

APRIL 2015

# Beauty Tech®

NZ Advanced Aesthetic Magazine for  
Beauty & Aesthetic Professionals

## ***What's the hurry?***

Dr Libby Weaver explains  
Rushing Women's Syndrome

***Exploring a popular  
active ingredient –  
Hyaluronic Acid***



***Essential  
business tips  
and much more...***

***Don't miss New Zealand's own advanced aesthetic and  
beauty industry conference – Beauty Tech® 2015 is coming!***

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## ***AesTech – Advanced aesthetic workshop series New in 2015 @ Beauty Tech®Conference***

- Our new AesTech workshops will be held on Level 1 in the Lyall Creek Lounge and offer eight flexible sessions. FREE to those attending Beauty Tech®Conference as registered delegates (please indicate to us at time of registration which you would like to attend) OR
- Simply register via Eventbrite or email [Tickets@beautytech.co.nz](mailto:Tickets@beautytech.co.nz) and let us know which workshop you would like to attend.

Cost: \$39 + GST per session

***Places are strictly limited and expected to sell out early – so register now.***

### ***Session times / Topics***

#### **Sunday 5th July:**

8.30am to 9.30am: Dermal Needling

Sponsored by: House of Aesthetics | Presenter: Andrew Christie

12.00pm to 1.00pm: DermaFrac – Break Through Micro-Needling Technology

Sponsored by: Advanced Skin Technology | Presenter: Chiza Westcarr

2:00pm to 3:00pm: Cosmetic tattooing / Micropigmentation

Sponsored by: Beauty Tech® | Presenter: Michaela Messenger

4.15pm to 5.15pm: Advanced electrolysis

Sponsored by: Beauty Tech® Contact person and Presenter TBA

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#### **Monday 6th July:**

9.15am to 10.15am: Introduction to Dermoscopy

Sponsored by: Skinology & NZ Laser Training | Presenter: Dr Chris Dickey

10:45 am to 11:45am: Don't buy a Lemon!

Sponsored by: NZ Laser Training | Presenter: Ruth Nicholson

1.30pm to 2.30pm: Cocktail Therapy

Sponsored by: Rosactive | Presenter: Pauline Tsang

4.00pm to 5.00pm DNA Testing

Sponsored by: ProBeauty | Presenter: Stefan Mazy

***Visit [www.beautytech.co.nz](http://www.beautytech.co.nz) for further details***

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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's the hurry?

*Dr Libby Weaver explains Rushing Woman's Syndrome and why women need to slow down*

Rushing Woman's Syndrome has evolved out of my observation of a shift in women's health and behaviour over the past 14 years. Never before in my work have I witnessed so many females in a mad rush to do everything and be all things to all people. Never before have I seen the extent of reproductive system problems that I now see. Women are wired. Many of them are tired too. Tired yet wired. And this relentless urgency, this perception that there is not enough time, combined with a to-do list that is never all crossed off is having such significant health consequences for women I had to write a book about it. The perceived need to rush, whether a woman displays it on the outside or keeps it under wraps, is changing the face of women's health as we know it in such a detrimental way.

Many people perceive that illness is to blame for that nagging headache, menstrual problems, frequent insomnia or decreased productivity at work – but stress is often the culprit. There are numerous effects of stress on the body – both physical and emotional. In fact, it's actually more difficult to think of an illness in which stress doesn't play an aggravating role or any part of the body that is not affected.

The nervous system plays a really big role in our stress response. There are a number of parts to the nervous system but the two branches that relate to this concept are the sympathetic nervous system and the parasympathetic nervous system. Simply put, one is the 'fight or flight' response or the stressed out response, and the other one is the 'rest, digest' and repair response which is the calm response. When you experience stresses your heart pounds faster, muscles tighten, blood pressure rises, breath quickens, and your senses become sharper. These physical changes increase your strength and stamina, increase your reaction time, and enhance your focus – preparing you to either fight or flee from the danger at hand. When your sympathetic nervous system is dominant (when you're stressed and rushed), your body thinks that it is in danger, whether this danger is perceived or real.

Adrenaline is our acute stress hormone. It was designed to save our lives so it seems ironic that a hormone once designed for this purpose is now

having such a detrimental effect on our health. It communicates to every cell in your body that your life is being threatened. When we live our lives in a constant rush, this fight or flight response goes into over-drive. These hormones can significantly influence whether we gain or lose weight, so it is important to understand how these hormones affect our nervous system and how we can manage them, before we set out to make our clothes looser.

When the body is stressed, the brain sends signals to produce cortisol and adrenalin. When these stress hormones are released the liver releases more glucose ("sugar") to give you the energy for "fight or flight" in an emergency. As we rush about in our frantic state we guzzle back another coffee to deal with our impending day – not realising that we are actually increasing our production of adrenalin, furthering ourselves into the stress spiral. The body only ever has two fuel sources it can use: glucose or fat. If your body perceives it is in danger and needs to get out of the situation quickly it will access a quick burning fuel source and this is supplied in the form of glucose. I so often find that people get stuck in this very situation: they are stuck in sugar burning and subsequently they crave it too. Around 20 years ago, we probably lived in that rest, digest and calm place, only going into the fight or flight response when, for example, a balloon popped or a car drove out in front of us and we had to slam on the brakes. As soon as that stress was over though, we went back to living in a calm state and as a result used body fat as fuel far more efficiently.

Stress that is momentary – such as being stuck in traffic, having a "difficult" conversation with someone, or having a to do-list that is as long as your arm – causes an increase in heart rate and stronger contractions of the heart muscle. Beyond a certain point, stress stops being helpful or protective and starts causing major damage to your health, your mood, your productivity, your relationships, and your quality of life. Large consequences if not addressed.

A pattern I see far too often is women running themselves ragged to get in an hour of hard cardio when what their body is really crying out for is some

rest and repair. They are busy all day and barely get a chance to eat their lunch and then go straight into a form of exercise that encourages their bodies to use more adrenaline. Balance is the key here, I'm not saying cardio isn't important but if you are having long stressful days with very few breaks perhaps you would benefit from incorporating Yoga or Pilates into your workout regime to allow your body and mind time to restore. Remember the definition of insanity is doing the same activity over and over and expecting a different outcome. If you haven't lost weight with your exercise or nutrition routine then the answer doesn't lie in what you are doing.

It is important to realise that the way you think, feel and move is as important to your stress response as what you eat and drink. I write books to encourage and show people to live their lives from the rest, repair and digest branch of their nervous system because it has the most profound effect on your health.

From that place sex hormones are far easier to balance, liver function is better, digestion is better so there's far less bloating, the thyroid works better which is important for your metabolic rate and your ability to burn body fat and in general your mood is better.

## ***Tips to stop the rush and help you begin your journey back to calm***

- **Just breathe.** Start every day with 20 long slow breaths before you get out of bed or alternatively, breathe and move your diaphragm while you wait for the kettle to boil or while you sit at the traffic lights.
- **Changing your perceptions is critical.** Pressure is a perception; it is not real, which is why you can have two people face the same experiences and have a very different attitude, outcome and also health status. So the first thing to explore is your attitude. What makes you feel overwhelmed? I suggest people capture their tasks and then instead of approaching it by repeating to yourself over and over again "oh my goodness, I have so much to do" ask yourself "what outcome do I want to achieve today?" and focus on that.
- **Never underestimate the healing and restorative power of food.** A diet primarily focused on plant foods is so beneficial to the human body. It is very difficult to be kind, compassionate and patient when you fill yourself with stimulants and foods that contain very little nutritional value. Food becomes part of you and nutrients from food drive every chemical reaction inside of you.
- **Gratitude.** It is impossible to feel overwhelmed or stressed when you feel gratitude. Volunteer, give thanks to those who have passed before us, or recite positive affirmations, whatever works for you. Always take time to slow down. Live, breathe, and learn. Take a look around you and be grateful for all that you are and all that you have.

