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EXPO EDITION

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CONTENTS



ABIC's Expo
Cocktail Party

How COVID Is Impacting
Our Clients' Face Shapes



Learnings From Expo



Stress Management
Through Nutrition
and Lifestyle



The Importance
of Industry
Connectedness



What you missed at ABIC's
Expo Networking Lounge



Key Considerations For
The Perfect Consultation

Then vs Now: A Post-
Covid Industry





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From the Council

Tamara Reid

Call it a full circle moment but whenever I am privileged to hold the task of writing or speaking on behalf of ABIC, an immense amount of pride washes over me. It's been some time since I've written to you all and some time since we've seen so many faces like we have over the last eight weeks.



The feeling of being in the presence of our industry again at our very own ABIC Members Event and Beauty Expo was electric, it seems to only take a coffee catchup and a mutual love for products and technology for our industry to feel normal again!

Standing alongside the brilliance that is Nina Vidal, Director of Rx Australia on stage as Chairperson opening the event was such a humbling event to be tasked with. The significance of the show this year spoke volumes to the resilience, tenacity and dedication our industry has to empowering our knowledge and advancing our education.

Memory making moments were seen in abundance as we heard from the likes of Maria Thattil and the way she harnesses her inner beauty, the expertise of educators demonstrating the latest medi-aesthetic devices and the all-in support we saw through the work of art stands that elevated the experience at every turn.

As in person events and expos bring a much-needed return to our industry, in buzzes a new era: advanced education and creative collaboration. Today, we embrace a new age of industry which we see reflected in the skin we proudly flaunt, makeup we wear, the education we display in clinic and the certifications we use to get there. This year, thankfully, it's not about competition and the great resignation culture – it's about capturing the spirit of being together again, advancing our talent and walking into life with the strength of what the past has taught us. That is what this new issue represents.

Perhaps it's because my time on the waterfront of Sydney has filled my inspiration and connection cup to the brim so much so that it is overflowing, but today my energy levels are at an all-time high. There is so much to be grateful for and so many to have great conversations, (real conversations) with – many of which I know you'll enjoy reading about over the next few pages.

- *Tamara*



Behind the Scenes at ABIC's 1st Annual Event

Expo Cocktail Party

The return of Beauty Expo this year certainly was a landmark weekend for our industry, and ABIC could not be more thrilled and humbled to have hosted the self-proclaimed unofficial opening event on Friday August 19th. Cockle Bay Wharf's Cafe Del Mar played host to around 300 ABIC members, industry leaders, brands, media, and ABIC council members as they came together for ABIC's very first in-person event. The vibe was audibly electric, and the repeated consensus throughout the crowd was that of the incredible joy of being able to reunite in person.



Attendees mingled over drinks and canapes from 7pm, with many an expression of sadness that the event wrapped up after just two hours! As an introduction to a massive weekend of conference content and coinciding social events, ABIC's cocktail event served as the perfect taster for those continuing onto their own events Friday evening or opting to get a great sleep before a long Saturday and Sunday.

Not only was the event a wonderful opportunity for members of industry to reconnect, but it was the first opportunity for the entire ABIC team, who are dotted all throughout the country, to finally meet one another in person and outside of a screen. This was a very heartfelt moment for many of us at ABIC, having spent countless difficult months liaising via zoom and only speaking to our ABIC members over the phone. The same can be said for our fabulous ABIC council members, who had the chance to meet and mingle face to face with long-distance friends and supporters.

After some touching speeches from Council member Emma Hobson and proud event sponsor Phorest, guests were treated to an impromptu fireworks display over the Darling Harbour waterfront.

As ABIC's very first in-person event, the team could not be more proud for what was undoubtedly a major success, and incredibly grateful for the resounding excitement and positive feedback from attendees. From all of us at ABIC; from council to facilitator team, we wish you an enormous thank you to all who celebrated with us, and to those who couldn't make it this year - we look forward to seeing you very soon at our next event (stay tuned!)

A special thank you from the council



After twelve exceptionally busy months building and establishing ABIC, we finally came together the eve of the Beauty Expo at Café del Mar in the beautiful Cockle Bay Wharf. Over 300 hundred ABIC members attended this inaugural event, sponsored by Phorest. The excitement, the hype, the energy and the happiness in the room was unparalleled. Attendees made the most of their valuable time to network and reconnect with each other after such a long time of not being able to enjoy that opportunity. It was not just guests that shared in the excitement, some of our ABIC council members met each other for the very first time face to face. This was a highlight for us, as up until the event we had only met via zoom meetings.

The room became quiet when Emma Hobson delivered a spirited and positive speech on the achievements of ABIC. If there was not enough energy already in the room, it seemed right on cue that a spectacular fireworks display began outside. While we cannot own that one (but would like to!) we certainly thank the organisers of the Darling Harbour precinct for contributing to our evening - it really was magnificent.

A huge thank you to Phorest who has been a great support to ABIC and the entire industry, and thanks to Sandy Carty for his encouraging words on the night and the endless supply of jelly beans.

The event certainly was the talk of the expo, with so many people acknowledging ABIC as a pivotal association, and a true powerhouse - something that they want to belong to.

After such a special and successful event, we cannot wait to do it all again in 2023, although I think we will need a much larger venue!

A huge thank you to everyone who attended. We had so much fun and loved meeting you. Gay xx

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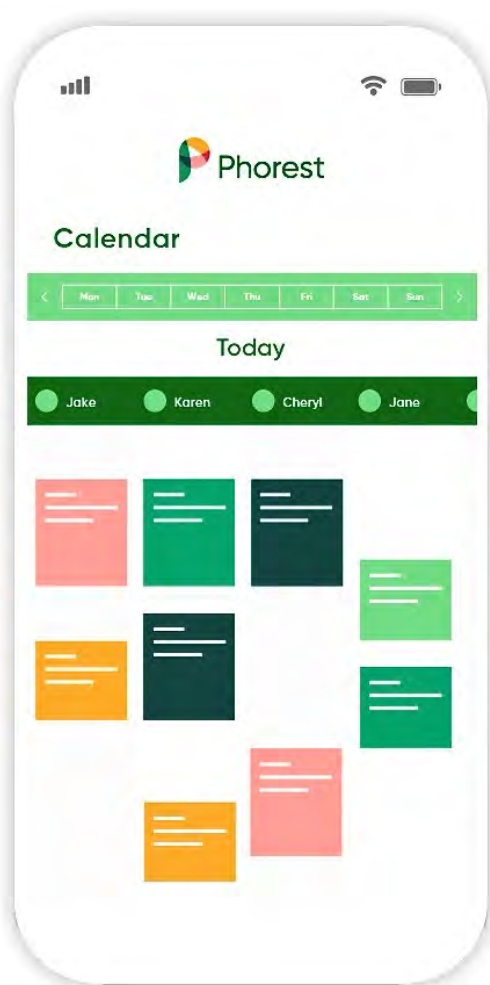
Over the past year we have been hearing and witnessing the longing for in-person contact from our members and the industry, so we wanted to provide a very special vehicle for that connection. Being a non-profit means that all of our funds are directed back into the industry and to our members, understanding this Sandy Carty from Phorest Software came to the rescue.

The generous donation from Phorest to sponsor our very first ABIC event allowed our members and the industry to come together for a night of spectacular connection, warmth and joy. This event not only allowed us to celebrate, but it provided a platform to communicate the true importance and value of industry unity.



The sponsorship of ABIC, our industry's not-for-profit representative organisation, is its lifeblood. Generous industry leaders, companies and individuals uniting to give back to the people that work every day tirelessly to make our industry thrive is a very special thing.

The benefits of sponsorship are a two-way street, sponsoring our industry gives a sense of true reward and pride, the saying after all is true, there is more joy in giving than receiving. Sponsorship also allows for a more intimate connection and conversation with the very people that support those sponsors in a more open and interactive environment.



Phorest, thank you for an amazing night, we had a blast!

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The Importance of Industry Connectedness

By Stef Milla, ABIC CEO



If there was ever a time to reflect on the import of industry connectedness it is indeed now, amid the grand re-awakening of in-person events.

At our inaugural cocktail soiree, we had the privilege of witnessing relationships that were forged via our computer screens in the midst of great challenge, immediately solidified with sincere affection upon connecting in person, and a sense of camaraderie and closeness that signals change in a post lockdown world.

This shift in social consciousness has resulted in blooming friendships evolving more swiftly, once taking years to develop, the commonality of our shared experience allowing for instant connection on a deeper level and a safe environment for openness and vulnerability.

This fertile ground is the perfect nourishment to foster change on a grander level, industry wide change that will reshape, redefine and revive our industry.

Within our broader industry there are subjects, each with its own community, culture, customs and rules, however, there exists an undeniable, yet invisible thread that ties our industry together.

That golden knot is our professional ability to grant people the gift of confidence in their own skin.

Utilising its own genus of modalities, methods and expertise, each sector of our industry is unified by a shared passion to elevate a person's experience of life by caring for, healing, or augmenting the outward projection of that individual, their human interface; body, face and skin.

