

# Professional BEAUTY

MAR•APR 2014 THE BIBLE OF THE AUSTRALIAN AESTHETICS INDUSTRY



**Brand  
demand**  
*creating the  
Holy Grail*

**SOCIAL  
SCIENCE**  
*how to network  
your net worth*

**Vitamin  
D-ficiency**  
*sunny side up*

**Hire and  
higher**  
*recruiting  
for success*

**GLUTEN**  
*going against  
the grain*



  
**Cosmedics.**  
[ocosmedics.com](http://ocosmedics.com)



**1. The Clarisonic Aria facial cleansing device** features three speeds with a streamlined, aerodynamic handle and resonant motor. Speed 1 (Delicate) is for delicate or compromised skin; Speed 2 (Universal) for daily cleansing of normal skin with 26 per cent more cleansing power than Speed 1; and Speed 3 (Powerful) delivers an extra boost for set-in debris with 56 per cent more cleansing power than Speed 1. The Aria also features adjustable T-Timer, illuminated bezel, battery-life indicator, drying stand and travel-friendly USB charger. Contact: L'Oréal Luxe (02) 9931 8888

**2. The PO>75** is an IPL pigment treatment machine with four modes that treats a range of client concerns including sunspots, liver spots, melisma and other blemishes. Made in France and supported by two clinical studies, the PO>75 works on Phototypes I to IV in treating actinic and senil lentigo (caused by sun and wind), melasma (caused by pregnancy), and old ephelides (dark freckles). Results are claimed within one treatment. Contact: France Medical (07) 3151 1543

**3. The BeautyPro HydraTest** handheld device measures oil and hydration levels of the skin in three seconds – real time analysis offering accuracy and precision. Helping beauty therapists target skin concerns, HydraTest is easy to operate. Contact the skin zone and press the 'measure' button. The LCD display reads out oil and hydration levels with the information cross-referenced on a credit card sized skin analysis guide. Wipe and repeat on other skin zones as needed. Contact: Dateline Imports (02) 9666 3611

**4. The MedSpa Allure** delivers clinics the opportunity to offer skin rejuvenation treatments and hair removal through IPL technology with minimal downtime. The device can deliver many wavelengths (or colours) in each pulse of light and can treat skin conditions such as dark circles and dark spots, pigmented lesions and vascular lesions in addition to improving the overall health of the skin. With certain filters, it can be used to permanently remove hair and is accompanied by full brand training. Contact: Mediterranean Tan, Wax & Beauty 1300 826 929

**5. Venus Freeze** is a non-surgical body contouring, skin tightening and anti-ageing system, named the number one non-surgical procedure in the 2013 American Health and Beauty Readers' Choice Awards. The device claims to deliver results in the fight against wrinkles, sagging, loose skin, cellulite and stubborn areas of body fat. Contact: The Global Beauty Group 1300 006 607

**6. Solaire's first Collagen Red Light Therapy bed** offers full body improvements to scars, stretch marks, skin complaints, fine lines and wrinkles, skin tone, cellulite, blemishes and dark areas. Collagen Red Light Treatment penetrates the skin to a depth of 8-10mm, penetrating type 1 collagen in the fibroblast, encouraging cells to naturally stimulate the production of collagen and elastin. Solaire declare no UVA or UVB is emitted from the tubes and the treatment is pain-free for the client. Contact: Solaire 1300 650 079

# New Skin Beginnings