*Dr Libby Weaver (nee Ellis) (Ph.D) is one of Australasia's leading nutrition specialists and weight loss experts based in Auckland, New Zealand. Libby's passion for empowering people to make optimum health choices has led her to consult privately with individuals, in the corporate health arena, as well as with universities and the media. She is an author and a much sought after and passionate speaker covering a broad range of topics that leave her audiences well informed and uplifted. Visit [www.drlibby.com](http://www.drlibby.com) for further information.*

Watch Dr Libby's inspiring TEDx talk here: <http://www.drlibby.com/news/see-dr-libbys-tedx-queenstown-talk/>



# ***Hyaluronic acid – Nature’s gift to your skin***

## **What is hyaluronic acid (HA)?**

Hyaluronic acid is a substance that is naturally present in the human body. It is found in the highest concentrations in the fluids of the eyes and joints.

HA (which also goes by the names hyaluronan or hyaluronate) is not an acid in the same sense as popular ones like salicylic or glycolic, which are traditionally used to exfoliate away dead skin cells. Hyaluronic acid doesn’t do that at all; as a naturally-occurring polysaccharide found in the human body, it acts as a cushioning and lubricating agent for our joints, nerves, hair, skin and eyes. HA molecules have a unique ability to attract and retain more than 1,000 times their weight in water – more than any other biological substance.

It’s particularly important for skin appearance, where about 50 percent of the body’s water supply can be found, helping keep the skin tissues plump, soft, and supple ... for a while at least. Our ability to produce HA declines with age, which can lead to the telltale signs of ageing, such as increased dryness, fine lines and wrinkles.

## **Where does HA come from?**

The HA that is used in medicine and cosmetics is either extracted from rooster combs (animal-derived) or made by bacteria in the laboratory (non-animal-derived).

## **HA as a dermal filler**

HA is injected as a dermal filler and there IS a lot to love about it. Cosmetic injectable HA fillers work like sponges once they’re injected, swelling up with water to create a plumper look. Over time – anywhere from three months to two years – the HA gets absorbed by the body and disappears. This is longer than cosmetic collagen lasts in the body, which is why it has replaced collagen as the ingredient of choice for restoring lost volume. There is also some evidence that HA stimulates the body’s own production of collagen.

HA is less likely to produce a reaction than other substances, since the body does not recognize it as a foreign substance. Also, if you’re not happy with how

it looks, an enzyme called hyaluronidase can be used to disperse the hyaluronic acid before it naturally dissolves.

## **Hyaluronic acid used as a hydrator: Mesotherapy**

Mesotherapy is a treatment technique used to make the dermis “look younger” through rehydration, using superficial, micro-injections of HA just under the surface layer of the skin.

## **For use with dermal needling treatments**

HA has been used with needling, especially electric needling devices, to provide slip and comfort to the client as allows the device to glide over the skin without dragging. However, it also provides a range of other benefits as the channels open to allow the HA and other ingredients to penetrate deeper and work their magic.

Studies of HA are starting to prove many other benefits of applying HA to the skin. When combined with skin needling, the results should be magnified for the obvious reasons.

## **Hyaluronic acid in moisturisers**

HA is now extremely popular as a topical anti-ageing ingredient in moisturisers and cosmetics. However, when applied topically, the molecule is actually too large to penetrate the skin. It instead forms a barrier on the skin, giving a soft, moisturising effect that makes skin smoother but doesn’t eliminate or treat wrinkles. It may hydrate some fine lines, making them slightly less noticeable, but if we’re talking about plumping the skin by stimulating collagen and replacing the HA you’ve lost, then it needs to be applied, through very fine needles, under the skin layer. When it is injected to fill a wrinkle or line, it can penetrate the skin and go to work on drawing moisture to the area, creating volume which fills the lines and wrinkles.

It is also important to take your environment, climate, and skin type into consideration when using a moisturiser with HA. In very dry climates, this water-binding ingredient can’t draw moisture from the environment, so it may actually start to

pull moisture out of the deeper layers of your skin. It may also work better on some skin types, such as oily skin, compared to others. One great thing about HA in moisturisers is that it's super-light and watery, which is a great benefit for anyone with acne-prone skin who is averse to creamy/oily moisturisers.

### **Hyaluronic acid as a serum**

The most potent, topical form of HA is a serum – to be applied on clean, bare, and ideally damp (or even wet) skin, as the first step in your skincare regimen (the wetness helps it trap and lock in the most water). Be sure to add a moisturiser on top, so as not to suffer anti-hydration issues.

### **Hyaluronic acid in makeup**

HA can be a great addition to makeup. It is non-greasy, so having it in there isn't going to affect the texture, but will give you some extra hydration – excellent if you need it in your foundation or primer. In products like lipstick, it's more of a marketing tactic for longer-lasting moisture, as opposed to something that's actually going to plump up your lips.

### **Hyaluronic acid safety**

HA is **LIKELY SAFE** when taken by mouth, applied to the skin, or given appropriately by injection. Rarely, HA may cause allergic reactions.

### **Special precautions and warnings**

Not enough is known about the safety of HA when taken by mouth or applied to the skin during pregnancy or breast-feeding. HA is also possibly unsafe when given by injection if women are still breast-feeding. Researchers do not know if it affects breast milk, and what effect that might have on an infant. So stay on the safe side and avoid it during pregnancy and when breast-feeding.

## ***Hyaluronic acid facts***

- Produced naturally by the body, essential to our skin
- As a molecular building block in connective tissue, hyaluronan fills the space between cells and collagen and elastin fibres and keeps deeper skin layers hydrated by controlling their water content
- Holds water and forms a gel-like substance
- Retains 1000 x its weight in water within skin cells, lessening the appearance of fine lines and wrinkles
- From the age of 40, we start to produce only half the HA we require
- A third of the HA in our body degrades daily
- Plumps fine lines and diminishes dryness, also creates an environment for better cell turnover
- Early research suggests HA actually helps wounds heal much more quickly and improves the appearance of old/new scars
- HA has the ability to regenerate cells
- Sun exposure may destroy HA
- Water is very important as it carries waste away. HA functions better if we fully hydrate our bodies
- HA in the correct quantities, raises the fluid between cells creating smoother, moisturised skin
- Retinoic acid encourages the body to produce more hyaluronic acid – potentially doubling the HA in the skin's epidermis
- Resveratrol helps the body to produce more HA
- Our bodies need magnesium to synthesise HA
- Low zinc = low production levels of HA in our bodies

*This article has been provided by Stacey Power –  
Everyyoung and House of Aesthetics*





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Biohyal program is a progressive program of care for the prevention and treatment of age-related symptoms. It can treat all types of wrinkles (both static and dynamic) due to the organic mixture of hyaluronic acid. Significantly improves the moisture, accelerates cell regeneration, stimulates the activity of fibroblasts and has a filler effect.

The aim of the procedure: - Correction of skin aging. - The filling effect on wrinkles. - Strengthening the natural immune defences of the skin. - Deep moisturizing. - Improved elasticity and skin retraction. Alignment of colour and skin texture.

**The perfect blend of hyaluronic acid:**

**Hyaluronic acid (L)** - has an effect on the skin surface, forming a protective barrier, thereby stopping the process of dehydration, and greatly improving the degree of hydration of the skin.

**Hyaluronic acid (M)** - an innovative active ingredient that stimulates the cells of non-specific beta defensins of the skin, thus strengthening skins natural defences.

**Hyaluronic acid (xs)** - penetrating into the deeper layers of the skin, improves its elasticity, has a smoothing and filler effect.



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# Beauty Tech®

*Register to attend Beauty Tech® Conference and gain unlimited access to all the Beauty Tech® Lectures held in the Tasman room, Alexandra Park Function Centre, Greenlane.*

*This year we are also running alternative sessions: AesTech, our advanced aesthetic educational series, which is held on the exhibition floor area within the same venue. There is no additional charge to attend AesTech sessions if you are registered to attend Beauty Tech® Conference on that day. However, limited seats are available so please email to indicate your interest so a seat may be reserved for you.*

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## **Topics / Key speaker highlights at Beauty Tech® 2015**

**Telomere research** | Dr Bill Andrews is making a special VIP appearance at Beauty Tech® Conference to share his wealth of knowledge on TAM-818, the most powerful telomerase activating molecule discovered for use in cosmetics. Following 18 months formulating in New Zealand and testing the product through clinical trials in Italy, Dr Andrews will share the amazing results of the trial and his renowned research and development that has spanned his career.