Does it not then make perfect sense, that each specialisation within our extensive industry systematically collaborate to provide a holistic approach to caring for its clients and patients? Not only is it sensical, but it is imperative for the future success and elevation of our industry.

Therefore, the importance of connectedness goes even farther beyond personal relationships to affect the landscape and trajectory of our entire industry - beauty services, beauty therapy, dermal therapy and medical aesthetics.



Every sector of our industry is intertwined with the other and is either enhanced or impeded by certain challenges, obstacles and roadblocks in its adjacent quadrants. Therefore, it takes a global view of the problems, as well as the potential for progress in order to make a significant, lasting and positive impact on the future of the wider beauty and aesthetic field.

Now, imagine an industry that collaborates to upbuild people's wellbeing, professionals within one sector confidently referring clients to experts within another, cooperating to ensure patient safety rather than prioritising immediate gains and self-interest, fair and well-designed regulation which delivers protection whilst promoting ethical growth, education that compliments regulatory requirements, yet keeps pace with the rapidly evolving innovations that are flourishing in our industry. For many this sounds like a dream, but I have learnt that a dream with a plan, passion and action, becomes reality.



The idea of connectedness begins with the interpersonal, the human aspect of it, yet its implications extend to the culture and practises of an entire community.

Through the Aesthetic & Beauty Industry Council, important industry connections and relationships are being forged on every level and are already progressing our collective purpose and objective.

ABIC is the steward of our industry's future, connecting business owners, professionals, students, suppliers, education providers, support organisations, other industry bodies and government together, whilst systematising and harmonising their interactions and practises to elevate the entire industry and safeguard its clients.

That is the significance and force of this single concept in action, connectedness.

You can be a strong, resonating voice in this landmark change by joining the rapidly expanding ABIC community as a member.

As part of our extended EXPO OFFER, you can join ABIC using the code EXPO10 to receive 10% off your membership, before the 30th of September 2022.

Click this LINK to find out more!

Call us on 1800 692 242 (1800MYABIC)

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Learnings from Expo



Education

LEARNINGS



Education was a reoccurring theme that was absolutely everywhere at this year's expo!

Taking many forms - theoretical, practical, visual demonstrations and in the form of group discussions, you name it, the expo was packed with learning experiences.



This year we saw the exhibitors taking an informative and educational approach with attendees signalling a real change in the way that people interact, communicate, and build trust,

Applying this to our interactions with clients in creative ways may be a great way to engage with your clients and database.

Now with lockdowns well and truly done, there has been a resurgence in client informational and VIP evenings, client skin courses and interactive games to keep clients engaged and progressing in their treatments!

Give it a go in your clinics and salons and keep your customers engaged and having fun with you.



Inner Health

The understanding of how inner health plays an intrinsic part in the holistic treatment process of skin, beauty, and aesthetics was highlighted more so this year with the many exhibitors showcasing their inner health products to balance the gut microbiome, increase collagen production and support the treatment of skin conditions, as well as aging and inflammation.



Featured were elixirs, powders, and concentrated edible nutrients. They were among the most popular stands and products at the expo this year, which means that client interest has been piqued and consumers are ready to complement their skin treatments with supportive inner health products.

If you have considered introducing these into your salon or clinic, now may be the right time!



Menopause & Womens Health

Treatment programs focused on the particular needs of clients based on age, hormonal factors, and health considerations are reaching a new level of awareness, with many men and women understanding that their skin concerns may be a symptom of internal changes due to life and health cycle influences.



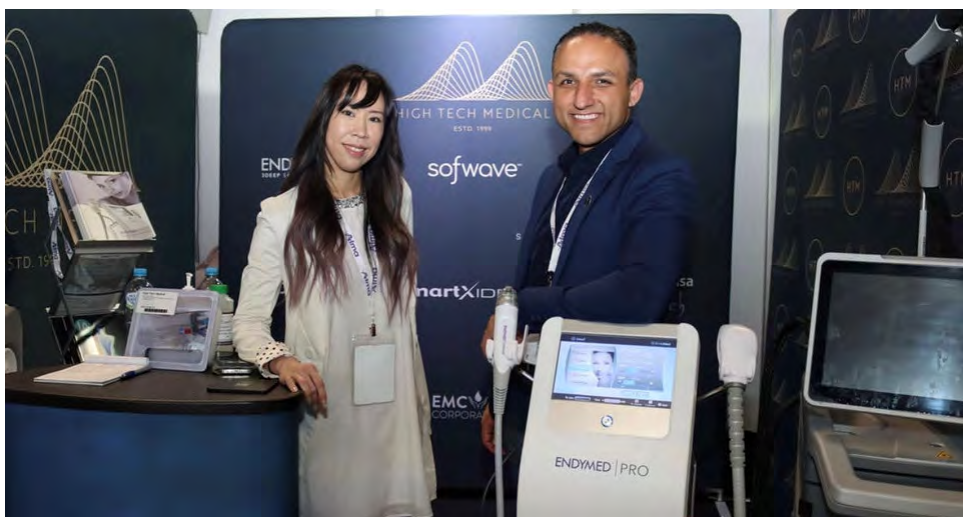
For the first time ever, we are noting a plethora of formulators and suppliers taking those needs into consideration and offering science based, and natural solutions to assist therapist and practitioners to deliver the most tailored approach for their clients care.

Menopause is a hot topic at the moment, with an aging society that wishes to look better for longer and has the means and confidence to pursue beauty and aesthetic treatments to achieve this.

If your clinic or salon doesn't cater for this, then its time to book yourself in for some training and find out which suppliers can help you to integrate this into your business and treatment menu.

Aesthetics & Modalities

LEARNINGS



It was undeniable that the presence of aesthetics and modalities at this year's expo was bigger and more extensive than ever before, indicating that beauty and aesthetics are becoming more intertwined every year.

Clients are becoming more educated and focused on faster, more effective, and longer-lasting results. Whilst there is undoubtedly still a strong place and need for traditional skin treatments, relaxation therapies and beauty grooming services, aesthetics is the most rapidly growing sector of the beauty industry, allowing for more advanced combination therapies and new treatment menu options to consider for your clinic or salon.



Big draw cards are always safe light-based modalities such as LED, along with laser rejuvenation devices, however we are seeing a boom in RF and body sculpting treatments with more interest from expo attendees and clients alike.

Consumer confidence is rising regarding these technologies thanks to proven results and loads of social media coverage, so an influx of interest during the expo was noted.

These services may make it to your clinic wish list in the new year, but we suggest to trial the devices before you buy to ensure that they suit your clientele and clinic needs, as they also come with considerable investment.

Many suppliers offer a one week in-clinic trial and training, take advantage of this offer to make sure the technology is right for you!

Quality Over Quantity

Quality over quantity was not just a theme for this year's expo, it is a trend in the truest sense of the word with the emergence of industry specialisations and niches. We saw that echoed in the education and discussions held at expo this year.

Clinics and salons are beginning to focus and grow the treatments that they, and their clientele, are passionate about, which also often tends to be their best-selling offerings. Niching allows the clinic or salon to become known for what they do best, and this often results in long waiting lists of clients, higher price points and better profit margins.



Clients, and therefore therapists, and salons are demanding higher quality products and devices, and that was clearly reflected the high calibre of this year's exhibitors. Success stories were being shared of the benefits of niching, some of which are - less capital required, more efficient training, and a higher level of skill and specialisation by the therapists resulting in better reviews and word of mouth referrals.

If you have offerings in your menu that you, or your therapists are not passionate about, or that clients just don't purchase, you may want to consider the benefits of niching down and test if it's right for you and your business.

And lastly it goes without saying, that if you are looking to add a treatment, service or modality to your offering, only purchase high quality products or TGA approved devices from trusted suppliers. You may pay a little extra, but the savings in the long run are real and in so many areas. Your results will be better which means increased client loyalty and more referrals, less downtime caused by faulty goods, excellent servicing, and less adverse events to name just a few!

So it is very important to do your homework before buying and committing to a new device or treatment!





ABIC's Expo Debut

Words by Nicole Montgomery

Finally, after two long years of online events the aesthetic and beauty industry were face to face. The Aesthetic Beauty Industry Council (ABIC) were without a doubt the talk of the town. The entire weekend had a buzz, an energy never felt before. Every delegate, exhibitor and speaker, were beaming with smiles. In every direction all we could see were faces filled with gratitude. Networking was taken to the next level as people really took advantage of the opportunities.

The Beauty Expo weekend kicked off with the inaugural members only ABIC cocktail party, sponsored by Phorest software. On arrival, guests were greeted by the ABIC team and council member Emma Hobson. Café Del Mar overlooking Cockle Bay Wharf at Darling Harbour was lit up with 300 of the industry's greatest professionals and ABIC supplier members. It was always going to be a night to remember. The ABIC council including; Gay Wardle, Emma Hobson, Maria Enna-Cocciolone, Stef Milla, Reika Roberts, Tamara Reid, Karla McDiarmid, Keira Malony and Matt Williams – did not disappoint, networking with all the ABIC members. A shared passion for the beauty & aesthetic industry was apparent amongst all that attended. Everyone was celebrating the remarkable triumphs of ABIC.

