



AUGUST 2016

Beauty Tech®

NZ Advanced Aesthetic Magazine for Beauty & Aesthetic Professionals

Post Conference Issue

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COSMETIC SPACE - Trevor Topfer

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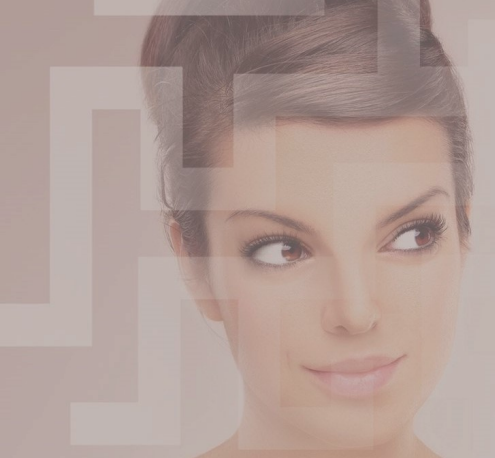
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BEAUTY TECH® Conference

be inspired
be informed
be motivated

"Great theme to Beauty Tech, I always leave with new inspiration and ideas"

IT'S A WRAP Now in its fifth year, this annual conference has gained momentum. Attracting advanced aesthetic clinics seeking affordable and relevant high calibre professional development and medical grade educational seminars.

Ann Andrews, an award winning business development coach, opened the event with her presentation on "how to achieve more through delegation, and how to better understand of ourselves and our staff". Ann was sponsored with funding through the NZ Association of registered beauty therapists, providing an otherwise unattainable asset.

Leading key speakers this year included: Mr Richard Martin, a surgical oncologist speaking about melanoma and how these can potentially

be found in tattoos, how if excised incorrectly can reappear and how easy it is to inadvertently miss early stage melanomas.

For those who may be social media inept, technology savvy speakers, Wendy Thompson and Trevor Topfer provided practical tips and knowledge on how to run your social media sites to capture the best technologies including how to break down the technical stuff, stay on top of the google rankings and make technology easier to understand.



Ruth Nicholson



"A great assortment of speakers and topics—well done"

Event director, Ruth Nicholson presented on the technical topic of laser tattoo removal, warning of the serious side of issues, including dodgy suppliers who have been circling this industry taking advantage of unsuspecting people. Ruth also hosted the conference theme activity "People, Purpose, Passion: The pathway to success". Ruth encouraged the audience to ponder their passions, consider and recharge their purpose and think about what they really could add to the industry.



"Found the conference very interesting and useful to my business"

"Fantastic! Loved the diversity of topics covered. Combination of Beauty Therapists and Nurses was well done—relevant information for all"



Legal advice pertaining to employee disciplinary actions can be a tricky at the best of times and this was dealt with by representatives of one of Auckland's leading employment relations legal companies, Anthony Harper Law. Speakers Ronnie and Jennifer delved into how to approach issues, how timing and record keeping are crucial and provided practical advice that can be applied to employee relations situations without adding fuel to the fire.

Functional medicine nutritionist, Susan Birch discussed detecting underlying medical and health issues through accurate testing processes. This involves assisting people in regaining quality of life through a better understanding their own body processes and educating on how the body deals with inflammatory markers and inflammation responses.

Skin educator veteran, Sean Able from Clinic Care asked how many years do you need to study in your chosen field to be considered an expert? Sean had the audience thinking about



who they choose to take advice from, who is really an expert in their field and how rethinking technology, such as derma rolling can be revolutionary when used correctly.

Brow enhancements are big business now, some good, some bad and some that force you to draw a gasp. Michaela Messenger was on hand to share her experience in cosmetic tattooing which goes back some 25 years. Michaela is a passionate in giving advice and support to those who may have been trained incorrectly.

"Really enjoyable, we go a lot out of it. Looking forward to using this new information in the clinic. Thanks so much!"



