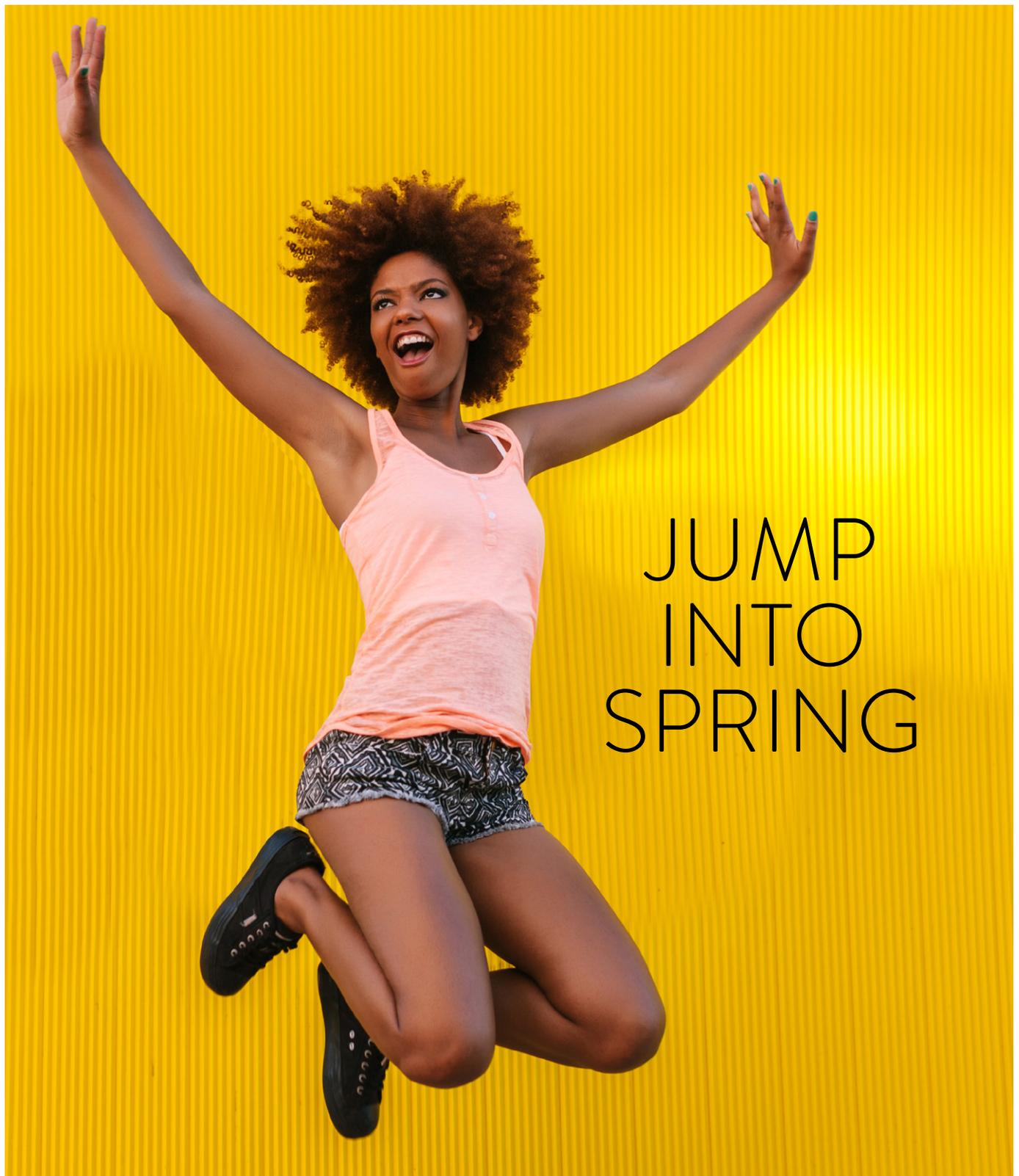


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THE BABTAC & CIBTAC MAGAZINE FOR THERAPISTS WORLDWIDE

MARCH/APRIL 2021



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VITALITY

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STAY IN TOUCH

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FIRST WORD

The signs of spring this year somehow seem more significant and heartening than anytime I can remember previously.

It seems incredible that nearly a year has passed since our first lockdown came into effect. It has been an unbelievably tough year for so many and we hope that the vaccination rollout will continue to gain momentum and ensure that the provisional opening dates outlined by the different governments in the UK can be honoured.

While January and February have been tough for so many, our newly appointed government sector group, which we together with other industry bodies (NHBF, BBCo and UKSA) were instrumental in securing, have been working tirelessly in the background to gain further financial support from government and also ensure that we are recognised alongside other retail to guarantee that, unlike last year, we can open at the same time. We have been involved in meetings both directly with the Treasury and a number of ministers over the past weeks. We are therefore delighted that both these objectives have been achieved. We remain committed to continue lobbying for further support and recognition.

The response to our Inspiring Beauty Awards has been phenomenal. We simply couldn't have imagined the number of entries we would receive. This made the judges decisions incredibly difficult but every single entry was testament to the incredible resilience and innate kindness that is synonymous with so many in our sector. We look forward to announcing the winners on Friday the 12th March.

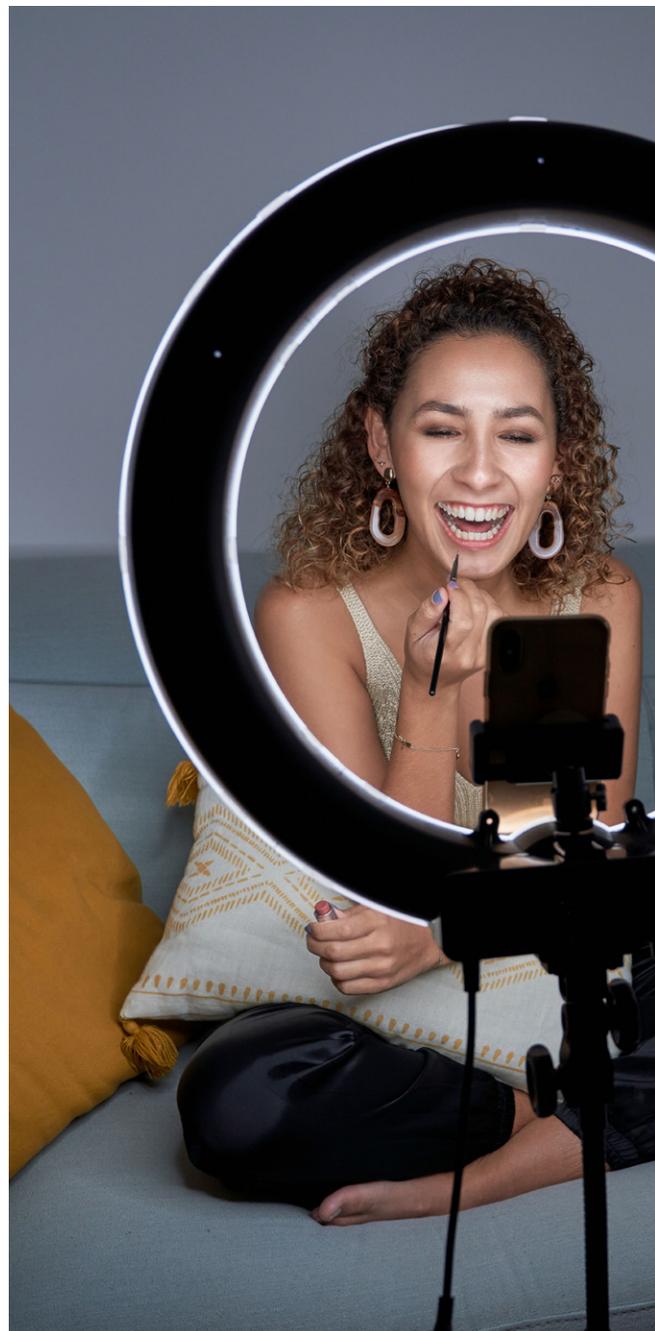
I was honoured to have been asked to contribute to Susan Routledge's Book 'Beauty and the Best' which was published in February. For a sneak peek of both mine and our newly appointed board members, Sara Shoemark's and Susan's own contributions please see page 48

I'd like to wish all our members a safe and successful return to work when permitted. We will continue to provide support, updates and resources for you all in the months ahead.

LESLEY BLAIR, CEO AND CHAIR, BABTAC & CIBTAC

VITALITY AT A GLANCE

We reveal the finalists
of our Inspiring Beauty
Awards on page 20



Ready to
revitalise your
brand? Page 26
has everything
you need
to take into
consideration.



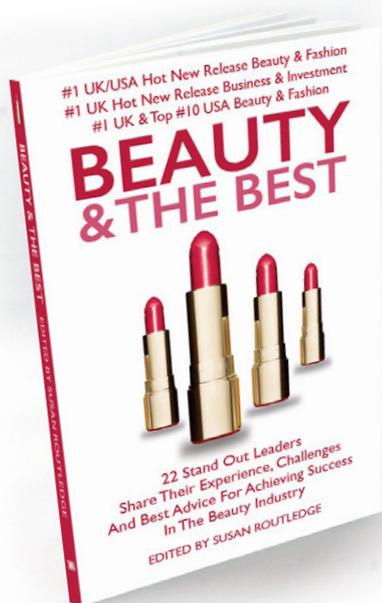


Have you embraced the virtual beauty world yet? Those who have dish out their top tips for making it online on page 36



Turn to page 42 to discover what psychodermatology is and why it's on the rise.

BABTAC's own Lesley Blair features in new book, Beauty and the Best. We take a look on page 48.



● Our round-up of what's landing on shelves right now...

PRODUCT LATESTS

1. A NATURAL HIGH



Blending CBD with vitamins C and E, omega 3&6-enriched rosehip oil and hydrating coconut oil, La Rue Verte's Ageless Lotion features all the buzz ingredients. Suitable for daily use, this all-in-one supports, balances and aids dehydrated skin.

£49.99, lruskincare.co.uk

2. BEAUTIFUL BRISTLES



Made from 100% vegan materials, Illamasqua's new Professional Makeup Brushes not only look the business, they're super lightweight, making precision applications easy and effortless. With 18 to choose from this Face Brush Kit contains five of the essentials.

