

NOVEMBER 2014

# Beauty Tech®

*Advanced aesthetic industry magazine for cosmetic nurses, beauty therapists, dermal therapists, laser technicians and skin therapists*

**Getting to grips  
with Melasma**



*Capturing last minute  
customers – how to  
increase your bookings*

*Plus*

**Business essentials  
for new business owners**

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**NEW:**

## Advanced Aesthetic Compliance Manual

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For those outside of Auckland Council's jurisdiction, the manual offers a chance for you to get ahead of the game and ensure your clinic is following best practice.

Customised with your company logo, and provided as ready to reproduce pdf files on a handy USB stick, plus a hard copy folder, the Advanced Aesthetic Compliance Manual is only \$399 (+gst), and also comes with your choice of an A4 laser (Class IV) or pulsed light (IPL, VPL etc) safety sign for your treatment room door.

The Advanced Aesthetic Compliance Manual relates to the Auckland Council Health & Hygiene Bylaw & Code of Practice 2013. It also meets the requirements of the Australia and New Zealand Laser Safety standards: AS/NZS 4173:2004.

Contact e: [info@nzlasertraining.co.nz](mailto:info@nzlasertraining.co.nz) or t: **022 174 7884** or **0800 960 235** to order your Advanced Aesthetic Compliance Manual or request further information.

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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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# Getting to grips with Melasma

*Ruth Nicholson, Director of NZ Laser Training, explores treatment options for a tricky condition she knows well.*

For more than twenty years, treating Melasma has been a topic that is close to my heart; nothing would make me happier than to wake up and apply a lick of sunscreen and a light tinted moisturiser before I set out for the day. However as my husband will attest, instead there is a solid and repeated routine of 'special effects' while I apply customised make-up to disguise my own Melasma patches.

Described as a skin disease, Melasma is commonly known as an effect of pregnancy, although it does occur in other cases (such as mine). It has previously been known as 'Chloasma' (meaning green skin) but now is known as 'Melasma' (meaning brown skin). It appears as patches or islands of pigmentation, often amongst completely pigmentation free 'normal' skin. Melasma is genetic and is often triggered by hormonal changes in the body due to pregnancy, oral contraceptives or hormonal replacement therapy (HRT). Sun exposure can also contribute to the condition, as the sun's ultraviolet rays stimulate pigment producing cells (melanocytes) in the body and can darken the patches of Melasma that appear. In medical circles Melasma severity is measured using the MASI score (Melasma Area and Severity Index).

The challenges faced by both sufferers and practitioners/therapists attempting to improve this condition remain some of the trickiest of modern day skin science. Companies today offer many different approaches; how do clinics know which to consider, and more importantly, which are offering hope at last for Melasma sufferers?

## Symptoms of Melasma

While it can be difficult to identify early signs of Melasma as often it mimics mild sun damage, careful questioning and proper visual diagnostic tools can reveal there some classic signs:

- a prominent or light tea stained 'butterfly' type pattern appearing across forehead, cheeks (malar), and or top lip
- the client has either been on oestrogen based contraceptive pills or other prescribed hormonal medication

- questioning reveals that pigmentation patches naturally lighten a shade or two without any intervention over the colder winter months, and then re-darken in warmer summer months
- on closer inspection the pigmented patches are mottled and not defined (compared to the diagnosis of solar keratosis, which tends to have more circular and defined borders)
- the client has often tried everything from exfoliation, topical skin agents, active / AHA skincare, peels, IPL or laser intervention and has reached the conclusion that this pigmentation is here to stay
- the client has been pregnant and or is still breastfeeding (please note that if that if this happened less than 12 months previously you should not attempt treatment).

## The history of treating Melasma

In the early 2000s Melasma treatment options included microdermabrasion, peels, pulsed light (IPL) and sunscreen. Medical application of hydroquinone (2% over the counter / 4% prescribed) mixed with retinol (Vitamin A) was also commonly used. This remedy seemed to work temporarily; however there were also cases of reoccurrence. A stricter control of hydroquinone caused this treatment to be phased out.

In the mid – late 2000s Melasma treatment options moved to focus on controlling melanin at the source. The introduction of stem cell skincare and tyrosinase inhibitors worked by inhibiting the excessive production of melanin through the melanogenesis process. Another treatment, Fraxel® laser, was introduced – one of the first thermal column fractional lasers to attempt deeper treatment levels, through targeting water, super heating and therefore destroying or disabling melanocytes. The argument against this treatment was that the condition could still reoccur (although in my own experience, Fraxel® has made some difference).

## A hidden element

We are now seeing experts investigating a vascular component that seems to sit beneath the areas of Melasma, which essentially feeds the pigment producing cells; the smaller capillary network can be reduced with various treatment modalities. Fractional technology and traditional vascular lasers

have now extended to include dermal needling or stamping; and tyrosinase inhibitors which are becoming very complex, and include an impressive array of cosmetic chemistry and science.

This table summarises the treatments offered today and how these treatment modalities vary.

<i>Holistic approach</i>	<i>Traditional approach</i>	<i>Para-medical approach</i>
<ul style="list-style-type: none"> <li>• Address sugar in diet, and hormone levels, as this is believed to drive oestrogen levels up and therefore can attribute to more melanin production</li> <li>• Look at alternatives for oral contraception pill</li> <li>• Test for mineral, vitamin and essential fatty acids deficiency (and magnesium, fish oil)</li> <li>• Protect the skin from UV</li> <li>• Oral therapy with high strength anti-oxidant</li> <li>• Apply the mantra of working from the inside out</li> </ul>	<ul style="list-style-type: none"> <li>• Sunscreen (SPF 30+)</li> <li>• Microdermabrasion</li> <li>• Intense pulsed light (IPL)</li> <li>• Lactic / TCA peels</li> <li>• Tyrosinase inhibitors</li> <li>• High strength topical Vitamin therapy: A,C &amp; B3</li> <li>• Quality mineral make-up to cover patches</li> <li>• Apply the mantra of protect and reduce</li> </ul>	<ul style="list-style-type: none"> <li>• Fractional laser</li> <li>• IPL 560-600nm</li> <li>• Dermal needling</li> <li>• Q-Switched laser</li> <li>• Transdermal injection with Tranexamic acid (experimental)</li> <li>• Advanced cosmeceuticals to control melanin production</li> <li>• Apply the mantra of controlled destruction of abnormal melanocytes and correction through normalisation of skin function using the selective thermolysis principle</li> </ul>
<p><i>Any management plan for Melasma should aim to follow this protocol:</i></p> <ol style="list-style-type: none"> <li><i>1) control production of melanin through inhibitors</i></li> <li><i>2) remove as much of the pigmentation as possible, and</i></li> <li><i>3) prevent re-pigmentation with sunscreen.</i></li> </ol>		

## Treatments available in today's market include:

### Rosactive Skincare's BioMoonlight: an integrated treatment plan | Traditional approach

In the past, tyrosinase activities have been decreased by using the competitive mechanism with ingredients like arbutin, or by working on the catalytic mechanism with ingredients like kojic acid, which is known to have a strong copper chelating activity, essential in the tyrosinase activity.