"Loved the speakers and workshops, they gave great industry knowledge - was awesome thank you"





International speakers included top rated skin educator, Chiza Westcarr from Advanced Skin Technology, who has chosen to continue her thirst for further study into human nutrition and its link to the skin. Eddie Norcross from Danne Montague King (DMK) sang the internal health song of dermal nutrition and improvement of the skin from within.

Other speakers who contributed to this year's Beauty Tech Conference and AesTech workshop programme were Dr Ian Little, Julie Martin, and trade contributors: Skin for Life, K-Cosmetics (Green Peels), Observ by Margaret Walsh Consulting and Infinisea Creations (Thalgo).

A big thank you to all that exhibited, spoke and attended at this year's conference and making it a big success. We look forward to seeing you all back in 2017.



*"Excellent topics,
extremely
informative"*

*"Great information,
really liked the
focus on internal
wellbeing"*



Q: What sort of passionate are you?

Key invited speaker, Ann Andrews kick started this discussion with her talk about 'What I Want Is Bigger Than Any Fear That I Have' - And what a motivating and inspirational presentation it was.

Ruth Nicholson then carried the torch with the conference theme this year which was "People, purpose, passion: The pathway to success" - check out the chart below.

| OBSESSIVELY PASSIONATE: | HARMONOUSLY PASSIONATE: |
|--|--|
| <ul style="list-style-type: none"> ▪ Uncontrollable urge to engage in your work ▪ A feeling of conflict between your passion and other activities in life ▪ You find you need to be in the right mood to complete activities ▪ More likely to experience physical and mental burn out and exhaustion | <ul style="list-style-type: none"> ▪ Sense of control over your work ▪ Manage a good work / life balance ▪ Ability to switch off and step away ▪ Ability to disengage from work and be fully present in the moment with family or friends ▪ Ability to decide when further engagement becomes too risky and therefore make a decision to leave it |

Ann Andrews stated:

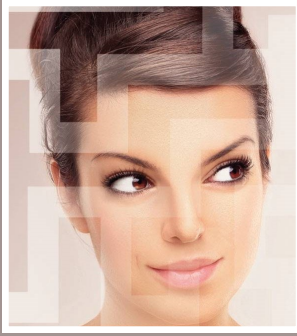
FACT:

- ⇒ You cant run a business on your own !
- ⇒ Take a break from the treadmill - switch off from technology once a week
- ⇒ Write down 3 things you don't like doing and outsource those tasks to free up your time

Allow your
passion
to become your
purpose and it will one
day become your
profession

PEOPLE
PURPOSE
PASSION

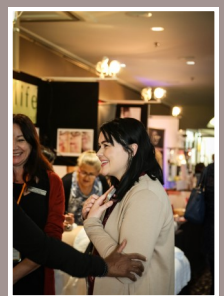




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Functional Nutrition

TOP TIPS

FROM SUSAN BIRCH

*Are you struggling to lose weight?
Below are 10 reasons why this may be
happening.*

1. Lack of metabolic flexibility

Metabolic flexibility refers to our ability to use both carbohydrates and fats for fuel. When we can't shift between both these substrates, weight loss becomes difficult.

2. Low body temperature

We should maintain a body temperature of approx. 37 deg C. When body temperature is consistently lower than this, it will be very difficult to lose weight and keep it off.

3. Poor food choices

Everyone expects this one. We all respond differently to food. One person can eat a loaf of bread at each meal and feels great while someone else walks past the bread shop and gains a couple of kilos. The reasons for this are a combination of our unique genetic makeup, along with the damage created by our exposure to certain foods and lifestyle triggers. It is important to not only find foods you enjoy but those that your DNA recognise and respond to in a healthy way. Weight gain is a clear message that the food we are eating doesn't suit our DNA.

