

# Business Secrets

*It's a New Year where we want to see:...*

- ✓ new customers
- ✓ new products
- ✓ new equipment
- ✓ new business opportunities
- ✓ new things to excite staff

*Youth*  
Beauty Group  
Your Leading-Edge Beauty Supply Partner

## WELCOME

If you have not received your FREE 6 month action planner with extra value vouchers for 2015, please email 2015@youthbeauty.co.nz

The team from Youth Beauty want to wish you a fabulous New Year and have decided to kick it off with loads of exciting new products, ideas and some great new equipment that you can add to your business to help you grow your customer base. It is going to be a huge year, which started with our own team moving to a new building to cope with our expanding business. The phenomenal growth of SkincareRX last year to be one of the fastest growing brands in New Zealand together with the need for more room to house larger equipment like the increasingly popular Adena and Anthelia IPL machines, adding exciting new products and equipment as well as extra office space meant that we just had to expand into a new premises. The move is almost completed and we thank everyone for their patience as we settle into our new surroundings.

In this edition of our "Business Secrets" newsletter we are introducing the fabulous SkinLite and SkinLite II Skin Analysers. If you have a skin analysis area set up in your salon or want to do a more thorough skin analysis on the bed than you ever thought possible, then these two brilliant pieces of equipment will provide a highly magnified in-depth view of the skin. Portable, without cords or computers to get in the way, these are an impressive way to help you and your clients understand their skin better. Something that definitely deserves further investigation.

Summer is still all about a fabulous healthy-looking tan. Youth Beauty can now offer a truly portable tanning solution. This is the newest generation of tanning machines that incorporates the tan and a hand held tanning machine in one compact system. Lightweight and easy to use with new micro whirlwind technology that will achieve a better result than your turbine unit, using less tan and minimizing overspray. If your tanning area is compact and difficult to work in or you just want an easier system that doesn't cause streaking and is simple to clean then you have to check out the Tan Easy Pro.

Every now and again we come across a hidden gem of a product and Emu Oil definitely fits this description. It has a myriad of different benefits from promoting skin health, healing properties and containing high volumes of Essential Fatty Acids in Omega 3, 6 and 9. No doubt you have heard of Emu Oil before, well now you have the opportunity to try it yourself and supply this amazing product to your clients.

We have also provided some information about the Lamprobe Machine for red vein and skin tag removal. We had a number of inquiries about this fabulous machine toward the end of last year and so have decided to provide more information and a generous price so take advantage of it whilst we have stock. We have also provided some additional information about SkincareRX's popular B group serum Hydrafix. Paul Carbis has contributed a few extra tips on when he recommends using this serum - post needling, micro-dermabrasion, IPL and peels.

Finally, to kick the year off with extra profits we have some super savings on all dermal rollers, replaceable roller heads and Dermal Pen replacement heads. We look forward to helping you grow your business this year by supplying you with the best quality products at competitive prices, backed by some of New Zealand's best training and education.

Ise and the entire Youth Beauty Team from our new head office in Lower Hutt

## ON THE MOVE IN 2015

The Youth Beauty team invites all of our customers to drop in and check out our new premises at:

**Unit 4, 22 Railway Ave,  
Alicetown,  
Lower Hutt 5010.**

This will also be our new mail address as well. Telephone numbers and emails all stay the same.

## TRAINING DATES 2015

### WELLINGTON:

9th Feb (10-12): Spray Tanning  
11th Feb (11.30-5.30): Beginners Lashes  
18th Feb: Dermal Needling  
27th Feb (11.30-5.30): Advanced Lashes  
2nd Mar (10-12): Manicures  
4th Mar (10-12): Tattoo Removal  
9th Mar (10-12): Pedicures  
11th & 12th Mar: General IPL  
16th Mar: Skin System  
18th Mar: Dermal Needling  
23rd Mar (10-12): Facial Waxing  
30th Mar (10-12): Body Waxing  
13th Apr: Skin System  
15th Apr: Retail, Ingredients, Skin analysis & Peels (Paul)  
20th Apr (10-12): Brazilians  
4th May (10-12): Teeth Whitening  
10th May (10-12): Just Gels  
13th May: Oxy & Micro Dermabrasion  
18th May: Retail, Ingredients, Skin analysis & Peels (Paul)  
20th May: Advanced IPL  
8th Jun: Skin System  
15th Jun (10-12): LED  
17th Jun: Dermal Needling