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**Consumer law** | In an era where nearly everything is done via technology and often with great promise of instant results, including IPL and laser, microdermabrasion, skin needling and the like, it is important to fully understand what rights the consumer has when things don't go according to plan, or if the treatments they receive don't match up to expectations. Who is at fault? What can be claimed or not claimed? We will discuss the approach clinics should take to protect themselves from potentially having misleading information on their products and services, as seen through the eyes of the NZ Consumer Guarantees Act and Fair Trading Act.

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**Melanoma – early detection** | Dr Anthony Tam will present on behalf of the Melanoma Foundation, advocates for the early detection of melanomas. Catching this skin cancer in its early stages gives the patient the best possible chance of successfully treating it. In a country where skin cancers such as BCC's and SCC's are rife, can you tell what makes melanoma stand out from the crowd? Are you fully aware of the differences and do you really know what you are seeing? Put yourself in a position to potentially save a client's life by bringing a suspicious lesion to their attention in good time.

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**Laser science** | Phil Schramm is one of the industry's most technically experienced laser product specialists. Having seen many smaller companies and 'middlemen' distributors come and go while he has been involved with Cutera, Phil wants to share some information to save you money, heartache and disappointment with his topic: what a laser or light source requires to be able to meet clinical settings and achieve desirable outcomes without complication.

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**Graphology – the art of personality analysis from handwriting** | While you might be wondering why this would be useful, think how many times you have met clients, interviewed potential staff or met salespeople and seen their handwriting! This lecture by Mike Maran will provide insight into a whole new world and give you some tips and guidance on the art of sussing people out from their handwriting.

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**Selfcare – avoiding injury at work** | "Your autopilot is your problem." Mark Silvester, Physio, will discuss causes of strain, what is your autopilot, how to turn, looking up and down, the importance of grip, are you a chicken or a fish? Twisting, reaching with balance, and how to stand correctly. Keep your body functional and cared for so that you can continue to do the same for your clients and your staff.

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**Physiology & anatomy** | How the neck and face ages from a muscular and tissue point of view. Head and neck surgeon, Dr Pier Marzinotto will provide an interesting overview on how changes at an anatomical level affect the aging of the skin. A fascinating look into an area that is often difficult to treat or improve cosmetically with technologies and skin products.

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**Endocrinology** | Dr Sasha Nair, endocrinologist will be presenting on the topic of endocrine disorders and how these affect clients we see in the clinic. Often these clients suffer from excessive hair growth, acne and other skin problems. Gain an educational overview from a medical prospective and gain valuable clinical management knowledge.

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**Vampire Treatments:** | Dr Catherine Stone will be returning again this year to discuss the body's own healing potential to repair and rejuvenate tissue using your own cells. The term 'vampire facial' has been used by celebrities and is widely recognised for its unique and rapidly changing procedures utilising the platelet rich plasma (PRP) portion of blood. Come and learn the latest procedures and techniques and why PRP is likely to become 'bigger than botox' in the next 5-10 years.

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**Infection control** | Independent infection control nurse, Francie Morgan will take us through clinical protocols for ensuring you have a good stand of practice in your clinic setting. With members of the public or the therapist themselves being at risk from potential cross contamination or exposure to viral, bacteria and other harmful mediums it is vital this practice is maintained at the highest level.

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**Visit [www.beautytech.co.nz](http://www.beautytech.co.nz) for full programme details**



## **AesTech – Advanced aesthetic educational workshop series**

*Beauty Tech® Conference this year includes AesTech: 8 new advanced aesthetic workshops that can either be attended free with Beauty Tech® registration, or for a nominal fee of only \$39 + GST for those in the beauty or appearance medicine trade industry who wish to get a small taster of topics covered in the programme. Seating is strictly limited and will need to be booked in advance to avoid disappointment. To register your interest in individual sessions, please email [tickets@beautytech.co.nz](mailto:tickets@beautytech.co.nz), or register for Beauty Tech® Conference via Eventbrite and gain free access to unlimited sessions as part of your Beauty Tech® registration.*



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**DNA testing** | Stefan Mazy gives us an intriguing look at a testing system whereby clients' DNA is taken and assessed for genetic markers and traits to highlight underlying issues that might be able to be addressed with skincare and nutrition.

**Monday 6th July: 4.00pm to 5.00pm**

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**Dermal Needling (Dermapen®)** | An industry expert with over 18 years' experience, Andrew R. Christie is the Dermapen®'s Global Medical Trainer and the author of Advanced Innovations With Dermapen®. Having presented as a guest speaker at the AMWC (Monte Carlo), Cosmetex (Gold Coast) and the ASAPs (Hobart), Andrew is a specialist in skin needling, skin physiology and the full range of Dermapen® products. He has also appeared at the CCR Congress (London), AMEC (Paris), G&B (Istanbul) and the SIB Expo (Sydney), as Dermapen®'s global specialist.

**Sunday 5th July 8.30am to 9.30am**

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**Dermal needling machine (Dermafrac®)** | Advanced skin technology brings you a clinical demonstration of their Dermafrac system. Proving to be an alternative treatment modality to traditional dermal needling this system uses suction in a unique way to conduct dermal needling without the pain associated with some treatment options. Come and see what all the fuss is about and learn from your industry experts on this technology.

**Sunday 5th July: 12.00pm to 1.00pm**

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Beauty



# AesTech 2015

**Don't buy a lemon** | Director of NZ laser Training and Beauty Tech®Conference event organiser, Ruth Nicholson will be taking a fun and interactive session for those who wish to look at buying IPL or Lasers. 'Don't buy a lemon' is based on her many enquiries over the years from those who have successfully set up IPL or Laser clinics and those who have been through the ringer and not been successful. Leave the session with questions to ask, impartial advice on what to look out for from suppliers and gain a greater understanding of why machines are not all created equal.

**Monday 6th July: 10.20am to 11.20am**

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**Cocktail Therapy** | Pauline Tsang will provide a follow on from clinical trials showcasing what can be achieved using the Rosactive treatment system. This is a chance to see real results and learn how this skincare can improve your clinical outcomes for those clients seeking realistic and achievable results. Ask key international speaker Pauline Tsang your questions in a relaxed learning environment.

Monday 6th July: 1.30pm to 2.30pm

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**Cosmetic Tattooing** | Michaela Messenger will provide you with information regarding Cosmetic Tattooing or Micropigmentation. For those Beauty Therapists that have wondered if it's time to extend their repertoire or time to add this service to your clinic menu. Michaela will inform you what it takes to introduce this service to your clients. Do you train your staff, employ a trained staff member or contract a professional to come into your clinic? Let her give you information so you can make the right decision. Discuss some of the ups and downs of Cosmetic Tattooing and have your questions answered.

**Sunday 5th July: 2.00pm to 3.00pm**

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Please check the website for updated information closer to the event or email [tickets@beautytech.co.nz](mailto:tickets@beautytech.co.nz) to request a copy of the full AesTech Workshop & Beauty Tech®Conference programme.

Beauty Tech®Ltd reserves the right to alter, cancel or replace lectures and workshops without notice.

# Beauty Tech® 2015

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# A revolution: using science, not guesswork, to diagnose and treat aging skin

*"Just like doctors, therapists need the tools to identify underlying issues with skin ageing in order to let them do their job to the best of their ability." – Stefan Mazy, founder of SkinDNA™*

## Why your skin ages

Your skin's health is a result of interactions between your genes and lifestyle factors such as diet, exercise, stress, smoking, skincare support, alcohol consumption and the environment.

Your genetic make-up determines what nutrients are used and how they are used; the way toxins are removed from your skin; what happens to any waste products; and how efficient key processes are working within your skin to protect against external factors.