4. Metabolic disruption

This refers to our blood sugar control and the levels of insulin produced by our body. Insulin is responsible for taking substrates into our cells including glucose. Diabetes is diagnosed when blood glucose levels become too high; caused by the cells becoming resistant to insulin or the pancreas not producing enough. This causes weight gain. Some people have chronically high levels of insulin but normal blood sugar. Chronically elevated insulin (even with normal blood sugar) is a serious health concern. This not only makes weight loss difficult but negatively affects many other body systems. GP's do not routinely check



insulin levels; you need to request this specifically.

5. Hormonal imbalances

Many hormones are involved in our energy regulation pathways. When these are disrupted our metabolic flexibility suffers, body temperature decreases, energy levels are lowered and food cravings increase. Weight loss becomes a struggle. Some of these hormones

Include: *Leptin* - this is stored in your fat cells and communicates to your brain when you have enough fat. When you become Leptin resistance your brain can't get this message. Elevated insulin plays a key role in Leptin resistance.

Ghrelin - this is your satiety hormone and tells you how often and how much to eat. This is affected by Insulin and Leptin resistance.

HPA-axis dysfunction (Adrenals): There are many hormones involved in the HPA-axis. They all play a role in metabolic regulation,



6. Thyroid dysfunction

There are 9 ways your thyroid could be causing problems without having thyroid disease. The poor conversion of the thyroid hormone Free T4 into Free T3 has many causes, lots of symptoms and is a common underlying problem when weight loss is difficult. Elevated Insulin and HPA-axis dysfunction reduce thyroid conversion.

7. Omega 3 and Omega 6 imbalances

The ratio of Omega 3 and Omega 6 fatty acids is very important in hormone receptor sensitivity. When we consume too many Omega 6 fats, this can contribute to cellular resistance of the hormones discussed above. Omega 6's are found in many foods, including nuts, seeds and vegetable oils.

8. Not eating enough

Calorie restriction and frequent dieting contribute to all the problems mentioned above. When your body senses it is going into starvation mode and cannot access fat for energy, it becomes stressed and will burn protein for energy (catabolism). This starts with the gut lining (causing a leaky gut), but will access protein from muscles and anywhere else it can. This in turn disrupts hormones, reduces energy production and lowers body temperature.

9. Excessive exercise

Exercise is very important for health and plays a role in maintaining a good body weight. However, it shouldn't be necessary to exercise for hours each day to maintain normal weight. Excessive exercise can decrease body temperature and affects hormone production making it more difficult to maintain your weight. Excessive exercise also causes inflammation and increases risk of chronic injury.

10. Too many fluids

We are told to drink 8-10 glasses of water each day. Many people consume in excess



How much should I be drinking?

To determine your daily fluid intake, divide your bodyweight by 10
i.e.: you weigh 70 kg / 10 = 7 x 250ml glasses of total fluid per day

of this with water, caffeine drinks, alcohol and other beverages. An excessive fluid intake will decrease your body temperature and your ability to lose weight. Excessive fluids upset your electrolyte balance and other body regulation mechanisms. You should only need to pee approximately every 4 hours and your urine should be slightly coloured, not clear. It will be darker if you take supplements. To determine your fluid intake, divide your bodyweight by 10. That is the volume of fluid per day in 250 ml glasses. It is okay to add some extra when exercising or in very hot weather. Water is the best choice.



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THE RELEVANCE & APPROPRIATE USE OF A WEBSITE IN THE BEAUTY AND COSMETIC SPACE

FROM TREVOR TOPFER



I was fortunate enough to be invited to speak at the recent Beauty Tech Conference in Ellerslie. Upon arrival, I was greeted by the friendly Beauty Tech staff and made to feel welcome. I took some time to browse the exhibitors displays and saw some familiar companies and brands represented, which was really great to see. Some exciting new technologies on display also made me feel part of those in the know! The conference was quite well attended with an enthusiastic delegation. All-in-all, a great first impression and a job well done by Ruth and her team.

