



Guild News
June 2011
United Kingdom

sun, sea, and the perfect beach body!

As I write this, the sun is shining through the office windows and we've just been treated to a week-long heat wave. With Summer clothes a must, it's definitely enough to make me consider what needs to be done to prepare my post-Winter body for a nerve-racking bikini reveal this Summer.

It's been a whole year since I thought about losing weight and toning up, going further than the flick of a razor on my legs, and with everything under cover, I definitely haven't thought about what shade of pale I might be! So with Summer showing signs of being a good one (it's about time!), update your treatment list with every treatment under the sun designed for perfecting that bikini body!

"Potential clients will already be thinking about their Summer holidays and without a doubt will also be thinking about how to look and feel more confident about themselves whilst soaking up the sun beside the pool," says Andrew Snaddon, UK Sales and Marketing Manager, **Energist**.

Some of the most popular treatments your clients will be looking for you to offer include tanning treatments, slimming and toning treatments, hair removal treatments, and manicure and pedicure treatments.

One of the easiest ways to attract clients before they hit the beach is to group 'holiday themed' treatments together to create a perfect pre-holiday package. If the treatments you already offer are looking a little tired, or you want to expand the treatments that you already have on offer and put together a variety of holiday packages to suit all budgets and desires, take a look at our round-up of machines and products dealing with a range of beach body requests.

let's tone

Getting into shape is one of the biggest worries for most before they bare all on the beach, and if there's one time they will be looking for a quick weight loss or toning fix it's before a well-earned holiday. Make sure you're the one they turn to for advice on treatments.

"Although the thought of higher temperatures and Summer flings make us feel warm and fuzzy, the thought of pinching our thighs to see how much cellulite we've developed over the past few months can strike fear into the heart of even the most avid gym bunny," say **ABC Lasers**.

"With slimming and toning treatments being very seasonal, we'd suggest marketing the body treatments around key holiday points in the year," adds **Silhouette International**. "The most obvious dates in the year are the Easter half term and the end of the school year, meaning that if you had the demand you could possibly market the treatments between the months of February to September."

Marion Cadwell, of **Provence Cosmetics**, continues: "Doing the treatment on yourself and experiencing the benefits is a fantastic way to be enthusiastic about the treatment and to convey the benefits to [clients]."

Accent XL from **ABC Lasers** promises to give a full body makeover by transforming the appearance and quality of the skin, whether it's orange peel on the thighs or the 'ripple effect' across the tummy.

Accent XL uses radio frequency, which heats the dermis, reorganising the cellular environment and stimulating cells to release toxins and produce new collagen. The Accent XL has two radio frequency modes - BiPolar and UniPolar - which provide therapeutic heat to different tissue depths within the body. Lymphatic drainage is also achieved from this unique treatment; meaning toxins are dispelled from the

lymphatic system. The Accent XL gives visible results after just one treatment, meaning skin is instantly refined with dimples smoothed over and slack skin looking tighter in no time.

Eliminate fat naturally in a matter of weeks with Lipomassage from **LPG Endermologie®**. The new Cellu M® machine combines enhanced modifications and an exciting new menu of high-precision body treatments to fight stubborn fat and slackening skin. Lipomassage has a proven ability to reactivate fat cells, increasing lipolysis by more than 70 percent. After just six sessions, visible results can be achieved - resistant fat is eliminated, curves are resculpted, cellulite is smoothed away and skin is firmer.

Endermologie presents a tailored and targeted solution to suit every client's need with a choice of eight new treatments utilising the following techniques for optimum results: Expert Lipomassage, Endermo-Detox, and Endermo-Draining.

The Dermalift Profile from **Silhouette International** offers a multiplicity of treatments from lifting and tightening to slimming and anti-cellulite. As well as offering body treatments, the Dermalift profile can also carry out facial treatments, meaning you can add even more treatments to your treatment menu.

The Profile system uses an automatic algorithm to tailor the treatment to each client's individual needs. This changing algorithm ensures that all the client's muscles are toned using several different techniques, providing the best lift and toning in the fastest possible manner for each client. The system also boasts a 'fast slim' program, delivering the equivalent of 350 sit-ups in just 20 minutes, designed to cater for those on a tight timescale. Although an immediate difference is noticeable after just one treatment, it is recommended that a client have a minimum course of six to 10 treatments.