If that was not enough, the night was capped off with a specular firework display over the water. Finishing the night off with a bang...literally.

Finally, the greatly anticipated Beauty Expo commenced with a huge line, the wait for an in-person expo was finally over. Hundreds of delegates swarmed in as the expo doors opened. Exhibitors excited and anxiously awaiting the opportunity to share their product and knowledge with the industry. Within the first hour, stands were filled with potential new clients and the impressive line-up of talks were underway. Our very own Stef Milla took the stage on the first panel for the weekend. Over the course of the weekend, all the council members attended the ABIC VIP networking lounge.

The lounge offered members an opportunity to network with like minded professionals who share a passion for industry standards and safety. The delegates were absolutely star struck and thrilled to have the opportunity to meet the council. Members were saying “I have stocked O Cosmedics for years and cannot believe I just met Maria in person”. Another member was heard saying “All my expectations of expo have been exceeded after meeting my idol Gay Wardle”. An exhibitor and supplier member stated, “I have wanted to meet Karla McDiarmid for years and was so nervous I could hardly speak, she is amazing, and I love her more now because she is such a nice person”.



The VIP lounge offered a comfortable resting place, many selfie opportunities and served champagne to its members whilst they networked with industry leaders and colleagues alike. It was exciting to see the influx of new members joining ABIC. These new members received a generous swag bag of goodies and along with all existing members, access to the lounge, complete with complimentary food and drink. The Beauty Expo weekend could not have been more successful, which is a big win for the industry and it will be hard for ABIC to top next year!

To complement an amazing Expo, the weekend was closed out with the famous ABIA awards. The Aesthetic Beauty Industry Awards (ABIA) did not disappoint. With over 1000 industry leaders and professionals eagerly awaiting the announced winners. ABIC was front and centre with gay Wardle presenting multiple awards, along with Reika Roberts, Maria Enna-Cocciolone, Tamara Reid all presenting. Many winners acknowledged ABIC and encouraged others to join and support the industry they love. Our very own ABIC Editor & Content Manager Mala Mcalpin won a place on the Beauty Squad and thanked her ABIC family during her acceptance speech.



The night was filled with anticipation, excitement, and at times – goosebumps. You could feel the love and support of the entire room, everyone in attendance was a winner. With a room filled with glitz, glamour and more glitter than Mardi Gras, the time had come for the Hall of Fame Winner. There was not a dry eye in the room as the winner was announced and accolades from industry giants beamed across the screens. And the winner is... none other than the savvy, intelligent, stunning ABIC council member Emma Hobson.

If anyone did not know who ABIC was prior to the Beauty Expo weekend, they did now. ABIC left a positive message at every opportunity. ABIC shared, was inclusive and inspired all. ABIC has solidified the industry, bringing all those individuals together, creating a powerful force for the industry. Members include industry giants, new distributors, professionals with 20+ years’ experience and students.

Together the industry will thrive, will continue to lift standards, and disseminate reliable information. Congratulations to all who survived, adapted and now thrive in the multi-billion-dollar aesthetic & beauty industry. For ABIC, this is just the beginning!

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Michael,
Sophies Beauty Room

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The growing presence of aesthetics within the beauty space

Words By Mala McAlpin

We already know that medical aesthetics is slowly making its way into the beauty space. We've been aware of this merging for some time, as it has been growing more prevalent over the past several years in particular. Cosmetic injectables are becoming as much the norm as a basic facial, and more salons that have historically been considered 'traditional beauty' are recruiting injectors to facilitate this service. Many cosmetic injectable clinics are doing the same in reverse, incorporating beauty services like lashes and brows into their previously medical-only.

Is this fusion a positive or a negative transition, or a bit of both? On one hand, the accessibility and normalisation of cosmetic injectables has led to many positive outcomes such as a reduction in stigma, facilitating greater body confidence and quality of life. On the flipside, this same accessibility and normalisation could also arguably lead to a false sense of security among consumers. Some worry that this drives the belief that, if injectables and other cosmetic medical procedures are so easy to access and 'everyone is doing it', it must mean that there is little risk involved (which we know of course is not the case!) and this sentiment could also lead to patient non-compliance.



I write this article not only in my capacity as ABIC Content Manager and a Beauty Therapist of over a decade, but also as a Dermal Therapist who has been working in the medical aesthetic space for the past several years. I believe this fusion of beauty and aesthetics carries as many positives as it does negatives, and should be considered and approached carefully by ALL within this diverse industry. Which brings me to the concept of 'staying in your lane'.

This was a definite theme throughout this year's expo, and a phrase that I heard mentioned throughout multiple conversations over the weekend. For a time, perhaps prior to COVID, I feel that many in industry were attempting to be 'everything for everybody', and the one-stop-shop trend was ablaze. It seems we may now be transitioning into an era of specialisation - we are letting go of that urge to learn ALL the skills and service ALL the clients, and instead devoting our time and our businesses to the particular skills we enjoy and/or are great at. I can certainly understand from a monetary perspective that it's much more affordable; for example, to train yourself in a new skill instead of hiring someone else to do it. However, it may end up costing you in the long run - particularly if one of these new 'skills' is, for example's sake, a short laser safety course (which does not adequately prepare you for all the complexities of various laser parameters, devices and clients) if you have only a brief history in the beauty sector.

I believe there is one primary benefit that comes as a result of this newfound specialisation ethos, the 'stay in your lane' sentiment. And that is interprofessional relations. This ties in beautifully with what we are trying to achieve with ABIC - and that is to unite the industry and all of its sectors. When you stop trying to do everything, and just focus on what you're good at, this means you will ultimately need to refer your clients and patients somewhere else in order for them to receive the services you don't offer. And ideally, the practitioners offering those services will specialise in that particular area too, just as you do with yours. We are links in a complementary chain, and when we stick to what we know; what we are really good at, we get amazing results. And when we all work together in this way, your clients and patients will receive the BEST possible results in every facet of their care. Simple!

It was evident at this year's Expo that the education content was aimed to cater to professionals from all walks of life: beauty, makeup, dermal, nursing, nutrition, mental wellbeing, all of which were delivered simultaneously across three stages. This diverse mix was also reflected among the exhibitors. It was clear that this was done not to encourage attendees to 'do it all', but to accommodate our different professions so that we may work together, and combine our separate pieces of the puzzle into a bigger holistic regime. And there was a clear desire from attendees to head in this direction - which is incredibly encouraging.

As beauty therapists, makeup artists, brow artists, cosmetic tattooists, dermal clinicians, dermatologists, nutritionists, cosmetic injectors, and cosmetic surgeons, we all have a very special craft that we bring to the table. By valuing and nurturing these skills, staying in our lanes, and working together interprofessionally, we truly can provide the best possible outcomes for the individuals we treat. I'd like to think that is our best way forward in this incredible industry.

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Then vs Now A Post-Covid Industry

With Matt Williams &
Maria Enna-Cocciolone

What we have been through since the beginning of 2020, both as an industry and as individual business owners and practitioners, has been immeasurable. As we continue to move through the pandemic, Matt Williams (Professional Beauty Solutions) & Maria Enna-Cocciolone (INSKIN Cosmetics) took the Expo stage to share their thoughts and experiences. These two industry powerhouses discuss the impacts of COVID on the greater industry and how we operate, how the landscape has changed, what they've noticed from their salon and clinic partners, and their thoughts on best practice for the future.

What Remains The Same

Matthew Williams

Last week at the Beauty Expo I had the pleasure of presenting with my friend and industry expert Maria Enna-Cocciolone on how COVID has impacted our industry and what our salon, spa and clinic owners can do to achieve their business goals in an ever-changing environment.

There's no question COVID had an enormous impact on our industry, but it didn't necessarily change the way we were operating as much as it accelerated many trends already occurring.

The closures of our industry due to the lockdowns accelerated the move to online purchasing, but that was already happening. We saw an unfortunate increase in mental health issues, but these were already on the rise.

As soon as we reopened, we saw an overwhelming return of salons, spas and clinics and all types of appointments from grooming to results-driven skin treatments. However the customer demand for convenience and the employees demands for flexibility was tangible. COVID brought all our existing challenges to the surface. Large online retailers were already attracting clients, our team members were already considering other careers or occupations that might better meet their needs.

I have offered this example before, but I feel that it is such a useful way to reframe the question of how to predict what the future holds for our industry. The sentiment is echoed in what Jeff Bezos has said about his long term unchanging strategic focus for Amazon. That is, we can't predict what will change in the next decade and beyond, but we can probably predict what won't change. He stated that Amazon customers would always want three things: 1. A greater selection, 2. Competitive pricing, 3. Convenient delivery.

