

VITALITY

THE BABTAC & CIBTAC MAGAZINE FOR THERAPISTS WORLDWIDE

MAY/JUNE 2021



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FIRST WORD

Welcome back to work and to our printed version of VITALITY. We are absolutely delighted by both these exciting developments and hope that you are all finally enjoying the returning to some semblance of normality.

Of course there continue to be a number of concerns surrounding some of the restrictions still in place and the sustainability of businesses having to adhere to them. This is particularly relevant in Scotland with the face mask restrictions there. Our Coalition have continued to provide ongoing evidence on how critically this is affecting business there and our perseverance has paid off. A review of these conditions has now been confirmed to us by The Cabinet Secretary of Scotland and we anticipate this should be around Mid-May. We will continue to keep you updated with any new developments once that evaluation has taken place.

Mental Wellbeing is also of particular concern as everyone returns to work. Our Opening with Confidence Seminar, hosted on the 31st March, provided useful tips and advice on managing your reopening (see page 15 for details). It also highlighted just how anxious so many therapists were about returning to work. Now that our sector has reopened across most of the UK, we would like to gauge how well everyone is coping and readjusting and how we can help further. We have therefore scheduled a follow up wellbeing seminar which will providing further tips and expert advice to make sure we return to our very best. Further details to follow shortly.

On a personal note I was absolutely honoured to have been asked by Caroline Hirons to be a trustee for The Beauty Backed Trust. Being involved with such a meaningful venture and working with such remarkable people is just amazing and has already ensured, as one of our first objectives, that many severely affected businesses were able to reopen their doors again due to Beauty Backed return to work campaign.

The most noteworthy positive to come out of this awful crisis must surely be the camaraderie, sharing and working collectively of so many in our industry to ensure the survival and welfare of all. We have never been more united and I am confident that our industry will only go from strength to strength.

LESLEY BLAIR, CEO AND CHAIR, BABTAC & CIBTAC

VITALITY

AT A GLANCE



You've been busy! Find out all the latest member news on [page 16](#)



Want to make your team happy and functioning at its best? Flick to [page 36](#) to discover how

PLEASE KEEP IN MIND THE GOVERNMENT COVID-19 RESTRICTIONS AND GUIDELINES WHERE YOU LIVE WHEN READING ARTICLES

Everyone's crazy about collagen but is it worth the hype? We find out on [page 52](#)



We were bowled over by the amount of entries to our Inspiring Beauty Awards, find out the winners stories on [page 22](#)



Turn to [page 28](#) to learn everything you need to know about getting your finances in order and how it could make you more money in 2021.



INDUSTRY LATESTS



AVON BACKS WOMEN OF COLOUR



In October Avon invited budding female beauty entrepreneurs of colour to submit their product ideas, at any stage of development, to be in with a chance of winning a £20,000 grant towards progressing their business. Named the Beauty in Colour Start Up, the winner has now been announced with the funds going to Ofome Eyanagho to help her develop her natural, vegan skincare business, The Glow Pot.

Among the judges were diversity advocate Ateh Jewel, skincare expert and 'Eyebrow Queen' Nilam Holmes and British Beauty Council's CEO Millie Kendall MBE. And while there were hundreds of entries it was Ofome Eyanagho who impressed the judges most. Developed after struggling to find the right products to treat her

eczema and formulated with women of darker skin tones in mind, her range offers gentle, effective, and affordable products for achieving glowing skin.

"Winning this competition is invaluable for me," said Ofome. "I quit my job recently so I could focus all my energy on my business, so this could not have come at a better time. The £20,000 prize money and Avon's mentorship means I can actualise my dreams and have a chance to take my business where I know it can go. As a woman of colour, I think I've definitely had less opportunities - doors like this don't seem to open for people like me so I'm extremely grateful and excited for what the future holds."

To find out more about the Beauty in Colour Start Up competition visit avon.uk.com/pages/beauty-in-colour.



SUSTAINABLE SOLUTIONS

We mentioned them not so long ago thanks to their hair straightening recycling scheme but **Cloud Nine** have expanded the service to now include Curling Wands and Hairdryers. In line with World Earth Day in April, they also announced they would be committing to planting 10 trees around the world for every purchase from cloudninehair.com with customers also having the option to choose 'Kinder to the Environment' packing options. They also sent out a complementary Cloud Nine water bottle with each purchase in April to encourage their customers to forgo single use plastic. Bravo!

Online beauty destination, **Lookfantastic.com** has announced a new recycling scheme [recycle:me](https://lookfantastic.com/recycle:me) as part of The Hut Groups eco policy. Allowing customers to send back plastic packaging from any brand, the scheme hopes to take away any confusion about what bits of bottles can and can't be recycled. Ensuring that the correct materials return to the recycling scheme or that end-of-life plastic gets disposed of in an environmentally friendly way, all consumers need to do is wash out the bottles and return them free of charge. The carbon emissions associated with the returns process will also be offset by the companies CarbonNeutral certification.

Lancôme has launched its global sustainability program, 'Caring Together for a Happier Tomorrow' which lays down the brand's set of ambitions in matters of sustainability and social inclusion. Honing in on three complementary pillars they want to 'Bring the World to Bloom' by protecting various forms of biodiversity and regenerative agricultural practices, 'Live Responsibly' by helping consumers make sustainable choices thanks to products that are refillable, rechargeable and recyclable and 'Write Her Future' which aims to empower women by providing them with access to education,



mentoring and entrepreneurship. To date, the Write Her Future program has already helped over 23,000 women across 13 countries with the aim to reach 50,000 beneficiaries by 2022.



2021 ORGANIC BEAUTY & WELLBEING REPORT IS RELEASED

Revealing 10 consecutive years of growth, the Soil Association Certification has released its annual 2021 Trend Report based on new consumer data. Key findings showed that the market for organic and natural products has grown by 13% over the past 12 months with total sales exceeding £120 million, and that COSMOS now has 40,000 certified products and ingredients on its books, up 40% from last year.

Driven by consumer demand, 1 in 6 consumers already buy organic beauty and wellbeing products but interestingly 28% of

consumers said that the move to shopping online during the pandemic made them more likely to purchase products from this category. Led by the need for a bigger focus on transparency when it comes to a brand's sustainable benefits, products must be better for the soil, better for animals, better for the planet and employ fairness and trust in everything from sourcing ingredients to a positive production line. A further stat found that 56% of consumers believe beauty and wellbeing brands should do more to reduce their impact on the environment.





ONE IN, ONE OUT

There was sadness in the air earlier this year when BECCA Cosmetics announced that it would be shutting down in September this year. The Australian brand founded in 2001 and that was famed for its iconic highlighters and blushers said that it was a result the global pandemic had had on the business. Despite being bought by Estee Lauder in 2016, they unfortunately couldn’t ride the storm and even the A-list fans and dedicated MUA’s couldn’t save them. In a statement from Becca the brand said: “At BECCA, an accumulation of challenges, together with the global impact of COVID-19, has sadly been more than our business can withstand, and we have had to make the heartbreaking decision to close down the BECCA brand at the end of September 2021. We are confident that the spirit of BECCA will continue to live on through all of you. Please keep illuminating your true selves. Share positivity and light the way for others as you make an impact on this world.”

However just as one brand leaves the market, there is whisperings of another joining as reports reveal that Rihanna has trademarked ‘Fenty Hair’ sparking conversations about a new hair care line. Said to include prepping products, colouring, dandruff shampoo, straightening tools and hair glitter, watch this space!



SPAFEST DATES ANNOUNCED

The must-attend event for people in the spa industry will be taking place between October 12th-14th at the 5-star eco resort, Gwel an Mor in Cornwall. With a programme of wellness experts, led by keynote speaker Sue Harmsworth MBE, the event this year will focus on People, Planet and Health. A not-for-profit event, the idea is to prompt meaningful conversations in the industry and help professionals look for new ways to reconnect, rebuild and re-energise their personal and professional wellbeing after a challenging year.

With empowering sessions, thought-provoking talks and the opportunity to truly connect, learn and grow, mental performance coach Jamie Edwards, founder of Trained Brain™, will be kicking the event off with a leadership programme, looking at ‘leading yourself and others beyond crisis’.

Other speakers include Iain Bell, founder, Executive Fitness Foundation; Dr Neil Carpenter, founder, NMC2; Claudia Roth, founder, Soul Luxury; and Kay Pennington, group spa manager, Center Parcs Aqua Sana.

There will also be wellbeing workshops that include gong baths, yoga, forest bathing and swimming as the location is just under a mile from Portreath Beach and the ancient Tehidy woods.

To enquire about tickets or for an application form email spafest@madeforlifeorganics.com

TREATMENTS ON TOP

When Boris broke the news that beauty could reopen on April 12th, Treatwell saw bookings spike by a whopping 432%. As expected, hair services came out on top at 47%, followed by face treatments and hair removal both at 18%, nail treatments accounted for 9% of the bookings and massage appointments made up 8%. That said, once everyone has their hair done, we predict it will start to tilt the other way!



WOMEN SUPPORTING WOMEN

No7 has joined forces with female community and networking space, Allbright to create the No7 x AllBright SHEcovery Course Collection giving women access to bespoke career tools and resources to help support them in their working lives. A free digital hub, it aims to boost women in the workplace and offer advice to those considering launching their own business. Consisting of seven courses of talks and workshops, go to boots.com/no7/no7unstoppabletogether to find out more.



GARNIER GOES CRUELTY-FREE

The first L’Oréal Group brand to be awarded Leaping Bunny certification, Garnier will hopefully lead where others follow. The globally recognised standard for cruelty-free, brands applying to be part of the Leaping Bunny programme must undergo strict independent auditing to prove that all raw materials, ingredients and suppliers commit to cruelty-free processes. The brand must also commit to sticking to these practices in the future.

No mean feat, Garnier had to secure declaration from more than 500 suppliers who source over 3000 ingredients across the world to ensure it would be approved and to be able to display the iconic Leaping Bunny logo on its packaging.

“It has taken many months, but Garnier have diligently reviewed every supplier and source and we are completely confident with the results,” said Michelle Thew, Cruelty Free International CEO. “This is an important gear shift for major cosmetics and a step in the right direction towards meeting the European Parliament’s call for a worldwide ban on testing cosmetics on animals by 2023, a call which Cruelty Free International wholeheartedly supports. It is the first of many L’Oréal Group brands and we urge more to step forward for Leaping Bunny approval.”



BETTER TOGETHER

Luxury, organic Scottish skincare brand, ishga has joined forces with spa technology brand, Cutitronics to bring consumers optimal results via ishga’s products and the Cutitron technology. The hope is that by bringing together lab-based technology solutions and results-driven skincare expertise, the partnership will help benefit the severely affected spa industry during its recovery from the pandemic.

“The last 12 months have clearly shown the need for businesses to learn from and adapt to customer behaviour. By working with Cutitronics to explore innovative solutions to the problems facing all spas, ishga is positioning itself firmly at the leading edge of the industry. Spas are perfectly positioned to combine digital technology with personal touch to deliver a truly bespoke experience to consumers,” said Leon Trayling, director at ishga.

IT'S GOOD TO TALK

Famed for their initiatives surrounding mental health, The Lions Barber Collective has announced it has a new training programme available - BarberTalk. Expanding on their existing offerings, the training is not to diagnose, advise or prescribe to those suffering but to offer a safe, non-judgemental environment that is accessible to all across the nation. Leaning on the infrastructure of the hair and beauty industry to get the message out there, while there is sometimes a stigma about talking mental health, there is no taboo around stepping through the door to visit your local stylist or beauty therapist.

"This was obviously the next step for us, to open the informative, enjoyable and most importantly easily useable training to the hair and beauty industry. As a member of the advisory board for the British Beauty Council and starting my career in hairdressing at Toni&Guy I am aware that all of the hair and beauty industry has this relationship of trust and intimacy with their clients, as well as regular visits which puts us in the perfect space to be able to recognise if someone is struggling," said founder Tom Chapman.

The brand-new Hair&Beauty Talk training will be a 4-hour session which will be available both in person and online. Available on request, Tom aims to gain funding to ensure that this training becomes available at no cost to an industry that has been hit so hard during the pandemic. He is also working on an upcoming Mental Health PT session which will expand the key steps to mental wellbeing and help provide knowledge of what we can do to keep ourselves mentally fit. *To find out more visit thelionsbarbercollective.com.*



MEDIK8 RECEIVES INVESTMENT

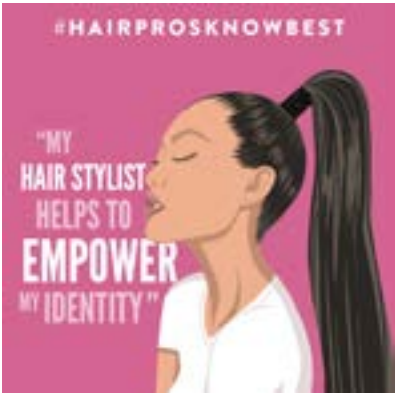
The Hertfordshire based skincare brand famed for its retinols and high-performance products has received an investment from Inflexion to propel the brand into new international markets and grow their digital channels. Dedicated to ethical manufacturing and sustainability, Elliot Isaacs, founder of Medik8 said: "In the last three years, the brand has experienced phenomenal growth as the skincare consumer has become more knowledgeable and moved towards science and ingredients. We are thrilled to be partnering with Inflexion who have the passion and expertise to help us accelerate the brand's international ambitions. Crucially, Inflexion have been unwavering in their support for our amazing team and professional-led heritage. We could not be more excited about the future."

