

NOVEMBER 2015

Beauty Tech®

NZ Advanced Aesthetic Magazine for Beauty & Aesthetic Professionals

The art of nails

Employment law:
How to avoid the
common traps as
employer

Plus

**Revolutionary new
developments in
Melanoma treatment**

THE OFFICIAL MAGAZINE OF:

BEAUTY TECH®
Conference

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be informed
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AesTech®

Advanced aesthetic education

10 & 11 July 2016, Ellerslie Event Centre, Auckland

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Beauty Tech magazine aims to keep savvy beauty business operators and owners up to date and well informed. We hope you enjoy this issue.

With less than two months until Christmas, everyone is gearing up their clinics to attract Christmas shoppers and before you know it, we'll be heading into 2016.

Don't forget to plan ahead so you can take some time off to relax and recharge after the busy period and get your head back in the game.

I'd like to welcome a new contributor to Beauty Tech magazine, Trevor Topfer, who is a Digital Marketing Expert with a specific interest in the cosmetic, beauty and ecommerce space. With over 10 years' experience with Pharmaceuticals company Allergan and several years running a prominent Auckland Medi-Spa, coupled with over 10 years' web design and digital marketing field experience, Trevor has a unique set of skills that are of great benefit to cosmetic and beauty clinic owners. We are very excited to have Trevor's input and savviness on all things digital tech.

I've also just been to check out a new venue for Beauty Tech Conference in 2016! I hope you'll mark the dates in your calendar - Sunday 10th & Monday 11th July 2016 – for a valuable event that keeps your staff sharp, your managers even sharper and the mind stimulated and motivated to keep doing what you do best.

Regards, Ruth Nicholson

Director and Event Convenor (Beauty Tech Ltd & NZ Laser Training)

Contact details

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

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The art of nails

By Sandy Borges, Dean of Education for Hand and Nail Harmony (owners of Gelish and Morgan Taylor)

Becoming a nail professional can be a very satisfying and exciting career. Once your basic training is complete, you can choose from many different paths, including becoming a salon owner or a manufacturer's educator. The opportunities are endless for the nail technician that puts in the work. Whether an owner, employee, or an educator there are a few practices that will always set you apart from your competition. I have worked as an independent contractor, an employee, and am currently a Dean of Education for Hand and Nail Harmony working with Gelish and Morgan Taylor.

These are some of the most useful things that I have learned over the course of my career.

- Never stop learning and perfecting your craft.
- Practice your technical skills and seek out feedback from a mentor. I personally try to set aside time each week to practice a new skill or freshen up an old one.
- Take every class you are able to as there is at least one thing that you can learn from each. I often take other educator's classes to learn new techniques and to observe different ways to teach. Remember to take courses on a variety of topics to broaden your knowledge; don't stick to only nail related classes. For instance, business and marketing workshops always have information that is valuable regardless of the career path you choose, and can give you a tremendous leg up in the industry.
- Plan to be successful.
- In the salon, you must implement a way to keep track of your business actions, and customer interaction. Marketing, accounting, client tracking, service menus, salon policies, retail and back bar inventory are just some of the areas that benefit the most from setting aside time each day to focus on planning. To begin with, set aside an hour every day to work on one of these categories, set up a system that works for you. Once a system is in place you may only need to work on each of them a few minutes each day to keep them up to date, and to keep the salon growing and thriving.
- The best educators in the industry consistently research and develop their courses to give the most current information possible to their students. They have written and re-written lesson plans and presentations, written or posted information for the media, and practiced presentations in front of a mirror or family and friends to gain feedback necessary to hone their techniques. They constantly try different techniques with their products to find new creative applications to share. They are professional, have trained hard to gain the technical skills, studied industry topics until they know them inside out, and developed excellent presentation skills. They may have natural talent but they are among the hardest working people in the industry.
- Always practice your craft in the safest and most sanitary way possible – handwashing is the most basic procedure that should take place before every service is provided. If that is not possible then at least hand sanitizer should be used. Disposable items like table towels, files, and buffers should be used when applicable. There should be access to soap and water and a hospital level disinfectant that is fungicidal, bactericidal, virucidal, tuberculocidal, and is effective against HIV, Hepatitis, and H1N1 to disinfect any surfaces and metal implements used during the procedures.
- Maintain integrity.



