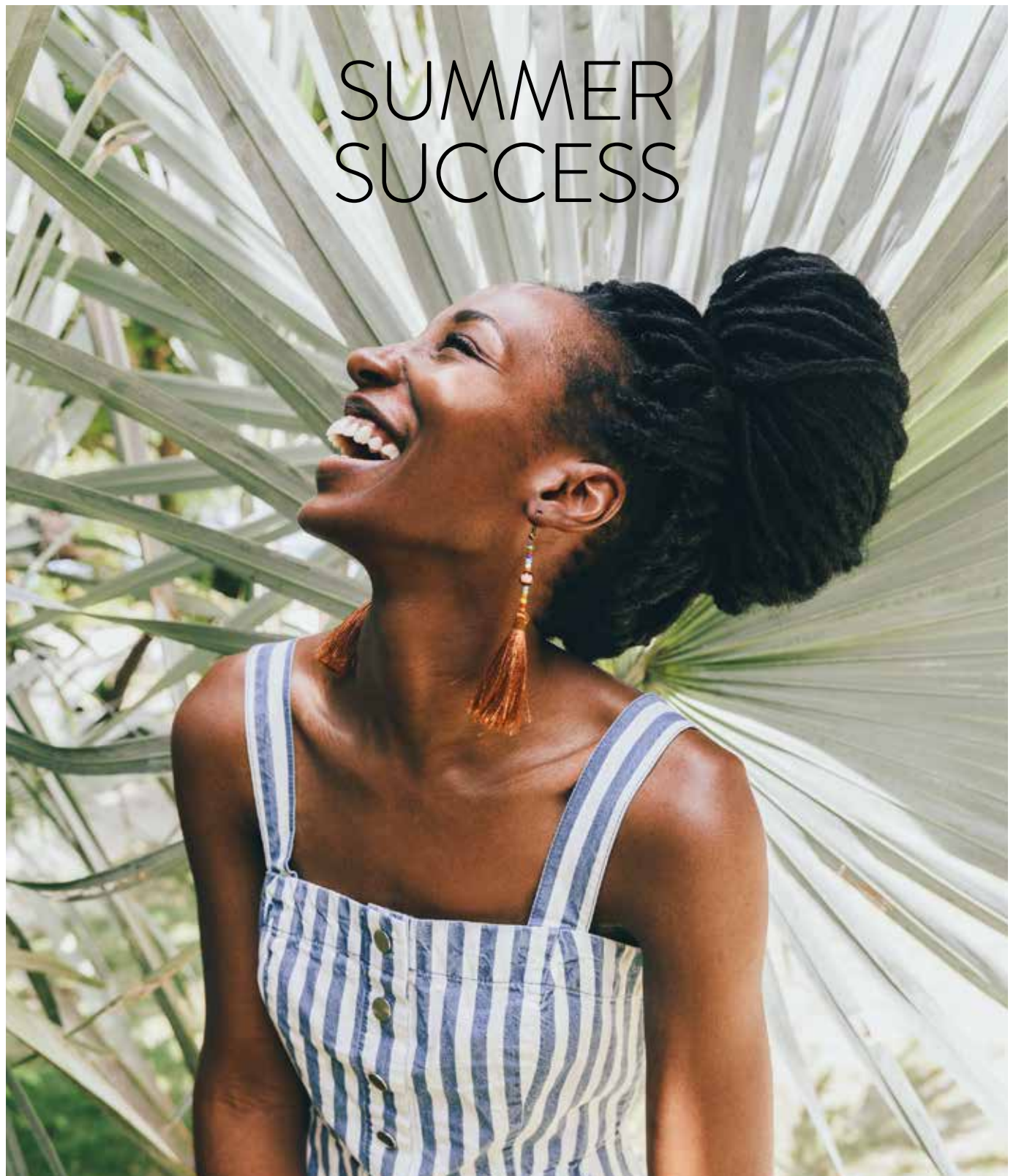


VITALITY

THE BABTAC & CIBTAC MAGAZINE FOR THERAPISTS WORLDWIDE
JULY/AUGUST/SEPTEMBER 2026



SUMMER
SUCCESS



STUDEX®
50 YEARS OF EXCELLENCE

Boost Your Salon's Business with Studex Piercing

With minimal setup costs and impressive profit margins, adding piercing is an easy way to attract new clients, increase revenue, and stay ahead of beauty trends- all supported by expert guidance at every step.

Start offering safe, professional piercings with Studex.

STUDEX UK LTD. | studex@studexuk.co.uk | www.studexuk.com

☎ 01733 232350 | ☎ 07907 827804 | [f](#) [i](#) [in](#)



VITALITY

The membership magazine
of BABTAC & CIBTAC
C3 & C4 Spinnaker House, Spinnaker Road,
Gloucester. GL2 5FD
01452 623110
babtac.com
cibtac.com

EDITORIAL TEAM

Tel: 01452 623116
Managing Editor Clare Harris
vitality@babtac.com
Editor Becci Vallis
vitality@babtac.com
Lead Designer Ian Feeney

ADVERTISING SALES

Tel: 01452 623116
Clare Harris
marketing@babtac.com

Cover image
Stocksy

Whilst every care has been taken in the compilation of this publication, any error or omission is not the responsibility of BABTAC, the publisher or editorial staff and opinions expressed are not necessarily those of BABTAC, the publisher or editorial staff.



STAY IN TOUCH

@BABTAC

@CIBTACofficial

facebook.com/BABTACofficial



FIRST WORD

The past few months have once again reinforced the importance of ensuring our sector's voice is heard and correctly understood at the highest levels. Last week I attended a Cabinet Minister Round Table to highlight the realities facing beauty professionals and the urgent need for meaningful, long-term progress for our industry. We also submitted advice to the Department of Health & Social Care (DHSC) regarding the definitions and classifications within draft regulations to ensure they are risk proportionate and not subjective, to ensure we protect not only the consumers but also our appropriately qualified advanced beauty therapists.

In May I was back in Westminster for the release of the UV Safety Report, A Preventable Crisis, published by the Beauty, Hair & Wellbeing APPG with support from the British Beauty Council, (see BABTAC News for full story). I was also honoured to be appointed as a Trustee of the Joint Council for Cosmetic Practitioners (JCCP) - BABTAC's inclusion strengthens representation for beauty professionals and supports our shared mission to build a safer, more trusted industry.

The Sharp Standards Launch with BABTAC Patron, Dermalogica, at Westminster at the end of April was a huge success and the Guide has been so well received - a testament to the hard work and dedication that went into it! More recently I attended our Patron Skin Rocks' amazing launch of their new Strong Acid in London and was also delighted to be invited to visit another Patron & Partner, Janssen Cosmetics, at their head office in Aachen, Germany. All these events were inspiring and informative, offering valuable insight into their innovation, research and commitment to professional excellence. Strengthening relationships with partners who share our values is essential as we continue to champion high standards across the sector. (See more on all these events in BABTAC News)

Amid these important developments, I am also thrilled to celebrate the achievements within our own community. Congratulations to all our BABTAC & CIBTAC Awards semi-finalists. Your dedication, professionalism and passion continue to elevate our sector, and we wish each of you the very best of luck as you progress to the next round.

As we move into the second half of the year, our focus remains clear: championing professionalism, amplifying our sector's voice, and driving forward the changes needed to secure a stronger, safer future for all.

Enjoy your summer!

Best wishes

LESLEY BLAIR M.B.E, CEO AND CHAIR, BABTAC & CIBTAC

VITALITY AT A GLANCE

On *page 20* discover the benefits of having a mentor - at every age and every stage of your business.



Our most responded to social post, turn to *page 24* to see where your peers stand on whether uniforms should be mandatory.





There's a whole host of exciting new SPF formulas to shout about with your clients. Turn to *page 32* to get the lowdown.

Turn to *page 37* for the second instalment of our 'Day in the Life Of' feature where we talk to some of the best in the business about their work/life balance.



Could pop-ups boost your business? We look at who's getting it right on *page 28*.



MEMBER NEWS



AWARD WINNING CREDENTIALS

Proving it's never too late, aged 88, BABTAC member Johanna Lack was recently awarded the Create Joy Foundation's first award. Presented at the Embassy in London by Marion Matthews, the former editor of Health and Beauty Magazine and Professional Beauty World, Johanna was truly stunned to receive the email from Susanne Melchiorson in Denmark where Johanna has worked and trained many times. "I have been doing electrolysis and beauty work for over 50 years and have visited Copenhagen on many occasions to do courses in electrolysis," says Johanna. "For me, travelling to the many Beauty Congresses all over the world – speaking and showing before and after pictures of my work was normal but I could not believe the news that I was to win this amazing award."

Recognising Johanna's hard work, she is also the pioneer of the 'Du'Lac method' – a special electro-cosmetic treatment used to remove skin imperfections. This is also what led her to receive the CIDESCO gold medal which she is also incredibly proud of. "It was different back then, I spent six months doing only electrolysis and on finishing I worked for two eye surgeons and had the opportunity to watch minor operations which was a useful start. It seems to be different now with week long courses becoming more common."

Proving exactly how far good credentials and further training can boost and enhance your career and give it the longevity to last 60+ years, we're thrilled for Johanna on her award-winning achievements.



PRODUCT DEVELOPMENT

Congratulations are in order for facialist and owner of Skin Matters, Joanne Evans who has also been a BABTAC member for over 30 years and had her clinic in Holland Park, London for six years. Offering a comprehensive range of skin treatments that include deep cleanses, peels, laser, IPL, LED light, microneedling, radiofrequency, Morpheus 8 and more, Joanne's mission has been to combine the latest innovations in beauty with ancient facialist techniques. As part of her understanding of skin health, two years ago Joanne created a gel for post treatment use, designed to repair and heal the skin after seeing firsthand what skin needs (and what it doesn't) and it's quickly becoming recognised on the beauty circuit as a must-have.

"I wanted to curate a product that could be added into professional skincare

when skin was going through some stressors. This is the formulation I've long searched for, but never managed to find as it will not exacerbate inflamed and itchy skin, but instead work its magic to rebalance, calm and protect," explains Joanne." So far, it has had some incredible coverage and has gone into John Bell & Croydon and a French pharmacy."

Free from perfumes, essential oils, parabens and waxes and a combination of pH-balanced ingredients including glycerine, niacinamide, panthenol, hydrolysed plant proteins and alpaflor, an organic mallow plant extract known for its anti-inflammatory and antioxidant properties, Joanne is hoping more of her peers will discover the benefits of the formulation in and out of the treatment room.

BIRTHDAY CELEBRATIONS

Celebrating 20 years of Beauty by V, this July marks a milestone built on passion, resilience, and growth. Founded on 1st July 2006 by Vici Heming, her journey started when she began renting a room in a hair salon. Over the next 12 years, hard work, dedication and a loyal following steadily saw her business take shape and in 2017, just two months after getting married and with a two-year-old in tow, came the bold leap into her first premises; The Promenade in Cheltenham. It created space not just for a business, but for a vision to grow a team.

Eight years on, having weathered the challenges of Covid, Beauty by V now thrives as a team of seven. Known for exceptional nail services and meticulous attention to detail, the salon also offers lash and brow treatments and more. "I'm so proud of how far we've come. From day one, Beauty by V has been proudly backed by BABTAC, reflecting a commitment to the beauty industry, professionalism and client care," says Vici. "With a deeply loyal client base and a supportive team, our journey continues."



ON A MISSION

BABTAC member Christine Norcross qualified as a beauty therapist in 2023 following burn out, exhaustion and the unrelenting pace of a 25 year career in financial services. Starting over again in beauty, both the training and the subsequent business she created – Mindful Beauty – has become her happy place and she continues to evolve and develop her services the more immersed in beauty she is.

"I started to see very early on how impactful it was for my clients to have a safe, nurturing environment where their beauty treatment became more than skin deep. I saw retired clients booking in for regular sessions, counteracting loneliness and becoming a

celebrated moment of time in their diary," says Christine.

"Three years on from qualifying and I am now at the beginning of a new journey. My desire is to create a community interest company in partnership with local community projects to offer women a safe nurturing moment of peace where they can pause, breathe and feel supported. I have just finished a Chaplaincy course with Waverley Abbey which has given me further skills that support these individuals where they are at, with no requirement to fix their problems or 'get better' but simply to be."

As a result of her new focus, Christine was also recently invited to visit a mission project in Cambodia where girls who have been rescued

from exploitation are being offered the chance to learn a new skill of beauty therapy alongside their rehabilitation. "I was again impacted by the power of the therapeutic human connection," she admits. "I am so excited and inspired by what the next chapter holds, and I am so thankful that beauty therapy is indeed the therapy I need!"





BABTAC
BRITISH ASSOCIATION OF
BEAUTY THERAPY & COSMETOLOGY

UPDATE

SHOWING UP FOR BEAUTY PROFESSIONALS

BABTAC CEO Lesley Blair MBE, has been continuing to advocate for the professional beauty sector, ensuring our voice is heard at the highest levels. We know the importance of having a seat at the table and a input on important decisions. The past couple of months have been a busy time with a Cabinet Minister Round Table discussing the current beauty landscape and the challenges facing our sector. Lesley has also been appointed as a JCCP Trustee, BABTAC's inclusion ensures increased representation for the beauty sector in the organisation and a fully cohesive effort to build a safer & more trusted industry - for both professionals and clients alike.