Lifestyle factors naturally play a big role in maintaining long term healthy skin. However you definitely have a head start if you have certain genes that permit your skin to excel. Knowing from a genetic test if a patient is at increased risk of certain premature aging conditions allows the client and skincare professionals to pay close attention to the skin's warning signs and tailor preventative health strategies accordingly.

By adjusting your lifestyle and utilising a custom, targeted skincare regimen, science has proven it is possible to have a positive impact on how your genes work, compensate for areas in which your genes are not functioning at an optimum level and potentially even prevent the aging of your skin.

## What is SkinDNA™?

SkinDNA™ takes the guesswork out of skincare, instead using science to identify the most suitable skin ingredients and treatment modalities based on the client's DNA. SkinDNA™ is a revolutionary DNA laboratory test that examines 16 genetic markers (SNPs, pronounced "snips") in five categories associated with skin aging:

### Category 1 | Firmness + Elasticity

Representing 75 per cent of the skin's dry weight, the quantity and quality of collagen in skin plays a major role in the skin's appearance. Key variations in our genes can identify if the synthesis and degradation process of collagen is in balance or if the predisposition to collagen degradation predominates – which can result in premature sagging and wringing of the skin.

### Category 2 | Glycation A.G.E.

Glycation occurs when excess bodily glucose molecules link to the skin's collagen and elastin fibres. This cross-linking can form chemical bridges between these proteins. Glycated fibres can become rigid, less elastic and have a reduced regenerative ability, which can lead to damage such as laxity, cracking and thinning skin.

### Category 3 |

#### Sun Damage + Pigmentation

Causing premature skin aging and a host of other profound changes to the skin, repeated exposure to ultraviolet light (UV radiation) from the sun accounts for nearly 90 per cent of symptoms of premature skin aging, skin damage and skin cancer. Genetics have been shown to play an important role in determining how well our skin can naturally cope under the strains of the sun.

### Category 4 |

#### Free Radical Damage

Free radicals are highly reactive short lived molecules that can damage virtually any molecule in our body including the important cellular structures found in the body's largest organ – the skin. Free radical damage leads to the generation of even more free radicals! It's a chain reaction that can wreak havoc in every layer of the skin – including hypodermis, dermis and the particularly vulnerable epidermis. This sort of cellular destruction in any one of the skin's layers can lead to a dull, lifeless, aged complexion.

### Category 5 |

#### Sensitivity + Inflammation

Inflammation is the skin's first line of defence against foreign invaders such as bacteria and viruses. Inflammation also

initiates the tissues' healing processes and limits the damage to skin cells caused by everyday chemicals and pollutants. Excessive inflammation is one of the most common themes in early onset skin ageing. When inflammation persists on an ongoing basis, it can be harmful. Often subtle, signs include skin sensitivity, redness and irritation.

### About the test

SkinDNA™ science has helped to identify the genetic factors that contribute to age-related changes in the skin; and to define the corrective actions available for each of those genetic factors in order to "help each and every individual worldwide preserve a more youthful-looking skin."

This allows skincare professionals to advance beyond one-size-fits-all suggestions – using the right skincare ingredients and treatment modalities targeted to the client's own genetic blueprint.

SkinDNA™ is sold exclusively to Dermatologists and Plastic Surgeons throughout 15 countries. At present, Australia and New Zealand are the only beauty therapists in the world that have access to this technology.

### It's time to up the game

The role of the skincare professional is to provide patients with insights into the health and long term maintenance of their skin and to create a connection with them so that they are not inclined to go elsewhere.

The SkinDNA™ Genetic Test can be used to tailor a preventative treatment plan for your patients while eliminating any pushy sales tactics. Instead, the SkinDNA™ Genetic Test provides clients and skincare professionals with the information needed to make more educated decisions about their skincare needs. Prevention is key: SkinDNA™ is designed to facilitate early awareness of potential issues, allowing intervention before the problem strikes.

If a client has a genetic variation predisposing them to increased collagen breakdown then skincare professionals are able to prescribe a treatment plan that includes ingredients targeting the issue before signs even begin to appear. The great thing about a genetic profile is that it will never change; the results will apply for the rest of the client's life.

SkinDNA™ technology is used all around the world as a tool to allow customers to come back to their skincare professionals for correct advice and skincare solutions, rather than rely on internet advice which may not be right for them.

Skin professionals, it's time to up the game and start truly understanding why skin ages, why you use the products you use and why you perform the treatments you perform.

SkinDNA™ is revolutionising our industry. It's not a skincare product and it's not an anti-aging machine – it's a tool designed to synergise everything our industry has to offer.



*This article was provided by ProBeauty, suppliers of SkinDNA™ in New Zealand. For further information, please visit [www.probeauty.co.nz](http://www.probeauty.co.nz). ProBeauty will be at stand 6 at Beauty Tech® Conference 5-6th July. Stefan Mazy will also be running an AesTech Workshop, 4-5pm on Monday 6th July.*



# WHAT IS AN LSO AND DO YOU NEED ONE?

*If your clinic has a class IV laser device, then it is recommended you have a Laser Safety Officer, or LSO, in your clinic. If you are in the Auckland region it may be required under the Health & Hygiene Bylaw and Code of Practice.*

A Laser Safety Officer (LSO) is a person nominated by your clinic to oversee the management of hazards and record keeping for your laser device. The role of the LSO is outlined in more detail in the standards document AS/NZS 4173:2004 and has recently been referred to in the Auckland Council Health & Hygiene Bylaw and subsequent Code of Practice (COP). Clause 7 (3) states, "All operators of lasers that risk breaking the skin, including those used for laser tattoo removal, must have the knowledge and skills necessary to provide laser services including: (b) safe use of lasers based on AS/NZS 4173: 2004 and any updates, additions or amendments to that standard".

The official description of an LSO according to the AS/NZS standards document is, "An appointed person who is knowledgeable and competent in the evaluation and control of laser hazards and has responsibility and authority for oversight of the control of laser hazards. Where a Laser Safety Committee (LSC) exists, the LSO would normally be responsible to the LSC."

About now you might be thinking "But we have an IPL, not a laser – do we need an LSO?"

The answer is no, you don't require one, but if you want to apply industry best practice, it is recommended to have a nominated person in the clinic who can at least be responsible for the overseeing of maintenance and record keeping.

LSOs should undertake a specific certified course to ensure they understand their role and responsibilities, such as what to do in an adverse event like fire or burns, or managing technical matters.

To find out what rules apply to your clinic, what type of device you have and best practice for your situation, please contact Ruth Nicholson, Director of NZ Laser Training – email: [ruth@nzlasertraining.co.nz](mailto:ruth@nzlasertraining.co.nz)