£89, illamasqua.com

3. BLONDILOCKS



Designed to be used once a week, this anti-brass purple shampoo from shu uemura's yubi blonde range will bring highlighted hair back to life. How? With its specially formulated Japanese cool pigments and white peony extracts that brighten, cleanse and clarify.

£29.95, shuueamura-usa.com

4. ECO ANSWER



Bucking the trend for single-use plastic combs the HairFlair Curl Detangling Comb is made from PLA - a 100% biodegradable polymer derived from sugar cane, corn starch and Tapioca root. With wide gap teeth that glide through curly hair, it prevents breakage and saves the environment at the same time.

£6.95, hairflair.com

5. GLOW UP



Winter takes no prisoners when it comes to leaving skin looking depleted and dull but Decléor's White Magnolia Rosy Cream is set to rectify that. Combining white magnolia, ginger, lactic and ferulic acid with special rose pigments, it plumps, hydrates and helps you get your glow back.

£89, decléor.co.uk

● Our round-up of what's landing on shelves right now...

6. HAPPY HANDS



CND's new spring collection - The Colors of You features this mellow yellow shade, Smile Maker that's guaranteed to put anyone in a better mood. Available in SHELLAC Brand Gel Polish or VINYLUX Long Wear Polish, who needs sunshine when you've got this on your nails.

£13.95, sweetsquared.com

7. MAGIC MUSHROOMS



Packed with vitamin D, which is essential for a fully functioning immune system, sales of mushrooms are on the up. For an easier RDA, Marie Reynolds' new Fungi Fusion supplement contains five types of mushrooms known for their anti-inflammatory properties.

£30.50, mariereynoldslondon.com

8. USE PROTECTION



Designed by stylists and heat experts, ghd's new styling range creates an invisible thermal barrier on the hair to prevent any damage that might occur from heated tools. As well as protection, the Root Lift Spray is a must for amping up the volume.

£18, ghdhair.com

fade spots to bright

new powerbright dark spot serum



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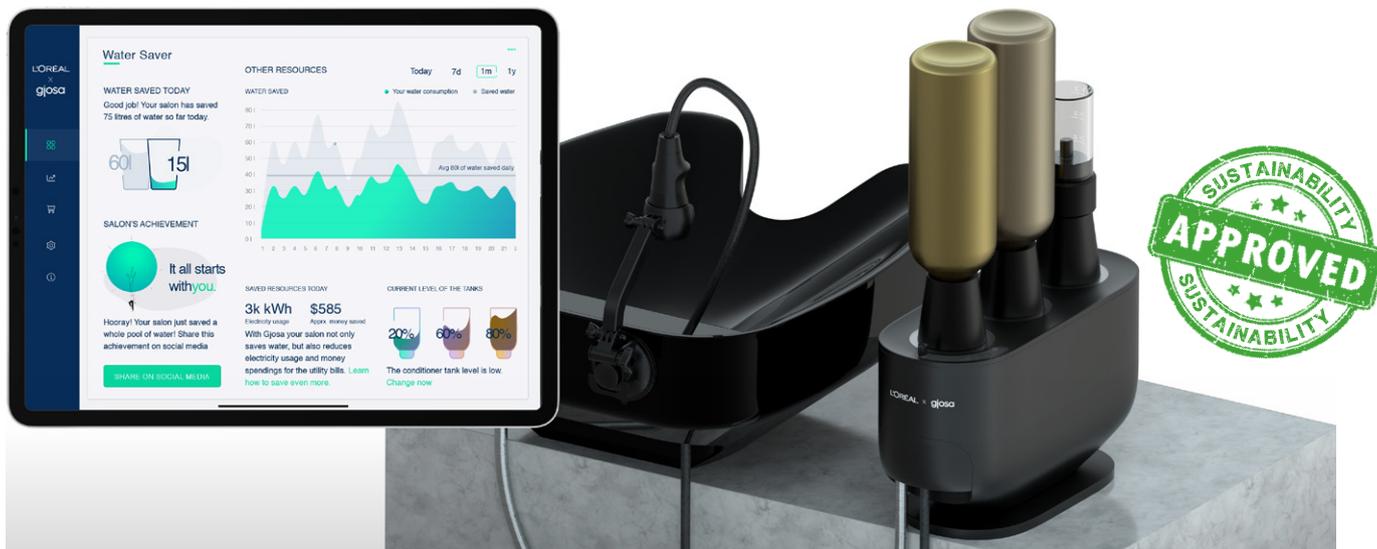


DOVE ENDS HAIR DISCRIMINATION

Dove has launched a new fund to help combat hair bias and prevent racism, discrimination or unfair consequences as a result of someone's natural hair type in work or school. Called CROWN (Create a Respectful and Open World for Natural Hair), it aims to support the black community in the UK through grants to grassroots organisations and projects who are working to eliminate barriers that black women and girls face. Much needed when stats show that 63% of black adults have experienced hair discrimination as a result of wearing their hair naturally or in a protective style and 51% of children as young as 11 have been sent home for wearing their hair naturally. Alongside the CROWN funding, Dove has also developed a workshop as part of its Self-Esteem Project to support teachers in discussions about hair discrimination.

SPA'S ARE IN DEMAND

It might come as no surprise that spas are already booked up over much of summer according to the online booking platform spabreaks.com. With the vaccination being rolled out and confidence in travel returning, Abi Selby, founder of the site says that last minute bookings will be few and far between if things carry on the way they are. Add the fact that people are desperate for a getaway and wellbeing is becoming everyone's number one priority and spas can hopefully expect to see their business bounce back over the next few months.



SUSTAINABLE SOLUTIONS

To become more sustainable brands and businesses are turning to next level technology and L'Oréal's latest innovation is truly mind-blowing. Launching into salons in New York and Paris and on its way to the UK imminently, along with an at-home version, the L'Oréal Water Saver is a new way to wash hair that combines high-powered water-optimising technology with specially designed haircare products from L'Oréal Professionnel and Kérastase. The result is an 80% water reduction in usage compared to a normal hair wash. Teaming up with environmental innovation company Gjosa, they have applied the principle of fractioning used in rocket engines to address the water flow. By reducing the size of the water droplets and increasing the speed at which they flow, a hair wash will use just two litres of water compared to the average eight. By infusing the water with haircare products, it also makes them better absorbed and easier to rinse. The system also comes with a dashboard that allows you to track your reduction of water, energy and cost. With thousands of salons expected to snap it up when it arrives, we can't wait to see it in action!

One of the original beauty brands to commit to ethical and sustainable practices, **Weleda** is celebrating its 100th year. Pioneering organic farming, natural skincare and setting industry standards, the brand that also has UEBT certification (Union for Ethical Biotrade) is marking the milestone with a pledge to plant a million trees across the globe to combat climate change. Reclaiming endangered rainforest, preventing flooding, protecting natural habitats, supporting local communities and empowering women in the workplace, 50,000 trees have already been planted. Inviting

all retailers and customers to contribute £1 with funds going to a carbon offset programme, find out more about the 'Buy One Get One Tree' campaign at weleda.co.uk.

Reusing is being touted as the most sustainable behaviour to employ and a new product has launched to revolutionise body exfoliating. Called the **NETT exfoliator**, this unique sheet has been used in bathing culture in Ghana for decades. A superfine net texture that can get to all those hard-to-reach places, it can be thrown into the washing machine for a hygienic way to slough away dead skin. Lasting up to 24 months, it generates less waste and is ethically sourced from Ghana to support local market stall holders. £25 each, available from mynettext.com.



DERMLOGICA OPENS UP

In normal circumstances, Dermalogica training would only be open to those studying at a Dermalogica Partnership College but to support undergraduate apprentice therapists whose training has been halted due to the pandemic, now any students can enrol. A series of live streamed workshops and webinars the

opening up of the programme to all beauty therapy students coincides with National Apprenticeship Week in April and gives anyone the opportunity to achieve the Aspire Award. Focusing on modules such as Client Care Practices, Customer Led Skincare, Virtual Services and Men's Skincare, the programme also offers the Ready to Work

scheme for graduates which gives them access to Dermalogica's 4-day DNA brand training on all products and services (usually reserved for account holders and staff). The cherry on top is that enrolment is free, just go to education.dermalogica.co.uk/college-partnership-programme and create a profile. It's an opportunity too good to miss!

TIMELY HANDS OUT A LIFELINE

Salon software company Timely has already provided over £370,000 worth of help to more than 15,000 businesses during the pandemic and has now extended its support for a further three months to enable salons to survive. With a commitment to looking after the industry, Timely is acutely aware of the mental and financial pressures that professionals have been under and want to do all they can to help them find their feet. "It's not just financial distress that's impacting the estimated 50,000 thousand hair and beauty business in the UK, it's mental health as well. That's why I'm proud of our partnership with The Help Hub and our overall focus on wellness," said Timely founder and CEO, Ryan Baker.

A not-for-profit organisation, The Help Hub has been established to offer free emotional support services to people across the UK and using the Timely platform, people can book a free 20-minute appointment with a trained therapist. "Through Timely we have the capacity to connect with a high volume of people and provide the support they need without having to worry about the technology, and that's simply incredible to us", says Help Hub founder, Ruth Chaloner. The saying 'it's good to talk' has never been more pertinent. Visit gettimely.com/covid-19/ to find out more.



BEAUTY COLLABORATION

Two of Britain's most well-respected beauty brands have joined forces and are set to become a powerhouse in the industry. MONUSKIN, the skincare manufacturer that specialises in natural, cruelty-free, vegan skincare has bought a 50% share of Carlton Professional - manufacturers of results driven beauty therapy machines. Together they will bring innovative treatments to spas, salons and training colleges across the country giving them the ability to treat clients to the best in performance-based skincare. For more information on the products or the partnership, visit carltonhub.com.



IMPORTANCE OF TOUCH CONTINUES

Brands are taking it upon themselves to help combat loneliness and the lack of human touch made worse by the pandemic and the latest to step up is NIVEA. Producing two global reports on the state of human touch before and during Covid-19, they revealed that nearly half of people surveyed said that the isolation has made them feel lonelier than ever before. As a result, the brand pledges to invest 20 million Euros in local skin touch projects around the world that will reach and improve the health and wellbeing of 150,000 people. The initiative - #CareforHumanTouch also wants to educate society on the health benefits of touch which can only be a positive for our industry.