- Remember that we are in the business of beautifying the natural nails and skin. Always consult with the client about their needs and wants. Thoroughly examine the nails, hands, and feet to determine the appropriate service plan. If you see anything abnormal or unhealthy, do not proceed with the service and refer the client to a physician. Take care of the natural nail and the surrounding tissue, be gentle, and be precise in your application of nail products to avoid service breakdown and overexposure issues.
- Do not allow anyone to pressure you into performing a service on unhealthy nails. Ultimately you are the professional and to protect yourself and your other clients, you must stick to your training and know the laws in your area about what a nail technician can and cannot service.

The nail industry can be one of the most challenging careers you will ever have, but with a few insights it can be the most fun, creative, and rewarding as well.

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Grace Beauty Ltd
Unit B 28 Canaveral Drive
Rosedale Auckland 0757*

*phone 0800 144 562 or
email info@gracebeauty.co.nz*

How does personal development benefit a business owner?

There are many different ways to refer to the intangible subject of personal development, or self-awareness, personal growth, self-empowerment or even simply becoming wiser. All of us are familiar with these words but do we really know what they mean and how personal development might benefit us and our business? Can we even see the point? Our whole life is a crash course in learning and growing anyway. We have experiences every day that shape who we are; if you've done alright so far, why spend any extra valuable time on the subject?

This is why! Your business is an extension of you. Wherever you are at with communication or relationships – this is where the business is at. Whatever work ethic and morals you choose to live by also belong to the business. The way you make financial decisions will impact on the financial decisions made for the business. Lack of confidence and worry can play out in a business too. As the business owner you are the leader. You are at the helm guiding the ship. Your business operates equal to you, it cannot be anything else.

And here is yet another way of putting it. If you imagine a snap shot of your business at this moment, everything about your business is a reflection of who you are currently being. Your business exists equal to who you are being every day. It cannot become more, it cannot outgrow you, it cannot expand beyond WHO YOU ARE.

There are positives and negatives to this. Right now you will have many good things going on. For example, as a business owner you decided to take a step out of your comfort zone and sign up for a challenge. Who were you being when you did that? You weighed up the risks, did the figures and thought about what you wanted. You probably talked to others and sought advice. Some people may have warned against it – “don’t do it, I wouldn’t, seems risky to me” – fear fear fear. But you did your research and made the leap. Not everyone does this... Who were you being when you took that step? There are many people out there who don’t make a move. Most people dip a toe in and run a mile. Most people don’t sign on the dotted line – BUT you did. You may have felt a bit of fear, but if you had chosen to live equal to that feeling then you wouldn’t be sitting where you are now.

However, we are only human and most of us have aspects of our businesses that we would prefer to be different: issues such as getting paid on time, employee problems, or a complaint from clients or employees that just keeps popping up.

Remember, everything about the way your business operates right now is a reflection of your current thinking, acting and being. Your business can’t operate any other way – it is equal to you.

What do I mean by ‘who you are being’? It’s that undercurrent of feeling that is truly running the show. If you want to know who you are being most of the time, take a careful look at it all. Am I being strong and confident or am I being slightly worried or fearful? What was my part in this? You will ‘be’ different in each area of your life. If an area is a representation of yourself, then what kind of person are you really being? This exercise can be like swallowing a pride pill – but that’s personal development for you!

Then ask “what do I, as the leader, need here?” Right now there are dozens of solutions and possibilities available. What needs to happen for you to be able to see them all? Ask “who do I need to be and how do I need to think in order for this area to actually be different?”, or, ask “what would a wise person do here?” and watch what happens. Make no mistake, when you start being different from the inside, life will respond.

Personal development is becoming wiser about who you are and why you do things. It’s not just about having more self-knowledge but actually having the knowledge make a practical difference in your life.

