

APRIL/MAY 2016

Beauty Tech®

The Conference magazine for aesthetic industry professionals

*Guidelines &
regulations*

*Inspiration and
motivation*

Fat busting
technology overview

**Functional
nutrition**

**Connect with people from the
industry, reignite your passion
and develop your purpose**



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with other
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*Confused about
what to add or
leave?*

*Need sound
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10-11 July 2016

Workplace health:

**Protecting
your eyesight**

**A sneak peek at what's
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Plus

BEAUTY TECH®
Conference

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5th Annual Beauty Tech® Conference

Sunday 10 & Monday 11 July 2016

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Contact details

Beauty Tech® magazine welcomes your feedback and contributions. Please contact us if you have an idea for an article you would like to see in the next issue of Beauty Tech®, or if you are interested in contributing.

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What is Beauty Tech® Conference and why attend?

An event not to miss in 2016, Beauty Tech® Conference is now in its 5th year and continues to provide industry with a great way to tap into educational and informative speakers, gain motivation, connect with other industry professionals, encourage networking to keep beauty therapists, cosmetic nurses, laser technicians and aesthetic professionals connected and up to date, and to reach quality industry suppliers. Beauty Tech® Conference's primary focus is on providing relevant and vital information to stimulate, educate and inform our ever changing aesthetic industry.

On-going professional development is vital

As service providers in a customer based care industry, aesthetic professionals must continue to gain on-going professional development in order to remain sharp and on top of the latest techniques and technologies. With information from Beauty Tech® Conference you will be alert to dangers such as melanoma, employment rights, broader client health issues, technically savvy, able to know what questions to ask of suppliers, and how to get more from authorities and industry experts. Conferences provide a great way to mix and mingle with high calibre education providers and suppliers; search out what is of interest to you and be open minded about new concepts and ideas. Take time to talk to industry experts and gain valuable development that every business

What's on offer at this year's event

The Beauty Tech® 2016 Conference programme has been formatted to include a mix of presentations and live demonstrations as well as providing registered delegates the option of attending one of two workshops in the afternoon. Key topics this year include: why we age, functional nutrition, social media for small business, laser tattoo removal, employment law, international updates on micropigmentation and micro-blading techniques, melanoma and skin cancers education and awareness, infection control, industry regulation and updates, skin consultations using visual technology, and much more. The programme will be completed by May, so in the meantime don't miss your chance to get registered at the discounted early bird rate which is only available until May 31st.

"This event represents exceptional value for money and is an unbeaten educational forum not to be missed."

Ruth Nicholson, Event Director

Venue information

The Guineas ballroom at Ellerslie Event Centre is located on the top floor (level 3) of the Ellerslie stand and features high, arched ceilings and magnificent views across the racecourse. This is a new venue for Beauty Tech® this year and it promises to be glamorous, modern and cosy.

Nearby accommodation is just walking distance and can be found at either the Ibis (3 star) or the Novotel (4 star) – check out online deals at either: www.accorhotels.com or www.lastminute.co.nz

Free on-site car parking is available in the event centre guest parking area. For more details, check out: www.eventcentre.ellerslie.co.nz/#!parking/c1obs





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Upcoming Training Courses

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Core Essentials – level 1 in IPL & Laser Certification 3 day course

- Wellington – May 24th- 25th (Theory only training)
- Auckland: June 7th -9th / August 8-10th / October 3rd -5th / November 7-9th

Cost: \$1200 + GST (Wellington 2 day) \$1600 + GST (Auckland 3 day)

Continued Essentials – level 2 practical training days and trouble shooting (pre-requisite that you must have attended CE1 course)

- May 16th (Skin rejuvenation) - Auckland
- May 17th (Hair removal) - Auckland
- August 15th (Skin rejuvenation) - Auckland
- August 16th (Hair removal) - Auckland

Cost: Subsidised by NZ Laser Training to only \$399 + GST per day

Laser Safety Certification Course (1 day)

- Auckland: June 13th / September 7th / December 5th
- Wellington: July 25th

Cost: \$349 + GST

Laser Tattoo Removal Certification Course (1 or 2 day option)

- Auckland: June 14th-15th / September 5-6th (Theory and practical)
- Wellington: July 26-27th

Cost: \$399 + GST per day

Skin Lesions and Skin Cancers Medical grade educational Workshop with Dr Chris Dickey (1 day)

- August 23rd - Auckland

Cost: Subsidised by NZ Laser Training and is only \$349 + GST

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Protecting your eyesight – no second chances

Eyestrain and your job

Beauty therapists, especially when doing lash work or electrolysis, spend a good portion of their time doing extreme close work. The “standard” reading distance for near work is 40cm, which is where most people choose to hold a book to read. But handheld devices, like a smart phone, are held closer, and very detailed work is done at a closer distance again.

