

AUGUST 2015

Beauty Tech®

NZ Advanced Aesthetic Magazine for Beauty & Aesthetic Professionals

Post Conference Issue

Plus
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Hot industry topics:

- Industry best practice
- Infection control in your clinic
- Regulations coming to Australia might affect NZ

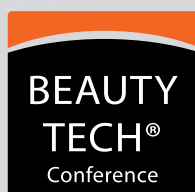
Also at this year's event:

Birds@Beauty Tech®

Discover more about your
personality type



Advanced aesthetic education



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Thank you to all of our 2015 Beauty Tech® exhibitors.

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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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Beauty Tech® 2015 wrap up





This year's conference theme was "Birds at Beauty Tech". With so many women working in close proximity to each other, we learned how to better understand each other's different personalities and make the most of people's strengths to help our businesses run smoothly. Can you identify why "peacocks" don't necessarily make the best accounts people? Birds at Beauty Tech® was a fun way to introduce a personality typing quiz back at your clinic.

For more info, please check out <http://richardstep.com/dope-personality-type-quiz/>



Beauty Tech® 2015 wrap up







Onwards and upwards

A letter from Beauty Tech Director Ruth Nicholson

A huge thank you to all of you who braved the chilly autumn air and made time to attend the 4th annual Beauty Tech® Conference at our new venue, Alexandra Park Function Centre.

We had a mixed audience this year, ranging from some great cosmetic nurses, some of whom are well equipped to give lectures themselves, to beauty therapists with varying levels of experience. For our newbies the event was a chance to be introduced to the benefits of a true industry conference and absorb useful practical skills and expert advice. For our seasoned regulars the 2015 event showed we can mix it up and bring you something different each year; we really appreciate the calibre of delegates that choose to attend our event.

Thank you for your constructive feedback this year – we continue to take everything on board in order to improve and expand this event. We want to know what industry wants and needs in order to maintain the professional services and expertise that your businesses provide.

A big thank you to our amazing speakers who often give up valuable time in their own practices or businesses to offer us wonderful content to absorb and debate; to our workshop presenters; and of course to the Beauty Tech® staff who work hard every year to glue together this essential industry event. A special thanks to Chris Hames and my husband Antony for the great job manning the NZ Laser Training stand in my absence while I played the role of event convenor.

We were pleased to have the Association of Registered Beauty Therapists attend as an exhibitor this year and to once again sponsor the hosting of Melanoma NZ, which does a spectacular job for those suffering from melanoma or those supporting melanoma patients throughout NZ. There is much more work we feel we can do together and this will be reflected in future events.

We all know there are many areas in which beauty and aesthetic practices can continually develop in order to uphold best practice. Events such as Beauty Tech® Conference allow practitioners to move beyond casual discussions and instead expand their clinical knowledge, network with wider industry and robustly debate ongoing issues in order to keep our industry moving forward.

While practitioners may all have varying degrees of experience, qualifications and opinion, we are all in the same boat when it comes to offering professional advice and treatments to clients. It is vital that we understand what our obligations are under NZ law, how regulations and regulation changes affect us, and ultimately how we can continue to improve and stand out from the growing number of unregulated, and unscrupulous business owners who will, without government change and greater regulation, continue to encroach on this industry.

It is never easy being a small business owner in NZ so it's vital that we all stick together and voice the change we want to see in our industry rather than just riding the wave of habit. Learning to ask more questions, step out of your comfort zone and expand your scope is all part of growing as an individual and business owner. Rather than being cut down as a 'tall poppy', Beauty Tech® Conference seeks to allow like-minded leaders and open minded followers to step outside of industry norms and become part of a new open, transparent and innovative movement in the beauty and aesthetic industry.

Thank you for your continued support, we look forward to hosting you again in 2016!



Event Director and Organiser

Law reform in Australia could influence New Zealand's regulatory regime

A recent draft proposal in Australia will potentially affect intense pulsed light (IPL) and laser operators here in New Zealand. The Australian Radiation Protection and Nuclear Safety Agency (ARPANSA) released a Consultation Regulatory Impact (CRI) Statement regarding IPL and lasers for cosmetic and beauty therapy. Impact statements and submissions from Australian beauty professionals have now been completed, but it is too soon to tell the impact of that feedback. These processes take time, are political and costly. So now we wait.