In Rosactive's new BioMoonlight product, a new active substance, Lumiskin (diacetyl boldine), is used. It is a natural ingredient, taken from a tree grown in Chile, which works with a different mechanism – the stabilisation of the enzyme in inactive form as demonstrated using B16 CELLS.



Exposure to Lumiskin very markedly can:

- decrease melanin synthesis by 50%
- inhibit tyrosinase activities by 53%, and
- decrease melanin quantity by 73%.

Lumiskin works with two key factors:

- Calcium influx, which modulates the melanin response to UV radiation and membrane receptiveness to catecholamine mediators, alpha-adrenergic agonists, and
- the stabilisation of the inactive form of tyrosinase, which only becomes active after PKC-dependent phosphorylation, which is, in turn, controlled by the intracellular calcium concentration.

BioMoonlight still has the other whitening agents in the whitening Moonlight powder to work on the inhibition of tyrosinase activities which have been activated.

In summary, BioMoonlight works on three levels:

- inhibiting the tyrosinase activity in melanogenetic pathway, meaning the activities which have already begun
- stabilising the tyrosinase in its inactive form, reducing melanogenesis in the beginning, and
- increasing cellular turnover with a blend of various fruit acids.

Rosactive also notes that the treatment of pigmentation, especially hormone or genetically related pigmentation, needs a comprehensive programme combining cabin treatments at regular intervals as well as diligent use of homecare products, and the realistic understanding that conditions like Melasma can be recurrent if left untreated over time, despite intensive treatment at the beginning. While the battle with pigmentation is not easy, natural ingredients and homecare products can be effective with long term usage, without worrying about side effects as in the case of using chemicals e.g. bleaching agents.

### **Osmosis: a holistic approach to the skin | Holistic approach**

Osmosis offer a range of products that work on the premise of fixing the source of the problem, rather than the symptoms on their own. In the case of Melasma, the condition, like age spots or liver spots, is a protective response from the skin. Underneath the brown colour is inflammation and redness. However, Osmosis say this inflammation is from the liver. So in order to treat the spots, you must heal the liver damage. In many cases, the liver damage results from hormones related to birth control pills or pregnancy after age 30. Osmosis has found that the body will heal that liver damage if it is provided with a special ingredient called trioxolane, (found in Osmosis' Restore Internal product). Lightening the spots or trying to heal the inflammation from the surface can be hit or miss, but permanent treatment requires healing the source (internally).

#### **Case study: Treatment Protocol for Melasma**



Before Photo: Day 0



After Photo: Day 60

**Improvements:** Significant improvement in pigmentation and skin tone.

**Homecare regimen included:** Use of Osmosis Restore Internal & Osmosis Rescue, Osmosis Catalyst Plus+ and Osmosis Calm and Clear.

**Professional treatments:** Client received one Osmosis Brightening Facial.

See more at: [www.osmosisskin.co.nz/result/melasma-2/#sthash.kOEkrTKo.dpuf](http://www.osmosisskin.co.nz/result/melasma-2/#sthash.kOEkrTKo.dpuf)

*Images courtesy of Osmosis*

### **ProBeauty: combination treatment, with genetic testing | Traditional approach**

Understanding pigmentation is essential when treating the skin because the cause of the symptoms will determine the approach required for the most successful outcome.

It is challenging to treat Melasma as this form of pigmentation is completely hormonally related, with excessive melanin stimulating hormone (*MSH*) being released from the pituitary gland. Quite often the extremity of the pigment starts to fade once the hormones are normalised. Skin therapists only have limited control of the skin when hormones are the key denominator. This type of pigment needs patience and commitment from the client as the underlying pigment will always remain and can come back very easily.

ProBeauty recommend a combination of O Cosmedics homecare and dermal planning treatments to reduce the appearance of Melasma. These biomimetic products contain active ingredients such as Retinol, L-Lactic Acid, Vitamin C and Niacinamide. Topical use improves skin immunity, inhibits melanin formation and enhances skin radiance by fading age spots and other discolorations. It is crucial to use sun protection to protect the skin from any further occurrences, as exposure to heat and UV will continually darken the pigment and bring it back to the surface even after fading occurs. Treatment solutions include dermal peels, cold LED light therapy and skin needling to enhance the transdermal delivery of active products and normalise and restore cell function to damaged melanocytes, keratinocytes and fibroblast cells.

Genetic predisposition is a major factor in the development of Melasma. If your therapist is unsure about treating a certain skin type O Cosmedics SkinDNA Genetic Testing is a very useful tool. It can identify genetic factors that contribute to any changes in the skin, and identify actionable pathways available for each of those factors in order to help every individual preserve a more youthful looking skin. The follow up DNA report can be used as a personal guide for building a complete, custom tailored skincare programme and lifestyle regime based on age, population and ethnicity that allows the therapist to advance beyond the 'one-size-fits-all' suggestions and prescribe the correct ingredients, oral supplements and treatment modalities based on DNA.

### **Skin peels | Traditional approach**

Peels are an excellent and effective treatment modality for Melasma because they do not cause thermal stimulation. Commonly used chemical agents such as Trichloroacetic acid (*TCA*) have been clinically proven to reduce the concentration and depth of melanin deposits. Clients should be informed that the Melasma patches will darken (sometime two – three shades) for several weeks after the peel is performed, however, after four – six weeks the wait will be worth it. Managing 'social downtime' is an important discussion to have with peels clients as they will also typically feel a bit 'ugly' and experience a drop in self-esteem during this sloughing period, especially if their Melasma is significant. Each peel on the market varies markedly, so consideration must be given to those that can be performed in series of four – six for a reasonable price. After all, the client will need to commit to the whole series rather than just one or two.

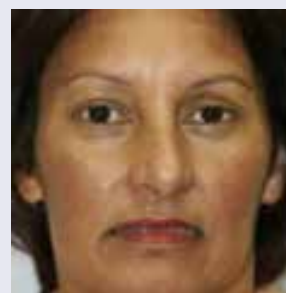
### **Fraxel®'s fractional laser technology | Para-medical approach**

The mechanism by which dyspigmentation is improved using fractional laser is through the shuttling of melanin in columns of microscopic epidermal necrotic debris (*MENDs*) created using Fractional Photothermolysis. The result is the removal of the extraneous pigment. Fraxel treatment, or Fraxel Dual 1550, generally requires between two – five treatments. Some doctors use a topical skin care bleaching regime prior to and post treatment, with some success using Vitamin C. Vitamin C helps protect skin while neutralising free radicals, lightens and brightens skin tone and visibly improves pigment. Fraxel laser can make a significant reduction in Melasma and is suitable to treat all skin colours, with little to no downtime.

#### **Case study: Fraxel®fractional laser technology**



Before Fraxel 1515



1 month after  
3 treatments

*Treatment by J. Ting M.D.*

## Intense pulsed light (IPL) treatment | Para-medical approach

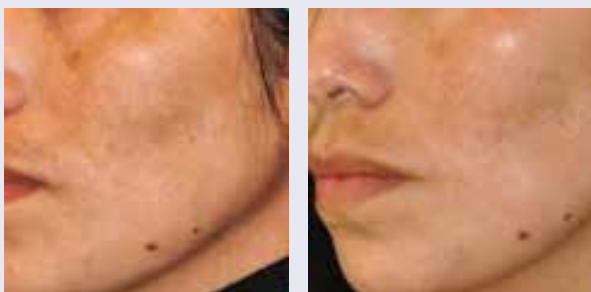
Protocols involve alternating wavelengths optimised for melanin (between 540nm to 755nm).