When doing any prolonged visual work, is it always best to give your eyes (and yourself) a break. As you look at something close, you need to focus your eyes and make them turn in, and these two eye systems (focussing and turning) help each other, but they both get fatigued the longer you do the task. At 20cm, the focussing demand is twice as great as at 40cm. And the longer you need to focus at one point, the quicker your eyes tire.

It is a great idea to take mini-breaks and talk to your client while you look up and away from your task. Even looking across the room relaxes your eyes somewhat and lets them straighten and relax their focus. And, if you do a lot of very close work in your working day, get a break outside at lunchtime – don’t sit in the tea room on your phone!

Doing a lot of close work will not bring on presbyopia (the need for people in their 40’s to have glasses to clear their vision at near) as this is caused by the lens in the eye becoming less flexible as you get older. But it will tire your eyes and will show up any problems sooner than they might otherwise appear. It is not unusual for a beauty therapist to need glasses for very close tasks at work, and an optometrist might recommend a lens to help the eyes by reducing the focussing demand or the eye turning demand when she is doing a specific part of her job. In this sense glasses are a tool to help at work and not a sign that eyes are weak or going bad.

Some people have a visual system that works efficiently at close work. Other people have a visual system that has to work harder than the average to keep the eyes focussed and turned correctly. If that is you, you might develop head aches, sore or tired eyes, blurred vision or even the wish to change jobs. If you do have any symptoms, it is best to have a full eye exam with an optometrist and ask for advice.

Looking after your sight when working with Visible and infrared light in the electromagnetic spectrum (IPL or lasers) – some operators simply blink to block out the wavelengths and the brightness of the IPL (Intense pulsed light) flash.

The human eye is designed to work well in both low light and bright lighting conditions by varying the size of the pupil, i.e. in low light the pupil opens wider to let more light into the eye and constricts in response to bright light. Even though it is not visible, near infrared (IR) radiation from hair removal lasers can pass easily through the cornea to the back of the eye, and the act of focusing laser light causes an increase in the amount of energy and/or power that is absorbed by the retina. When light, from an IR laser, passes through the pupil it is focussed onto a small area of the retina, known as the macula, the area of the retina that provides the detailed vision we rely on. The higher the power of the radiation, the greater the risk of harm from burning to the retina, including the macula and other tissues around the impact area.

Unlike the specific, monochromatic light of lasers, IPL puts out a light that consists of a broad spectrum of wavelengths from about 500 nm to 1200 nm. Many different tissues in the body have high pigment content, causing them to be highly susceptible to damage from light, such as the iris in the eye. The iris absorbs light in the 400 nm to 750 nm wavelength range, which includes the light emitted by the IPL; this means the iris is very vulnerable to damage from the use of an IPL. Damage to the iris can cause increased glare sensitivity, iritis, photosensitivity, and vision loss.

In all areas of cosmetic treatment involving visible and infrared light, it is important for operators and clients to wear protective eyewear, as injury can occur from laser radiation, either directly or if reflected from any surface; either mirror-like or rough. It is important to choose protective eyewear that protects against the specific wavelength emitted by the laser, so the eyewear should be labelled with the same wavelength that is emitted by the laser (i.e. 755 nm, 810 nm, 1064 nm, etc).

Because protective eye wear is protective for specific wavelengths, it is very important that eye wear is selected for specific treatments or machines and not interchanged or used on other pieces of equipment to protect against sight loss of the operator or client.

Working up close: computers and your eyes

Most people are using a computer, tablet, smart phone or laptop for work and home for long periods these days. Even people who “never” use a computer will tell you that they are always on Facebook on their phones or reading on their Kindles – it all adds up! Screen-based close work is slightly different to “ordinary” close work, but neither is intrinsically “bad” for your eyes – you still need to take care of your eyes whether you are on a screen, love embroidery, drive long hours or spend hours every days up close helping your clients look their very best.