For more information on the brand visit medik8.com.

L'ORÉAL PROFESSIONAL LAUNCHES #HAIRPROSKNOWBEST CAMPAIGN

The importance and love for in-salon hair experiences has always been high, but the pandemic has served to enhance just how important those visits are with a recent online survey revealing that 68% of British adults who get their hair done professionally agree that it helps their mental health and wellbeing. Which is why L'Oréal Professional Products have launched a #HairProsKnowBest - a campaign that supported the safe reopening of hair salons across the nation.

Hairdressing is a profession that not only offers artistic creativity, but it is about the human connection and power of touch. In collaboration with the British Beauty Council, the #HairProsKnowBest campaign features colourful social media illustrations designed for salons and hairdressers to post and celebrate how they make clients look and feel



good inside and out. The campaign asks consumers to share their look once returning to the salon post-lockdown by using #HairProsKnowBest and tagging their stylist and salon to truly celebrate the way in which they support our wellbeing.

PRODUCT LATESTS

1. GLOSS LIKE A BOSS



Using natural raw materials like Baobab extract that adds shine, along with a Fortifying Botanical Shield created from Scandinavian spruce trees, Davines' new Sheer Glaze not only gives hair a glossy finish it protects the hair fibres, preventing them from breakage.

£22.50, davines.com

2. BRIGHT SPARK



Fading the appearance of existing dark spots and safeguarding against future damage, Dermalogica's PowerBright Dark Spot Serum blends Hexyl Resorcil (a tyrosinase inhibitor 10 times more potent than hydroquinone) with shitake mushrooms that brighten and blackcurrant oil to boost skin's luminosity.

£89, dermalogica.co.uk

3. SOMETHING
IN THE AIR



Creating a calming atmosphere is a non-negotiable in treatments and ESPA's new Diffuser Pods allow you to tailor your scents to suit your space. Releasing natural essential oils at carefully timed intervals so they never fade or overpower, it immediately instils a sense of serenity in the room.

£50, espaskincare.com.

4. NATURE'S
FINEST



Hourglass have launched a new red lipstick - Confession Red 0 that uses a patent-pending vegan pigment to produce a striking scarlet hue that up until now has been difficult to recreate without carmine (red pigment from insects). Cruelty-free and vegan, it's been three years in the making.

£39.00, hourglasscosmetics.co.uk

5. TIP
TOP



Featuring a brand new tip made from Zamac, a cooling alloy, Tropic's best-selling Eye Work now glides under the eye area hydrating, soothing and de-puffing as it goes. Containing turmeric, resveratrol, vitamin C and coffee cherry extract, tired eyes will feel revived and refreshed.

£32, tropicskincare.com

6. NEW
EXTENSION



Famed for its lash enhancing serums, RevitaLash Cosmetics has transferred its scientific technology to haircare and launched a Thickening Shampoo and Conditioner. Supporting scalp health, fortifying the hair cuticle and protecting from environmental aggressors, hair feels fuller and performs better.

From £41, revitalash.co.uk

7. TWICE
AS NICE



La Roche Posay has unveiled its first 'active' SPF, Anthelios Age Correct SPF50 that doesn't just protect from sun damage but tackles dark spots, lines and elasticity too. Featuring hyaluronic acid, niacinamide, lipohydroxy acid and enzyme inhibitors along with its iconic thermal spring water, its suitable for sensitive skin too.

£25, laroche-posay.co.uk

8. IN
BLOOM



Like a real-life Instagram filter, Chantecaille's Limited Edition Flower Power Perfect Blur Finishing Powder smoothes and evens out skin tone with its lightweight, ultra-fine powder. Ideal for setting make-up or on the go touch-ups, the compact is worth the investment alone. Hello spring!

£79, chantecaille.co.uk

BABTAC UPDATE



CAMPAIGNING CONTINUES IN SCOTLAND

While therapists in England have been able to get back to work we continue to fight for all beauty to be able to return to work in Scotland. The current regulations there don't allow clients to remove their face mask for the purposes of a treatment meaning that facialists and make-up artists have been unable to work for over a year.

As you may have already seen BABTAC, together with The British Beauty Council, NHBf and UK Spa Association, wrote to

the Scottish government to ask for a change to the client PPE rules and for additional financial support to all those affected by the restrictions. As Lesley already mentioned in her first word on page 3 we are pleased to report that as a result of our campaigning the Cabinet Secretary of Scotland has agreed to review the restrictions, we hope to hear the results of this by Mid-May and we'll be sure to share further information as soon as we have it.

BEAUTY BACKED TRUST

After a successful launch that raised £600,000 for distribution by the Hair & Beauty Charity the Beauty Backed Trust changed Beauty Backed from a movement to a trust on the 24th March with the initial goal being supporting as many beauty professionals as possible to get back to work.

Headed up by Caroline Hirons, we're really proud that BABTAC Chair and CEO, Lesley Blair was asked to join as a trustee.

Together with the other trustees Lisa Potter Dixon, Dija Ayodele and Alex Forbes they will continue to advocate that beauty is a valuable industry and to provide support to everyone in the beauty industry.

Their Back to Work Bootcamp held last month featuring a host of industry leaders provided wide ranging advice that therapists and salons will find useful long after reopening, head to beautybacked.com to catch the recorded sessions.

NEW EXPERT PANEL MEMBERS

The BABTAC Expert panel work with us to share their knowledge and experience with members. We look to cover all aspects of beauty, from business and sales through to products and treatments. With three new members joining the panel we've now got CBD, Skincare Research and HR covered by experts in their field.



As Managing Director of Hashtag Organics and Founder of La Rue Verte, **Emma O'Neil** is ideally placed to share her extensive knowledge

of CBD. She also worked with The Academy Scotland to create the first CBD Cosmetology course in CBD Facials and CBD Massage. This sector has seen rapid growth over the past couple of years and shows no sign of slowing down, Emma will help members understand the benefits of CBD and how they can successfully add it to their treatment menu. See page 27 for Emma's Ask the Expert.



Alessandra Bertelli, R&D Manager at Gerard's has also joined us looking at skincare research. With a degree in Chemistry and Pharmaceutical

Technologies and twelve years' experience at Gerard's she works with the University of Milan and Brescia developing efficacy tests and environmental impact tests. Alessandra will be able guide members through the continually evolving approaches to research and what information therapists should be looking for to ensure they are offering clients effective products and services.



In response to demand from members we're delighted to now offer a range of HR support, all included as part of your membership. **Cathy O'Donoghue**, set up HR

Champions over 20 years ago specifically to help small and medium sized business meet the challenges of HR and Employment Law. Cathy joins us as a HR Expert and has already provided us with a range of HR templates and resources that are free for members to download. Located in the members lounge area of our website, these should be invaluable - saving you time and money whether your team is 2 or 200 people!



REOPENING WITH CONFIDENCE – SEMINAR SUCCESS

Thank you to everyone who joined our online session last month which was kindly sponsored by Dermalogica. Candice Gardener, Education Manager at Dermalogica, started the seminar off with an informative presentation sharing valuable insights on trends and consumers and how to use this information to improve your business. This was followed by an Expert Q&A with Susan Routledge, Beauty Business Expert and Salon owner and Katie White, BABTAC Award winner from Relax London joining Candice to discuss therapists concerns and questions.

The session looked beyond the initial few weeks of reopening and considered strategies for success for 2021, ensuring that we take forward what we have learnt over the past year even when busy back in the salon.

If you missed it or would like to watch again you can still find the recording on our facebook page. Following on from the positive feedback from those who attended we have decided to hold another online event this May looking at Wellbeing and Mental Health, further details will be announced very soon.

MEMBER NEWS



A CLEVER PREMISES PIVOT

Before lockdown owning a three storey Victorian listed premises for her beauty business was not a problem for Paula Chisholm. With two therapists renting rooms on the second floor, a nail technician renting a room on the first floor and a large hairdressing business renting the ground floor, it was a hub of hair and beauty. Unfortunately, last March, the hairdressers' moved premises as did one of the therapists and the nail technician decided to work from home leaving Paula and just one other therapist.

Instead of feeling disheartened, the whole building was gutted and Paula opened an unusual gift shop where the hairdressers used to be and a tea room at the back of the premises which used to be another hair room. She has two new self-employed therapists and has just introduced laser treatments to the menu. With only one empty room which is refurbished for a hairdressing space, we have no doubt it will be filled before long!

ECO COMES FIRST

After three years studying beauty at Glasgow Levein College, Dona Samarantunga is starting out her journey as a self-employed therapist with one thing at the forefront of her mind - providing ethical and cruelty-free services. Focusing on facials, hair removal, body therapies and make-up, she believes that beauty does not have to affect the ecosystem negatively and could indeed help the environment. Favouring cruelty-free products, she believes this is the first step to ensuring her business has a better eco footprint.



HAPPY ONE YEAR ANNIVERSARY

Last April wasn't the best time to open a business in hindsight but who could have predicted the last 12 months? After leaving a medical clinic where she had worked for 16 years as a Senior Aesthetic Therapist, Carla Pooran set up SkinRenewal. Planning a big opening with guest speakers from Byonik and pHformula, two of the brands Carla had chosen to work with, everything quickly ground to a halt. Except Carla. Getting to grips with social media she started promoting the two brands and offering free virtual skincare consultations. She then gifted products to local bloggers in return for them sharing on their social platforms and began writing educational posts about skin health and skin conditions. Byonik mini facial homecare kits followed, as did virtual events such as the 'Skincare over 40' discussion that Carla hosted on Facebook. She even contributed to an article for The Sun.

Constantly thinking about how to spread the word about healthy skin, Carla then contacted a family relative and author of 'Fix my Period', Nicole Jardim which opened her up to a US audience and started the conversation about hormones and skin. With a sudden desire to provide products to her new fans, the next step was a sign-up with Get Harley. Allowing her to recommend products that would be sent directly to their home, it means she can now do

SkinRenewal consultations globally.

By Christmas it was gift vouchers a go-go and more new products in the form of Facial Ice Globes along with more Byonik and pHformula winter skin kits. Selling out in record time it was the high before the low of another lockdown. But determined not to stop, Carla teamed up with AnteAGE and began doing IGTV and Zoom demonstrations on their at-home microneedling kit with growth factors while beauty closed yet again. "I also used the time wisely to research what other treatments I wanted to bring into SkinRenewal and that would work with my other treatments when I re-opened. I decided on the pHformula protonpen that can be used in conjunction with my skin resurfacing treatments," explained Carla.

"In this time I have learnt so much as I've been constantly pushed out of my comfort zone. Setting up a new business at any time can be stressful but I feel that doing it in a pandemic has made me stronger and more determined. I also believe that SkinRenewal has been more of a success than if I had originally launched in April 2020 and want to inspire people reading this that they can achieve anything if they believe in themselves and work hard." And that's what we call a success story!



ADMIRABLE UPSKILLING

With her maternity leave coming to an end in April 2020 and with no prospect of furlough, Lindsay Pedder decided to go solo and focus on a home spa experience. Evaluating the treatments and services she offered, during lockdown one a friend was diagnosed with cancer and after another friend announced her illness during the second lockdown, Lindsay decided to turn her focus to how she could

use her skills to help. As a result, she spent the third lockdown studying to become a specialist oncology massage therapist and has now passed the first three phases of certification. Looking forward to completing her final practical assessments as soon as restrictions allow, she said: "It's been a tough first year but I believe I've utilised the time for great things."



NEW BOOK ALERT

First came Caroline Hiron, then Susan Routledge and now Alison Young is releasing a must-read beauty book that will no doubt have us hooked. Called *The Beauty Insider - Effortless Skincare and Beauty Advice That Works*, the book will be released on 3rd June, although you can pre-order copies beforehand. Revealing her money-can't-buy insider knowledge, Alison ticks off subjects such as how to love your skin type, what to save on and what to splurge on, simple steps for a good hair day as well as trouble-shooting common beauty issues and complaints. Aimed at all genders, ethnicities, skin types, budget or age, she's condensed all of the knowledge she's learnt over the past 35 years in one easy place to make life easy for us (and every other reader). The UK's youngest ever Head of Training at Clarins, a go-to therapist for A-listers and a beauty advisor for labs, brands and retailers, as well as her numerous appearances on QVC, she's one person's advice we definitely will be taking when it comes to all things beauty.



PERSEVERANCE PAYS OFF

Congratulations to Shima Lee, one of our BABTAC associate members from overseas who opened her first beauty school, Dolled House Cosmetology in April 2020 before the severity of Covid really hit her country. Despite graduating in 2016 with a Diploma in Business Studies, Shima always had beauty in her heart and began working in a spa and nail centre before enrolling into beauty therapies and cosmetology schools followed by working in an aesthetics clinic. With a desire to educate and motivate more women to be beauty entrepreneurs she then undertook a beauty educator qualification and it's this that drove her to opening her beauty school. "Dolled House Cosmetology is getting recognition slowly, and we have successfully produced more than 50 graduates, who have also opened their own beauty centres and branches," says Shima. "I love my job as a beauty educator, sharing and receiving more knowledge with my students because we are always in the pursuit of knowledge, as students, graduates and even instructors." We couldn't agree more Shima!

ADVICE ON DEMAND



After receiving several requests and enquiries from established beauty therapists asking for advice, educational help, business set up, marketing and social media tips, Alysha Daniels decided to turn her expertise into a sign-up service. Helping others become entrepreneurs, start a business and attract customers as well as how to grow your Instagram following, the subscription model is open to all BABTAC members. Normally priced at £30 a month, Alysha is also offering members a discounted rate of £20 a month. For more information go to evolvingbeautyboss.com.