However, it is important to understand that fluence or energy between systems cannot be compared and wavelengths are non-negotiable. It is also useful for the therapists / practitioner to know what has worked and what hasn't. The outcome of laser or IPL treatments will also be affected by whether the melanin is sitting in the epidermis or lower in the dermis.

In the unfortunate situation that a client is burnt by IPL in an attempt to reach Melasma, the burn can lead to post inflammatory hyper-pigmentation which will exacerbate the problem. A careful and non-aggressive approach is required.

NZ Laser Training does not actively promote IPL for treatment of Melasma as heat generates and stimulates melanin production. However, as technologies improve we may see some improvements in some clients, some of the time.

### Case study: IPL Treatment



Before

After 2 IPL treatments

*Image courtesy of Lumenis®, Dr. Mariela Nazar, Argentina*

## Laser treatment | Para-medical approach

Laser treatment approaches include:

**Copper Bromide laser:** 511 nm / 578 nm – yellow wavelength short pulsed vascular based laser that targets the haemoglobin sitting beneath the melanin deposits.

- Side effects include: crusting and increased redness while vessels are coagulating and healing
- Two – four treatments may be required

**Fractional Erbium laser:** far infrared 1440nm, 1927nm, 2940nm, 2970nm – collimated deep fractional technology that targets water in the dermis and works by heating and destroying melanin deposits. Aims to 'break up' concentrated Melasma patches.

- Side effects include: increased intense erythema, crusting and mild discomfort for several days, bacterial infection and eruptive skin conditions
- Two – six treatments required

**Nd:Yag 1064nm (Cutera):** Infrared based long pulsed wavelength designed to target water in the dermis, has a coagulation effect on tiny blood vessels and stimulates collagen. Improves Melasma by reducing background capillary feeder networks.

- Side effects include: very temporary mild erythema
- Four – six treatments required

### Case study: Treatment with Cutera



Before

1 month post 2 Txs

*Images courtesy of Dr Takako Kubota, Japan. This patient received a topical treatment programme for six months and then received 2 x Nd:Yag laser treatments, as with most laser technologies a combination approach is considered best practice.*



**Q-Switched Nd:Yag:** 1064nm short pulsed laser designed to cause a photo-acoustic effect under the skin. Targeting the melanin as its chromophore, this laser shatters the melanin deposits allowing for metabolism through macrophage process, therefore breaking up the pigment. Also used for tattoo removal.

- Side effects include: erythema, post inflammatory hyper-pigmentation
- Two – six treatments required

### **Dermal needling / dermal stamping treatments | Para-medical approach**

Utilising a micro wound healing response, these treatments are still relatively new and are now being used on conditions such as Melasma, general sun damage, and for improvement of fine lines and wrinkles.

The concept is to 'break up' the melanin deposits, reducing the darkened appearance of Melasma patches. Also, as the skin will be forced into a healing mode, active peels and skincare can be applied in a series to complement the treatment programme.

The stratum corneum is the main obstacle to treatment creams' absorption because its barrier function significantly restricts the transdermal delivery of topical ingredients. Dermal needling helps to break up the pigmentation and allows greater penetration of useful ingredients including tyrosinase inhibitors, which assist with lightening Melasma. Clinical studies prove that Melasma is treated far more successfully when combined with dermal needling to aid the penetration of treatment serums.

As micro needles enter the skin only for fractions of a second, epidermal scales are 'pushed aside' and allow needles to enter deeper skin layers. This tissue intrusion is sensed by the nerve sensors and they in return signal to other cells in their vicinity (one to two mm around the pricking channel) that a "possible" injury has taken place. The nerve signals trigger a wound healing and cell proliferation cascade that is needed to close the alleged lesion. Various cells migrate to the alleged point of injury (mainly in the upper skin layers) and fibroblasts transform into collagen fibres "for wound closure or tissue repair".

Often the treatment approach for Melasma aims merely to lighten it and make it more manageable for the client to disguise it by covering it better with their mineral make-up. As Melasma is quite often permanent it can be a long haul battle for clients to stick to their treatment plan commitments.

### **Practical tips for clients suffering from Melasma:**

- Use a good quality sunscreen that provides both UVA and UVB protectants, and wear this all year round, rain, hail or shine.
- Use a pre-make-up primer; it will help make-up adhere better to patches of Melasma. Also, using a luminous cream or loose powder in a pink based tone for FP Type I-III and pale bronzer for FP types IV-VI, will throw the light from the darkened patches and give a more even skin tone.
- Keep out of the heat of the sun, even when hanging out the washing.
- Use good quality skincare. Of course, the reality is that sometimes clients simply cannot afford to invest in all of the products, so prioritise on sunscreen and tyrosinase inhibitors for the best results.
- Select the right foundation colour – a challenge as the face has mottled pigmentation. If possible, select a colour that is half way between the darkest patches and the lightest skin and then blend, blend, blend. If the budget is not restricted purchasing two colours is a good idea. Start by applying the lightest colour that matches the neck and jawline first, then dab the slightly darker shade between the areas of light and dark pigment to blend the two areas. Alternatively, applying the lightest colour all over and then a bronzer or highlighter in a flattering shade sometimes works. There is a real art to applying make-up to a Melasma client's skin. Often you will find they can apply it better than you so allowing them to experiment in the privacy of the clinic is a great way to sell the products to someone who won't leave the clinic without her special effects coverage on.

It must be said that correct technique and patience are important as over-aggressive treatments with needling devices can trigger a re-bound effect where the symptoms get worse. In this case we are talking about increased vascularities through trauma to the dermis and post inflammatory hyper-pigmentation.

Done correctly, in conjunction with correct tyrosinase inhibitors and sunscreen, dermal needling is a serious contender for reduced downtime (potentially less than laser). More importantly, because it doesn't generate any heat, there is no thermal stimulation to inadvertently trigger melanin production.

There is some good solid clinical evidence that dermal needling does work well, such as in a study<sup>1</sup> where it was trialled in combination with a transdermal tyrosinase inhibitor.

## **New treatments**

*Medical doctors are still exploring oral and transdermal treatments. Treatments still considered experimental include:*

### **Oral therapy with Pycnogenol (high strength anti-oxidant)**

Derived from the French Maritime Pine (pinuspinaster) this high potency anti-oxidant has been clinically proven to reverse oxidative stress. One trial, conducted over 30 days in 30 women, taking an oral dose of 25mg three times a day (daily dose = 75mg), showed an improvement. However no randomised control trials (RCT) have been done yet.<sup>2</sup>

### **Tranexamic acid (branded as 'Cyklokapron' in NZ)**

This is a prescription only medicine that has been used both transdermally and orally for Melasma patients. However the use of this product is experimental and the solution for injection is unregistered in New Zealand (Section 29). International use of Cyklokapron is more widely recognised for indications of Melasma, however in New Zealand it is used mostly for excessive bleeding disorders. For more information visit <http://www.medsafe.govt.nz/consumers/cmi/c/Cyklokapron.pdf>.