When someone with “normal” eyes looks in the distance, their eyes relax their focus and straighten. A long-sighted person still has to make an effort to focus to see clearly in the distance, so has to make more of an effort than a “normal” person to see clearly. These people can get sore, tired eyes with prolonged close work, using computers and other digital devices being the prime examples in the modern age. A short-sighted person on the other hand is over-focussed for distance viewing, a bit like wearing magnifying glasses, so they have blurred distance vision but often good close vision, and can often do prolonged near tasks with no discomfort. However, their eyes still have to converge (turn in) when looking at close things, and the mis-match between focussing and converging can again lead to sore, tired eyes and headaches.

Computers in the 1980’s often had dark backgrounds and monochrome screens and were quite tiring to use for long periods, but the more modern screens give better colours, easier contrast and are easier for each operator to adjust for her own comfort. But we spend longer hours on digital devices than we did in the 1980’s, with smart phones as well as tablets, and most jobs have a large use of computers – even if it is “just” your booking system, you are referring to the screen several times an hour throughout the day.

The computer itself will not cause eye problems. There is some talk of the “blue light hazard” disrupting melatonin production, which influences sleep, and some screens and some glasses can filter the blue light out, which can reduce tiredness in some people, probably by promoting better sleep. But computers can show up any underlying problem, especially undiagnosed need for glasses or poor eye co-ordination.

A full eye exam with an NZAO optometrist can reassure you that your eyes can cope well with the demands of using a computer or other device, or, if you are having symptoms, find out and sort out the reasons for these. Some people need to wear glasses part-time, when on the computer maybe, or work through a programme of eye exercises to get the eyes to co-ordinate better to make the visual task easier or more comfortable. Eye advice is part of the job of an optometrist too, so your optometrist can discuss the best lighting for your work station as well.

When doing any concentrated task for any period of time, whether it is driving, reading or using a digital device, it is a good idea to take short breaks regularly. Some people set their phone alarms to remind themselves to look up from the screen, look in the distance and stretch their neck and back as poor posture can cause sore eyes and headaches as well. The advantage of looking in the distance for a few seconds, and it really is seconds, not minutes, is that the eyes relax their focus and straighten, instead of spending fulltime focussed close and turned in.

Source: New Zealand Association of Optometrists



"An absolutely brilliant two days, full of really interesting people, displays and information, yet again, many thanks."

"Great cross section of speakers."

"As always loved the information – enjoyed some of the scientific in depth presentations."

"Worthwhile event – highly recommend attending."

This is what past attendees had to say:



"An excellent conference, fantastic."

"My first time attending this event, definitely keen to return – very professional and nice to attend something that isn't superficial."

"Enjoyed my first Beauty Tech® Conference – I'll be back next year."

"Just to say a huge thank you for a great event you put together."

"Great having not only beauty speakers but medical, too."

"Topics were relevant to our clinic, well organised."

"Great job Ruth & Team, this was greatly needed, and appreciated, as a passionate beauty therapist trying to specialise and offer her clients the very best."

"The highlight of my professional year."

"Well done again on a great two days. A great variation of speakers, thank goodness someone organises these things for the industry."

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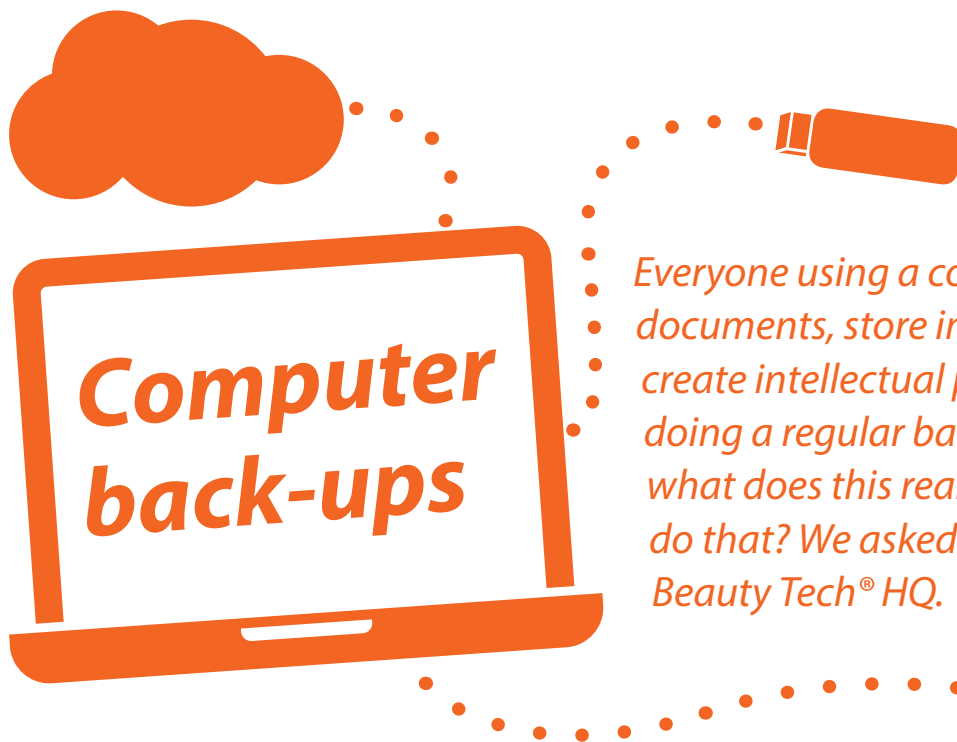
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Everyone using a computer to create documents, store images or client files or to create intellectual properties on, should be doing a regular back up of their files, but what does this really mean and how do we do that? We asked our resident IT guru at Beauty Tech® HQ.