Our thanks to Anna Wheeler from Think Your Best for contributing this article. Please email anna@thinkyourbest.co.nz or phone 021 555 658 to find out more.

Revolutionary new developments in Melanoma treatment

I was recently honoured to attend an evening with Melanoma New Zealand at the Grand Hall in Parliament, Wellington hosted by the Hon. Minister of Health, Dr Johnathan Coleman and Melanoma New Zealand sponsor, Merck, Sharp and Dohme. The event, held to raise awareness of Melanoma New Zealand's work, started with New Zealand's first Skin Check event for Parliamentarians, including several Cabinet Ministers and MPs from National, Labour, the Greens, NZ First and the ACT Party. A range of medical professionals that included some of Wellington's leading dermoscopy practitioners were able to provide peace of mind and an expert eye over any skin lesions or moles. Many adults in New Zealand are now aware of the risks of melanoma and its links to sun damage, but are still those whose past sunburn and tanning history has caught up with them.

The evening then led into a moving series of key speakers who shared their stories about how they are working with melanoma patients to try and extend patients' lives through a revolutionary new type of drug being trialled in New Zealand, called an 'immune – check point inhibitor'. This drug works to stimulate the body's immune system to work smarter and harder essentially causing it to selectively target the malignant (cancerous) cells. Well known pharmaceutical company Merck Sharp and Dohme sponsored this event and has poured millions into the research and development of this innovative and ground breaking immunotherapy treatment. The treatment is proving very successful so far, and holds a lot of promise for patients seeking prolonged life or even a 'cure' of sorts.

The body's immune system provides a key part in how the immune – check point inhibitor works. Usually, any unrecognised substance in our bodies is attacked by the immune system so we don't get sick; however cancer cells are intelligent and have disguised themselves as healthy cells meaning they are left undisturbed to grow and flourish throughout the body. Traditional therapies for melanoma patients have included: surgery to remove the cancerous cells, which can potentially leave behind cells that might regrow in the same area, or migrate and grow elsewhere in the body; chemotherapy which basically attacks any quickly dividing cells throughout the body; immunotherapy which aims to bolster the body's own defences; radiation therapy which eradicates cancerous cells locally; and targeted therapy which aims to selectively destroy



Linda Flay (CEO of Melanoma NZ) and Ruth Nicholson (Director of NZ Laser Training & Beauty Tech)

the malignant cells. About half of all melanomas have changes (mutations) in the BRAF gene (a human gene that makes a protein called B-Raf). These changes cause the gene to make an altered BRAF protein that signals the melanoma cells to grow and divide quickly. Some drugs target this and related proteins to act more successfully for melanoma patient outcomes. However, doctors are still learning the best way to use these drugs to treat melanoma.

This revolutionary approach to immunotherapy using immune – check point inhibitors, known in scientific circles as PD-1 pathway inhibitors, allows the immune system to make malignant cells ‘visible’ to the immune system again so that the body’s own defences can start attacking and destroying them. Instead of targeting the tumours themselves this approach enables the patient’s own body to fight. Sometimes this means that the patient will develop other immune disorders such as vitiligo, however such a side effect is seen as the lesser of the two evils. Research and ongoing campaigns to get this new immunotherapy drug funded continue, however it offers fresh hope to those diagnosed with melanomas in future and looks like a game changer.



Selfie at Parliament



THE NEW BENCHMARK IN IPL HAIR REMOVAL TECHNOLOGY



- ★★★★★ SECURITY: Absorption filter
- ★★★★★ PRECISION: Self Calibration machine and hand piece
- ★★★★★ RAPIDITY: 3 flashes per second
- ★★★★★ APPLICATION: Skintype 1-6
- ★★★★★ RELIABILITY: Square pulse & painless
- ★★★★★ VALUABLE: Electronic recording client treatment history
- ★★★★★ INNOVATIVE: New RAFAL 1 million shot hand piece

- ◆ Hair reduction on all hair & skin colours
- ◆ For face and body
- ◆ Reduces wrinkles and fine lines
- ◆ Firms and tones the skin
- ◆ Rosacea and capillaries
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Hope on the horizon for melanoma sufferers:

