer and Minister for Energy, gave the Opening Address.

The focus was on growing the economy through closing the gender gap. He reminded us that less than 1% capital goes to female startups, even though female startups represent 5% of venture capital. 43% of female start-ups identify access to capital as the main barrier, and reportedly return twice as much as those started by men. I was delighted to hear the importance he placed on female entrepreneurship in the economy, and the plans to narrow the gap and close out the difficulties.

Mike Vacy-Lyle, Group Executive, Business Banking CBA

Mike reiterated that small business accounts for 98% of all business in Australia. Therefore, economic recovery depends on the small business sector. He discussed taking businesses online, including beauty salons, in which CBA is investing heavily. He also discussed the growing concern for cyber security and the ever-growing issue of fraud.

Richard Marles MP, Deputy Leader, Australian Labor Party

Richard spoke about how small business has been on the front line for some time. Mid-2020, half of all small businesses recorded a loss, leading to the introduction of Job Keeper, only to be removed in March 2021. He shared his view that small business is at the centre of our national economy, and that its connection within its respective local communities is at heart of its business model. He shares with us the party's plans, if elected, with respect to small businesses. These included reducing administrative burden of taxes, including small business on government planning panels, and developing a least cost routing for small business (this allows for processing debit sales through the EFTPOS system, which can charge lower merchant fees per transaction than credit cards). The goal is to represent small business with humility and remove anxiety in operations.

Alexi Boyd, CEO, Council of Small Business Organisations Australia (COSBOA)

Alexi began by thanking leaders of various associations for being there for their communities, stating that they are the key in translating government legislation to their members.

Gina Cass-Gottlieb, Chair of ACCC

Gina discussed various ways in which small businesses should look to the ATO for support, by way of tax initiatives etc. She encouraged small business owners to reach out to the ATO for payment plans, stating that they will make the effort to help and support businesses wherever possible. They want honest businesses to be advantaged by the tax system.

Leasing Panel: Lynda McAlary-Smith; Victorian Small Business Commissioner, Maree Adshead; Queensland Small Business Commissioner, Kelly Cunningham; Your Leasing Co, and Stephen Spring; Australian Retail Lease Management

These experts were brought together to discuss both sides of the 'Commercial Tenancy Divide'. The takeaways – There will always be disruptions. There will always be curveballs. The best approach is to calmly discuss needs vs wants, and how we get through this together – as opposed to hurling rights and obligations at one's landlord. It was also highlighted that industry bodies have an important role to play for members getting help.

Fireside chat with Sally McManus, Secretary ACTU, and Peter Strong, former CEO for COSBOA

Small businesses are not really unionised. How can we find mutual respect? The future of industry lies in the workplace, and in the rights of workers in small business. Discussions also focused on wages – minimum wage workers can't afford the basics, even sometimes can't afford rent in a major city. The younger generation is doing worse now than in past generations, this is what they would like to change. Let's work together to make this happen!

COSBOA was a great few days of learning and connecting, and spotlighting the importance small business plays in the economy. We came away with optimism and confidence for the future of small business across Australia. I really enjoyed being able to celebrate the important role that small business plays in our economy. It was a valuable chance to further connect ABIC with government, and we didn't waste a minute in firming up our position of representing our members and having our voices heard. It was interesting attending such a conference so close to an election.

One thing that rang clear is that both parties have strong, supportive policies for small business. Both governments are pitching to visualise a government that understands the needs of small business, and the needs of the economy. Whichever way the election turns out, ABIC is your voice, and takes delight and pride in representing you.



Reika Roberts ABIC Chair with Bruce Bilson - Australian Small Business and Family Enterprise Ombudsman



Sandy Chong CEO of the Australian Hairdressing Council



Financial Tips for Cashflow

Confidence

Words by Matt Williams

There is no doubt that we are living in uncertain times, nearly all of us have been impacted by the events of the last few years. From bush fires to floods and a pandemic in between, I don't know of anyone that anticipated what we have experienced and that is one of the greatest challenges that we face as business owners.

When you run a business, it doesn't matter if it is big or small, one of your roles as an entrepreneur and leader is to anticipate. Anticipating the next trend or the next challenge is often what keeps you competitive, anticipating your clients' needs or your team members' feelings can also make or break you in business.

So, with so much riding on anticipating what's next, what do we do when the future is so unpredictable?

Rule Number 1, you must have a plan!

I know this kind of contradicts what I have just said, and you are probably thinking, how can I plan for unpredictable events like fires or floods or government decisions to shut down our industry?

Former president Dwight D. Eisenhower, when he was overall Commander of Allied Forces in WWII, famously said, "In preparing for battle I have always found that plans are useless, but planning is indispensable."

I have found this to be so true, often everything does not go to plan but having a plan will act as a guide to getting you the outcome you're going for even as inevitable obstacles arise.



Planning means considering in advance what could go wrong, what should I do to mitigate my risks and how can I set up my business to handle the worst-case scenario. Having said that, planning isn't just about survival; it also means giving careful thought to what you need to do to make the business thrive and prosper no matter what challenges it faces.

My personal system for building businesses that do well in uncertain times requires taking a step-by-step holistic view of the business and its primary functions. Here is a quick overview of the 4 areas that need to form a part of your business plan to succeed.

COMPETITIVE ADVANTAGE

What is my competitive advantage?

Understanding what you do better than anyone else and knowing what your customers love about your products and services is what will keep you focused on meeting their needs and retaining your raving fans.

PROFITABLE BUSINESS MODEL

Do you have a profitable business model?

Look at your treatment menu and assess the profitability of each of the services that you offer

Calculate how many clients you need to see to cover the running costs of the business.

TEAM ENGAGEMENT

Does your team know what is expected of them?

Set clear goals with your team around number of clients, average spend and rebooking percentage targets.

Schedule consistent and frequent training to ensure that they have the knowledge and skill to deliver.

EFFECTIVE MARKETING

Do you have a marketing strategy?

Set a campaign marketing plan that is strategically designed to attract clients to high value treatments.

Make sure that you have foundation marketing in place to maximise client retention.

The simple process of putting attention on these areas and assessing each of them will be instrumental in the development of an effective business plan that will guide you through the toughest times.

If you're interested in taking a deeper dive into this process, ABIC will be facilitating an informative education session on this topic and more...keep your eyes glued to our newsletters and social media platforms for registration details, coming soon!



The GINGER&ME Gifting Collection *features*

Mindfulness Candle Care Kit
Mindful Reed Diffusers
Three Tea Ritual
Australian Bath and Foot
Soak
Mini Bath Salts Collection
Mindfulness Candles
Skin Chill Globes



The gift of mindfulness

Looking for gifting that is a little more on the special side? Something for the home, heart, body and soul? You've come to the right place.

The GINGER&ME Gifting Collection, carefully crafted to elevate gifting from 'the thought that counts' to thoughtful, harmoniously blends the practice of Mindfulness with the strength of the Sisterhood to extend a message of empowerment to be Brave, Grateful and Happy. Timeless symbols of love and support, the collection provides the perfect gifts for when words fail, distance separates or celebrations are in order. Each selection has been carefully designed to be presented in luxurious gift boxes adorned with gold foil and soft-touch finishing for the ultimate gift impact. Each box portrays three different poems of hope, faith and gratitude, serving as a reminder to be Brave, Happy and Grateful.



To find out more, visit gingerandme.com/gifting

Words of Resilience From The Floods

Words by Tania Nielsen
- Allure Skin, Beauty & Nails



I grew up in East Lismore, and have always been extremely confident when it comes to floods, where the water lies, and the impacts. So on that Sunday night, I was monitoring the weather patterns and went to bed confident that the salon would remain dry. After multiple messages from two friends after midnight, telling me that the water was rising faster than they had ever seen, I started to pay more attention. At 3am I decided we'd better go and lift things up in the salon, even though we were classified as a flood free area! We live an hour away and after waking my husband and kids, we made it through some torrential rain and areas of shallow water to get to the salon...only to find the gutters running over and the drains behind us overflowing.