We were pleased to attend the launch of the UV Safety Report, published by the All-Party Parliamentary Group (APPG) for Beauty, Hair and Wellbeing in May. With the support of the British Beauty Council the report, titled A Preventable Crisis: The Case for a National UV Safety Strategy, follows a year-long inquiry into UV safety and highlights the urgent need for a coordinated national approach to tackling the risks of ultraviolet (UV) radiation.

With melanoma cases projected to increase by 9% by 2038, according to

Cancer Research UK, the APPG is calling for a radical shift in how the Government and public perceive UV protection. BABTAC CEO Lesley met with industry leaders and MPs to discuss these important issues. Pictured below with Carolyn Harris MP, Victoria Brownlie, the British Beauty Council and Dr Raj Arora.

As you may have seen following on from the launch of the report the Government have announced a consultation on proposed changes to sunbed regulation in England, with a focus on reducing preventable skin cancer deaths. Measures under review include mandatory ID checks, supervised use, clearer health warnings, protective eyewear and tighter restrictions around misleading health claims. The Department of Health and Social Care would like to understand the impact of these proposals on users, businesses and local authorities. Head to the website below if you are interested in sharing your views, the Consultation closes at midnight on the 14th August. www.gov.uk/government/consultations/strengthening-the-regulation-of-commercial-sunbeds-in-england

Read more about the latest in SPF and how you can help educate and protect clients on page 32





JANSSEN VISIT

This June Lesley had the opportunity to travel further afield for a Partner meeting when she visited the Janssen Cosmetics HQ in Germany. Based in Aachen, the company was founded in 1997 by Walther and Elka Janssen and now run by the second generation; their sons Reinhard and Ulrich Janssen. The company are known for innovation in cosmeceuticals and their products can now be found in

12,000 salons around the world.

A tour of their labs and training facilities along with an update on the latest innovations highlighted how Janssen are at the forefront of effective skincare development. Having worked with Krestyna Batty, Managing Director of Janssen Cosmetics UK, for many years we know that their products and treatments are a great choice for our professional

members and that the training and support provided is also outstanding. As a BABTAC & CIBTAC Patron, Partner and Award Sponsor Janssen are committed to working together to help us continue to elevate standards and level up skincare knowledge and understanding.

Turn to page 42 to find out more about Janssen's new CIBTAC Endorsed training programme on Longevity.

SHARP STANDARDS LAUNCH

We were excited to see Dermalogica launch their Sharp Standards Guide to Microneedling, in partnership with BABTAC this April. Unveiled at the Houses of Parliament, the event was hosted by Carolyn Harris MP and featured an expert panel including BABTAC CEO, Lesley Blair MBE, Education Manager at Dermalogica, Candice Gardner, Alice Hart-Davis founder of The Tweakments Guide, and professional skin therapists Jennie Hudson and Gemma Jarvis.

Designed to support practitioners across the UK, the guidelines provide clear, practical guidance to help clinics and aesthetics businesses meet the highest standards of safety, professionalism and best practice.

As Lesley commented, "Both BABTAC and Dermalogica have always shared the common objective of raising levels of professionalism in our industry. Like Dermalogica, In the absence of legislation currently, we self-regulate our members to ensure they hold the correct qualifications to practice, and we enhance that learning with up-to-date best practice guidance. Dermalogica's Microneedling Guide is an excellent and comprehensive resource to ensure qualified practitioners continue to pursue excellence in their treatments for consumers and Dermalogica should be applauded for providing such a valuable resource to the wider industry."

This fantastic resource is still available to



download in our news section at babtac.com and is relevant for therapists carrying out any microneedling treatment. To read more turn to 44 for further insights from Dermalogica on this growing modality.

INDUSTRY LATEST

TWO NEW SPA PARTNERSHIPS

It's always interesting to see which beauty brands prestigious spas choose to partner with and it's just been announced that British-made skincare, de Mamiel is the treatment brand partner for Six Senses London (below) which opened in spring and is its first urban spa while in Scotland, Skin Rocks have collaborated with The Fairmont St Andrews and added a bespoke 'Fairmont x Skin Rocks Signature Facial' to their treatment menu. For the latter, it demonstrates the resort's growing reputation as a destination for high-performance wellness experiences and Skin Rocks has undertaken an extensive in-house education programme with the Fairmont spa therapists to ensure they have high standards of technical knowledge, personalised care and top notch service.

At Six Senses, the de Mamiel brand reflects the spa's commitment to integrated wellness, science-led innovation and intuitive care. Led by



neuroscience and clinical expertise, the signature treatments work beyond surface correction to support the nervous system, fascia and lymphatic function. With two treatments to choose from – the Ultimate Sculpting Facial and Lymphatic Body Reset, facialist and founder of the brand Annee de Mamiel will also have an exclusive residency at the spa as an extension of her clinic work.



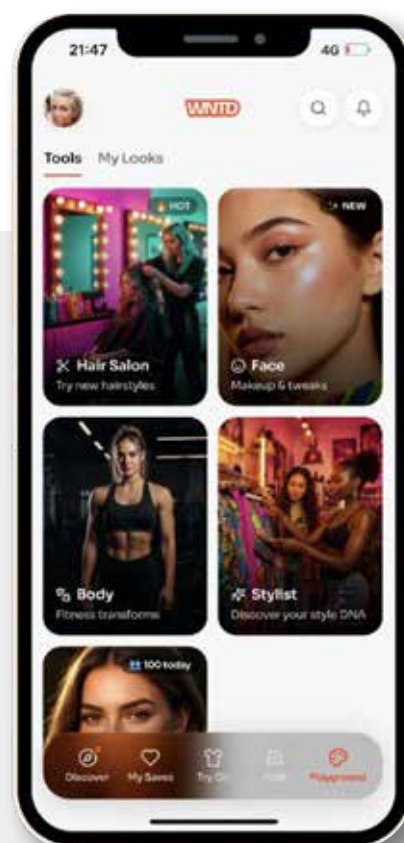


M·A·C VIVA GLAM NAMES CHAPPELL ROAN AS THE FACE OF 2026 CAMPAIGN

The iconic campaign that MAC launched in 1994 as a simple response to the HIV/AIDS crisis, VIVA GLAM has become one of the most impactful charitable fundraising programmes in the history of beauty. Each year fronted by a worldwide superstar, this year, the campaign will be fronted by pop star, Chappell Roan. As well as featuring in all publicity and promo's, Chappell is also the muse for the three limited edition lip products – Viva Glam Maxcimal Matte Lipstick in Unnatural Redhead; Viva Glam Lustreglass Lipstick in Roan of Arc and Viva Glam Lipglass Air in Damsel.

Continuing to drive the campaign's mission calling for equality and supporting charitable initiatives across sexual, racial and gender equality, 100% of the selling price will go directly to the organisations. To date, the Viva Glam initiative has raised over \$540 million and has worked with charities including National Aids Trust, Positive East, Micro Rainbow, HIV Ireland, Mermaids and Ballet Black.

To shop the lipsticks, visit a MAC free standing store or go to maccosmetics.co.uk



TRY-ON AI FASHION AND BEAUTY APP IS UNVEILED

A new AI app called WNTD (pronounced 'wanted') has launched and is aiming to change how people shop and buy fashion and beauty. Allowing users try on outfits, experiment with beauty looks and get real feedback from friends or the wider WNTD community, its tagline is 'the living shopping experience'.

As well as allowing users to save fashion items from across social media sites, ecommerce and even real-life photographs, the 'Playground' section of the app is where

things get really fun. This is where you can try new hairstyles, test makeup looks and uncover your style DNA without having to risk any misdemeanours. Rather than a retailer, the app is being described as an 'entire shopping ecosystem' and is designed to bridge the gap between inspiration and purchase. Predicted to be especially popular with Gen Z, it is set to transform purchasing decisions and makeovers into collaborative efforts rather than a solitary activity. To check it out, go to wntd.ai.



FACEGYM OPENS FIRST UK FRANCHISE WITH PLANS FOR 28 MORE

Founded in 2014 by Inge Theron, FACEGYM has expanded from a single London studio into a global beauty and wellness brand and the next stage of its growth is to rollout franchises across the UK. Initially this will see studios opening in Cambridge, Richmond, Liverpool Street (London) and Manchester but there are also 28 additional locations planned over the next three years.

Creating more access to its results-driven skincare products and facial ‘workouts’ that combine fitness principles with skincare techniques, the franchise framework promises a consistent brand

experience across all locations. Spending several years formalising treatment protocols, training and studio standards before opening up the model to partners, the franchises aim to support a broader growth of the brand.

“This marks a significant milestone in FACEGYM’s evolution as we move into a new phase of scalable growth through franchising. What’s critical for us is partnering with operators who not only bring strong knowledge of the local market, but who truly understand and believe in the FACEGYM methodology. The

calibre of partners we are launching with reflects that ambition, and we see this as just the beginning of a much larger global expansion,” said Angelo Castello, CEO of FACEGYM.

To aid and abet the new openings, FACEGYM will offer 99 customers a founding membership at an introductory price for a limited time. Memberships are a pivotal part of FACEGYM’s success – something the brand brought in to make it easier and more convenient for people to stick with a routine and get results. Just like you would with the gym.

MARC JACOBS BEAUTY IS BACK

The American designer’s eponymous beauty brand is back. Launching in 2013 but shut down in 2021 much to fan’s dismay, it’s now returned with a refreshed look. Showcased at the designer’s spring 2026 ready-to-wear collection, both the products and the packaging are described by the man himself as ‘youthful, colour and fashion’. Far from the natural, clean girl aesthetic, Marc is favouring punchy pigments and wants to encourage people to present themselves as who they want to be, no conforming to traditional beauty standards or images. It’s reflected in the product names with Born Star eyeshadows and Heart On lipsticks and metallics and vibrant, poppy colours making up the core of the collection. Currently available at Selfridges the collection will be rolled out across other stores from September so watch this space!





FACE YOGA IS TRENDING

According to recent data, face yoga has seen an 87% search increase on Google in the past quarter signalling a shift towards people looking for non-invasive beauty routines. What was once considered a wellness practice is now entering the mainstream and according to booking platform Fresha, it's a result of social media tutorials, celebrity influence and scepticism around quick-fix treatments.

Incorporating facial massage movements that help to reduce puffiness, improve circulation, help to define the jawline and reduce tension in the face, as well as clients being able to incorporate the moves and techniques in a cost effective manner at home, it might be worth considering the buzz word in your treatment description – especially online when people are searching for the term.

"Clients are more informed than ever," says Danielle Louise, hair and beauty expert at Fresha. "They are not just asking for treatments, they want to understand how to maintain results in between. That is where trends like face yoga fit in and for salons and practitioners, it presents an opportunity to educate clients and integrate complementary services such as facial massage, lymphatic drainage and scalp treatments."



ON BEHALF MARKETING OUTPERFORMS TRADITIONAL SALON PROMOS

New data from Phorest has shown that service-led, co-branded marketing campaigns are getting more click-throughs and higher conversion rates than more traditional salon email activity. The findings point to a growing opportunity for salons, clinics and spas to work more closely with their chosen professional brands on marketing that feels relevant and commercially useful, rather than purely promotional.

It also shows that campaigns focused on appointment opportunities and client outcomes – such as shiny hair, hydration or improved skin texture are more likely to drive response than blanket product promotion. "The relationship salons have with their clients is incredibly powerful, and these results show that when marketing is relevant and tied to a service clients can book, engagement is far stronger. It also shows the value of brands and salons working together in a way that feels useful and authentic to the client," says Avril Kealy, Global Partnerships Content Manager at Phorest.

Phorest also says the data reflects a broader shift in the professional sector, with salons increasingly looking for collaborative marketing support that helps drive bookings, while reducing the pressure of creating campaigns themselves. For brands, it highlights the value of supporting salons with ready-made, professionally designed marketing that fits naturally into existing communication with the clients.

As competition for client attention continues across hair, beauty and the aesthetics industry, it appears that better targeted, service-led communications may now be one of the most effective ways for salons and brands to turn marketing engagement into measurable business results.