I believe we need to take the same approach to our own industry, so during our Expo panel discussion, I suggested that we focus on what won't change in the coming years. Our customers will always need results-driven treatments that meet their skin needs, our customers will continue to want the most convenient way of buying homecare products, and our teams will always want to learn and grow and have an inspiring place to work.

No matter what the disruption, I feel that these areas and others up for discussion will remain. The best way to future-proof your business and stay competitive will be to review the areas that you believe will remain unchanged in an unpredictable world.

The New Digital Era

Maria Enna-Cocciolone

After way too many years it was wonderful to return to Beauty Expo and connect with the industry. I took to the stage with my industry colleague and fellow ABIC Council Member Matt Williams and enjoyed talking "all things post COVID". Matt set the tone and was right in saying COVID accelerated a number of movements that the industry was verging on pre-Covid; let's face it, when clinic doors closed the only place to turn was virtually. Coming from an online protected angle, I was incredibly impressed to see so many clinics embrace online consultations, skin solution packages, and incredible tutorials to support their clients' skin health. I know many a clinic that blew their regular retail sales out of the water with their doors closed, but sadly very few kept this side of their business operating once doors reopened.

We discussed how online protected brands had 'hard' choices to make, to stay committed to this philosophy or to open their online sales platforms. I shared with Matt my motto around this, "the actions of today are the consequences of tomorrow", and if you look around the industry today this line rings true. Those that stepped up and out of their 'norm' are thriving, leaving their competition behind. It goes without saying the EXPO weekend proved that the industry is just as vibrant and energetic as ever however the people are different.

Going into year three of the pandemic, most people we met and talked to are tired, struggling with staff shortage, and feel that everyday brings a new challenge. Clinics are working harder than ever to support their team during the difficult periods, to retain them in their jobs, and to keep them happy. Losing a staff member right now is challenging given that replacing them in some regions is extremely difficult. Prices have gone up, wages are the highest they have ever been, and clinic owners need to be adaptable and flexible.

Of course this discussion would not have been complete without acknowledging the timely birth of ABIC: the Aesthetic & Beauty Industry Council. Both Matt and I are Council Members, prior to this we were simply competitors, having met personally once! Matt and I are the perfect example of why the people who work in the Aesthetic Beauty Industry, no matter their role or place, must unite in order to not just protect the industry but advance it. At the end of the day, our livelihood and future depends on unity and knowing that the industry is being represented by industry experts and backed by industry experts means we will no longer be closed down first, reopened last, and be referred to as Beauty Parlours - you've got to love that!

What ABIC membership *can do for you*

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

- An extensive library of expert-created business resources
- Education sessions with sought-after industry specialists
- Daily access to advice from ABIC facilitators
- The latest relevant industry news and updates
- Government representation to ensure your voice is heard

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

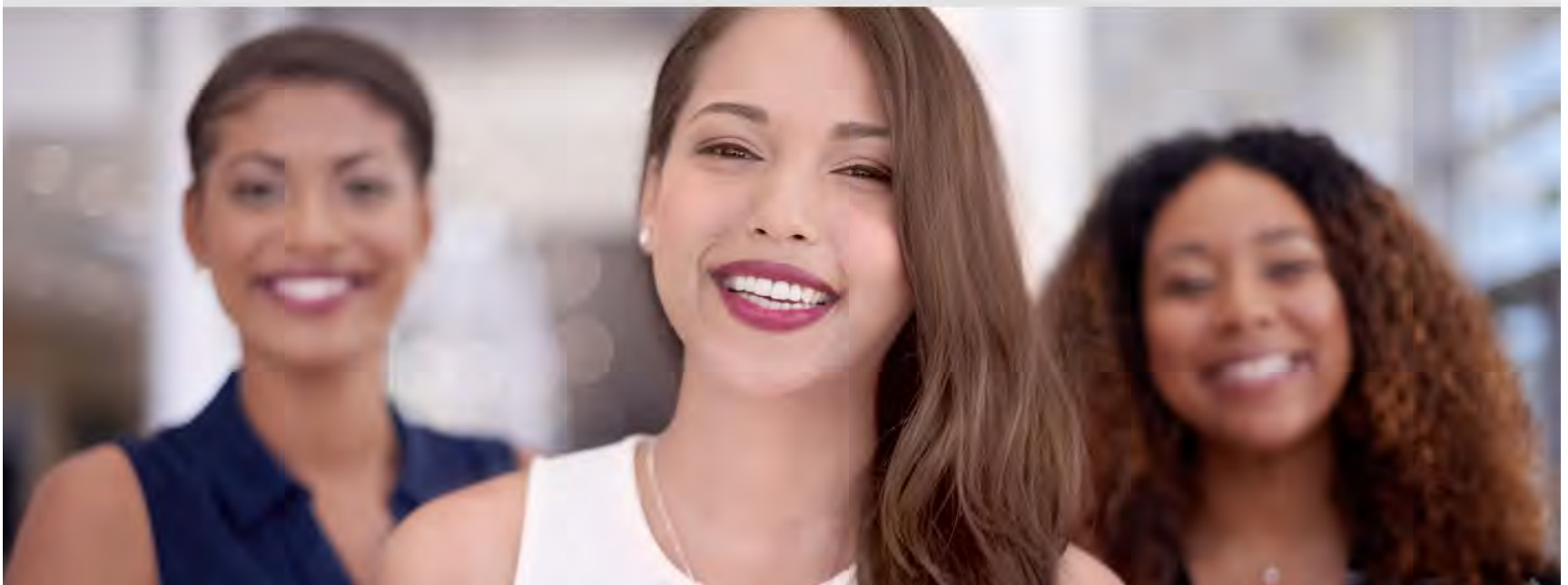
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Sign up today by visiting theabic.org.au



Prepare For These 6 New Hair & Makeup Trends To *Dominate*



The streets of are already buzzing with arrival of Fashion Week Spring/Summer 2023, as models, editors, buyers, photographers, and more prepare to criss-cross town in an attempt to attend as many shows as possible. And while it's hard not to let the fashion itself be the star of the week, the debut of so many new makeup and hair trends on (and off) the runways are equally thrilling to witness.

So whether you're hoping to spice up your clients makeup routine with a fun new shadow color or you're looking for a low-maintenance up-do to complement your busy appointent book, these will be the six biggest new makeup and hair trends from Fashion Week Spring/Summer 2023.



Blue Shadow

Beauty fans have already proved that colorful eyeshadow looks incredible even beyond the confines of Euphoria episodes, and blue hues in particular make a striking statement on all skin tones. Whether your clients want a bold lash-to-brow look with a dash of glitter or prefer a minimalist pop of pigment along your inner eye corner, it's time to invest in shades of blue this season from your makeup distributor.



Make Out Lips

Lipstick that doesn't feel too precious or super crisp will be everywhere this season, for a perfectly imperfect I-just-made-out look that looks even better as the day wears on. Rich ruby reds and juicy cranberry shades are gorgeous for the upcoming season and will enhance an otherwise bare face or a flick of liner with ease for your clients looks. Just use a dry lip brush (or even your finger tips) to gently blur the edges of their lipstick for a sultry fall look.

Graphic Winged Liner

As the buzzy siren eyes look continues to trend, more artistic and daring graphic liner looks are primed to take over for spring and into summer. Don't be afraid to stretch the wings out toward your clients temples and use colorful pencil or gel liners to accent the shape for a more playful style. Invest in a quality primer to keep your pigment in place throughout the day.



Colorful French Tips

The reign of French tips continues and a colorful variation on the classic is sure to pop up on several runways this season. A rich crimson hue is ideal for spring but this look can also work with any fall nail colors like the increasingly popular brown nail polish, black, or dark navy.



Sleek Buns

There are few things more chic and timeless than a perfectly snatched bun - true OG Beauty Therapists know this! Whether you're simply running late and need an easy up-do for your hair or you have an event that calls for sleek sophistication, there's no denying that this look will be a seasonal staple.

Demi-Matte Skin



A flawless complexion is always going to be a beauty staple but we're predicting that the megawatt, all-over glow is going to give way to a more demi-matte finish for spring. Consider going from glass skin to a more satin effect — matte in the center of the face with more glow towards the cheekbones and temples. A quick dust of blurring powder and some strategically placed concealer are all you need to achieve the look for yourself.

GROW YOUR BUSINESS BY INVESTING IN SELF-BELIEF

There is a major key to financial success that many don't ever consider - and that is self-worth. Backing ourselves 100%, and truly believing we are worthy of success, is the common denominator behind every leader, despite differences in their approaches and

strategies. This is, according to Andy Heyne from Millionaire Salon Coaching, "Success is like clothing: it's not one size fits all. And while it's possible to build success and financial freedom without self-belief and a state of worthiness, it will eventually lead to spitefulness, unhappiness, disempowerment, and a sense of unfulfillment." Picture a rubber band - you may need to pull backwards on some things in life to reset, focus, and gain clarity. But when you release the rubber band (ie. you) your forward momentum will be 100X what it was. We need to be okay with retraction, because it can be used to propel oneself forward.

