



# TOP TECH TIPS FOR 2018

Implementing or upgrading device technology in your business could play a key role in transforming your fortunes. By Jenni Gilbert.

**W**hat's going to set your salon, spa or clinic apart from the pack in 2018?

How will you keep existing clients excited and eager to try new things, as well as attract a whole new array of customers and referrals?

Likely you have your business plan sorted for 2018 and beyond, but is there wiggle room to consider new elements that will really take your offering to the next level?

As we head into what is traditionally the busiest time of the year for the industry, it can be difficult to devote time to forward thinking.

Yet the time you can give that now to tweak your customer offering for 2018 could mean all the difference between a sorry, so-so or sensational year's performance ahead.

Implementing or upgrading device technology in your business could play a key role in transforming your fortunes.

It doesn't mean investing a fortune, or turning your current offering on its head and completely revising your treatment menu.

It may just mean a strategic addition to your current offering, or adding a device (or two) to work in synergy with and enhance what you already offer for even better client outcomes.

With technology evolving so rapidly and the proliferation of new devices that cater to all sectors of the market, it is easier than you think to introduce quality, economical and practical equipment.

This will allow you to keep existing clients excited with a new



range of services and have a cutting edge to attract new ones.

SPA+CLINIC presents a sampling plate of tech options to consider for 2018.

## THE CHINA DOLL CARBON FACIAL

Pigmentation is cited as Australians' third most worrisome aesthetic skin concern, and numerous surveys have shown that a mottled complexion is perceived as more of a marker of ageing than lines and wrinkles.

In many Asian cultures, flawless, porcelain-like skin has for centuries been highly prized. Treatments that could lighten and brighten the skin have been the most sought-after of all beauty remedies.

The 20th and 21st centuries have made this quest a whole lot easier with cosmeceutical skincare and the advent of laser and IPL technology to blitz dark spots and blotches and generally even out skin tone.

Around the 1990s, here in Australia, several generations of sun worshippers (and those who simply got collateral damage from being exposed to the sun in daily life) realised The Tan had terrible consequences ...

First and foremost, the risk of skin cancers, some fatal, like melanoma. Australia, per capita, has the highest rate of skin cancers in the world.

The second – and which is the lifeblood of our industry – was accelerated skin ageing in the form of lines and wrinkles, hyperpigmentation and overall degeneration of the skin leading to dullness, dryness, crepiness and sagging.

Australians of all ethnic backgrounds have been clamouring for answers ever since.

And so to The China Doll Facial with Pastelle Q-Switched laser...



Pastelle in action

...numerous surveys have shown that a mottled complexion is perceived as more of a marker of ageing than lines and wrinkles.

## HOW IT WORKS

A thin layer of medical-grade carbon cream is applied to the skin, to act as a photo enhancer. After about 15 minutes, the entire area is then treated by the Pastelle, whose nano-second lightning fast Q switched Nd Yag Laser stimulates and cleans the pores, and promotes the growth of collagen.

The carbon cream is shattered and blasted from the skin, taking the dirt, oil and dead skin cells from the epidermal layer, helping to contract the pores.

Combining laser toning and laser genesis modes will activate collagenesis, providing long-lasting improvement to the underlying structure of the skin.

**How does it feel:** The China Doll Facial has been described as feeling warm or prickly, but not painful. A minor “sonic boom” is heard as the carbon particles are targeted by the laser and the light energy is absorbed by the carbon particles.

**How many treatments:** A course of six over two months is advised for maximum results but many clients enjoy a single session for an important occasion.

**Suitable for:** All skin types and can be used for tattoo removal. It targets acne and acne scars, blackheads, open pores, oiliness, mottled complexions, and stimulates collagen production to reduce wrinkles, brighten and tighten the skin.

The “facial” is suitable for women and men of all ages and assists people with pigmentation, acne, wrinkles, dull or poor skin tone, large pores, and helps to lessen the premature signs of ageing.

**Is there downtime:** No. It is non-invasive and clients can return to normal activities straight after treatment. They will, however, need to ensure they use at least SPF 30+ sunblock for any outdoor activities. 🌊

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## QUESTIONS TO ASK WHEN DOING THE NUMBERS

If you base your decision on what equipment to invest in purely on price (as in, the lowest possible) it may be false economy and you could end up paying dearly in the longterm.

To avoid making a poor investment, Kate McGrath, marketing consultant to Cutera lasers, suggests you ask these questions when negotiating with a device supplier:

- If my device needs service, who will perform the service and how long until you can get to me? (A local national service team is really important because customers won't wait if the

service takes, say, three weeks - you will lose them to a competitor.)

- Do you have service contracts (to keep devices in top running order and avoid downtime)?
- Do you have accredited training, or can you help me with that?
- Is my device upgradeable? (Some devices can be upgraded as your business grows so you don't have to buy complete new devices to move ahead.)
- Do you have a trade-in policy?
- Can you help me with marketing support (that's locally compliant

marketing, not something grabbed from the internet)?

- Do you have recommended protocols?
  - Is there someone I can speak with if I have a problem (for example, Cutera has national and international trainers available to walk accounts through any problems or challenging questions - great for newbies)?
  - Will you provide ongoing education and workshops (Cutera has international speakers on a regular basis to share with local customers, for instance their Cutera University seminars)?
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