BABTAC ACCREDITED TRAINING

SOUTH

AOFM, LONDON

Creative Specialist in Airbrush Make-up, Professional Body Art
○ www.aofmakeup.com
○ info@aofmakeup.com

BETTER BROWS TRAINING ACADEMY, MIDDLESEX

Brow Lamination, shape & tint, Henna Brows, Classic Lash extensions, Lash Lift and Tint
○ info@bbtacademy.co.uk

FACEFORMATION, LONDON

Face-Remodelling using intraoral massage, multilevel face massage, cupping and facetaping techniques
○ d.dracz@hotmail.co.uk

LEVITALIFT ACADEMY, LONDON

Buccal Massage, Chiro Massage, Asahi Face Massage
Levitalift Face massage techniques
○ elenafatikhova@gmail.com

NIKKIS BEAUTY ACADEMY, ESSEX

Reflex Foot Treatment, Body massage, File and Polish for Fingers, File and Polish for Toes, Body Waxing, Eyelash and Brow Tinting, Express Cleansing Treatment, Indian Head massage, Massage Techniques (hot stone massage)
○ nikkidubb@hotmail.co.uk

PRO MAKE-UP LONDON, SLOUGH

Professional Make-up
○ laaj_bridal@hotmail.com

QUEEN BEE TRAINING ACADEMY, SURREY

Female Intimate Waxing (Female gender anatomy)
○ carol@queenbeespasupplies.co.uk

RELAX SKIN SCHOOL, LONDON

Re:lux Facial Cupping, Gua Sha and Acupressure, Facial and Intraoral Massage
○ info@relax-ldn.com

SAIMA AKRAM, RUSLIP

5 day Intense Hair and Make-Up
○ info@saimaakram.com

SAT BANSAL TRAINING ACADEMY, KENT

European Bridal Make-up, Bridal Hairstyling, Asian Bridal Make-up and Hair, Camouflage Make-up, Day and Evening Make-up and Hair
○ sat@satbansal.com

TALK SKIN ACADEMY, ESSEX

Back to Basic Skin Treatments
○ katie@khspaceconsultancy.com

THE TANNING AND BEAUTY LOUNGE, SALTASH

Electric Filing Techniques, Nail Enhancement - Acrylic, Gel polish, Nail Enhancement - Acrylic including E-file
○ vanstone01@icloud.com

MIDLANDS

J KANG BEAUTY ACADEMY, NORTHAMPTON

Body Waxing, Catwalk Make-Up, Eyelash and Brow tinting, Express Cleansing Treatment, Hairstyling, Personalised Make Up Class, Bridal Buns - Long Hair Design, Make-up Masterclass, Hair and Make-up Application
○ joggykang@gmail.com

NORTH

MAKE-UP BY ROZANA, BLACKBURN

5 Day Party and Bridal Hair and Makeup Course
○ rozananghafoor@gmail.com

SCOTLAND

SLEEPING BEAUTY, INVERNESS

Threading, Intimate Waxing
○ info@sleepingbeautyacademy.com

THE ACADEMY OF CLINICAL TRAINING, CUMBERNAULD

Hot Stone Massage, Thai Foot Massage, Oriental Head Massage
○ jenny@the-academy.co.uk

ONLINE

MIND BODY TOUCH TRAINING

Therapeutic connection: Elevating Therapist's Understanding of Client Mental Well-being
○ training@mindbodytouch.co.uk

BABTAC Short Course Accreditation is a certified verification of your credentials and proof of the high quality of your course making them highly attractive to students. You can also be confident that your students will be guaranteed to qualify for insurance once they have successfully completed your course and all pre-requisites have been verified. For more information about getting your courses accredited please go to www.babtac.com/training or contact our knowledgeable SCA team at sca@babtac.com.

CIBTAC CENTRES AND ENDORSED TRAINING, UK

CIBTAC CENTRES

AOFM LONDON ACADEMY OF FREELANCE MAKEUP LTD

- info@aofmakeup.com
- aofmakeup.com

AYRSHIRE COLLEGE - AYR, KILWINNING AND KILMARNOCK

- info@ayrshire.ac.uk
- 1.ayrshire.ac.uk

BEAUTY & THEORY

- info@beautyandtheory.co.uk
- beautyandtheory.co.uk

BLINK BROW BAR LTD

- bbb-london.com

DERMALOGICA - LEATHERHEAD, DERBY AND GLASGOW

- skillsdevelopment@dermalogica.com
- pro.dermalogica.co.uk

DEVELOPING EDUCATORS ACADEMY

- info@developingeducatorsacademy.com
- developingeducatorsacademy.com

HENSONIA INTERNATIONAL ACADEMY

- enquiries@hensonia.com
- hensonia.com

LONDON COLLEGE OF BEAUTY THERAPY (LCBT)

- applicant.services@lcbt.co.uk
- lcbt.co.uk

SARGENT TRAINING LTD

- info@sargenttraining.co.uk
- sargenttraining.co.uk

SCOTTISH BEAUTY EXPERT TRAINING ACADEMY

- contact@scottishbeautyexpert.com
- scottishbeautyexpert.com

SPA EDUCATION ACADEMY UK

- info@spaeducationacademy.com
- spaeducationacademy.com

SUSSEX BEAUTY TRAINING SCHOOL

- enquiry@sussexbeautytraining.co.uk
- sussexbeautytraining.co.uk

TALK SKIN ACADEMY

- info@talkskinacademy.com
- talkskinacademy.com

THE ACADEMY OF CLINICAL TRAINING

- info@the-academy.co.uk
- the-academy.co.uk

YOU ACADEMY

- courses@you-academy.co.uk
- you-academy.co.uk

CIBTAC ENDORSED TRAINING

AOFM LONDON ACADEMY OF FREELANCE MAKEUP

- info@aofmakeup.com
- aofmakeup.com

ASPIRE SKIN ACADEMY

- hello@aspire.co.uk
- aspire.co.uk

BEAUTY & THEORY

- info@beautyandtheory.co.uk
- beautyandtheory.co.uk

DERMALOGICA

- skillsdevelopment@dermalogica.com
- pro.dermalogica.co.uk

GAIA SKINCARE

- training@gaiaskincare.co.uk
- gaiaskincare.com

GUINOT

- course.coordinator@guinotmarycohr.com
- guinotmarycohr.com

ISHGA SKINCARE

- hello@ishga.co.uk, ishga.com

JANSSEN COSMETICS

- Krestyna@janssencosmetics.co.uk
- janssen-cosmetics.com/en/

MADE FOR LIFE

- info@madeforlifeorganics.com
- madeforlifeorganics.com

NO.7 BEAUTY COMPANY

- no7company.com/careers/retail-roles

RE:NEW BEAUTY

- info@renewbeauty.co.uk
- renewbeauty.co.uk

SKIN ROCKS PRO

- [@skinrockspro.com](https://www.instagram.com/skinrockspro)
- skinrockspro.com

SPA WELL

- sara@spa-well.com
- spa-well.com

THE ACADEMY OF CLINICAL TRAINING

- info@the-academy.co.uk
- the-academy.co.uk

WELLNESS FOR CANCER

- julie@wellnessforcancer.com
- wellnessforcancer.com

Please note some of these CIBTAC Centres and Endorsed training centres require you to have an account or be an employee to undertake their training.

PRODUCT LATESTS

1. A-LIST LASHES



The lash extension artist on every celebrity's speed dial, Edy Kuroska has created a range of pre-glued lashes to make every MUA's life easier. With skin-safe adhesive, each box contains 30 lightweight, reusable clusters with up to five uses per set. They can also be applied as 'lash toppers' over existing extensions and each design comes in black and brown.

£45, edylondonbeauty.com

2. LONGEVITY SECRET



Supporting the skin's natural repair processes so it stays firmer and more resilient for longer, Dermalogica's new FutureCode Booster uses Teprenone, niacinamide and sunflower sprout extract that improve NAD+ levels and energise the skin for a lifted, more even toned look.

£89, dermalogica.co.uk

3. CHEEK TO CHEEK



Introducing a new shade (Pink Bloom) and a reformulation, No7 has given its Velvet Cloud Cream to Powder Blush an upgrade. Even easier to blend and creating a natural, blurred wash of colour on the cheeks, build it up as you desire. It's got great staying power too.

£12.95, [boots.com](https://www.boots.com)

4. BOX SETS



Fantastic for holiday season and in-salon retail opportunities, Katherine Daniels' cute and compact Skin First Discovery Sets come in two options. Both contain the cleansing milk, toning lotion, exfoliating gel and defence cream then choose between the Repairing Nourishing Mask or Anti-Fatigue Mask.

£70.50, [katherinedanielscosmetics.com](https://www.katherinedanielscosmetics.com)

5. LIGHT UP



Elemis has launched its Red Light Mask, a lightweight, flexible mask crafted from medical-grade silicone that combines tri-wave red and near-infrared light therapy. Targeting deeper layers of the skin to support rejuvenation and radiance, it's been designed for both professional and at-home use.

£350, [elemis.co.uk](https://www.elemis.co.uk)

6. CONDITIONED CURLS



Proven to deliver curl retention, definition and frizz protection for up to eight hours, even in high humidity, the new Philip Kingsley Elasti-Styler Extreme Curl Cream is set to be a sellout. Residue-free, with no crunchiness and packed with plant oils and butters that repair and hydrate, it works on all curl types.

£32, philipkingsleyproducts.co.uk

7. ROSEHIP REBOOT



Rebranded and reformulated, Neal's Yard Remedies have changed their iconic 'Wild Rose' collection to 'Wild Rosehip' as that's the primary ingredient and the secret to its success. With new packaging too, the Glow Cream is a lightweight gel cream that absorbs fast and great for layering in treatments.

£39, nealsyardremedies.com

8. EYES DOWN



The oracles of silk pillowcases, Slip has unveiled a new design of its Contour Sleep Mask which is ideal for clients with lash extensions. Contoured so it sits away from the lashes so they don't get pressed on or misshapen, they're ideal for use in treatments or in your retail space.

£73, slipsilkpillowcase.co.uk

ASK THE EXPERT

I keep hearing about changes to employment law.
Do I need to worry if I only have a small team?

Gemma Irvine, HR & Operations Director, HR People Support, BABTAC's recommended HR partner, answers a key question around the changing employment legislation:

These changes apply to all employers regardless of size, so even with one or two team members, they're relevant to you. The Employment Rights Act 2025 is the biggest shake-up of workplace law in over a decade, and it's being introduced in stages.

Here's where things stand and what you can do now to stay on top of it:

Since April 2026, all employers must keep proper records of holiday entitlement, leave taken, and how holiday pay is calculated. Records must be kept for six years, and failing to comply is a criminal offence. Statutory Sick Pay (£123.25 per week) is also now payable from the first day of absence, with the lower earnings threshold removed so all employees qualify.

What's coming in October 2026

The duty on employers to prevent sexual harassment is being strengthened. You'll need to show you've taken all reasonable steps to prevent it, not just that you have a risk assessment and a policy in place. A new obligation around third-party harassment also takes effect, which is particularly relevant if your team works closely with clients during treatments. If a client behaves inappropriately towards a member of your staff and you haven't taken steps to prevent that, you could be held liable.

What's coming in January 2027

The qualifying period for unfair dismissal claims drops from two years to six months, and the cap on compensation is being removed. That means you'll have a much shorter window to address things if a new team member isn't working out, and the financial risk if something goes wrong is significantly higher.



What you can do now to make sure you're prepared:

- Make sure you have a reliable way of recording holidays and absence, not just a diary or a mental note, but something you could show if asked.
- Check your employment contracts are up to date and that anyone working for you has one in writing.
- Think about how you and your team would handle it if a client behaved inappropriately. Even a short conversation about what's acceptable and a clear way to raise concerns will go a long way.
- Review your probation process - with the qualifying period for unfair dismissal dropping to six months from January, having honest early conversations and keeping a note of them will matter more than ever.

You don't have to work through all of this on your own, as BABTAC's recommended HR partner, we're here to help if needed.

BABTAC members receive 25% off our services. Get in touch on 01242 254466 or email team@hrpeoplesupport.co.uk

**'THESE CHANGES APPLY TO ALL EMPLOYERS
REGARDLESS OF SIZE'**



AMAZING MENTORS

Sounding boards, advice centres, motivators – mentors offer guidance and clarity when times are tough and boost you when your business is booming. Here's why you might want to consider finding one...

WORDS: BECCI VALLIS

A lot of people look at the beauty industry and see the hustle and bustle of a salon and the peace and calm behind closed treatment room doors. What they don't see is that running these businesses can be lonely and isolating at times, with everything from money worries to staffing issues (if you have a team) to business growth weighing heavy. "Many beauty business owners are what I call 'accidental entrepreneurs' – we train to care for skin and clients but very few of us are taught how to run a sustainable business," explains Maria Rylott-Byrd, The Corneotherapy Consultant and industry mentor. "Mentorship offers support, perspective and guidance from someone who understands both the emotional and practical realities of working in this industry."

Most mentors have been in the business for years, if not decades and it's the 'been there, done that' experience that makes their advice so invaluable. They have real-industry insight that you can trust rather than having to take a trial and error approach which could damage your business, your bank account and your mental health. "After nearly 40 years in the industry, including almost 20 running my own successful clinic, therapists naturally began reaching out for advice, reassurance and support. Over time, that evolved into more structured mentoring and helping people grow in confidence, find clarity and build businesses that align with who they are," continues Maria.

WHY IS MENTORSHIP SO IMPORTANT IN THE BEAUTY INDUSTRY?

There are some large gaps in beauty education and a lot of it centres around confidence, says Andrea Simpson, BABTAC Facialist of the Year winner and founder of The Facial Mentor: "Many therapists are technically skilled but not always emotionally or commercially supported. Knowing how to perform a treatment is one thing; knowing how to build a sustainable business, communicate your value, set boundaries, avoid burnout and create longevity is very different."

There's also the pressure of keeping up to date. Beauty is one of the fastest growing industries and whether it's new technology, new trends, new ingredients, social media, changing regulations, there's a huge pressure to stay on top of everything whilst not comparing yourself to others. "Mentorship can be so valuable for these very reasons, and it can help people to stay grounded whilst developing confidence in their own identity, values and direction," continues Andrea.