### CHRISTCHURCH:

13th Apr: Retail, Ingredients, Skin Analysis & Peels (Paul)  
11th May: Retail, Ingredients, Skin Analysis & Peels (Paul)

### AUCKLAND:

9th March: Retail, Ingredients, Skin Analysis & Peels (Paul)  
4th May: Retail, Ingredients, Skin Analysis & Peels (Paul)  
15th June: Retail, Ingredients, Skin Analysis & Peels (Paul)

### HAMILTON:

17th March: Business Seminar (Paul Carbis)  
25th May: Business Seminar (Paul Carbis)

### TAUPO:

16th March: Peel and Prescription Training (Paul Carbis)

Dates are subject to change. Bookings essential. Please contact training@youthbeauty.co.nz for pricing enquiries and to book.

Over recent months I have been assisting a number of clinic owners to write business plans. These salon owners are either considering starting a new salon or existing owners that just want to do some forward planning. It's an interesting exercise to actually stop, take a deep breath and really think through what you wish to achieve in the salon. Planning success is definitely the first step to achieving success.

Now success can come in many different forms. For some it is the obvious financial returns, others it is growing their business and for many it is time off whilst the business still operates profitably. With the world's economy seemingly in turmoil, I thought it would be a good time to discuss a number of success performance criteria that you can judge last financial year's results against and start planning for the year ahead.

Many of us have made New Year's resolutions. Invariably, they are not well thought through, blurted out on the spur of the moment, ill prepared and not kept. They are merely wishes of what we want to achieve. Goals on the other hand are planned. They are usually written down (which makes them real), discussed with significant people in your life (who will help you stay accountable) and involve a number of measurable steps along the way. The point is, that they require you sitting down and really carefully thinking them through. My rules for successful goal setting are fairly simple but very effective:

1. **Arrange them in small, sequentially ordered, achievable steps.**
2. **Make them measurable by time and amount.**
3. **Write them down.**
4. **Review them regularly.**
5. **Tell them to significant others.**
6. **Remind yourself about them or the rewards associated with them, often by sight, touch, smell or taste.**
7. **Celebrate and reward your achievements.**

I encourage my clients to make their success steps small, even smaller than they would normally expect. This ensures that success follows success and positive reinforcement accompanies each step. Making steps too big can lead to failures and loss of enthusiasm. Every step needs to be measurable by a time and amount. It is no use saying that you are going to lose weight. You need to stipulate that you are going to lose ten kilos by September 30th. This draws a line in the sand and determines whether success actually occurs. Write your goals down in detail where each step is clearly defined and the dates for review are clear. Then position this document somewhere where you will see it every single day to remind you to stay on track. Tell people that will hold you accountable about what you want to achieve and have them assist with reviews. Remind yourself with pictures or sensory stimuli about either the end result or what you will reward yourself with, when you achieve your stated goals. Finally celebrate every successful step and have a planned reward or celebration when the goal is successfully achieved.

So in a salon or spa setting, there are a number of different performance areas that you might set goals for. In business plans, numerous performance parameters are considered including:

- ✓ Increasing the total income of the clinic
- ✓ Increase the total profit of the clinic
- ✓ Increasing the retail income of the clinic
- ✓ Increasing the services income of the clinic
- ✓ Changing the mix of services to achieve better profits
- ✓ Increasing the number of retail sales as a percentage of client numbers
- ✓ Increasing client numbers
- ✓ Decreasing wages as a percentage of total income
- ✓ Increase the average spend per client
- ✓ Increase the average spend per customer in retail sales
- ✓ Increase the average spend per customer in services
- ✓ Increase the average income per therapist per hour
- ✓ Increase re-booking rates
- ✓ Increase the number of referrals
- ✓ Decrease the number of cancellations

- ✓ Increase the ratio of bookings from inquiries
- ✓ Decrease the number of complaints

Now this is a fairly extensive list and although I would love all salon owners to measure each of these performance areas regularly, in setting your goals you might just choose one, two or a few of these to concentrate on.