## ***Simplified LSO Course***

Tuesday May 12th or  
Tuesday 8th September

**\$450 + GST**

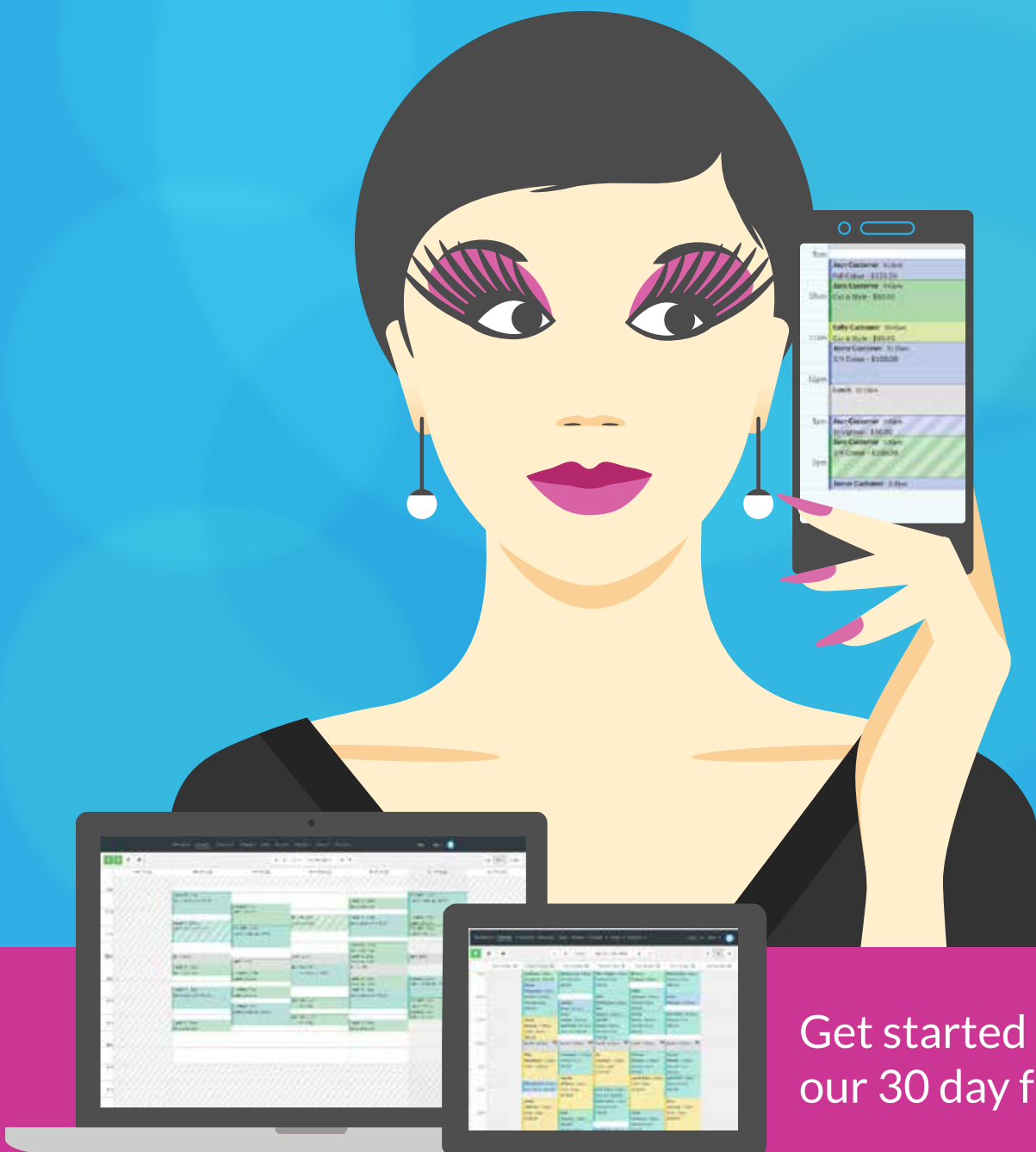
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# Cloud computing make beauty business a breeze

*Heard all the talk about cloud computing? We're here to tell you that it's relevant for you. Cloud computing saves you cold hard cash and valuable time by using the latest technology to help you run a better beauty business. And it's not as complicated as you may think.*

Cloud software has the ability to work with a lot of information, without requiring you to have a powerful computer. This means you don't have to invest in technology, but you can still reap the benefits of having a lot of data at your fingertips.

Most good cloud software will work beautifully on iPads or smartphones, and will be available on any computer that you want to use. Just login using your web browser. The ability to be mobile with such powerful systems was impossible before cloud computing.

Here are some apps that you can sign up for today to start moving your business to modern cloud-based systems.

## Storage and Word Processing

[Google Drive](#)<sup>1</sup> is perfect for many of your photo and document storage needs. There are several features that make Google Drive the most suitable storage option for small beauty salons.

1. Google's security is very tight. All your data in Google Drive is encrypted, and access to your account is hidden behind two step authentication.
2. There are [iOS and Android apps for Google Drive](#)<sup>2</sup>, Sheets, Docs, and Slides, so you can work on your tablet and smartphone if you need to.
3. Sharing your files is simple and easy. Select the users you want to have access to your content, and they'll get a notification saying you've shared files with them.

Google Drive has the ability to completely replace applications like Word and PowerPoint, and won't leave your desktop cluttered with files.

## Accounting + Payroll

[Xero](#)<sup>3</sup> is the perfect accounting solution for your beauty business.

After you've been using Xero for a while, you'll see all of your accounting information displayed in one place, and you'll be in full control of your business from anywhere in the world.

For salons and clinics with multiple staff, the recent [Payroll addition](#)<sup>4</sup> in Xero allows you to pay your team while staying compliant with the tax and regulations of your country.

There are also mobile apps for Xero, and hundreds of other services that integrate with it so that your transfer of information is automatic.

## Graphics

Most beauty salons want to create graphics to promote their products and services on the web or social media, and [Canva](#)<sup>5</sup> is the perfect tool to help you do that.

Canva first came out as a web-only app to make it easy for anyone to make professional designs for free. The drag and drop functionality that made it popular has now come to the iPad, turning your tablet into a powerful design tool.

All of your creations are stored online in the cloud, and you can download them as high resolution images ready for social sharing, printing posters, or in-salon displays.

## Roster Management

Keeping a track of who is working when is a challenge to say the least. [RosterPlus](#)<sup>7</sup> is an Australian built cloud-based tool that give you complete control over your roster for only \$3 per staff member.

You can access it via a website, and you can also allow your staff to download the [free mobile apps](#)<sup>7</sup> for iOS and Android so they always know when they're working and if there are any changes required. Additionally, RosterPlus gives you the ability to communicate with your staff over SMS message so that you're not intruding on them during their free time.

## Keeping Notes

As a beauty business owner, you probably know what it's like to get that spark of inspiration late at night or early in the morning. That's where [Evernote](#),<sup>8</sup> the virtual notebook, comes in handy.

You can access its beautiful and simple interface from your browser, or through its equally well-designed [mobile apps](#)<sup>9</sup> so that you can always have somewhere to store your notes.

Some people have multiple notebooks in Evernote and practically run their businesses out of it! Best of all, Evernote is free.

## Project Management

Every now and again, you're going to have a project that you'll need to manage tightly. It might be something like a promotion for your business, a new offer you have on, or even a quick renovation of your workplace.

That's where [Trello](#)<sup>10</sup> comes in handy. This free and easy to use cloud-based tool allows you to manage any project by creating action-point cards and placing them in activity columns.

Not only can it be used to manage projects, Trello is the perfect management tool for any salon or clinic owner to keep on top of the day to day tasks that are required.

## Booking and Business Management

[Timely](#)<sup>11</sup> is the solution you need to manage your business and keep track of client bookings. It's packed with features that will help you get more out of your day by automating many of the mundane tasks you'd otherwise have to do.

Timely is designed to take care of all aspects of your business, from [promoting your business to customers](#)<sup>12</sup>, [making their bookings](#)<sup>13</sup>, [reminding](#)

[them about upcoming bookings](#)<sup>14</sup>, managing your list of clients, [selling products](#)<sup>15</sup> and even rostering staff.

There are also a range of reports in Timely that you can use to better [manage your business](#).<sup>16</sup> You can calculate the value of your customers, or see how much you'll make from your future appointments. We think it's great!

It's worthwhile investing in cloud software, as it's often cheaper and less risky than investing in locally installed systems. Additionally, very few cloud software services operate under a contract since its often the quality products that keep you paying your subscription, not the legal paperwork.

Overall, cloud software means less headaches for you as a beauty business owner. You don't need to be concerned about backing up your valuable data, upgrading your equipment to fit the software, or entering your data twice. It's almost always a smoother process.

*A version of this post originally appeared on [blog.gettimely.com](#)<sup>17</sup>*

*Written by [Larissa Macleman](#) and [Jose Mathias](#)<sup>18</sup> from [Timely, Salon Booking Software](#).<sup>19</sup>*

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# BIO Mimetic

ADVANCED PHYTOCEUTICAL COMPLEX  
AGEING KILLER TREATMENT

## BIO Mimetic: Double action against expression lines

Thanks to special synergy of two performing components, a natural extract of ZANTHOSSILO and a Biomimetic peptide PALMITOYL HEXAPEPTIDE-19, our research laboratory has obtained a powerful botox-like effect, resulting in a short time without contraindications and exceptional results on the mechanism of muscle contraction, responsible for the appearance of expression lines.