CARRY ON LEARNING

Social media has been buzzing with educational 'lives' and Sweet Squared want to keep the momentum going with their Sweet Series. You can expect to see everyone from CND and Light Elegance Education Ambassador Victoria Trafford talking nail trends to SACHAJUAN and Alter Ego Ambassador Pete Burkill revealing some in-demand hair colours. There will even be a chance to get a sneak peak of the new Kevin Murphy Color.Me shades. Hosted throughout each week, search for @sweetsquared on Facebook or Instagram for the latest timetable.



SKIN TRACKER

The skin tracking platform and app, Miiskin has extended its partnership with the British Skin Foundation to help raise awareness of skin cancer and encourage people to monitor their skin changes. The most common form of cancer in the UK, with the support of the charity, Miiskin has now been recommended to patients by over 100 hospitals in the UK with information on how to use the app. Just by documenting moles using photos it creates a snapshot of your skin's appearance that will allow

you to note any changes and prompt you to seek medical help. "It's our mission to make skin monitoring easy and accessible for everyone to increase the likelihood of early detection," says Jon Friis, founder of Miiskin. "Working with experts at the British Skin Foundation is hugely important to us and we are delighted to have such a fruitful and lasting relationship."

To discover more about Miiskin, go to miiskin.com or search for the app in the Apple Store or on Android Google Play.



UPDATE



WE EXIST!

Since our last issue the beauty industry has taken a major step forward, after a steadfast strategic campaign, we have been granted a newly-formed, sector-specific team within government dedicated to supporting Personal Care. BABTAC worked with other key associations, the British Beauty Council, the UK Spa Association and the NHBF to achieve this representation.

We have all worked closely with the Department for Business, Energy & Industrial Strategy (BEIS) to overcome the challenges of the past year and, through our passion, energy and dedication, have highlighted the size and scope of the personal care sector as the major UK force it is.

In a game-changing move forward, the creation of a dedicated sector team is a major milestone for UK hair, beauty and wellness, with far-reaching positive implications: raising

awareness outside of the industry; allowing government to improve its understanding of this dynamic, economically valuable and highly innovative sector, and paving the way for future financial support.

BABTAC CEO and Chair, Lesley Blair commented “We are delighted to have secured a designated sector team within government for personal care - a huge milestone and the direct result of the dedication, passion and cooperation of the four key industry organisations and BEIS over the challenges of the past year. As one of the largest contributors to the UK Economy, our sector deserves to have a strong dedicated voice in government, something BABTAC has campaigned and worked towards for many years, and we look forward to the opportunities and credibility this will provide our industry going forward.”

**‘WE ARE DELIGHTED TO HAVE SECURED
A DESIGNATED SECTOR TEAM WITHIN
GOVERNMENT FOR PERSONAL CARE’**



RENT SURVEY

With nearly 4000 people responding to our recent survey we were able to form a strong picture of how those that rent either a chair or premises have been affected over the past year. The results were passed on to BEIS and this played a part in getting the further financial support as announced in the budget including the extension to the eviction protection.

The survey showed a very different picture between businesses renting premises from landlords and chair or room renters renting space from business owners. It demonstrated that whilst business owners in the Personal Care sector are largely willing to negotiate with their respective tenants, they are not getting same level of help and support from their own commercial landlords. It is also likely that where a business owner has not been willing to offer deductions or deferrals to chair or room renters, that this could be motivated by their own landlord being unwilling to offer some degree of latitude.

For business owners as commercial tenants:

- 59 per cent had approached their landlord for a reduction or deferment in their rental agreement due to COVID, but only 36 per cent were successful

- 3-5 months was the most common deferral period that premises tenants were able to negotiate with their landlords
- 50-59 per cent was the most common deduction in rent that premises tenants were able to negotiate with their landlords
- 57 per cent were bound by personal guarantees in their lease agreements

For chair or room renters:

- 70 per cent had approached their landlord for a reduction or deferment in their rental agreement due to COVID, and 75 per cent were successful
- 6-11 months was the most common deferral period that chair/room tenants were able to negotiate with their landlords
- 60+ per cent was the most common deduction in rent that chair/room tenants were able to negotiate with their landlords
- 28 per cent were bound by personal guarantees in their lease agreements

Thank you to everyone that took the time to complete this survey and help us continue to highlight how hard the last year has been for our sector so that we can keep fighting for more support.

INSPIRING BEAUTY AWARDS

Wow! We have been completely overwhelmed by the response to our Inspiring Beauty Awards. So many of you took the time to either apply yourself or submit a nomination and the positive feedback on social media and through calls to our membership team highlights that everyone was ready for something uplifting! Turn to page 20 to find out who made the shortlist in each category, and don't miss the announcement of the winners on the 12th March. We will be sharing details on how to watch soon via our social channels and by email to all members.

AWARD POSTPONEMENTS

We regret to announce that our main Awards and Conference that we had been provisionally postponed until this year will now be placed on hold until further notice.

Given the current uncertain times, we will not be able to host our event this year at The Grove as we had originally hoped. As we have been unable to process all applications to the high standard we normally would do (performing our physical trade tests or site visit for all categories) the decision has also been made not to take the awards online for now.

All applicants for 2020 will be automatically placed into the postponed awards without having to reapply if they would like to be included. Once a date and details have been finalised we will contact all applicants to advise and give them the option to decline the offer or keep their original application in and only send in any additional required information if necessary.

We so look forward to being able to send out positive news and finalised details and hope they will be bigger and better than ever.

MEMBER NEWS



SUBSCRIPTION SAVER

Pivoting from therapist to e-tailer, Rachel O'Carroll has used the lockdowns to develop 'Beauty Delivered', a home facial delivery service to help her customers look after their skin. Keen to make skincare and selfcare a priority for her clients, while her private treatment clinic, Birch Beauty is on hold, the subscription service has kept her business afloat. It's also worked around her new timetable as a new mum. And as well as people looking after themselves, she's found fellow business owners are getting involved. "It's a great service for businesses who are committed to looking after their employee's wellbeing and wanting to show staff they are appreciated through a gift or subscription," she says. With letterbox facial kits becoming sought after, it sounds like perfect timing! For more information check out beauty-delivered.co.uk or [@beautydelivereduk](https://www.instagram.com/beautydelivereduk).





YOU'VE GOT MALE

Last autumn, Alice Kent took a change in direction and went from treating mainly female clients to working with a whole new male audience! How? Because after working at a large salon, her friend who owns a busy barbershop had the idea of transforming the upstairs space that was unused into treatment rooms. "I instantly saw the potential and by September I'd given in my notice, started doing treatments and had two good sized rooms and a nail

area. By October we'd opened under the name The Refinery Rooms," says Alice. "The gentlemen have been so welcoming and open, not just to massage but brow tidy ups, facials, manicures and pedicures. They've even been buying lots of products and now I've started to get women come in to enjoy treatments too." Looking forward to when she can re-open and serve her new client base, it's a clever business decision that paid off.

YOUNG LOVE

Passionate about beauty from a young age and learning the art of nails, massage and cleansing from her mum and nan, 19-year old Phoebe Edenborough followed her dream and after qualifying in level 2 and 3 in Beauty Therapy and level 3 in Spa therapy and Aromatherapy, she has started her own business, Beauty Belle. At first treating friends and family, now Phoebe's clientele

has grown and since using Dermalogica in her facials, she's in demand. In the process of having a website designed and a brand logo and image created, Phoebe is excited about the next steps and where her business will take her. "The best part is doing something you love, looking back and seeing how far you've come," she says.

THE NEXT BEST THING



Not being able to get hands on as a therapist is like torture so massage therapist Kathy Scott decided

that if she couldn't perform treatments because of lockdown then she would write about them instead. Now she's written an entire book called Rubbing Shoulders with the Best all about growing a massage business without the stress. Covering everything from finding your ideal client list to how to break into the corporate market and the importance of practising self-care, fellow therapists are already snapping up her wise words. To find out more or to get a copy, go to rubbingshoulderswiththebest.co.uk.



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○ gemmajones@blissdirect.co.uk**Z BRIDAL, BRADFORD**

Makeup and Hairstyling

○ info@zbridalstudio.co.uk

SCOTLAND

FAITH ELDER, DUNDEE

Nail Extensions - Acrylic, Nail Extensions

- Gel, Introduction to Facials, Russian

Volume Lashes, Eyelash Perming,

Spray Tanning, Introduction to

A&P, Introduction to Body Massage,

Introduction to Manicure, Hot Stone

Massage, Introduction to Waxing,

Weekend Lashes, Gel Polish, Introduction

to Eyelash & Eyebrow Treatments,

Make Up, Semi-Permanent Lashes,

Introduction to Pedicure

○ info@faithelderbeautyacademy.co.uk

MIDLANDS

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to Pedicure, Introduction to Facials,

Introduction to Waxing, Intimate

Female Waxing, Introduction to Eyelash

& Eyebrow Treatments, Introduction

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○ joggykang@gmail.com

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BRONWYN CONROY, BELFAST

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to Pedicure, Threading, Advanced

Waxing, Nail Enhancements - Gel, Nail

Enhancements - Acrylic, Fast Lash, Deep

Tissue Massage, Indian Head Massage

○ info@beautytraining.com

NORTH

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○ hello@navyprofessional.com**NORTH EAST MAKEUP ACADEMY, MIDDLESBOROUGH**

Pro Artistry Foundation Course in Make

Up, Hairstyling

○ northeastmakeupacademy@hotmail.co.uk

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INSPIRING BEAUTY AWARDS

The Inspiring Beauty Awards were launched to shine a light on all those in our industry who've shown positivity and vision during the pandemic crisis and they have most definitely achieved that!

We've been blown away by the number of entries we received as well as amazed by resilience and determination that you have all shown. Despite having to remain closed for now the stories we have read have reinforced our confidence in the ability of our sector to bounce back as soon as it is able to.

We really appreciate the time and work that everyone put into their application, it has been an extremely difficult task to select our finalists. Many therapists and businesses reached a high level but unfortunately we had to select just six for each shortlist. Take a look at the finalists who truly are inspiring beauty..



WHO ARE THE WINNERS?