"In clinical trials of melanoma and lung cancer, 30-50% of patients are showing a response to the drugs"

"One patient was given six months to live, after trialling the new drug he is back at work after six months and his MRI scans shows no obvious evidence of melanoma"

"Patient Bob Hill was told he would probably die within six months with his melanoma spreading to his lungs and liver, he also had a large tumour growing in his chest wall. He is now clear of melanoma and has created a new bucket list which involves high adventure and strenuous activities"

Melanoma facts:

With most melanoma being caused by exposure to UV radiation in sunlight and the use of tanning booths or sunbeds, the pressure is still on to totally ban sunbeds all together.¹Melanoma kills over 300 New Zealanders each year, this adds up to almost one death per day. 70% of cases occurring in at age 50 years or older.³Despite myths about darker skinned individuals not being affected by melanoma, although the incident rate is lower than fairer skinned individuals; they often are affected by a thicker growing and potentially more serious forms of melanoma.¹Death rates from melanoma amongst men appear to be increasing and are at a higher rate than those for women.

¹Melanoma is the most commonly registered cancer in men aged 25-44 and the second most commonly registered cancer in women of the same age group.

A reminder from NZ Laser Training:

Although traditional 'sunspots' might look brown, or light brown, most are flat and blend in with normal skin; so do some forms of in-situ melanoma (meaning it is growing superficially and hasn't broken through the basal skin layers). If clients have moderate to severe actinically bronzed skin, they are more likely to have some form of skin cancers that blend in with their sun damage. These people should absolutely be having regular check skins. The more we learn about how easy it can be to miss seeing the early stages of a melanoma developing, the higher the risk is of inadvertently treating over these lesions; particularly with intense pulsed light. If your clinic still doesn't have a protocol to ensure that all clients receive prior skin checks from a skin specialist, plastic surgeon, or dermoscopy trained general practitioner; now is the time to get this in place.



Images courtesy of Dr Chris Dickey - Skinology

Source: MSD Oncology, Wikipedia, Cancer.org, NZ Listener (July 11-17, 2015)

¹Ministry of Health 2011, Ministry of health cancer; New registrations and deaths 2011 Melanoma ICD code C43, ³New Zealand Guidelines Group. Clinical Practice Guidelines for management of melanoma in Australia and New Zealand 2008

By Ruth Nicholson, Director NZ Laser Training, email ruth@nzlasertraining.co.nz



Smarter Facebook advertising for clinics

Earlier this month, Facebook rolled out a new product called Facebook Lead Ads. These ads are designed to make it incredibly easy for you to grow your database or capture leads for a particular campaign.

Let's say you are running a campaign to attract new clients to the clinic and are specifically looking for clients that are considering having Botox, but have never had it before. You could set up a Facebook Lead Ads campaign along the lines of "Considering Botox but not quite sure? Fill in this simple form and we will provide you with medical facts about Botox that are specific to your concerns." Using Facebook's new platform, you can develop as many pre-screening questions as you want (such as "What are your areas of concern?" or "How much do you currently spend each month on Beauty/Anti-Ageing products?", but I'd recommend keeping it as short as possible. When the user clicks the CTA (call-to-action) button on your ad, Facebook will pre-populate the form with any relevant information it already knows about the user (such as name, email, age, etc) allowing the user to effectively send this to you with one click. This whole process can be as short as about 5-10 seconds to obtain the contact information from a potential new client.

I've written a more extensive review and a step-by-step "How to" set up Facebook Lead Ads at this link:

<http://www.topcatt.nz/facebook-lead-ads/> or just search "Facebook Lead Ads Topcatt"

I think Lead Ads are a very useful tool for the savvy clinic that understands the depths of targeting that Facebook advertising can reach. Using the campaign example above, you could then build a highly specific audience to show these ads to, using Facebook's industry leading targeting capabilities. For example, you could show your Lead Ads only to women between the age of 30 and 45 who live in Auckland and who are interested in Beauty (or go even deeper!). Facebook knows the browsing and engagement habits of its users and groups them accordingly. Even if you don't specifically tell Facebook you are interested in 'Beauty', it knows by the pages and posts you like and share what your interests are – pretty clever huh! In terms of cost per lead, I give Facebook Lead Ads a 4 out of 5.