After a quick chat with a neighbouring business, we both decided it was better to lift things above knee height as a precaution, since it was still torrentially raining. Over the next half hour, we lifted our machines and products onto the treatment beds, picked up anything off the floor, the kids grabbed a few baskets of items and popped them in the car...and then it all came crashing down.



Water started pouring in through the back wall, and the kids started screaming that water was filling the car park in front of the salon - where our car was parked. We knew we had to leave fast, as the water was rising rapidly. It felt like we were in a horror movie, we couldn't move fast enough yet the water just kept coming! I ran to turn the electrical mains off. The water went from ankle deep to knee high in less than a minute! Thankfully we had my husband's big D-Max Ute, though it was up over the bonnet as we exited the car park. We were all screaming as the car started to sputter, but thankfully we made it. The sheer shock and realisation of what had happened was horrendous, we were soaking wet, shaking and absolutely devastated. The water rose to a level just 30cm shy of our high commercial ceilings within the hour. It didn't matter what we had lifted up off the ground.

The day was filled with a sense of loss, of shock and unease, and a fear that just gripped you. In those early hours of realising we had lost the salon and everything in it, I was fortunate enough to have family to console me. The rest of the day was spent focussing on our friends, to make sure they were safe after being rescued and losing their homes.

Two days later the water receded and the cleanup began. It was absolute filth and destruction, opening those doors, but thankfully with someone holding my hand. All I could do was cry. The next three days were spent throwing out everything, and scraping mud and filthy water out of the salon. People I've never met even came to help!!

The reality of losing everything you've put your heart and soul into for so long was devastating. There were lots of emotions in the coming weeks to deal with, lots of sleepless nights, and trying to figure out if we could afford to rebuild a four room salon. Our insurance said we didn't have flood cover so they couldn't help me. I have contested this as we are in a flood-free area, and it was the water backed up in the drain behind us during the storm that went through and destroyed the salon. But as yet, I am still waiting on their hydrologists report, so fingers crossed they approve our policy!

I've applied for the business grant - this took a lot of communicating with supply companies to get quotes, and was eventually approved only to find out the landlord had given my premise to another business! My lease, after 8.5 years, had ended on December 31st last year, and we had a written agreement that I was able to keep paying rent in advance each month until the business sold and a new lease would be created for the new owner. I had a lady looking at the salon and expressing every intention to purchase it just two weeks prior to the flood! Unbeknownst to me, the landlord had already knocked out the internal infrastructure and the adjoining business' wall down to accommodate the new business' needs - all whilst I was still paid up in rent until March 31st! This was a bigger blow than the flood. My staff were wanting to come back, as was I, and our contractors who offer laser treatments and injectables were also on board to return. I have had so many sleepless nights trying to figure it all out and what I did wrong, as I was a good tenant and never caused any fuss.



This meant I had to cancel my grant application as NSW services told me I would be viewed as being fraudulent as I had no premise or viable business. This scared me. The landlord has since offered me an inappropriate premise which is ridiculously noisy and not appealing or suitable at all.

Over a front yard drink with our neighbours, the suggestion was thrown in to convert a room to create a home salon, so here we are a week later. I've madly reapplied and sought help from my suppliers to redo quotes for a smaller, one-room home salon - and I have been approved! I have learnt to rip up carpet, drill holes for shelves, paint walls... all filthy but exciting. I now have a vision, a beautiful room with an ensuite for tanning and water access, a sliding door in order to have separate access...no floors yet but they will be sorted shortly! So my excitement builds each day I receive an order of products, machines etc and step by step we are getting there.



I am missing my clients and my staff, I am craving to treat skin and restyle some brows. But out of utter despair and exhaustion, comes a glimmer of hope and excitement of what might be, and it's great!! There is lots of hard work to come, to re-establish myself. I'm nervous but I'm hopeful and excited, and I'm not afraid of hard work. The support of my long term suppliers; beauty industry companies like Professional Beauty Solutions and Dermalogica, has been amazing and have helped me to realise that I can do this. And the encouragement and support of friends, family and clients has been so heartwarming.

The Journey to Strength & Prosperity Through ABIC Membership



Words by Stefanie Milla

The saying goes, "you overestimate what you can do in one year and underestimate what you can do in five".

I have to say, that as I look back on ABIC since its launch in June 2021, I can see that this old adage has been flipped on its head, and it seems more like five years' worth of progress has been made for our industry in less than one year.

We have made so much headway in such little time, but what gives us this drive is our purpose. At the heart of everything we do, our purpose, is you, our members. You are the sole reason that ABIC exists and the reason that we strive so relentlessly to advance the industry.

Whilst we have had niche associations representing different corners of our industry, for many years our community has dreamed of an association that collectively represents all of us. A stable and structured source of information and strength that can represent all of our voices. An organisation that can guide our wider industry towards respect and prosperity.

Industry professionals, clinics, salons and suppliers with vision and foresight are recognising that ABIC is this vehicle and are flocking to join in droves. For those just recently hearing about ABIC, you may be wondering, what is all the fuss, and what can this organisation do for me?

Removing Your Obstacles

Our journey begins with knowing that it can be arduous to grow a career or run a business. We not only need to treat our clients, but we need to manage staff, train and nurture our team, promote and grow our business, keep up-to-date with all of the changing legislation, all the while maintaining high levels of motivation and staying abreast of the multitude of industry changes. Many of us are just trying to keep afloat in a sea of dwindling time, with waves of challenge hitting us in every direction.

Enter ABIC, your industry not-for-profit association that has removed the weighty obstacles of time and money that are inhibiting you from achieving more growth and prosperity.

Giving You the Advantage

Imagine no longer needing to carve out time to create a plethora of protocols. No longer needing to search the internet far and wide for tailored industry resources to increase sales and client retention, manage your teams, cultivate motivation, and stay conversant with industry training and advancement.

ABIC have created and curated the largest assortment of the latest, industry specific resources for you, your team and your business in every area that you can conceive. Videos, articles, protocols, procedures, templates, spreadsheets, letters, training modules and countless more. All there to make your business better, stronger and more profitable.

Making It Easy

This may already sound tremendous yet providing you solely with "self-service" is not our style. We know that you are time poor, so if you prefer not to search through the ABIC Resource Library to find what you need, you also have full access to expert facilitators that you can call and physically speak with, five days a week, to answer your questions, guide you to the right resources, and help you to tailor them for your business.

Staying Trouble-free & Up To date

Part of re-establishing respect for our industry is ensuring that our professionals and businesses are kept up-to-date with the latest legislation, staff contracts, IR and HR information.

So many businesses fall into strife by unknowingly paying incorrect wage rates, or superannuation, having non-current contracts and misunderstanding their obligations. ABIC has provided a platform to keep its members thoroughly informed, while also letting them know how to execute important and necessary changes in their business via a specialist HR team available to speak with five days a week.



Unity and Collaboration

ABIC has begun the process of unifying the various sectors of our industry and our vast community, and strengthening our voice through the merging of the Beaute Industrie community within ABIC.

We have provided the industry with an expert Council to answer questions, give guidance and volunteer their time to assist professionals and businesses to develop and succeed.

We have gathered the most reputable businesses and suppliers in the industry to offer training, support, industry prices, special discounts and affordable packages to increase profitability in your businesses - competitors coming together in the spirit of collaboration to provide support in unison, now that's the type of future we need to continue to cultivate!

Continue on pg17...

"You either save, or earn ten times more than what you spend on your ABIC membership, so that you are never out of pocket, and always in profit..."



Removing the Cost & Gaining Profit

We know that employing staff and professionals to help in such profound and extensive ways is financially unattainable for most businesses. So, we have also removed the barrier of cost for our members by making all of these services and a multitude more available for less than one hours wage per week for Clinic Members.

Furthermore, we have ensured that the return on investment for any ABIC member is at least tenfold. We have created our membership benefits so that you either save, or earn ten times more than what you spend on your ABIC membership, so that you are never out of pocket, and always in profit with your membership.