What is a backup?

A basic definition of a backup, is a copy of a file/files which are on a different media, such as an external hard drive, tape, DVD etc. These days cloud based storage systems (SaaS storage as a service) are commonly used, these rely on internet connections to be able to synchronise data to an offsite location. In most cases, a lot of customers prefer to use a mixture of storage media/endpoints so there is multiple copies of the files.

Why is it important to do a backup?

What could potentially happen if they don't do it? To put it bluntly, no backup means no way of retrieving the file usually. With outbreaks of ransomware now very common, files are encrypted and there is no way to get back the files due to the encryption method. If there is a backup then the files can be restored from the last backup so you will only lose the changes since the last good backup.

What types of backups can be done and what is involved?

Most external HDDs that are purchased come with some sort of syncing software, MS windows has a built in backup method as well, things like dropbox and onedrive are also great ways of keeping files in a second location (although some new variants of ransomware are now targeting these drives as well). Just a basic copy job where you copy folders to an external drive or even a thumb drive and take it home are perfect.

Can you comment on some recent computer viruses that have caused issues lately?

Cryptolocker is the ugliest one out there at the moment, as I said previously it will encrypt files, this is done on your local drives, any mapped drives, connected thumb or external HDDs. What typically happens is an email comes in with a file or link to a web page and the user will open it, this will start the process off encrypting the files, and a message will pop up saying to get your files back you have to pay a fee (usually around 500 Euro) and then you will be given the key to unlock your files. We are typically seeing 2-3 cases a week across some of our customers. It is nasty and there are new variants coming out weekly which are making it harder to stop.

What should people be on the lookout for?

The main thing is to think before opening up links or files either from emails or on web pages, if you don't know where it has come from don't open it. Make sure you are running up to date virus software, sure it won't capture everything but it will stop most things. Make sure on windows machines to leave UAC (user access control) running, run windows smartscreen and make sure you are up to date with your patching. On a MAC computer... you may like to load windows.

Source – Our internal IT guy, with more than 20 years' experience in the industry and currently employed as a Solutions Architect

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Non-invasive fat busting technology

– an overview of some popular systems and how they differ

One quick google search of fat busting technologies brings up a huge amount of search hits and video blogs with key words such as melting fat, dissolving fat and freezing fat, so how is a clinic looking to invest in fat reducing technology supposed to know which technology is best for their clients. It would be fair to say a lot of people misunderstand the difference between treating skin laxity and fat loss. For example, the dreaded and often inherited family trait of the double chin can often be a mixture of underlying issues requiring a multi-disciplinary approach to treatment. Skin laxity is usually the result of loss of elastic tissue which causes skin to sag and lose its 'snap back' due to collagen break down, however muscles that have slackened with age (or due to other factors) such as the platysma bands in the neck, can make an area look worse but can be easily remedied in most cases with intra muscular botulinum toxin injections, or cosmetic treatments using radio frequency, micro-current, infrared, or ultrasonic skin tightening. Clients seeking fat reduction however need to be carefully assessed to ensure they are good candidates for treatment, this would include where the fat is located, how it feels (hardened visceral fat will not shift like soft fat will), what diet and lifestyle factors need to be considered and is the client willing to do light exercise such as swimming or walking to assist with better results, and maintenance of those results. Studies have shown that although these fat blasting technologies are not designed for skin laxity, accompanying improvements in skin laxity and appearance have also been noted with these devices.