Double action: at pre-synaptic thanks to biomimetic peptide and post-synaptic thanks to the extract of natural Zanthosilo.

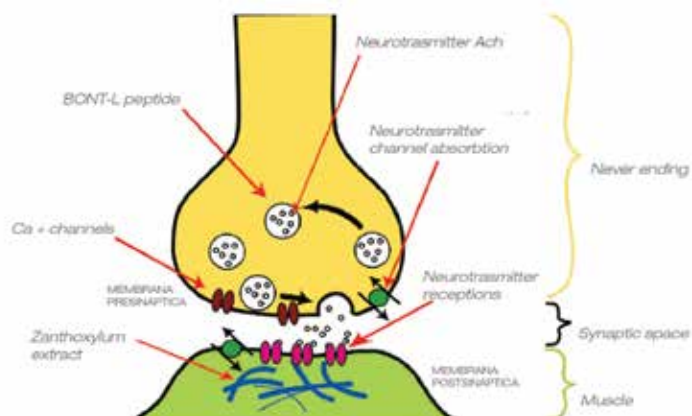
## An innovative way as an alternative to cosmetic injections: New Phytoceutical Complex to combat expression lines.

The expression wrinkles are an aesthetic problem deeply felt even at a young age: these lines are related to facial expressions and then the repeated contraction of the muscles that determines the expressiveness of the face.

Rosactive research proposes the use of so-called biomimetic peptides, small protein fragments formed by the concatenation of 3, 5, 6, 7 or at most 8 amino acids, capable of simulating the action of proteins present in nature.

Once inside the skin, due to its small size, the biomimetic botulinum-like peptides act by stimulating the release of endogenous messengers that induce muscle relaxation.

These substances are therefore proposed as an objective to reduce the contraction of the mimic muscles of the face, responsible for the appearance of expression lines, taking shape as the cosmetic alternative-non-invasive and safe-to injections of botulinum toxin type A.



## BIO Mimetic TREATMENT

The Biomimetic treatment kit consists of 3 professional treatments for clinic use only. Each treatment is measured and prepacked for the clinics use on their clients.

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**ROSACTIVE**  
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# New paradigms in dermal needling

*We are on the threshold of a new paradigm in needling, says Dr Des Fernandes, creator of Environ Skincare and recognised pioneer in the practice of needling.*

Says Dr Fernandes, "There are important points about dermal needling that should not be forgotten. It is not an open wound, so the classical cascade that is invoked as the cause of collagen neogenesis is not actually accurate. We know that because we see different patterns of TGF beta 1, 2 and 3 in needling, versus the classical open wound. The healing cascade often referred to applies to an open wound which is exposed to an extremely high concentration of oxygen, dry air etc that makes re-epithelialisation necessary. We know that the healing cascade in needling is vastly different because the wound is closed and not exposed to the atmosphere.

"Professor Matthias Aust (a pre-eminent, published researcher on the biochemistry of skin needling) has shown that within a few hours, histology cannot detect the needling holes, so they close up very rapidly and therefore re-epithelialisation is not a major issue. While the inflammatory cascade is initiated by the platelets, the process after that seems to be radically different. Many think the skin has been damaged and insulted after needling, whereas when one does histology, one is amazed at the paucity of signs.

"One of the important points shown by Prof. Aust's work is that topical Vitamin A and antioxidants applied before and after needling encourages around 44% better thickening of skin than needling conducted without topical vitamin A and antioxidants. That's an important difference. The latest research on several hundred people shows that 1mm needling treatments conducted at weekly intervals for six weeks, delivered optimal results, whereas when the frequency of needling dropped to monthly intervals, the same degree of improvement was not evident.

"Another new way of treating the skin post needling is to expose the needled skin to a low dose of acid for a short period. The important activity here is the pH. The pH of the Environ peels is low enough for them to be used even on raw tissue. With this short treatment, we stimulate the release of growth factors from the keratinocytes. We do not instigate an inflammatory response in the aesthetic sense and we certainly do not get any signs of peel. The needled area, in this particular case is treated with trichloroacetic acid cream of 2.5%, or a gel of trichloroacetic acid at 1%. The net effect of this is that pathogenic bacteria are destroyed and we do not get any significant desquamation from this treatment."

*Environ have just introduced a new peptide product specifically formulated for use after needling and Dr Des Fernandes will be demonstrating his needling protocols and discussing the use of peels and this new serum post treatment, in Auckland, Monday June 29, 2015. For more information email [info@psb.net.nz](mailto:info@psb.net.nz).*

# TARGETED SKIN THERAPIES FROM ENVIRON



## Intensive Revival Masque

Dr Des' first step in his mission to provide a 'facelift in a bottle' with a combination of revolutionary ingredients Asiatic, Mandelic and Lactic Acid.



## Environ Après-CIT™

Contains a blend of three powerful peptides for use in combination with medical skin needling to signal ageing skin to produce more healthy collagens, elastin and glycosaminoglycans.



## Sono Serum DFP 312™ / Avance DFP 312™

Professional-only/consumer peptide serums formulated for use with the Environ lonzyme® DF machine to assist with tightening lax skin and refining the appearance of scarring and uneven skin texture. Key ingredients: Matrixyl®3000, Trylagen® and Matrixyl® Synthé 6®.

## DR DES FERNANDES IN NEW ZEALAND

Dr Des Fernandes, creator of Environ Skincare and recognised pioneer in the practice of needling will be demonstrating his needling protocols and discussing the use of peels along with these new post treatment products in Auckland on Monday June 29, 2015. For more information [info@psb.net.nz](mailto:info@psb.net.nz)

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ENVIRON®



# Skinology



## ... the place where beauty therapy and medicine meet

This is an invitation to join a partnership between doctors committed to excellence in skin care and the beauty therapy industry. Our goal is to support and enhance your business by providing medical level services inside your salon.

Services include advanced skin lesion diagnosis and appearance medicine modalities such as Botulinum Toxin. Contact us and find out how we can work with your business.

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# Finding a specialist

These days it is getting trickier to find a specialist to refer a client to when you suspect something is not the 'norm'. In recent cases there have been misdiagnoses made that have managed to slip between the cracks, even when the client has been under the care of a specialist such as a dermatologist. While this is a controversial topic, this is an industry where assumption can cause issues. So how are you, the professional skin therapist, supposed to know where to send clients for skin check-ups, the best person to refer to and the difference between those practitioners?

## Dermatologists

Dermatologists specialise in checking unusual skin lesions, skin conditions that cause irritation or that continue to spread or worsen. Training to become a dermatologist is quite the undertaking, a mere 13 years in total from becoming a registered doctor to gaining a specialty in this field. Not everyone will be accepted either, doctors must first sit a rigorous examination (FRACP) before further training begins. Dermatologists undertake intensive study and research in a range of topics from training providers, some of which involve international study, in order to gain their qualification.

Advances in technology do mean some dermatologists are more 'tech savvy' than others though. For this reason, it is good to insist that when your client does seek out further expertise, they ensure their doctor is using the most up to date visual tools and methods. If for any reason the client does not feel they have an answer they are happy with, they should definitely seek a second opinion. Sooner rather than later.

Typically dermatologists are the preferred option for referring clients who present with rosacea, acne, eczema, dermatitis, skin growths such as skin tags, seborrheic keratosis (Seb K), or unusual pigmented and vascular skin conditions such as: nevus of ota, cherryangiomas, venous lake, birthmarks or port wine stains, and skin cancers including melanomas. However, these conditions are now also being treated by GPs with a special interest in skin issues. Dermatologists still remain the best port of call for patients with rare skin diseases and for cases which are very difficult to control, for example, severe dermatitis needing systemic immunosuppressive therapy. Some dermatologists also provide laser

therapy, which means they can be a better option for patients seeking this type of treatment.

## General practitioners (GPs)

Your local GP can check the skin for anything untoward and prescribe a range of anti-inflammatory, steroidal, antibiotic or antipruritics (anti-itch) drugs, for conditions such as fungal beard rash, vitiligo, eczema or other impairment of the skin barrier function conditions.