Patience is the key to treating Melasma, along with considering a multiple disciplinary approach which may use laser, needling and other advanced technology, and a topical programme that best suits the client's skin and budget. The combined approach of antiangiogenetic (Vascular) and fractional laser may prove to be a successful combination, particularly for deeper dermal or stubborn cases. Industry should continue to watch and consider longer term studies for newer experimental approaches. Continue to help your clients understand that you will be there to guide them through an effective treatment programme which will take commitment and time. Let them know you are committed to continued research in order to offer the best treatment outcomes for them. Always know when you are outside of your scope of expertise – when things are not improving steadily it may be time to refer. Personally, I will be continuing to try new treatments and products and hope to keep you all informed of my progress.

*Thank you to those companies who contributed content for this article: Clinic Care, Cutera, House of Aesthetics, Lumenis, NZMS, Osmosis, Rosactive and Sciton*

*Further reading and resources available through emailing: [info@nzlasertraining.co.nz](mailto:info@nzlasertraining.co.nz)*

### **Footnotes:**

1. Transepidermal delivery of tranexamic acid versus Placebo using Dermaroller™ in the treatment of melasma – Cristina C. Co, M.D, Ma. Flordeliz Abad – Casintahan, M.D., FPDS
2. Contributors: Dr Christophe HSU – dermatologist. Geneva, Switzerland, Source of information: Alrawashdeh B. Melasma Update. Dubai World Dermatology & Laser Conference & Exhibition – Dubai Derma 13 – Dubai, United Arab Emirates (UAE)

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E: [info@nzlasertraining.co.nz](mailto:info@nzlasertraining.co.nz) or t: **022 174 7884** or **0800 960 235** to order yours.



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Advanced aesthetic education

# Ready, set... go!

## Business essentials for new business owners

*Sharyn Raiti, Director of Mentor Management and beauty industry mentor shares her top tips for business success.*

Running your own business is not for the faint hearted. You need multiple skills and an abundance of energy to keep on top of what needs to be done to succeed.

Many people have the same dream; to run their own amazing beauty business. They want to set new standards in the industry, design something truly unique, and create a lifestyle and financial freedom in their lives. The sad reality is that very few beauty businesses ever really prosper to their full potential, usually due to poor planning, limited business skills, restricted cash flow and poor time management.

If you are considering starting out on your own, use this handy list of business essentials to help you avoid the costly mistakes many new business owners make. Get ready, set...go!

### Business essentials checklist

- Have a business plan. Know the direction you want to take well before you open the doors; you must know what you stand for, what makes you unique, and where you will be in five years' time. Build your brand around this.
- Once you know what business you are in, create a logo and imagery that well reflects your brand. Use this every time you communicate to your customers. Your branding will become familiar and respected; customers look for familiarity when choosing where to spend their money.
- Forecast your expenses for your business setup. Be sure to stick to your budget and leave enough funds for marketing your new business. Many times I see beautiful salons created but no money left over for communicating to customers that you exist.
- Know your break-even. This is the benchmark for just covering all of your costs without profit. Set your targets and financial goals above break-even to make some profit, but at least be aware of how much is needed to cover costs before you get started.
- Set targets and goals in line with break-even plus profit – 20% would be an ideal start-up benchmark.
- Understand mark-up and margins so you can price your menu services and skincare products accordingly to make a decent profit.
- Choose a professional product brand that best supports your business vision. Be sure to look for great support, ongoing training, profitable margins and all round business support. Do your homework, ask around, and get feedback before making your decision.
- Invest in good software that shows you how your business is tracking from day one. Also invest in software that offers automation for your marketing. This will save you enormous amounts of time and money.
- Set a strong marketing and promotional plan well in advance that focusses on your target market and areas of growth – carefully plan your delivery. Choose your means of marketing communication; estimate a marketing budget and spend it wisely – be sure to track what's working and what's not. Do not continue to run marketing that doesn't work.
- Set retail and service targets – industry benchmarks and standards are set at 60% services and 40% retail. Have patience but don't allow long term performers to drag your profitably down. Keep track of where the drain is and have strategies in place to train or rehire new staff who are willing to perform.



- Invest in a professional team of people to help you with your business – a good accountant who will speak in simple terms, an efficient book keeper, a reputable, well-versed industry mentor and of course, high quality staff who are willing to strive for success with you. Do not rush who you choose as all of your pillars of support are vital – they will each play an instrumental role in the success of your business.
- Set up an appropriate cancellation policy from day one. Your customers will do what you train them to do – start out the right way by attracting quality customers who will respect your time as much as you respect theirs.
- Set rebooking benchmarks in your salon for ensuring retention – this secures your business and your employee hours, it also indicates the level of customer care offered in your business. As an absolute minimum, aim for 70%.
- Have a well-designed website that will last your business at least five years. Look at all options and decide what tools you will need to integrate so you are not wasting money on something that is dated before you get started. Be sure to choose your website designer based on referrals; get testimonials and look at previous examples of work completed.
- Use Facebook and social media as platforms to engage your audience but remember to get your audience to travel to your website where they can sign up to your newsletters or hints and tips. Once they sign up to your site they are potential customers – up to that point they are simply serial 'likers'.
- Be smart with your customers. Keep in regular contact – track, monitor and follow up your clients. Be at the forefront of their mind.
- Be the queen of networking – know all the local businesses, stop in to say hi, build relationships. Attend networking functions to fly your flag and make yourself known. Connect with other likeminded businesses in your area so you can refer each other to your customers.

This business essentials checklist will help you on your way to understanding what's needed to succeed; but there is so much more to learn. When you own a business it's a roller-coaster ride of highs and lows – but that is part of the thrill of being at the helm. You learn from your mistakes and you learn from your wins – you never stop learning. Be sure to invest in ongoing education with well skilled industry professionals that will help you master the ropes of business. When you are upskilled and well supported you will definitely thrive in your business. Others around you will want to know your secret and will want to be part of what you are offering.

*Success is yours! It's right there for the taking – enjoy the ride.*



Sharyn Raiti is the director of Mentor Management and offers beauty industry specific business coaching and training, to assist with team building and business development. Mentor Management offers unique coaching and mentoring packages tailored to suit the individual needs of your beauty business.

Sharyn has formal qualifications in training, coaching and beauty therapy with over 25 years' industry experience. Contact Sharyn on +61 410 691 910 or [sharyn@mentormanagement.com.au](mailto:sharyn@mentormanagement.com.au) or visit [www.mentormanagement.com.au](http://www.mentormanagement.com.au)

# ***Comprehensive skin analysis – a powerful sales tool for modern beauty salons***

*By Ilse Vermeulen, Managing Director and Owner of Youth Beauty*

The modern beauty salon has changed dramatically. For many salon owners today their point of difference isn't impressive marketing, the design or decor of their salon, or even competitive pricing – it's their practitioners' perceived expertise.

With the advanced technology, far more invasive treatments and cosmaceutical product choices now available, clients are looking for real experts in skin. They are attracted to salons because of the professional approach they have to skin analysis, treatment selection, programming of in-salon treatments and recommendation of home care. A salon's perceived expertise in these areas is its primary point of difference over other well established opposition. Yet many salons really don't take this aspect of their treatment regime seriously enough, and are missing out on a great deal of very astute customers as a result.