Got a question about your website or digital marketing? Send all comments and questions to trevor@topcatt.nz



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Employment law traps – and how to avoid them

New Zealand employment law is highly process-driven and protective of employee rights. As a result, there are a number of “traps” that employers can fall into when it comes to hiring or firing employees. Liz Coats, Senior Associate at Bell Gully, provides some tips for avoiding some of the common pitfalls when hiring employees, managing poor performance or going through a business restructure.

Hiring new employees

The Employment Relations Act 2000 (**ERA**) allows the parties to employment contracts to agree that the first 90 days of an employee’s employment will be a trial period. Where a trial period applies, the employer may dismiss the employee during that period, and the employee is not entitled to bring a personal grievance regarding the dismissal.

There are a number of potential “traps” for employers when using trial period clauses.

- A trial period clause can only be used on “new employees”. This means it cannot be used on any existing employees. Furthermore, it makes it essential for the agreement to be signed **before** the employee commences employment.
- The trial period clause itself must comply with the specific requirements in the ERA for these clauses. This includes specifying within the clause that if the employee is dismissed during the trial period then they may not bring a personal grievance to the dismissal.

If the trial period clause is found to be unenforceable, then the employee will be entitled to challenge their dismissal during that period and it may be found to be unlawful.

Managing performance

Dealing with poor performers can be a very frustrating and time-consuming process for employers. However, hasty decisions to dismiss poor performing employees can prove very costly, as they are likely to be found to be unjustified (i.e. unlawful). The days of a boss shouting “you’re fired, get out” are long gone!



Below are some key points for employers to consider if you have a poor performer in your team:

- Communication is critical. As employer, you have a responsibility to explain the standards that you expect from the employee, the ways in which the employee’s performance is below those standards, and the timeframes within which you expect their performance to improve. The employee also has a responsibility to communicate about any support that they might reasonably require in order to meet those standards.
- Any timeframes set for improving performance should be reasonable, taking into account the nature of the employee’s role and how long it would be reasonable to expect that they could improve their performance in the identified areas. For example, if the issue is the employee’s performance of a daily task, then the reasonable timeframe is likely to be much shorter than where the issue relates to a task that is carried out over a longer time frame (such as monthly or quarterly).

- During any performance management process, the employer should continue to communicate with the employee about how they are tracking against their performance targets.
- A formal meeting will be required if the employer considers that the employee's performance is still sub-standard after a reasonable time. Any meeting should be set up in advance, with the employee given forewarning of the matters to be discussed and any potential outcome (such as a warning, final warning or dismissal). The employee should be encouraged to bring a representative with them to the meeting.
- It would rarely be lawful to dismiss an employee for poor performance without a warning and final warning having been given previously. For this reason, a performance management process can take some time from start to finish. It would be unusual for a process to take less than three months.

Restructuring and redundancies

The ups and downs of business means that employer's needs for staff change over time. Sometimes, a downturn in business can be so serious that employers are required to restructure their operations – which might include reducing staff numbers – in order to remain commercially viable.

The statutory duty of good faith in the ERA underpins all of the steps required in this situation. This duty includes an obligation to consult with employees regarding any "proposal" which may have an adverse effect on the continuation of their employment. Consultation involves (in short):

- providing information about the proposal
- giving employees an opportunity to comment on the proposal, and

- considering that feedback before reaching any decision.

In the first stage, it is important that employers can explain the "business case" to support the proposal. For example, is the proposed restructuring motivated by a need to save costs, or is there some other change in direction which means that the employer no longer requires the employee's position? The courts are increasingly scrutinising the reasons behind a redundancy proposal, and this may include closely analysing any financial records to confirm any assertions made regarding cost savings.

Employers should communicate openly and honestly with employees about the proposed changes before any final decision is made. This ensures that the employees have an opportunity to meaningfully comment on the proposal, and how it may impact on them.