However, as mentioned above, there are a new class of GPs who have taken a special interest in skin issues. This has caused some professional unsettling and shuffling of seats at medical conferences. These doctors who have added 'dermoscopy' to their GP qualifications do have an advantage over traditional GPs, who may be still using magnifying glasses, microscopes or dare I say, the naked eye to diagnose conditions. The biggest thing to be aware of is that the skillset between GPs can vary considerably depending on their level of interest, therefore you need to know the GP's that you are referring to well. If you feel something is not right with your client, you need to be able to pick up the phone or email that GP directly and ask questions.

There is not yet a directory of GPs who are trained in dermoscopy. Dermatologists can be tracked down easily using the Dermnet website.

## Recent cases to consider include:

- A partially pigmented lesion, mole-like, in between the eyebrows that turned out to be melanoma – this was previously cleared by a dermatologist.
- A pigmented flat 'melasma' like lesion that was unsuccessfully treated with IPL that turned out to be Lichen planus, referred to a dermatologist after treatment by a beauty therapist.
- A non-pigmented nodule on the bridge of a nose that was treated like a sebaceous hyperplasia, but turned out to be a Squamous cell carcinoma (SCC).
- A pigmented patch on the cheek treated like UV sun damage that turned out to be a side effect of a client with Addison's disease (commonly exhibiting pigmentation from an autoimmune condition).

*Written by Ruth Nicholson, Director NZ Laser Training*

## ***New look, new name, same passion: an update from Melanoma New Zealand***

The Melanoma Foundation has had a refresh. Now known as Melanoma New Zealand, the brand and logo enhance our image and represent who we are about – kiwis. We also have a fresh, new look website full of information. Register now at [www.melanoma.org.nz](http://www.melanoma.org.nz) as a supporter and receive free newsletter updates from us.

Melanoma New Zealand continues to have a strong relationship with the NZ Registered Beauty Therapist Association and has educated groups of Beauty Therapy students around New Zealand on the dangers of melanoma and tips on what to look out for. Beauty Therapists continue to play an important role in monitoring clients' skin and taking action to encourage sun protective behaviours and skin checks.

We are passionate about reducing avoidable deaths from melanoma and through increased awareness, education and promoting early detection we hope to see the incidence and death rate from melanomas decline.

We have been proactive with our submission to the health select committee on banning sunbeds for under 18s. We advocated for a complete ban in alignment with most states in Australia. The literature has shown that regulation is costly, hard to administer and has elicited a false sense of security to consumers. Sunbeds are not a safe way to get a tan and contrary to many beliefs do not boost Vitamin D levels. With an increased risk of melanoma by 59% in under 35 year olds, we believe that this is a fight worth winning.

Our annual Melanoma March campaign continues to build momentum and the Spotty Day is a great way for everyone to get involved and have fun. We have again been the charity partner for IRONMAN New Zealand, and continue to increase awareness among this community of athletes. We have some great ambassadors on board who help spread the word about melanoma; with your help we can impact on this potentially deadly disease.



Linda Flay  
CEO Melanoma New Zealand





1  
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## THE TRUTH IS OUT

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CLINICALLY-PROVEN TO RELENGTHEN YOUR  
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# Discovering a cure to the world's biggest killer: aging

*If you were to compare scientists with rock stars, then Dr Bill Andrews would be Elvis, the King of Rock!*

But when Dr Andrews slips through Auckland Airport on June 30th, there will be no fanfare or screaming crowds demanding his autograph. But perhaps if people knew who Dr Andrews was, there would be. Because it's fair to say he will touch the heart of more people than any rock star ever could. They just won't know it.

Dr Bill Andrews is the founder and CEO of Reno based research company Sierra Sciences. In the early 1990's, prior to setting up Sierra Sciences, Dr Andrews was the director of molecular biology at biotech firm Geron. Dr Andrews helped lead a team of researchers that, in alliance with a lab at the University of Colorado, identified the human telomerase gene. For this achievement he was awarded 2nd Place National Inventor of the year.

His discovery is touted as probably **the world's biggest medical breakthrough to date**. A discovery that will lead to cures for many age related diseases such as Cancer and Alzheimer's, and non age-related diseases such as AIDS.

And whereas finding cures to all those diseases is important to Dr Andrews, his real mission in life is clear. To discover a cure to the world's biggest killer: Ageing. His motto: "Cure Ageing or Die Trying".

To many, ageing is just something that happens, an unavoidable part of life that brings with it all the un-niceties. But there is growing noise amongst the scientific community that perhaps ageing doesn't have to be so unpleasant. Perhaps, it doesn't even have to happen at all. The term 'growing old gracefully' may for once, have some truth to it.

The answer is a clock that ticks inside every dividing cell of our bodies at the tips of our chromosomes, in a region called the telomere. The shortening of our telomeres is proven to have a direct correlation with ageing and age related diseases.

Dr Andrews explains, "Just like the caps on your shoelaces, the older the telomeres get, the more worn out and shorter they become, until they are rendered useless. This malfunction is one of the biggest, yet most unknown killers of humans today. By putting a halt to the shortening of our telomeres – or even better, lengthening them – the cure for Cancer, AIDS, Alzheimer's and a long list of other telomere shortening related diseases is one step closer. Plus, you could extend your healthy life indefinitely."

Scientists have known about Telomeres since the 1930s and that they shorten with age since the 1970s. Yet none have been able to actually figure out a way to stop the shortening – that is, until now.

After an investment of \$33 million dollars and 12 years of research Dr Andrews has discovered the world's most powerful telomerase inducers. And science tells us that if you can stop the shortening of telomeres you can actually stop ageing itself. If you can lengthen them, you guessed it – now we're talking about age reversal.

Scientists at Harvard, using Dr Andrews' discoveries, switched on the Telomerase gene and have actually been able to turn old mice into young mice – not only in appearance, but internally as well. This isn't just science fiction anymore, this is science fact.

So one might wonder, why isn't this gene switched on? Most species are programed for survival, doesn't it seem odd that the power for immortality is within each one of us, but dormant? Fact is, some cells in your body are immortal, your reproductive cells, and it was this fact that got Dr Andrews thinking, some decades ago, that if these cells could do it, why not the others? They all come from the same stem cells, the same genetic code? In many species the telomerase gene is switched on in our reproductive cells, our germ line, to ensure that as a species we don't die out. If you were to get pregnant and your reproductive cells weren't immortal then every time the cells divided in order to grow your baby the telomeres would shorten and the child you gave birth to would be much older than yourself! Remember, cell division = telomere shortening = ageing.

It turns out that the elusive telomerase gene is actually in all of our cells, but in humans is 'switched off' in the non-reproductive cells. Expressing Telomerase is simply a matter of coaxing the repressor protein that blocks it, off its perch to allow the Telomerase to flow. Think of it as the real life fountain of youth.

Already running Ultra-Marathons at the age of 62, Dr Andrews says that he wants to run a 7 minute mile at the age of 130 and when he achieves that, he will be able to say he has cured ageing!

Dr Andrews will also be launching the real anti-ageing serum, One Truth 818 while in NZ, the world's first ever skincare to use a proven Telomerase Inducer in its formulation. For the first time a skincare can prevent and reverse ageing, not just work around the signs and symptoms of it. Independently tested at Abich Laboratories in Italy to prove age reversal, and distributed in NZ by Nicky Quinn at Pro Beauty, the One Truth 818 Serum is as effective as you'd imagine it would be.

See Dr Bill Andrews at Beauty Tech Conference, 12-1pm, Monday 6th July and make sure to visit ProBeauty on stand 6 to learn more about One Truth 818. [www.probeauty.co.nz](http://www.probeauty.co.nz).

# To own or to lease?

*Is it better to buy equipment outright or to lease it? What are the tax implications or benefits and the effect on the business? This guide helps you explore your options to arrive at the right decision for your business.*

The decision to buy or lease equipment for your business depends upon the nature of your particular business, but there are nevertheless a few guidelines you can follow to help you decide what you should do.