Here's how:

**STEP 1.**

**Determine exactly which area of your business you would like to improve.**

**STEP 2.**

**Calculate exactly what your figures are currently in the area of concern.**

**STEP 3.**

**Set some small, sequential, achievable steps over a period of no more than twelve months and write them down.**

**STEP 4.**

**Display your goals prominently and tell others about them.**

**STEP 5**

**Start achieving your goals by making changes to your business structure or altering your methods of doing business. Remember to celebrate each time you achieve success at each step!**

Without change, nothing about your business will improve and change is best managed when planned. If you are unsure about which areas of your business require greater assistance then invest in the services of a reputable business coach.

**Paul Carbis**  
Principal of CBM Salon Management

DR HILL NZ MADE  
COSMECEUTICAL SKINCARE



**NOW Sodium Lauryl Sulfate FREE!**

SLF has been removed from Dr Hill Facial Cleansing Gel  
**Instead Dr Hill is now using Sodium Cocosulfate Organic**

Professional Size 500ml only w/s **\$54**  
Retail Size 125ml only w/s **\$29.70** and RRP **\$54**



**SPECIAL FOR FEB / MAR 2015**

Buy x1 500ml Professional Cleansing Gel  
**Receive 1 Free Retail Size Cleanser**

\* One per client



HYDRAFIX MULTI B HYDRATING COMPLEX



“My go to serum for almost all occasions” - Paul Carbis.

Clients today want results. They want to be able to see and feel immediate differences in their skin and as a result therapists around the world have turned to more invasive treatments such as peels, microdermabrasion, skin needling and IPL to achieve these results. It is widely accepted that in order to get skin cell turnover to lift pigment or smooth the epidermis through exfoliation or to stimulate new collagen formation these treatments have become our “go to” procedures in recent times. However there is also no disputing that these treatments are far more aggressive than traditional facials and can cause erythema, blood stimulation, inflammation, compromising of the barrier function and trans epidermal water loss.

One of my favourite products that is safe to apply post treatment in all of these procedures is Hydrafix by SkincareRX. Basically it has three integral major ingredients:

**1. VITAMIN B3 (NIACINAMIDE)**

This wonderful ingredient is involved in cellular respiration and importantly lipid production. So it is fabulous for helping restore the barrier function of the skin as the Acid Mantel is primarily made up of lipids and sweat. It is an antioxidant and anti-inflammatory agent that helps to improve the structural integrity of the skin. Because topically applied Vitamin B3 helps to preserve the levels of NADH and NADPH it supports the skin’s barrier function against pollutants and irritants. Ologically it is the perfect ingredient to apply on the skin after we have interfered with the Stratum Corneum through these skin smoothing procedures.

**2. VITAMIN B5 (PANTHENOL)**

Panthenol is a wonderful emollient and moisturizing agent with fantastic anti-inflammatory properties. It is ideal for redness, rosacea and couperose skin types especially scaly, rough, itching and dry skin. So because it is so calming and soothing and aids in Stratum Corneum hydration reducing trans epidermal water loss it is an ideal ingredient to apply to the skin post treatments like micros and peels

**3. HYALURONIC ACID**

Hyaluronic Acid plumps, lubricates and moisturizes the skin preventing trans epidermal water loss. It is one of the best humectants known and is found naturally in our skin but decreases as we age. So it is a super hydrator. It also is a very important vehicle for delivering essential nutrients into the skin and removing waste from the cells as it helps to increase the amount of water held in the intra cellular matrix.

The combination of these three ingredients logically makes sense to be used after procedures that affect the barrier function, create inflammation and redness on the skin. I find that Hydrafix effectively calms, hydrates, diffuses redness and inflammation quickly, can be used on all skin types and after virtually all procedures.

- SkincareRX Hydrafix is available in a 30ml retail size for clients to use at home post treatment or as a serum in a care plan for conditions such as acne or rosacea.

**w/sale \$42.50 RRP \$85**

- It is now also available in a professional size for use in treatment rooms.

