

SPRING 2011

under your skin

the trading faces newsletter

Welcome

My goodness, I have just returned from the Spa and Beauty Expo in Sydney and now I understand what the average consumer is faced with when choosing their home skincare. I went in search for the new 'thing' to complement our trusty Dermalogica in the salon and have returned with a bag full of brochures, samples and promises... it is overwhelming! As most of you rely on us for your skincare advice and product choice I feel a huge responsibility to get this right.

OK, the prerequisites. Number One, Results.... They all promise that! Two, not over the top expensive with ridiculously glamorous packaging (while aesthetics is important, coloured creams in gold lidded jars is not only unhygienic, but goes against my 'serious skincare' beliefs). That has eliminated about half. Three, educational support. This is high on the list. With the potency of professional products we are able to use and prescribe in skin care centres now we need to be constantly educated and updated to ensure we are passing the correct knowledge and home care prescriptions to our valued clients. Four, in salon treatments, we want our clients leaving us going 'wow'. So now I'm left with deciding if we want to have a range that is organic, Australian made, has chemical peels or high doses of vitamins, includes oxygen treatments, dermal rolling or is individually customised. Whatever we decide on, you can rest assured we will be bringing you the BEST the industry has to offer... stay tuned.

Nicki from Blossomed Laser and IPL now joins us on a monthly basis. I maintain my stance that laser/ipl needs to be performed by a medically trained practitioner or a dermal therapist at the very least. Nicki is a registered nurse and has been working continuously with the latest equipment for over 2 years. See below for more information and visit dates.

As we welcome the warmer and longer days, don't forget we are open every night of the week until 8pm (9 on Thursdays). Our after hours appointments are extremely precious and we request your assistance by confirming or changing your bookings at your earliest convenience. We can then rebook you at an equally convenient time and allocate someone else your vacated appointment time. Please let us know if you would prefer not to be contacted by SMS to confirm your appointment. We can also phone or email if that is more convenient, but to prevent 'no shows' (the bane of our life!) we do need to confirm every appointment, preferably 2 days prior.

Enjoy spring! We look forward to seeing you at Trading Faces soon,

- Jane

PS. I appreciate your feedback at any time: jane@tradingfaces.com.au

THIS ISSUE

PRODUCT PROFILE: *Spray on Tan*

NEW Laser Hair Removal

Online Shopping – the perils

Spring Happy Hour(s)

On Tuesdays and Wednesdays between 10am and 4pm we will offer

\$15 off the following:

THE EXFOLIATION TREATMENT

Usually \$75

SHELLAC APPLICATION

Our new long lasting nail polish

Usually \$65

FULL SPRAY TANS

Usually \$45

No other discounts apply. No therapist requests.

SAY HELLO TO:

*Spray on Tan,
it's all about the colour*

Tuscan Tan spray on tan mimics naturally tanned skin tones with 100% accuracy, and with correct care, lasts 10 days before gradually and evenly fading.

Purchase 5 spray tans for just \$199

Offer ends 30/11/11. Valid for 3 months from date of purchase. (Please note your expiry date, as series will not be extended.)

FREE GIFT



Dermalogica PreCleanse

"About 6 years ago, at a Dermalogica conference, a new PreCleanse was launched. I scoffed, who on earth would consider using 2 cleansers to clean their skin every day! Dermalogica PreCleanse is now my absolute favourite product.... If I don't use it, my skin just doesn't feel clean. My blackheads have gone, my skin always feels clean and fresh." - Jane Sandow

Get a FREE precleanse and cleansing cloth with every 500ml cleanser purchase in October, while stocks last.





The perils of purchasing your skincare online.