KEEP IN TOUCH

While many salons and therapists took their business online during lockdown, Tracey Hughes kept in touch with her clients via emails, traditional letters and whatsapp messages. However, after taking some online personal development courses during the time she couldn't work, she decided to create a new website that better reflected her business and personality. Going live just before beauty reopened, at the age of 58, she's also branched out into some blogs as well as providing a link on her site to BABTAC to help people who don't live near her in Nottinghamshire to be able to find a beauty therapist near them. "For the last 10 years I've rarely done much advertising as I truly believe that the right people will find me at the right time, but I hope the 'welcoming' message of my new site will be well received and responded to," said Tracey. We have no doubt it will!



AIMING TO EDUCATE

A group of like-minded independent skin professionals across the UK, including several BABTAC members, have come together to create The Skin Collaborative. With a mission to have a collective voice and bring their years of knowledge and experience together to help people understand their skin better, they aim to offer a professional alternative to quick fix social influencers' advice.

Hammering home the point that skincare isn't a one size fits all approach, they want their clients to feel empowered to look after their skin in the best way for them so they can achieve sustainable results. Running a campaign #thefacebehindthefilter - a message that coincided with International Women's Day, they are passionate about raising awareness that perfection doesn't exist.

"We are real women with our own skin challenges, which we are not afraid to share. It's important for people to realise that perfection just does not exist - airbrushed and filtered pictures we see in the media do us all a disservice," says member, Maria Rylott-Byrd.

Talking live on Clubhouse every Friday night at 7pm and on Facebook @theskincollaborative every Monday at 11.30am, you can also find out more at theskincollaborative.com.

LISTEN TO YOUR GUT



For most of her career, Natalie Fortain focused very much on short-medium term goals and while her efforts paid off, during lockdown and time out of her business, she realised that she wasn't reaching her full potential. At the start of this year she decided to try something different and began investing her time in more meditative and manifestation practices. "I set my year out completely different," explains Natalie. "I wrote out a '21 Things I wanted to do in 2021' list - not my typical 'To Do List' or 'Vision Board' or even a list of 'goals' - simply 21 things (massive, minor, small, professional and personal) and then stuck it to my fridge as a reminder of everything I want to do more of. From making bread to earning my first £100,000 in a year, each time I even step towards doing more of one of the 21 things, I give myself a mark. This instant gratification makes me feel I'm one step closer to achieving everything I intended to in 2021!"

Helping her become more focused, she also found inspiration in podcasts and more recently has been checking in to Clubhouse. Other shifts have included writing a daily gratitude list, finding time for yoga and reading. Fully immersing herself in whatever she chooses to do, Natalie believes by having clearer

intentions it will aid her long-term goals and keep her on track.

"Without Lockdown, I almost certainly wouldn't have learnt all these new skills. Even if I had, I probably wouldn't have had the patience to see them grow into active tools. Done correctly and with belief and faith - you can fast forward your goals 10 years - right in front of your eyes!" she says. And that's a positive mental attitude at its best.

BABTAC ACCREDITED TRAINING

NATIONAL

LECENTE, LECENTE CREATE

Gel Polish conversion, Lecente Create – Builder Natural Nail Conversion, Lecente Create – Nail Enhancement Conversion
○ info@lecente.com.

SOUTH

AARTI P MAKEUP, MIDDLESEX

Bridal Hair and Makeup
○ info@aarti-p.com

AOFM, LONDON

Creative Specialist in Airbrush Makeup
○ www.aofmakeup.com

CAF'S CRAFTED BEAUTY, ESSEX

Eyelash Extensions
○ leecathy@aol.com

ELYSIUM BEAUTY ACADEMY, ROYSTON

Aromatherapy Massage (Pre-Blended Oils only) CPD, Indian Head Massage CPD, Threading, Introduction to Eyelash & Eyebrow Treatments, Eyelash Perming, Gel Polish, Intimate Female Waxing, Eyelash Extentions
○ elysiumbeauty@virginmedia.com

ESSENTIAL BEAUTY AND AESTHETIC TRAINING, TAUNTON

Eyelash Extensions, Spray Tanning
○ contact@essentialbeautyandesthetictraining.com

GRACE ACADEMY OF NAILS AND BEAUTY, SOMERSET

Introduction to Waxing, Introduction to Pedicure, Introduction to Manicure, Introduction to Eyelash & Eyebrow Treatments, Nail Enhancements – Hard Gel, Nail Enhancements – Acrylic, Gel Polish
○ gracehairandbeauty@googlemail.com

HANDS 4 HEALING, ESSEX

Introduction to IHM, Hot Stone Massage, Introduction to Body Massage, Thermal Auricular Therapy, Pregnancy Massage, Reiki 1 & 2, Thai Natural Face Lift, Thai Foot Massage, Thai Herbal Compress
○ hands4healing@uwclub.net

HOLLY SHEENS BEAUTY, ESSEX

Eyelash Extensions
○ hollysheens_xx@hotmail.co.uk

JACQUELINE STEELE WAXING AND TRAINING STUDIO, FARNBOROUGH

Female Intimate Waxing, Female Speed Waxing
○ hello@jacquelinesteelebeautystudios.co.uk

JAVEYS BRIDAL, LUTON

Asian Bridal Makeup, Hairstyling, Henna, Introduction to Waxing, Threading
○ jv16280@hotmail.com

KG PROFESSIONAL, LUTON

Russian Volume Lashes, Classic Lashes, Nail Extensions Gel
○ info@kgprofessional.com

LASH-IS, BRISTOL

Henna Brows, Semi-Permanent Eyelash Extensions, Russian Volume Eyelash Extensions
○ info@lashis.co.uk

LUCIA FARNESI HAIR DESIGN, LONDON

Hair Extensions Tape
○ lfarnesi@hotmail.co.uk

LYCON UK TRAINING ACADEMY, LONDON

Introduction to Waxing including Facial Waxing
○ training@stripdistribution.com

MOOEYS, HASLEMERE

Introduction to Waxing – Including Facial, Intimate Waxing, Hot Waxing
○ amy@mooeys.co.uk

NEXT STEP BEAUTY ACADEMY, NORWICH

Nail Enhancements – Acrylic, Intro to Manicure, Nail Enhancements – Fibreglass/Silk, Intro to Pedicure, Nail Enhancements – Sculptured, Nail Art, Makeup, Introduction Body Massage, Introduction to Waxing, Eyelash Extensions, Introduction to Eyelash & Eyebrow Treatments, Threading, Spray Tanning, Express Facials, Hopi Ear Candles, Hot Stone Massage
○ info@nextstepbeauty.co.uk

NIKKIS BEAUTY ACADEMY, ESSEX

Introduction to Reflexology, Introduction to Body Massage, Introduction to Manicure & Pedicure, Introduction to Waxing, Introduction to Eyelash & Eyebrow Treatments, Introduction to Facials, Introduction to Anatomy & Physiology
○ nikkidubb@hotmail.co.uk

NOVA BEAUTY & MAKEUP ACADEMY, LONDON

Introduction to Manicure, Introduction to Pedicure, Introduction to Eye Treatments, Introduction to Waxing, Introduction to Makeup, Introduction to Facials, Introduction to IHM, Introduction to Body Massage, Hot Stone Massage, Individual Eyelash Extensions, Introduction to Anatomy and Physiology
○ www.novaestetica.co.uk

PRO MAKEUP LONDON, SLOUGH

Professional Makeup
○ laaj_bridal@hotmail.com

QUEEN BEE TRAINING ACADEMY, SURREY

Female Intimate Waxing
○ carol@queenbeespasupplies.co.uk

RAISED SPIRIT, WATLINGTON

CBD massage/full experience, CBD massage/face, head and shoulders, CBD massage/hands, feet and shoulders
○ spa@raisedspirit.com

RELAX SKIN SCHOOL, LONDON

Introduction to Facials
○ info@relax-ldn.com

RESHMA MAKEUP, LONDON

5 Day Hair and Makeup Course
○ info@reshmamakeup.com

RIZ KHAN TRAINING ACADEMY, SLOUGH

Bridal Hair and Makeup
○ rizkhan2008@live.com

ROSHNI HAIR AND BEAUTY, HARROW

5 Day Intense Hair & Makeup Course
○ roshnihairandmakeupartist@gmail.com

SAIMA AKRAM, RUSLIP

Professional 5 Day Intense Hair & Makeup Course
○ bridesbysaimaakram@gmail.com

SAIMA KIRAN, BARKING

Bridal Hair & Makeup
○ saimakiran28@hotmail.com

SAT BANSAL TRAINING ACADEMY, KENT

Threading, Henna Art, Cosmetic Makeup, Photographic Makeup, Fashion Hairstyling, Asian Bridal Hair & Makeup, Bridal Makeup, Camouflage Makeup
○ sat@satbansal.com

SCULPT BEAUTY/LONDON MAKEUP INSTITUTE, LONDON

5 Day Intensive Makeup Masterclass
○ info@sculptbeauty.com

PREETI WOMAN, MIDDLESEX

Professional Makeup Course
Professional Hairstyling Course
Professional Bridal Hair and Makeup
○ info@preetiwoman.co.uk

SHARED BEAUTY SECRETS, BANBURY

Touch of Lava Back, Neck & Shoulders, Touch of Lava Facial, Touch of Lava Manicure & Pedicure, Online Lava Shell Back Massage
○ office@sharedbeautysecrets.com

THE BEAUTY ACADEMY, CAMBRIDGE

Introduction to Facials, Eyelash Extensions, Makeup, Introduction to Manicure + Pedicure (including luxury treatments), Nail Enhancements – Acrylic and Hard Gel
○ angela@thebeautyacademy.org

THE TANNING AND BEAUTY LOUNGE, SALTASH

Nail Enhancements – Acrylic
○ vanston01@icloud.com

TONI HONEY, FRINTON-ON-SEA

Introduction to Manicure, Introduction to Pedicure, CPD Gel Polish, CPD Nail Art, CPD One Stroke
○ toni_honey@live.com

VANITY LASH ACADEMY, MAIDSTONE

CPD Lash Extensions, Russian Volume Eyelash Extensions
○ vanitylashes88@gmail.com

MIDLANDS

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○ info@conceptbeautyacademy.com

J KANG BEAUTY ACADEMY, NORTHAMPTON

Introduction to Manicure & Pedicure, Introduction to Waxing, Threading, Makeup, Introduction to Facials, Introduction to Lash & Brow Tinting, Hairstyling
○ joggykang@gmail.com

NORTH

MAKEUP BY ROZANA, BLACKBURN

Basic Bridal Hair & Makeup
○ rozananghafoor@gmail.com

NAVY PROFESSIONAL, AUCKLEY

Navy Educate
○ hello@navyprofessional.com

NORTH EAST MAKEUP ACADEMY, MIDDLESBOROUGH

Pro Artistry Foundation Course in Make Up, Hairstyling
○ northeastmakeupacademy@hotmail.co.uk

RIFAT JAVED, OLDHAM

Asian Bridal Makeup and Hairstyling
○ riffy_786@hotmail.co.uk

THE LASH HUT, DONCASTER

Eyelash extensions, Russian volume eyelash extensions
○ fern.thelashhut@gmail.com

WHITE TO BROWN, LEEDS

Spray Tanning
○ gemmajones@blissdirect.co.uk

Z BRIDAL, BRADFORD

Makeup and Hairstyling
○ info@zbridalstudio.co.uk

SCOTLAND

BEAUTY BOUTIQUE, EDINBURGH

Introduction to Manicure, Gel Polish, Nail Extensions – Gel Overlay & Extensions
○ torrie_robinson@hotmail.com

FAITH ELDER, DUNDEE

Nail Extensions – Acrylic, Nail Extensions – Gel, Introduction to Facials, Russian Volume Lashes, Eyelash Perming, Spray Tanning, Introduction to A&P, Introduction to Body Massage, Introduction to Manicure, Hot Stone Massage, Introduction to Waxing, Weekend Lashes, Gel Polish, Introduction to Eyelash & Eyebrow Treatments, Make Up, Semi-Permanent Lashes, Introduction to Pedicure
○ info@faithelderbeautyacademy.co.uk

NORTHERN IRELAND

BRONWYN CONROY, BELFAST

Introduction to Manicure, Introduction to Pedicure, Threading, Advanced Waxing, Nail Enhancements – Gel, Nail Enhancements – Acrylic, Fast Lash, Deep Tissue Massage, Indian Head Massage
○ info@beautytraining.com

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BABTAC'S INSPIRATIONAL AWARD WINNERS

With 100s of entries, it was no easy task whittling it down to five winners but here's who took home the trophies...

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When we announced our Inspiring Beauty Awards at the start of the year, we wanted to celebrate everyone who had demonstrated resilience, determination and a love of our industry during the pandemic. Unfortunately, we couldn't give the accolade to everyone who entered and after shortlisting each category to six lucky hopefuls, the winners were announced on March 12th during a live and emotional virtual event. In case you missed it, we caught up with our inspirational winners to discover what winning meant to them and what beauty treatment they booked in for first. Because, priorities!

KATIE MILLINGTON, WINNER OF BEST BUSINESS PIVOT DURING COVID

...

Why was winning this award so special?

It isn't often that we are recognised for our hard work, particularly when so many people, like me, have had no choice but to diversify in order to save their business from the COVID crisis. This award will forever remind me that determination and hard work will always lead to success, no matter what obstacles appear.

