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Welcome

To the December edition of the Norwich Academy Newsletter. We hope you find this edition informative and helpful; we'd love to hear from you, let us know what subjects you'd like us to include and what you'd like to hear about, the best letter wins a bottle of O.P.I. Nail Varnish.

Christmas has come early at Norwich Academy and we have lots of offers for you to enjoy. Look out for the jolly Santa in this newsletter and on our website, wherever you see him there's 20% discount off the usual course price if you book before 31st December.



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In this edition we feature:

Top Tips for Marketing Success

Hot Winter Therapies your clients will love. Hot Stone Massage and Warm Bamboo Massage.

Creating your own Chocolate Facial

Fabulous products

Pro Active Skin Care.

Achieving Perfect Eyebrows

Competition:
Win a fabulous Liz Earle Skin Care Kit worth £25.00.

Top Tips to Marketing Success

One of the most frustrating aspects of running your own business is marketing! Finding the right formula is complicated and unless you have an unlimited budget, can be very expensive. The truth is you need to try lots of different ways to attract your customers and when you have them, keep them coming back to you and you only! Every month we are going to be recommending ways you can grow your business without spending a fortune on advertising. This month with Christmas around the corner you need to make sure every client that walks through your door will come back in January. Here are some top tips to make sure that happens:-

1. **The Give Away.** Offer every client that has a treatment with you in December a £5.00 off voucher for any treatment over, say £15.00, in January. Design your voucher as a Christmas Gift and pop it inside a Christmas Card. Your client will be delighted that you've thought of them and you will be assured of a return client in January.
2. **Go and Get Them.** When you are starting your own business, getting your name 'out there' is a slow affair. Leaflet drops, social networking sites, word of mouth – all tried and tested methods that work, but slowly – and sometimes you simply don't have the time to wait for the business to walk through your door. This is when you need to go and get your clients, don't wait for them to come to you, go and get them! At this time of year, an Open Evening themed to the Christmas festivities is a great way of generating interest in your business, a few mince pies, mulled wine and festive goodies will put your customers in a good frame of mind, run a raffle, ask other companies for donations, give everyone who comes a goody bag with a few free samples of your favourite skincare products (your skincare

company should be happy to help you here); and of course, vouchers off treatments! If you have the time a Voucher Booklet, which can easily be made on your computer with lots of vouchers, each one with a different treatment and different offer. I would always include at least one free treatment but only when the client has purchased at least one treatment. Make sure your vouchers clearly state your expiry date, which I would put at the end of February to make sure you are kept busy in the quiet months of the year.

3. **Referral Marketing.** This one could not be easier. Ask your existing clients to refer their friends to you. Make up some referral cards on your computer with a space to put your client's name on and with an offer for the friend, say, 10% off their first treatment; hand the referral card to your client and ask her to refer a friend, if that friend comes in for an appointment, your client gets a half price treatment as a thank you for introducing new business and the friend gets 10% off her first appointment. Repeat the process of course with the friend.
4. **Linking.** Locate local businesses that will complement yours without being competitors and suggest a mutual link to your own website. Florists, dressmakers, interior designers, holistic therapists (if you don't offer their services and vice versa) may all be quite happy to put your website on their own if you do the same for them.

Norwich Academy is now offering a **free linking service** to its students. Customers looking through the site are often looking for a therapist who offers the treatments we train in, by linking your business to the Norwich Academy site, you will be on a list of therapists we recommend thereby opening up your business to more potential clients. Make sure you let us know each month what your special offers are as, we will be highlighting these on the site too.

Hot Stone Massage

The heat from the stones will relax muscles, increase the blood flow to the area being worked on which further accelerates the healing process.

Hot stone therapy allows you to experience a unique connection to Mother Nature. It allows you to feel relaxed and revived, while at the same time pampered and well looked after. This type of massage therapy is well known to help release back pain and assist in depression, stress, and insomnia. It's also a great way to improve circulation.