If an employer decides to proceed with a proposal, they may also need to consider whether there are any alternatives to redundancy available within their business. For example, is there another branch that the employee could be redeployed to, or is there a new role being created that the employee could perform? These alternatives should be explored before any notice of redundancy is given.

If you're unsure, seek advice

Trial periods, poor performance, and restructuring are just a few of the many areas of complexity relating to managing employees in New Zealand. The law is complex, and how it applies will differ according to the particular facts of every case. We strongly recommend that you seek specific professional advice before taking any action on these types of matters.

Our thanks to Liz Coats, Senior Associate at Bell Gully for writing this article. Liz has extensive experience advising on a range of employment issues, including representing employers at mediation and in the Employment Relations Authority, Employment Court and Court of Appeal. She advises employers on a wide range of HR issues including personal grievances, parental leave complaints, restraints of trade, investigations, redundancy and performance issues, negotiated exits, and health and safety. You can contact Liz at liz.coats@bellgully.com. Bell Gully has a team of 8 employment law specialists, led by Partner Rob Towner, email rob.towner@bellgully.com.

What's on at NZ Laser Training?

Independent medical grade training and laser safety certification

Core Essentials

Introductory and refresher training course runs every February | May | August | November with an extra December workshop based on demand.

This is an ideal course for those who have completed some functionality training with their machine's supplier but feel they need to polish up on laser safety protocols and gain more in-depth knowledge of laser science principles so they can optimise settings for better outcomes. With the option to attend only the theory days or add on the practical day, this course is one of our most popular options. (Auckland only)

Cost: \$1600.00 + GST p/p – Includes comprehensive training book, written evaluation, letter of attainment and certificate, plus refreshments at morning and afternoon tea

Skin Rejuvenation and Advanced Hair Reduction

These two new workshops replace our Level 2 and 3 courses and now offer a full day of practical, hands-on training under the watchful eye of our medical trainers. There is the pre-requisite that trainees need to have completed our Core Essentials theory training days first, as it has become difficult to measure and qualify trainees who have received training elsewhere. These two new workshops will be very popular with our past NZ Laser students who have been asking for further training on laser brazillians and vascular training.

**NEW format
practical
workshops:**

Cost: \$399.00 + GST p/p – Includes handouts, written evaluation, letter of attainment and certificate, plus refreshments at morning and afternoon tea

The new workshops will run after the Core Essentials courses so trainees can select the date that works best:

15-16th February | 16-17th May | 15-16th August | 14-15th November (Auckland only)

Introduction to Laser Tattoo Removal

If you are considering laser tattoo removal there is much to consider. Investing in our one day workshop will provide you with all the details of this popular treatment. Learn how these lasers differ, what technologies are around and what treatment parameters are important for successful outcomes and safe practice.

Cost: \$399.00 + GST p/p – Includes handout, written evaluation, letter of attainment and certificate, plus light lunch refreshments

Wellington 23rd February | Auckland 14th June | Wellington 26th July | Auckland 5th September

Laser Safety Certificate

If you need to ensure best practice is in place in your clinic this is the quickest and most economical way to certify your staff in IPL & Laser safety.

Our laser safety certificate workshops run regularly through the year and provide up to date, clinically relevant information and guidelines that follow Australian and NZ safety standards. This workshop covers all the important considerations for the operator of your clinic's IPL or Laser device, ensuring they are aware of what is expected at the highest level for best practice.

Cost: \$299.00 + GST p/p – Includes handout, written evaluation, letter of attainment and certificate, plus light lunch refreshments

Wellington 22nd February | Auckland 21st March | Nelson 11th April | Christchurch 12th April |
Auckland 13th June

This course can be run in your clinic, accommodation and travel costs and minimum trainee numbers applies. Contact us for details.

Laser safety officer (LSO)

This is a simplified and clinic-specific programme for the nominated safety officer in your clinic. Ensure you have protocols in place and know what records should you be keeping and what to do if an accident happens. Be certified, safe and informed – our guidelines follow Australian and NZ safety standards.