There is no doubt that one of the most important skill sets for an aesthetician is skin analysis. It is obvious to everyone that professional aestheticians must be adept at reading the skin and recognising conditions before determining the best method of addressing their client's concerns. That goes without saying. But the provision of a comprehensive skin consultation also acts as an integral sign of our professionalism.

Skin analysis equipment has advanced greatly from the days of Woods Lamps and Black Light Boxes. Now there is a new generation of sophisticated photographic skin analysers that are computerised to do everything from capturing multiple images from high quality cameras, utilising a variety of light sources, to graphical and pictorial analysis of the photographs and the measurement of spots, lines, pores, porphyrin, pigment, redness, dryness, dead skin cells and oil flow.

With astonishing zoom capabilities and the ability to compare side by side before and after photos, these new generation skin scanners are an invaluable aid in the correct analysis of clients' skin conditions and provide the facts that enable practitioners to provide a comprehensive consultation.

The end result of skin analysis technology is customers seeing for themselves the "truth" about their skin, placing them in a position where the therapist can demonstrate their expertise, knowledge, experience and professionalism. In addition, by storing before and after shots, therapists can ensure customer satisfaction by providing proof of results or measurable progress, as changes in the skin's condition can be tracked over time.

With many salons now offering advanced services like IPL, microdermabrasion, peels and needling, proper preparation of the skin and post treatment home care is essential to achieve visible results. Detailed photographic evidence and correct diagnosis of the condition of the skin will allow practitioners to ascertain what needs to be done, and when, both in salon and in determining appropriate home care.

In short, skin analysis and consultation, especially when it utilises photographic analysis equipment, is a valuable tool in showing off the professionalism of a salon. The discussion skin consultation generates with clients makes it the ideal time to sell retail, rebook, up-sell treatments and show off the expertise of the therapist.

*Ilse Vermeulen is Managing Director and owner of Youth Beauty, creator of the DermaPro 3D, locally distributed in New Zealand, and fast becoming one of the best ways for salons to impress their clients, increase their income and grow their businesses.*



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# Why today is better than the “good old days”

*We are witnessing an evolution in the way that consumers find and select services. We’ve become increasingly last minute in our booking behaviour and customers want to be able to book what they want, when they want it. Flossie Concierge CEO, Jenene Crossan, explains why you should actually embrace this change (hint: it’s more profitable for you).*

Here at Flossie Concierge we hear business owners often say, “Why can’t people just ring up and book in advance like they used to?” They remember the “good old days” where life felt simpler; customers consistently booked their appointments six weeks out and showed loyalty to their hairdresser or beauty therapist.

The reality is that the world has changed. People are just unable to commit so far in advance. The “I need it NOW” generation is time-poor, non-committal and they’re playing the field. They accept that because of the way they manage their lives (at full pace), they may have to make some sacrifices or changes. The stylist they regularly see may not be able to fit them in at the last minute, so having a “back up plan” is important. They’ll keep a roster of a few reliable places and if they can’t get in, they’ll ask their friends who to see (usually via a Facebook post).

Traditionally salon owners have relied on repeat custom as the way to be most profitable. A base of regular customers simply costs less to maintain (and then marketing wasn’t a key business requirement).

Today, marketing is everything – no matter what industry you work in. Twitter, Instagram, Facebook, Youtube, Google – your customers are there and you need to be too. Understandably, it’s all so time consuming and more than a bit frightening. How should service businesses interact in this new era?

First of all, it’s important to accept that the consumer still wants to see you, but on their terms. Then it’s important to step out of your comfort zone and acknowledge that the consumer has changed. Whether you like (or understand) technology or social media or the new generation of customer, you will have to adapt them into your business.

It might help to consider the upsides of this new generation of customer. For a start, they’re spending more. Latest statistics show that the average active female consumer in the New Zealand market place spends over \$2,000 per year on hair and beauty services. This is up at least 25% on 10 years ago. They no longer just ‘need a cut’; they want to be ‘on trend’. The frequency of spend has increased.

In addition, she’s your best asset. She’s your marketing gun. Make her feel great and she’ll spread the word. She might not book the way you want her to, but boy if you make her feel (and look) good she will tell the world. Use the “selfie” trend to your advantage. Just don’t expect her to only like you, she likes lots of things... enjoy being on her list.

How do you get on her list? Here’s how two of our favourite salons (Dry & Tea and Off Wax Bar) are doing it:

- They make it as easy as possible for her to get an appointment, when she wants it. They gear their business to deal with walk in’s, last minute appointments, online bookings, email and smartphone apps – like **Flossie Concierge**.
- They’ve become a symbol of expertise and trend. They promote what’s in and position themselves the influencers. They’re in all the places their customer is – Facebook, Instagram, Twitter.
- They deliver exceptional service and outstanding results – which create excellent word of mouth. They hire and pay well.

Perhaps you’re lucky enough to have a clientele that religiously books with you at the time of their last appointment. That’s great. But how many of them are cancelling these appointments at the last moment? Or, in some cases, just not showing up? Research shows a huge increase in this type of behaviour. Understandably being on the receiving end of this can be devastating and frustrating.





The app that helps customers book, request, and pay for hair and beauty appointments via their smartphone



**Find out how Flossie Concierge  
can help you fill your  
appointment calendar.**

*Try it for yourself...*



Our advice is to look at the individual customer behaviour. If they're increasingly erratic in their bookings, provide them with an alternative solution – like Flossie Concierge – to handle their bookings. That way you will have money paid up front and your long-term bookings can be focused on those able to commit in advance (and then show up).

It pays not to see the "generation now" as a bad or undesirable customer. They're not going away, they're only gaining momentum and will, over time, make up the majority of your business. You can either refuse to participate and watch the rebooking rate decrease along with your takings, or embrace the change, and get a greater share of their wallet.

It's your decision – you have the power to grab this opportunity and thrive.

*Flossie Concierge is an app that enables customers to request appointments for hair and beauty services via their smartphone (available on iPhone or android). Salons use our technology to respond to customers who book the appointments in a matter of seconds.*

*For help in this area, talk to our team at Flossie Concierge on 0800 4 FLOSSIE or [info@flossie.com](mailto:info@flossie.com)*

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## ***Skin fluorescence – a revolutionary perspective on skin diagnosis***

*Skin care professionals can now reveal hidden skin conditions and concerns with unparalleled clarity, using the OBSERV illumination technology.*

Advanced skin analysis has become an essential part of treatment plans and home care product advice provided by modern skin care institutes. As clients become ever more knowledgeable, with higher expectations of skin treatments and care products, understanding the true condition of the skin is paramount.

Since the invention of the original Wood's lamp by Robert William Wood in 1903, skin diagnosis based upon the fluorescence behaviour of skin tissue has been well accepted in dermatology and cosmetic skin care for almost 90 years; but this technology has hardly changed.

Invented by Walter Arkesteijn, CEO of The Netherlands based "Sylton Diagnostics Systems", the OBSERV series of skin diagnosis tools, available in New Zealand through Margaret Walsh Consulting, has revolutionised fluorescence-based skin diagnosis.