You were recognised as being the best business pivot, can you explain what you did during the pandemic to receive a nomination?

My salon, Love Beauty Gatley moved into a much bigger premises just six months before Covid hit. After the tears and heartache of closing, I quickly realised that despite the promise of financial help, if I sat around and waited to see what happened, my business was not going to survive. My clients were already missing their treatments, so I worked hard creating a website for my clients to shop my recommendations and turned my spare room at home into a stock room! I launched beautybykatiemillington.com in May 2020 and it was an immediate success.

I always planned to use any extra income I was creating to invest in something that would continue to support the business when lockdown was over. We had space to fill in the salon, and I needed something to attract customers that wouldn't normally walk into the salon. It was after refilling a wine bottle at a local independent wine shop that I wondered if it could work in my business and what kind of refills would suit the village where we trade. Gatley Refillery was then born.

We stock independent, UK made refill brands, which are vegan and cruelty free. Stocking household essentials means we're classed as essential retail so we have been able to trade since we opened in July 2020. To date, by refilling we have saved over 2000 plastic bottles from going back into the system.

How long did it take you to decide to take an alternative avenue while beauty was closed?

It took me the month of April to plan and design my own product retail website, learn the world of e-commerce and how to go from predominantly marketing services to solely focusing on products! When I got the idea to open the refillery, it took two months to enquire with suppliers, source stock and decide on the brand concept and image.

You've now also launched your own product range, was that part of the plan too?

The Skincare Refillery launched in February 2021 - my fourth business venture, but first with a business partner! My business partner Emma and I are both eco-minded and with a newly ignited passion for reducing plastic waste, it made sense to fill a gap that the skincare market needed.

Will it impact what you were doing in beauty beforehand?

This is something which has certainly pulled at my heartstrings, recently I decided that something had to give, the days I was in treatment I found myself distracted from my clients and anxious that whilst I was doing one thing, I couldn't do the other.



We were already preparing to launch The Skincare Refillery, I had Gatley Refillery to run, busy days of treatments and not forgetting the huge task of running a fully booked beauty salon! Throughout December, I told my clients my plans to step back from treatments, so that I could focus on getting Gatley Refillery to the stage where it was profitable enough to validate taking on a member of staff. They were all incredibly understanding, supportive and more than happy to be booked in with alternative therapists going forward, I feel confident in my team and comforted my clients are looked after. I now have the time to dedicate to running the salon and my other businesses.

What was the thing you learnt most about both yourself and your business?

If I've learnt anything it is that you are stronger than you give yourself credit for, and sometimes a calculated business risk can be the best thing that ever happened to your business. I've learnt to ask for help if you need it, because feeling burnt out is not productive, and people want to help you.

I hate to admit it, but you can't do all the jobs, all the time, to the best of your ability so judge how you can be most helpful to your business needs!

What has been your proudest moment over the past year?

Reopening those salon doors again, knowing that the team have a place to work and seeing our client's relief after their first treatment since lockdown and thinking maybe, it's going to be alright!

Finally, what's the first treatment you booked in for?

A massage! I spend a LOT of time on the laptop, on my phone, and swinging around 20 litre refill drums so these shoulders need a lot of overdue attention!



KATIE WHITE, WINNER OF EXCELLENT USE OF SOCIAL MEDIA AND COMMS DURING COVID

...

Why was winning this award so special?

It was a huge morale boost after a tough year for my team and myself. When we decided to launch our digital offering we felt like we were starting all over again, we weren't content creators, and we weren't that confident. Our clients also didn't seem to be that receptive at first so to be acknowledged for our efforts was really wonderful.

For those who don't know, can you explain what you did during the pandemic to receive a nomination and how it differed from what you were doing before?

Firstly, there is no way I could have done everything on my own and my team have worked super hard throughout. We already had an active social media presence, but we definitely took it up a few notches! We closed a week earlier than required before the first lockdown and I took that week to build a digital strategy. When national lockdown started, we launched our digital offering of Instagram lives, workshops, corporate workshops, online consultations and content. Shortly after we launched a YouTube channel, we were sending weekly mailouts collating all the content we had created and we also had the opportunity to collaborate with big brands such as Instagram, Timeout, Lululemon and Hearst. Out of this experience, re:lax Skin Society was born which is an on-demand members platform where we share exclusive content, workshops and offers on our skin store.

Polly managed our Instagram, Anna created all the short form content and blogs, P reached out to the brands and businesses we collaborated with as well as managing everything on the admin side, Faye edited all our videos and I did lives, workshops, consultations and long form content. It was a huge team effort.

Did you instantly decide to make the transition to social media and have you enjoyed it?

It was quite instant. I knew that I was going to have to fight to keep my young business alive and we had nothing to lose by trying. I

have really enjoyed it, I think we will continue with a lot of what we introduced - we have learnt a lot and also developed new arms of the business.

What was the thing you learnt most about both yourself, your clients and your new audience?

It has been wonderful connecting and reaching a wider audience over the past year - we have received so many wonderful messages from people saying that our videos have really helped them with their skin and mental health. I think everyone just wants to feel seen and heard and we do our best to try and help our clients and followers feel that way.

What has been your proudest moment over the past year?

Winning the BBTAC Inspiring Beauty Award of course! Also, being in a position to take on my own premises for re:lax Skin School which I am completely in love with.

If there's one thing that you'd like to see change as beauty reopens, what would it be?

I want to see more respect for this industry that is made up of strong, smart women that play an essential part in the community. Society underestimates us and we need to show them that they shouldn't. I believe this starts with more representation in the media and at parliamentary level, we need to modernise the terminology used around the industry and to regulate beauty so that every salon is working to the same high standard. Issues that I know BBTAC are already addressing so well.

Finally, what's the first treatment you booked in for?

Hair on the 13th April! Shortly followed by waxing, pedi and a massage. I needed the full works.



ABIGAIL OLECK-HEWETT, WINNER OF CHARITY CHAMPION

...

Why was winning this award so special?

I was incredibly humbled and honoured to receive this award, it certainly has been a beacon of light pointing the way forward after many grey days for us all.

You were recognised as Charity Champion, can you explain what you did during the pandemic to receive a nomination?

I volunteered for the NHS during the Covid-19 pandemic and formed part of Ross Kemp's TV show 'Ross Kemp: Volunteering Army'. I began personally shopping for essentials for the vulnerable and collecting medicines as well as donating food bags with the Capel Parish Angels, BGN, Mid Surrey Community Fridges and other local voluntary groups across Surrey. With the salon shut I donated PPE to the local NHS and raised money to provide hand-sanitisers to the key workers.

I also launched a campaign to raise funds for BGN - a Dorking local community group who provide SMILE packages for the community's vulnerable and key workers. Setting myself a target of £5000 in prizes we reached it in under 24 hours thanks to generous friends and donations from the beauty industry including from Pure Skin International, BeauSkin London, Ruuby Beauty Concierge and many local beauty therapists donating treatments. The money brought SMILE packages that contained meat, bread, veg and fruit that were topped up with community donations, all in order to keep our vulnerable safe, fed and cuddled in.

Lastly, I became part of the NHS Volunteering Army and Good Samaritans helping keyworkers, carers and those on the front line and trained as a NHS professional Covid-19 vaccinator so I can continue to serve my community.

What made you want to volunteer?

As soon as the crisis struck, I received a card through my door offering help or assistance from the local community group Capel Parish Angels. I immediately called and offered my services. Being in the beauty industry, our natural instinct is to care for others and through my excellent training from Skin Group International, I have been able to deliver the high infection control standards that was required. Having had the training to understand cross contamination and client care, it was my duty as a trained aesthetic practitioner to step up and skill share my knowledge.

What was the thing you learnt most about both yourself and your community?

That I'm a very resourceful, organised and patient



person in a crisis. I think I will always be overwhelmed by the love and support in my community and certainly very grateful to have such wonderful, kind, caring and supportive people where I live.

What has been your proudest moment over the past year?

Being part of a community and a nation that steps up and protects its vulnerable. Millions of volunteers helped keep our country and its people safe, I'm proud of each and every one of them.

If there's one thing that you'd like to see change as beauty reopens, what would it be?

To have tighter regulations and mandatory advanced training to ensure patient safety in our aesthetics industry. Like many fellow professionals in our industry, I take my training very seriously, slow and steady in order to have the skills and experience to move to the next level. Experienced professionals all understand that these advanced skills have taken years of commitment, education and time to achieve.

Finally, what's the first treatment you booked in for?

Hair with my excellent hairdresser Brooke at Upgrade salon in Surrey.



SONIA HARIA, WINNER OF INDUSTRY EXPERT SUPPORTING PEOPLE WORKING IN BEAUTY

...



Why was winning this award so special?

The past year has been such a difficult one for the beauty industry and I'm so proud I could use my voice as a journalist to support the people working within our great sector.

You were recognised for all you did supporting the industry, can you explain what you did to receive a nomination?

I covered the breaking news stories around lockdown lifting through my role as the beauty director of the Telegraph. I questioned what it meant for the beauty industry - the good and bad. I also hosted seminars with industry leaders, including BABTAC's Lesley Blair, to keep the wider industry informed on what was happening behind

the scenes to provide valuable support.

What made you decide you wanted to step up and start fighting for the industry on such a large scale during the past year?

I just found the lack of government support for the beauty sector quite astounding. I couldn't get my head around how this industry, worth £28.4bn, had been so overlooked in the process of lifting lockdown, so I wanted to highlight the injustices as much as I could - and focus on telling stories from real people within the industry.

What have you learnt about the industry in doing so?

It certainly reinforced something I knew already - that it is full of passionate, talented, hard-working people!

What has been your proudest moment over the past year?

There's a couple: becoming an advisory board member for the British Beauty Council and winning this BABTAC award!

If there's one thing that you'd like to see change as beauty reopens, what would it be?

I'd like to see the Prime Minister have a tour around a hair or beauty salon to see just how 'covid-secure' our industry is. I want the industry to be recognised as having real and meaningful value to the British economy.

Finally, what's the first treatment you booked in for?

An eyebrow shape with my go-to brow technician Daxita Vaghela. They needed it!

CAROLINE HIRONS, WINNER OF OUTSTANDING CONTRIBUTION

Why was winning this award so special?

It was totally unexpected. Receiving an acknowledgement from such an important body to our industry, and one that I have been a member of for years, was lovely and so appreciated.

You have spent the past 12 months lobbying for change and support for the industry, what have been the highs and lows during this time?

Honestly, I'm not sure I can even think that way yet. We're still 'in' it. I'm not sure the dust will have settled before the end of the summer.

What made you want to stand up and fight for the industry?

Rage. And audacity. I've used the term 'the AUDACITY of these people (morons)!' for a year now. Anger at our entire industry being disrespected and disregarded by the government was unacceptable to me. Not on my watch.

Have you learnt anything new about yourself during this time?

Yes. I have more energy than I realised. When I want something done, it gets done.

If there's one thing that you'd like to see change as beauty reopens, what would it be?

I'd love it if we could keep the sense of unity that we have had as in industry



in the last year. Everyone really came together and that has been brilliant to experience.

Finally, what's the first treatment you booked in for?

OMG EVERYTHING. Nails. Then hair. And I need some Pilates stretching and a massage. Badly. I mean genuinely, everything except surgery LOL.

ASK THE EXPERT

What is the Endocannabinoid System?

Emma O'Neil, CBD Expert and MD of Hashtag Organics:

This is the reason why high quality hemp derived CBD products have the potential to deliver incredible and far reaching results. It all comes down to the endocannabinoid system that can be found inside each and every one of us.

The endocannabinoid system (ECS) is, simply put, possibly the most important physiological system within the human body, along with other major networks including the immune system, nervous system and digestive system. This complex, cell-signalling network and its receptors spans every inch of us, within those other systems, in almost every skin cell throughout all of our bones, muscles, organs and more. It's heavily indicated in many bodily processes including mood, sleep, appetite, fertility, memory, fine-tuning most of our physiological functions. Keeping this system working just as it should is vital in establishing and maintaining human health.

We produce our own version of the phytocannabinoids found in the hemp plant, called endocannabinoids. Most famously Anandamide, named after the Sanskrit word for 'bliss' thanks to its ability to reduce pain, inflammation and send feelings of euphoria among many other attributes. But the human body works in such a way that when Anandamide is released, an enzyme (FAAH) quickly gets to work breaking it down, limiting how far it can get and what it can do. Moreover, stress, lack of sleep, poor diet and many other things that impact our health on a daily basis can prevent us from producing enough of our endocannabinoids, potentially leading to a full body imbalance referred to as 'endocannabinoid deficiency'. The result? Pretty much any health and wellbeing concern you can think of.

Despite being so crucial, the ECS was only discovered in 1992 when scientists delved into how psychoactive THC (the cannabinoid responsible for a "High") affects

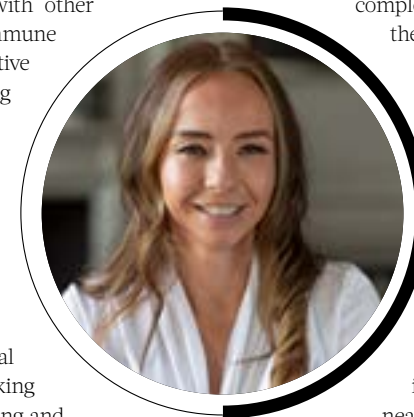
the human body. What they found was far beyond what anyone could have imagined - not only an extensive network, but a completely unique interaction between THC and this newly discovered system. As further studies followed, the role that CBD and all other cannabinoids play came to light, although as this is such a young science we're still only at the cusp of discovering what our complete relationship with this plant is and the good it can do.