For Jamie-Lee Jones, owner of B. Unique Beauty, having a mentor helped her avoid overwhelm. "There was a point in my business where I was working over 60 hours a week and despite the effort there was little to no profit to show for it," she says. "I knew something had to change but I didn't have the headspace to figure out what. That was when I reached





‘SOME OF THE MOST SUCCESSFUL PEOPLE IN BUSINESS STILL HAVE MENTORS AROUND THEM’

out to a mentor and it finally helped to give me clarity. When you are deep in the day-to-day running of your business it becomes difficult to step back and see what is really going wrong and a mentor brings perspective, structure and direction when you need it most.”

IT'S NEVER TOO LATE

Proving that it's not just those starting out in the beauty industry that need help, as Maria points out, “we all have blind spots”. Mentors can therefore help anyone who might feel fatigued in the industry to find a new energy and reconnect with their passion. “Seeking mentorship is not a sign of weakness; some of the most successful people in business still have mentors around them,” adds Andrea. “I currently work with two mentors on an ongoing basis and I also seek guidance from different specialists and experts in all areas of business. No matter how experienced you become, there is always room to learn, evolve and refine.”

For Jamie-Lee, the right support meant she could completely restructure her business and within two years she increased her turnover by 244%. “I now work part time in my salon while mentoring others in the industry. I'd never be in this position without the mentor I had and I still have a mentor now,” she adds.

WHAT CAN MENTORS HELP WITH?

This will vary depending on your business and personal needs as everyone is different and requires bespoke support but as a broad oversight this can include:

- Identifying the USP of your business
- Building confidence and overcoming self-doubt
- Improving the client journey and client experience
- Pricing structures and understanding profit margins
- Visibility, marketing and brand positioning
- Creating a business aligned with personal values
- Developing clarity and direction
- Accountability and decision-making
- Facilitating a better work-life balance
- Helping with awards and long-term career sustainability

IS IT EXPENSIVE AND HOW DO I FIND A MENTOR?

Most people see mentoring as an investment – in themselves and their business and as a means to make better choices that won't impact their income negatively in the future. However, in monetary terms, the actual cost of mentors varies significantly and will depend not only on the experience of your mentor, but also the plan or programme you decide to invest in.

Some mentors like Emily Hodson, founder of Skin Sententials Shrewsbury, offer a curated plan over 4-6 weeks

which costs £320. Called ‘The Clarity Programme’ it begins with an initial consultation to assess your business and where you'd like to get to and then includes two virtual zoom sessions as well as clear and actionable steps over the time period which vary depending on the desired goals.

Others have regular calls and check-ins, and the relationship continues on an ongoing basis. There might be a year of big change when you need more support and guidance and then a few ad hoc years where you need less check-ins. But that's the beauty of mentors as they are relationships formed on mutual respect and understanding. You don't always have to stay with the same mentor throughout your career either, but it is important that whoever you choose, you have a rapport with.

“There needs to be a genuine resonance between mentor and mentee which is why I offer a no-obligation discovery call,” says Maria. “You also need to understand that it's a collaboration and whilst I'll absolutely hold your hand and guide you, mentors don't do the work for you – the goal is independence, not dependence. The growth comes from making confident decisions and developing your own voice. It can also be a positive thing to outgrow a mentor because it means you've evolved.”

As for qualifications, while this is at the heart of BABTAC's philosophy, when it comes to mentors it's more about experience and the ability to guide, listen, communicate and empower others – traits that not everyone has. “For me, mentorship is not about positioning yourself as having all the answers, it's about helping someone develop their own path within the industry,” says Andrea. “I did actually graduate with a teaching degree but it's the years of experience teaching globally with some of the world's most prestigious spas and across salons and clinics of all sizes within beauty, spas and aesthetics sector that has given me the lived experience and shared industry knowledge for me to become a mentor.”

Finding a mentor often comes from word of mouth and if you're on the lookout, definitely ask for recommendations – they tend to be far superior to glossy social media campaigns. Andrea suggests BABTAC (or other) industry events where there are networking opportunities and trusted educators within the industry. Or, if you have a certain speciality, you could home in on that too. “Because I've niched into corneotherapy, skin science education and solo beauty business mentoring, my mentees value that I understand the nuances of this specialism and the realities of operating a clinic,” says Maria.

The right mentor will be one with experience, integrity and authenticity on their side, as well as an unfaltering passion for beauty. Combine that with trust and respect and you've found yourself a mentor match. Hold onto them! 

KATHERINE
DANIELS®

Flexible Packages *Endless Possibilities.*



Say goodbye to rigid, one-size-fits-all launches. Our professional skincare packages are designed to start at the level that suits your salon.

Your Salon, Your Skincare, Your Way.

- **Switching from your existing brand?** We partner with salons with a strong facial business looking to expand and refresh.
- **Starting out?** We partner with salons which have a small or no facial business, our packages let you launch at your own pace.
- **Love your current brand?** Partner with us and add exciting new philosophies and treatments without disrupting what already works.

Are you ready to refresh, expand, or launch your facial business?

Contact us and discover your bespoke professional skincare package for your salon.

Why choose
Katherine Daniels?



Flexible, bespoke
packages



Expand as your
needs change



Retail Revenue with
50% net margin



Dropship option no
need to hold stock



Training online, in salon
or at our academy



Comprehensive salon
support

FIND OUT
MORE



Your clients deserve 'Better Skin for Life.' We'd love to speak with you to make this happen.

W: www.katherinedanielscosmetics.com T: 01767 68 22 88 E: info@katherinedanielscosmetics.com



AWARD
WINNING
SKINCARE



KEEPING UP APPEARANCES

One of the most responded to posts we've ever put out on social, there are a lot of opinions about the importance of uniforms and appearance in salons. Here's what we discovered when we asked – should uniforms in beauty be compulsory...

WORDS: BECCI VALLIS

It's a conversation starter that everyone has an opinion on – should uniforms be compulsory for beauty therapists? Traditionally, tunics were the outfit of choice but now, with more treatments on offer, more diverse salons – and staff members – and social media often showcasing the importance of individuality, it's a subject matter that has a big fat question mark hanging over it as to the 'right' answer. "I do think it's quite 50/50 now," says Nikki Hutchings, founder of Angel Bow who design and sell beauty therapist uniforms. "As the beauty industry has grown over time and become such a popular career choice, not everyone chooses to wear a uniform anymore and there has been a huge shift away from the very clinical, traditional 'beauty uniform' look towards elevated fashion-inspired workwear. Teams also want to feel stylish and confident, not like they're wearing something outdated or restrictive."

Regardless of whether you choose to wear a uniform or not, it can't be denied that first impressions count. And how you and your team present themselves could be make or break to a client making a repeat booking. "A new client will always see your appearance first and I feel this is the first step in building trust in their therapist. I keep the standards I was taught from Champneys with CIDESCO and CIBTAC qualifications and wear a clean pressed uniform, short nails and hair up to give a clean professional image and portray good hygiene to all of my clients," commented @carlie_elizabeth_therapies. BABTAC member, Renee Thornley agrees that uniforms really can create trust: "My clients comment on how

safe it makes them feel and how they have (rightly or wrongly) serious trust issues going to someone wearing their 'everyday' clothes."

This is where your uniform can set a standard for your entire business. "If you look professional, you feel professional too and that naturally reflects in the client experience," continues Nikki. It can quickly and easily become part of your brand, something that stands out and is recognisable, even by those who have never stepped foot inside your space before. Cowshed Spas for example, have always favoured the low-key, rustic vibes in sync with the brand ethos and for therapists, this means a uniform that often consists of jeans, a white t-shirt and a cleanly pressed apron (it does differ for those in treatment rooms where more active physical treatments are performed such as massages rather than manicures). At Ragdale Hall spa, the beauty therapists and spa staff wear purple tunics and as a result are known by guests and the company itself as the 'purple ladies.'

For spas and larger businesses, wearing a uniform is often non-negotiable and, in most cases, expected but because the beauty industry is now so nuanced, that's where therapists can often become torn. "It's a tricky one because now we have sectors rather than all-round beauty therapists that cover everything. So, spa therapists should absolutely still represent this, but urban beauty is a different thing entirely...so I think the industry needs to split it – massage and facials in one wearing traditional uniforms then lashes/brows/nails in another. Times are changing," said Amanda Parker in response to our post.



NON UNIFORM DAY

For many of you, especially those performing waxing treatments, manicures, nails, tattoos and hair services, the common consensus is that as long as clothing is smart and clean, and your treatment is professional, it shouldn't matter. "I no longer wear traditional salon uniforms or a tunic but wear smart dresses as I find these more comfortable to work in and cooler than tunics, especially when it's warm," says Sarah Matthews. For waxing specialist @ruffstuffsclub, it's all about smart co-ords in brand colours with a logo apron, Kate Murch chooses black trousers and a white t-shirt for summer and a tunic and trousers in winter, and at @talkskinacademy they wear white cotton tops and aprons – "it looks smart, but it has a vibe."

It's important to know your audience too. "I'm a neurodivergent nail tech with a predominantly neurodivergent client base who are opposed to a traditional environment," explains @tabbyfa. "I always wear clean clothes and a fun print apron, and I think there is definitely space for some of us to break out of the traditional norms. Just because someone has a funky hair colour, clashing patterns, tattoos, piercings or bold prints doesn't mean they are any less professional. There needs to be more respect for those who don't follow all the expected norms of presentation but still provide a professional and hygienic service. I did my time working in salons wearing black attire but now I celebrate what makes me different and it attracts the right clients for me."



'COMFORT AND PRACTICALITY ARE STILL KEY BUT UNIFORMS HAVE BECOME FAR MORE FASHION LED AND FLATTERING'

After being in the industry for 20 years and self-employed for the past decade, Charly Rosemary Saxton also made the transition from uniform to 'own clothes'. "I wear what I want depending on my mood and it hasn't compromised my standards or hygiene of treatments. It is the work you do, not what you look like and honestly, my clients love that I am real and myself." Saying that, common sense prevails, and you should know that low-cut tops, hoodies, sliders and/or flip flops might not be met with a welcome response from clients. However, this would be the same for any service industry.

Another good point made by The Wellness Retreat, is that no matter how good you look, if you don't have the correct qualifications, no uniform can do the work for you. "Some wear the uniform and market their business well but behind that it's unregulated, unqualified therapists that rely on 'accreditation' only. I would rather a qualified, experienced, professional therapist who's wearing her pyjamas than a smokescreen."

HAIR AND MAKEUP

It's not just what clothes you wear that can raise or lower standards, it's jewellery, hair, nails and makeup too. "My biggest gripe is seeing people promoting their trade with either hair hanging over their client, massaging with nail extensions and lots of bangles or bracelets on their wrists or big hoop earrings," admits @dimpaloo. Looking over your comments, most of you align on hair being tied up, nails staying short and neat and minimal jewellery. "Jewellery for me is a hard no - full of germs. Hair should be up - it's just more practical and clients don't want you sweeping your hair out the way all the time, it's about them not you. Nails - short works better but colour is allowed as gloves are worn for any treatments required anyway," says @beautyboutiquecromer.

Again, think about the practicalities of your treatments. "Long nails risk scratching the client and gel polish can be an issue for those with sensitivities or

allergies if you're a facial or massage therapist. For nail technicians it's a little different and long or polished nails are often expected," says Lisa Ricci, owner of Serenita skin. In this sense, your nails are a walking advert for your services, so you want to try and find a happy medium between hygienic and practical vs creative and on-trend.

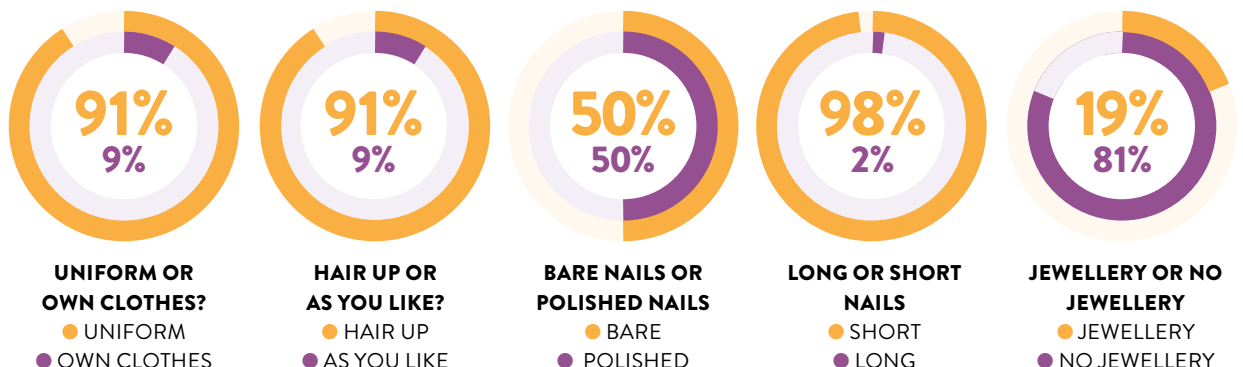
NEXT GEN UNIFORMS

Another positive when it comes to uniforms in 2026 is how much they've evolved. Comfort and practicality are still key, but they have become far more fashion led and flattering. "People want pieces that suit different body shapes, feel breathable during long days and still look stylish enough to wear outside of work," says Nikki. "We're seeing a move towards minimalist tailoring, luxury fabrics, matching sets and elevated basics rather than stiff tunics and neutrals. Looking ahead I'm working on expanding our range and including ideas like a maternity uniform as well as a smart, tailored uniform for men."