“SUCCESS IS LIKE CLOTHING. IT'S NOT A 1 SIZE FITS ALL! CUSTOM FIT YOUR SUCCESS TO YOU”

THREE LEVELS OF INVESTMENT NEEDED FOR BUSINESS SUCCESS

01. Invest in yourself. Sign up for training, workshops and self-education in areas you are passionate about, cultivate your skills and establish yourself as a leader. Invest in business coaching and guidance in areas you feel are lacking, and equip yourself with long-term business and management tools such as financial literacy and communication skills.
02. Invest in your business. If you truly believe in yourself and your team, spend what it takes (within reason) to share this with the world. Invest in marketing and exposure to suit your clientele/demographic, enter business awards to increase exposure and show the world you are amazing at what you do.
03. Invest in wealth building assets. If you need devices, technology and equipment to improve your offerings and enhance the smooth-running of your businesses, take the leap of faith. You and your team are worthy of it!

They say we only use around 10% of our innate ability to lead and do great things - just imagine what you will achieve and the life you will be living if you unlock more of that ability?



So many of us are focused solely on investing in what others want from us, not what we truly want for ourselves. The importance of self-investment, self-worth and self-belief is paramount to you living your desired life, and this will in turn lead to greater financial success through optimised output driven by greater confidence and fulfillment. As they say, believe in yourself and others will too!

FOR MORE INFO VISIT
MILLIONAIRESALONCOACH.COM

Volunteering is the *New Black*

By Suzanne Robertson

Master Trainer at United Institute of Aesthetics & ABIC Volunteer

Why I decided to volunteer for ABIC

Firstly and foremostly, United Institute of Aesthetics (UIA) is an Education member of ABIC, and we feel very passionate about all that ABIC stands for and represents in beauty education, standards, and regulation. I am also a Clinic Member of ABIC and the help I receive from them is tremendous, so I wanted to find a way to give back.

My first experience with volunteering was when I was 9 years old working at the RSPCA caring for injured possums, I'd go in once a week and help with cleaning their little habitats making sure they had enough sticks and leaves to make them feel as much at home as possible. I never interrupted their sleep, but I knew when they woke, they'd be grateful for the makeover! It has always been in my nature to help, and finally I've found my place helping others in my professional career, and in the aesthetics industry via ABIC, the reward you feel in contributing is like nothing else, I recommend it, it's a real high!

Of course, the Council itself is a wonderful example of volunteering and proof that with unity you can achieve so many amazing things.

What I observed at the ABIC Lounge

What a beautiful team. For a not-for-profit organisation the behind-the-scenes organisation, preparation and dedication was outstanding. Seeing the commitment amongst the team to ensuring the best potential for Expo networking, comfortable sign-up stations, fun photography, food, and drink was praiseworthy.

Over the weekend I was able to assist with sign-ups and answering the question "Why join ABIC?" Which was an easy one given my personal experience and the encompassing industry support that ABIC provides. I firsthand witnessed the incredible love and support that fellow beauty industry professions share, as one after the other came over enquiring and asking questions on how to join. When I had the opportunity, I would take a wander through the lounge to chat with other fellow ABIC members, having only just recently re-branded our training Institute to UIA, everyone was welcoming to exchange information and develop new professional or social connections, so I am happy to say I believe the networking in the lounge was a success!

Not to mention the free food, beverages, and champagne for all ABIC members, a swag bag full of goodies upon sign up, and the opportunity to meet and mingle with council members.



What I hope for the industry from an education perspective

It's no surprise that I'm 'all in' and extremely dedicated when it comes to advancing the education and standards of our industry.

Our online educational platform and practical placement courses are designed to increase and expand knowledge, skill, and memory retention, while enhancing the education experience to be a more engaging, full-filling, and fun way to learn. There is a movement from lecture style learning and demonstrative displays to a more hands on pragmatic approach.

Firstly, I would like to see an expansion in the expectation of standards. A new creative innovative system with a set of original benchmarks specific to the various sectors of the industry. A guide or plan to give each unique area a distinguishable intention, regularly going from clinic to clinic I see the extreme differences in skilfulness, application, and knowledge. Being a Dermal Therapist and Educator for the past 15 years I've seen our industry change rapidly which is very exciting, but if the steep climb is not monitored we will run into more obstacles.

Secondly, I would like to see a change in *continuous* training and educational requirements. The industry is fast moving and it's easy to get left behind. I would love to see revision, critical thinking exercises, and in-treatment room observations become standard in clinics. The employer should have a complete understanding of staff practices in the treatment room. Too many times I have left an observation session to see the expectations of the employer or company not being met. I believe employees thrive when participating in self-development and feel inspired when training leads to personal growth and career advancement, it's a win-win!

I believe we have all chosen this industry because of a sincere need to help others, I have found my way of giving back through education and meaningful volunteering for an organisation that I wholeheartedly believe can change and advance the future of our industry, and for us all.

If you would like to volunteer for ABIC and be a part of our incredible team, applications are now open. You will receive training, volunteer benefits and an opportunity to learn, whilst giving back to our wonderful industry.

Please send your resume to stefmilla@theabic.org.au along with an email telling us why you would like to volunteer for ABIC.



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Key Considerations For The Perfect Consultation

*Words by Sarah Hughes,
Dermal Therapist*

Who is your client? Are their concerns centered around ageing or are they more concerned with acne and breakouts? What treatments are they best suited to? Are your clinic guests wanting facials and relaxation or are they seeking something a little stronger and more active that will provide noticeable results in a shorter timeframe? Are there lifestyle factors that could influence the outcome of their treatment? How best can we find out the answers to these key questions? Through the art of consultation.

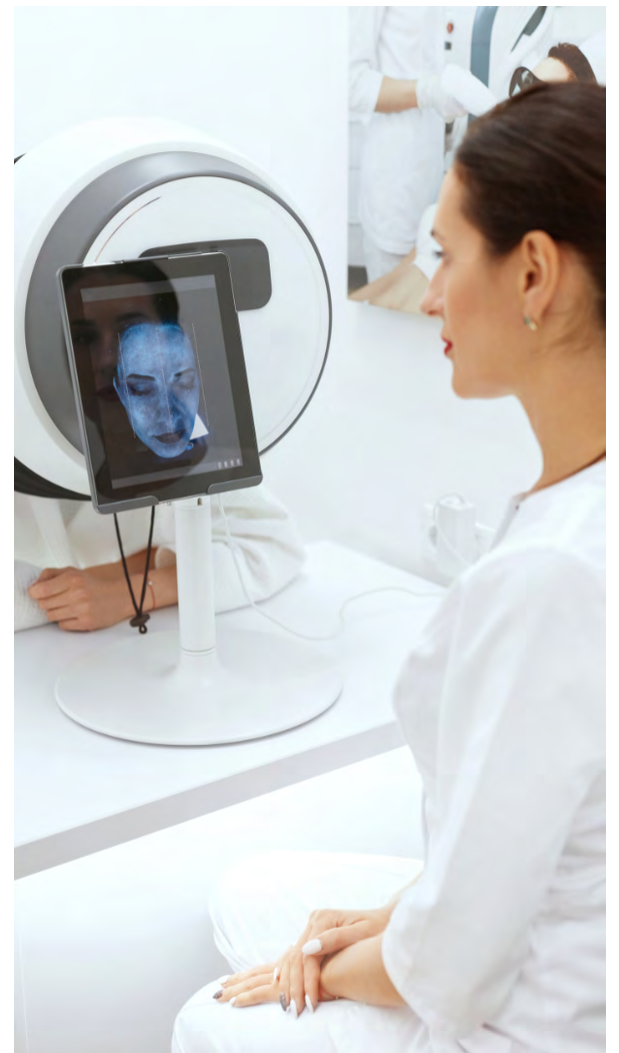
A thorough consultation is the number one key to ensuring successful outcomes for both client and clinic, and there are several factors to be considered to enable this success.

Firstly, understand that the need for education with staff is ongoing. Advanced skin analysis requires exceptional skin knowledge. It is imperative all therapists have a strong understanding of the skin, including the conditions and diseases that impact it. There is a need to be across all Fitzpatrick skin types and how to safely treat without causing more harm, such as post-inflammatory hyperpigmentation. Having an acute awareness of skin concerns then aids in choosing the correct product and ingredients for your practice, as well as enabling sound choices for device technology.

In recent years therapists have had to adapt the way they perform skin consultations with their clients. The pandemic and multiple lockdowns have meant businesses needed to pivot and change their approach to be able to keep working, and re-open their doors when it was possible. One of the key ways to innovate was to move the business into a more digital space. Performing consults and assessments on a digital platform enabled client engagement and interest and allowed them to keep looking after their skin during unprecedented times.