I was invited to speak on the relevance and appropriate use of a website in the Beauty and Cosmetic space. For those that missed it (or those that want a quick revision), here's some of the key points covered:

CONNECTED | IMMEDIATE | AVAILABLE | ADAPTABLE

As marketers, we should now be aware that the user is in charge. We no longer reside in a world where you, the business/brand, get to dictate the landscape. You no longer get to determine what is said, how it is said and 'force' your audience to engage. Those days are over. As consumers (and humans) we are now constantly connected. The Internet has moved from a communication and entertainment provider to an augmentation of our lives. And the lines between digital and physical are getting very blurred.

We are used to being able to check out a business or person quickly and easily, whenever and wherever we are. And we do it all day long.

We **EXPECT** this information to be available at all times on any device we are using, however we choose to use it. We have our preferences for platform, browsing, engaging with businesses and people but we adapt as required as the people and businesses we are interested in adapt. An example of this is the proliferation of Instagram here in New Zealand, something I'll be writing about in my next column.

My Terms, Not Yours

This is the concept where the user now controls the way in which they want to discover and engage. You need to make yourself available to them on many platforms and across all devices, so if and when they decide to engage with you, the experience is easy, intuitive and pleasurable - just like it would be in the physical space of your clinic or rooms.

Fictional Case Study - 'Mary' (age45) Female, Auckland, full-time worker, young family.

I created a fictional person and explored the current behaviours 'Mary' would be most likely to adopt when exploring ways to address a skin concern she was troubled by. In a nutshell, the options for her were to either 'Ask a Friend' (Word-of-Mouth referral) or 'Go it Alone'. Current behaviours of people like Mary suggest whether Mary asks a friend or not, she is still VERY likely to check and further research her options using a phone and will visit at least a website and more than likely social media before making her decision. This denotes a big change in consumer behaviour whereby even a strong word-of-mouth referral usually involves some digital exploration; and this provides others the opportunity to persuade or influence Mary's decision. As consumers, we have learned to rely more and more on Google to help us make purchasing decisions.

Website - Present

Currently, there are a few absolute minimums for a functional website. If you have a website that doesn't have the following, you are probably missing an enormous amount of potential clients and you should take action. Remember, the user is in charge now, so the user should be the focus of everything you do online.

Mobile responsive

Your website MUST be mobile friendly. More than 70% of all search in the Beauty market is done via a mobile phone. Our client data shows this is actually more like 80%. In terms of social media engagement, it's nearly 100%! So if your website is difficult to use on a phone (for example you have to zoom in and move around on the page to read text, the menu buttons are hard to select and you need to zoom in to tap on them), chances are your audience will not go beyond your homepage and are likely to leave within 10 seconds (bounce). Further, Google is now penalising non-mobile friendly websites, by not showing them in search results from a mobile phone. So that's at least 70% of potential customers Googling for your business are more likely to be shown your competitors. Go out and fix this right now.



User Experience

How hard is it to find the information on your website? How easy is it to make an appointment with you? Can I do this on my terms? For example, online booking? Do I find spending time on your website a pleasurable and engaging experience? These are things that must be considered to ensure you maximise opportunities for conversion.

Clear Call To Action (CTA)

When reading EVERY page of your website, ask yourself "What do you want me to do?" Is the answer blatantly obvious? A simple solution is to add a 'Book Now' button to every page, but this might not be the answer to that question.

Blog



Google loves new content. Google rewards those who provide original, highly engaging content very regularly. What does this mean? You should be adding news items and blog posts to your website at least every month (preferably more recommend either using a professional or learning more about it yourself. Those who play the SEO game best, get to the top. **Over 60% of all clicks go to the first 3 listings on a Google search results page. If that's not you, you're missing clients.**

Strategy

The bottom line is you need a strategic approach to your digital activity. Random Facebook posts does not constitute a strategy that will create an identity for your brand and make your audience brand advocates. If you are confident in writing blog posts and managing your own social media, you should invest in creating a strategy to support your efforts. Talk to a professional or educate yourself about digital strategy. There are a few really useful websites and blogs to follow online. Watch what your competitors do and work out which ones do it well. Who seems to be getting lots of shares and likes on Facebook? Why? **How will you create a memorable user experience that will get them talking, sharing and engaging with you?**

DON'T FORGET I'll be writing a regular column for this magazine and making regular contributions for Beauty Tech issues, so keep an eye on this magazine for useful tips and information about successfully marketing your business online. I also have a LinkedIn Group to share and discuss ideas and relevant information affecting the Beauty and Cosmetic Industry.