Popular fat reduction, or fat busting technologies are usually based on one of four main modes of action; radio frequency (RF), Laser, vibrational shock wave or cavitation, and cryogenic freezing.

Radio frequency: (RF) – typically utilising mono-polar radio frequency waveforms which reach into the skin approximately 7-15mm deep. The aim is to cause apoptosis – which means death to the fat cell. The body will then move to metabolise the

treated fat cells. The goal is to create sufficient heat in the subcutaneous layer of the skin of around 46.5 °C - 47°C . This treatment is applied by way of a small hand-piece that must be placed in sections treating one area at a time. An added benefit of radiofrequency is its ability to both reduce fat and tighten the skin by directing energy to target collagen. Depending on the system used, the client may need to be earthed so as to complete the current circuit.

Ultrasonic: These ultrasound devices are divided into two main types, focused and non-focused high frequency. Non-focused devices use a dermal heating effect with no real result in fat reduction so more suited to skin tightening. The key fat reduction systems in the market typically use high intensity focused ultrasound (HIFU) which has been shown to target subcutaneous adipose tissue.

The difference with ultrasound versus radio frequency is that it involves the mechanical destruction of fat cells that dissolve gradually over time, rather than destruction of fat by temperature extremes as seen with radio frequency.

Lipo-laser: referred to as lipolysis; this approach uses novel laser wavelengths such as: 650nm, 915nm and 1060nm to heat fat. Some systems utilise several wavelengths on the same platform, others use only a single laser wavelength.

One system using the 1060nm diode laser wavelength can treat larger body areas using a clip on frame that laser treatment heads attach to. The laser wavelength is not attracted to superficial targets and is drawn to the lower subcutaneous fat layer in the skin, essentially heating and melting or shrinking fat sitting 1- 3cm deep. Clients feel a pin prickling hot and cold sensation as the laser window delivers heat and then contact cooling for client comfort. This laser treatment does not require post treatment massage whereas some other technology approaches rely on this to complete the regime and get results.

Cryolipolysis® and Cavitation:

Cryo-technology: (Fat freezing) Utilising the patented Cryolipolysis technology that is exclusively licensed by ZELTIQ from Massachusetts General Hospital. This concept was discovered after doctors in a children's hospital noticed some children's faces dimpled after they ate their frozen popsicles. This discovery led on to more research that showed that fat could be isolated, chilled and treated without affecting other tissues. Results from fat freezing are not immediate and fat layer reduction becomes visible gradually over the course of two to six months.

Exposure to cooling via energy extraction causes fat cell apoptosis – a natural, controlled cell death – which leads to the release of cytokines and other inflammatory mediators that gradually eliminate the affected cells. Inflammatory cells gradually digest the affected fat cells in the months after the procedure, reducing the thickness of the fat layer. Lipids from the fat cells are slowly released and transported by the lymphatic system to be processed and eliminated, much like that of fat from food.

Source: Lasers in Surgery and Medicine - November 2008, Dieter Manstein, MD, PhD and R. Rox Anderson, MD

Cavitation: this concept works by use of compression shock waves emitted in KHz which force the fat cell to essentially burst open. The walls of the fat cell cannot withstand the pressure and lose their integrity, fat becomes liquefied and can more easily be broken down by the lymphatic system.

The working principle of the Ultrasound Fat Cavitation (USFC) is a 20-70 kHz ultrasound energy will be emitted at certain depth in a convergent way and focused at a certain point to produce unlimited small vacuum bubbles (fat bubbling). These bubbles are pressured, and then they will break the bonds among fat cells, destroy the membrane walls of the fat to form "cavitations" (holes in the fat layer) and drain them into the lymphatic vessels to be excreted from the body. These fat-soluble particles changed into 3 new elements: triglycerides, free fatty acids and water. Furthermore, triglycerides will be metabolised in the liver, free fatty acids will be used by muscles for energy and water will be disposed in the kidney (Brown et al, 2009).