Consulting digitally has shown to be very effective in several ways. It enables the therapist and client to connect prior to the service. This helps the therapist in terms of treatment planning and homecare programming, as they are aware of client concerns and needs even before they meet. Digital consulting also helps the client as they will have an idea of the type of service they will receive well in advance, be aware of any additional costs that may be incurred, and potentially have time to prep the skin ahead of treatments such as energy-based devices. It is also a very handy way to save time on commuting!

These needs and benefits of virtual consultations remain beyond the pandemic, and in many cases, this service remains a must-have. Rather than booking a client for a 15 minute consult in-clinic, a digital consultation can be booked prior to the client's arrival and therefore the in-clinic experience becomes all about the procedure rather than the administration side. There are numerous ways and platforms by which digital consultations can be performed as well, allowing plenty of freedom for clinics and their clients.



Aside from Zoom and Microsoft teams, you may decide alternatives like WhatsApp, Facebook messenger, Facetime or Viber are better suited to your circumstances. Essentially, if you can see your client's face, and they can see you, you can perform this service. You also have the freedom to select your financial structure around virtual services as well. For instance, many businesses choose to charge a flat consult fee, while others make this fee redeemable against treatment or product purchase, or you may even opt to make the service complimentary. It is completely up to you.

The virtual consult doesn't need to be restricted to pre-treatment either, and could serve a purpose post-treatment for therapists to follow up with their client. This enables a strong connection and relationship to form, as well as uncovering valuable information regarding the experience, any post-treatment outcomes or concerns, and can include time for the therapist to showcase how to apply homecare products - often a valuable commodity to clients who have since forgotten these instructions after leaving the clinic! This type of reconnection drives future business and encourages rebooking which supports business growth.

When it comes to tools and technologies to enhance skin consultations and analysis, there are numerous devices at our disposal. While these may carry an investment, they can be used to better understand our clients' needs, as well as increase sales, create accountability, and provide tangible proof of the results our treatments are providing. Digital imaging systems can filter varying light waves to highlight skin anomalies such as pigmentation, vascular lesions and accumulated sun damage. These devices are powerful tools to use in consultation as they enable clients to see the potential damage that exists at the start of their journey, and to witness improvements at set points in time. Although confronting, these images encourage treatment programming and effective homecare products to generate results.

Those who aren't in a position to financially invest in imaging devices can still utilise their trusty Woods Lamps for this purpose. Using black UV light, both practitioner and client can see the effects UV has had on the skin, the skin discolouration, dead skin cells, and even sebum build up. While you won't receive the same benefits of multiple cameras filters and dated progression photos, any tool that aids in tracked progress is beneficial.

Lastly, it is imperative that clinicians utilise their most basic of tools - the eyes, the ears, and the sense of touch. They are a therapist's most valuable set of tools: the eyes can see all things, both positive and negative, the ears listen to valuable information and feelings, and the hands and touch can uncover the skin's texture, temperature, lesions, and any areas of concern not visible to the naked eye.

In conclusion, an extensive consultation is vital to ensure effective treatment programming and homecare, to ensure a thorough understanding of each client, and to improve the client's entire experience. In this modern day, we have many tools we can utilise to boost these processes, but most importantly, maintaining regular contact with our clients both prior to and following their treatments will help us to build strong partnerships and ultimately longer, more prosperous client relations.

Understanding surgical & non-surgical radiofrequency

You may have noticed the use of radiofrequency based devices on the rise, but may not be familiar with just how many clinic applications radiofrequency can offer. Let's explore some of these.



Skin laxity

Perhaps one of the most popular clinical applications of the moment, radiofrequency is a highly effective way to safely generate bulk heating in the tissue for collagenesis. When it comes to facial laxity, radiofrequency is often combined with needling for advanced reduction of laxity but can be used extremely effectively on its own for those seeking less invasive options and/or those with less discomfort. Low temperature radiofrequency, by comparison, not only offers evidence-backed wrinkle reduction and dermal thickening by way of collagen induction, but is extremely tolerable and, at around 37-39 degrees Celsius, is even quite enjoyable and relaxing for your clients.

Body contouring

Capabilities for body sculpting varies greatly between radiofrequency devices, with factors including the specific type of energy, the depth of energy penetration, and the treatment indications they have received TGA clearance for, to name a few. Some devices are specifically designed for lipolysis, in which fat cell membranes are destroyed to the point of emptying, or complete cell death. As per the consensus among peer reviewed findings, this generally occurs at a therapeutic temperature of 41 degrees Celsius and above. Collagen remodelling occurs at a lower temperature of around 37 degrees, and of course does not require the energy to reach the subcutaneous fat layer for efficacy. The latter can offer a very desirable option for clients wanting to address laxity on the body,



Following 1x Potenza treatment

such as post-pregnancy or following weight loss (unless significant) or those looking for tighter, firmer, more defined curves without destroying resident fat content. When it comes to cellulite, several studies indicate low temperature RF (around 37-40 degrees) can reduce thickness of the fibrous septae responsible for the dimpled appearance.

Surgical incisions

RF isn't just for non-surgical skin rejuvenation. Did you know that radiofrequency can also be used for surgical procedures? Incorporated into advanced surgical devices, radiofrequency energy can be harnessed and used to create surgical incisions that bleed less and heal faster than conventional incisions. The heating endpoint of RF coagulates blood, and collagen remodelling supports healing functions and tissue quality. Both of these outcomes are desirable in surgical procedures. In fact, this is why RF has been incorporated into other surgical technologies like RF-assisted liposuction, for example, reaping the benefits of less bleeding and more tissue retraction.

Cynosure's TempSure RF Platform is perhaps one of the industry's most versatile radiofrequency modalities, which can offer all the above and more. Designed to meet the needs of a broad range of medical and cosmetic practitioners, this buildable platform offers the following technologies: Envi for facial wrinkles, laxity and more, Firm for cellulite reduction, FlexSure for hands-free body contouring, Vitalia for feminine rejuvenation, and Surgical for hospital-grade incising. For those seeking exceptional, multi-benefit RF needling may find it in Cynosure's Potenza, offering high grade clinical microneedling for all skin types, anywhere on the body, any time of year. The Potenza device offers monopolar, bipolar and 1 & 2 MHz capabilities, allowing you to provide both shallow and deep treatments in one system: notably broadening your clinic's range of treatable indications.

Get in touch via infoaustralia@cynosure.com to find out more.

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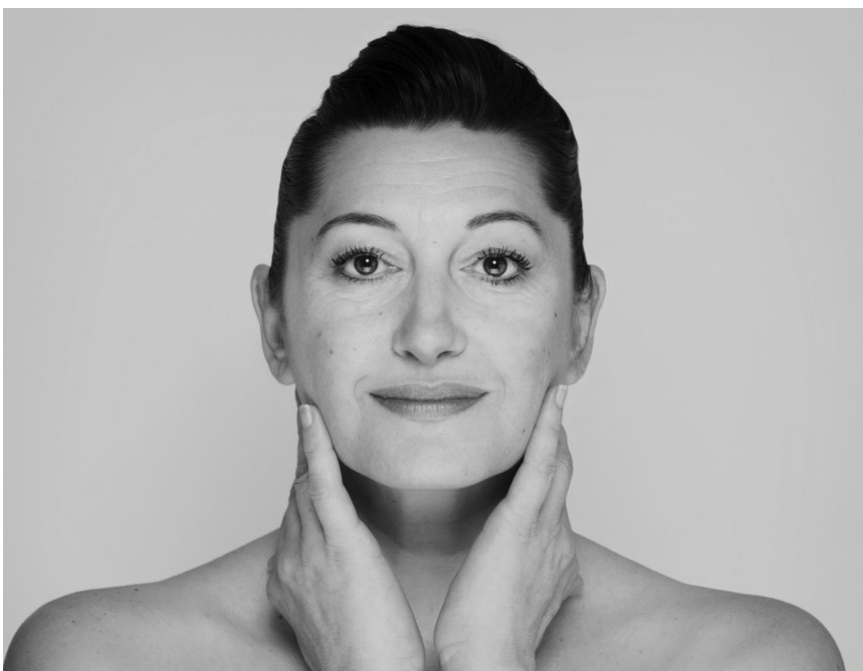
How COVID has impacted facial shapes

Words by Dr Martina Lavery

Our need for connection has never been more valuable or apparent. As a species, we are wired for connection; as an industry, we excel TOGETHER! And wow, what an opportunity at the 2022 Beauty Expo to connect live and in person. I don't know about you guys, but I had a ball, always preferring to engage with a person's energy directly rather than over zoom.

I was delighted to be invited to present on stage about one of my passion project curiosities; 'Has Covid changed the heart-shaped face?'. When I proposed this topic, Covid had just begun in March 2020, and I imagined at that time, when I presented at Beauty Expo, August 2021 (sadly postponed!) that I would be outdated and irrelevant, but that's not the case, and this topic is now in August 2022, I believe it is more relevant than ever!!