What we do know, is that THC mimics Anandamide without being broken down by fitting into our endocannabinoid receptors like a lock and key. This is partly responsible for the sensation of getting high when using THC laden marijuana. You won't find any THC in our products, but what you will find is lots of CBD, which rather than slotting into those receptors, attaches itself neatly alongside it, altering the shape to stop Anandamide settling in which results in a free-flowing bliss molecule that we have naturally created. What's more, CBD also inhibits the FAAH enzyme responsible for breaking Anandamide down, so its bliss inducing, healing effects can be felt further, stronger and longer.

When your body is out of balance and producing uncomfortable and unpleasant symptoms such as anxiety, insomnia, acne, hot flashes, aches and pains, one of the best things you can do to help yourself is to restore equilibrium. Using CBD on a regular basis has been shown to help your body do just this, nudging it gently to bring itself back to centre.

It's an extremely exciting time in the world of CBD and looking at it as an approach to therapy for the spa and beauty industry, and we're delighted to be able to share it with you!

»For further information on CBD and Hashtag Organics go to hashtagorganics.co.uk





FIX YOUR FINANCES

From what grants are still available to advice about how to get on top of your bookkeeping, this is a must-read for anyone managing their own finances.

Figures are rarely fun and they're likely to be even more vexing after a break in business. Whether you've requested a grant, are still wondering if you're viable to claim one or are trying to work out if you can keep that extra revenue stream open that you set up to support you while your main source of income was out of bounds, we asked industry expert Susan Routledge and Ria-Jaine, a business accountant specialising in beauty to help weave us through the maths. Read on for an easy to follow and practical pathway to managing your finances more effectively and efficiently...





WHERE DOES BEAUTY CURRENTLY STAND WITH GOVERNMENT HELP?

Ria-Jaine: At the moment there is a wide range of support available for businesses and in particular small businesses as they will be crucial to the recovery of the economy. Full details can be found on gov.uk but I have summarised the latest updates and guidance from the government below

Extension to the Coronavirus Job Retention Scheme

The Coronavirus Job Retention Scheme (CJRS) has been extended until the end of September 2021.

The UK Government will continue to pay 80% of employees' usual wages for the hours not worked, up to a cap of £2,500 per month, up to the end of June 2021. For periods in July, CJRS grants will cover 70% of employees' usual wages for the hours not worked, up to a cap of £2,187.50. In August and September, this will then reduce to 60% of employees' usual wages up to a cap of £1,875. Employers must also continue to pay the associated Employer National Insurance contributions and pension contributions on subsidised furlough pay from their own funds.

CJRS eligibility from May

For periods from 1 May 2021 onwards, employers will be able to claim for eligible employees who were on employers' PAYE payrolls on 2 March 2021. This means they must have made a PAYE Real Time Information (RTI) submission to HMRC between 20 March 2020 and 2 March 2021, notifying HMRC of earnings for that employee.

Self-Employment Income Support Scheme – future grants confirmed

The Self-Employment Income Support Scheme (SEISS) will continue until September with a fourth and fifth grant. The fourth and fifth grants will take into account submitted 2019-20 tax returns. This means you may be able to claim, even if they were not eligible for previous grants but you must have submitted the 2019-20 tax returns by 2 March 2021 to be eligible for the fourth and fifth grants.

It was reported that there are seven steps to making the claim for SEISS for new businesses that started to trade in 19/20 so it is really important to ensure that business owners are keeping a look out for HMRC correspondence with guidance on next steps (emails, letters and calls) to ensure they don't miss out on the fourth grant.

Restart Grant available now

Businesses that are eligible and within the personal care sector may be entitled to this one-off cash payment of up to £18,000. The grants are being paid by the local councils and eligibility can be checked here <https://www.gov.uk/guidance/check-if-youre-eligible-for-a-coronavirus-restart-grant#eligibility>

WHAT IS THE ADDITIONAL RESTRICTION GRANT AND WHO IS FEASIBLE?

Ria-Jaine: This is being distributed by local authorities and the best place to check for information is your local council as details should be included on their website with eligibility and the application process. Local councils can determine the eligibility criteria but HMRC expect the funding to help those that have been affected including businesses that:

- Do not pay business rates
 - Have not received wider grant support
 - Are from all sectors that are severely impacted
- Businesses that are in administration, insolvent or struck off of company's house cannot receive this funding.

IS THERE ANYWHERE ELSE BUSINESSES CAN GO FOR FINANCIAL HELP?

Susan Routledge: Anyone experiencing financial hardship can go to either The Hair & Beauty Charity or the newly formed Beauty Backed Trust for assistance. There are also business grants available, some from the government and some from Local Enterprise Networks. The below could also provide some financial relief:

Funding and recovery grants

Grant assistance can include funding towards business, financial and HR consultancy, IT and digital products, to adapt or adopt new technology in order to deliver business activity and diversity etc.

Funding pots can range from 35% upwards to 100% and vary depending on regions. Total spend can be from £1000 and up to £40,000 dependant on the grant. A good place to look is your Local Enterprise Agency – <http://lepnetwork.net>. I would suggest telephoning your region's LEP and ask for their advice. Other places to ask for funding advice would be local authorities, banks, local business network groups, Colleges and Universities with business departments, Chamber of Commerce, accountants.

Kickstarter assistance

The Kickstart scheme provides 100% funding to employers to create job placements for 16-to 24-year-olds on Universal Credit. You cannot replace an existing employee, but you can take someone as additional help and the government pay the full wage for six months. You are not committed to keep the placement after this. You could take someone for any position including salon assistants, social media or admin help, reception or you may even find a therapist.

Go to <https://www.gov.uk/government/collections/kickstart-scheme> for more information.



Apprenticeship & Traineeship Funding

There is assistance for employing an apprentice and also additional funding can be available. This can be £2000 for apprentices and a further £1000 can be added for traineeship funding

<https://www.gov.uk/employing-an-apprentice/get-funding>

MANY PEOPLE HAVE SET UP ONLINE ARMS OF THEIR BUSINESS TO GENERATE ALTERNATIVE REVENUE STREAMS, WHY IS IT IMPORTANT TO TRY AND KEEP HOLD OF THESE WHEN BEAUTY RE-OPENS?

Ria-Jaine: Whilst it is important to keep hold of all income streams it is equally important to review customer behaviour when beauty reopens and to have a strategy for all income streams including the technology, resource and processes to keep the online arms of the business ticking over whilst busy on the shop floor.

It would be worth setting time aside each week or month to review all areas of the business to ensure that things are on track and not being left behind. These additional income streams could bring future success to the business, but they will need to be managed appropriately so it is important to ensure that plans are made to secure the resource and time needed to keep each arm of the business running successfully.

Susan Routledge: The pandemic lockdown has brought the beauty industry into the digital age with online zoom consultations, facials and online events. Some savvy salon owners have really embraced this, with some virtually replacing their salon income with increased retail sales and pre booking. I think this will now form an element of how we do business moving forwards. Clients are now used to buying online and online stores attached to salon websites have been very popular and will continue to be so.

ANY GOOD ADVICE TO KEEPING ON TOP OF YOUR BOOKS?

Ria-Jaine: A business plan, strategy and cash flow is crucial to maintain each part of the business. The best way to keep on top of the books is to tap into the technology that is available such as online bookkeeping software, booking systems and receipt capture tools. Most will integrate which is even more useful and helps to automate the bookkeeping so that the income can be tracked in real time.

There are lots of options available to help with bookkeeping and cash flow planning for businesses and I believe that those that have a robust bookkeeping process with regular review will find it easier to manage the various streams of income. It is also worth reviewing the business structure and different streams of income to ensure that tax and VAT planning is carefully considered.

It is good practice to have a separate business bank

account for the business, and also a requirement for Limited companies. If not already done so it may be worth setting up a separate business bank account and there are many new challenger banks that offer business bank accounts that can be set up quickly and easily via a mobile app.

Susan Routledge: I love the Profit First Book-Keeping process based on a book by Mike Michalowicz. It embraces breaking down your income into different categories which is perfect if you have different streams of income. The process also encourages you to be paid first and not last from your business. Lots of banks are aware of this process and they will allow you to have separate elements to your accounts so that you can analyse your business breakdown figures. New banks such as Starling allow free banking around this process.

MOST BEAUTY BUSINESSES WILL HAVE LOST MONEY OVER THE PAST YEAR, HOW CAN THEY CLAW BACK COSTS IN THE SALON?

Ria-Jaine: This will be unique to every business but essentially cash flow planning and review will be needed to map out the recovery for the business. A strategy for pricing policies, marketing and staff utilisation should also be reviewed and while an evaluation of all the outgoings may have already been completed at the start of the pandemic continuing with this regular review of the business outgoings allows you to spot opportunities to cut costs.

In addition to the above, directors of limited companies may need to review their own pay structure if the business has diminished reserves which will impact the level of dividends that can be paid from the business. This will have a direct impact on future profits and personal income tax levels if directors are relying on salary or the directors loan account for their own income from a limited company.

The government have announced super deductions that will offer some help by way of a new 130% first-year capital allowance for qualifying business spend enabling business owners to cut their tax bill by up to 25p for every £1 they invest.

There is also an extension to carry back trade losses against profits of previous years. For accounting periods ending between 1 April 2020 and 31 March 2022, this will be extended to three years. For more guidance on this it is best to check with a professional accountant that will be able to offer guidance on this.

Susan Routledge: Implementing long term booking frees up time at the till for retailing, introducing payment plans, setting targets, incentives for your team and clients. Being aware that most clients actually have more money to spend as they haven't been out spending on entertaining, clothing, fuel, holidays etc think about introducing clients to new treatments and products. This is the perfect time to improve your business model and to eliminate anything unprofitable in the business and focusing on higher profit treatments.



WOULD YOU RECOMMEND ANY GOOD APPS OR SITES THAT HELP WITH MONEY MANAGEMENT?

Ria-Jaine: Going digital will save business owners lots of time and allow them to have data in real time to manage the finances and plan for recovery. For bookkeeping you have apps such as Quickbooks, Xero, Freeagent, Wave. For receipt capture there is DEXT, autoentry or the receipt capture tool within bookkeeping apps. For cash flow it is worth checking out apps such as floatapp and fluidly.

There are so many offerings out there and demos available so have a look to see what works best for you and your business. Whatever method you choose be it paper based, spreadsheet or an online app it is important to make bookkeeping a regular admin task for the business to stay in control of the finances.

Susan Routledge: It is a great time to learn as much as possible about your figures on your salon software and to maximise online account software. Receipt bank is amazing as you simply take a photo of an invoice and it stores and uploads it so that you don't have to keep the paper version. I also get tips from The Financial Growth Academy website where there's lots of free content.

IF YOU HAD ONE TIP TO HELP PEOPLE KEEP THEIR ACCOUNTS IN ORDER, WHAT WOULD IT BE?

Ria-Jaine: Streamline the bookkeeping process as soon as possible by using the technology that is available. Gone are the days when you had to sit going through piles of receipts and paperwork. By getting the bookkeeping online, business owners will be able to get their Sunday afternoons and evenings back. There are even apps that will track mileage for mobile therapists which will help them to track the tax relief that is available for the business journeys.

Booking software is also a game changer for beauty businesses allowing customers to book services with ease and this will help to keep an eye on expected sales to further manage cash flow. Getting these processes set out will help business owners manage the finances, plan for tax and help to collate the information needed for quick and easy review or filing to HMRC to stay compliant.

Susan Routledge: Be Consistent. Set a weekly date where you look at and update your figures. Keep your business outgoings lean. Only spend on necessities. Have a financial plan ahead. ▣

For specific advice on your own situation, always speak to a professional. As well as a BABTAC Board Member Susan Routledge is also an Award Winning Salon Owner, and Beauty Business Consultant, www.susanroutledge.com. If you're interested in a Skype consultation or online workshop with Ria-Jaine MAAT visit riajaineaccounts.co.uk.



PLAY IT SAFE

In light of recent events and shared experiences it's time to upgrade your protection plan

WORDS: CARLY HOBBS

Beauty is all about helping others to look good and feel good, it's an incredible way to earn a living, however it comes with risks we may not have even considered until recently. The case of Sarah Everard was not only scary and shocking, it also bought something else to light. Women, united in fear and frustration, began to share their stories on social media. For some it was near misses, for others it was far worse. While of course there are many we can trust to keep us safe, the tragic unfolding of Sarah's story makes for a stark reminder that we have a responsibility to keep ourselves as safe as possible. Here's how to upgrade your welfare empowerment to keep the whole of Team Beauty protected as we work and live, because it's the least each and every one of us deserves...

THE TOP TEN STAY SAFE TIPS

1. Set up a buddy system. This could be a colleague in salon who is aware of things like the clients in your column, how long you're due to be out on lunch, if you're locking up etc. And if you're a mobile therapist this would be a friend, relative, partner or fellow therapist who works in your area. Check in at regular intervals, informing the next of kin if you can't get in touch when planned. You can also make use of apps like Find My Friends (Apple, Free), which allows you to see the exact location of chosen contacts.

2. Don't forget to have a code word/phrase when working with a new client. Your friend/colleague, who knows it, should call you, or come over to your station/

room/chair about ten minutes into the appointment to check you're comfortable. Or not. In terms of the code word, it could be treatment-related so the client is completely oblivious, but it will alert anyone to potentially uncomfortable or dangerous scenarios.