"This new technology addresses beauty professionals' need for a price accessible advanced imaging system, based on well-known and trusted technology," says Walsh.

"With a devoted team of engineers, over a time period of over eight years, we not only succeeded in developing a technology which brings out hidden skin conditions with a distinction and contrast as never seen before; but also made sure that the technology can be used in conjunction with the mobile computer technology being used today by skin care practitioners," says Arkesteijn.



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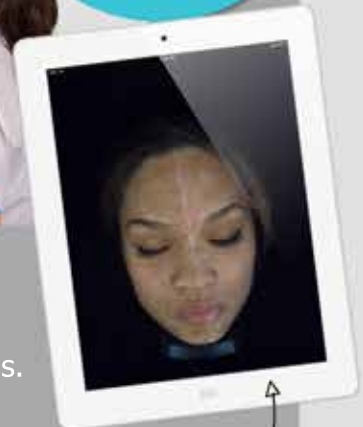
# "OBSERV"- VISUAL SKIN DIAGNOSTIC DEVICE



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1. At last, the client can see what you see.
2. Clearer more detailed skin images.
3. Transparent interactive skin consultations.
4. Watch your retail sales soar!
5. And this marvellous device has both a cradle for your cellphone; and in the 520 model, an attachment for an iPad Air or Series 4 Apple with a complimentary OBSERV App! Now you can photograph images and email them to your client as well as back to your in-salon computer system.
6. No lamps to replace ever!
7. Light weight - just 6.5 Kg for easy transportation.
8. Five visuals to use at a switch of a button - daylight, simulated woods lamp, "true UV", Parallel and Cross polarised lights.
9. Training via Skype or in person plus a training Video. Marketing materials and visuals provided for your newsletters and face book.
10. User friendly manual written by Florence Barrett-Hill included. Pastiche Methodology enhances the Observ.

Phone or text Margaret on 027 4735914 or 09-817 4807

At Face and Body Clinic in Titirangi, Auckland

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## How does it work?

The three OBSERV devices are equipped with low intensity but very pure UV light sources. Via an ingenious system of optics and computer-calculated mirrors, invisible UV light is projected onto the facial skin.

The rays travel through all layers down deep into the dermis. The cells in the human skin tissue have the natural capacity to turn these invisible rays into visible light. Different cells and skin tissues in different conditions create different fluorescent illumination patterns.

Consequently, skin impairments and conditions that previously hardly could be seen by the naked eye, clearly stand out from normal healthy skin tissue.

Additionally, the new technology allows the instant switching to a clinical daylight illumination and four other special modes. These multi modes bring out the surface texture of the skin and the pigment and vascularity hidden beneath the surface of the skin.

The OBSERV comes with a reference guide to help skin care professionals interpret the results. This reference guide was developed in cooperation with Florence Barrett-Hill; one of the world's foremost pioneers in the field of professional skin analysis and the creator of the Pastiche Method of skin analysis.

"Because the OBSERV allows skin care professionals to show the client their skin conditions beneath the surface, they have the opportunity to make them aware of the need for treatment programmes and home care retail," adds Arkesteijn.

All three models of the OBSERV come with a universal smartphone holder allowing the capturing of images using any modern smartphone.

The OBSERV 520 is a unique model and works with specific iPad models. A free app can be downloaded from Apple's official App Store and converts the system making it possible to record, and also email to the client, facial skin conditions at the touch of the finger.

All images can be stored in the OBSERV's internal client database for later retrieval. Practitioners can also make side-by-side comparisons of before and after images. Using the iPad, communication on treatment progress can be completed in a very time efficient, modern, easy and effective and professional manner.

*For further information about the OBSERV, please contact Margaret Walsh at Face and Body Clinic, p: 09 817 4807, m: 027 4735914 or email [info@margaretwalshconsulting.co.nz](mailto:info@margaretwalshconsulting.co.nz) to liaise with Jacqui Courtney.*





# Covering your behind – what insurance does your business really need?

*Any business owner should be aware of the risks facing their business and work towards minimising them. Purchasing adequate insurance can help you do this, but how do you know which policy is right for you? Darrin Barclay from BizCover explains.*

There are three main types of business insurance you should consider: Professional Indemnity, Public Liability and Statutory Liability.

## Professional Indemnity

Professional Indemnity insurance covers your professional errors and negligence.

When you are in business and if you are a professional in business, you have a duty of care to your clients and others. The duty of care can come in three main forms; common law, contractual law and statutory law. If you charge a fee to provide a service, you are creating an onus on yourself and have an obligation to perform that service and any supplementary services, at a standard of care that society will expect of you. If, for whatever reason, you fail to meet this standard of care, you could be liable to your clients. A Professional Indemnity policy can offer indemnity to you, your business and even your estate and heirs.

**Example 1:** *You fail to treat a client with due care causing temporary or permanent injury*

**Example 2:** *You discuss personal details including names and treatment of a client whilst you are at the local tennis club (breach of confidentiality)*

Some other aspects that your Professional Indemnity policy may cover include, fraud and dishonesty, any work carried out by previous owners of your business, any work done under a joint venture, any inadvertent breach of intellectual property, your heirs and estate if you die and leave a pending third party liability, any acts carried out as a good Samaritan and any liability as a teacher of your profession.

## Public Liability

Public Liability insurance covers third party property damage.

**Example 1:** *(Based on an actual recent claim) You offer to look after the bag and car keys of a client during treatment and the bag and car keys are stolen resulting in a stolen car. The keys were deemed to be in your care custody and control when stolen and you are found liable*

**Example 2:** *You hire a venue for an exhibition and are held liable for the resultant damage after an electrical fire breaks out caused by your equipment*

The same principle can be applied if you rent premises to carry out your business. Most public liability policies have an element of tenant's liability, covering your liability to the landlord.

## Statutory Liability

Statutory Liability insurance covers your inadvertent breach of New Zealand Statutes (other than those of a criminal nature).

**Example 1:** *You breach the Privacy Act by inadvertently emailing all your clients the personal details of all your other clients, causing harm to some.*

These explanations are simplistic but capture the fundamental differences between these common types of business insurance. It is fairly obvious that Public Liability is an essential cover for anyone in business in New Zealand. Some have argued that it should be compulsory, much like third party motor vehicle insurance. The cost of Public Liability cover is considerably cheaper too, making it even more accessible as a business basic.

## The cost

When purchasing \$1m Public Liability policy coverage with a reputable insurer, you can expect to pay around \$200 per annum. The cost for a \$1m Professional Indemnity cover would be closer to \$300 per annum. However, some insurers package the two covers in combined policies and a package of \$1m Professional Indemnity and \$1m Public Liability can cost less than \$350 per annum. Statutory Liability will usually cost around \$250 per annum for a \$250,000 policy limit. A typical excess for these policies would be \$500 per claim although it can be considerably higher for a Professional Indemnity policy.

The reason that the excess for Professional Indemnity is much higher (\$1,000) is because insurers try to protect the initial costs of instructing legal counsel when a claim is made. Professional Indemnity covers your legal defense costs even if nothing ever comes of the initial complaint. The legal defense costs are the real value in any Professional Indemnity policy. It is fair to state that of every 100 professional complaints made, only 1% of them will result in any legal awards or settlements being made. However, almost 25% would incur some form of legal costs, be it investigation, negotiation or defense.