Please join the winner announcements on the 12th March. BAPTAC Chair, Lesley Blair will be live to reveal who the winners are for each category. All members will be emailed an invite to the event which will go live at 1pm. It will also be available to view on Facebook and Instagram after the event. The next issue of Vitality will also feature all the winners.

INDUSTRY EXPERT SUPPORTING PEOPLE WORKING IN BEAUTY

Sponsored by Guinot

This category was looking for an individual who had gone above and beyond to reveal the plight of people working in our industry and/or someone who has provided fantastic on-going advice and guidance to others in. Here's who we felt has made a real difference;



Hollie and Ryan Power, Salonology • Kate Stott, BeautyBooker Limited • Madeleine Raynel, Treatwell • Marta Zaczowska, The Waxing Specialist • Sam Pearce, Low Ears • Sonia Haria, Telegraph Beauty Director

EXCELLENT USE OF SOCIAL MEDIA AND OTHER COMMUNICATION CHANNELS DURING THE PANDEMIC

Sponsored by Balens

Social media has been a fantastic way for people to support one another and stay connected during this difficult time. This award looks at those who have successfully stayed in touch with their clients and followers with high quality content that is engaging and original as well as effectively using other communication channels such as email, post and zoom.



Anisha Kiri, Anisha Brow Artist • Courtney Melody Green, SKIN By Courtney Melody • Katie White, Relax LDN • Ryan & Hollie Power, Salonology • Sam Beatty, Beauty at the Gate • Shelby Holmes and Amanda Welbourn, The Beauty Edit Podcast

BEST BUSINESS PIVOT DURING COVID CRISIS

Sponsored by Navy

So many businesses have had to look elsewhere for income while beauty was forced to close, we were impressed by therapists who went out of their comfort zone and demonstrated real innovation to find a new way to work. The following are those that we felt had the most successful change of direction.



Charlotte Seymour, Dr Prints and Dr Nails • Jennie Lawson, Mimosa Beauty • Jo Minchin, Lyndsey Price and Zoe Wilkinson, Grass Roots Skin Ltd • Joanna Tompkins, Nail Tech Tribe • Katie Millington, Love Beauty Gatley, Beauty by Katie Millington and Gatley Refillery • Leanne Green, Leanne Marie • Makeup and Beauty

CHARITY CHAMPION

Sponsored by Skin Group International

We found some amazing examples of kindness and generosity, many therapists have helped and supported a range of different people and charities over that last year. The following finalists all deserve special recognition;



Abigail Oleck Hewett, BeauSkin London • Hayley Crawley, Lavella Beauty & Wellbeing • Joyce Connor, Joyce Connor Makeup • Kathy Scott, Ginger Tree Holistic Skin & Lifestyle Clinic • Liz Thompson, Liz Evans Beauty • Marie Yexley, Beauty at the Bay Ltd

WE WOULD LIKE TO THANK OUR WONDERFUL SPONSORS FOR THEIR SUPPORT FOR OUR AWARDS

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THE RETURN OF A BEAUTY GREAT

Italian brand Gerard's had a prolific presence on the beauty scene but left the UK five years ago. Now they're back on British soil and we're excited to reveal them as an official BABTAC partner. Here's why you're going to love them...

While it might seem like every brand fuses nature with science, Gerard's was one of the first and has been combining the two for the past 50 years. Looking to elements of nature that have the highest biocompatibility, their ethos is to provide products and treatments that target the dermal epidermal junction of the skin and create both an immediate effect and long-term results. They're so efficacious that after just one use, professionals and clients become hooked.

A RICH HERITAGE

Famous in Italy, Gerard's was founded in the northern region of Franciacorta where their HQ and training centre still benefits from the incredible flora and foliage that surround it. Sourcing their ingredients locally where they can and working with the universities in Milan, Rome and Pisa on each and every formula to ensure they get the most comprehensive results, while the process remains local, the reach of Gerard's is global. Canada, China, Russia, Europe - you name it, there will be a selection of spas offering their exclusive treatments. And now, they're back on the UK map.

Relaunching their entire range, you may have previously come across Gerard's iconic glycolic peels - a go-to for

most beauty schools across the country. However, while they're still on offer, there's a new version 2.0 in town - Recreage - a four-week resurfacing programme that combines a multi-acid complex with epigenetic action to create a smooth, refined and brighter complexion. Performed in salon*, it uses an acid, mask and toner to enable those immediate results and an at-home cream that over time decreases the production in melanin. A win for both therapists and clients, it meets the latter's facial needs while for you it means repeat footfall and client retention.

Alongside the treatments, there are over 150 sku's on offer, ranging from their cult Magnolia Night and Day Cream to their Reshaping Thermo-Active Body Cream and their Face and Body Sun Cream. They even have supplements and a wellbeing range focused on aromatherapy blends.

A SYNERGISTIC SYSTEM

Synergy is the buzzword for Gerard's. Not only are their product ranges to be used in synergy with one another (each product acts as part of a jigsaw to enable you to tailor every active to your client's needs) the entire company ethos has a synergistic approach. At Gerard's Academy, the training centre where you can learn





‘IF YOU DECIDE TO TAKE ON THEIR PRODUCTS OR TREATMENTS, THERE IS NO MINIMUM SPEND, NO HUGE COMMITMENT UP FRONT AND NO LONG-TERM CONTRACT TO BE TIED INTO’



everything from bamboo massage to ‘Face Gym’, you not only get taught the massage techniques, you have specific training on how the products and ingredients work with the techniques along with how and when they should be used. They are firm believers that one can’t function without the other, especially when many of today’s clients are super savvy about actives and what they want from their professional treatments.

ACCESS ALL AREAS

As much as a trip to Italy would be lovely, there are other avenues to learn the Gerard’s way. Training can be taken online or in the UK, the Gerard’s trainer is a highly qualified, long standing BABTAC member - something the brand are extremely proud of as it further cements their identity as respected professionals in the industry. In fact, Gerard’s pride themselves on their professionals being well versed in anatomy and have a comprehensive knowledge of cosmetic products and ingredients - something which all BABTAC members are lucky enough to have.

The company is also incredibly supportive which is why, once you become part of the Gerard’s family, you’ll be taken under their wing and nurtured. If you decide to take on their products or treatments, there is no minimum spend, no huge commitment up front and no long-term contract to be tied into. Ideal when everyone is finding their feet after a pandemic, this unique flexibility from a brand allows you to dip your toe into their portfolio of treatments and have the freedom to discover which ones work best for you and your clientele. They even help out with little extras like towels, bowls and equipment and can even assist you with your social media so you can provide the entire Gerard’s experience from start to finish.

**The optimal time for Recreage treatments is between October - April when there is less sun.*



GENTLE ACTIVISTS

It’s no surprise that the holistic approach Gerard’s takes extends beyond its customers and formulas. Using ingredients from nature means they’re committed to preserving the eco system with all actives completely sea-friendly while their packaging aims to be either plastic-free or made from recycled paper or plastic and they favour glass bottles and jars.

A female-founded brand, equal opportunities is another part of the company’s DNA. That means flexible working for every employee so they can preserve family life and work without any compromises. They also support several women’s charities that offer cancer support, advanced learning for women and help for those who have become victims of violence.

Investing in their clients, customers, employees as well as the nature that surrounds them, it’s these sorts of collaborative and caring brands that will come to the rescue as beauty begins to emerge from a year of uncertainty. For any more information on Gerard’s or how you can work with the brand or enrol on their training programmes, visit www.cosmetic-culture.co.uk or email info@cosmetic-culture.co.uk. **▼**

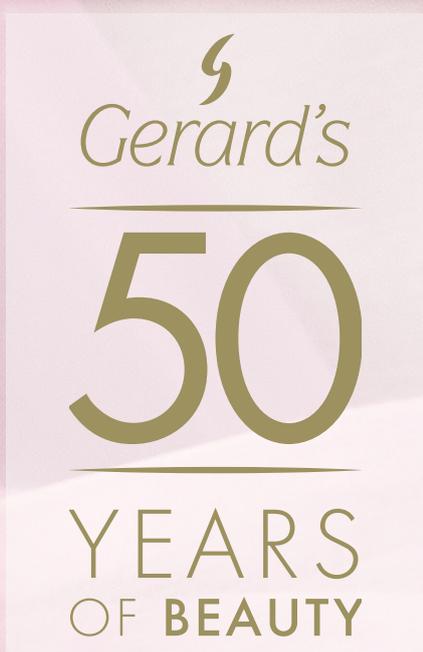
Gerard's are celebrating 50 years of cosmetic culture

- Exclusive Glycolics facial treatment for visibly renewed and regenerated skin
- Exclusive range of face, body and wellbeing treatments
- Supported by Gerard's Beauty Expert Academy

Please contact us to find out more and discuss the opportunities

info@cosmetic-culture.co.uk

www.cosmetic-culture.co.uk



REVITALIS

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Ride out the beauty storm (again) by upgrading your look, logo and logistics...

WORDS: CARLY HOBBS





W

hat do you get when you mix your skill set with a must-visit space and a concept that brings them all together? A successful beauty brand. And now's the time to get yours in shape, either by reworking your entire business or redesigning your logo, strapline and colour scheme. Upgrading will generate awareness online and within the community. It shows clients you're on top of trends and care about consistently improving your professional game. So, what are you waiting for? Ready, set, rebrand...

TELL YOUR STORY

Your brand should be something that's unique to you, stands out and pushes your beauty business forward. Whether you're at the beginning of your journey or about to embark on a rebrand, beginning with the 'why' can be a good place to start according to Sarah Brown, creator of Pai Skincare that had an entire rebrand last year after a successful 13 years in business,

"The primary motivation was that our identity didn't reflect who we were, what we did and what mattered to us," says Sarah. "I started Pai in 2007, when social media barely existed, natural beauty was under-developed, and people shopped differently. Our values remain unchanged - in fact we've never been more relevant - but we needed to tell our brand story better, pushing our commitment to sustainability. We turned everything on its head...from logo and products to packaging and the website. The process took two years and we sweated over every detail."

"I wanted to tell more of the creative stories behind our products and it all flowed naturally from there. The customer response has been so positive, and we now

look and act like the brand I wanted us to be."