If you have the money available, and the item is really necessary to your business, then it will usually benefit you to buy it outright. If there is no way you can find the finance (i.e. you have no money or the capital item is very expensive and you do not want to tie up large amounts of cash, for example, a new laser machine) then you will have to finance the purchase out of cashflow, which may mean leasing it.

Alternatively, you may look at funding the purchase by a line of credit, which means you will need to discuss long or short term funding options with your bank manager.

If the options are not so clear-cut, then you have some thinking to do. Ask these questions:

## **How often will you use the item?**

If the item is only going to be used every now and then, there is no real point in buying one. It will lie around for most of the year unused and is therefore a waste of your resources. So lease or hire the equipment when you require it.

## **What else could you do with the money?**

Could you earn a better rate of return on the capital required for the item if you invested it in your business? Your business might be at the stage where spare cash ploughed back in as working capital will give you a far better rate of return than tying up the money in equipment. For example, could you get better use out of the money by spending it on marketing or exploring new opportunities?

In this case, it might pay you to lease.

## **Consider your working capital**

If you want to buy the item, don't do so at the risk of not being able to meet your bills. Only use surplus cash - and then only if it really is 'surplus', not just

temporarily in your bank account. You should work this out through a cashflow forecast that takes into account your forthcoming liabilities.

## **The effect on your net profit**

Now look at how your decision to buy or lease will affect net profit. For illustrative purposes only, let's take an example and calculate the net profit results for both options. Suppose you decide the business needs a new IPL or diagnostics machine worth \$20,000 (we'll ignore GST for the purposes of this example). You can either buy the machine outright or lease it (rent).

### **Option One**

If you lease, the machine might cost you around \$500 per month, or \$6,000 for the year. This can be added to your business expenses (as lease costs are fully deducted as an expense).

### **Option Two**

If you buy the machine, the total cost of \$20,000 cannot be deducted from revenue as an expense, as the machine will now be regarded as an asset. Suppose you can depreciate the machine at 20% a year. This means you can claim \$4,000 as an expense for the year ( $\$20,000 \times 20\% = \$4,000$ ).

## **Comparative costs**

### **Option One (leasing)**

You've spent \$6,000 in cash (at \$500 a month rental), and can claim this \$6,000 as a business expense because it is a lease, not a capital purchase. By claiming \$6,000 as expenses, you'll pay less tax (as opposed to not having the machine at all) of \$1,680 (assuming a tax rate of 28%). So you could say that you've spent \$6,000 and 'saved' \$1,680, giving a net cash out for the business of \$4,320 for that tax year.

### **Option Two (buying)**

You spend \$20,000 in cash, and claim \$4,000 as a depreciation expense, which gives you a tax 'saving' of \$1,120 (28% of \$4,000). So your net cash out is \$18,880 (\$20,000 less \$1,120).

## Summary

Therefore, in the first year, it would have been better for the business, as far as cashflow is concerned, to have leased the machine.

But what about year two?

In Option One you'd still have to pay \$6,000 in lease costs for that second year, and the net cash out is still \$4,320.

But in Option Two, you have no further cash to pay (the machine is now yours), but you can still claim depreciation of \$4,000 (assuming a straight-line form of depreciation), which gives you a 'saving' of \$1,120. This comparison shows, therefore, that whilst you might have gained a slightly better cashflow situation in year one, the lease option becomes far less attractive in subsequent years.

So as a rule of thumb, if you lease equipment you will spend less cash in the first year or two, (as you do not have to pay the full price) and this is a viable alternative if you do not have the cash (especially for equipment that may cost thousands of dollars, or items you do not use regularly). However, long term, it's much better to buy equipment outright, provided you can safely ride out the initial heavy cash commitment, and it is going to be a productive piece of equipment over time.

## Some further considerations

### A bank loan versus leasing

If you choose to lease, consider getting a bank loan for the equipment instead. For example, suppose you need a high-quality diagnostics machine that costs around \$10,000.

If you ask the dealer to quote for the monthly costs of leasing the machine for three years, you'll typically find that there is not much difference between the monthly payments of a bank loan versus leasing.

Why then would you want to lease, where you never end up owning the asset? Obviously leasing suits the seller best, because at the end of the leasing contract, (say three years) they can persuade you to lease another machine. If you don't, you lose the use of the equipment, because with leasing you never own anything. So as long as you need the machine your leasing payments will go on, years after year. But does it suit you best?

The argument for leasing is typically that you will always have the latest technology. This may sound attractive, but remember that the three-year old machine does have some residual value. The leasing

company will usually dispose of it on the second hand market. Why should you not benefit from that residual value? In addition, although getting a brand new machine every three years might sound enticing, you might well be able to get another few years of good service out of the equipment, particularly if you buy quality equipment in the first place.

In the case of the diagnostics machine, you might reckon on getting six years of good service from the machine. After the third year, you pay nothing further (apart from maintenance costs). If you work out the amount you'll save over that three to five year period, the difference could end up being a tidy sum.

You could also check with the equipment dealer about a lease to own option, where you do own the equipment at the end, but you will probably end up paying a higher lease fee.

### A better alternative to dealer hire purchase

If you're considering the hire purchase option, speak to your Business Banking Manager about a suitably structured bank loan with an agreed repayment period. The interest charges will work out significantly lower than the commercial hire purchase rates that the equipment dealer is likely to quote you, and the interest that you pay for business use equipment is tax deductible.

### Budgeting for equipment

Over the longer term, it is good business practice to budget for capital item purchases or replacements. This is particularly true of technology equipment that is likely to be obsolete within five or six years. It makes good sense to speak to your Business Banking Manager about opening a separate savings account for equipment and putting aside a regular sum each month or each quarter to take the sting out of equipment purchasing.

### Talk to your accountant

Before you make any final decision about buying or leasing equipment, you should also talk to your accountant about the particular circumstances of your business. In addition tax laws (such as those relating to the leasing to own option) can change. Advice from your accountant will help you make the best decision for your business.

*Our thanks to ANZ for writing this article. For further information please contact 0800 ANZ BIZ (0800 269 249) or visit [anz.co.nz/business](http://anz.co.nz/business).*



# Do you know the Core Essentials?

Are you operating an IPL device but don't fully understand the science behind how it works?

Did you only receive 'functionality' training from the supplier?

Are you wondering if clients are getting the best results possible or is there more you can do to optimise the results?

Laser science comprehension is vital to prevent unwanted side effects from occurring, to ensure you can reach, achieve and treat at the different levels in the skin, and ensure industry best practice is followed.

Not getting the results you expected and not sure why?

Are you being bamboozled by the sales spiel and need help to decipher fact from fiction?

Have you fallen into the 'practice makes permanent' trap?

Or just need a refresher to polish up your professional knowledge?

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**Time:** 10am – 2pm, Monday 25th May

**Venue:** Windsor Room, Surrey Hotel, 465 Great North Road, Grey Lynn, Auckland

- Ex Trainee's rate: \$49 + GST
- Non- Trainee rate: \$59 + GST

*Includes a light lunch & entry into the prize draw to win a pair of IPL or Laser Safety Glasses*

## ***Come visit us at: Beauty Tech Conference/AesTech Workshop***

### **AesTech Workshop:**

Don't buy a lemon: what to ask before buying IPL or Laser devices

**Time:** 10.45 am to 11.45am, Monday 6th July

**Venue:** Lyall Creek Room, Level 1, Alexandra Park Function Centre, Greenlane, Auckland

Cost: Only \$39 + GST or FREE to registered Beauty Tech Conference delegates. Seating is limited and we recommend pre-registering to avoid missing out. Register online at: Eventbrite ([Link to Eventbrite website?](#))

## ***Visit our NZ Laser Training Stand at Beauty Tech Conference***

Exhibition area open to all trade at no charge during these time slots:

**Sunday:** 10.30am – 1.30pm

**Monday:** 10.30am – 1.30pm

*No entry into Beauty Tech or AesTech workshops will be permitted without prior registration.*

***Register online at: Eventbrite***

***Or email: [tickets@beautytech.co.nz](mailto:tickets@beautytech.co.nz)***

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