Industry Impact and Prosperity

For any sector of industry to prosper it must be given credit, respect and a seat at the table when it comes to important legislative and economic decisions, the vehicle for this is a strong, unified representative body. All you need to do is look at the hospitality industry and the Australian Nursing and Midwifery Federation to see the strength that mass industry membership can achieve. Now imagine that for the beauty & aesthetic industry, the pure power of thousands of collective voices and members!

With over 700 members in just nine months, we are already Australia's largest industry association. Because of this, government is beginning to listen. Via ABIC, government now understands our industry better than it has in the last 20 years and they are now working with us to make positive changes for our professionals and our businesses.

Through these government connections we have made it possible for our businesses to be treated fairly throughout Covid, and we are making waves when it comes to legislation, self-regulation and training.

Growth & Membership

It is easy to make the decision to join ABIC based on the incredible benefits that you already receive, but the most exhilarating reason by far is that we are calling thousands more to join.

Our potential together is unlimited because the more members join ABIC, the more our offering grows, the more resources we are able to create for you, the more initiatives we are able to fund, the more phenomenal our member benefits become, and the higher our collective voices rise. As we grow, so do you.

We are truly excited about the future and we invite you to join us on this journey to strength and prosperity.

Why *Pronouns Matter*



For many people, hair and makeup is a way to explore their gender identity. As beauty, wellness, and aesthetic practitioners, we have the power to help someone express how they feel on the inside to the rest of the world. So, how do we make sure ALL clients, no matter their gender identity, feel safe and comfortable in our salons?

This role is something that Timely Business Management Software takes seriously. That's why they're proud to announce their new pronoun selector feature, which allows clients to self identify their personal pronouns when they make an online booking.

She/Her
He/Him
They/Them



Hold on a second, what are pronouns?

You might not realise it, but we all use pronouns, all of the time. Pronouns are terms we use to describe ourselves and our chosen gender. When we say 'gender' we're talking about how someone feels inside, not their biological sex. While a cisgender or transgender person might use she/her and he/him, others might prefer gender neutral pronouns such as they/them/their or ze/hir/hirs (pronounced zee/here/heres) or she/they and he/they if they're gender fluid. It's important to note that someone's appearance or how they dress might not necessarily pair with their pronouns.

Why are they important?

At some point or another we've all felt disrespected when someone has forgotten or mistaken our name. Pronouns are as much a part of someone's identity as their name. Getting them right means more to people than you might think – it's a way to help someone feel respected and seen. It might seem like a small act, but it makes an enormous difference to the joy, comfort, safety and happiness of ALL of your clients.

How should you discuss pronouns with clients?

Conversations around gender identity with clients and colleagues might feel uncomfortable, but when you're in the business of helping people express themselves, getting someone's pronouns right can be pretty powerful. Asking someone what their pronouns are when you say hello can immediately put everyone at ease. If you use Timely's pronoun selector, you'll know someone's pronouns in advance before their appointment.

"Using the pronoun selector has not only ensured my clientele to feel comfortable and safe, but it's allowed me to charge clients based on the skill, time and product used rather than by gendered categories," says Laura Spinney, hair stylist and owner of Mullet Mommy.

Not ready to talk about pronouns with your clients? Timely's pronoun feature is completely optional – all Timely customers are encouraged to do their own research before enabling it when ready. Timely's recent **blog** on pronouns is a great starting point!



This year's power conference lineup

How you can upskill in 2022

One of our collective industry's favourite ways to upskill and grow knowledge is of course our incredible annual conference lineup. Not only are the programme's always crammed full of the latest technologies, research, developments, and learnings from leaders, but the live demonstrations and networking opportunities are invaluable.

While the year has already seen some amazing conferences come and go, such as Cosmedicon and ASCD, there's still plenty to look forward to for the rest of the year. Be sure to pop them into your diaries so you can earn some CPD points, see the latest the industry has to offer, meet some new faces, and take another step closer to becoming your very best.

Cutera University Clinical Forum 6 – 8 May, Sydney

Cutera's annual two-day face-to-face conference has been growing immensely in popularity in recent years, so it may come as little surprise to many that this year's event in Sydney has completely sold out. After all, we all love to learn about the latest laser technologies and to see them used in innovative new ways – and this is exactly what CUCF offers. There is always plenty of additional business management topics you can take home and apply practically too, from marketing and social media to incorporating treatments into your menu. And to cap it off, the Cutera team is renowned for their incredible social events alongside the conference programme, including networking drinks and gala celebrations. Click [here](#) for more info.



Non-Surgical Symposium 3-5 June, Gold Coast

NSS is back and bigger than ever. The live and virtual program will kick off on Friday 3rd with a series of workshops, followed by networking drinks in the evening, and the two-day conference programme beginning on Saturday 4th. Known as the industry's biggest and best aesthetics conference programme, you won't be let down by the incredible topics and speakers, both local and international, this year. As with previous years, NSS is renowned for its overwhelming amount of content to select from. You'll be spoilt for choice, with sessions conducted simultaneously across business, dermal, and surgical categories throughout the expansive venue. The incredibly packed programme will feature surgical and non-surgical techniques and case studies, the latest research, pre and post surgical prep, skin tightening and pigmentation, business, marketing, and much more. And of course, there is the NSS Gala to look forward to on the evening of Saturday 4th – and for those who have not yet had the pleasure, we can assure you that the NSS team knows how to throw a gala! Practice staff and dermal clinicians who are ASDC members will **also** receive a discounted rate. More info [here](#).



APAN Aesthetics Conference 18-20 July, Gold Coast

APAN's conference theme this year is 'bloom', representing the healing and soothing power of roses in bloom – as we all get back to reconnecting and re-energising via face-to-face learning. Those who can't make the conference in person will be able to access the seminars online for 30 days once the physical event closes. The programme covers topics including business, socials, the gut/skin axis, cosmetic nursing and injectables, cosmetic tattooing, stem cells and more. Info can be found [here](#).

Aesthetics 2022 5-7 August, Sydney

Created by revered plastic surgeon Dr Steven Liew, Aesthetics Conference has been on hiatus thanks to COVID. Making a comeback in August this year, A22's theme is 'Opening Your Eyes'. The conference has a very prominent focus on offering not just the theory, but highly practical tips on all things injectables, devices, and skin. You can expect a range of live demonstrations, case studies, and candid panel discussions. You can certainly count on one thing when visiting this conference – to be entertained! Click [here](#) for more information.



BEAUTY & SPA Insiders 12 September, Sydney

Jointly hosted by two of our industry's most popular titles; SPA+CLINIC and Professional Beauty magazines, BEAUTY & SPA Insiders is a celebration of the wonderful diversity we see across the beauty, wellness, and medical aesthetic sectors. In its third year, this year's one-day, in-person conference will showcase a bigger programme than ever, with part one of the day dedicated to medi and part two dedicated to beauty, business and wellbeing. This means whether you're beauty or wellness, cosmetic medical or dermal, you'll have plenty of incredible content and speakers to choose from. Not to mention having the chance to network with like minded individuals in a gorgeous harbourside setting. Find all the info [here](#).

From Skincare to Advanced Medical Services

A leader in the skincare sector for decades, Dermalogica is making it known they are key players in the mediclinic arena with the launch of an industry first. Introducing PRO Restore, designed to address the micro-injury cycle to reduce downtime and improve skin recovery, both in the treatment room and during homecare. Designed to work with advanced skin treatments, this concentrate prepares the skin's barrier, restores it's condition, and helps increase the appearance of firmness and brightness skin. PRO Restore is for all skin conditions undergoing advanced treatments such as microneedling, RF microneedling, Fibroblast skin tightening, lasers and chemical peels.

A new dermal era for Dermalogica



Post-fibroblast skin tightening treatment: reduced downtime. Day 5 post-treatment. Subject received one fibroblast skin tightening treatment on the crow's feet area. On one side, Pro Restore was applied from the second day post-treatment morning and evening. On the other side, nothing was used (conventional method).

Predicted to become the gold standard in micro-injury wound healing, PRO Restore is one product with multiple benefits and a complex of active ingredients to work with micro-injury skin treatments.