## Putting your policy into action

What should *you* do if you have an unhappy client who is accusing you of wrongdoing?

When you have a Professional Indemnity policy it is paramount to report any circumstances or issues that could lead to a claim.

The reason is that Professional Indemnity is a claims made policy and, as such, it is the policy in force at the time you become aware of the loss or circumstance that will respond. This is even more important if you change insurers.

Another important principle to follow is that you should not admit liability to your client. Ultimately, you can make the commercial decision to do so, but an impartial third party (such as an insurance investigator), may see things differently, especially after reviewing your terms and conditions of business or engagement.

What would constitute a circumstance to report? If you think about the event and worry about the outcome, it is worth reporting it to your insurer. Another important benefit of having Professional Indemnity insurance is the reassurance of having professionals look after the issue for you. Besides the financial threat, there is the emotional burden of dealing with a claimant and how that impacts your daily business. When insurers are dealing with the matter on your behalf, you can focus more on your business knowing that any matters are being taken care of.

Successful businesses have shown time and time again the importance of risk management in business longevity. The first step is to be aware of the risks facing your business. Then, by purchasing adequate insurance, some of those risks are dealt with.

*Darrin Barclay is the Country Manager at BizCover. He can be contacted on p: 09 537 5944, m: 021 249 2683 or email [darrinb@bizcover.co.nz](mailto:darrinb@bizcover.co.nz) for more information.*

# ***Lasers and moles – wise words from Dr Chris Dickey***

*Proper diagnosis, a careful approach and correct treatment is critical when it comes to treating pigmented lesions, writes Dr Chris Dickey, an Auckland GP with a special interest in skin cancers*

A common clinical scenario when using laser or pulsed light (IPL) is dealing with pigmented lesions. Pigmented lesions may be encountered when treating clients for hair removal or tattoo removal, or as a result of a client request for a specific pigmented lesion to be removed.

Firstly, practitioners need to know what these pigmented lesions may be – meaning a diagnosis is needed – in order to know how best to treat them and if they should be treated with laser or IPL at all.

## ***Diagnosing pigmented lesions***

Very common pigmented lesions encountered include solar lentigos (sun spots), seborrhoeic keratoses, simple ephelis (freckle), flat and raised naevi (moles). However, practitioners may also encounter lesions which are not benign such as melanoma, melanoma in situ, dysplastic naevi (abnormal moles but not cancerous) and sun related skin cancers such as basal cell cancers and squamous cell cancers.

Our ability to better diagnose skin lesions has increased over the last 10-15 years with the advent of dermatoscopy, which involves looking at lesions with a skin “microscope” (which magnifies the skin by a factor of 10x) allowing us to see vastly increased detail of skin lesions. The ability to better diagnose skin lesions has changed the standards of care clients can expect in terms of managing pigmented lesions. However, while the use of dermatoscopy has been slowly increasing, many general practitioners still do not know how to perform it, as there is significant training required. So, not every doctor has the skill set to diagnose skin lesions with the accuracy enabled by using the dermatoscope.

## ***Treating pigmented lesions with laser***

Lasers can be used to destroy pigmented lesions including naevi (or moles) and there are scientific studies to prove their efficacy. However, the choice of laser is important. The same studies show that certain lasers were better than others in completely removing lesions, for instance, the erbium:YAG was better than the Q-switched ruby laser.

Studies have also shown that there can be complications from using lasers, such as pigmentation changes, scars and textural changes, which related to incorrect use of the device. The main issues identified by clinical review of these cases were use of excessively high energy, the wrong device for the indications, no cooling, and treatment of patients with darker skin. These issues occurred from insufficient training and inadequate diagnostic abilities.

So, when should lasers be used on pigmented lesions? Current standards of care, which clients could reasonably expect, are two-fold – firstly that the lesion is correctly diagnosed and secondly that the right device is used to treat the lesion.

A dermatology review in the medical literature of the use of lasers and pigmented lesions came to the conclusion that –

*“Before treating pigmented lesions, it is extremely important to make a correct diagnosis. In cases of initially misdiagnosed melanomas, laser removal not only prevents appropriate and timely therapy but may also worsen the prognosis. Furthermore, it is necessary to select the proper laser according to the location of the pigment within the lesion; and understanding the effects of laser light on the skin is also crucial. Prior to treatment of pigmented lesions, in most cases dermatoscopy is indicated. If there is any doubt whether the lesion is benign, then a biopsy for histologic evaluation is mandatory.”*

*from Assist. Prof. Mokos, Acta Dermatovenerol 2010*

## ***So, how to move forward with treating clients?***

When the treatment is primarily not aimed at the pigmented lesion, such as laser hair removal or tattoo removal, the simplest method is to avoid them and treat around the lesion.

For patients requesting direct treatment of a pigmented lesion with laser or IPL, then dermatoscopy should be carried out by a medical practitioner first as clinical best practice.

# Laser safety essentials – from my side of the fence

By Ruth Nicholson, Director of NZ Laser Training

There are three main issues that consistently occur in the laser and pulsed light (IPL) service industry:

- 1) the common occurrence of burns
- 2) practitioners knowing (or not knowing) what is 'normal' and what is not, and
- 3) misrepresentation of services, for example clinics offering 'laser hair removal' when in fact they are offering pulsed light (IPL) hair reduction.

I'd like to start by highlighting a recent case from the Health & Disability Commissioner (HDC) (<http://www.hdc.org.nz/decisions--case-notes/commissioner's-decisions/2014/12hdc01454>).

The complaint in this case related to burns received by a client. The therapist obtained limited information from the client regarding her medical history, and didn't conduct a patch test before beginning treatment; it's likely she assumed from the manufacturers' settings that the client's skin was a safe skin type to treat. The client signed a consent form, which stated that possible side effects from the treatment could include blisters and burning.

The treatment started and the client reported that it was painful but the therapist dismissed this as 'normal'. Because the device used (E-Light) has a radio frequency component coupled with optical light, there were actually two settings that the operator should have checked and have confidence in. A commonly seen issue with radio frequency (RF) based IPL machines is arching. This occurs when the bi-polar probes are not in constant and even contact with the skin's surface. When using this type of device, the client's skin needs to complete the electrical circuit and by these probes not being placed correctly a part of that circuit is lost, creating a spark or arch. In my opinion, it is this phenomenon that was the likely source of the pain in this case, possibly along with insufficient cooling which lead to the subsequent blisters and burns.

So why else do burns occur? When the pulse from the laser or IPL is delivered in too short a time period the skin does not have time to cool down. Sometimes, too much heat is delivered into the target (hair or pigment) and this travels to surrounding tissues causing collateral damage, or unwanted side effects. Pulse duration (or pulse width) must be equal to or shorter than the thermal relaxation time of the target to confine thermal damage. More often than not too much energy and or too shorter pulse duration are the main causes of burns and blisters. These work in conjunction with inadequate cooling which also then fails to protect the epidermis.