Feel free to contact me at trevor@circlecreative.io for more information.



Q: What is a blog?

Technically speaking a blog is a post of written content that you wish to share about a particular topic, idea or thought. They are usually listed in chronological order so followers can sort through the latest information. Blogs a great way to keep clients informed about what's happening in your business, your world and in your head.



"The first journalistic model that actually harnesses rather than merely exploits the true democratic nature of the web. It's a new medium finally finding a unique voice."—Andrew Sullivan



Jennifer Mills

PERFORMANCE MANAGEMENT

Article supplied by Jennifer Mills & Ronni Cabraal, Anthony Harper Law

“An employer’s action must be one of a range of actions that a fair and reasonable employer could take”

Performance Management

Performance management is a process used to assist an employee to meet an employer's expectations. It is not a disciplinary procedure per se, but can become one if the employee's performance continually fails to meet the required standard. To prevent problems from arising, employers should ensure that employees are well aware of their duties and responsibilities and the standard expected of them at the outset. If an employer is unhappy with an employee's performance, he or she should first try to deal with the issues in an informal context. This could be achieved by setting up a meeting with the employee to discuss the performance concerns.

If the employee's performance has not improved following the informal process, a formal performance management process can be commenced. This process should only be initiated after the employer has made a genuine and reasonable effort to assist the employee to perform their job to the required standard.

Following this, the employer may implement a disciplinary process. The employer must observe:

All relevant legal requirements including procedural fairness, such as the section 103A test;

Any company policies or standard practices for disciplining employees; and any relevant clauses in the employee's employment agreement.

If an employer decides to dismiss on the basis of poor performance, the decision must be justified in the circumstances.



Misconduct

Misconduct is behaviour which is inconsistent with the terms of the employee's employment agreement, whether those terms are express or implied.

Serious misconduct is distinct from misconduct in that it deeply impairs or is destructive to the trust and confidence necessary in the employment relationship. The gravity of serious misconduct means that the employer is entitled to terminate the employee's employment without notice. The employer must, however, prove that the dismissal was substantially and procedurally justified.

An employer's definition of serious misconduct in the employment agreement/company policy is not determinative as the employer must meet the test of justification in any event. Before disciplinary action can be considered in response to misconduct, the employer must again undertake a fair and robust disciplinary process, and the decision must be justified in the circumstances.

Social Media And The Workplace

An employee may be disciplined on the basis of misconduct outside of work hours. In order for such misconduct to be substantiated, there must be a clear relationship between the conduct and the employment. As noted in the decision of *Hook v Stream Group (NZ) Pty Limited*, misconduct outside of the workplace, such as that on social media, may give rise to disciplinary action, and even dismissal, by an employer. Employers should encourage best practice social media use. Policies should be upfront about the organisation's overall social media strategy and clearly state what online conduct is unacceptable, both inside and outside of work hours.

With regard to the former, some companies prefer a blanket ban and will go as far as blocking the relevant sites altogether. Others will approach the matter using a "reasonable use" approach.

In terms of social media use at home, there are limits as to the extent that an employer can control an employee's use of their personal account. Specifically, any limitation on the employee's freedom of speech would need to be reasonably justified. Any unreasonable limitation could be in breach of the employer's obligations of good faith. As such, an employee may be able to bring a claim for unjustified disadvantage in their employment

Posts that are critical of employers or colleagues;

Activity via social media that otherwise affects relationships in the workplace e.g. bullying or threatening other employees; Activity on social media sites that is inconsistent with the values of the company;

Activity on social media that has the potential to bring the employer into disrepute; and

Posts which divulge commercially sensitive information.