In a bid to elevate your brand, probably the most important thing to hold onto is how what you wear makes you feel. If dressing in your own, smart but comfortable clothes gives you confidence, then maybe that's your answer. If you have a team and want to create a cohesive and recognisable brand, a uniform will probably be a natural extension of your business. Plus, you might try one or the other and decide it's not for you. "I've always dressed appropriately with short nails, hair in a bun and a smart uniform. I tried smart casual clothes for a while, but I feel so much more professional and confident in a uniform so it's each to their own taste I suppose," said Skin, Health & Mind.

With so many different opinions, do what feels right for you and your clients but always remain professional and put yourself in your client's shoes when you look in the mirror before work. If you would be happy having a treatment from someone in what you're wearing, let that be your guide. ▣

QUICK-FIRE STATS



STUDENT IN THE SPOTLIGHT

James Kirk is currently studying for the CIBTAC Level 2 in Facial Skincare Services at the You. Academy but has an end goal to get to Level 6. With a desire to specialise in natural rejuvenation and plans to study microneedling, chemical peels and mesotherapy, he's on a mission to get men in their 30s thinking differently about skin...

WORDS: BECCI VALLIS

What made you decide to study this particular course?

I came to skincare pretty late at 36 when the AI MarTech consultancy I was working for was acquired and I was made redundant the same week I got a tattoo. I was researching the best way to care for my tattoo and was hit by the realisation that I was doing absolutely nothing to look after my face. I started looking into a basic skincare routine and was dumbfounded by how complex, confusing and intimidating the space was - especially for men.

I built a prototype for an AI Aesthetician that could analyse photos of my face and suggest affordable, science focused ingredients I could use to drive results. I then thought that starting a business that helps make self-care and skincare more accessible to men could be good, especially whilst I was looking for a new job.

I created a free guide for people to download and set about creating content, however I felt I needed some more legitimacy so I signed up for the course.

Why did you choose the CIBTAC course?

Because of its amazing reputation, especially globally and because my understanding is that CIBTAC qualifications have the reputation for being that little bit more rigorous and would hopefully make me a better practitioner.

What have you enjoyed most about earning your qualifications?

It's like having a superpower that nobody expects me to have. I've been going into lots of skincare stores and talking to everyone behind the counter about the different products and services they offer. They don't expect me to know anything about skincare and I like analysing the



I'M OBVIOUSLY AT THE START OF MY JOURNEY BUT I THINK YOU'D BE CRAZY NOT TO PUSH YOURSELF'

way different shops and brands treat me as a customer and the products or routines they suggest.

The course has been a lot more rigorous and in-depth than I expected and I loved the practical sessions, even though they were long, intense days! The entrepreneurs and practitioners I've come across in the beauty industry also seem to be some of the nicest and most caring people, which makes me even more excited about building the foundations to work in this industry.

And what did you find most challenging?

Touching other people's faces! It seemed really strange at the beginning, and I was conscious that they knew I was learning and they wouldn't get the best experience possible. The models were all female and I was worried about hurting them or applying too much pressure.

How do you keep levelling up?

As well as aiming for my level 6, I've been looking at some of the courses available in Seoul and Paris and would love the opportunity to study there if I could afford it! My primary focus is aesthetics, but I've also recently obtained a Level 2 Gym Instructor Course, am studying the Level 3 Personal Trainer course and am looking at the Level 4 Nutrition course. I think this could help me have a more holistic wellness conversation.

What advice would you give to others looking to upskill?

I'm obviously at the start of my journey but I think you'd be crazy not to push yourself. The industry regulations are obviously forcing some of this but being part of a growing industry that AI will struggle to replace is really exciting.

Tell us your goals...

I want to get to a position where I feel confident enough and can afford to work on it full time. My plan is threefold:

Content. I want to increase the number of long form videos on my YouTube channel Kirk Skin Reset (youtube.com/@kirkskinreset) from 20 to 100. I hope these will serve as a credential in themselves, help make skincare more accessible for men in their 30s.

Qualifications. I want to work up to level 6 but not get caught in an endless cycle of learning.

Transformations. I've started recruiting friends nearby (men in their 30s) to act as case studies for my skincare methodology. I've been practicing my Level 2 facial routine on them and set them a 6-week tailored skincare plan. I'm hoping to document some pretty good transformations. ■



THE POWER OF A POP-UP

With clients craving more experiential offerings, pop-ups and collaborations could well be a way to keep your clients happy, engage in new business and boost your visibility

WORDS: BECCI VALLIS

In a world where everything is now viewed and shared through the lens of social media, brands have had to get creative to ensure visibility in a saturated and ever-growing beauty market. More and more people crave 'experiences' – something immersive, unique and that feels new and exciting – and a traditional 'open day or evening' isn't going to cut it. Retailers with bricks and mortar stores such as Space NK, Sephora, Boots and Selfridges are crafting events that go viral with their in-house brands. From giant inflatable slides to manmade beaches, ice cream carts to pop up ice rinks, they've got the budget and the clout to create pop-ups that prompt consumers to start queuing the night before, just to ensure they get to be a part of the action.

It's impressive, and somewhat daunting for smaller businesses but it doesn't have to be and in fact anyone from a self-employed therapist to a boutique salon group to a sizeable spa can follow in their footsteps. "Customer expectations have changed significantly and people are looking for more than just a treatment now – they want experiences, moments of discovery and brands to feel relevant to how they live their lives," explains Juanita Huber-Millet, founder of Townhouse nail salons who are leading the way in collaborations and have joined forces with everyone from Pepsi to O2 Priority to Champneys. "For beauty businesses, thinking outside the box creates opportunities to build stronger connections with customers. A manicure or facial can be absolutely transactional but when you layer in experiences, partnerships or unexpected moments, you

create something much more memorable."

People are also willing to pay for these experiences. Late last year trends agency Mintel released its annual Beauty and Grooming Treatment Consumer report and in it, shared that 61% of those surveyed prioritised a pleasant salon experience far more than how much it cost. So, if you've been toying with the idea of putting on an event or pop-up but you're worried about charging for it, don't be.

WHERE TO START

Firstly, you need to decide whether you want to create a pop-up or curate a collaboration. The latter focuses more on partnering with other brands and businesses in your area, while a pop-up is something that could mean you taking your business and service elsewhere, for example to a gym, local festival, shop etc. Both will boost your visibility and create an experience, so it depends on which one you feel most aligned to. It's also crucial that either way, your partnerships are relevant. Think about beauty and wellness, beauty and lifestyle, beauty and retail. "We recently did an activation with Living Things and introduced manicures into a supermarket environment in a way that felt playful, accessible and unexpected. It also gave us an opportunity to showcase our new product line of nail polishes and get that in the hands of both new customers and retailers," continues Juanita. "For smaller independent salons, you don't need a huge budget. Collaborating with a local café, fitness studio, florist or wellness brand can create really





‘NOT EVERY COLLABORATION NEEDS TO DRIVE IMMEDIATE PROFIT, SOME ARE MORE ABOUT VISIBILITY’

meaningful experiences and introduce your business to an entirely new audience.”

A shining example of someone making this work is Katie Pearson, therapist, BABTAC award winner and founder of Bump and Beyond Therapies, who has hosted several ‘new mum’ events alongside local businesses who enhance the experience. “Any event where I’ve collaborated with local or small businesses that complement my services or meet the needs of my clients has always been a success,” says Katie. “At one event I created a backdrop for a local photographer to come and take photographs of mum and baby as mum is usually the one taking all the photos. For my clients it felt authentic and community-driven, rather than overly sales-focused.”

WHY POP-UPS AND COLLABORATIONS WORK

Anything you can do to drum up new business and please your existing clients is a win and these events, where beauty becomes interactive and people can experience your services in a relaxed and welcoming environment, are the perfect breeding ground for that. “They’re easy for people to engage with and they create much more of a genuine connection which often continues beyond the event itself,” continues Katie. “The allure for clients is that they get to try new products and services without the full price tag or time commitment and salons and spas get to stand out in a crowded market and show they’re excited and passionate about what they have to offer.”

There are also the marketing opportunities these events create. If they’re aesthetically pleasing you can pretty much guarantee in today’s society, people will take pictures and share their experience with their followers and community. This then promotes your business and as Katie affirms: “positions your salon as a brand rather than a service provider.”

A SENSE OF CONNECTION

For solo therapists, these pop ups and collaborations can be even more rewarding thanks to the fact you get to work with and alongside others. “After years of working independently, I realised that while my business was thriving, I was craving connection, not just socially but professionally. The kind that sparks new ideas, keeps you inspired and reminds you we’re part of something bigger than our treatment rooms,” says Carley Harrison, skin health practitioner. “That’s when I began collaborating with other practitioners and organising pop-up days in my clinic with specialists that have complementary modalities. The energy in clinic shifted immediately

and clients who usually came for treatments with me were suddenly exposed to new services like lymphatic drainage, aesthetic osteopathy, Pranvic therapy and even IV therapy.”

“The cross-pollination means clients leave inspired, more deeply cared for and aware of how different modalities can work together and as practitioners, we leave uplifted, re-energised by community and reminded that growth doesn’t always mean doing more alone, but sometimes, doing more together.”

THINGS TO THINK ABOUT

Showing how you can diversify your business by thinking outside the box, Katie suggests these key tips to getting it right:

- Focus on the experience, not just promotions
- Partner with businesses that share a similar audience and brand values
- Create events that are visually engaging and social media friendly
- Start small
- Use events to collect client data, bookings and feedback
- Make sure the experience reflects your brand identity and service quality
- Follow up after the event with offers or personalised communication to convert attendees to clients

She also urges you not to panic if you don’t sell any tickets or you only have a handful of people show up. “Keep going, try a different pitch, shake up the collaborations and venues and use it as a learning curve to find out where your niche lies and who your ideal clients are.”

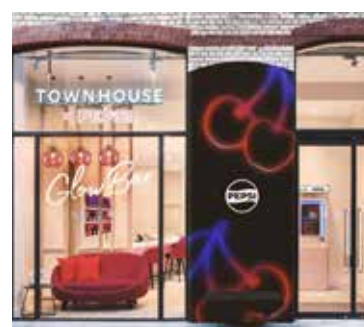
That said, Juanita does advise thinking carefully about the cost. “Not every collaboration needs to drive immediate profit, some are more about visibility, introducing your brand to new audiences or strengthening perception, but be clear about your objective from the outset. Take into consideration the financial implications of team time and operational impact too. For example, taking technicians out of the salon has a very real cost attached so it’s important to weight that against the potential long-term benefit.”

Whatever you choose to do, the resounding opinion amongst the beauty businesses’ creating and facilitating pop-ups is that it’s a surefire way to stay current, and by keeping the customer at the centre of the experience, you’ll create an authentic and trustworthy environment. “Those willing to evolve beyond the treatment room itself and think about how they become part of customers’ wider lifestyles are those that will stay relevant,” concludes Juanita. ▀



COLLABORATIVE IDEAS TO GET YOU STARTED:

- Approach a local office to offer mini taster treatments during lunch breaks or after work on a Friday. Dry-hair styling, polish-only pedis, false lash applications, spray tans, you could even collaborate with other stylists in the area to create a 'glam squad'.
- Think about top-to-toe. The brand Dr Organic hosted an event in spring that brought together a Pilates instructor, facialist, reflexologist and physio so people could be introduced to various modalities and have a 30 minute taster of each.
- Speak to your local café about creating a functional menu. Collagen-boosting coffees, vitamin-rich juices, electrolyte-powered smoothies. If you offer retail, you could also use this as a sampling activation, so people leave with a drink and a relevant at-home product. Be sure to create an instagrammable photo station too.
- Try and ensure your event has a 'takeaway' – whether that's new knowledge, goodie bags or a connection. Also look at successful event formats such as speed dating and play on that. For example, 'speed consultations' with your team are always fun – put a timer on the clock and your guests can 'ask them anything', from how to use a gua sha properly, to their favourite retinol to which brands they used on repeat.





LET'S TALK SPF

SPF-skincare serums, dry body oils, mousses, mists...
SPF formulas have had a glow-up but there's still some
resistance in the air which is why as professionals you
can kickstart the conversation with your clients to
ensure everyone stays protected...

WORDS: BECCI VALLIS

As professionals, many of you are dealing with skin day in, day out and you know the perils of too much sun exposure - burning, inflammation, pigmentation, breakouts, collagen depletion, and of course an increased risk of skin cancer. However, despite all of the consequences, many people continue to skip the SPF. "One of the biggest barriers is the deeply ingrained cultural association between a tan and looking or feeling healthy, which is a tough perception to shift," explains Simone Shoffman, head of education and clinical at Jane Iredale. "There is also a fundamental issue in terms of a lack of education around this subject and as a result we are seeing cases of skin cancer on the rise, so it's imperative to understand that all skin types require a suitable SPF."

Dr Ahmed El Muntasar, GP and owner of The Aesthetics Doctor agrees and flags that while there has been a huge positive shift over the last few years, there is still room for improvement. "I'm still seeing patients

who believe that because they have darker skin or more melanin, they do not need SPF which is absolutely not true. Yes, melanin does provide some natural protection, but it does not prevent UV damage, pigmentation, skin ageing or skin cancer entirely," he says.