1. strengthen: Panthenol (Pro-Vitamin B5) improves hydration and helps to decrease skin damage. Mushroom Extract helps to soothe skin. Hyaluronic Acid helps hydrate the skin.
2. restore: Omega-3 from Algae helps to calm the skin to address post-treatment redness and irritation. Bacillus Ferment helps balance skin's microbiome. Beta Glucan forms a protective film that prevents skin from dehydration and helps skin to restore back to normal.
3. amplify: Oligopeptide-1 Epidermal Growth Factor (plant derived) to improve skin's texture and resilience. Phospholipids from Olive Stem Cells improve vitality for visibly firm and smooth skin and improves skin firmness. Niacinamide also helps fade the appearance of dark spots for a more even skin tone.



Dermalogica is the #1 Professionals Brand training over 100,000 professional skin therapists globally, with an extensive professional only product range and full backbar for advanced skin treatments. Their Mediclinic program only further excels in the professional space - proving Dermalogica not only belongs in Mediclinics - but is leading its innovations.

Learn more about PRO Restore or become a Dermalogica Mediclinic partner by visiting dermalogica.com.au/mediclinic



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

A New Novel Optical–Ultrasound Imaging Device For Assessment Of Various Skin Lesions

The use of ultrasound alongside cosmetic medicine is growing noticeably more present, particularly in conjunction with dermal filler. So the emergence of this study was not too surprising – albeit a pleasant one!

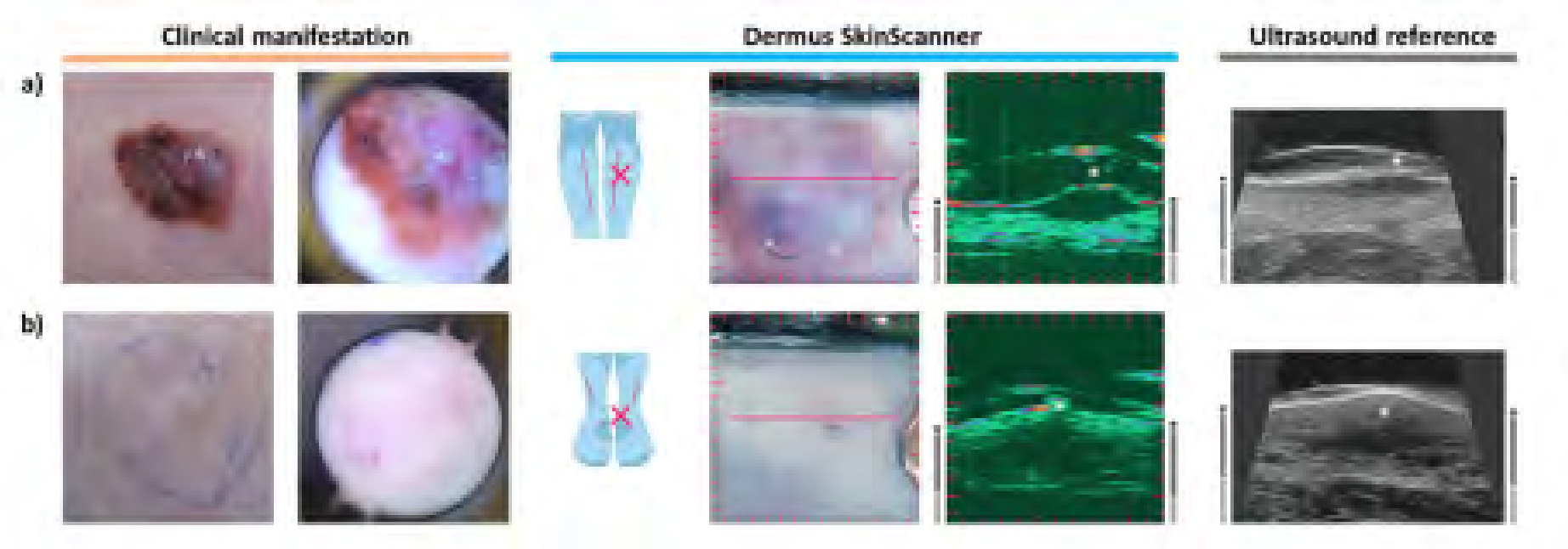
The development of a new compact handheld skin ultrasound imaging device has been described in this study, which uses co-registered optical and ultrasound imaging for the purposes of diagnostic information in the skin. Various skin lesions including melanoma, basal cell carcinoma, seborrheic keratosis, dermatofibroma, naevus, dermatitis and psoriasis were assessed using the device. They were then compared with images of the lesions taken using traditional photographic, dermoscopic and ultrasonic methods.

Many of us rely on dermoscopy for the assessment, diagnosis and/or referral of patients presenting suspect skin lesions, either offering the service themselves or referring onto a suitable dermoscopy physician. Ultrasound, on the other hand, presents a potential solution for a much more thorough and detailed view of a diverse range of lesions, as well as inflammatory conditions.

This newly-released study cites the existence of several ultrasound-based skin assessment technologies, but all with varying degrees of portability. In addition, authors state that none of these existing devices offer real-time images. Both of these limitations have been addressed with this new device; the Dermus SkinScanner (currently a premarket device).



When assessing the results, the study suggests that the device’s combination of optical and ultrasound information has already demonstrated that it could increase diagnostic accuracy. For example, the outline of BCCs can be difficult to assess optically, so ultrasound may prove useful in this instance. Results also showed that changes in the levels of inflammation associated with conditions like atopic dermatitis, can be captured. This therefore may assist with easier progress reports and more personalised treatment plans.



This journal entry further highlights the exciting technological developments happening throughout the field of dermatology – ones that can (hopefully!) continue to assist all kinds of skin-related practitioners in their patient diagnosis, treatment, and/or referrals. We can’t wait to see what comes out of this field next!

The study

Csány, G., Gergely, L., Kiss, N., Szalai, K., Kende Lőrincz, Strobel, L., Csabai, D., Hegedüs, I., Marosán-Vilimszky, P., Füzesi, K., Sárdy, M., & Gyöngy, M. (2022). Preliminary clinical experience with a novel Optical–Ultrasound imaging device on various skin lesions. *Diagnostics*, 12(1), 204.

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Certification *to strengthen our industry*

By Keira Maloney

For years, our industry has been crying out for regulation. There have been stories of life altering laser burns, unfair dismissal and wage theft cases, untrained therapists providing intensive treatments or worse, people operating medical-grade machinery with no relevant qualifications at all.

Despite these horrifying stories, no one has been able to take on the mammoth task of creating regulation around the way our industry should be safely operating, nor has an official standard been set for what constitutes a safe and ethical business within the laser and aesthetic industry.

ABIC are so proud to finally be taking the first step toward creating an industry wide, benchmark standard by officially launching our certification program in the second half of this year, which is designed to change our industry for the better.



The intention of the ABIC Certification program is designed to certify businesses that are operating to high standards by promoting them to the industry as well as the general public as ABIC Certified reputable clinic/salon for treatments or, a choice employer.

Why does our industry need to embrace the Certification process?

The general public have little to no understanding of what is required when it comes to choosing someone for their beauty or dermal treatment. Often, price is their driving factor and as we know, prices in our industry are extremely competitive and not always a reflection of quality.

By completing the ABIC certification process and promoting it to your clientele, you are communicating that you have met a benchmark standard that is upheld by the peak industry body for the industry in Australia. It not only elevates your position, but it creates more accountability for other clinics and salons.

Is the process difficult?

The process has been set up to be stringent, but also supportive. ABIC have ensured that our resource library sets you up for success so that if there are particular area's where you are lacking, there will be resources to support you in lifting your standards and achieve your certification status.

What is covered?

Not only do we cover qualifications, training standards and device TGA approval, but also minimum employment standards, best practices in business, and marketing standards, too.

The criteria has been narrowed down by a committee of industry professionals, with consultation from a range of specialists in different corners of the industry such as Beauty Services, Beauty Therapy as well as Dermal/Medical Aesthetic.

How do we hear more?

ABIC are in trial stage of Certification as we speak, and we are in the process of consulting with our trial clinics and receiving quality feedback on the process. Once consultation is complete, we'll be refining the process further, ready for launch later this year. We will have detailed information on our website in the lead up to launch, and information will also become available via social media.