The stones are placed in a heater that uses water to heat the stones. Once they have reached a certain temperature, the therapist will place these stones on specific points across the spine. The therapist may also place these stones in your palms and in between your toes. The stones are used in two ways during the massage. One is to impart heat onto the body by laying stones under you with a sheet or towel between you and the stone; the second is by the therapist massaging the client with oiled, heated stones held in the palm of the hand with firm strokes along the muscles of the legs, arms, and torso areas.

Hot stone massage, also called hot stone therapy, not only looks tempting, but is a great way to heal the body. Smooth, flat river stones are generally used in hot stone therapy. They are often basalt, a black volcanic rock that absorbs and retains heat well.

An authentic hot stone massage is not simply the “gliding” of heated stones lightly upon the surface of the skin, but rather the stones are used as tools to deliver effective tissue and muscle massage at a pressure level comfortable to the client.

You can usually request light, medium or deep pressure, which is the beauty of the hot stone massage technique. It can be customised in an instant to your specific request. The hardness of the stones makes for a fantastic deep tissue massage.

The heat from the stones will relax muscles; increase the blood flow to the area being worked on which further accelerates the healing process.

This increase in circulation and the relaxation of the muscles also aids in mental relaxation.

Once the stones have been allowed enough time to release tension, the massage therapist will gently use their hands to massage the skin using a combination of aromatherapy oils. The therapist may also use the stones, instead of their hands to release muscle tension.



Full Monty, Slim Jim, Middle Man, Shortie, Half Pint...?

The latest cocktails? A pet's name? No, the tools used in the latest treatment to hit our shores – Warm Bamboo Massage.

Bamboo Massage is a table massage or seated massage where the therapist uses warmed bamboo tools of varying lengths and diameter to roll, knead and relax muscles with deep tissue techniques. It is beneficial in that it brings about increased circulation, relief of sore muscles and a deep state of relaxation. It is regarded as a body, face and limb massage that incorporates bamboo stalks of varying lengths and diameters to provide drainage, relaxation and reshaping, simultaneously. Bamboo symbolizes suppleness and resilience, straightforwardness and simplicity; and the massage satisfies two major needs: relaxation and well-being.

By introducing warm Bamboo as a new tool to your massage, you can increase the amount of time spent on each client, it enables you to apply deep tissue massage and give longer sessions without your hands suffering. Combine the technique with a wonderful scented salt scrub treatment and you have a delightful treatment a Spa would be proud to boast of.

Available at Norwich Academy from January 2012 for postgraduate students with a massage qualification £140.00 plus starter kit.





Proactive skin care

As we age, saggy skin becomes more and more of a problem. The skin on our face begins to lose elasticity as we age and facial muscles are no longer able to hold facial skin in place. This results in the development of lines, wrinkles, and eventually deep folds. Often the process begins with delicate lines such as expression lines, brow lines, and mild crow's feet and later develops into more unsightly sagging in the entire face.

Preventing saggy skin

The best way to deal with saggy skin is to ensure that you take a proactive approach to skin care and follow a few simple steps to help prevent the early onset of facial sagging. Here are some tips to help keep your skin firm:

1. Keep properly hydrated

It is important for adults to drink at least 8 full glasses of water a day. Water is your skin's natural cleansing system. Water constantly works to flush away toxins and waste products to keep your skin soft and healthy.

2. Protect yourself from the sun

Sun damage is one of the leading causes of premature saggy skin and facial wrinkles. Always apply a sunscreen with an SPF rating of at least 15 if you plan on being outdoors for more than 30 minutes. Your sunscreen is one of your most powerful weapons against saggy skin and aging spots.

3. Don't smoke

Avoid smoking at all costs. If you are currently a smoker, do whatever it takes to quit. Smoking actively increases the signs of aging and can increase your risk of developing sagging skin significantly.

4. Keep your skin clean

Never go to bed with make up on. This will lead to increased stress on your skin and can cause pores to clog and become infected. Be sure to wash your entire face daily with a gentle cleanser. The key here is not to rub, scrape, or be overly abrasive in the process. As with most things in life, moderation is the key to achieving favourable long term results.

Follow these simple steps and you can help ward off the ageing process for as long as possible.