It is impossible to anticipate all of the circumstances that could arise on social media. Therefore, we recommend that an employer's policy is kept relatively broad and open-ended so that it covers a wide range of behaviours.

Background

Section 103A of the Employment Relations Act 2000 contains the test for assessing whether a dismissal or an employer's actions are justifiable. This must be determined by considering whether the employer's actions, and how the employer acted, were what a fair and reasonable employer could have done in all the circumstances at the time the dismissal or action occurred.

To meet this test, an employer must, when taking any action against an employee, follow a fair procedure, ensure that the action is substantively justified, and act in good faith.





We asked endocrinologist, Dr Sasha Nair to share her summary tips from our audience questions and answers session last year.

SOURCE: 2015 Beauty Tech Conference Key Speaker follow up

What is the most common cause of hirsutism ?

An excess of androgens (male hormone) can cause acne and hirsutism (excessive facial/body hair in women). Significant androgen excess can also cause other features of virilisation (development of male characteristics) including frontal scalp hair thinning, clitoral enlargement, unexpected/male-pattern increase in musculature.

Polycystic Ovary Syndrome (PCOS)

This is the most common cause of androgen excess in women and is often associated with acne and hirsutism, but there are also other rarer causes of androgen excess which can cause more severe virilisation. (a condition in which a female develops characteristics associated with male hormones)

When to refer?

Women with hirsutism and/or acne should be referred for medical assessment when:

- the hirsutism and/or acne is severe or difficult to treat
- there are any other features of virilisation
- there are irregular periods
- there is obesity or acanthosis nigricans (darkening of the skin folds often seen around the neck)
- there are other symptoms of concern

Why refer?

It is important to refer these patients so that underlying conditions causing their symptoms can be recognised and managed

- PCOS can be associated with metabolic health problems including diabetes, high blood pressure and high cholesterol which in turn increase the risk of heart disease and stroke
- Infrequent menstrual periods associated with PCOS can increase the risk of uterine cancer if not treated

Where to refer to?

- The patient's GP in the first instance
- If the GP or patient feel that more assessment is required, a referral can be made to an endocrinologist at:
 - Fertility Associates (private endocrinologists specialised in reproductive problems)
 - Public Endocrine Clinic

Questions & answers from the audience

These questions were discussed with Dr Stella Milsom, Dr Megan Ogilvie and Dr Sussanah O'Sullivan, reproductive endocrinologists at Fertility Associates.

Who can patients be referred to other than GPs?

The patient's GP is the most appropriate first port of call. If the patient feels further assessment is required (and the GP hasn't already suggested it), they can request that the GP refer them for endocrinologist input. Most GPs will oblige. They can be referred to a public endocrinology clinic at their local hospital or a private endocrinologist such as the Reproductive Endocrinologists at Fertility Associates. Dr Stella Milsom also has a public clinic under the gynaecology service at Greenlane clinical centre, Auckland. (Or refer to your nearest public hospital)

What is the clinical significance of hirsutism in post menopausal women?

Postmenopausal women are tricky. It is important to exclude virilisation and/or significant rise in testosterone in which case specialist endocrine referral is promptly required. Lower levels of testosterone/ lesser degrees of hirsutism could be managed if supervised by a doctor with short-medium term spironolactone or cyproterone tablets or Vaginal cream.



TOP QUESTIONS

to ask before buying or upgrading IPL or Laser technologies

KNOW

who you are dealing with? - what is their relevant skillset, what do they know about Laser science and safety, how are they verifying this to you.

WHAT

evidence of results can the supplier provide you with? - quality pictures stating what settings were used, reference sites of other clinics using the technology .

WHAT

will service the machine after purchase - are they qualified to work on IPL & Lasers.