What is on the cards and what is at stake

- **What is it?** The document being considered is a CRI Statement regarding intense pulsed light sources and lasers for cosmetic and beauty therapy.
- **Who's behind it?** The CRI Statement has been written by The Australian Radiation Protection and Nuclear Safety Agency (ARPANSA)
- **Why are they doing it?** This regulatory process discussion aims for Australian government intervention to reduce serious injury among people receiving commercial treatment with lasers and IPL sources in cosmetic medicine and beauty therapy, in a cost effective manner.
- **Who will it affect?** Anyone using IPL or lasers in Australia. The statement proposes a broad sweeping category of who can and cannot use IPL or laser devices based on qualifications.
- **What is at stake?** Non-compliant businesses may be forced to cease offering IPL or laser treatments.
- **What are the current regulations in Australia?** Only Queensland, Tasmania and Western Australia regulate Class 3B and Class 4 laser operators. Non-medical professionals (i.e. Beauty Therapists) in Tasmania and Queensland need a licence to operate lasers for cosmetic purposes. In Tasmania a licence is also required to operate an IPL for non-medical use. In Western Australia, operators of laser devices must be registered medical

practitioners. The remaining State or Territory jurisdictions have not introduced a regulatory framework to deal with the operation and use of lasers and IPL. This is currently where New Zealand sits as well.

- **What is the background?** Surveys were carried out by ARPANSA (from 15 November – 13 December 2012) and the information gathered helped to develop the CRI Statement. The survey showed that more than 50% of the 268 severe injuries in the 12-month period preceding the survey were training-related. Given the complexity of the skills required to carry out the procedures, it is arguable that the training and skill of the practitioner is critical in determining the outcomes of procedures. To that end there is a case to consider a range of intervention options for consumer protection.

"There are no specific regulatory controls covering the beauty industry...or the industry's use of Intense Pulsed Light (IPL) and laser treatment. Medsafe will further consider whether such equipment fits the definition of a medical device."

Excerpt from letter from Hon Dr Jonathan Coleman,
Minister of Health to Ruth Nicholson,
Director NZ Laser Training

What is being considered

Status quo: No change to current practices

Option 1: Educational awareness

Option 2: Self-regulation by industry/industry accreditation scheme

Option 3: Licensing (or registration) of service providers based on prior qualification and training

(Ref: As per referenced in this draft document released)

Categories would restrict who can perform certain treatment applications using IPL or lasers.

- **Category 1:** Only able to perform hair reduction work. Trained in hair reduction
 - It is estimated that the cost of the course is approximately AUS\$2,500
- **Category 2:** Training in skin therapies required
 - The cost of the course is estimated to be AUS\$3,500
- **Dermal clinicians:** (this is an Australian based qualification and not available in New Zealand, however it is possible to complete this via correspondence and some on-site attendance in Australia) All assumed to have appropriate training.
 - The cost for full Advanced Diploma courses over 12 to 18 months duration in Beauty and Laser Therapies range from AUS\$12,900 to AUS\$17,900
- **Medical professionals:** All assumed to have appropriate training.

What does this mean for New Zealand?

It is frequently the case that where Australia leads, New Zealand will follow. Some laser suppliers have submitted written submissions regarding the need to have a more regulated framework, but they have also pointed out that the framework APRANSA suggested in their call for papers document was not fully thought through and did not take all treatment options and laser devices into account. One company proposed a different framework that allows a safer use as well as healthy environment for laser and IPL devices.

The cosmetic and beauty therapy industry in New Zealand is at a turning point when it comes to regulating IPL and laser use. Regulators and industry will be watching to see what Australia does from this point and it could well influence any national rules introduced here.

NZ Laser Training will track and update all New Zealand beauty professionals in our database about these matters and the progress of this draft consultation document. We are serious about change in our industry and ensuring operators have thorough, quality training – no matter who provides it. The key message is about safety and ensuring that not only do operators know how to work safely but also that they are well informed when purchasing IPL or laser devices so they understand the risks of each device.

The following are suggestions which may help future proof your business from changes coming to New Zealand, whenever and whatever that may be.

"The legislation relating to therapeutic products is currently under review. The consultative processes of this review are an ideal opportunity for you to have your views considered."

Excerpt from letter from Hon Dr Jonathan Coleman, Minister of Health to Ruth Nicholson, Director NZ Laser Training

NZ Laser Training suggestions

Track and record evidence of your professional development – this includes attending conferences, seminars, safety talks, sitting laser safety certificates, and relevant education i.e. skin cancers or melanoma.

Track and record evidence of competency in the use of lasers or IPL – this could be client records showing clinical settings / treatment parameters used on clients.