Achieving perfect eyebrows

Eyebrows are a natural frame for the eyes and should be in proportion to the face. Whether you choose to wax, pluck or thread, perfectly shaped eyebrows will enhance the look of the eyes and face and will accentuate makeup while ill-kept, unruly eyebrows will hide the beauty of your client's eyes.

If you find your client's eyebrows are starting to thin, don't be afraid to recommend an eyebrow tint, this will help to maintain and restore your client's natural colour and make the client look younger!



The perfect eyebrow should start right above the inner corner of the eye. To determine where the eyebrow should start, place a pencil against the nostril and line it up with the inner corner of the eye. The eyebrow should end at a diagonal with the outer corner of the eye. To determine this, place a pencil at the side of your nose ending at the outer corner of the eye. The eyebrow should arch above the outer rim of the iris.

Ensure you keep your client's eyebrows maintained by regular appointments, offer a package to include a tint and if you find thinning eyebrows difficult to enhance, don't be afraid to use a little eyebrow colour to thicken and define the natural look.

If you are not confident of your eyebrow shaping techniques why not book yourself on our new Beautiful Brows course? Complete with a fabulous eyebrow kit, this course will give you all the tools you need to create beautiful eyebrows for your clients. Find out more by going to our website.

Advanced Skin and Spa Treatments

Is it realistic to be able to offer spa treatments in a dry room setting? In today's highly competitive market it is vital that you stay ahead of the game



and offer your clients additional treatments they may not usually be able to get outside of a day spa.

Whether you are mobile, have a small rented room or work from home you can offer Spa treatments to your client, it's all about being versatile and inventive.

A key part of your treatment will be somewhere to heat the towels you will be using to remove your aromatic scrub; if you can't afford to invest in a hot towel caddy (Ellisons are offering £30.00 off their mini towel warmer this month, £169.99 instead of £199.99), use your hot stone heater if you have one, or, until you can afford the real thing, a slow cooker will also work! Cover it with a towel and your clients need never know! Care obviously needs to be taken here, you must make sure your towels are not too hot, check the temperature on your wrist and it goes without saying, water and electricity do not mix! Make sure your items are checked annually and take extra care with trailing leads.

Your towels will need to be damp, hot and oozing gorgeous aromas. The area where you carry out your spa treatment will need to be warm with ambient lighting, soft gentle music, scented candles and pretty objects d'art to complement the treatment you are giving.

Spa treatments are all about ritual, so don't neglect this aspect; if you are carrying out a Rose Quartz Spa Massage then use real rose petals as decoration. The client needs to feel pampered from start to finish and allowing her to relax after her treatment in a warm fluffy robe while drinking a hot herbal tea will add to her experience. Expect to earn £45.00 for a one hour fifteen minute treatment.

Finally, if you need to update your skills invest in some additional training to learn new ritualistic massage techniques; the cost would be quickly recouped with just 3 clients.

Norwich Academy will be offering 3 new Advanced Skin and Spa treatments in January; Balinese Massage, Rose Quartz Spa Massage and Polynesian Warm Coconut & Seashell Massage Therapy – all at £130.00 for a one day training course for postgraduate students with a massage qualification.

Still don't have a massage qualification? We can offer a fast-track course with an online Level 3 Anatomy and Physiology qualification accredited with the Federation of Holistic Therapists. A massage qualification opens the doors to a host of new treatments for you, so if you can only afford to add one new treatment this year, I would recommend massage.

To find out more about all of these new treatments go to our website at www.norwich-beauty-academy.co.uk.

Creating your own Chocolate Facial

This is a lovely, warming, luxury facial you can offer your clients without the need for huge expense. It is a real treat to offer someone and can be packaged as easily for Christmas, Valentines, Easter, Mother's Day, in fact all year round. At £45.00 for a one hour facial this should be at the top of your treatment menu.

The chocolate facial is not just a gimmick, the cocoa bean is bursting with anti-ageing properties - Anti-Oxidants, vitamins, trace elements, hormone balancing minerals and lipids to super hydrate and lift – chocolate has never been so good for you!