Fat facts:

- The female sex hormones (oestrogen and progesterone) cause fat to be stored in the buttocks, thighs, and hips in women whereas men are more likely to have fat stored in the abdomen due to male hormone differences. (Ref: João et al., 2011)
- In order to calculate fat reduction operators of these fat reduction technologies should be using as many measures as possible, including measurement of client circumference and fat thickness with a callipers, ultrasound and or MRI imaging and/or 3D photography. Lighting also plays an important part as certain changes in lighting, including the use or not of flash photography can affect the portrayal of successful results.
- Cavitation is a phenomenon that consists in the formation of gaseous zones (cavities or bubbles) inside a fluid, which are charged with energy, these bubbles increase in size and finally burst. (Source: NOVACAV Technical Study)
- To reduce excessive body fat naturally, start comparing food labels to choose lower-fat products – a food is considered low in fat if the total fat level less than 10g/100g (or 10%). Choose foods that have a low proportion of saturated fat compared to total fat – the rest will be made up of the healthier mono and polyunsaturated fats. (Source: NZ Nutrition Foundation)

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Programme highlights 2016

Key presenters

Ann Andrews

Ann Andrews is a multi-award winning speaker, and a seriously inspirational entrepreneur who teaches organisations and individuals how to learn, unlearn and relearn so they can face any change and any challenge likely to hit their lives or their business. Ann's fun and interactive approach will have the audience engaged and motivated. A must see speaker!

Wendy Thompson

*Managing Director of Socialites
(BBUS (International Business & Marketing, BA
(International Marketing, DMA Certificate of Digital
Marketing with Distinction)*

We all know social media is important, but not perhaps how it can best be used to improve business performance. This is a chance to learn from the expert.

Join Wendy Thompson from Socialites for a session that will include practical tips on how you can harness social media to connect with your customers and grow your business.

There will also be ample time to have your questions answered personally.

Susan Birch

*Functional nutritionist (MHSc, Post Grad
– Sports Medicine, Musculoskeletal Medicine &
Rehabilitation, Human Nutrition, Precision Nutrition)*

As a Functional Nutrition Practitioner, Susan works in improving wellbeing using nutrition, exercise and stress management, with more than 20 years' experience and a Master's Degree in Health Sciences (Otago). Susan says, "We all deserve to feel well with a zest for life. I help clients interpret their results and understand why they don't feel as well as they could. Together we design a personalised approach including nutritional recommendations to help them achieve their goals."

Jennifer Mills

Employment relations lawyer

As seen on the Paul Henry show, Jennifer will share her knowledge on matters relating to employment law, her current scope of practice includes employment litigation, industrial relations, health and safety, complex restructures, large scale 'Holidays Act' issues, executive remuneration and regulation, executive exits and immigration. She has been commended for being 'proactive, insightful and at the forefront' of employment law in the country

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Workshops

Registered delegates will have the choice of attending one of two options of live breakout demonstration workshops from 3.30pm to 4.30pm each day. Details of these options will be available on the Beauty Tech® Conference website and FaceBook page. These are not concurrent sessions so delegates will not miss the key speakers on the main conference programme by attending their choice of workshop in the afternoon. Choose the afternoon breakout session that appeals to you the most.

Sunday 10th July: Skin peels or Visual skin analysis Monday 11th July: How we age or Laser tattoo removal

Melanoma facts

- Over 4000 people are diagnosed with either melanoma in situ (Superficial) or invasive melanoma (Systemic) every year in New Zealand – that's around 11 people every day
- It's the fourth most common cancer in New Zealand and accounts for nearly 80% of all skin cancer deaths.
- Around 300 New Zealanders die of melanoma every year, and now NZ has overtaken Australia in Melanoma rates

Source: Statistics sourced from the Ministry of Health and the New Zealand Guidelines Group / NewsHub

Image: Courtesy of Skinology



Melanoma in the nail

It is not only in skin that melanoma can form, beauty professionals should be on the lookout for clients presenting with bands of pigmentation on finger and toe nails. With so many clients having their nails done our industry should be working to catch early signs of melanomas which often could be dismissed as simply a bruise under the nail or caused by trauma. When the proximal nail matrix is affected by a malignant lesion such as melanoma, it will be seen through the growing nail itself.



Here's what to look out for:

- Pigmentation can be seen through the transparent cuticle showing it is not only affecting the nail itself
- Colours might vary between black, dark brown, light brown and gray
- This is slow growing melanoma and may progress over many months or years, so ask this question "has it changed in size shape or colour?" Sometimes this are very subtle and could be missed.

Source and image courtesy of: Dr Clifford Rosendahl, QLD



BEAUTY TECH[®] Conference

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be informed
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Sunday 10 & Monday 11 July 2016

Beauty Tech® Ltd

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