Ensure training undertaken is with a professional training provider, ideally where the trainer is either a medical practitioner or medically experienced trainer – this ensures the training provided is substantial and not simply functionality training on how the machine operates.

Align your clinic with a mentor or medical supervisor – with whom you have formed a professional relationship of oversight, referrals and written consent for clearance of treatment on individuals who seek IPL or laser treatments.

Ensure you have a Compliance Manual – yes, this is something that NZ Laser Training sells as a pre-made pack customised to your clinic, but we feel it is essential for ALL clinics to have one, whether you purchase it through us or not! Your Compliance Manual should have treatment forms for consent, consultation, and post care as well as policies for treating pregnant clients, clients with medical history, including past incidents of skin cancer or melanoma, epilepsy and the like. Protocols should be in place to ensure the use of IPL or laser devices complies with the AS/ NZS safe use of laser in healthcare standard, so that your clinic is covered if and when something goes wrong.

Take out indemnity insurance – every clinic should have at least \$1 million coverage of public indemnity insurance for cover in case a client takes up a case with the Health & Disability Commissioner (HDC).

To glove or not to glove?

Hygiene and safety at work

Following Beauty Tech Conference there have been lots of discussions about the invisible dangers often overlooked in our clinics. Here we run through common risks and how to mitigate them.

To glove or not to glove, that is the question. Did you ever wonder when the food server at your local sandwich bar actually changed his gloves before offering to make your sandwich? Yes, that's right, he probably had already handled containers stored in the fridge, used the same knife handled by everyone else and quite possibly handed out change and used the Eftpos terminal. Now, it's your turn. It may be reassuring to know that just plain old 'clean' hands are more hygienic.

Does wearing surgical gloves create a false sense of security? Infection control is more complex these days that it used to be - why is that? As new information is discovered and we gain access to infection control experts such as Francie Morgan (key invited speaker at Beauty Tech Conference), we are learning there is more to learn about keeping our industry safeguarded against the spread of viruses and bacterial infections.

Sanitation

The use of isopropyl alcohol in hand sanitiser gels is still strongly recommended but should not replace good old handwashing with warm water and soap. Francie recommends using a 70% based gel and suggests that therapists ask for more information from their suppliers. There is a chance that products being used to clean and 'disinfect' are not actually destroying viruses or harmful bacteria on treatment equipment such as IPL or laser tips. It is only through asking more questions that we learn. Questions to be asked might include: does my current disinfectant kill Hepatitis, HIV and Herpes viruses?

There are several levels of sanitation:

- Sterilisation (autoclave) – kills all bacteria, virus, fungus including spores and requires debris to be removed by physical scrubbing prior to items being placed into an autoclave.
- High level sanitation – kills bacteria, virus, fungus
- Intermediate level – kills most (not all) bacteria, virus, fungus and TB
- Low level – kills some bacteria and virus

Skin preparation

Cleaning the skin to prep for IPL or laser treatment can be done using a chlorhexidine solution. The Royal College of Nursing, UK, recommends the use of 2% chlorhexidine in 70% isopropyl alcohol for skin disinfection unless a known sensitivity is present (Ref:Pratt et al., 2007).

As operators, it is vital that we kill viruses (Herpes, HIV and Hepatitis B) and bacteria (Staphylococcus and MRSA) that can be passed from one client to another but also that we do not put ourselves at risk, or contaminate the equipment we apply to the next client or the holder of the handpiece. i.e. cleaning the handpiece itself but not the plastic or metal holster where the handpiece is placed on completion of treatment.

Use of disposable gloves

The Auckland Council Code of Practice (exert only) recommends that disposable gloves should be worn if the customer has open lesions or is known to have a contagious disease; if the operator has cuts or wounds on their hands or has a skin infection or lesion; or if the operator is handling blood-soiled items, body fluids, excretions, and secretions, as well as surfaces, materials, and objects exposed to them. Specific to our industry, it should be noted that when treating clients with acne, conducting Brazilian laser, pulsed light or waxing or where bleeding may occur due to probing or extractions, gloves should also be worn but should not be considered a substitute for hand hygiene.

Hand hygiene must always be performed following the removal of gloves – this means washing your hands with soap and water and thoroughly drying on a clean towel.