Keep an eye out!

All about the *Biome*

The deeper our understanding of skin anatomy and physiology becomes, the greater the prevalence we place on the role of the skin's microbiome. Modern literature continues to show us how intricately linked our microbiome is to healthy barrier function, inflammation, inflammatory conditions and skin sensitisation, and acne – just to name a few.

MEDER Beauty Science has been created with the skin's microbiome in mind. Curated to gently target common skin concerns without disrupting the delicate balance, Meder's results-driven range simultaneously feeds and nourishes good bacteria while optimising skin functions.

Developed by Dr. Tiina Meder, this collection of cutting-edge professional skincare is crafted with the assistance of cosmetic chemists, dermatologists, microbiologists, and molecular geneticists – all with the goal of treating common skin conditions and signs of premature ageing in a way that is 100% microbiome friendly. Meder brings cosmeceutical treatments to beauty salons and skin-focused clinics all over the world, wishing to approach skin health with holistic, evidence-based methodologies.

If you've been searching for no-nonsense, science-backed, award-winning pre and probiotic skincare – look no further.

MEDER makes recreating the microbiome look easy...



Find out more by visiting www.mederbeauty.com



What role does your landlord play in your runway to a COVID recovery?

How reducing your rent plays a role in a post COVID landscape for the Tenant and the Landlord... One Tenant's Story

Words by Kelly Cunningham

COVID has changed the commercial leasing landscape for Tenants as well as Landlords. No one could have predicted the financial impact of the pandemic and the resultant pressures on Tenants and Landlords alike. So, what are some of the initiatives that are helping Tenants and Landlords to work together on the path to recovery and get back to business as usual?

Prior to COVID

Michelle is the owner of a hairdressing and beauty salon located on the Gold Coast. She is a confident business owner who has organically grown her business over the past 15 years. Starting with one tenancy and expanding into the adjacent tenancy when it became available. Michelle invests in all areas of marketing to drive traffic to her salon and as a result, the other retailers in the complex also benefit from the foot traffic that she drives.

Michelle is highly regarded in her industry and has always been a good tenant, paying her rent on time and never needing to ask the Landlord for assistance.

Pre-COVID Rent and Sales

Prior to COVID, Michelle was paying \$62,000 rent per year, which represented approximately 15% of her annual revenue which is in the “acceptable” band for occupancy costs for her industry. She was excited about the future of the business and had every intention of renewing her lease, when it expired in October 2022.

COVID Hits in March 2020

In late March 2020, the federal government mandated that all hair and beauty businesses needed to close. We all have our own memories of that week and Michelle was no different. A single Mum to a young daughter and a small business owner with the responsibility of putting food on the table. She was devastated, scared and had no idea how she was going to be able to stay in business and look after her family.

Revenue Shock

Prior to COVID Michelle's average monthly income was approximately \$40,000. Revenue for April 2020 was \$0 and May was \$9,000, some 22% of her regular monthly income and the following months didn't perform much better. What did this mean? How long was she going to be closed for? What would happen to her staff? How would she pay her rent?

Business Reopens with Substantial Limitations

As the very strict restrictions on business were gradually relaxed, this meant that Michelle could reopen her business. However, her ability to generate revenue was significantly reduced to approximately 50% and her PPE and related costs increased as a result of time required to sterilise equipment, sanitise work areas and of course the closing of every second seat to meet square metre rules.

The Challenge - Income Reduced by 50%. What about the Rent?

With the onerous restrictions now in place, if Michelle was to pay full rent whilst only turning over half of her pre-COVID income, her occupancy costs would skyrocket to 30%+, which left the business in an unprofitable position and the only option would be to close the salon.

A Chance Beauty Appointment with a Retail Leasing Expert

It seemed to Michelle that she had no way out. As luck would have it, she had a coincidental beauty appointment with Kelly, who turned out to be a Tenant Representative who specialises in negotiating lease renewals and new leases on behalf of Tenants. Through a casual conversation and a few tears, Michelle confided her dilemma to Kelly.

Kelly had already looked after a number of Tenants in similar positions to Michelle and had a pretty good idea of what needed to be done to keep the business viable.

A Conversation with the Landlord...

Kelly stepped in to communicate and negotiate on behalf of Michelle. The Landlord was grateful for the feedback on the National Code of Conduct and was very interested in doing what he could to help, as he knew that if Michelle had to close the business, the tenancy may sit vacant for



Rent Reduced to Reflect the Reduced Percentage of Sales

Using the National Code of Conduct as a base to work from, Kelly was able to agree an outcome on behalf of Michelle and come up with the following revised arrangement with the Landlord.

Rent payable was calculated based on the monthly difference in sales prior to COVID. So, if revenue was down by 50% for a particular month compared to the same month prior to COVID, the rent would also be reduced by 50%. As revenue gets back to normal, the rent returns to normal as well.

The enforced rent relief ordered for Queensland was only available for a few months, but the Landlord agreed to extend the relief for a further two years past this date, up until the lease expiry date, to give Michelle the best possible chance of surviving.

No deferred rent liability would apply. Under the code, any rent waived by the Landlord would be shared 50% with the Tenant, who then had to pay it off over 24 months on top of their normal rent. Michelle didn't need to worry about this.

At the point of negotiating this arrangement, it was hoped that sales would return to normal within a few months. It is now April 2022 and sales are still between 30 – 40% down on 2019 / 2020, due to a number of factors outside of Michelle's control, but stemming from COVID.

What's in it for the Landlord?

The Landlord was aware that failure to reach an agreement with Michelle would have most likely resulted in the business needing to close. Michelle would walk away from her security deposit and lose her livelihood, her only source of income, as a single parent.

However, the Landlord would then have a vacancy for several months, would need to cover the holding costs, potentially drop the rent substantially to attract another good quality tenant, provide a rent free period, would probably need to pay for the fitout, all before he actually started to see any rent coming in.

From April 2020 to February 2022, the Landlord has received circa \$80K in rent, when under the Lease he would have received around \$130K, so \$50K less than he would have under Michelle's normal lease. The Landlord will continue to see growth over time as income returns to normal operating levels, as opposed to not receiving any rent for a long time.

The Wrap Up...

The Landlord keeps his prime Tenant, receives reduced rent for a period until business returns back to normal, saves the expensive costs of securing a new tenant and keeps his other Tenants happy at the same time.

Michelle gets to keep her business and some income for herself. She has a runway to build her business back to where it was pre-COVID and return to paying full rent as her revenue returns to normal.

Your Leasing Co. specialises in being a Tenant Representative and negotiating with Landlords, so if you have any questions about how to achieve the best outcome and what a runway for you might look like, you can call Kelly Cunningham for a free, no obligation conversation on 0419 001 093.



A day in the life of an ABIC facilitator

Ever wondered what goes on behind the scenes at ABIC? We are proud to have an incredibly dedicated team of facilitators working to make your lives simpler, from answering our phones and responding to your enquiries, to memberships. We wanted to take this opportunity to help you get to know our facilitator team a little better!

Q: What's the best thing about being an ABIC Facilitator?

The interaction with the ABIC members daily, sharing their challenges and also their wins. Just being there for the members and making a difference regardless of how big or small. Sharing their ups and downs each day. COVID was an integral part of ABIC when we first began due to how it affected our industry and our members' lives daily. Being there to listen and support our members.

Providing good quality resources to our members is one the best things about being an ABIC facilitator. As former business owners, we know first hand that the ABIC resources would have been of great value and assistance for us back then!

As a facilitator it also means we stay abreast of what's happening in the industry both good and bad, and share with our members any information that will make a difference to their business and livelihoods.

Q: What's the most challenging thing about being an ABIC Facilitator?

The most challenging part about being an ABIC Facilitator is providing the members with all the correct information even when the information is not easily accessible. This was apparent when COVID affected the industry and our specific industry requirements were not always specified or written in black and white. It made it difficult for members and the industry as a whole to decipher and implement the requirements. It has also been difficult to watch and hear how COVID has affected businesses and caused the shut down of many within the industry.