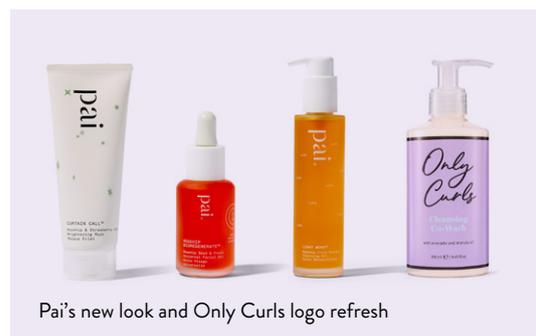
More than ever there is a need to be fully transparent with consumers and clients so make sure your story appears somewhere on your website or social media page. That way both new and existing clients can identify if you share the same values.

LESS IS MORE

Expanding your business might call for a rebrand but so too could streamlining your services. "Pre-lockdown, my beauty treatment list looked like a takeaway menu, with hundreds of options," admits Aggie Singh of Silesiana.co.uk. "Taking Pete's Scott Ultimate Sales Academy Course (ultimatesalesacademy.com), I realised it was time to focus on my passion for skincare - mainly bespoke facials."

The narrowing of her services freed up time and expenses for Aggie to secure a commercial lease on a salon, allowing her to move out of her garden cabin, and make her beauty brand work on a larger scale.

The same rules apply if you're launching a product line. Suzanne Hance of @Enhanced_aesthetics believes





‘MORE THAN EVER THERE IS A NEED TO BE FULLY TRANSPARENT WITH CONSUMERS AND CLIENTS’

it’s about keeping your line minimal but representative. “I’ve created two clay masks and a CBD serum, under The Enhanced line,” says Suzanne. “Researching and sourcing the right ingredients was as important as linking it together with my salon name, which is an extension of my surname Hance and my approach to beauty.”

LOGO LOGISTICS

A simple logo rebrand is all it takes to give your brand a mini refresh. Lizzie Carter, founder of Only Curls kept things simple to make her brand visible. “Having the words Only Curls large and centred is perfect as it’s so clear,” says Lizzie. “This means our products are instantly recognisable in social posts and online retailers.”

This works for beauty services, too. And you don’t have to change everything; modernise visuals with a nod to your original look and feel. “As many customers were used

to our original branding, we kept design elements, like the black borders, in the new look,” says Lizzie. “There were many variations before we landed on the final designs, but it pays to take your time and our sales have doubled this year. The new branding has a lot to do with it.”

Whether you’re updating your logo, website, product packaging, menu or shop front, you don’t always have to look far and wide for inspiration. Crabtree and Evelyn looked to their roots for their recent brand overhaul.

“When we first launched in 1971, it stood for connecting cultures through products, but those products had become old fashioned, making the brand stale,” says chief brand officer, Ashley Souz. “By using C&E’s beginnings, we were able to rework its future, revisiting cultures and modernising the message via our #BornCuriousGrownWild hashtag, simpler packaging and complete reformulations.”



‘CONSIDER A MOODBOARD LOOKING AT YOUR TRAINING, BEAUTY MEMORIES, A PLACE, A PERSON, A FEELING...’



To do this with your brand consider a moodboard looking at your training, beauty memories, a place, a person, a feeling...believe in what you create and stand by it, accepting that it might not be for everyone. “The reception to the new Crabtree & Evelyn has been two-fold,” reveals Ashley. “Some existing customers aren’t happy with the drastic changes, but our new customers are engaged with the reinvention of the brand.”

GOOD VALUES

Mio, another big brand that’s had a makeover, kept customers at the heart of their switch up. “We believe in highly effective products and plant-based formulations that will motivate our customers to be the best versions of themselves,” says Ksenia Lebedeva, Mio Brand Manager. Stripping back its design, choosing bright colours and simple fonts to portray this while making all their lines, from Workout Wonders to Glow Getter, accessible and attractive have made their products and intentions easy to ‘understand’ at a glance.

“The rebrand also established Mio’s firm brand values,” continues Ksenia. “Our feel-good formulations come with proven results, are vegan and cruelty-free and come in 100% recyclable packaging.” As we all become more eco-aware, weave your green game into your rebrand so clients know you are keeping up with the most important trend of all.

CLIENT CRITICS

Talking of clients, they’re your biggest asset when rebranding and Mio undertook in-depth consumer research for the brand’s relaunch. But you don’t need



Crabtree&Evelyn’s up to date branding.



WORTH EVERY PENNY

“Rebranding has allowed me to elevate and refresh my business as it’s grown from a home salon to a bespoke retreat. Inspired by the calm of marine life, I delegated the task to a graphic designer. Once my logo was done, I updated the colour scheme in salon as well as on my marketing material, website and social feeds. If you don’t want to pay £250 for a graphic designer, you could post an ad on Fiverr.com to find a pro to create your logo for as little as £20. Then just ask for the colour codes so you can co-ordinate everything else. My advice would be that if your budget is small start with a logo, lick of paint and new towels, then add to it once your cash flow increases and your brand grows.”

Diana Jenner, founder of Orchid’s Retreat

an expensive focus group - a client questionnaire via Suverymonkey.co.uk could help harness ideas about their likes and dislikes. You could even offer a prize draw to encourage participation. Once you’ve narrowed down logos and design options, return to those clients to discover if they like what they see. Instagram Stories is a perfect tool for this, simply upload the options and use the poll function to find the favourites. Instant feedback has never been so easy. ▣







FIND YOUR GENIUS ZONE

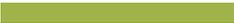
Author and careers coach, Tracy Timm talks motivation, mentoring and what to take into consideration when you're re-evaluating your business.

WORDS: BECCI VALLIS

With a degree in behavioural psychology and a successful career in finance, Tracy Timm (tracytimm.com) appeared to be one of life's great achievers but deep down she was unsatisfied and hated being stuck on a Wall Street trading floor. So, she quit, spent two years soul searching and three years partaking in human capital advisory work (assessing workers values and skills in a company) and came up with a formula that was a basis for The Nth Degree Career Academy that helps individuals discover, define and drive careers they love. Recently publishing her first book, 'Unstoppable: Discover Your True Value, Define Your Genius Zone and Drive Your Dream Career', after an uncertain and stressful year, we thought she'd be the perfect person to advise on how to move forward and get back on track in beauty. From letting go of guilt for decisions you've been forced to make to what to look for in a mentor, it could be the nudge you need to make a leap of faith.



‘SUCCESSFUL PEOPLE CONSISTENTLY OWN WHAT THEY KNOW AND WHO THEY ARE AND SURROUND THEMSELVES WITH PEOPLE WHO FILL IN THE GAPS. TO GET RID OF ANY EMBARRASSMENT OR SHAME, JUST START BY TALKING TO ONE PERSON YOU TRUST’



With the constant opening/closing of the beauty industry, how can professionals keep their passion alight?

When passion cannot physically be manifested in ‘doing’ perhaps the next best outlet is ‘learning’ or ‘teaching’. In our current scenario, a successful therapist could pursue either. Maybe you can dive into tutorials or online resources for an introduction to new and innovative methods or if you’re interested in teaching, think about BEING those online resources for other therapists or those attempting haircuts for the first time. I’ve heard countless stories of “COVID home-haircuts” gone awry – your tips could save someone weeks or months of self-inflicted bad haircut agony.

What advice do you have for those ‘taking stock’ of their career?

From a business perspective, this question requires a solid rooting in reality and a willingness to look at your situation objectively. Try and project out 90 days or 6 months into the future – can you afford your staff? Are your prices going to sustain you? Maybe even enlist some help from a business coach or financial advisor. From a personal perspective, any pending change should always begin with a good audit of your current situation and an assessment of your current values. What has shifted for you – aka: what matters now that didn’t before based on the last year’s activities? Are you now interested in variety or stability? Growth or consistency? Independence or support? The answers to these questions will give you the confidence to enact the changes that are both necessary for your business and for your spirit.

How should people deal with feelings of guilt owing to decisions they’ve made during the pandemic?

Guilt is the feeling of responsibility or regret for a real or perceived offense. So, let’s start with the ‘real or perceived’ part. Are you feeling guilty for something you’ve actually done or are you feeling guilty because you feel like you should feel guilty? These are two very different scenarios. Additionally, you might also ask the question of whether or not you’re truly the party ‘responsible’. Either way, guilt in business will often happen when tough decisions have to be made. If the slight is real, making amends or owning your part is a crucial first step. The next step is compassion for yourself – these are crazy times and we’re being forced to make

difficult decisions we did not expect to face. Give yourself some grace. If you’re doing the very best you can with the information you have, then pat yourself on the back and keep on going.

When you were re-evaluating your plans, where did you look for inspiration and guidance?

At the outset of every new year, I set aside a week for an “Executive Retreat” by myself. I do a total audit of my life, re-evaluate my core values, choose daily, weekly, and monthly commitments, and attempt to craft a holistic vision for myself and my business over the next year. I find that I draw the most inspiration for this process from my core values. I take 10 minutes to brainstorm where I experience joy and satisfaction, then I take 20 minutes to consult a list of over 500 values to see if I’ve missed anything important. From that brainstorm, I consolidate down to 10 core values, which then inform my desires and decisions for at least the next few quarters, if not the entire year.

Guidance, for me, comes from conversations with great minds that I trust. Based on my values, I reach out to smart, like-minded, positive people in my network and tell them about my values and ask for guided advice. This year, I have a strong desire for adventure and exploration, growth and learning and variety just to name a few. At first, there really only seemed like one solution but when I put these ideas in front of my advisors, I got many other viable options as well. With this breadth of knowledge, I feel much better evaluating my choices and making decisions.

What have been the biggest lessons you’ve learnt?

Whoever you truly are just gets exaggerated during uncertainty. For example, I’m a textbook extrovert who gets energy from others and dwindles while alone. There was no better example of the detrimental effects of this fact than quarantine during a pandemic. What can we do with this information? Perhaps this is a good excuse to finally ‘own’ who you really are and carve out more time to really be yourself, both in your business and life in general. If you’ve been spending years trying to force your square peg into a business round hole then ask yourself if now is the time to finally search for an environment where you can thrive naturally and stop ignoring your personality and gifts (or trying to succeed in spite of them!).



You talk about ‘defining your genius zone’ - can you explain what this means?