To recap my time on stage, I stated that I would inspire curiosity about the position of one's jaw, teeth and tongue, and gauge the stress the audience was experiencing daily compared to pre-covid times using interactive polling. For those who know me, this was a considerable achievement to bring interactive polling on stage! I promised to provide practical tips on minimising bruxism which leads to bulking out the masseter muscles, affecting the heart-shaped face - a beauty ideal.



Interestingly, the results showed that few audience participants were even aware of their jaw position, nor that clenching their teeth could affect their face shape. Unsurprisingly, a high percentage of participants revealed that they were experiencing higher stress levels in their lives.

The incidence of teeth grinding or clenching, collectively known as bruxism, has increased by about 45 % according to data sourced from my clinic's metrics. My lived experience and anecdotal data collated during the lockdowns and since opening up, leads me to believe that not a day passed without a patient presenting with facial pain and temporomandibular joint (TMJ) discomfort due to the enormous stressors of the pandemic. Patients also noticed their faces becoming more masculine, developing a square-like jawline instead of the more desirable heart-shaped face.

While teeth clenching or grinding can be done when awake, it is more significantly occurring during sleep. Your jaw forces tend to be much more powerful, and the clenching or grinding can carry on for prolonged periods. The masseter muscles can exert the most potent muscular pressure of any muscle in your body, so it isn't too much of a surprise that prolonged activation can lead to significant changes in facial shapes and angles.

Grinding or clenching your teeth can contribute to TMJ dysfunction, leading to muscle hypertrophy. Once a diagnosis of bruxism is made, an integrated approach to management will achieve the best patient outcomes. I recommend a specialist referral, TMJ CT scanning, and addressing lifestyle choices. Occlusal splint fabrication and masseter muscle relaxant injections (you know that five-letter word that we can't say as a prescription-only medicine!) can assist in reducing the patient's muscle bulk and pain. Occlusal splints are a standard treatment for teeth grinding; an acrylic covering to insert into your mouth to wear at night.

Muscle relaxants can be periodically injected into the masseter muscles of the lower jaw and temples of the forehead. This can be very effective in relaxing and temporarily reducing the activity of these muscles, softening the squareness of the jawline, which many patients find aesthetically displeasing. Of course, careful assessment is required not to exacerbate jowl formation and mimetic muscle asymmetry in smiling.

My findings are now well documented and supported in the literature that psychological stress is a significant underlying contributor to grinding or clenching your teeth. The unprecedented stress and uncertainty that patients have experienced over the last two years further confirm the link between stress and our mental health. Some natural, simple remedies to relieve stress, particularly before sleep, can include: turning off all devices (including mobile phones, computers, and television) at least two hours before you plan to get into bed; using essential oils, writing down anything that's worrying you or that you're thinking a lot about; taking a hot bath or shower before bed, and listening to relaxing music with the lights turned low before going to bed. And of course, staying connected!

Until next time. Be well, Dr Martina x



The Benefits of a Customised Approach to Skincare

Many of you may have noticed the growing presence of customisable skincare entering the aesthetics market over the past several years alone, and we can certainly see the appeal. There are a great number of benefits associated with customised skincare, and having the ability to concoct a tailored solution for each individual. Let's look at a few of these in greater detail.

Only What They Need

Customised skincare which begins with a base formula for concentrated actives to be mixed in allows for simple, targeted and precise treatment of each individual client. Practitioners have complete control over which skin concerns they want to target, and clients know exactly what they're receiving and why.

Client Experience

Clients all love to feel like their experience is unique to them, and that quality time and care has been dedicated to treatments and formulations that cater to their wants and needs. What better way to do so than to select ingredients for their skin conditions and blend them before their very eyes?

Budget Constraints

In many cases, a client's treating practitioner may wish to prescribe a large number of active ingredients to address multiple conditions. But sometimes, these actives may be spread across a large number of different products, particularly serums. And unfortunately, not every client can afford the number of products required to encompass all of these ingredients. Custom-blend products allow for specific ingredients to be mixed into the one product, minimising the need for redundancies.

dermaviduals has been providing custom blend skincare for many years, allowing its stockists the opportunity to provide their clients with much more than just a retail service. From consulting and prescribing to formulating, each client is part of their own skin journey from start to finish, creating a truly unique experience that can be tailored at any time.



Stress Management Through Nutrition and Lifestyle

Words by Chiza Westcarr

The term ‘stress’ can be described as a physical, mental, or emotional pressure or tension, caused when a person perceives that the demands they are faced with exceed their ability to cope. Stress can be both negative and positive. A degree of stress is necessary to help motivate us, to get us out of bed, to help us complete tasks. This is known as eustress. It increases alertness, sharpens concentration, and ups performance, and drive. Negative stress, also known as distress, occurs when we feel unable to cope. It decreases performance, affects mood, leads to poor dietary choices, and adversely affects health, one’s relationships and quality of life.

Stress affects us all daily, and it can be short or long term. Short term stress has been found to be beneficial, boosting performance and immune health. Long term, or chronic stress on the other hand, has been linked to immuno-suppression and increased susceptibility to illness and disease.

When the body is exposed to perceived stress, good or bad, the ‘fight or flight’ response kicks in. The body’s central stress response system, the HPA Axis (Hypothalamus Pituitary Adrenal Axis) and the sympathetic nervous system are activated to maintain homeostasis. Physiological reactions occur, commencing from the hypothalamus, via the pituitary gland to the adrenal glands, and a cascade of stress hormones is released, which include corticotropin-releasing hormone (CRH), adrenaline and cortisol.

Ongoing stress impacts many body systems including the skin and the GIT (gastrointestinal tract). The skin is described as the mirror of the soul and is affected by neurohormonal triggers, especially stress.

It has the capacity to communicate with the central nervous system and to regulate global homeostasis through the local production and/or systemic release of hormones, neuropeptides, neurotransmitters and biological regulators.

Keratinocytes, melanocytes, sebocytes, mast cells and hair follicles all express sex and stress hormones which implicate them in the local hypothalamic-pituitary-adrenal axis.

In particular, the peptides corticotropin-releasing hormone (CRH) and neurotensin (NT) both stimulate mast cells and are elevated in patients with inflammatory skin disorders exacerbated by stress.

Mast cells are in close contact with signalling nerve fibres, and are found to be activated by psychosocial stress. Mast cells produce catecholamines that are responsible for itch, vasodilation and inflammation.

Stress impairs the barrier function of skin, increases inflammation, and induces or worsens the course of various skin disorders. Addressing the neurohormonal regulation of skin function should be a consideration in the effective management of skin disorders.

The GIT, or gut, is inhabited by trillions of microbes, comprising bacteria, fungus, viruses and archaea, known collectively as the gut microbiota. These microbes produce neurotransmitters such as dopamine, acetylcholine, dopamine and GABA, which are important for concentration, mood and motivation. Among their numerous functions, gut microbiota aid digestion, synthesise vitamins and biologically active substances, influence gut motility, protect against pathogens, and very importantly, they program the immune system, about 70% of which resides in the gut lining.

Bi-directional communication occurs between the gut and the brain, or the enteric and central nervous systems. This is referred to as the gut-brain axis, and links both the emotional and cognitive centres of the brain with peripheral intestinal functions. The gut microbiota plays an important role in this interaction. It communicates via endocrine and immune pathways, via microbial metabolites such as short chain fatty acids, but more directly via vagus nerve signalling. The vagus nerve is the 10th cranial nerve originating in the brain stem and innervating the gut. It communicates information from the gut to the brain via neurotransmitters such as serotonin and GABA, which play a key role in stress regulation.

Stress, although considered a mental state, physically affects the gut and its residents. Studies have found that high levels of stress affect gut microbial diversity, and not just by way of hormones. High stress levels can promote the consumption of hyperpalatable foods, (ie.junk food) sugary treats like biscuits and cake, that in turn influence which gut bacteria thrive. Beneficial bacteria deplete, and potentially pathogenic bacteria increase in number. Pathogenic gut bacteria release metabolites, toxins, and neurohormones into the bloodstream via a permeable or leaky gut lining, causing inflammation at distant sites, even altering eating behaviour and mood. Many studies show that the intensity of chronic, debilitating skin symptoms correlate with mood disorders.

Diet has emerged as one of the most powerful predictors of gut bacterial composition. Growing evidence suggests that what we eat affects both our gut and mental health. Swapping out hyperpalatable foods for a nutritious diet rich in fibrous vegetables and dark fruit rich in polyphenols, good fat sources and moderate protein have numerous benefits for both mental and gut health. Following a healthy way of eating is linked with better stress management, improved sleep quality, increased concentration, and better mental wellbeing in general.

Practising relaxation techniques are also associated with increased feelings of wellbeing and in turn, physical health benefits. A growing body of research has investigated the effects of mind-body therapies such as meditation, tai chi, qi gong, and yoga to all have positive outcomes on reducing biological markers of inflammation. Studies confirm that they all have an anti-inflammatory effect on circulating inflammatory markers within the body. Other effective strategies for reducing stress responses include engaging in regular exercise such as walking, engaging in laughter therapy, singing, humming, chanting, gargling and breath work, as they all stimulate the healthy function of the vagus nerve. The vagus nerve acts to counterbalance the sympathetic nervous system, and the fight or flight response, creating instead a relaxation response.