There's also generational divide. A recent survey by OnePoll commissioned by Face the Future found that only 1 in 6 Brits wear SPF every day, 77% see it as seasonal and Brits who are over 55 are the leading demographic to not wear SPF with 45% rarely applying it. It's no real surprise. Older generations were encouraged to go out and 'get some sun', watched their parents apply no sun protection (or if they did it was likely an SPF8 oil so they could tan 'more') and a golden glow was linked to looking 'healthy'. The knowledge and evidence of long term and cumulative UV damage was in its infancy. In 2026, celebrities, social media, skinfluencers and the experts in the treatment room have helped bring the importance of wearing SPF to the forefront.

"I do think younger generations are generally more consistent with SPF use because they've grown up with much greater awareness around skincare, skin





‘THERE IS VERY LITTLE POINT IN INVESTING IN FACIALS, LASERS, PEELS OR ADVANCED SKINCARE IF SOMEBODY IS NOT PROTECTING THEIR SKIN PROPERLY AFTERWARDS’

cancer prevention and premature ageing and SPF has become much more integrated into their daily beauty and wellness routines,” explains Dr Sonia Khorana, GP and dermatology expert. Add the conversation around longevity – which SPF features heavily in – and there’s hope from the experts that all generations will finally get on board.

“Your skin has an excellent memory. Every walk outdoors, every commute, every tan and every sunburn adds up over time, even in the UK climate, and that’s why we need to urge people to rethink their daily approach to sun protection,” says Dr Amy Perkins, consultant dermatologist and Heliocare ambassador.

CHANGING THE NARRATIVE

Just months ago, as we were researching this feature, the Beauty, Hair and Wellbeing All-Party Parliamentary Group (APPG) with support from The British Beauty Council released a report on UV safety. This aims to strengthen the public understanding of UV risks, abolish the sunscreen tax, recognise UV as a workplace hazard for outdoor workers, and to combat online misinformation. It’s ironic that while social media is raising awareness of the risks of not wearing SPF, viral trends on TikTok and/or Instagram such as ‘sun tattoos’, ‘SPF contouring’ and even ‘anti-sunscreen’ hashtags continue to appear.

Calling for government support to start an industry-backed educational campaign, starting with schools, the report’s main recommendations are:

- To highlight the importance of UV protection via a sustained year-round campaign rather than a seasonal one.
- Better sun safety education in schools to embed healthy sun protection habits for life.
- Inclusive education that reflects all skin tones, improve awareness of the dangers of UV exposure for a diverse population and how skin cancer can present differently.
- Encourage an understanding that UV exposure is a serious occupational health risk for outdoor workers.
- Use the Online Safety Act to censor misleading claims on social media platforms in order to protect the public from sunscreen myths that put people’s health at risk.
- Abolish the sunscreen tax and reclassify it as ‘preventative healthcare’ rather than luxury cosmetics.
- Ban all sunbed advertising, include graphic health warnings on sunbeds similar to tobacco regulation and highlight sunbed use before age 35 increases melanoma risk by 59%.

This is also where you can play your part as experts

– by spreading awareness and educating your clients. “SPF is a non-negotiable in my business and something I speak about with every client,” says Lisa Ricci, BABTAC member and owner of Serenita Skin. “Once clients understand its role in preventing premature ageing, pigmentation and overall skin damage, consistency improves and so does their skin. Because I offer advanced treatments such as microneedling and skin peels, SPF is also an essential part of my aftercare as I always apply it post-treatment and explain why which has helped build both trust and strong retail results.”

It’s a very valid point that you need to share, as besides the dangers that come from UV exposure, if they aren’t wearing daily sun protection, no treatment can deliver long term results. “There is very little point in investing in facials, lasers, peels or advanced skincare if somebody is not protecting their skin properly afterwards,” adds Dr Ahmed.

In May, BABTAC member Jennie Hudson, showed her determination for raising awareness around sun protection further by taking part in ‘100 miles in May’. “It was in support of Melanoma Focus and Skcin, both of which do vital work in raising awareness around skin cancer prevention and early detection,” she explains. “My approach to SPF has been shaped by personal experience as my husband was diagnosed with a basal cell carcinoma on the back of his neck. He’s made a full recovery, but it reinforced how important daily sun protection is. I regularly discuss it with clients across all skin concerns, helping them understand correct application, reapplication and choosing formulas that fit seamlessly into their routine.”

THE NEW BREED OF SPF

Talking of formulas, this is where the industry is making leaps and bounds. Long gone are heavy, thick formulas that felt greasy, looked white and had the potential to cause breakouts or irritations. SPFs are suddenly sexy, covetable and desirable in looks, textures and consistency. They’re also performing better, include added skincare ingredients and are more inclusive – for all skin types and skin tones. “I’m particularly interested in innovations like encapsulated UV filters which help improve stability, reduce irritation and give a much more elegant, smoother finish on the skin. We’re also seeing lighter textures, better blendability and finishes that sit seamlessly under makeup without pilling or heaviness,” says Dr Sonia.

For Dr Ahmed, it’s the serum-like SPFs, invisible formulations for darker skin tones and skincare-SPF hybrids that are changing the sun protection landscape: “The newer generation of SPFs go beyond UV protection. They incorporate antioxidant technology, pollution defence and ingredients designed to help support the



skin barrier alongside traditional SPF filters.”

As you might expect, many of these innovations come from further afield like Australia where SPF is part of everyday education from a young age, and Korea where a flawless ‘glassy’ complexion is a top priority. That said, homegrown brands such as Green People and The Organic Pharmacy have also been busy in the labs elevating their product offerings. When it comes to what the pro’s recommend, Heliocare and P20 feature heavily, as do SkinCeuticals, Dermalogica, CeraVe and Medik8.

Makeup with SPF is another category that continues to grow – foundations, blush sticks, bronzers, tinted lip balms – and while they are absolutely no substitute for a dedicated sunscreen (you’ll never apply enough foundation to reach the SPF protection on the packaging), they can be a handy add-on or top up as you’re more likely to reapply them during the day. “Today’s customers are increasingly looking for multi-tasking products that work harder within their routines, combining skincare, makeup and protection in one step,” says Simone. “Dedicated lip SPF’s are also gaining real momentum and address one of the most consistently overlooked areas when it comes to sun protection.”

Lastly there’s the chemical vs mineral debate. This

often comes down to personal preference and many brands now offer both options. Mineral sun creams provide an immediate block from SPF and have come a long way from the original versions that left a whiteish grey cast and felt thick and heavy (although they can sometimes pill if you apply makeup straight afterwards). Chemical sunscreens on the other hand are far lighter, but once applied you need to wait 15-20 minutes before going into the sun to ensure the formula has time to bond to the skin and create a protective barrier.

THE FUTURE OF SUNCARE

With far more innovations and desirable products, a call for a VAT ban on all suncare products and the new APPG report pushing further education on the dangers of UV, we could finally be on the cusp of change. Couple that with trusted and bespoke guidance from you in the treatment room and a desirable retail offering to back up your recommendations and the better informed and protected everyone will be. “Expert-led guidance around SPF carries far more weight than messaging on a product label alone,” says Simone. “Clients place a huge amount of trust in their therapists and facialists which makes treatment room conversations incredibly influential. The more these conversations are encouraged and normalised, the better.”



**BEST FOR:
THE TIME-
POOR**



**BELIF SUN SERUM SPF50, £22,
LGHNH.CO.UK**

This couldn't be more serum if it tried, it disappears on the skin in seconds and is completely clear. Add the infusion of skincare ingredients and high factor SPF and its K-beauty at its best.

**BEST FOR:
SENSITIVE
SKINS**



**P20 SENSITIVE FACE SPF50+,
£24.99, BOOTS.COM**

Developed specifically for sensitive skin, this allergy certified formula includes antioxidants like vitamin C and E to protect the skin from free radicals as well as UV. Highly recommended by pros.

**BEST FOR:
THE NO
MAKEUP
EFFECT**



**PCA SKIN SHEER TINT BROAD
SPECTRUM SPF45, £55, PCASKIN.CO.UK**

A new category, skin tints offer broad spectrum protection and give the skin a subtle glow. This is a fast absorbing mineral formula and is great if you're an outdoor exerciser.

**BEST FOR:
THE FAMILY**



**GREEN PEOPLE SCENT FREE
SUNSCREEN SPF50+, £30,
GREENPEOPLE.CO.UK**

Leaders in organic suncare, this SPF50+ is in response to customers asking for the highest level SPF. Non greasy, hydrating and water-repellent, it's a holiday must.

THE 8 SPF PRODUCTS WE'RE GETTING EXCITED ABOUT

A MIX OF PROFESSIONAL,
LUXURY AND HIGH STREET
BRANDS, THESE NEW-TO-
MARKET SPFS ARE THE
PERFECT CONVERSATION
STARTERS...

**BEST FOR:
A GOLDEN
GLOW**



**ULTRA VIOLETTE DISCO QUEEN
SPF50 LUMINOUS BODY OIL, £38,
ULTRAVIOLETTE.CO.UK**

Non-sticky, this golden illuminating oil dries fast and gives a subtle but skin perfecting shimmer. It's also water resistant for two hours.

**BEST FOR:
OILY AND
COMBINATION
SKIN**



**AIRYDAY MINERAL MOUSSE
SPF50+ DREAMSCREEN, £39,
AIRYDAY.CO.UK**

This Aussie brand has only been in the UK a few months, but this mineral SPF is destined to become cult. Leaving a matte finish and light as air, oily skin types will love it.

**BEST FOR:
OUT AND
ABOUT**



**CERAVE INVISIBLE SUN STICK
SPF50+, £11, BOOTS.COM**

CeraVe's new on-the-go essential works over makeup, on all skin tones and is ideal for forgotten areas like the tops of ears, toes and parting lines.

**BEST FOR:
SUPER
LUXE SPF**



**KOPARI SUNGLAZE BODY GEL
CREAM SUNCREAM SPF50, £36,
SPACENK.COM**

This cool Californian brand has suncare nailed. A light as air, hydrating gel cream that feels soothing on the skin, micro oil bubbles deliver the SPF50 protection.



A DAY IN THE LIFE

PART TWO

The second in our series of 'behind-the-scenes', this issue we talk to legendary MUA, Liz Pugh and one of fashion's favourite hair stylists, Anna Cafone. Here's how they keep fuelled, fired up and ready to go every day and how they got where they are today...

WORDS: BECCI VALLIS



LIZ PUGH

MAKEUP ARTIST

Studying beauty therapy before transitioning into makeup artistry, Liz Pugh has gone from assisting the incredible Pat McGrath to becoming an MUA that everyone else wants to assist. Creating looks for celebs like Adele and Kate Moss and shooting for all the glossies, she's known all over the world

What does a typical day look like for you?

There isn't really such a thing as a 'typical' day and that unpredictability is what still excites me. One morning I might be in a studio building a beauty story for a brand; the next backstage; the next getting someone ready for a red carpet. Other days it's a press junket, long hours under hot lights, refining and adjusting a look so it translates perfectly on camera.

How do you keep fuelled and fired up?

Water, electrolytes, coffee...and adrenaline – there's always a little of that.

What do you love most about your job?

The trust. There's something incredibly personal about being invited into someone's space and being trusted with their face. Whether it's a model embodying a story, or an actress preparing to step into the public eye, I never take that lightly. I love the process of building a look, starting with skin – always skin – and watching it unfold. I love that no two days are the same. But most of all, I love that moment when someone looks in the mirror and stands a little taller. That shift in confidence is everything.

Is there anything you struggle with or causes you stress?

This industry runs on unpredictability. Your diary can change in a heartbeat. You might finally book a holiday and then an amazing job comes in. It's exciting, but it requires constant flexibility.

Travel is another layer. My kit has to prepare me for every possible scenario, so packing light isn't an option. I've experienced the sinking feeling of lost luggage before a job, that's a constant fear as when it happens the job becomes a whole new challenge! And it's physical. You're on your feet all day. You're lifting heavy cases. You're bending in awkward positions under time pressure. It's creative work – but it's also endurance work.

Would you say you had a good work/life balance?

It's something I've learned over time. Earlier in my career, I said yes to everything – and that's important at the beginning. But now I'm more selective. The hours can be long and the days physically demanding, so balance matters. I also train regularly – strength training is essential when you're carrying heavy suitcases up flights of stairs or working on location. Boxing helps me de-stress, and Pilates keeps my back in check after hours spent bent over in awkward positions.

How do you unwind at the end of the day?

Strangely enough, cleaning my brushes can be therapeutic. It's my reset ritual. But nothing beats a hot bath at the end of a long day, followed by stretching. People don't always realise how physical makeup artistry is – you're on your feet all day, lifting, leaning, adjusting.

FLIP, REWIND...

How did you get into makeup artistry?

It started with magazines. At school, I had a Saturday job just so I could buy fashion magazines. I was obsessed with the storytelling, the images, the glamour, the transformation.

I knew I wanted to be part of creating those worlds. I grew up with a glamorous mum and was fascinated by her little pots and potions. Watching her apply her makeup felt like witnessing magic.