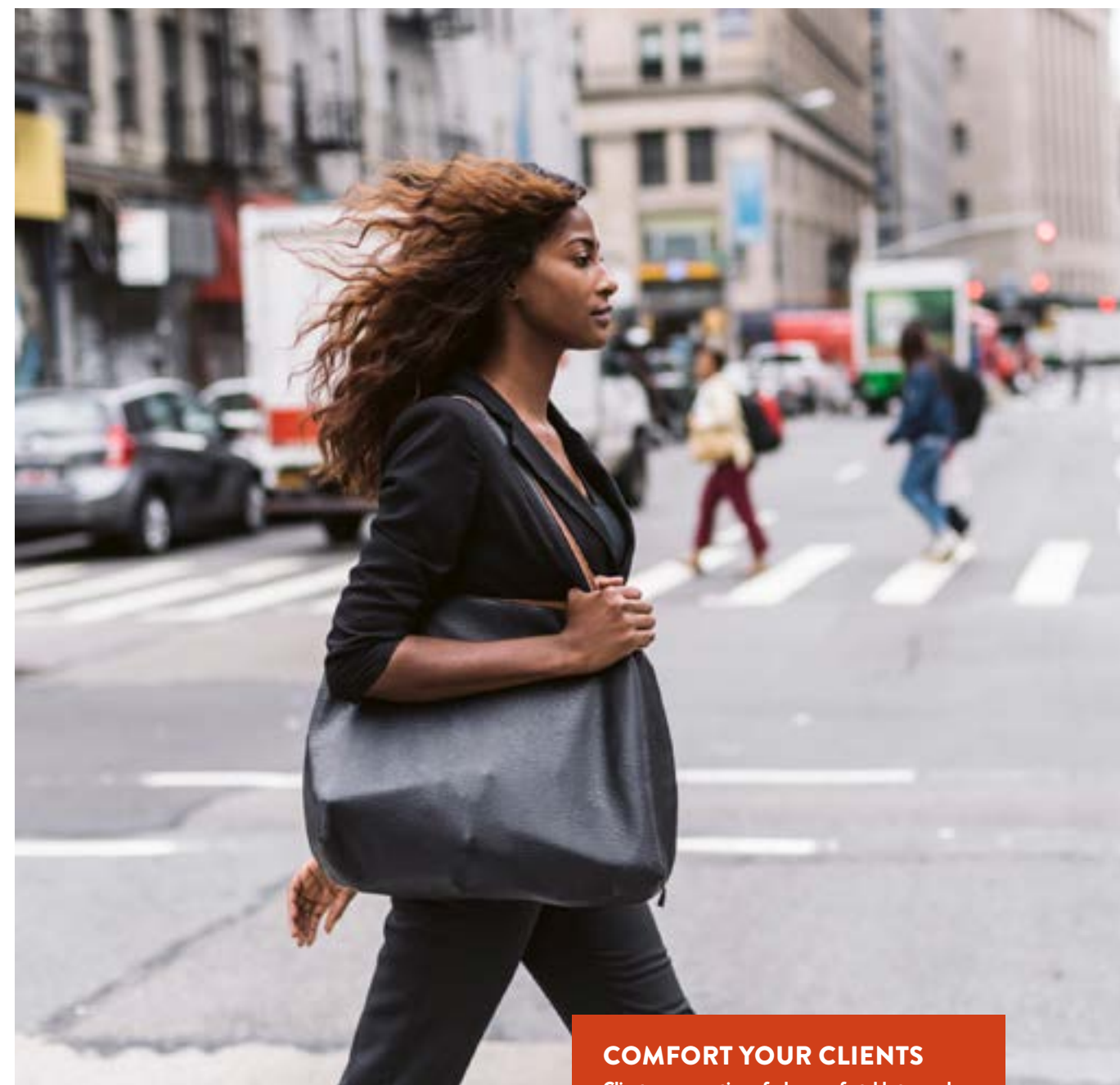
3. Always keep cash out of sight. Money could lead to an opportunist attack that otherwise would never have happened. In the last year, for obvious reasons, many customers have been happy with cashless options, so why not ride out the trend, setting up something like Square Payments (squareup.com).

4. Don't display personal information in your set up. Naturally you can have everything professional on show, but be very careful about things like photos, car keys (the make of car is obvious from the fob), letters (they show your address) etc. Also be wary of how much you share with clients, of course the trusted ones are fine, but you never know who's listening to your post-work plans or the fact your partner is away at the weekend. Apply the same to your social media feeds, keep your professional ones professional and open; and any that show personal stuff should always be private.

5. Make a mental note of how you can exit the space if you felt at all threatened or uncomfortable. This applies to mobile professionals, but also corner or basement areas of salons and spas too.

6. Don't dismiss carrying a personal safety alarm. Try Xena Personal Safety Alarm (from £19.99, Xenasafe.com).

room/chair about ten minutes into the appointment to check you're comfortable. Or not. In terms of the code word, it could be treatment-related so the client is completely oblivious, but it will alert anyone to potentially uncomfortable or dangerous scenarios.



COMFORT YOUR CLIENTS

Clients can sometimes feel uncomfortable too so do everything you can to offer reassurance...

- Be mindful that you are entering someone else's space – be it their personal space or home.
- Clearly display industry certificates in your place of work, socials, website and marketing material. These simply display your name/your business' name so don't give away personal information.

It might sound OTT but if you keep it on you at all times, it could be what saves you from an unthinkable situation.

7. Always trust your instincts. If you arrive at a client's home and something feels off – for example, you've booked in a lady but a man answers the door and there's no-one else in sight – make your excuses and leave. In salon, while it's very much more on your terms, still be mindful of any kind of instinct that makes you feel wary. It's better to overreact and stay safe.

8. Don't get distracted. Especially when working alone and/or walking to and from client's house to your car. No loud music, no headphones and no phone out looking at What's App or maps (save this for when you're safely locked in). This is particularly key when carrying lots of kit as that in itself can be distracting. You can always ask your client to watch you get in safely. If at any point you feel like you're being followed act confident, cross the road while turning around to see the face of the person

behind you. If you still feel like you are being followed, walk on, heading for a busy area and call 999 if you think you're in danger.

9. Always have your mobile phone charged. We like Lifesaver Pocket Sized Powerbank (£16.99, Amazon.co.uk) for top ups on the go.

10. Keep a balance. Thankfully attacks remain rare and of course we hope it won't happen to anyone, but it still pays to stay vigilant, stay aware and stay empowered.



TEAMWORK MAKES THE DREAM WORK

From welcoming new staff to dealing with existing team members anxious about returning to work, here's how to ensure your team stays happy, motivated and inspired.

WORDS: BECCI VALLIS

While some staff will be chomping at the bit to get back into the salon and see their clients, others may be feeling cautious about re-entering the work environment. Whether this is down to a fear of Covid, nervousness over connecting with others after spending so long in a contained environment or because they're reassessing their love for the industry, it's important as a manager or salon owner that you recognise the signs and offer help and support. Even if they returned from furlough when salons reopened last year, it doesn't mean to say this latest return will be rosy, with the mental health charity Mind reporting that 60% of adults believe their mental health to have worsened during lockdown.

It's also crucial as a manager that you have the right toolkit to manage expectations, not find yourself strapped for cash when it comes to pay rises and promotions and feel confident navigating requests for more flexible working hours - something that's expected to arise after people have experienced the joys of having multiple Saturdays off in a row. Below we list six scenarios and how to deal with them to ensure you and your staff come out on top.



SCENARIO 1: A SMOOTH RETURN TO WORK

By now, your salon or business will hopefully have re-opened and columns will no doubt be fully booked. Ideally you will have checked in with all staff members before the big return. “At GLOW salon we had individual, team and team leader meetings booked in the week before we re-opened and had leading, open and honest conversations with each team member,” says Sara Shoemark, founder of salon group, GLOW. “We offered training in anything that anyone felt they might like or need in the weeks leading up to the reopening and have discussed strengths, likes and dislikes too. I wanted to encourage them to share concerns, worries or wants before the focus turned to the clients.”

If you haven’t had one-to-one meetings with your staff, it’s not too late but get them booked in as soon as you can. “Do what you would do if someone has been off work ill and book in a ‘return to work’ meeting with

everybody individually,” advises Cathy O’Donoghue, Managing Director of HR Champions. “Ask about their mental wellbeing, have they done any CPD (continuing professional development) while they’ve been away, is anything concerning them. Often if someone has low confidence during time off those demons can raise their ugly heads so you need to recognise that and work with them on tasks that can boost their confidence.”

You could also schedule in a team building event where you present your vision going forward to re-engage your staff. “Relaunching your values, getting clear about customer service and touching on good practices at work will make sure everyone understands what’s expected of them going forward,” continues Cathy.



SCENARIO 2: INTRODUCING NEW STAFF

A lot can happen in a year and if you had to make redundancies early on then it makes sense that you might have new staff members joining. Or maybe existing staff on furlough resigned. Or you simply need to grow the team. Whichever one it is, you need to make sure your team integrates with one another as long-standing team members could end up feeling vulnerable or are simply too focused on their clients and columns to interact with new colleagues. “Try something like a buddy system and get your team to work in pairs to complete a task. This also works if someone is lacking confidence if they’re paired with someone who is feeling positive and proactive,”

explains Cathy.

Or if you need new staff but you haven’t filled the positions yet, don’t panic. “GLOW need to recruit but as a team we’ve decided to manage with existing staff for the reopening month whilst ensuring I don’t put unwanted pressures on anyone. Instead, we offered extra hours to part time staff and reemployed a couple of past team members on short term contracts to suit them - of which we had a good response,” says Sara. “They know the team and the way we work and I’ve learnt that sometimes if you have team members that are unprepared, that can be disruptive, timely and costly too.”





SCENARIO 3: SOME OF YOUR TEAM SEEM ANXIOUS

In our industry it's normal to put on your 'game face' and deal with your client's worries and concerns before dealing with your own but this past year hasn't been like any other so be prepared for staff to feel anxious. It could be about health and safety, it could be about leaving their family after spending so much time together or relationships at home, it could be about money, but whatever it is communication is key. If you don't address it, they will suffer, you will suffer and so will the business.

"Honesty from both parties is vital. Address their concerns and try not to judge. Someone's problems may seem minor to you but if it's causing anxiety it will become your problem if it's not addressed. It isn't always easy but react practically rather than emotionally," recommends Sara.

Cathy suggests daily catch ups could help: "Ask them to reflect each day on what's gone well and what they might do differently tomorrow. By working out steps they could take the next day to ensure things run smoothly or that they could try it will build their confidence. It's also important to celebrate the success of being back in work as it's true that some people will have been dreading it."

You could also enrol on a mental health first aid course or ask one of your team to so that you feel equipped when dealing with your staff suffering from concerns and anxiety. HR Champions are also launching a Counselling Skills course this month to help therapists deal with the information that often gets unloaded onto them by clients as again, this can be overwhelming and anxiety-inducing.

SCENARIO 4: STAFF WANT TO WORK LESS HOURS

Late nights, early mornings and weekend work are a given in hair and beauty and since qualifying it's what every pro knows but with lockdown resulting in Saturdays free for family time and extra hours in the evening, you might want to prepare yourself for staff asking for more flexible working. "In an ideal world you'll already have a flexible working policy but if not, you need to ask them to put in writing how flexible working will work for the salon as well as solutions to any problems you foresee. This will give you an audit trail and you have 30 days to respond which will give you time to reflect back on it and give the request consideration," advises Cathy.

"You need to stand back from it and rather than being emotive, look at it from a logical and commercial perspective about how it might work. Often when you work it through, you might find a solution. For example, look at your customer footfall and appointments during the times they want to work. Could it be an option to

ask two part-timers to job share to make sure there's no downtime? Could you trial it as an option and if so, put it in writing with a review date and confirm that if it doesn't work, they'll have to return to the hours they were working beforehand. If you know you need to turn it down, a good way is to explain that by them not being there, the salon couldn't meet demand."

You also need to consider how the rest of the team will react if some staff start working less hours. They might worry that they need to do more. And if you predict you'll get several requests, decide how you want to deal with them - will it be on a first come, first served basis. You also need to consider what's the consequences of turning down a request. "If I can give them what they want, I will, if it's not possible, I can't," says Sara. "To a degree as long as a therapist is fully booked and working well, does it matter what day or time they're in - usually not but you must think of the team, if it's fair and the financial impact."



SCENARIO 5: YOU WERE READY TO DISH OUT PROMOTIONS AND PAYRISES AND THEN...COVID

This is a tough one as you want to recognise your staff and reward them. Thinking long term, consider how they might react if you retract your offer but at the same time you must be mindful of your finances. "Have transparency and frank conversations about the situation you're in," continues Cathy. "Sit them down and say, 'this

is where we are, this is where you fit but I need to get back to this place before I can do X, Y and Z, how does that fit with you?'. It's about communication, being open and honest and making sure they know that you're not just fobbing them off and that you are invested in them and their career prospects.



SCENARIO 6: ONE OF YOUR TEAM HAS LOST THEIR PASSION

Maybe time out of the salon has led to one of your team questioning their career, their goals in the workplace or maybe they want to go in a different direction altogether? This calls for a one to one where you can again, assess the situation and see if there's anything you can do to reignite that flame. Are they looking for development and you can enrol them on a course? Are their skills better suited to a different part of the salon? "Look for opportunities within their existing skill set or help them with extra training. Or if they do want to leave, discuss an exit strategy and work together. Maybe they could still work part time while doing

other training," advises Cathy. "There has been a definite shift from managers and staff cutting ties to keeping communication open, you never know after doing more training they might return or could still work with you on a part time basis while pursuing other interests."