Q: Your most memorable experience as an ABIC Facilitator?

The launch of ABIC and the voucher program that assisted so many when COVID closed their businesses down. Receiving so many emails and calls from people who were grateful as they did not have enough money to buy food that week was incredibly rewarding.

Q: Background and skillset required as a Facilitator?

There are definitely a few key elements needed!

- Industry knowledge
- Compassion
- Patience
- Ability to work autonomously
- Ability to work with others in a changing environment

Q: What types of enquiries do you deal with the most?

- HR including pay rates and requirements
- Opening a new business – anything from council regulations to insurance
- COVID requirements
- Membership enquiries
- Resource enquiries
- Apprenticeships
- Certification

Q. Where do you find the most joy in your role?

As Facilitators, we enjoy watching our members grow every day. In addition, it's a privilege to know that we will do our part to help them with any challenges they may encounter, as well as share in their success.

It is amazing to watch all the great things our members are doing both in their businesses and in their professional lives. Being able to witness their accomplishments and seeing them receive awards and accolades is a very proud moment for us as well.

Representing the industry's best is an absolute honour.



UK Trends with Tamara

We recently sat down with Tamara Reid, ABIC Council Member and Head of Global Partnerships for Timely Software to chat about her exciting trip to London, UK trends and beauty and aesthetic insights from abroad.

You have a recently taken on the position of Global Head of Partnerships with Timely Software, tell us a little bit about this exciting new position.

The Head of Partnerships role is one which I am so fortunate to be titled with. Timely has always had partnerships front of mind as a key pillar of their business and now with a dedicated team and space for fostering relationships with industry, associations, distributors, education facilitates and more we can really strengthen that arm of the business. For me it feels like the perfect combination of building community and connecting with like-minded people so it's a dream to be able to lead the Partnership team for Timely.

You recently spent time in London, what was the experience of traveling overseas for the first time since the lockdowns began?

London was a magical experience. After not travelling for 2 years and getting comfortable in our own backyard it was really nice to step outside of our new comfort zones and travel again.

The hardest part of the trip for me was leaving my baby Jackson behind. While I like to think of myself as a pretty progressive parent who really practices balanced parenting between both mum and dad, as a mum, it's never easy leaving your babies – I don't think that feeling will change no matter how old they are.

Though the difficulty of leaving my family life behind for two weeks was incredibly tough, I know that as I continue to grow as a person I'm learning lessons that I can pass onto my children that I otherwise might not have experienced had I chosen otherwise. Everything I do now is for my son, it's a strange but most rewarding feeling that I'm loving more as the days go by!

You were in London representing Timely, tell us a bit about the all the wonderful insights, and the events you attended.

Timely has a team of 20 in the UK which we were able to meet in real life after many a zoom meeting – there's nothing quite like that water cooler banter you get from being in the office together.

The main purpose for our visit to London was to exhibit at the Professional Beauty trade show, which was an incredible event that was buzzing with excitement to be networking and almost reenergising the industry. I was delighted to be able to present an award at the World Spa and Wellness Awards and of course meet some of our most valuable Timely customers in their spas and salons.



What are the current and emerging beauty & aesthetic trends in London?

The biggest takeaway for me from London was that we really forget how vast and large our industry is. In the UK legacy brands are still at the pinnacle of their craft but they're constantly reinventing themselves and adding new modalities to signature treatments to amplify the results. Relation, mindfulness and slow treatments are something that clients are demanding and so the world of wellness is only really showing us the tip of the iceberg at the moment.

Second to that, sustainability is priority right now. I can only name a handful of businesses that have sustainable practices here in Australia where as in the UK (and too EU) it's a centre focus for their business values – I hope to see more Australian businesses adopt that as part of their mission for the years moving forward as we really do need to be protecting the planet more than we are.



What were your biggest learnings from this trip?

Ultimately, hearing holistically from industry the most common theme (which will be of no surprise to anyone) was the pain point of business owners recruiting new team members. This made me really think about how our industry surfaces their Employee Value Proposition, which if you aren't aware of is almost the perks of working in the business – ie. every second Saturday off.

As business owners we really need to do some deep thinking around work life balance, employee wellbeing and professional development for therapists we are employing as a centrepiece which at the core of sits a thriving culture.

This has really got me thinking and something I'm excited to start exploring moving into the latter half of the year.

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Here's what Sophie's Beauty Room had to say about their Smartpay experience and how they re-invested their savings to benefit their customers.

smartpay

Balancing Motherhood, Family and Work

A Candid & Insightful Interview with Ashlee Wareham

By Stef Milla

The beauty and aesthetic industry is rich with female business owners and entrepreneurs. Successful and innovative women, some of which not only juggle the complicated and challenging world of business, but manage the daily demands of motherhood, along with the balancing act of work and family life.

In this insightful interview we speak with Ashlee Wareham, an ABIC Clinic Member and owner of the salon Beaute Boutique located in the picturesque suburb of Warrandyte in Victoria, about her experience with maintaining equilibrium between motherhood and work.

Ashlee gives us plenty of insight, advice and some very wise words.



Tell us what first attracted you to the beauty and aesthetic industry?

Since I can remember I've always loved and admired the beauty industry! I would beg my parents in year 10 to let me drop out of high school and start a hairdressing apprenticeship! They said no not yet, but I was able to do a pre-apprenticeship alongside school and just before we graduated year 12 I had started my apprenticeship! Once completed I left my job and opened a home salon which is when I started enrolling in more courses, makeup being the first and working in the bridal industry doing wedding parties hair and makeup for a few years.

Then I noticed women were having this new brow treatment called 'feathering' (cosmetic tattoo) and I was FASCINATED!! I was that crazy person that would ask if I could look up really closely and touch their brows, (haha), and I thought I love it, I can do that... so that's where my shift into beauty really took off and I left hair behind me. I absolutely love the beauty industry with so many different aspects you can focus on and specialise in if you want to, and there's such a great community network of supportive beauty businesses always encouraging each other, I just LOVE it so much.



What made you decide to open up your own salon?

I had always wanted my own space, it was the real dream! Being raised by two business owners, I think you just see a different perspective and way to 'work'. I'd had numerous jobs since I was 14 so I've experienced being an employee in other industries, then I worked from home, freelanced, rented space inside other salons and I was never happy. I wasn't able to be myself or express myself the way I visioned and always felt so restricted.

One day I was at lunch with my mum, I told her I hated (yes, it's a strong word) where I was renting and I was going to leave and just be a stay at home mum, I was over it and telling the owner that afternoon. She said 'WAIT I know a place'. One phone call and 15 minutes later we were inside a shop that had been rather neglected and only used as storage for the previous 8 years! I was sooo not ready or even thinking of looking as I thought my own space would be years away, but one big lesson I've learnt is to NEVER say no to new opportunities! So I really didn't expect it to happen as early and quickly as it did, but I absolutely said YES and here we are 3 years later!

Starting a family whilst also running a business takes a lot of planning, what did you do to prepare your family, salon team, and business?

Haha yes it's certainly a juggle. Although this is my third baby and I think this is my most organised pregnancy because I do have a great team and more support, it is however my first baby since having the clinic! So that means I now have adults relying on me to keep the business running smoothly in my absence. Just because you want to go and have a baby doesn't mean the bills stop or the wages are on hold, so you need to have systems and processes in place.

When you start a business you really wear ALL the hats - business owner, therapist, marketing and advertising, accounts, research, social media manager, decorator, and still attending every training to keep improving and up to date including personal and professional development.

However, through time I learnt it's ok, I don't have to do it all! Some simple changes I started making early on in my business are boundaries!!! Clients will message you at all hours of the day/night and if you reply, you keep hearing that buzzing of replies. I told myself I will not respond outside of my 'work hours' because when you run a business, it never stops, so boundaries were a big thing for me!

Other things like delegating tasks to others so I'm not doing everything myself such as - our clinic assistant can prepare our promotional displays on canva, add posts or stories and reply to messages on socials, updating stock on our website or when we have new orders arrive, drafting emails in advance ready to send out; notifying our main brand reps that I will be away and they will keep in touch with my staff to stay on track with them too; the accounts team have more access to banking and paying the bills directly so I don't forget (preparing for those sleepless nights when my brain is totally gone); our therapists will draft orders from suppliers before we run out of essential items such as wax, cotton pads, tint, wax applicators, retail stock and so on ready for my approval so I won't need to physically go in and check on these!