I'm originally from the Midlands, and when I told my school careers advisor I wanted to work in fashion makeup, they laughed. The closest suggestion they had was beauty therapy – so I trained in that. At the time it felt like a compromise, but it became one of the most valuable foundations of my career. My work is all about skin, and that training gave me a deep understanding of it. While studying, I realised I needed to push further. I applied to London College of Fashion, moved to London and trained as a makeup artist then began testing and building a portfolio while I was still studying. Whether it was luck or persistence, an agent agreed to represent





“
I love the
process of
building a
look, starting
with skin”



me when I graduated. But it was a long process. Nothing happens overnight in this industry.

What qualifications do you have?

Beauty Therapy and formal makeup artistry training. I also assisted the incredible Pat McGrath during fashion weeks, which was like a masterclass in artistry pressure and creative excellence. Being part of that team was a huge turning point. I feel I am still learning though; I love my field of work and will always push myself and give 120%.

What's the best piece of advice you've been given?

Be patient. And from my first agent: never say no at the beginning. Every job can lead to another. Magazines don't pay at first – but those tear sheets build your book. You have to play the long game.

What are your favourite 'pinch me' moments?

There have been many. My first cover for i-D magazine – the same magazine I used to buy with my Saturday job wages – was surreal. Working alongside supermodels and seeing first-hand why they're 'super' in every sense. Being trusted by singers and actresses to create their look – that feels different. For models, transformation is part of the narrative. For singers and actresses, it's more personal.

One of my most special moments was working with Adele on a comeback cover shoot. We had worked together for years and always created a strong look. But this time, the brief was stripped back – minimal, almost bare. Adele has the most incredible face to work on, and she trusted us completely in that vulnerability. That cover made me realise it's not always about the makeup. It's about the image. Sometimes less really is more.



ANNA COFONE

SESSION STYLIST

Global Creative Advocate for Authentic Beauty Concept, founder of Hair and Care Project (using hairdressing to help empower those who are visually impaired) and a celebrity favourite – Cher and Lana del Ray are regulars, Anna Cofone's creative energy and expertise is always in high demand

What does a typical day look like for you?

There really isn't a typical day, which is one of the things I love most about what I do. I might be on set for an editorial or campaign, backstage at a show, working with a private client, developing a concept with a creative team, or mentoring artists. Some days start incredibly early and are all about high energy and problem-solving; others are more focused on prep, research, or education. It's a balance of creativity, logistics, people management and making sure the hair always tells the right story.

How do you keep fuelled and fired up?

Good food, lots of water and strong coffee are essentials! But creatively, it's the people around me that keep me energised. Being part of a team where everyone is passionate and pushing for the same vision is incredibly motivating. I also try to take small moments for myself, even if it's just a few quiet minutes to reset.

What do you love most about your job?

The transformation. Not just visually, but emotionally. Hair has the power to change how someone feels about themselves and being trusted with that is very special. I also love the collaborative side - working with designers, photographers, make-up artists and seeing an idea come to life from nothing.

Is there anything you struggle with or that causes you stress?

The pace and the travel can be intense, and being away from home for long periods is definitely the hardest part. You're constantly switching time zones, environments and teams, and you have to stay creative and focused through all of it. It's amazing, but it requires a lot of resilience and organisation.

Would you say you had a good work/life balance?

It's something I'm always working on. In our industry,

the lines can blur because your passion is also your work. I've learned that balance doesn't always mean equal time; it means being fully present wherever you are, whether that's on set or at home.

How do you unwind at the end of the day?

Anything that helps me slow down and reconnect, a simple dinner, a walk with my doggies, music or time with people I love. When your day is so fast-paced and high-energy, the evenings need to be calm and grounding.

FLIP, REWIND...

How did you get into hairdressing?

I was always fascinated by hair as a form of expression. Very early on I realised it was a craft that combined technical skill with creativity and human connection. Once I stepped into a salon environment, I knew I'd found my world.

What qualifications do you have?

I did my apprenticeship with the salon group Harringtons and worked my way up to Art Director over a period of seven years. I built a very strong technical foundation in the salon, which is what allowed me to move into session work. You need that depth of knowledge to be able to adapt quickly and create under pressure.

What's the best piece of advice you've been given?

Never stop learning and never think you've 'arrived'. Stay curious, stay humble and always respect the craft.

What are your favourite 'pinch me' moments?

There have been many key shows, major campaigns and incredible collaborations, but the real pinch-me moments are when I see the impact of the work, whether that's on a global stage or during the Hair & Care workshops. If I had to name one, I would say creating Lana Del Ray's look for the Met Gala 2025 and the National Anthem music video I shot with it. 🖤





“

*I was always
fascinated
by hair as
a form of
expression”*



JANSSEN COSMETICS INTRODUCES LONGEVITY CARE

Endorsed by CIBTAC, Janssen have added Longevity Care Training to their portfolio...

At the end of last year Janssen Cosmetics unveiled their Longevity Care product range designed to regulate cellular processes including DNA repair, cell metabolism, cell regeneration and protection against oxidative stress. Now they've utilised their findings and research and created CIBTAC Endorsed Longevity Care Training that gives therapists a structured, science-led understanding of the biology of ageing and how to translate that knowledge into practical treatment outcomes.

Here we speak to Krestyna Batty, Managing Director of Janssen Cosmetics UK about why they wanted to create the course and how therapists will benefit from signing up to it.

Why is it important for beauty professionals to have knowledge of 'longevity'?

Longevity represents a shift in how we understand skin ageing. Traditionally, antiageing has focused on repairing visible signs such as wrinkles, pigmentation and loss of elasticity. Longevity, however, looks deeper – at the biological processes that determine how well the skin functions over time.

Around 80% of premature ageing is driven by radiation exposure and much of the remaining decline is linked to oxidative stress, glycation, inflammation and impaired cellular repair. When therapists understand these mechanisms, they can make more accurate assessments, deliver more targeted treatments, and guide clients with confidence.

What benefits does the Janssen Cosmetics course offer therapists?

Longevity knowledge elevates the therapist's role

from treating symptoms to supporting longterm skin health and vitality. The CIBTAC Endorsed Longevity Care Training course is centred around learning with no practical involved, although there is a treatment demonstration with Janssen products. Therapists who take the course will gain:

- A deep understanding of endogenous and exogenous ageing
- Insight into oxidative stress, glycation, inflammation and DNA repair
- Knowledge of longevity pathways, including FOXO, Klotho and sirtuins
- A full demonstration of the Longevity Care facial protocol
- The ability to design longterm client programmes
 - A recognised CIBTAC Endorsed certificate



Why did you choose to get the training endorsed by CIBTAC?

CIBTAC is internationally respected for its educational standards and rigorous quality assurance. As an International Educator and CIBTAC Examiner, I wanted this training to meet the highest benchmark. Endorsement ensures therapists receive accurate, current, and professionally structured education – and a credential that supports their longterm career development.

Do you think 'longevity' is the new 'antiageing'?

Yes, longevity reflects a more modern, positive and scientifically grounded approach. 'Antiageing' implies fighting against something inevitable. Longevity focuses on extending the skin's health span – how well it functions, repairs and resists stress over time. It aligns with the wider wellness movement and resonates strongly with today's clients.



What ingredients and treatments are important for Janssen Cosmetics Longevity Care range?

Janssen Cosmetics Longevity Care line is rooted in genetic research and focuses on supporting the skin's master genes responsible for vitality, repair and longterm function. From around the age of 27, the activity of these genes begins to decline, contributing to early biological ageing. The range combines cutting edge active ingredients with luxurious skincare textures that work at the core of the ageing process, not just on the surface. The result is stronger, smoother, more elastic and visibly more vital skin.

Key actives include:

- **Clotho Extract** – activates the Klotho gene, boosting youth proteins, detoxification and cellular regeneration.
- **Ashwagandha** – reduces cortisol in skin cells by up to 43%, helping the skin recover from stress related damage and improving smoothness, pore visibility and barrier function.
- **Evergreen Extract** – inhibits glycation, reduces oxidative stress and activates sirtuins, improving collagen quality and skin radiance.
- **Resveratrol** – stimulates longevity proteins, supports cell regeneration and reduces inflammation, even at low concentrations.

- **Ayurvedic Harmony (Holy Basil)** – rich in polyphenols with strong anti-inflammatory and antioxidant effects, supporting collagen production and resilience.

The Longevity Care facial treatment complements these formulations with a structured protocol designed to enhance microcirculation, support detoxification and reinforce the skin's natural repair mechanisms.

What do you think is next in the longevity space for beauty?

The future of longevity in beauty will be driven by precision and personalisation. We are likely to see:

- Advanced analytical tools that assess biological ageing markers
- Personalised longevity programmes based on skin health profiles
- Treatments targeting cellular energy, detoxification and repair pathways
- Integration of lifestyle, stress management and topical care

The industry is moving from treating symptoms to understanding, and influencing, the biological mechanisms that determine the skin's health span. Longevity is no longer a luxury. **■**



DERMALOGICA AND BABTAC JOIN FORCES TO CREATE NEW MICRONEEDLING GUIDE FOR ALL THERAPISTS

Committed to upholding the best standards and practices in beauty, this new toolkit prioritises consumer safety and provides the correct protocol for all professionals to adhere to

WORDS: BECCI VALLIS

In April, 'The Sharp Standards Guide to Microneedling' was unveiled at the Houses of Parliament. A joint venture between Dermalogica and BABTAC, its aim is to support skincare and aesthetics businesses of all sizes across the UK in the absence of formal regulation and legislation. Providing clarity, confidence and resources that all qualified practitioners need to deliver microneedling to the highest standard, the guide is now available to download at pro.dermalogica.co.uk and babtac.com and you don't need to be a BABTAC member to access it. "If the whole point is to raise standards across the profession, it can't sit behind a paywall or a membership gate," explains Candice Gardner, education manager learning and content at Dermalogica.

Why the guide is needed:

With more than 35k microneedling procedures carried out in Dermalogica stores alone last year and 'microneedling' generating over 6 million social media mentions, it's certainly a hot topic in beauty. There's also been a rise on at-home microneedling devices and services which, when not performed correctly, have significant risks. That's why it's essential that properly trained professionals are up-to-date, clued up and competent.

"Microneedling delivers visible results and consumers know it. The evidence base for collagen induction therapy has grown significantly and that science has filtered into mainstream awareness. Clients are coming in better informed than ever, often having already researched the

treatment themselves," explains Candice.

"At the same time, microneedling sits in a sweet spot for skin therapists because it's minimally invasive but genuinely effective across a broad range of concerns, from fine lines to scarring to overall skin rejuvenation. It allows therapists to offer results-driven treatments without crossing into medical territory. That combination of consumer demand, a relatively affordable price point compared to other aesthetic procedures, and clinical versatility is driving the growth."

"But popularity without proper standards is a problem. The more in-demand a treatment becomes, the more important it is that those delivering it can do so safely, consistently and confidently. That's exactly where Sharp Standards comes in."

Here, Candice explains exactly why it was so important the guide was created and why BABTAC was the perfect partner to collaborate with.

Why did you want to create the guide?

"Honestly? The regulatory landscape is messy and confusing - there is no overarching regulation that specifically applies to microneedling and sets out exactly what is expected. What is required is scattered across multiple pieces of legislation, different requirements across England, Scotland, Wales and Northern Ireland, and expectations and interpretations vary from one local authority to the next. Even the most diligent practitioner or clinic owner would struggle to pull all of that together into a coherent operational framework."





‘THE GAP BETWEEN WHAT EXISTS AND WHAT’S ACTUALLY BEING APPLIED IS WHERE RISK LIVES, FOR CLIENTS AND FOR THE PROFESSION’S CREDIBILITY’

On top of that, there’s no legal requirement to hold a formal qualification to perform microneedling at this time. National Occupational Standards exist, but many practitioners aren’t even aware of them because there’s been no mandate to engage with them. That gap between what exists and what’s actually being applied is where risk lives, for clients and for the profession’s credibility.

We didn’t create the guide to tell people they’re doing it wrong. We created it because interpreting and implementing the existing rules is genuinely hard, and nobody should have to figure it out alone. Rather than waiting for regulation, Dermalogica and BABTAC chose to act now. We cannot put clients at risk or let them down while we wait for policymakers to debate the rules.”

What microneedling treatments does it cover?

“The guide isn’t treatment-specific in the way you might expect. Instead, it covers the full scope of microneedling practice, including both manual roller and mechanised pen devices, across face and body applications. It addresses everything a practitioner or clinic needs to operate to the highest standard: legal and regulatory compliance across all four UK nations, governance and ethics, premises and hygiene, operational procedures, client care and consent, training and competence, and audit and quality assurance. There’s also a toolkit section with templates, checklists and further resources. It’s designed to be adapted to your business, not to replace clinical judgement.”

What microneedling tools and treatments does Dermalogica offer?

“Before we developed our own technology, we watched this space for several years. That research shaped a programme built on professional skill, treatment customisation and flexible protocols, with skin health and controlled, precision-led technique at the centre of everything we do. Today, Dermalogica offers a comprehensive professional microneedling programme that combines advanced protocols, clinically validated technology, regenerative recovery solutions, and professional training.