That said, if they do want to leave, accept it graciously. "There is only so much you can do and should do, and it isn't healthy for the team or the business to keep someone who's needs you have addressed but they're still not happy," says Sara. "But always ensure endings are amicable." ▣

FOR MORE HR TIPS AND ADVICE, GO TO OUR WEBSITE WHERE YOU WILL FIND TEMPLATES AND RESOURCES PROVIDED BY HR CHAMPIONS ON VARIOUS ISSUES INCLUDING TAKING ON STAFF, ATTENDANCE AND PERFORMANCE MANAGEMENT AND DISCIPLINARY DOCUMENTS



WORD UP

Learn the look good language we'll all be speaking it in 2021 and beyond...

WORDS: CARLY HOBBS

Beauty is getting a makeover and this time it's nothing to do with salon redesigns or Tik Tok tutorials. It is industry wide though and will change how we work, and more importantly, what we say. That's because after decades of outdated terms and phrases, the all-new beauty dictionary is being rewritten by everyone from professionals to major brands and even celebrities. Words can unintentionally perpetuate beauty ideals that can make people feel excluded rather than included and that's not what our industry is about.

Earlier this year, in an interview with Telegraph Beauty Director and BABTAC supporter, Sonia Haria, the iconic actor Helen Mirren revealed that she thought the term 'beauty' never really worked for her. While she loves the feeling you get from using great products, Mirren detailed how it could leave people out if they didn't feel traditionally beautiful. Her alternative? 'I'd prefer to call it the swagger industry,' she told Haria. And we get that, just like Mirren, long time L'Oréal brand ambassador, we're all worth it. That's the point.

IS IT GOODBYE FOR BEAUTY?

While the actual term 'beauty' won't vanish, one word teetering on extinction is 'normal'. A word so often used to describe skin and hair types but one that has no real meaning and is actually incredibly exclusive. It also implies that anyone who doesn't have 'normal' attributes is somewhat 'abnormal'. That's why Unilever has pledged to remove it from all of their beauty and personal care products with immediate effect.

The parent company of brands like Dove who have always campaigned for body and skin inclusivity, this latest move is part of Unilever's Positive Beauty campaign. "People increasingly expect companies and brands to take a stand on the issues they care about most within the beauty and personal care industry specifically and we know our consumers are also looking for change," explains a spokesperson from Unilever. "We found that seven in 10 people thought that using the

word 'normal' on product packaging and advertising has a negative impact, with this rising to eight in 10 in the 18-35 age bracket. With one billion people using our beauty and personal care products every day we want to use our scale to be a force for good and encourage a more inclusive definition of beauty." In addition to removing the word 'normal', Unilever will also not digitally alter a person's body shape, size, proportion or skin colour in its brand advertising and will increase the number of advertisements portraying people from diverse groups who are under-represented.

This in itself will lead to more positive language being used to describe beauty products and services. But with 'normal' now removed from our vocabulary, what are the alternatives? For Unilever they are going big on the positives you'll receive by using their products, as well as focusing on descriptions that meet consumers' needs. For example, rather than saying their hair products are for 'normal to damaged hair', they are repositioning them for 'dry and damaged hair'. A sort of does what it says on the tin approach. Ready to learn the new language? Here's your new beauty dictionary...

- **Swagger** – that can't-put-your-finger-on-it-but-you-feel-amazing feeling you get when you visit the right professional/start using the right product. See also, slang; The swagger industry aka the beauty industry.
- **Typical** – the new normal – an alternative but less offensive word that can also be used to describe side effects, expected results and more. Basically, use this every time you'd say normally say normal!
- **Enhancements/Enhancing** – here to replace tweakments; you don't need tweaking – even low level suggestions that you have to change are not very beauty 2021. At the other end of the scale 'enhancing' what you have to top up those feel-good levels is ideal.
- **Age Inclusive** – a straight swap for anti-ageing, which has long been a term disliked by industry pros like Millie Kendal MBE and Jane Cunningham aka @BritishBeautyBlogger.

FIND YOUR NEW BEAUTY VOCAB IN OUR WONDERFUL WORDSEARCH



BEAUTY
TYPICAL
NOT NORMAL
SWAGGER

ENHANCEMENT
ENHANCING
AGE INCLUSIVE
PRO AGEING

INCLUSIVITY
DIVERSITY
CONFIDENCE



THE WELLNESS REVOLUTION

It's the word of 2021 but how fluent in the language of wellness are you? From breathwork to bespoke aromatherapy blends, twilight treatments to juice bars, make sure your business is offering the wellbeing benefits clients are looking for.

WORDS: BECCI VALLIS





I'VE INTRODUCED BESPOKE AROMATHERAPY



After last year I pre-empted the treatments that would be most desirable and most needed when clients returned to salons which led me to embark on a new course - aromatherapy. As a result, I am now offering an aroma wellbeing service to my guests which involves a full but non-intrusive consultation to identify their individual needs. I then blend their bespoke oils to take away for home use but also use them in a stress relieving massage treatment where I've designed specific massage movements. A fusion of different types of techniques I've learned over the past 22 years, the main focus is on Chinese acupressure points to move energy around the body, increase circulation and restore balance.

As someone who has always been passionate about offering natural, organic treatments where possible, aromatherapy was an obvious progression and lockdown allowed me the time to focus on this. It also gave me the opportunity to examine the direction of the business, taking into consideration the mental wellbeing and stress levels of our guests when they returned as I really wanted The Lotus Rooms to offer something useful and effective for them.

I anticipated blends for anxiety, stress management and emotional strain would be amongst the most popular so I looked to citrus oils that have a quick pick-you-up effect whilst lavender and clary sage create a long-lasting sense of calm. I am also doing thorough research into the best blends for my guests based on their consultation. In addition, I created a blend for each of my therapists to bring some balance and zen back to the salon before we reopened. Wellbeing should start at home and looking after ourselves is paramount as it enhances our ability to help others.

Gemma Peake, owner of The Lotus Rooms



Wellness is a term that's been bubbling away in the background for a few years however up until recently it was considered something of a luxury - only available, or indeed attractive to those that could afford to splash out on yoga retreats, cold-pressed juices and expensive supplements. In 2021 this is no longer the case and it's gone from the elite to the everyday necessity with our gateway to 'wellness' more accessible (and needed) than ever.

WHY THE NEED TO BE MORE WELLNESS?

The outbreak of Coronavirus has sparked a shift in people's perceptions of wellness. With 84.9% of adults reporting that they've felt stressed or anxious as a result of the pandemic*, the primary concerns of consumers have shifted to health, immunity, wellness and peace of mind. People want to stay well, feel well and do well and

Naturally, beauty as an industry already contributes to these markers in many ways as by partaking in a treatment the individual is taking time out, investing in themselves and doing something that makes them feel happy. A recent survey even found that 1 in 10 Brits believe simply setting some time aside for themselves is one way they can be more mindful.

The rise of self-care has also amplified the mental health benefits of taking time out for yourself with research showing that when people truly believe they are doing something good for themselves - such as a consistent skincare regime - they feel better and get better.

SHOULD YOU CARE?

By expanding your businesses wellbeing benefits, you will not only elevate your brand and give your current client base a boost, but you'll also attract a new market on the hunt for solutions and ways to feel better. If you're not sure where to start, analyse your current wellness appeal. Ask yourself how compelling your brand is compared to competitors? Are your treatments resolving problems and giving clients what they're looking for - eg not just a 'relaxing' massage but 'rebalancing' where you focus on mind, body and soul, not just achy muscles? And do you shout about the wellness benefits your treatments offer? It could also be a case of identifying what makes your clients stressed and how you can create treatment journeys to alleviate that anxiety.

You might also find that wellness-focused consumers are also more in tune with the sustainability of a brand or business so make sure you highlight things such as how you are reducing plastic waste, favouring environmentally friendly brands or offering carbon offset options. This transparency goes hand in hand with wellness as it's about people feeling confident that the choices they're making best serve them and the planet.

IMPROVE YOUR OFFERINGS

When it comes to making your menu more wellness, the possibilities are endless.

★ Introduce a wellness break:

Wellness holidays are soaring as they offer an opportunity for people to digitally detox and reconnect with themselves rather than technology. An overnight stay might be off the cards but what about offering a spa day or 'mindful morning' that incorporates two or three treatments that address self-improvement. Sleep schools and breathwork are both sought after if Google searches are anything to go by with Wim Hof breathing seeing demand rise by 311% YoY (year on year) and how to sleep better up by 129%. Why not incorporate a 20-minute session on things you can do to improve sleep or do a deep dive into breathwork before they hit the couch? With studies showing that the way we breath can even help our immune system, get your client to choose an essential oil they most connect with and get them to practice some deep breathing exercises. Make sure you explain the benefits too as this will encourage them to practise at home too.



*According to The Associations of Independent Multiple Pharmacies (AIMP)
**Mintel report: Managing a Healthy Lifestyle, Jan 2020



★ Say hello to twilight beauty:

Twilight beauty rituals are something else set to become a big thing this year, especially as people remain working from home and are searching for ways to bookend their day and help them transition from end of the working day and the start of their relaxation time and evening downtime. Instead of an hour's commute, they could use that hour for a treatment. If you're a mobile therapist this is perfect as your 5pm slot could become your most lucrative. Instead of rush hour, think slow hour. Anything from facials to reflexology, manicures to massages will work in this slot but save the more 'maintenance' treatments such as waxing or tanning for another time as these are quick fixes and will keep the client in the 'on, on, on' zone.

★ Early morning availability:

Whether your clients are back in the gym or exercising at home, people might find themselves wanting to address those tight calves more than ever so if you can open up earlier and people can drop in pre-work, it allows them to feel mentally and physically prepared for the day. You could even offer them the option of a breakfast bowl, juice or smoothie to get them raring to go.

★ Switch up your soundtrack:

Forest bathing, gong baths, bird song - anything that signals nature and that provides reverberations in the body and helps the mind switch off is an easy win. Instead of traditional spa music, think about waves lapping on the sand, the sound of wind whistling through the trees or download a gong bath soundtrack. All of these things will help calm the mind and ease any feelings of anxiety your client might be feeling.

★ Incorporate wellness activities:

At the end of the treatment, offer a wellness tea and give



your client a moment of reflection. This might mean spacing out your treatments a bit longer, but it only needs to be by 5-10 minutes and your clients will thank you for it. While they sip on their drink, why not provide a notecard where they can write down three things that they're grateful for that day. If they've never done one before, offer them suggestions such as the weather or a tasty cup of coffee or the treatment but explain that by starting to recognise the small wins, they can shift to a more positive mindset.

★ Offer a family & friends option:

You might already offer a pamper package but with 52% of UK adults saying that spending time with friends and family was one of the most important activities that supported their long-term mental and emotional wellbeing, is there a way you can capitalise on that? Could you reserve all of your mani stations at the same time for a family & friends session? With so many people

desperate to reconnect with loved ones, if you offered two slots every Saturday and Sunday for family and friends only, it means no empty seats and lots of happy, smiley faces. It could also be a way of introducing potential clients to your space.

★ Rewrite your menu:

Even if you don't add any new treatments, take a look at your menu and see what wellbeing benefits you already provide. Then add that to each description. This will clearly signpost to your customers that whatever they're booking in for will address their needs on a deeper level and help stop them feeling more frazzled. By making the improved wellness benefits known to consumers you're yet again maximising your brand's wellness positioning.

★ Keep on top of the wellness trends:

As we head into summer, many wellness retreats are unveiling their new programmes and it's interesting to note that gut health, microbiome-focused treatments and CBD experiences are on the rise. All linked to immunity, recovery and restoring balance, it could be worth setting your sites on one of them to upskill and prove to your clients you're at the forefront of what the wellness industry is getting excited about.

DON'T FORGET YOUR STAFF

Finally, it's important to consider your team's wellbeing too. It's all very well having clients leaving your salon feeling fulfilled, but your staff could feel equally as fraught and anxious, if not more so. During lockdown, their values may have also shifted so it might be a case of resetting the boundaries, checking they're happy with their shifts and ensuring the room and space they work in has them feeling just as zen as the client they're about to treat. Do this and you'll be well on your way to staking a claim in the wellness revolution. ▣

I'M FOCUSING ON THE SENSES



Wellness is such a buzzword at the moment and is a massive part of what this fabulous industry is all about and has been doing since dot. However apart from buying in more plants and having lavender wafting through the air, I started to really wonder about what we could do to help the wellness of our clients when they are with us? I also find that clients are needing more from us physically and emotionally in this modern world than ever before.

The first light bulb moment I had was when I was listening to a scientist saying that when we watch scary things on TV our subconscious does not realise that scary event on TV isn't happening to you. Hence why you can have nightmares and feel anxious. I decided to flip this on its head and had four TV's installed into the treatment rooms playing high definition scenes such as waves lapping on a beach, a waterfall or tropical fish swimming. That means even if my client is in just for a wax or pedicure they come away feeling like they've been at a beach for an hour. We've found it really helps them to slow down and makes all our treatments a little more wow! Plus, the therapists are also feeling the benefit too!