Laser plume

Another invisible risk to consider and discuss further: laser plume. This is a well-documented issue faced by laser operators, particularly those using Class IV devices, as the power and heat generated

causes incineration, or at least selective thermolysis (destruction using light and heat) of hair and skin. Laser plume is the smoke and or fumes that are airborne during the treatment and can contain airborne contaminants, including: carbon, bacteria, viral particulates, cellular DNA, and a variety of noxious gases which may contain viral particles with a mean aerodynamic diameter as small as 0.1 μm . The risks of laser plume are well documented and operators of Class IV laser devices should be well read on this matter.

The American Society for Laser Medicine & Surgery Inc. (ASLMS) Laser Safety Committee has reported on the hazards of vaporised tissue plume. *This would apply to those using ablative or semi- ablative technologies. However some of these tips could apply to best practice for Class IV lasers used for hair reduction work as that also causes laser plume.*

The ASLMS recommendations are as follows:

1. All medical personnel should consider the vaporised tissue plume to be potentially hazardous both in terms of the particulate matter and infectivity.
2. Evacuator suction systems should be used at all times to collect the plume.
 - a. The suction should have a high flow volume with frequent filter changes made to optimise suction and filter capabilities.
 - b. Filters should be chosen which allow for maximum filtering efficiency.
 - c. The suction tip must be placed as close to laser impact as possible.
 - d. Evacuator suction tips should be cleaned (preferable sterilised) after each procedure.
3. Eye protection, masks, gloves, and appropriate clothing should be always worn during laser use by all laser personnel when vaporised tissue plume is generated.
 - a. Eye protection should be of a nature which will protect from splatter.
 - b. Masks should have good effective filtration (0.1 microns).
 - c. Gloves should be preferably latex (or an effective substitute in the case of latex sensitivity – i.e. Nitrile).

Eye protection

Whether you are using an IPL device (broadband light source typically emitting wavelengths from 400nm to 1200nm) or a laser with varying output from 500nm to 10,600nm, you will require adequate and accurate protection from the light source to prevent eye damage or accidental eye exposure.

Sunglasses do not offer adequate protection from exposure from IPL devices or lasers and should not be used as eye protection in clinics.

Sunbed goggles designed to shield client's eyes from the harmful ultra violet rays emitted from sunbeds (UVA, UVB, and UVC) do not provide adequate protection from visible light or infrared light emitted from IPL or lasers.

Simply blinking or looking away when the bright flash is being emitted without wearing adequate safety eyewear may lead to long term eye damage. Operators of IPL devices in particular may find that the bright flash of light causes temporary flash blindness, dry or sensitive eyes, watery eyes, or even headaches. Longer term studies are still being done on the effects of exposure to visible light such as that emitted by IPL devices; in the meantime it is vital that operators of IPL devices wear adequate protection to preserve and maintain eye health.

Worksafe New Zealand will investigate any breaches of noncompliance in the workplace and this extends to employers not providing adequate safety eyewear to their staff.

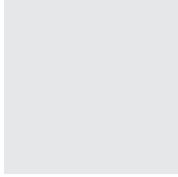
Wavelength type damage to eye

- Ultraviolet (UVA, UVB, UVC) affects cornea, lens and front of the eye
- Visible (all visible colours) affects retina
- Infrared (IRA) affects retina
- Infrared (IRB, IRC) affects cornea, lens and front of the eye

It is a good idea to insist that new staff obtain an eye test to establish a baseline acuity test with an optometrist before using IPL or lasers in the clinic. It would also be best practice to ensure staff undertake regular eye tests in order to pick up any early signs of eye disorders such as macular degeneration.

For more information on any of the topics mentioned in this update please email Director Ruth Nicholson at ruth@nzlasertraining.co.nz

Top tips from some of Beauty Tech® 2015's key speakers



Francie Morgan – Independent infection control nurse ***“Infection control in a clinic setting”***

- Use alcohol based hand rub prior to any skin contact procedure before you don your gloves and after you remove your gloves!
- Minimise soaking of equipment.
- Use single use items where possible.
- Understand the mechanisms of cross transmission of microbes in your work and the equipment that you use.
- Become focus-educated on aspects of Infection Prevention and Control.



Bonnie Bradley – Flossie Concierge ***“Digital savviness of the modern female consumer”***

- Assume that most people will experience your digital presence (be it your site, or Facebook etc) via their mobile phone. Therefore make design and content decisions that prioritise the mobile experience.
- Plan your investment in Facebook wisely. There is no point having a brand page to communicate out to customers unless you put some advertising money behind it (due to the changes Facebook have made). Therefore less content, with bigger budgets is a better use of your resources.
- Get support to help fill those last minute cancellations. As booking behaviour changes and the failure of customers to commit to the 6 weeks in advance grows, you need a solution that is about connecting customers seeking appointments to you quickly (like Flossie Concierge).