I have had to redefine my own role from being full time on the clinic floor to shrinking my hours with clients to completely putting down the tools. We have clear, open, regular communication with everyone including our clients to ensure they're not going to be expecting me back after 2 weeks (I've been guilted into this before) and are confident moving across to another therapist! Having processes for each aspect of the business in place has made it much easier to step back slowly and not feel like it's all going to be a complete shambles and crumble when I'm gone.

What are some of the challenges that you have had to overcome throughout this planning period, and were there any unexpected hurdles?

Isn't there always some kind of spanner thrown in the works! As we all felt it, the C-word definitely slowed us down and then we suffered the ripple effect. However, I am a strong believer that everything will work out the way it's supposed to, so I didn't let it get to me too much, we just rode the waves.

My personal challenges are that I'm a control freak and I've been having FOMO! I've wanted to keep rebooking my regular clients with me but obviously I can't. Amongst this is also some resistant clients that don't want to change from me treating them but with plenty of notice they have moved across and of course - they're completely satisfied with their treatment - I did teach my staff my way of doing things after all, and I'll happily remind my clients of this!

The other is just not really knowing when I won't be able to function properly in those last days, as I've already slowed down a little earlier than I originally planned so I know I won't be at work all the way to 38 or 40 weeks! When you're pregnant it seems like a great idea to make grand plans and set dates however the baby is absolutely in control of you! Unless you are booking in, you don't know when the baby is actually going to arrive so I'm not labelling any firm dates as anything could change at any time! So I guess that is more of an 'unknown' hurdle!



Many people would admire you for being able to have it all, a business and a family, what is the most rewarding thing about being able to balance family and work life?

That is the reward. A happy balance between work and family life!

I love my work and knowing I can come back when I'm ready. I also feel super lucky I get to soak up all the baby snuggles with our new arrival soon enough and for as long as I'd like before I return. When I do return, my hours will be much shorter and only for the specialist treatments I choose - cosmetic tattooing and advanced facials. If my team need me while I'm with the family, they will just send a text or ring if it's urgent and all is sorted within 5 mins. How good is technology!

My older 2 boys are both in school now so by having my business run smoothly it means I can drop them off and pick them up everyday, take them to after school activities, all of which was a part of my original vision of having my own business. Being able to immerse myself in treating my beautiful clients in our boutique space, have a great time with my team whilst still spending quality time with my kids and family is the real reward.



And finally what advice would you give to business owners that are planning for a family and motherhood for the first time?

You're the only one who can make your dreams a reality, go for it! Have a clear vision of how you want your new life to be and make your business plan to suit it. Ask for help where needed, chat to your partner about things like how much time you want to take off or if their job is flexible and they work from home, do they want to have the baby with them 1 or 2 days a week so you can head back sooner. Do you have family members that want to help out - what's your vision? It's your business, you can create it to run how you like!

Chat to your accountant about your finances to ensure you're not going to be operating at a loss. If you have a team, make sure they're honest and reliable so you can take time off without worrying and be assured your clients are in good hands. If you're a solo operator, think about how to stay connected with your clients while you're on leave and how to notify them when you're ready to come back.

Think about what tasks you can delegate to someone else. Think about what tasks you might like to do while at home with the baby such as your weekly newsletter or social posts. Do you want to enroll in an online training you can do around bubs sleep? And when you can, be honest about your planned time off with your clients as well. They like to be kept in the loop plus they will really enjoy following along your baby journey - who doesn't love a new baby!

Connect with and ask advice from fellow business mums. Always keep an open mind to learn and adapt along the way. We are in the industry of caring for and nurturing others, you'll be a great parent and like I said everything will work out exactly how it's meant to!

Believe in yourself. If I can do it, you definitely can!

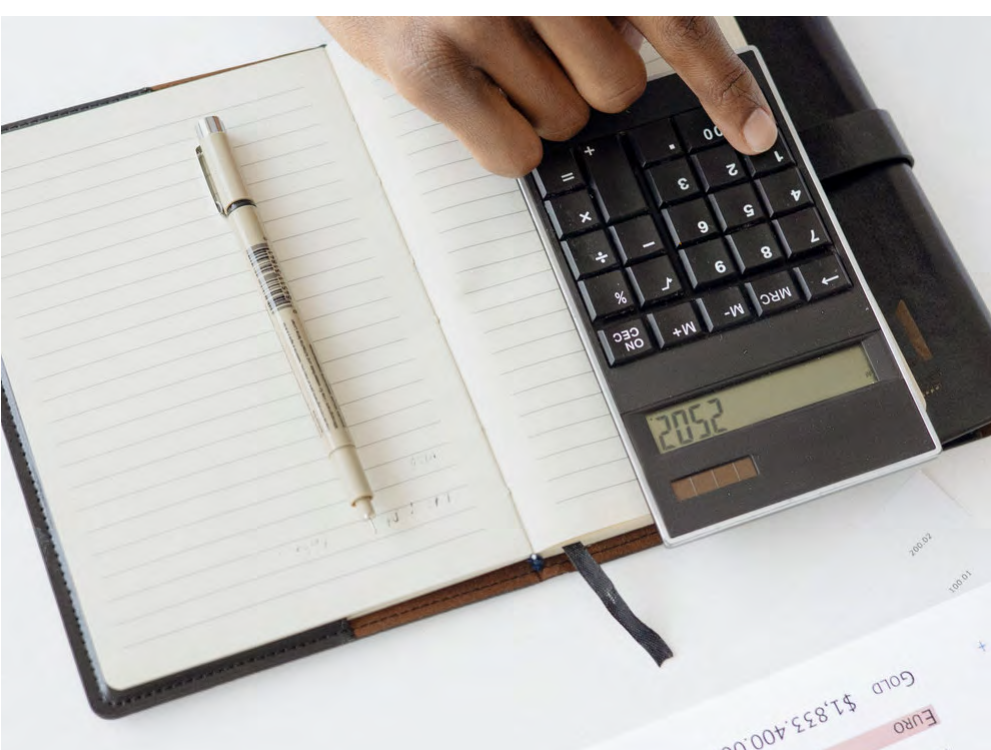
News & Noteworthy

Increase to casual wages

A reminder that Casual weekend penalty rates are increasing in 5 instalments.

This process started on 31 January 2022 and will finish on 31 December 2023. The second phase increase will begin on 30th April 2022, with new rates coming into effect from the first full pay period beginning on, or after the 30th April 2022. The next phase of increases will occur on the 31st December 2022.

You can find all the information you need [HERE](#)



Tax incentives for technology and training

Small businesses can now deduct a further 20% from the cost of cloud services and cyber security systems as the government encourages more small businesses to adopt digital technologies.

For every \$100 you spend on digital technology, you are eligible for a \$120 tax deduction. The same incentive applies to training.

Businesses with an aggregated annual turnover of less than \$50 million will be able to claim the discount on expenditures of up to \$100,000.

Ask your accountant and ensure that you are claiming correctly.

Find more info [HERE](#)



The casual sick pay proposal

The Victorian Premier has announced a \$246 million trial for 150,000 Victorian casual workers to receive 5 days of paid sick leave.

We are concerned over the lack of government consultation with affected stakeholders and industry associations and will be providing your feedback via COSBOA on behalf of the beauty and aesthetic industry.

The main issues that we have heard feedback on are:

- Casuals are paid 25% more than permanent staff to compensate for the lack of entitlements like annual leave and personal/carers leave (sick leave) and that the continuation of this scheme may adversely impact both businesses and employees.

- Many Casual workers choose this arrangement because it suits their financial needs and lifestyle, if employers are forced to pay Casuals staff sick leave, employers may choose the security of Part Time employees instead, reducing the number of casual positions available.

- Providing Casuals paid sick leave is essentially double dipping and disadvantages permanent Part-Time staff who would have the same entitlements, but lower wages.

