

Brow studios get a refurb

All nineteen Shavata brow studios around the country have recently undergone a luxury refurbishment, with the aim to provide unified interior design that reflected the quality of service that their beauty-conscious clientele have come to expect. Each studio was transformed with new décor, furniture, storage, equipment and sinks.

Luxurious chairs were essential to putting Shavata's clients at ease and creating an atmosphere of indulgence and relaxation. Shavata chose Takara Belmont for its quality, hard-wearing chairs and global reputation for quality and client experience. The chairs also proved a perfect fit aesthetically, bringing much warmth to the salon by adding plum and vanilla accents.

Lakishmi Aggarwal of Shavata said: "The new branding reflects our brand values and positions our services to a certain kind of clientele... Work was carried out in the evenings and outside of opening hours, allowing staff to provide services as usual throughout the project."



New trade body aims to improve standards in Eyelash treatments

A new trade body specifically for eyelash technicians is being launched in the UK. The Lashologist UK is a not for profit organisation set up in response to a massive growth in the eyelash industry in recent years.

The Lashologist UK will offer memberships to individuals and businesses that provide eyelash treatments in the UK. Members will learn about best practice in the industry, receive beauty updates and ensure their standards meet the highest health and safety requirements.

Chrissy Henderson, who started Lashologist UK, has been working in the industry for over seven years. The UK branch is affiliated with the Lashologist Council of America which has been operating for five years and has over 700 members.

Chrissy commented: "I have become increasingly aware that the eyelash industry needs a trade body based here in the UK which helps raise standards and professionalism in the industry. Over the years, I have come across cases of poorly applied eyelash extensions where technicians have not used the right methods or equipment.

"My aim is that the Lashologist UK will ensure that members are properly trained and maintain the highest possible standards. We will also give a whole range of benefits including insurance, education, networking and discounts for equipment."

Celebs enjoy placenta trend!

Using the latest in stem cell science, Stem Cell Beauty Innovations have developed O-Placenta and it is believed that both Simon Cowell and Victoria Beckham are fans of sheep placenta facials.

Apparently, Simon Cowell maintains his youthful looks by enjoying sheep placenta facials, whilst the former Posh Spice is said to have become a devotee of the latest Hollywood trend, as well as gold flakes.

Beauty industry comes together for BCA

The end of 2012 saw the professional beauty industry come together at the Institute of Directors in London for the BCA annual day of networking and discussion. The BCA provides a forum for suppliers to network with one another, share industry experiences and best practice and set industry standards.

The event was the Association's 2nd Annual Meeting and as each year passes, more members are welcomed. This time was no exception and the BCA is now happy to welcome Murad, Mavala, Elemis, Vita Liberata, Ahava, Beauty Express, Carlton Beauty & Spa, Isis Beauty Academy and Ladypillo.

The BCA invited three key note speakers, each of which brought their own personal take on the professional beauty industry and how they see it evolving over the next three years.

Dean Nathanson, BCA Chair, told *GN*: "Being able to host such an event, away from the busy show floor, where most of us tend to see each other, is invaluable for the leaders of our main suppliers in the industry. It's clear the sharing of ideas and the clear and uncompromising message of good service, good quality and unified voice that the BCA affords its members is starting to make real inroads into our market."

Offer a little treat

If you're looking for further exposure for your business and to fill quiet appointment slots, My Treat Card is a unique marketing tool provided to salons for free, which promotes, advertises and publicises your business.

My Treat Card will list your business on their website with your details, profile and links to your website. In return, your business offers My Treat Card holders a discount on your quietest days. You can exclude any two treatments and any two days, therefore increasing footfall in your quiet times and boosting your turnover.

For more information, visit www.mytreatcard.org.uk