In the book, I define your Genius Zone or Niche as the intersection of three specific components of who you are. We call them “Now, Nature, and Nurture”. Now represents where you are in life currently and includes your core values and desires. Nature is your natural set of behaviours, personality, gifts and strengths. Nurture is the knowledge, skills, and expertise born of your collective life experiences, education, and work history. At any moment in time, your Niche is the place where all of these qualities intersect - somewhere you can be living your values, using your natural gifts, and leveraging what you’ve learned and earned over time. If you’re going through this process for the first time, I recommend starting with a life audit (be honest!) and re-assessing your core values. You’ll immediately see what’s missing in your life and be able to articulate what really matters and where you’re in or out of alignment. It will be insanely eye-opening!

If you’re feeling lost, would you advise enlisting a mentor and for those who already run a business, how do you get rid of any embarrassment or shame when reaching out?

100% find a mentor! Ask ANY successful person and he/she will tell you that they have succeeded by ‘standing on the shoulders of giants’. We all need advocates, sponsors, supporters and cheerleaders if we want to experience any level of sustainable success. The idea that you shouldn’t need help or that you’re weak for asking for help makes me infuriated. I used to feel that exact same way and I believe that

it’s been woven into society that success is won alone or independently. It’s not.

Successful people consistently own what they know and who they are and surround themselves with people who fill in the gaps. To get rid of any embarrassment or shame, just start by talking to one person you trust. Tell them you’ve tried everything you know to try and you’re coming to them because of the trusted guidance they’ve provided in the past. Not only will they fall over themselves to help, but you’ll make them feel amazing in the process.

What’s the one piece of advice you always pass on?

After I quit my Wall Street job, I went on a Semester at Sea. I met some amazing people including a professor of psychology. He taught me one of the greatest lessons of my life about regret. There are only two types of regret-- regretting something you DID and regretting something you DID NOT do. The brain can handle regretting something you DID because there’s an end to that story. However, what the brain struggles with the most is when we DON’T do something. That’s because it will continue to search for an outcome even though there isn’t one. That’s why we’re haunted by ‘what if’s’ - it’s the brain searching for an answer and coming up with infinite possibilities. As soon as I learned that, I realised it’s much riskier to NOT TRY than to TRY and potentially fail. If you want to live a life you’re proud of with as few regrets as possible you can’t afford the risk of NOT trying at all. ▣





HOW TO GET TO GRIPS WITH VIRTUAL REALITY

Online consultations, facials via Facetime, the pandemic has meant the world of beauty has migrated online. Not logged on yet? Here's how it could work for you and your clients.

WORDS: BECCI VALLIS

If any industry has proved how resilient it is during a global crisis, it's beauty. With the high street shut down, businesses and brands have had to find new ways of engaging with clients remotely. Whether that's offering online consultations, hosting beauty masterclasses via Zoom or conjuring up stay-at-home experiences; dermatologists, make-up artists, facialists and even waxing specialists have logged on to a whole new way of working.

Even as beauty re-opens, it appears that this digital overhaul is here to stay with research and consulting firm Gartner suggesting that this is just the beginning of 'virtual selling'. Brands like MAC, Clinique, Kiehls, Caudelie and Foreo have seen an uptake in sales owing to their online consultations, and John Lewis is hosting three Virtual Beauty Weekends this year after the huge success they had in 2020. Just before Christmas they even broke a Guinness World Record with Charlotte Tilbury

for the 'Largest Ever Online Virtual Masterclass' which sold over 11,000 tickets.

Obviously, it's on a different scale to independent therapists and professionals but keeping the conversation going with clients has been a crucial part of surviving lockdown. "As well as looking at their skincare routine, the sessions have been great to check in on people's mental wellbeing as it provides regular contact with someone they know from the salon but who is an outsider to their everyday lockdown life," says Jennie Lawson, owner of Mimosa Beauty Salon.

Naturally, beauty relies on face-to-face interaction and even with VR headsets, a treatment will never be the same as having a hands-on experience but keeping customer engagement going during these difficult times has been invaluable - to professionals and clients. If you haven't tried it yet, here are some need-to-know snippets that might spur you on to switch on your camera access. >

'T'S GOOD PRACTISE TO DO A FEW DRY RUNS TOO BEFORE DIVING INTO YOUR FIRST CONSULTATION, JUST TO CHECK THAT THE LIGHTING AND SOUND ARE CLEAR, AND THE CAMERA ANGLE IS POSITIONED WHERE YOU WANT IT.'

SET THE SCENE

Practically, you need to get it right if you want your online offerings to be a success. "It is really important to have a clear background, make sure the light is in front of you, not behind you (otherwise you'll become a silhouette), check your WIFI connection before going live and make sure that others in your household know not to interrupt you or be noisy while you are working," advises Katie White, owner of re:lax salon who has been performing consultations, workshops, Instagram Lives and tutorials since last March and now has a YouTube channel. "If you're working at night or in a darker room, I would recommend buying a ring light or panel light - they're quite cheap and if you are using your phone for content, I'd suggest getting a tripod - they're inexpensive and make life so much easier."

It's good practise to do a few dry runs too before diving into your first consultation, just to check that the lighting and sound are clear, and the camera angle is positioned where you want it. This is even more important if you're planning on doing any demos. You could even do a practise session on a friend or family member if you're feeling nervous or want the chance to change your set-up.

The most popular video conferencing services are Microsoft Teams and Zoom as they have been designed to host online meetings but make sure you read the small print as Zoom often cuts off after 40 minutes. "I'd advise upgrading your Zoom subscription as you don't want to be running out of time or rushing," says Kim Harris, owner of Visage Beauty. "I never put a time limit on my calls as you never know what you might end up discussing and if there's a group rather than an individual it does take a little longer."

Planning out sessions is important too, says Jennie. "The first thing I did was set up an online calendar (I chose Calendly). You can create a timeframe that works around your home life and creates a discipline for you and your client so they know they can't contact you 24/7."

BE A GOOD COMMUNICATOR

"I always start by asking clients what interested them in booking a session with me and what are the key things they would like to get out of it," says Kelly Dawn, red carpet make-up artist and Influencer who over the past 12 months has started using her social media feed to create looks on herself and opened up her private make-up lessons online. "It's also important to have a clear service

offering so the client knows exactly what they are signing up to and what to expect." This also means that your clients can organise themselves and have any relevant products they need to hand before the call so it doesn't eat into their (or your) time. "By doing the preparation beforehand it makes the client feel comfortable and gives them the opportunity to switch off from their day to day lives and focus on themselves," agrees celebrity facialist Michaela Bolder who has been back to back with online 1-2-1's.

Skin and wellness expert, Marie Reynolds also stresses just how important initial consultations can be and how, with the absence of being in the presence of one another, it's even more important to assess the clients on as many levels as you can. "During our training as therapists we are taught to ask only the basic questions to make sure the treatment is safe for our client but it's a missed opportunity as your client will only tell you what they want you to know so ask questions about what food they eat, are they sleeping with technology in their room etc to give you more of an idea about what's happening with their skin and body," she says. "Don't pigeon hole your modalities either - if you've done reflexology for example, ask your client to show their feet and bring it into your skin consultations. Arm yourself with as much information as possible to make your consultations valuable."

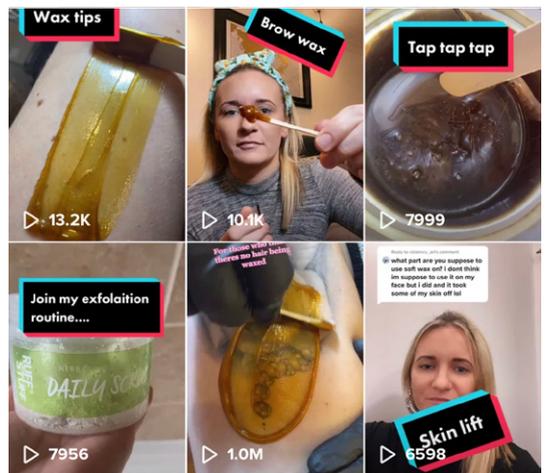
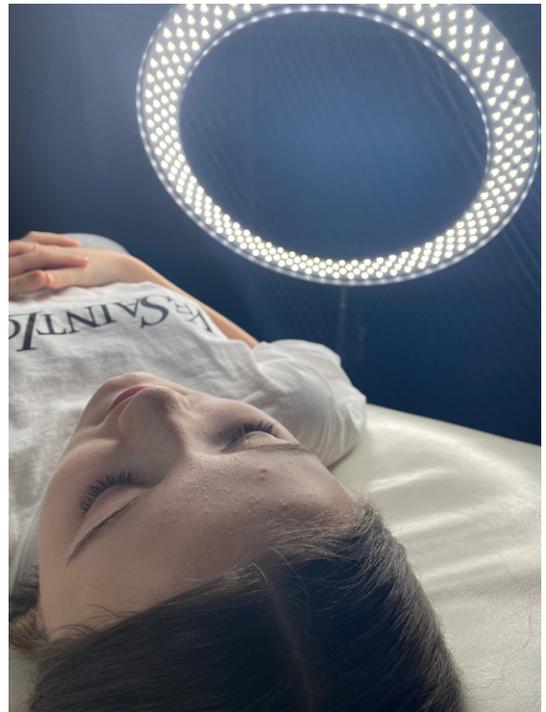
MONEY MONEY MONEY

Talking of value, when switching your services from in salon to on Zoom, pricing can be daunting but Kelly advises charging based on the value of your time and services and the demand for them. "You can always start with an introductory offer to gauge interest," she says. And don't undervalue yourself - "Just because a consultation is done digitally rather than physically, the clients are still paying for your amazing knowledge and time and this has just as much value as treatments in my opinion," admits Katie.

"My sessions are £30 for 30 minutes and after each consultation I send them notes of everything we discussed along with a treatment plan and a 30% off code to be used within the Mimosa online shop so they can start their skin journey and as a thank you for booking in," explains Jennie. "I have also created at home skin kits which come with pre-recorded online training videos and have recently launched free 15 minute consultations which can be redeemed using a code in their kit."