So, as in the case above, how do we know what is 'normal' and what is not? Pain feedback or comments from the client should always be taken seriously, after all, they are the ones receiving the treatment. If a client is flinching or pulling away from your treatment head, this should be a reason to stop and reassess. Ask yourself: am I using the correct settings? Am I doing enough cooling? Have I missed something here? Simply slowing down and working with more cooling might be all that is needed. All too often we tend to 'go like the clappers' to get the treatment done forgetting that the client is not only paying for results but also for an experience.





The third issue that we commonly see is one that has become a pet peeve of mine – too often consumers are being misled as to what the service is that they are receiving. If you have a monochromatic light source, you indeed have a laser; if your device emits a bright flash of light and produces more than one wavelength, it is actually a pulsed light (IPL, VPL, SPL, BBL etc..) and should not be described as a laser.

In all cases of clients seeking IPL or laser treatment for skin rejuvenation or hair reduction therapy, operators of these devices must be certain that the client does not have an adverse reaction to sunlight. This may be from either an internal cause (such as polymorphic eruption disorder / sunlight allergy) or an introduced cause (such as photo-sensitising medication). Along with a general medical history, in particular we need to know about medications such as isotretinoin, and any family skin malignancies such as skin cancers, or melanomas. Many times

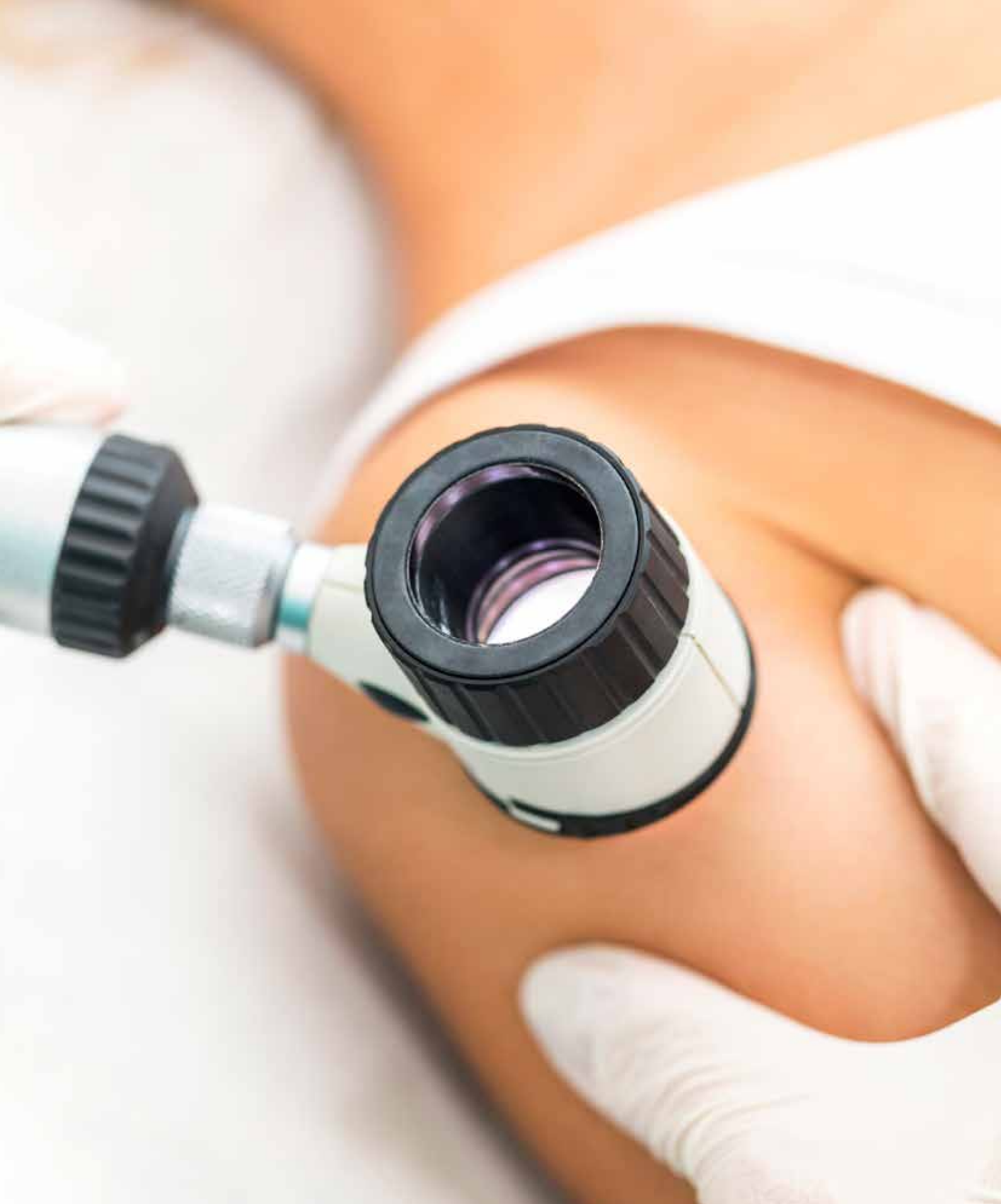
clients may be on medication that is long term and as such they might be contraindicated; however if they are stable and considered low risk, treatment may be possible as long as you advise that there is a greater potential for side effects. In cases such as these (talking about the real world here), you should also have the client sign a disclaimer form along with the consent form. An example of this would be a client on half an aspirin a day to thin the blood; they are not strictly contraindicated but may bruise more easily.

Recent cases I've personally assisted with this year have involved trained, internationally qualified operators who still do not fully understand the principles or laser science, how changing treatment parameters affect treatments outcomes and why the wavelength is so important. This highlights the need for on-going professional development and updated training in this specialty area.

### ***NZ Laser Training's Laser Safety Essentials:***

- Always know your wavelength – without this information you will not understand what you can reach, treat and achieve.
- Only work within your scope of expertise and experience – dabbling often leads to problems.
- Candidate selection is important – stick to Fitzpatrick skin types I-III unless your wavelength is suitable for the proposed treatment and you know your device inside and out, and have full training as the higher the skin type the higher the risks.
- Double check to ensure you choose the right hand piece / filter for the right treatment, and always double check that it is the correct one for the treatment you are about to undertake.
- Conduct a Fitzpatrick skin typing assessment AND a full consultation including asking questions about recent sun exposure, medications and medical conditions prior to every treatment session.
- Never let untrained and under-experienced staff use the IPL or laser – training means full laser science education, safety protocols and clinical competency, not just a run down on what the machine does and what settings you can choose.
- Ensure that you know what is normal and what is not and have an in-clinic protocol for adverse events and adverse reactions so that any situations can be dealt with professionally and promptly. Pain is not a desired endpoint unless you are doing laser tattoo removal.
- Put yourself in the client's shoes and ensure that treatments are carried out based on the client's individual situation, take your time to ensure accuracy over speed.
- Laser safety is vital in particular if the clinic has a class IV laser device; a designated controlled area must be maintained and appropriate signage in place while the device is in use.
- Cooling is vital to maintain the integrity of the epidermis, skipping this step or working too quickly will increase the risk of burns and blisters.

1 This case arose prior to my application to become an advisor at HDC so there is no conflict.



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