- The scheme could even incentivise Casual staff not to take up offers for permanent work, requiring employers to pay the Casual loading as well as the new Victorian government 'levy' to fund sick leave.

The Premier has explained that any continuation of the scheme would be funded by a levy on businesses, the details of which are unclear at this stage.

We will be providing you with more updates shortly!



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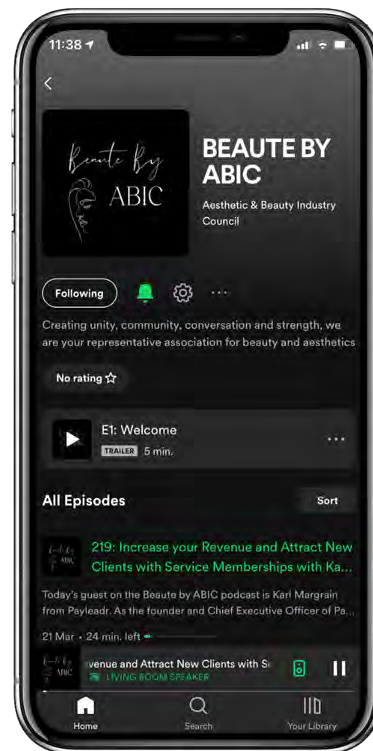
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On The Record.



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



Intrinsic Ageing with Gay Wardle

Gay Wardle – businesswoman, coach, mentor, internationally recognised speaker and educator, joins us to discuss intrinsic ageing. Gay was honoured as the "Educator of the Year" at the 2015 Australian Beauty Industry Awards for her passion for skin analysis, which she champions both nationally and internationally. She has become one of the most respected icons in the "skin and beauty" industry because of her dedication and commitment to learning and teaching others. Her work as an educator and practitioner was recognized in 2014 when she was inducted into both the ABIA Hall of Fame and the Reed Exhibition Hall of Fame. If you have sat in one of Gays “Everything you need to know about Skin” classes, you’ll know Gay is anything but just a beauty therapist. She’s intelligent, kind, humble and an absolute queen of the beehive behind all things skin. This episode covers all things ageing, including collagen types, longevity, and how to sustain cellular functionality.



The Impact of Trends on Popular Treatments with Zena Dammous

Zena Dammous, Cosmetic Nurse Specialist and Director at Medical Aesthetic, shares her thoughts on the imapcts of trends and what they mean for the professional industry. After Graduating with a Bachelor of Nursing from Deakin University in 2008, Zena went on to work at the Alfred Hospital Melbourne before transitioning into full time cosmetic nursing in 2012. She went on to complete her cosmetic injectables training in London with world renowned Dr Bob Khana. She has trained and worked with some of the world's leading doctors and cosmetic specialists. Her approach is honest, highly ethical and straight forward. Zena works closely to build strong rapport with her clients, they trust her subtle approach, attention to detail and opinion in helping them to achieve their aesthetic goals. After working in the business for many years, Zena formally took over Medical Aesthetic in 2014 and has since transformed the business expanding to multiple sites and a team of dedicated professionals who are all equally as passionate about what they do. Medical Aesthetic AU is a customer centric business, focusing on customer experience as well as exceptional treatment outcomes.



Increase your Revenue and Attract New Clients with Service Memberships

As the founder and Chief Executive Officer of Payleadr, Karl draws on his vast experience in financial services and payments accumulated over 15 years in the industry across a multitude of senior sales, strategic partnership and product roles in Australia and New Zealand. Karl is passionate about solving payment frictions on all sides of the transaction and is thrilled to be leading a business which delivers a world class digital payments experience, whilst enhancing affordability for the consumer and cash-flow for the merchant through innovative recurring subscription and membership payment initiatives.

A valuable episode today for all spas, salons and clinics looking to introduce service memberships to their business. We are going to talk you through just how easy the process is, as well as some incredibly valuable insights into the types of membership options that might suit you best according to your services and unique clientele. So if you want to increase your revenue, improve cash flow, and attract new clients, this may be the solution you’ve been waiting for.



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Shaping a Solid Future For Our Industry

Ever considered becoming an ABIC sponsor?
Here's how you can help us to improve our industry, and what this can mean for you.

Words by Elaine Burke



What a crazy few years it has been, right? With so many lows but also some amazing highs, making it through to 2022 and in person events, the future's looking bright! ABIC has matured so much in the last 9 months since launching, what has been achieved is amazing to see and we thank you for being so involved in this exciting journey. We are here to support you! Not only do we have Foundation, Supplier, Education, Coaching, Clinic, Professional and Student Memberships, but we also have a highly active and engaging media outreach for all professional brands, educators, coaches and suppliers to help reach their brand goals for 2022 and beyond.

Our passion and purpose is to help serve you as best we can and shape the future of the industry together. We are here to give back as much as we possibly can to this industry that we all share and love. Our sponsorship programs support you, our industry leaders and experts to contribute in the advancement of our industry by way of educating and sharing your knowledge to the many aesthetic and beauty clinics, professionals and students and help pave their way to success. We have packages to suit all, or the option of creating your very own customised package to suit your needs best. Through your support, we will work with our members to empower, uplift and celebrate them in a friendly, informative and educated way, all the while building lasting relationships.

Kinds words from our ABIC partners

“We feel the sponsorship platform allows us to play a greater role in providing value to ABIC members, whether that be in the form of news articles, payment industry updates, or member offers. We also share a similar philosophy in a commitment to helping businesses reduce costs and operate more efficiently. We value that the board members of ABIC actually run their own beauty businesses and can truly relate to the needs of its members” - Robert Caruana Smartpay

“Clairderm is proud and excited to join the ABIC, we both share the same desire to genuinely contribute to empowering businesses' success by offering excellence in products, machinery, and extraordinary customer service. We believe that sharing knowledge, insights, and even concerns helps unite, prepare and strengthen businesses, taking Australia's international competitiveness to a whole new level. Despite COVID, the beauty industry's future looks promising. Customers remain optimistic and confident, and this sentiment will be reflected in numerous industries, including ours. We look forward to contributing and developing a brighter future with our customers and partners such as ABIC”. - Rafaela Riquena, Clairderm



Our amazing Foundation Members form the foundational financial and directional structure of ABIC. We strongly believe in community over competition and that can most definitely be seen from our Foundation Members, who are often competitors and in a commercial sense overlapping quite significantly. However when working within ABIC, we put aside all commercial agendas and focus on unifying in order to strengthen the industry. These powerhouses together offer invaluable support, views and education to the aesthetic and beauty industry delivered through ABIC channels. With so many options, we are here to support you as best we can. We know the more numbers we have the stronger our voice is, we are growing and we will endeavor to service the Industry to the best of our ability. With your support and unity thus far the future of ABIC and the Industry is bright!

Elaine x



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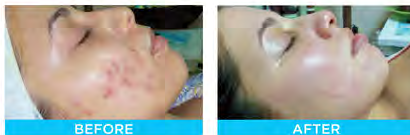
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Courtesy of Sole Luna Spa - 4 Facials

Fine Lines and Hydration



Courtesy of Skin Care By Lori - 1 Facial

The results

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Plumps out lines
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Increases product absorption
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ABIC Monthly *Coffee Catch Ups*

Our mission is to unite all sectors of our beauty, spa, wellness and medical aesthetics, to inspire our members, to facilitate learning, and above all, provide a safe, welcoming community that you can reach out to and connect with. This is why we've created our monthly coffee catch ups, exclusively for ABIC members.

Once a month, all ABIC members will be invited to join a virtual meeting via Zoom, together with our Council Members, for a virtual coffee. The event aims to provide a chance to have a casual chat among friends and colleagues about what has been happening for our industry around Australia, how we're coping, and any wins or learnings we'd all like to share. Look out for the zoom details via our socials and newsletters.

Our next coffee chats will be hosted:

Monday 9th May
10am AEST
Hosted by Karla McDiarmid

Monday 6th June
10am AEST
Hosted by Maria Cacciolone

Monday 4th July
10am AEST
Hosted by Kiera Maloney

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