We package this facial as an experience, the client is treated to a hot chocolate drink on arrival while she completes her consultation card, we have chocolate coloured robes, chocolate coloured towels and a chocolate scented candle is glowing in the treatment room. We use Karin Herzog Chocolate Cleanser and Chocolate Moisturiser which is heavenly, but apart from that, everything else can be adapted from the products you already have, apart from one or two small items you will need to buy from a good supermarket. On completion of the treatment the client is offered a drink of her choice plus of course she has a Belgian chocolate on the side. We normally send her home with a goody bag containing, you've guessed it – chocolates! Plus of course, a recommended homecare regime and any retail products she may have bought.

So, how do we start: in addition to the Karin Herzog Chocolate Cleanser and Moisturiser you will need Green and Blacks 70% pure chocolate bar, good quality cocoa powder, pure chocolate extract (available from Waitrose in the home baking section); facial gauze, your usual massage oil, toner and scrub.

You will also need a hot towel caddy with at least 12 towels which have been soaked with an orange / mandarin aromatic.

Step by Step Chocolate Facial Routine



In a small ceramic or glass bowl break 2 or 3 pieces of the chocolate and add a small amount of water. Put this in your hot towel caddy to melt.

Prepare your client in the usual way, you may if you wish offer a back massage prior to starting this facial.

Double cleanse using the Karin Herzog Chocolate Cleanser, this product has a powerful chocolate aroma that sets the stage for the rest of the treatment.

Tone, using your usual toner. It's important to intersperse the chocolate experience with a fresh aroma otherwise the nose gets used to the smell.

Plus a small amount of your usual scrub in a bowl and mix 1 tablespoon of cocoa powder with your scrub and exfoliate. Remove with a hot towel.

Add a small amount of the Chocolate Extract to your base massage oil and carry out your usual face, neck and shoulder routine. Remove with hot towels.

If using serums or ampoules you could add these now.

Apply facial gauze to cover neck and décolleté. Taking your melted chocolate (check the temperature on your wrist, it should be warm not hot), apply with a brush all over the face, neck and décolleté. Cover the eyes with 2 cool pads. Carry out hand and arm massage using your usual massage oil and routine. The mask should be left on for 10 minutes.

Remove eye pads, remove gauze. Remove chocolate residue with hot towels.

Apply chocolate moisturiser. Finish.

For Karin Herzog products go to: www.karinherzog.co.uk.

FAB PRODUCT ALERT

It's party season and at this time of year a girl can never have enough of a flutter, pout and glow. With so many gorgeous products out there it can be difficult to choose but here are a few of our favourites.

You can now buy this fabulous eyebrow palette from HD Brows, we think its brilliant and well worth the money. At just £24.95 it will last you for many months to come and your clients will adore their new look.

Twilight Fever has reached the cinemas again and make-up artists rush to copy the new looks sported by Kristen Stewart at the movie premier. It's all about the eyes, frosty ice colours of silver, blue and grey create a smoky, sexy effect. Try Mac Cosmetics 6 Snowglobe eye palette in cool. Voted best powder shadow by make-up pro Alex Babsky.



Lips remain glossy and peachy, skin tone lightly dusted and cheeks just a hint of pink. For lips we love Jane Iredale's 'Cotton Candy', the hint of ginger in the gloss plumps the lips and it stays put. Try also Mac Dazzlesphere Coral for a similar look.



Bella Bamba by Benefit gives just enough hint of a rosy glow for cheeks. And of course, no party make-up would be complete without a dash of Yves Saint Laurent's Touche Eclat and a splash of Clarins' Flash Balm and there you are, ready and glowing for the party season.

NAILS JUST LOVE BLING

There has never been a more exciting time to be a nail technician, so many colours and new techniques, crackle glaze, overglaze, magnetic polishes, Minx and Swarovski crystals! Plus we all love the soak off gels for their ease of use and lastability, Gelish, Gelitz and Shellac are three of the more popular and now O.P.I. have launched their own

version of the soak off, this is bound to be popular but we haven't tried it yet so let us know if anyone has an opinion.



