

Professional Beauty

■ Clippings

Academie's commercial advantage

Controlling the amount of product used during a professional treatment can be a challenging task for beauty therapists, according to Academie.

Too little and the client does not see the promised results, too much and the salon owner reduces their profit margin.

Academie has found a solution to this problem in their Professional Line Treatments.

Each of the treatments are packaged in strict quantity controlled boxes, allowing the therapist to control how much product is used in each treatment, allowing the salon owner to calculate the gross profit from each treatment.

"Academie's philosophy is built on a foundation of service and support for the beauty salon," Academie managing director Manol Savoff said.

"The presentation of our Professional Line Treatments is just one example of how we strive to serve the beauty professional."

Each treatment is packaged in a box, which contains everything required for that particular treatment including gauze and modelling clays, clearly labelled in sequential order.

The presentation of Academie's Professional Line Treatments ensures therapists always have enough product in stock to conduct a treatment.

For further information contact Academie 1800 136 808.

A Marriage made in Heaven

Napoleon Cosmetics and Doctors Formula skin-care have teamed together to provide salons with a unique buying opportunity. Joint training facilities, shared sales and marketing resources and a total product offering mean that these two companies can now offer the Napoleon brand to beauty salons.

Doctors Formula has been established in Australia for seven years and has the agencies for M.D Formulations, Declor, Erno Laszlo and Hydron and are the manufacturers and distributors for Ultracuticals.

Napoleon is an internationally recognised makeup artist who began retailing his own brand of cosmetics in 1995 via several concept stores. He has developed an enormous celebrity following with stars such as Jerry Hall, Cate Blanchett, Janet Jackson and Christine Anu. As a makeup artist, Napoleon regularly uses M.D Formulations and Erno Laszlo to prepare his client's faces and thus saw a natural fit with Doctors Formula.

These two companies are now working together to provide Australia's beauty salons with a total product offer. With a joint training facility in Sydney, they can now train beauty personnel in all aspects of beauty therapy and makeup artistry. Napoleon will also take advantage of Doctors Formulas' sales per-

sonnel to assist his move into beauty salons. For Australian salons this will mean they can range some of the industry's highest quality products and enjoy the ease of dealing with only one sales force.

For further information please contact Mandy Gray or Mia Cassin, Doctors Formula Media Office, telephone 9327 3496, fax 9362 3290, email: mge@bigpond.com.au

New anti-aging weapon

MD SkinSolutions has introduced PhotoFacial treatment, a series of full face, gentle, pulsed light treatments intended to improve the appearance of sun damaged and aged skin as well as reduce facial redness and flushing. The treatments take about 30-minutes and are performed at intervals of about three weeks for a series of five treatments.

According to the company, the special light used is different to laser energy "as it contains light of many wavelengths that penetrate to all levels of the skin and reach abnormal dilated vessels, pigmentation and collagen".

PhotoFacials help patients who suffer from photoageing of the skin, pigmentation from sun exposure, irregularities of the skin texture and fine lines. According to the company, the treatment results in a more youthful appearing skin.

For further information contact MD SkinSolutions 02 9552 6277.

Beauty volunteer rewarded

Look Good Feel Better Workshop coordinator Denise Mucha was presented with the annual National Beauty Industry Volunteer of the Year Award at the Annual Dream Ball held at Sydney recently.

As well as fulfilling her role at Natural Compatibles as managing director, an Australian made and owned professional make-up range, Denise also coordinates about six workshops a year.

"It is wonderful to be part of an industry that is willing to work together and support such a worthy cause, helping women who are undergoing cancer treatment to look good and feel better," Denise said.

"Women undergoing cancer treatment have special needs, both emotional and physical. These volunteer workshops are held Australia wide and help women to keep positive by teaching them new make-up techniques to overcome any changes in appearance that arise from their treatment."



Little company gets big reward

Mirenésse stunned the audience at the 2000 New Woman Beauty Awards by winning the coveted Best Lipstick - prestige category, for their Vitamin Capsule Lipstick.

The company was also a finalist in three other categories including Best Mascara, Best Foundation and Best Colour Cosmetic.

Mirenésse is a small Melbourne company, which was launched in November 1999 after three years of research and development by Pharmacist Irene Patsalides and her partner Andrew Naumoski.

Soon after its launch on TVSN, the company quickly amassed a strong following, mainly through word of mouth. They also started a membership club for customers that has grown to more than 10,000 members. The range was picked up by Myer/Grace Bros in December 1999, initially on a trial in one store, and has now grown to 38 stores nationally. It is also represented in 50 pharmacy and beauty outlets throughout Australia.

The New Woman Beauty Award has given the company a reassurance on their beliefs.

"We wanted to give the women of Australia choice and opportunity to purchase cosmetics not only of the highest international quality, but also at an affordable price," Mirenésse stated.

For further information contact Mirenésse 03 9390 9203.



Maggie Tabberer (left) presenting Denise Mucha with her award.