



# beauty

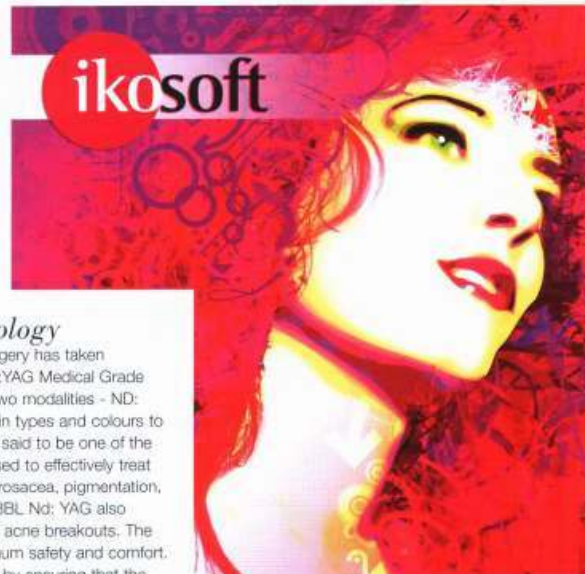


## **EDEN INSTITUTE scoops new laser technology**

Dr Mark Edinburg FRACS of The Eden Institute of Plastic and Cosmetic Surgery has taken onboard new laser technology – the Sciton BBL (Broad Band Light) and Nd:YAG Medical Grade Laser, TGA approved. The machine is distinguished by the combination of two modalities - ND: YAG laser and light head (with seven wavelength filters) which enables all skin types and colours to be safely and effectively treated. The combination of these two modalities is said to be one of the features that defines this laser as unique. The medical grade laser can be used to effectively treat a range of skin-related conditions with a high degree of precision, including rosacea, pigmentation, sun and age spots, photodamage, capillaries and spider veins. The Sciton BBL Nd: YAG also offers phenomenal results in tissue tightening, permanent hair reduction and acne breakouts. The high level precision ensures that non-target tissue is spared, providing optimum safety and comfort. A chilled contact plate offers specialized pain relief and additional protection by ensuring that the epidermis maintains a safe temperature throughout the treatment, thus preventing burning and scarring. This mechanism enables deep penetration into the dermis where the laser has its effect. Contact: The Eden Institute of Plastic & Cosmetic Surgery (02) 8814 5800.

## **NOT THE SOFT OPTION**

AdvanceRetail Technology's Ikosoft Merlin X<sup>2</sup>, is an innovative software product for hairdressers, spas and beauty salons. With over 12,000 customers worldwide, Merlin X<sup>2</sup> is recognised as one of the world's leading solutions for salon and spa owners. Functions include a feature-laden appointment book, which enables clients to make bookings online, send SMS appointment confirmations and reminders which ensures an efficient booking and follow-up process, which in turn can generate significant additional revenue and streamline this important business function. The attractive, intuitive interface means users become competent with the system quickly, but behind this accessible design lies a sophisticated and multi-faceted product that enables salons to maximise their business potential. Contact: AdvanceRetail (02) 8875 7892.



# INNOVATIONS **equipped**

## **WHAT A STUD**

The Caflon stud ear piercing range has added several new gems and semi-precious stones to their collection. Among these are the large crystal birthstone in both bezel set and clawset and rock crystal in bezel set. To view the entire range, visit [www.naturallook.net](http://www.naturallook.net). Contact: Artav Australia 1800 805 276.



## **ERAZE the Signs of Ageing**

Erazer Photo-Thermal Therapy helps treat acne and ageing and problem skins. The device can also be used for reducing the appearance of lines and wrinkles, pigmentation, acne scars and enlarged pores. The body's natural collagen is stimulated by the thermal effect on the skin, resulting in improved appearance without the drawbacks of injections and the side effects of medications. This non-invasive procedure is suitable for male and female clients of all skin types and tone and a full face eraser procedure can be performed in as little as 20 minutes with no required downtime in recovery period. Contact: Clinical Skincare 1800 628 999.



## **BRIGHT SPARK BUSINESS SKILLS**

Industry expert Caroline Nelson has re-released Ignite Your Beauty Business™ For Success Marketing & Promotional Planner as a result of demand from time-poor salon and spa owners. The programme teaches skills to help grow your business once the easy and exciting part of opening, is over. Caroline is renowned in the business for her no-nonsense approach to managing a successful beauty business to profit and for her easy-to-implement and cost effective marketing concepts. The program helps owners to develop the perfect marketing mix and create a profit generating plan using innovative low-cost ideas for profit. She has included over 50 promotional Sales letter templates designed to drive business into your salon or spa. Contact: Nelson Beauty Business Management (07) 5574 2542.