Discounts, money off vouchers and at-home kits are





From l-r: make-up artist, Kelly Dawn, Becky Priest and Katie White from re:lax



‘BY OPENING UP YOUR SERVICES, YOU MIGHT REALISE YOU DON’T HAVE TO SLOG YOUR HEART OUT WORKING UNSOCIABLE HOURS AS A MOBILE THERAPIST AND CAN MIX AND MATCH YOUR ONLINE/OFFLINE OFFERINGS.’



all other ways to keep your retail side of the business afloat too. “My main stockist - Image skincare have put on various offers, one of which was to have a 50% off all samples so I offered a virtual Zoom facial that went with the samples,” says Kim at Visage. “The kit I offered was £25 and came wrapped in pretty tissue paper and ribbon so it looked like a lovely gift and I also included facial sponges and a little disposable headband. They generated sales as if a client wished to buy a retail product within 7 days after the zoom they’d receive 10% off their order.”

CHOOSE YOUR MEDIUM

While Zoom and Microsoft Teams are great for one to ones and group sessions, you don’t have to stick to conferencing tools and social media can be a great way to showcase your work and build up a new virtual client base. “I used to share a quick video or image of my work from a red carpet event, a glamorous wedding in India or fashion week but when lockdown hit and all my work got cancelled I mustered up the courage to do my first self tutorial,” says Kelly. “My face hadn’t previously been a feature on my Instagram but the positive response motivated me and at the start of 2020 I had 35k followers and now I almost have 100k! I have been offering private make-up lessons in person for the past 10 years but had never considered doing it online and when I opened this

up to Instagram I had over 280 emails in the first day. It’s been so interesting to connect to so many people and about 50% are make-up artists and 50% are women who want to learn how to look their best.”

Becky Priest, a waxing specialist who set up Becky’s Beauty School last year after qualifying as an educator also turned to social media to spread the word and build up her business. “I’ve worked full time successfully for years but one thing I’ve always struggled with is advertising waxing as it’s not an easy or flattering treatment to post about on your social media platform,” she admits. “However the last lockdown forced me to get on the case of engaging with future students and help those who were attempting to wax at home - badly. I discovered TikTok and set up my beauty school account. In three weeks I gained nearly 10k followers all wanting help and a lot were beauty students or therapists that had fallen out of love with waxing due to lack of confidence.”

WHAT DOES THE FUTURE HOLD?

Running a full time business is a juggling act in itself so add in online consultations and it might mean you’re faced with the prospect of no sleep. Or by opening up your services, you might have realised you don’t have to slog your heart out working unsociable hours as a mobile therapist and can mix and match your online/offline offerings.

“The last time we re-opened, we didn’t have the resources to carry on doing virtual consultations as well as treatments but if it’s possible we will continue this time round,” explains Katie at re:lax. “We’ve also launched a streaming service called re:lax Skin Society where clients can access on demand workshops, tutorials and exclusive discounts on our Skin Store which is definitely a virtual arm of the business we’ll continue to grow.”

It has also made services accessible to those who might not have been able to commit beforehand and as Kim Harris found, it’s been a wonderful way for people to engage with one another. “I’ve found mothers and daughters get together for a pamper session or a group of girlfriends - some even have Champagne and canapes and make it an event on a Saturday night,” she says. “I am always open to new ways to generate new business and have seen so many changes in the industry over the years (I qualified at 19 and am now 48). What I’ve learnt is to ride the crest of the wave rather than fight it and while nothing is the same as seeing a client face to face, things are forever changing and that’s exciting.” **■**

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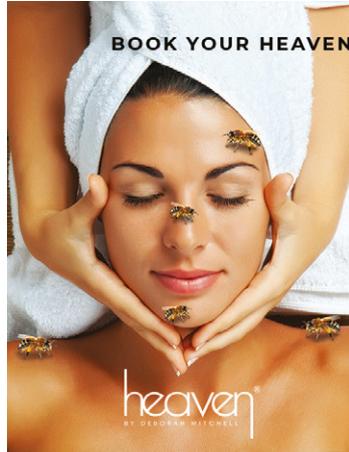
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WHEN SKIN BECOMES MIND OVER MATTER

More people than ever are feeling stressed out about their skin which is why the demand for psychodermatologists is on the rise. Here's how to spot if your clients are struggling.

WORDS: BECCI VALLIS







'23% OF PEOPLE AGREE THAT THEIR SKIN HAS IMPACTED THEIR MENTAL HEALTH'

While Zoom, Teams and Facetime have kept much of the beauty industry in business (see page 36 for proof), these virtual meetings have revealed a darker side to the platforms with many people admitting they're more self-conscious than ever. A recent study commissioned by skincare brand MEDOVIE found that 50% of people loathe seeing their own face on video calls while 75% admitted to being unable to concentrate because of being too distracted by their own appearance. Over a quarter of participants said it was their skin that was their biggest area of concern with spots, wrinkles, eye bags, blotchiness and flare-ups like eczema and psoriasis contributing to their low opinion of themselves. So much so that 23% agreeing that their skin had impacted their mental health.

The link between stress and skin isn't anything new. Neither is the concept that the mind and body function as one, but with the advent of online living and having to come face to face with yourself every day (literally), it's heightened the severity of how complexion concerns can impact someone's wellbeing. "People with skin conditions are already at a higher risk of developing poor psychological health, meaning they are more likely to feel embarrassed, low, anxious, have body image issues or feel socially isolated," explains Dr Alia Ahmed, consultant dermatologist with special interest in psychodermatology (thepsychodermatologist.com). "I currently have a patient that has formed a perception of how they look through videoconferencing and by not having 'flawless skin' or a good 'no make-up look' it's causing appearance-related issues which may not be as severe as they seem."

A VISCIOUS CIRCLE

The more stressed someone is, the more likely it is that their skin will erupt. "Stress puts our skin on the back foot, compromising its ability to function at its optimum level as the body prioritises key organs first, which can leave the skin starved of hydration," explains Abi Cleeve, founder of SkinSense. A reflection of the turmoil going on inside the body, the outward display can be anything from acne to eczema. That's because when we're stressed, keratinocytes in the outer cell layers produce cortisol, the

inflammatory hormone and can trigger redness, dryness, fine lines, oil production, sensitivity, puffiness around the eyes and spots. The catch 22 is that these are all signs of stress, but these signs then make people more stressed and on it goes until the vicious circle is broken. Easier said than done but that's where psychodermatologists are stepping in.

WHAT IS A PSYCHODERMATOLOGIST?

A sub-speciality of dermatology, psychodermatologists are doctors with expertise in both dermatology and mental health who treat the mind and the skin together. "Firstly, it is important to correctly diagnose and treat the skin problem that my patients present me with. This can include topical treatments, oral and injectable medications or other treatments," continues Dr Alia. "I also discuss their skincare regime and then measure the quality of life, anxiety and depression using validated questionnaires. This information helps me to form an impression of how well the patient is coping with their dermatological diagnosis. If they are not coping well, adjunctive treatments like relaxation therapies, mindfulness and other cognitive-behavioural therapies can help."

As anyone who works with skin knows, lifestyle is another red flag when it comes to what's happening on the surface. Sleep, diet, exercise, daily fluid intake as well as whether someone lives in a highly polluted area for example is also taken into consideration to see if these can be managed and positive changes made. "When we are stressed, we tend to lead a lifestyle that is poor and don't have time for the TLC such as good skin routines so it's not only the stress that affects our skin but the typical stressed-out lifestyle too," admits Dr Ellie Cannon, GP and author of *Is Your Job Making You Ill?*

WHO SHOULD SEE ONE?

"The patients I see include those with chronic skin diseases (acne, rosacea, vitiligo) that have a psychological



impact like low self-esteem and depression, and those conditions that are impacted by stress (eczema, psoriasis, urticaria). I also see patients whose skin problems are rooted in psychiatric or psychological distress, for example chronic itch, hair pulling, skin picking, nail biting and body dysmorphia,” continues Dr Alia.

If you have regular clients, you might be able to spot the signs immediately if there is a change in attitude or a fixation on a particular issue. Their mood might shift too and if they seem anxious, withdrawn or even not as happy with their treatment as they normally are, these are all warning signs. With salons closed and regular treatments off the cards, for clients who you know are already suffering with skin conditions, they may have worsened, so it’s important to check in with them as much as you can. Yes, it might mean another dreaded online call but if they only want to speak on the phone, it’s yet another indication that they might not be coping.

“Patients that present to facialists and aestheticians may be feeling vulnerable about their skin but may also be able to highlight that their appearance-related concerns are impacting their quality of life,” says Dr Alia. “You could then direct them to their GP or dermatologist

for holistic management of their skin and psyche. There are also some excellent online resources available via the British Association of Dermatologists (skinsupport.org.uk) or Changing Faces (changingfaces.org.uk).”

HOW TO HELP

At the end of last year, Dermalogica launched its Meaningful Connections Certification. In a bid to recognise the challenges being felt over the past year and the lack of human touch, “mental health has taken on more significance than ever before and it felt natural for us to fill an educational gap in the industry that will empower professionals to navigate emotional and challenging conversations during these times,” says Tabby Zamani, Dermalogica Head of Education. Focusing on eight core pillars, it teaches everything from listening skills and body language guidance to practising positivity, breathing exercises and gratitude.

The holistic suggestions are something the experts whole-heartedly recommend. “Research shows that a stressful environment that’s noisy or uncomfortable can affect mental health and wellness, so I advise patients create a feeling of positivity around them using scents



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3. SkinSense Nourishing Facial Oil, £30

Replacing moisture lost to stress, this antioxidant-rich oil is like a comfort blanket for your complexion.

4. Dr Dennis Gross B3 Adaptive SuperFoods Stress Rescue Super Serum, £75

Niacinimide and adaptogens including shatavari tackle physical and emotional signs of stress.

5. This Works Stress Check CBD Face Shield, £17

Hyaluronic acid hydrates while CBD fights inflammation and Ylang Ylang and Neroli balance the mind. Spritz and go.

‘IF YOU HAVE REGULAR CLIENTS, YOU MIGHT BE ABLE TO SPOT THE SIGNS IMMEDIATELY IF THERE IS A CHANGE IN ATTITUDE OR A FIXATION ON A PARTICULAR ISSUE.’

they like and music and texture like a soft throw or cushion. I tell them to think about what makes them happy and try and get them to build that into their day and remind them to acknowledge what they’re thankful for. Saying positive things about themselves and dealing with negative thoughts is also something we work on. When you experience a negative thought that is persistent, if you challenge its validity, it can limit the damage the thought causes,” explains Dr Alia.