Popular colours are still from the dark ranges, we can't keep our clients away from the blacks, purples and deep reds but we are persuading them to try our soak offs with crystal enhancements. Favourite Shellac colours at the moment are Masquerade and Iced Cappuchino. Manicure clients might like to try O.P.I Animalistic and if there's not enough sparkle for you, add a top coat of

Nails Inc holographic glitter top coat with a Swarovski crystal on the side. Party on.



Walk Yourself Fit

We know you ladies are busy, busy, busy – running a home, running a business, looking after the family, all too often there is no time left for you. As therapist you know you have to look good for your clients, but you also need to feel good inside too. Walking is cardiovascular and cheap, well...free, practically; unless you count the cost of a decent pair of shoes. In fact it will save you money on petrol or bus fares. It is a form of exercise that you can fit into your daily routine, you won't be berated for polluting the atmosphere and it can be done pretty much anywhere. It will improve the condition of your heart and lungs and increase bone density and, if done regularly, can increase your overall fitness levels.

With beautiful countryside all over Britain, taking a walk is the perfect antidote to a stressful day at school, work or at home with the children. If you're one of the many Brits with at least one pet dog, even better. Possibly if your dog is like mine it will be more a case of him taking you for a walk than you taking him but you'll still be getting out there breathing in fresh air, experiencing the wonderful changing seasons and burning away those calories, getting that body into perfect shape for the coming holiday season (You can burn up to 130 calories - one small glass of wine - from 30 minutes of brisk walking).

Staying active through walking can help prevent high blood pressure, heart disease, stroke, type 2 diabetes and osteoporosis and is one of the best forms of exercise if you have back or joint problems. As a low impact activity it is great for muscles without putting any unnecessary stress on your joints. It can help reduce depression and anxiety, make you feel more energetic and improve your quality of sleep.

Talk to your GP first if you haven't exercised for a while and have concerns about getting active. Then grab your jacket/raincoat, wellies/trainers, dog/children and walk yourself fitter, slimmer and happier!

Veronica Quick

Competition:

In which therapy would you find a Slim Jim?

Answers by email please to:

info@norwich-beauty-academy.co.uk

First name out of the hat wins this fabulous Liz Earle Skincare Set worth £41.00.



The advertisement features a collection of four skincare products from the Liz Earle 'Your skin essentials' set. On the left, a circular badge with the word 'New' is positioned above a tall, light blue bottle of 'CLEANSE & TONIFY'. Next to it is another tall, light blue bottle of 'LIZ EARLE HYDRATING ESSENCE'. In front of these are a small, light blue jar of 'HYDRATING MOISTURISER' and a small, clear roller-ball bottle of 'SUPERSKIN CONCENTRATE'. The products are set against a white background with soft shadows. To the right of the products, the text reads 'Your skin essentials*' followed by '£41.00' in a large, elegant font. Below this, a promotional message states: 'Purchase your three daily essentials and we'll treat you to a little extra luxury with a complimentary Superskin Concentrate 10ml roller-ball (worth £19.00)'.

New

Your skin essentials*
£41.00

Purchase your three daily essentials and we'll treat you to a little extra luxury with a complimentary Superskin Concentrate 10ml roller-ball (worth £19.00)

Norwich Academy

Student Services

Have you linked your salon/studio/mobile business to our site yet? This free service is available to any student who has trained with us. Simply send us your full details and a short summary of how you would like to be described and we'll include your details on our website. It's free!

Make sure you also let us know what your monthly offers are and we'll broadcast these to our clients who sign up for this service.

Our courses are now available nationwide through our network of dedicated, professional freelance tutors, so wherever you are in the country we can probably offer you a training course.

For a list of courses we offer please go to:

www.norwich-beauty-academy.co.uk

or telephone: 01603 821255 for further details.

JANUARY NEWSLETTER:-

Treatments for Males. Are we about to see a revolution in the male beauty market! Lashes for Guys, Eyebrow Shaping, Skincare, we examine the latest trends in the male beauty market. Marketing tips Part 2; Spray Tan troubleshooting, Essential Oils to keep colds and flu at bay, hot new products and lots more.