The next thing we did was introduce a Super Juice Bar! I had heard of some salons getting a licence and doing an actual bar which sounds amazing, but that really didn't fit with our wellness ethos. I eventually found a company that does frozen sachets of fresh organic super juice which we can just grab out of the freezer and put in a nutri blender with apple juice and voila - a healthy chilled juice that not only tastes good but will benefit them from the inside out. We also link the juices to the client to meet their needs and they can choose from Wheat Grass/Turmeric & Ginger/Beet & Maqui Juice/Kale, Reishi & Maca Juice/ Barley Grass. Sometimes we charge for them but in some treatment packages we include them. Whether a client needs an energy boost or wants to help their muscles recover after a deep tissue massage, they've worked really well for us.

I am also studying the gut in relation to body and skin health as it plays a major part in our ability to feel well and I'm exploring how sound vibration can affect the body. If we can create a sound bath for our clients or music that contains a certain healing frequency we can easily incorporate it into our treatments.

The wellness revolution is such a perfect opportunity to break out of what is expected, and offering something that can really help our clients and therapists on multi-levels is a really exciting prospect.

Elaine Darrell, owner of Elaine's Beauty Spot.



CRAZY ABOUT COLLAGEN

We're used to seeing collagen-boosting claims on our beauty products but the new trend is applying and ingesting actual collagen to achieve strong but baby-smooth skin. But does it really work or is it simply a sales pitch? We investigate...

WORDS: BECCI VALLIS

SIn the past nine months Boots has seen searches for collagen increase on its website by a staggering 1570% which could explain their new collagen skincare range. At the same time Olay launched its Collagen Peptide 24 cream, L'Oréal Paris recently unveiled its Age Perfect Golden Age Collagen Ampoules while Kylie Jenner has brought us Dose & Co - a collagen creamer to froth into your coffee. Mintel has suggested it's the hero ingredient of the moment and Alexia Inge, founder of Cult Beauty believes marine collagen and algae sources will continue to gain traction this year as beauty becomes more excitable about oceanic ingredients.

WHY ALL THE EXCITEMENT?

Seeing as collagen is the stuff that makes skin springy which in turn causes it to look smooth, soft and bouncy, it's no surprise people want in. And let's not forget that the bouncier your complexion, the more radiant it appears as the light has a better surface to reflect off. Without it, fine lines appear more prominent, skin becomes dull and also prone to sagging. The rub is that once you hit 20, collagen production starts to decrease by approximately 1% each year and then more rapidly after the age of 40. As well as age, UV radiation and environmental aggressors can cause collagen to deplete which is why everyone is keen to save their supplies.



‘IT’S DOWN TO NEW TECHNOLOGY AND FORMATS BEING USED TO ‘SNEAK’ THE COLLAGEN INTO SKIN’

WHAT IS COLLAGEN?

The most abundant protein in the body, there are around 29 types of collagen but it’s type 1 that accounts for around 90% of our collagen and can be found in skin, hair, nails, muscles, joints and organs. A must for building muscle and cell repair, consultant dermatologist at The Skin Health Alliance, Dr Thivi Maruthappu refers to it as “scaffolding for the skin, helping to keep it plump and firm.”

CAN SKINCARE HELP?

Naturally anything we can do to keep this scaffolding strong and supported is welcome which is where the lure of topical collagen arises. But be warned, many of these so-called collagen creams are nothing more than moisturisers as collagen can’t make its way through the epidermis to the dermis where it can be processed. “Collagen itself has a very large molecular structure made up of several thousand amino acids so it can’t directly penetrate through the skin barrier,” continues Dr Thivi. If that’s the case, why are so many new formulas launching with collagen-boosting claims?

In short, it’s down to new technology and formats being used to ‘sneak’ the collagen into skin. “We use hydrolysed collagen, a type of collagen that has undergone a process of thermal, acid, alkaline and/or enzymatic hydrolysis in order to reduce it to protein fragments of lower molecular

weight,” reveals Milena Terenghi, cosmetologist for Skin Labo who has a specific Collagen XX in its line-up.

Breaking the large collagen molecular structure up seems to be a winner. “Collagen peptides offer a nifty way around the penetration problem as they are specially formulated chains of a few amino acids which trick the skin into producing more of its own collagen,” says Dr Thivi. The technique employed in Olay’s Collagen Peptide24; the formula uses a penta-peptide which is a fragment of type 1 collagen. Clinical trials have proven it does what it says on the tin.

L’Oréal Paris have also broken down the collagen structure for their Day Care Retightening Ampoules, using tiny collagen AA fractions to enter the skin and again, stimulate cells to produce their own collagen.

WHAT ABOUT SUPPLEMENTS?

Also seeing a boom are ingestible collagen supplements with the hashtag #collagencoffee doing the rounds on social media. Again, promising smoother skin along with stronger hair and nails, there’s been a flurry of new formulas hitting shelves. However just like collagen creams, there is concern about where the collagen ends up with some experts suggesting that like food, the ingredients are simply broken down in the gut.

That said, more studies are appearing that show taking collagen supplements over a period of time can improve skin elasticity. Because it’s such a new topic, the research is ongoing. “When you drink collagen, the amino acids are absorbed by the small intestine and start to circulate around your bloodstream but there are two schools of thought on what happens next,” explains Melanie Lawson, founder of Bare Biology supplements. “The conventional view is that the body uses the amino acids to make new collagen directly but more recently scientists have come to believe that the presence of these amino acid fragments in the bloodstream tricks the body into thinking there’s been a collagen breakdown. Believing that repair is urgently needed, it stimulates your own fibroblasts to produce more collagen which will then be used however your body sees fit.” One thing is certain though, and it’s that the collagen needs to be hydrolysed aka broken down into tiny pieces so it can easily be absorbed in the bloodstream.

The source of collagen should also be considered. The majority of collagen liquids and tablets are marine collagen (from fish) which is considered more bioavailable than bovine (from beef or pork). Marine collagen also contains type 1 collagen whereas bovine sources contain more type 3 collagen which is good for the gut rather than the skin. Vegan and vegetarian options are harder to find.

CREDIBLE COLLAGEN BOOSTERS

The other ingredients famed for keeping collagen intact:

SPF - a no-brainer. UV exposure causes degradation of collagen levels so by using a broad-spectrum sun cream it helps to protect precious collagen from damage.

Vitamin C - essential in collagen synthesis, this vitamin supports the body’s natural ability to produce collagen and defends against free radicals that could cause collagen to break down.

Retinol - proven to improve collagen levels in the skin, it communicates to cells that they need to behave in the same manner as young healthy cells (ie produce collagen).

Glycolic acid - certain AHAs spark a wound-healing response by the body which in turn means stimulating new collagen.



“Plant-based and often in the form of a powder this type of collagen works slightly differently than animal-based formulas and predominantly works by stimulating your body to produce more of its own collagen,” explains Eva Proudman, consultant trichologist at Absolute Collagen.

Ideally the label will clearly state the source along with proof that it’s been ethically sourced rather than taken from factory-farmed fish. “Our marine collagen is from certified sustainable hydrolysed wild codfish skin and our manufacturer is an active partner of Aquabiopro-fit, an EU-funded initiative that aims to reduce waste and create nutritional value from European aquaculture and fishery by-products,” continues Melanie. “If you’re taking a supplement and this information is hard to find, be bold and ask the brand directly. If they aren’t being fully transparent, you should ask yourself why.”

HOW DOES IT HELP HAIR?

If you do decide to take a supplement, it’s not just your skin that could improve, your hair might appear more lustrous too, and even grow more. “Collagen is amazing for the hair as it contains the essential amino acids which

help to build keratin, the protein that makes up the hair. These amino acids are also responsible for the strength and elasticity of hair and support its natural growth cycle,” explains Eva.

WHAT’S NEXT IN COLLAGEN?

With the technology and research continually evolving, this is just the start of the collagen craze. Naturally there’s also a call to find vegan alternatives that have the same results as animal-derived collagen without the animal. “Soluble collagen from algae would be better as it’s a smaller molecule and does not need hydrolysing,” says Milena.

And in the same way we’ve seen CBD appear on café menus, collagen protein balls and collagen cappuccinos could be on the way. “Rightly or wrongly, I think we’re going to see collagen included in everything from jelly sweets to energy bars. In Asia and South America these are already popular and it’s likely the trend will translate to Europe,” says Dr Thivi. “I think the evidence is not quite there yet for these products but that doesn’t seem to dampen the enthusiasm for them.” ▀

HOW TO GET YOUR FIX INSIDE AND OUTSIDE



INSIDE

1. Dose & Co Dairy Collagen Creamer, £27
Available as a protein powder or coffee add-on, stir this into your cuppa for a quick and convenient way to ingest your collagen. Just remember to share it on Insta!

2. YourZooki Collagen Zooki, £27.99
Containing 5000mg of hydrolysed marine collagen in every dose, suck the lime-flavoured supplement straight from the sachet, mix with water or add to your morning breakfast bowl.

3. Ancient & Brave Radiant Collagyn, £36
A vegan collagen source, this berry flavoured powder contains five specific amino acids from fermented plant proteins plus vitamin C, D3, rosehip berries and beetroot to support the skin.

4. Absolute Collagen Marine Liquid Collagen Drink, £32.99
In lemon, mango or raspberry flavour, the 10ml sachets are bursting with marine collagen peptides ready to get to work strengthening your hair and your skin.

5. Bare Biology Skinful Marine Collagen Plus Vitamin C, £45
Enhanced with vitamin C to stimulate collagen and improve radiance, add this strawberry flavoured powder to smoothies, shakes and even cakes.

6. Ingenious Beauty Ultimate Collagen, £54.99
One of the original collagen supplements, these clinically proven capsules pair a low molecular weight collagen peptide with hyaluronic acid and the antioxidant astaxanthin.

OUTSIDE

1. Olay Collagen Peptide24, £34.99
Tricking the skin to produce more collagen, this uses clever collagen peptides to work its magic creating a smoother, springier complexion.

2. Elemis Pro-Collagen Renewal Serum, £70
Infused with red microalgae, brown algae and stevia extract, this has retinol-like actions that prompt cells to produce collagen and fill in fine lines.

3. Skin Labo Collagen Active Gel Cream, £29
Combining hydrolysed collagen with shea butter, this restores skin's firmness while protecting the effect of free radicals on the skin.

4. L'Oréal Paris Age Perfect 7 Days Cure Collagen Expert Retightening Ampoules, £19.99
Individual vials that deliver a concentrated dose of collagen fractions, skin should appear firmer and smoother within the week.

5. IT Cosmetics Pillow Lips Solid Serum Gloss, £25
Enriched with collagen, hyaluronic acid and a trio of oils, it's not just your face that can benefit from collagen's plumping effect, lips can too.

6. Vichy Liftactiv Collagen Specialist Night, £37
Vitamin C works with a green bio-peptide to support the skin's natural production of collagen overnight.

7. QMS Collagen Recovery Day & Night Cream, £130
Containing soluble collagen, hyaluronic acid and niacinamide, the skin barrier stays plump and protected.

8. Peter Thomas Roth Firm X Collagen Serum, £95
A blend of three forms of collagen - marine, plant and hydrolysed along with collagen-supporting peptides, amino acids and fatty acids, this is serious about boosting elasticity in the skin.

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WOULDN'T YOU LIKE TO KNOW



Whether it's administering her own Sunday self-care routine or developing spa experiences for others, it's safe to say Head of Business Development and Therapies at Neals Yard Remedies, Charlie McCorry lives and breathes beauty.

What does a typical day look like for you?

I source, generate and build new business for the company so meetings, relationship building, and therapies are a huge part of this, as is ensuring our community, the NYR family and brand is forever strong.

What was your previous job?

I owned a mobile beauty company which was split into two offerings: Perfect 10 mobile beauty and Perfect 10 Black Label - our luxury, international division. I then sold my company to Ruuby Limited - the Digital Beauty Concierge. I've also been a presenter on QVC for Essie and was their brand ambassador for two years.

How long have you worked with BABTAC?

I have been a member from the very beginning of my career. I started out as a therapist 19 years ago and BABTAC have supported me throughout. They are my industry family.

What did you miss most when beauty was closed?

Everything! I've really missed going to events, industry shows and just generally networking in a large room with likeminded people who have a passion for health and beauty. However, even with our spas and salons closed, the level of energy and togetherness has never been stronger. Our team are located all over the UK so video calls and virtual conferences have brought us all that much closer which has been such a wonderful experience to be a part of.

What was the first treatment you booked in for when everything reopened?

The Neals Yard Remedies Aromatherapy Massage and Frankincense Intense Facial at our Covent Garden Therapy Rooms - two hours of absolute pure bliss.

Do you have any beauty rituals that you always stick to?

I allocate at least one evening a week (usually Sunday's) to total me-time where I go all out. Bubble and salt bath, aroma blend in my air purifier, full body brush exfoliation including my face, a hair mask and then hydrate with a body oil and self-lymphatic massage. It gives me the chance to take time out, just breath and feel totally relaxed.

Are there any hair or beauty products you can't live without?

Neals Yard Remedies Women's Balance Bath Salts and the Wild Rose Beauty Balm - the balm can be used for almost everything so its my one pot wonder. And for my hair the Michael Van Clarke LifeSaver Hair Pre-Wash 3 more inches. Since discovering this a few years ago my hair is in the best condition of its life, is less greasy and is just so much healthier.

What does self-care mean to you?

Finding the right balance, having a good sleep routine, eating well, exercising regularly and taking the time to do something that makes me smile. Horse Riding ticks most of these boxes for me.

Do you have any unusual hobbies?

Not a hobby as such but I collect Christmas baubles from every new place I visit so I have to hunt down somewhere that sells them, even in the middle of summer!



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