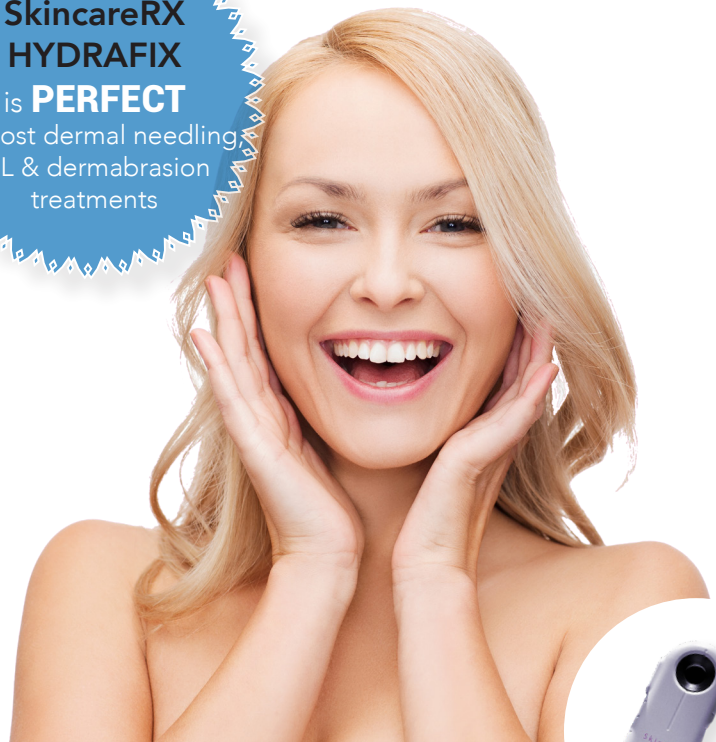
**100ml w/sale \$105**



**SkincareRX  
HYDRAFIX**

is **PERFECT**

for post dermal needling, IPL & dermabrasion treatments



**SKINLITE AND SKINLITE II - SKIN ANALYSERS**

Many New Zealand salons are cramped for room and find it difficult to find a place for a Photographic Skin Scanner or Black Light Box yet still want to offer their clients an in depth skin analysis to accurately plan both a treatment schedule and home care routine. Now there are two solutions that can easily be used either on the treatment bed or seated. Both are portable, battery operated so there are no cords or wires getting under foot and provide you with a much clearer, more accurate view of your client’s skin.

**SKINLITE**

A small palm sized, lightweight version of a traditional Dermoscope. It is rapidly becoming the preferred examination tool of medical and aesthetic practitioners worldwide. Basically it is a cross polarized, magnified light source that allows you to view into the skin up to 2mm in depth. Ideal for identifying pigment, naevi, cholesterol deposits, telangiectasia, milia, in-grown hairs, warts and skin cancers. Unlike a Maggi Lamp or naked eye the sub surface structures are now easily detected and magnified 10 times for a remarkably clear view of the skin.

**Normally \$950 + GST  
Whilst stocks last  
Only \$850 + GST  
(\$32.70 + GST per week over 6 months)**

**SKINLITE II**

This remarkable new skin examination tool will revolutionise the way you look at your client’s skin. Imagine one, lightweight, easy to handle, battery operated tool that incorporates the facilities of a traditional Maggi Lamp, the analysis of a Woods Lamp and the sub surface view the SkinLite provides. All in one fantastic device!

**Normally \$1,300 + GST  
Special Introductory Price  
JUST \$1,150 (MASSIVE SAVINGS!)  
Or (\$44.24 +GST per week over 6 months)**



request a free demo today! [demo@youthbeauty.co.nz](mailto:demo@youthbeauty.co.nz)

## HANDY TAN

### Introducing a NEW generation of handheld professional spray tanning equipment.

- ✓ No more noisy turbine power units
- ✓ No more difficult to handle tubes and chords
- ✓ No more hard to clean, easily blocked guns
- ✓ No more messy wasteful overspray



What if there was now a fully portable, lightweight gun and power unit all in one that gave a perfect tan every time using less solution and was simple to clean? Sounds too good to be true!