WHAT

flexibility of settings will the machine give you? - You do want to be able to alter settings as the clients needs will vary greatly. A good machine will give you options however you will need training to understand what these should be and what makes an ideal machine.

CONSIDER

what it is you actually want to treat? - don't get distracted with all the claims and marketing hype. Stick to the basics when you are starting out—such as hair removal.



For more information on IPL & Lasers see our website
www.nzlasertraining.co.nz

SCOPE OF PRACTICE

Where do you draw the line?



“It would be strongly recommended that all beauty therapists and aesthetic nurses operate according to their qualifications or experience; limiting them to a specific area of practice.”



Generally speaking, scope of practice guidelines are set down by the governing body of the industry involved, so just as nurses and doctors have overarching authority to conduct treatments within their field of training, they are held accountable by the New Zealand Medical Council and Nursing Council. Unfortunately, the same cannot be said for the beauty industry which is not regulated or policed in this way. Beauty therapists who find themselves working for an appearance medicine clinic or within a medical based facility will need to be mindful of where their own scope of practice lies. This should also be extended to the given role or job description issued as wording used may cause confusion to the general public. For example, stating that a beauty therapist is a 'junior skin specialist' – might imply that they have undertaken some degree of medical training or that they in fact are a qualified skin specialist.

Scope of practice sets out limitations on certain treatments such as those which pose a risk of infection, require wound care management, are deemed invasive procedures, or are considered medical procedures not appropriate for non-medical staff to perform. The lines are definitely being blurred and this is a concern.

Registered nurses are accountable for ensuring all health services they provide are consistent with their education and assessed competence, meet legislative requirements and are supported by appropriate standards. With the introduction of aesthetic treatments such as platelet rich plasma (PRP) which involves venous puncture to obtain the client's blood for re-injection; it is not just the issue of a clean working environment but also the potential blood borne risks associated with using