By Rachel Jezewski

As we all become more consumer savvy and time poor we are turning to the internet in an attempt to save time and money on all sorts of products. Unfortunately with online purchasing

there is more than meets the eye. The team at Trading Faces want to make you aware of 10 facts about purchasing skincare online that we feel you must know:

1. There's a lot of incorrect product purchasing online A lot of guessing and impulse buying.
2. We happily give clients who purchase regularly from us all our knowledge and regularly prescribe correct home care to address changing skincare concerns. We put a lot of time and money into constant training at Trading Faces, but we begrudge giving that information to those purchasing online or elsewhere.
3. We keep your retail purchase history to expedite repurchasing, or checking if you are using the correct quantities of products.
4. After sales follow up. We happily exchange or refund any purchases if you are unhappy with the results.
5. Reward points, 10 reward points for every \$100 spend, that's 10% off the cost right there.
6. We offer regular Gift with Purchase deals, enabling you to try new products or have handy travel sizes.
7. Can't get into the salon to pick up products? No problem, if you phone or email us with your credit card details before 3pm we can post out your products the same day.
8. There are only a limited number of authorised online retailers of Dermalogica. Most (including ALL Asian sites) are not supplied by Dermalogica so could well be out of date, come from overheated storage facilities or worse still, be counterfeit. Beware of anyone selling professional sized products online. They are definitely not an authorised retailer (also, you will never use all the product yourself before it begins to go rancid)
9. Your skin is constantly changing due to the environment, your stress and hormonal levels, aging, and climate which all require a regular change of homecare routine, do not risk spending big dollars online purchasing skincare that is incorrect for you. Play it safe and have your skin analysed in person while making your legitimate purchase.
10. By purchasing your skincare from us you are supporting local business. We want to continue to maintain the customer service you are accustomed to and provide ALL your skin care needs. Online shopping is forcing your local shops to close down. Don't let us be one of them.

Blossomed

The laser hair removal and rejuvenation specialists.

After much investigation and research, we have finally chosen Blossomed to look after you at Trading Faces for Laser hair removal or Skin Rejuvenation.

Using the latest IPL Laser Equipment and with experienced medically trained staff, we are confident we have appointed the best people for the job. Our technician, Nicola Hunt, currently visits us on a 4 weekly basis and offers complimentary, no obligation consultations to answer all your questions.

Nicki's visit dates for 2011 are:

Thursday Sept 1 and 29, October 27, November 24 and December 22. Bookings are essential.

What areas can be treated for hair removal?

Any area, except around the eyes: the upper lip, face, neck, underarms, bikini (and Brazilian), legs, chest and back.

Is it painful?

Less so than waxing! You may feel a slight prickle, similar to that of snapping a rubber band.

How many treatments will I need?

Everyone is different, and you will be given more of an idea in your consultation, but generally 4-8 treatments sees the end of regular hair growth.

What skin conditions can be treated with photo facials, or skin resurfacing?

Visible veins, couperose, rosacea and sunspots and sun damage can all be treated comfortably and effectively.

blossomed
IPL / Laser Hair Removal & Photo Rejuvenation



Let's go Clubbing! *More points for you = Faster rewards.*

Join the Club! From your very first visit to us you will start to earn points.

After you have accumulated 10 points you will become a member of our Trading Faces Club:

- Earn 1 Club Point for every \$10 spent on services.
- Earn 1 Club Point for every \$10 spent on products.

To redeem: 1 point = \$1 towards the full cost of any treatment.

- For example: Have a Relaxing Face Treatment and purchase \$250 products and you will receive 37 club points, enough for a lash tint, and that's just from one visit!

Trading Faces Platinum Club

This is a selected group of true Trading Faces devotees. They regularly introduce their family and friends to our services, experience assorted treatments with us, purchase recommended products from us and visit us on a very regular basis.

Trading Faces Platinum Club benefits include:

- Earn 1 Club Points for every \$10 spent on products.
- Earn 1 Club point for every \$10 spent on services.
- Points can be used for the full cost of Products and Treatments.
- Priority Bookings
- Exclusive Platinum Club offers and specials.

For all Clubs:

- Points automatically expire after 18 months.
- Cancellations of less than 2 hours' notice and no shows will be charged for in Club points with no exceptions.
- Points can not be used on any specials or discounted treatments.
- Points can be used at any time during the week, including evenings, but not on Saturdays.

Remember, regardless of what club you are in, you will still get your 10% re-booking discount if you re-book your next appointment (for within 6 weeks) while you are here.