Teaching your clients a simple facial massage routine can be another way to calm both the body and mind. “When you’re stressed your whole body and face feels tight which means oxygen and blood are not flowing freely or reaching the skin in the way they should,” explains Sue Harmsworth, founder of ESPA. Massage will reopen those gateways, helping skin cells to regenerate and recover and naturally raise those endorphin levels – the hormones that help counteract the negative effects of cortisol. You could even incorporate some breathwork and essential oils that impact the olfactory system to induce feelings of tranquillity.

As the research continues to grow, so do the products designed specifically for stressed skin. Labelled as ‘emotional skincare’, formulas are focusing on aromatics that calm the mind and body and actives that deal with the skin. Ingredients like neuropholine that breaks down cortisol production, CBD that tackles inflammation and adaptogens like shatavari that help the body deal with stress are popular, although each skin concern will have different requirements. If it’s acne and oiliness for example, acids that reduce sebum production and exfoliate will be useful and if it’s a disrupted skin barrier, products that have natural humectants are a must.

The big takeout is the mental repercussions that someone’s skin can have on their overall wellbeing and the growing need for psychodermatologists. Luckily the UK has become a leading centre for research in this area and there is now a whole movement including conferences, charities, courses and dedicated clinics. Knowing that there are people there to help will hopefully encourage you and anyone suffering to reach out. Remember, happy mind, happy skin. ■

EXTRA SUPPORT

DR ALIA AHMED’S LITTLE BLACK BOOK OF WHERE TO SEEK HELP FOR THOSE SUFFERING:

Patient support organisations (eg. Vitiligo Society, National Eczema Society, Psoriasis Association).

Counselling – speak to your GP about how to access counselling for difficulties you are experiencing.

Talking therapies – in some areas talking therapies can be accessed through self-referral, if you are not sure, ask your GP or check online.

Primary care services – your GP or practice nurse may have some helpful insights into how you can manage the psychological impact of having a skin condition, and they can refer you to an expert if needed.

Dermatology departments – dermatologists and dermatology nurses see people with skin conditions every day and usually have a good understanding of how life-changing a skin diagnosis can be.

Psychodermatology services – psychodermatology is a subspecialty of dermatology that considers the mind and skin together when seeing a person with a skin condition. These services aren’t widely available yet but can be an excellent source of support for patients.

Psychology services – if conventional support services are not making a positive impact you may be referred to specialist psychology services for more expert assessment (eg. a clinical psychologist).

Psychiatry services – some people may benefit from psychiatry input if they have clinical levels of low mood or anxiety and have not responded to conventional treatment.

Self-help resources – there are a wealth of self-help resources available online, it is worth having a look to see if any of these can help.



NEW MUST-READ

Industry legend and new BABTAC Board member, Susan Routledge has released a new book, *Beauty and The Best* - an inside story of how to make it. Featuring BABTAC's very own Lesley Blair, here's a taster of what to expect...

Showcasing the stories of 22 inspiring industry leaders and how they carved their career paths, Susan Routledge wanted to inspire others to follow in their footsteps. With no two journeys ever the same, from Susan's own story to

Sara Shoemark, Stefania Rossi, Marta Zaczkowska and BABTAC's Chair, Lesley Blair, they all offer invaluable advice on how to build a business, navigate murky waters and always come out on top. Here we share a few of our favourite extracts...



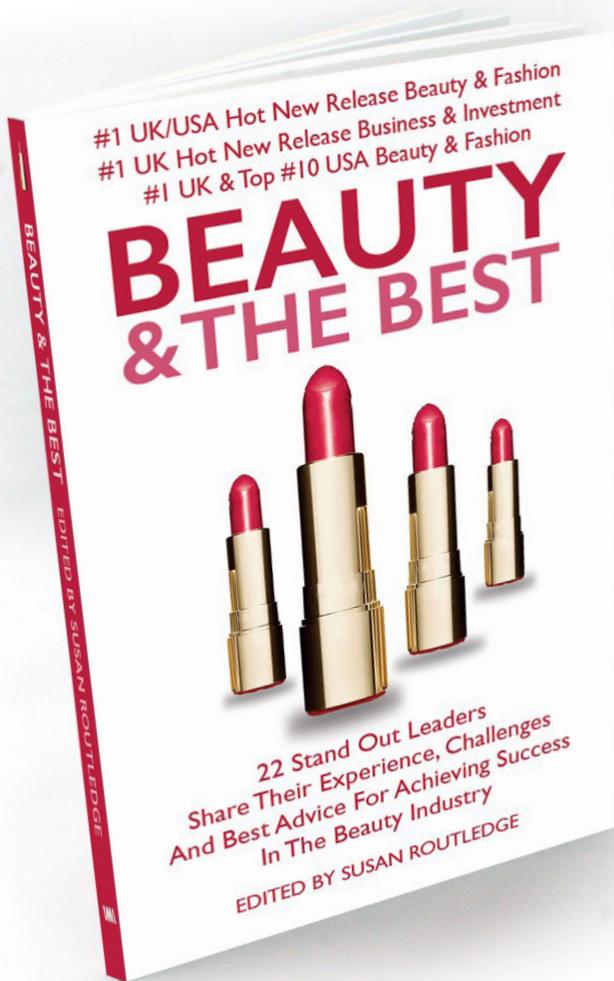
LESLEY BLAIR:

"I knew I wanted to be Chair of BABTAC from an early age. My first job at 17 was as a trainee beauty therapist, as soon as I qualified, I sent off my certificates and was delighted to receive my certificate and that coveted badge. I had arrived! My certificate was signed by the chair of the board and I decided then that one day it would be my name. It would take me a good 30 years to reach that point and a fair few beauty roles in between but it was always in my sights.

It is important to have the courage to identify and surround yourself with people who possess skills that aren't your strength and allow them to lead when necessary. Remember you can do anything but not everything! Teamwork and mutual respect for one another is essential for success.

The past 30 years have taught me so much but I will never stop learning - every day is a school day. I've gone from being a naïve trainee beauty therapist in Scotland to sitting on round tables with MPs - being part of All Party Parliamentary Groups (APPGs) I have also been honoured to work closely with the other leading industry bodies as part of the government COVID taskforce. Working together with all these extraordinary industry contemporaries to help our industry overcome the challenges of the past year, while raising our sector profile within government, has been truly rewarding. Making a difference for the greater good is what drives me. I truly believe if you persevere, the world is your oyster and you should never be afraid to dream big."

‘REMEMBER YOU CAN DO ANYTHING BUT NOT EVERYTHING! TEAMWORK AND MUTUAL RESPECT FOR ONE ANOTHER IS ESSENTIAL FOR SUCCESS’



SUSAN ROUTLEDGE:



“I wrote myself a note declaring that my salon would win the Title of ‘Professional Beauty Best Large UK Beauty Salon’. It was a really big ask as previous winners all seemed to be well known city centre salons and my business was unknown and 14 miles

from any city. We proudly won the title in 2007. Along my business journey, I have created my own personal formula to Reach for The Stars on an analogy of L.I.F.E which I would love to share with you:

The L is for LOVE. I always aim to only do what I love. I send love daily to myself plus everyone and everything. In return I only attract the best people to me, without fail.

The I is for INVEST. I invest time and energy in myself on a daily basis. I meditate every day and spend time learning, journaling, and visualising what I want to create. I have a never-ending thirst for personal and business development.

The F is for FOCUS. I only focus forwards and in a positive way. I believe everything happens for a reason, giving us emotional feedback and an opportunity to think better thoughts. I don't ever dwell in negativity as it keeps you stuck and attracts more of the same.

The E is for EXPECT. This is a huge one. You can only create what you truly believe. I believe that I can create anything that anyone else has achieved, and you can too.”

» Available from Amazon in paperback and on Kindle.

SARA SHOEMARK:



“I am passionate, enthusiastic, brave, annoyingly optimistic and prepared to work incredibly hard, but as my business grew, I knew, if I wanted to secure future success there are times when it is essential to seek specialist support.

Their contributions have been an essential part of the continual development of our salons. I will always outsource things in areas that I know nothing or little about and I focus my energy on my strengths, ensuring that GLOW [my salon] continually moves forward, embracing the future alongside always installing our basic values.”

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WOULDN'T YOU LIKE TO KNOW



BABTAC's new Head of Finance and Business Support, Martina Robinson isn't just a dab hand at dealing with numbers, she loves belting out a bit of Beyonce too!

How long have you worked for BABTAC?

I joined the team mid-October last year so I'm still a newbie!

Can you explain what a day in your job looks like?

Being Head of Finance you have multiple emails from both internal and external people so going through these first thing in the morning is a must. No one day is ever the same so depending where we are within the month my job can comprise of balance sheet reconciliations, liaising with department heads on various queries and projects, on-going management, accounts prep work and everything in between!

What do you love about your job?

Solving queries/problems and working with a lovely team.

Are you a beauty fanatic?

I wouldn't say I am a beauty fanatic, but I do have go-to products for my hair. Having natural 3c/4a type hair I wouldn't be without my shea moisture protein treatment, crème of nature curl activator and twisted sista gel.

What's the first treatment you'll be booking in for when the industry reopens?

I'm not sure whether it will be nails or eyebrows first. I do like to have a bit of gold sparkle on my nails!

What does self-care mean to you and do you give yourself enough of it?

Self-care means taking time out for myself to just sit down and relax. Working full-time and being a mummy to a boisterous four-year-old it's go go go but I wouldn't change any aspect of it.

Have you had to do any home-schooling?

My son doesn't start school until this September so thankfully I haven't had to do any. I take my hat off to every parent and carer who has been doing this whilst the schools have been closed as I can only imagine how difficult it is whilst also trying to work yourself.

What's been getting you through this past year?

My son and partner, there's never a dull moment with those two!

Where was your last holiday?

We were supposed to go away to the Canary Islands in Oct '19 however Thomas Cook went into liquidation and then the pandemic began so we are still awaiting a much needed holiday abroad!

If money was no object, where would that be?

Bora Bora! It looks absolutely stunning there.

Do you have any hidden talents?

I've been told that I'm a good singer, however I'm definitely not a Whitney Houston! Give me a Mary J Blige or Beyonce song and I'll start singing like I was in concert with them!



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