ASK YOURSELF

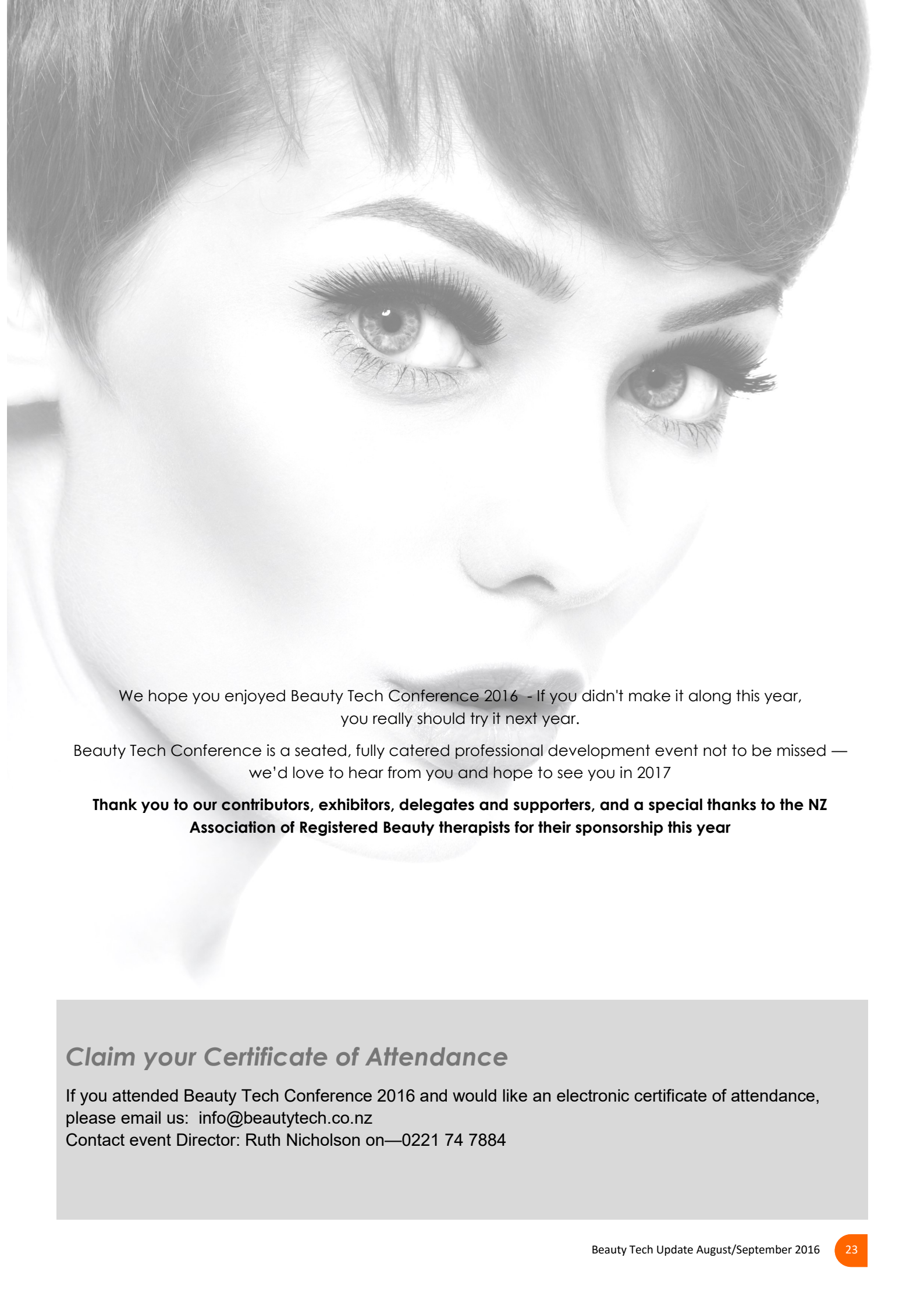
- *What training have I received specific to this treatment – and consider what is considered enough training?*
- *Will I be covered by my insurance should things go wrong?*
- *Who will be held accountable if the client / patient develops an infection, scarring, or other unwanted side effects?*
- *Am I fully able to manage outcomes – both wanted and unwanted for the procedure?*
- *What guidelines should I be referring to (if any exist) ?*
- *Are there adequate policies and procedures in place to protect all parties involved, and to ensure that all operators are in fact within the stated scope of agreed practice ?*

autologous materials that puts the operator at risk. With the evolution of laser technologies, there is currently nothing stopping clinics offering vaginal laser rejuvenation treatments although this specific and experimental laser procedure should require intervention and consultation from a medical practitioner whose expertise are in the gynaecology sector. This invasive treatment is currently being offered by doctors who are qualified medical practitioners but whose expertise do not necessarily fit into this domain. It would be fair to state that any indemnity insurance policy should be able to cover extra areas of treatment, however they may not cover treatments considered outside of scope of practice.

Director of NZ Laser Training, Ruth Nicholson states she often informs beauty therapists using lasers and IPL machines that leg veins are not within their scope of practice as there is an increased risk of causing burns and blisters, and even necrosis and nerve damage. It would be strongly recommended that all beauty therapists and aesthetic nurses operate according to their qualifications or experience limiting them to a specific area of practice.



It can be tempting for beauty therapists in particular to want to offer extra treatments due to the high demand, or to want to take on more responsibilities within a clinic as it adds a higher value to the clinic owner and therefore a greater sense of achievement for the beauty therapists who may be seeking to add more exciting challenges to their role. Of course the lure of obtaining a higher potential income is always looming and this often causes a temporary blindness to the greater risks.



We hope you enjoyed Beauty Tech Conference 2016 - If you didn't make it along this year, you really should try it next year.

Beauty Tech Conference is a seated, fully catered professional development event not to be missed — we'd love to hear from you and hope to see you in 2017

Thank you to our contributors, exhibitors, delegates and supporters, and a special thanks to the NZ Association of Registered Beauty therapists for their sponsorship this year

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