Our Pro Microneedling treatment was developed as an early combination procedure, pairing microneedling with our customisable chemical peel, Pro Power Peel, to enhance results while allowing treatments to be tailored to different skin concerns and goals. We have protocols for skin rejuvenation, acne scar reduction, with hair restoration and hand/body protocols launching soon.

To support greater precision and practitioner control, we also developed the PRO Pen. The latest generation device has achieved 510(k) FDA clearance as a Class

II medical device and includes an FDA-cleared 14-pin cartridge validated for acne scar reduction.

And last year we introduced Exo Booster, a vegan bacterial exosome serum designed for use before, during, and after professional procedures. Clinical testing demonstrated a 46% improvement in skin resilience post-procedure and an 86% greater reduction in wrinkles when used alongside microneedling compared to microneedling alone.”

The entire programme is supported by comprehensive professional education, including CIBTAC-regulated qualifications, endorsed certifications, and decision-driven practical training for Professional Skin Therapists.

What are the biggest learnings therapists can take from the guide?

“Probably that you don’t have to be an expert in legislation to run a compliant, professional practice. The guide takes complex, fragmented regulatory information and translates it into clear, practical steps. It tells you what you need to do, why it matters and where to start.

I think it also challenges practitioners to look at how robust their systems really are. Are your consent processes thorough enough? Is your infection control documentation up to date? Could you confidently demonstrate competence if a licensing authority came knocking tomorrow? These aren’t comfortable questions, but they’re the right ones to ask before regulation arrives rather than after.

The training and competence section is worth close attention too. The guide draws a clear distinction between regulated qualifications and short CPD courses and sets out recommended minimum standards, including Level 4 qualifications for microneedling practitioners. For therapists who’ve built their skills through shorter training routes, it provides a framework for understanding where they stand and what further development might be needed.”

Will you look to provide similar guides in the future?

“Absolutely. Microneedling was the right place to start because it’s a skin-penetrating procedure with real risk, high consumer demand and a particularly fragmented regulatory picture. In fact, we are currently working to map this microneedling guide to all the legislation for Republic of Ireland. But the same challenges, navigating complex legislation, maintaining consistent standards, and preparing for anticipated licensing, apply across a range of non-surgical aesthetic treatments. If Sharp Standards proves as useful as we believe it will, you can expect more from us.” ■

WaxXXX[®] Academy

MORE THAN

7,000

STUDENTS GRADUATED

- A combined experience over 50 years
- Clear Education to Career path
- The Only Wax Brand Endorsed by CIBTAC

CIBTAC ENDORSED PROGRAMS



ETP 1 - WaxXXX Definitive Waxing[®]
Product Training & Techniques in
Facial Waxing

ETP 2 - WaxXXX Definitive Waxing[®]
Product Training & Techniques in
Intimate Waxing

ETP 3 - WaxXXX Definitive Waxing[®]
Product Training & Techniques in
Full Body Waxing

ETP 4 - WaxXXX Definitive Waxing[®]
Product Training & Techniques in
Prenatal Waxing

Register at waxxxxacademy.com

CIBTAC endorsed WAXXXX Waxing Products



waxXXX[®]
XTRA STRONG XTRA SMOOTH XTRA SOFT

✉ sales@waxxxx.com

☎ SINGAPORE : +65 6100 9872
+65 8820 1029 (mobile)



DEFINITIVE
Waxing[®]

[f](https://www.facebook.com/waxtripleX) [i](https://www.instagram.com/waxtripleX) : waxtripleX

BABTAC TRUSTED SUPPLIER DIRECTORY

ARMONIA *training academy*

Armonia Training Academy provides regulated sector-based education and is celebrating its 25th Year in 2025. Specialising in apprenticeships, it is Government approved to provide industry specific education, in beauty therapy, wellbeing, holistic therapies and leisure.

www.armonia.co.uk | careers@armonia.co.uk

BALENS

Balens are a 4th generation Insurance Brokerage. We have been working with BABTAC to offer our specialist policies to BABTAC Members which include some of the widest wording available in the UK today.

01684 893006 | info@balens.co.uk
www.balens.co.uk

bbspa®

BBSPA Group is an international spa and wellness consultancy and management company with offices in the UK, France, and Italy. The group specialises in creating, developing, and managing world-class spa and wellness concepts for luxury hotels, resorts, and private developments.

www.bbspagroup.com | kirsty@bbspagroup.com

beauty DIRECTORS club

Susan has changed the fortunes of hundreds of beauty entrepreneurs through her online programmes, her trademarked business formula, and her Beauty Directors Club membership.

Susan has proven that your business will be hugely profitable when it is truly aligned to YOU.

Susanroutledge.com | susan@susanroutledge.com

dermalogica

Dermalogica is the number one choice of skin care professionals and consumers worldwide. Dedicated to delivering skin health results through education, innovation, and professional recommendation, for over 30 years.

01372 363600 | enquiry@dermalogica.co.uk
www.dermalogica.co.uk

Elite Probes® INTERNATIONAL

Multi award-winning Elite Probes is recognised worldwide for its exceptional quality, precision, and innovation. Trusted by professionals in the UK and over 20 countries worldwide we have transformed standards in Blemish Removals by combining innovation, efficiency, safety, and performance.

07399 397903 | info@eliteprobes.co.uk | www.eliteprobes.co.uk

ELEMIS

Elemis, Bringing together the best of science, nature and skin wisdom, ELEMIS is with you on your ever-evolving skin journey. Drawing on 30+ years of formulation and spa expertise, we create cutting-edge skincare that delivers powerful, visible results.

newbusiness@elemis.com / uk.elemis.com

GUINOT INSTITUT • PARIS

French skincare brand Guinot has over 50-years' experience in machine-based and manual treatment technology. Available in 70 countries worldwide through accredited salon and spas, and most recently, through its growing franchise network.

01344 873123 | enquiries@guinot.co.uk
www.guinot.com/en_GB



Hara Professional has been trusted by professionals for over 50 years. Wax. Eyes. Nails. World renown, high performance formulas, relied upon to deliver maximum treatment results.

Exclusively distributed by Aston & Fincher.

0345 201 0825 | businessservices@astonandfincher.co.uk
www.haraprofessional.com



Founded by skin experts Kirsti Shuba and Donna Tait, who share over 70 years industry experience. Our philosophy of treating Skin First and Symptoms Second has revolutionised the way that salon professionals treat skin and deliver instant and long term results.

01767 682288 | info@katherinedanielscosmetics.com
katherinedanielscosmetics.com



Natura Bissé is a globally renowned family led luxury skincare company founded in Barcelona in 1979. Fusing pioneering technology with the most delicate human touch to develop award-winning products and transformative spa treatments.

www.naturabisse.com / 07826 850512
zoedouglas@naturabisse.com



Founded by Skincare Expert Caroline Hirons, Skin Rocks is the destination for vast skincare knowledge, clear guidance & products that work. Built on transparency, honesty & education, offering expert-led content, targeted routines & efficacious products.

www.skinrocks.com



For hair and beauty professionals. Timely is a booking and payments system that helps you focus on your passion, not your admin. Manage your clients, your business and your day beautifully.

www.gettimely.com?partner=babtac / 02038683790
hello@gettimely.com



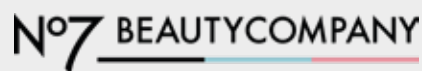
Premium German cosmeceutical skincare for all skin types, addressing every concern. Delivers immediate, visible results with proven long-term benefits. A family business built on partnership, credibility, fairness, and sustainability. Trusted for exceptional quality and service.

www.janssen-cosmetics.com



We are Medik8. The B Corp certified, British dermatological skincare brand globally renowned for age-defying results without compromise. Clinically proven via independent studies, robustly researched and rigorously tested.

Medik8.com



A dynamic consumer-led beauty business launched in April 2021.

Part of Walgreens Boots Alliance, our portfolio boasts five iconic international beauty brands including No7, Liz Earle Beauty Co.,

Soap & Glory, Botanics, and Sleek MakeUP.

globalbeautyacademy@boots.co.uk



The world's leading name in professional ear piercing—where innovation, safety and elegance meet. Trusted by beauty experts globally, our advanced piercing systems and premium jewellery help transform every piercing into an elevated experience.

0800 252172 / studex@studexuk.co.uk



Our training programmes and products go hand-in-hand as we believe great products paired with good techniques bring out the best in learners and also experienced technicians.

Waxxx.com

020 8333 6553

FIVE MINUTES WITH ALEXANDRA FORBES

Managing Director of Caroline Hirons Ltd and Skin Rocks Ltd, Alexandra Forbes sees her job as an extension of who she is, is a dedicated Gooner and cites her children as her inspiration in life...



figures, people things, marketing activity etc... then it's a mix of meetings and computer/focus time.

We're office based a minimum of three days a week, and when we're in, we prioritise holding group meetings in person: the kind of dynamic you need simply can't be replicated remotely. Our EA manages all calendar things, even the 'quick five minutes' – which is pivotal to the day not running away. I don't really take a lunch break and there isn't a day without hysterical laughter, extensive chat about food and someone lying on the floor. I leave the office when things finish, rather than a set time, unless I have something I need to get back for.

Where did you work before Skin Rocks?

Caroline and I consulted for beauty brands (mainly American brands) for several years leading up to the launch of Skin Rocks. Prior to that I was at Clive Christian Perfume for eight years. My first beauty job, the one that had me set for life within minutes of being on the shopfloor, was at Harvey Nichols in Knightsbridge.

What do you love most about your job?

I don't think of it as a job, it is an extension of who I am. I feel exceptionally fortunate to love every aspect of it, even on our toughest days (and there have been many) as these moments ultimately make us better.

How long have you worked with at Skin Rocks?

Caroline and I have been friends for nearly 20 years and worked together for ten. For many years prior to working together, when Caroline had started the blog and was building a palpable industry presence and online community, we would talk about her one day starting her own brand and sketched many an idea on a breakfast napkin. When we 'properly' started consulting together, the idea for Skin Rocks ran quietly alongside when we had time. After her book release in April 2020 and an increasingly difficult landscape to navigate in consulting, Caroline said 'if we don't stop consulting and do this properly, the brand will never launch'. So we did, and the rest is history.

What does your job entail?

In short, together with Caroline and Gemma (CCO) I'm responsible for the overall direction of the business, from strategy to people to performance, making sure everything runs well and continues to grow.

Talk us through your day to day role?

No day is the same, but I have a few anchor points in my day. I get up very early, download a handful of random thoughts/'I must do that' things, review and respond to the 3-4 memes Caroline has sent me overnight, check my calendar for the day and then get the boys ready. Post drop-off, I use the hour or so in the car to make phone calls (personal and work) or listen to a podcast. I get into the office at 10am-ish and we have a full team stand up at 10.15 every-day to go through



Who inspires you?

My children. They motivate me to work hard, take risks and keep striving to be better, not just in business, but in life. They remind me to stay curious, considerate and kind, because I know that how I show up each day helps shape how they will step into the world.

What are your beauty must-haves?

Skin Rocks for everything skincare but if forced to pick a favourite, The Eye Cream. It cannot be bettered. Makeup – the Ilia Skin Blur Serum Concealer is exceptional. If forced to pick one fragrance I'd wear forever, it would be Estee Lauder Bronze Goddess, and I love the Amika Normcore Signature Shampoo – it's beautiful in texture and smell.

How would your best friend describe you in three words?

I asked one of my oldest friends this question and she said 'rare, compassionate and loyal.'

Do you have any random hobbies/obsessions?

Arsenal Football Club and Harry Potter. It isn't ideal to have 11 men dictate your general wellbeing every

weekend for nine months of the year, but I'm in too far now. The Harry Potter obsession is far less stressful.

What do you do when you're not working?

I am a glorified chauffeur for my two boys – I am typically found by a football pitch or a tennis court.



DISCOUNTS ARE WAITING

We are delighted to offer BABTAC members new and improved benefits. With BenefitHub you can enjoy exclusive discounts and offers on leading high street brands. Take a further look to see how much you could save either by logging into the website or downloading the app. Log into the BABTAC member lounge to find your access code and follow the instructions below to start to save today.

ON YOUR DESKTOP OR LAPTOP

- 1 Go to:
<https://babtac.benefitHub.com/>
- 2 Under 'Create and Account' enter the referral code from the BABTAC members lounge
- 3 Enter your email address and click 'Create Account'
- 4 Login, browse and start saving today!

ON YOUR SMARTPHONE

- 1 Search for the BenefitHub app in the Google Play Store/Apple App Store.
- 2 Download the app
- 3 Enter your email address and press 'Enter'
- 4 Complete the registration by entering the rest of your information.

ENJOY DISCOUNTS, REWARDS, AND PERKS ON 100S OF BRANDS YOU LOVE IN A VARIETY OF CATEGORIES:

TRAVEL • MOTORING ELECTRONICS • FASHION ENTERTAINMENT
RESTAURANTS HEALTH & WELLNESS • BEAUTY & SPA • TICKETS

upgrade your microneedling. upgrade your business.

Introducing a **NEW** FDA 510(k)
cleared microneedling device.



clinically
backed results

designed for
consistency + control

built for professional
treatment environments



before



after



Partner with us to bring results-driven
microneedling to your business.

dermalogica PRO

*Treatments were conducted over a 3-month period. 3 sessions of microneedling were conducted during this period.