In conclusion, effective stress management must include a holistic approach. The mind, gut and skin are all affected by stress, and improved nutrition and lifestyle are two modifiable factors associated with optimised wellbeing.

A New Inside-Out Approach To Skin Health

Introducing OPTY Nutri Cosmetics – pure, potent, proven, and intelligent ingestible beauty for skin health, created for and exclusive to INSKIN COSMEDICS!

Developed to work from within while complementing topical treatments, OPTY Nutri Cosmetics has been designed to support an inside-out approach to skin health, and help your clients achieve their skin goals faster and more effectively than ever. Through targeted formulations which harness the gut-skin axis, OPTY.NC optimises the skin's natural physiological functions from the inside out.

Backed by evidence-based nutritional science, each powerful natural ingredient in these unique proprietary formulations is ethically sourced and incorporated in scientifically-validated dosages to ensure optimal efficacy. Each product contains the highest-quality, nutrient-dense food ingredients incorporated into synergistic, multi-benefit blends to optimise wellness and deliver lasting results. All products are proudly Australian made and owned, without the use of synthetic vitamins.

OPTY.NC

Optimal wellness from inside out.



SKIN ELIXIRS

Powdered high potency nutritional formulations to support healthy skin, gut and ageing.

Cellular Renew (115g Powder) - Supports healthy growth and strength of hair, skin and nails, as well as gut, immune, nervous system health.

Collagen Renew (180g Powder) - Optimised marine collagen to stimulate natural collagen production, support gut health, and enhance skin elasticity, tone and hydration.



TARGETED SERUMS

Ingestible serums made with fermented probiotic concentrates and targeted herbal actives.

Moisture Surge (50ml) - Probiotic skin hydration and barrier protectant.

Dermal Clarify (50ml) - Probiotic elixir to calm and soothe imbalanced and congested skin.

Dermal Restore (50ml) - Probiotic relief for stressed skin to repair, hydrate, and reduce irritation.

Contact Inskin Cosmedics for more information at team@inskincosmedics.com or call +61297128188



A photograph of three women sitting on wooden stools in a modern office with exposed brick walls and large windows. The woman on the left is wearing a black patterned dress and glasses, the woman in the middle is wearing a white dress, and the woman on the right is wearing a black top and a striped skirt. They are all smiling and looking towards each other. In the foreground, the back of a person's head and shoulders are visible, looking towards the three women. The text "Conferences in Review!" is written in a white cursive font over the left side of the image.

Conferences in Review!

Words by Mala McAlpin

BEAUTY & SPA Insiders Returns



As the largest industry body, The Aesthetic Beauty Industry Council (ABIC), pride themselves on partnering with leading events and education providers within the Beauty & Aesthetic industry. ABIC are proud supporters of educational events which facilitate evidence-based practice & patient safety.

This week Monday the 12th September 2022 we were honoured to attend Beauty & Spa Insiders (BSI) event, hosted by our Foundation Members – BHA Media, Spa + Clinic and Professional Beauty. This annual one-day event has once again exceeded expectations. The atmosphere was set in the stunning historical Hinchcliff House, one of Circular Quay's most historic buildings, previously an 1860s wool store which has since been respectfully and meticulously restored. Attendees to BSI experienced a sophisticated, luxury event and dining space while making the most of the spectacular harbour-side location throughout the day.

The BSI program was carefully curated with a vision to empower attendees to “Discover & Redefine your craft”. The program included a wide variety of professionals, from beauty, business and the aesthetic sectors. Sessions during the first half of the day were organised by the SPA+CLINIC team, covering practical, clinical, and business topics geared towards the med-aesthetic space.



The second half of the day, curated by the Professional Beauty team, which hosted discussions on makeup trends, sustainability, product formulation, customer service and e-commerce. As always, some of the best and brightest in industry graced the stage to pass on their infinite wisdom, this year including Dr. Yumiko Kadota, Vita Catanzariti, Suzie Hoitink, Gry Tømte, Dr. Natasha Cook, Sarah Hudson, Otto Mitter, Victoria Curtis – the list goes on! These industry giants shared their unique stories, triumphs and valued lessons to a captivated audience.

A highlight for attendees was having the opportunity to come together, network, share ideas and meet the speakers in-person. The stunning event space was filled with optimism and excitement for the future. As the day came to an end, delegates enjoyed a networking soiree, an opportunity to laugh and recap on the highlights of the day. No one left empty handed, every delegate received some fabulous freebies inside this year's BSI haul. The gift bags consisted of eight full size products from Dermatonics, Retreatment Botanics, Victoria Curtis, Elleebana, Dermalogica, Vida Glow, and more, plus a wide range of samples, free copies of both magazines, and vouchers valued at several hundred dollars.



Being Earth conscious, the teams are committed to small initiatives with big impacts. Goodie bags are housed inside minimalistic jute bags, made from sustainable materials as opposed to paper or plastic, in the hopes of encouraging guests to reuse and recycle. BSI has also partnered with Humanitix as their ticketing platform. With a network of carefully vetted children's charities, 100% of the profits from each ticket's booking fees are donated throughout this network to achieve brighter futures for disadvantaged kids around the world.



An innovative new conference concept by Fresh Clinics

One of ABIC’s dreams for the future of our industry is an interprofessional one – an industry whose members put aside competition, recognise individual strengths and weaknesses, and work together with others in order to achieve shared goals. This is something we are still very much working towards, but little by little, we can see this mindset slowly being reflected throughout industry events and education.

We can see this sentiment very much being reflected in this year’s inaugural Fresh Life conference, and to say our jaws hit the floor when we viewed the programme for the first time would be an understatement!

Organised by Fresh Clinics, the new Fresh Life conference positioned itself to be a first of its kind – and it truly delivered. Most of us can agree that beauty and aesthetics is one industry that goes through constant evolution: new technology, trends, ingredients, treatments, and protocols are released at such speed that, whether you’re a brand or a clinic owner, there is constant pressure of ‘newness’ and excitement in order to stay relevant. The same goes for education. There are so many conferences out there that conference organisers need to get creative in order to stand out and entice attendees. And we can confidently say that the Fresh team has done just that.

If you aren’t familiar with Fresh Clinics, they are a multi-platform community servicing an extensive network of cosmetic doctors and nurses around the country. One of their primary services is scripting for cosmetic nurse injectors, by which Fresh nurse members are able to obtain virtual scripts from a network of on-call Fresh doctors. This is essential for nurse injectors who do not have access to a doctor in-clinic, as scripts are required for all S4 classified injectable services. In addition to this, Fresh offers its members an array of training courses, online education seminars, networking events, observational workshops, and clinical resources. The Fresh Team is passionate about enhancing the knowledge and education of their members, and uniting various cosmetic physicians in order to improve patient outcomes. This, coupled with a deep understanding of how wellness, skin therapies, non-surgical and surgical solutions can work synergistically together, led to the creation of their first industry-wide conference.



The 3-day Fresh Life conference, held on Brisbane’s picturesque Howard Smith Wharves, more closely resembled a spectacular music festival than an aesthetic conference. The team aimed to educate and inspire ALL cosmetic professionals with an ethos on holistic care. The programme content covered not just injectable techniques and live demonstrations, but all things skin, dermal therapies, energy-based devices, nutrition, patient safety, and psychological wellbeing. We could not be more thrilled to see such emphasis on a broad-spectrum, integrative approach to client care, one that encourages working interprofessionally alongside other physicians whose scope of practice can complement our own to improve our client/patient outcomes. The feedback we are hearing from the cosmetic medical community is that, finally, there is growing awareness around how knowledge of skincare and anatomy, as well as internal health and mental health, can significantly improve injectable and surgical results. Fresh Life aims to support and nurture this ethos.

The proceedings formally commenced on Tuesday September 6th with an evening welcome cocktail reception, followed by two days of conference content, finishing up with an entire day of training and treatment sessions on Friday 9th. Set across the expansive waterfront, guests could wander throughout and ‘choose their own adventure’, among one of two conference halls, a selection of food and coffee carts, pop-up stalls and displays from a variety of sponsors, and a wide array of gorgeous venues to grab a bite to eat. One of the most popular of these was a sprawling lawn on which guests could set up their meal on a picnic blanket and bask in the sunshine during the breaks. Those wanting to learn more from sponsors or see devices in action could do so by visiting each brand’s private training rooms in the nearby Crystalbrook hotel. And one of our favourite perks, continuing with the theme of wellness and holistic care, were the early morning yoga sessions to kick off each conference day!

With incredible, industry-leading speakers and KOLs from in and outside of Australia (including ABIC’s very own Content Manager Mala McAlpin) plus the most exciting array of interactive training and activities we’ve ever seen at an aesthetics conference, we could not be more excited to see this groundbreaking event experience such massive success in its very first year.



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