Handy Tan utilises a revolutionary, new generation, micro whirlwind technology that means you can have the same power as your old tanning unit in a simple to use compact gun that weighs no more than a hairdryer.

With 85% of the spray solution delivered to the skin there is little overspray and a perfect tan can be achieved using as little as 30-40mls of solution, providing huge savings. This unit is so clever that it even has a hot air feature that means your clients don't freeze during winter!

Portable enough to use anywhere either for salons or a mobile business with flawless results and no pull apart parts for cleaning.

**SPECIAL INTRODUCTORY PRICE:**  
**\$250 - Includes FREE FREIGHT**

## DERMAL NEEDLING



### SPECIAL OFFER

- 200 Needle Dermal Needling Rollers (0.3, 0.5mm) \$48 each  
**Buy 4 and get an Eye Roller/ Derma Stamp FREE!**
- 540 Needle Dermal Needling Rollers (0.3, 1.0mm) \$52 each  
**Buy 5 get 6th Roller FREE**
- 540 Needle Replaceable Head Roller (handle + head) (0.3, 0.5, 1.0, 1.5mm) **ONLY \$52 each**
- 540 Needle Replaceable Head (head only) (0.3, 0.5, 1.0, 1.5mm) **\$52 each or Buy 5 get 6th FREE**

### SUPER NEEDLING SPECIAL

- Purchase a Dermal Pen at \$750  
**Receive x6 SkincareRX Hydrafix Multi B Hydrating Complex Serums 30ml for post treatment application & x1 Professional Hydrafix FREE (valued at \$360)**

Just like Dermal Rollers, Dermal Pens penetrate the skin with hygienic replaceable cartridges. The mechanical mechanism can adjust the speed and depth of the needles making the pen a faster, easier system to use.

## SKINCARERX FEBRUARY/MARCH OFFER

Amidst the craziness that is the Youth Beauty industry, in December SkincareRX launched the superb new:

### SUNFIX Skin Screen with natural SPF & organic ingredients

Feedback has been fantastic and despite the product being launched during our most hectic month, sales have been beyond expectations.

So that you can properly promote the launching of this terrific new product, take advantage of this fabulous offer.

- Purchase x5 Sunfix (100g)
- Receive x1 Sunfix tester FREE**
- Purchase x10 Sunfix (100g)
- Receive x1 Sunfix tester FREE**
- x1 Sunfix retail FREE**



## LAMPROBE

### Lamprobe 4000 - Now Available in New Zealand!

Immediate results with skin tag and red vein removal.

Effective treatment for:

- ✓ Telangiectasia
- ✓ Spider naevi
- ✓ Cherry angiomas
- ✓ Acne pimples
- ✓ Skin tags
- ✓ Milia

VARIOUS LESIONS THAT CAN BE TREATED WITH THE LAMPROBE 4000



A proven great revenue earner with the latest technology in radio high frequency. Ensuring fast, non-invasive, simple to use treatments that do not require anesthesia. Treatments are normally priced between \$30 - \$150 per session so return of your investment is quick because it's an easy upsell in most other facial treatments where identification of irregularities are regularly found.

**TOTAL COST - \$8,900 includes all probes, marketing materials and 1 day full training with Certificate of Competency.** (Or pay just \$666.66 + GST per month for 12 months after an initial \$1,000 deposit).

## 100% NATURAL EMU OIL

You have probably already heard about the amazing healing powers of this all natural substance. Many salons across the country get requests from customers about supplements and natural products to add to their skin care ranges.

### Emu Oil is NOW AVAILABLE!

Pure Emu Oil products are rich in Omega 3, 6, 7 & 9 as well as Vitamin A, Vitamin E and a whole range of vital Amino Acids.

- ✓ Noncomedogenic
- ✓ Used in cancer patient care
- ✓ Transdermal penetration
- ✓ Hinders bacterial infections
- ✓ Cell regenerator
- ✓ Hypo-allergenic



Youth Beauty now has a number of Emu Oil products available for you to supplement the skincare you retail to customers and aid in overall health and wellbeing.

### BONUS OFFER!

Purchase a bottle of 60 Natural Emu Oil Capsules (JUST \$32)  
**Receive any other Emu Oil product at ½ price!**