What can you do right now to influence change and to encourage the right sort of regulation in our industry?

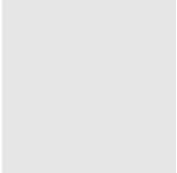
1. Contact your local Council and ask them what they are doing about unregulated, untrained and unprofessional beauty businesses operating in their region.
2. Email the Minister of Health and ask
 - a) why are lasers and IPL devices not seen as medical devices? and
 - b) why can members of the public purchase, sell and use these devices, despite them fitting the definition of modifying human anatomy - as per the wording in MedSafe's and the Medicines Act's own documentation?



Ruth Nicholson – NZ Laser Training

“Don’t buy a lemon”

- Ask more questions of your suppliers and don’t buy afraid to say you will do more research before you buy. Legitimate companies will think this is a good thing to do that research because their device has everything you would possibly need.
- Understand your supplier’s connections to other organisations i.e. ask: What is your relationship to that person? What connection do you have to this company? It is vital that a person selling the equipment has a solid connection to industry here in NZ and is not selling a device they know nothing about.
- Ask for reference sites that you can either call or visit to look at the device working; ask questions about results and how happy their clients are with those results. Make sure those references have impartial connections to the supplier.
- Before and after images should be from the supplier’s own examples, or better still from happy clients using the device in their own clinic. Be wary of images that look blurry, unrealistic or unsubstantiated as they are usually not true or accurate. This becomes very important when you purchase the device and then rely on such images for clinical examples.
- Don’t rush into buying anything until you have understood exactly what it is you need. Many buyers are unaware of the actual technical requirements to ‘do the job’ and therefore are sadly let down after purchase.



Catherine Butterworth – Commerce Commission

“Consumer law”

- Don’t make claims that you don’t have reasonable grounds for believing to be true.
- Rely on facts, figures and credible sources of information, not guesses and unsupported opinions.
- Keep documentation or other information that you have gathered in the process of sourcing or researching a good or service.
- You must have reasonable grounds for claims at the time they are made, substantiating a claim after it was made may not get you off the hook.

What they said...

Feedback from Beauty Tech® 2015 attendees

"Very, very good and would love to register for next year. You guys did a great job"

Carol - Beauty Therapist / Clinic owner

"Enjoyed my first Beauty Tech® Conference - will be back next year"

Ashlee - Cosmetic nurse

"Ruth you did a great job, you and your team, this is greatly needed and appreciated as a passionate Beauty Therapist trying to specialise and offer her clients the very best"

Tegan - Beauty Therapist

"Relevant topics to our clinic, having great quality exhibitors stands, well organised and ran to time"

Pepi - Cosmetic nurse

"Thank you, very informative, well organised"

Deborah - Cosmetic nurse

"Well done for organising another educational conference"

Kim - Beauty Therapist

"It was great to come in as a non-beautician and learn a lot about the industry and how we can apply what we have learnt to the way we inspect beauty clinics"

Jaimi - Council environmental health officer

"Thanks Ruth, an absolutely brilliant two days, full of really interesting people, displays and information, yet again, many thanks"

Deb Shannon - Clinic Owner

"My first Beauty Tech® Conference, and definitely keen to return! Very professional – nice to attend something in our industry that isn't superficial"

Paula - Beauty Tutor



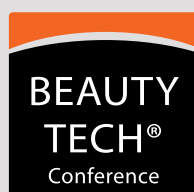


Why attend Beauty Tech® Conference 2016?

Important and impartial continuing professional development for beauty therapists and aesthetic professionals

- Gain a leading edge on your competitors! Benefit from updated industry news, regulations, clinical knowledge and industry best practice - ensuring you maintain and enhance the knowledge and skills you need to deliver a professional service to your customers.
- Network with others to gain better understanding of what is happening in industry, what needs to happen and who can take you there.
- Gain a wide variety of information in bite sized chunks to take away and implement into your business. It's also a great way to train up new staff in a little bit of everything, or to reward your clinic team.
- Learn from medical grade presenters without having to pay to attend a medical conference.
- Visit quality suppliers who are serious about building long term relationships with industry and who encourage and support education.
- Support a NZ owned business that brings a vast amount of industry experience and many experts together for the best value education and learning development.

Don't miss out! To ensure you are on the mailing list to receive invites and details on the next event please email info@beautytech.co.nz



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