Cost: \$450.00 + GST p/p – Includes handout, written evaluation and assignment project, letter of attainment and certificate, plus light lunch refreshments

Auckland - 22nd March | 22nd November (Auckland only)

Small classes, one on one time with trainers, up to date and clinically relevant materials, designed to aid visual learners as well as others, on-going technical advice and support

To join a training group please email: info@nzlasertraining.co.nz or download the enrolment form from our website: www.nzlasertraining.co.nz

Find us on 

What's ahead for Beauty Tech 2016?

Feedback from our past events tells us we are on the right track and industry is supportive of Beauty Tech Conference. Our aim is to twofold; one, to educate in the many aspects of advanced aesthetics and two, to improve client safety and clinical outcomes by raising the standards of practice in our specialty industry. In a crowded market where many clinics are not fully educated or certified, we must continue to raise the bar for professional development and best practice in order to maintain the highest standards.

SAVE THE DATE:

**Sunday 10th July –
Monday 11th July 2016**

**Venue: Ellerslie Event
Centre, Ascot Avenue,
Remuera, Auckland**



Beauty Tech® / AesTech® 2016 will again offer fantastic and stimulating speakers and quality trade displays so those seeking to align with these shared goals can network, learn and grow.

Following the 2016 event we will determine whether it will be better to hold Beauty Tech Conference very two years, to alternate with Beauty NZ Expo. Our attempts this year to work alongside this corresponding event were unproductive, leaving many clinics feeling compelled to choose one over the other, rather than maximising their three days in Auckland by attending both. While many skin care and technology companies host their side-line events around the same dates and some larger companies now in a position to host their own branded conferences, Beauty Tech® and AesTech® Conference will remain the place where impartial education and best practice remain at the forefront. Our belief is that this event fills a void for those seeking a place to connect with industry experts and tap into valuable resources and information to stay sharp and motivated.

Due to our natural entrepreneurial mind-sets, New Zealand has a tendency to generate break away groups in business rather than joining into a larger eco-system of like-minded businesses. At Beauty Tech headquarters we are serious about listening to our industry, so please do flick us an email with what you feel clinics need from events like Beauty Tech Conference. We have already received some great constructive feedback and it is this encouragement that keeps the event running.

In 2016 we will be in new venue which brings a touch of class and glamour without the inner city hassle of parking and traffic jams: Ellerslie Event Centre. It's going to be great. As always, a big thank you to those who have attended our events so far, and for those who took a chance on something new and different as



we experimented with some interactive workshops and 'Ask the Experts' panels this year. The brand Beauty Tech® will be marrying up with the AesTech® brand again in 2016 and this partnership will again be running workshops and demonstrations as well as lectures (Plenary sessions). We have also been exploring new formats to see how we can provide as much value as possible in next year's programme, and will be excited to release further details in early 2016.

We look forward to highlighting our key speakers and participating exhibitors in the coming months. The next official pre-conference Beauty Tech Magazine will go out to clinics in April. In the meantime we encourage you to send us your ideas and thoughts on the upcoming event so we can ensure that these are conveyed in the 2016 programme.

Register for our Early Bird rate available from March 1st 2016 to 31st May 2016 and save \$70 + GST on your registration fee. After this date registration is \$269 + GST per person (full registration) or \$179 + GST for a single day. Attendees must pre-register for this event, fully catered and with free car parking on-site. So for no hassle, comprehensive learning and access to quality technology and skincare and leading beauty suppliers, don't miss your chance to attend. Register your interest now by emailing: tickets@beautytech.co.nz or for details on group discounts.

Check out our Facebook page (Beauty Tech Conference) for updates closer to the event and for posts from past events, videos and more...

Contact Beauty Tech Ltd
PO Box 60202, Titirangi, Auckland, 0642
Email: Ruth Nicholson – Event Director and Convenor,
info@beautytech.co.nz

"Hi Beauty Tech,
Well done again on a great
two days. A great variation
of speakers, Thank goodness
someone organises these things
for the industry. Keep doing what
you do" (Abridged).
Andrea, Napier



Director

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