

Beauty

at the gate



Local Jewellery Designer to the Stars Daniella Draper Reveals All



We Look Back on 2015

Cameron Diaz

BATG Girl Mollie McCook

wants Hollywood Star

as Her First Client

£15,000 December Giveaway



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News at the Gate

The judging process for the Professional Beauty Awards 2016 has now been completed. As you know we are finalists in the Best Salon category and have been visited twice by judges who both had two treatments and scrutinised how we operate. It's now down to the judges to decide how we've done. Fingers crossed but it will be a long wait till Feb 28th.

We have just had our 2nd photo-shoot at the salon and are looking forward to seeing the pictures which will play a big part in our new website. We are now looking at design options for the new site, which will launch in the New Year.

Melissa has now also completed her Dermatude training and will be offering the facials alongside Samantha.

Since introducing the LED Light Therapy masks back in June we've seen some great results in treating problem skin and other conditions. We are having a more advanced LED system showcased to us this month with a view at offering far more cutting edge treatments in the New Year.

The salon also had some amazing press coverage in the past few weeks with a full page in The Journal and a fabulous 4-page spread in the nail industry magazine Scratch.



Editorial

Welcome to the December edition of Beauty at the Gate featuring our amazing £15,000 Christmas giveaway - we've got a £15 Gift Card and fabulous beauty gift for every single client booked in for a treatment throughout December, plus the chance to win the whole lot (that's over £500 of beauty goodies!) in our Christmas raffle in aid of St Andrew's Hospice, see pages 4 and 5 for more details.

Find out a bit more about our receptionist Mollie, who works as part of the team whilst studying for her NVQ in beauty at Grimsby College.

Environ's amazing facial strikes again. What a difference a course of Collagen Power Facials can make! We talk to one of our clients who sought help from BATG after years of sun worshipping had taken its toll on her complexion - see the results for yourself on page 7.

We caught up with the queen of HD Brows herself - Nilam Holmes-Patel - who tells us how she set up a global brand and what a typical day in her life is like on page 8.

We talk to local jewellery designer to the stars, Daniella Draper who tells us where she gets her inspiration from and what she has planned for 2016 on pages 12-13.

With the festive season upon us we give you a run-down of the must-have treatments to get you glowing and Christmas party ready in less than an hour. Plus our team of therapists have each created a range of Christmas inspired nail designs which they can recreate or use as inspiration for your manicure. Get into the festive spirit on pages 16 & 17.

Bio-Sculpture Educator, Stella Foster, talks to us about her role and life on page 18.

Fiona Durkin - Editor



Up Close and Personal with Mollie McCook

Mollie joined the team here at BATG earlier in the year and has grown in confidence in her role on reception and in helping the girls out in the salon and the room alongside taking her NVQ2 in Beauty at Grimsby College.

Once Mollie has graduated she is looking forward to integrating herself into the team of therapists we have at BATG.

How long have you worked at BATG?
I joined the team at Beauty at the Gate in April this year.

What first attracted you to BATG?
When I first walked into BATG I thought it looked fantastic, all the staff are friendly and professional and I just wanted to be a part of team straight away. I was also drawn in by the amount of varied treatments and products that were available too!

What's the best thing about working at BATG?
That I learn something new everyday, the amount of knowledge that the therapists have about the products and services we offer is unbelievable and by working with them I have

learnt so much already about many treatments and products. Also that we are all part of a team, it makes the salon a much happier place knowing that everyone works well together.

What made you want to train to become a therapist?
I have always wanted to be involved in Beauty and by getting the experience of working within such a great salon whilst training at college has made me want it even more! I can't wait to be fully qualified so I can get stuck in on making people look and feel great.

What treatments have you trained in so far?
Currently at college I am on my waxing, facial and eyelash units. I enjoy learning facials the most!

What would you like to achieve as a therapist?
I would love to become well known for being one of the best and build up a good client base and reputation for myself.

What's your favourite beauty product and why?
My favourite beauty product would have to be the Jane



Iredale BB cream. The coverage is amazing, it lasts all day and it's not bad for your skin! I would never use any other foundation again.

What's your favourite perfume and why?
Has to be Alien by Thierry Mugler. It's got such a distinctive scent and I love it!

Who would you choose to have as your very first client once you've qualified and why?
I would treat Cameron Diaz to one of the Environ facials that we offer as she has had problematic skin and has

suffered from acne. I'm sure I could work some magic on her!

What do you do to relax?
I like to have a relaxing candle lit bath and treat myself to a bit of a pamper. I also have to admit, I do enjoy having a good catch up of Hollyoaks and I still love watching old episodes of Sesame Street, they really bring back childhood memories and they always get me singing my favourite song from the series, Meet Me at the Bus Stop, so catchy!



What can't you get through the weekend without?
Spending time with my friends and sleep!

What's your favourite holiday destination and why?
Dominican Republic. I went there in 2012 and I still talk about it now! The weather is amazing and the resort was fantastic. I also made some amazing friends whilst I was there too.



CHRISTMAS GIVEAWAY



Christmas is a time of giving and to celebrate an amazing year here at BATG we are giving our clients £15,000 in gifts.

Every day we will be giving away goody bags with different surprise gifts to clients after they have had their treatment along with a £15 Gift Card* to spend at the salon in the New Year. We have some amazing treats lined up, book in early to not only secure your Christmas Beauty needs but to also be treated to one of our amazing gifts.

We will also be holding a very special raffle where the lucky winner will receive everything listed, an amazing package worth over £500. The cost of a ticket will be £5 and all proceeds will be going to St Andrew's Hospice.

We have put together some amazing gifts, if you are booked in you could be picking up one of the following goodies along with your £15 Gift Card*:



**St Andrew's
Hospice**

making each day count!



Elemis Gift Set worth £50.00

Amazing gift set from Elemis containing 5 fabulous products.

BATG Gold Body Oil worth £17.00

Thanks to the light reflecting golden particles in this luxurious body oil your skin glitters when you move. This multi-function product can even be used in your hair to add extra Christmas sparkle.

BATG Derma Roller worth £20.00

Micro needling creates tiny channels in the surface of the skin allowing active ingredients to penetrate into the deeper layers of skin where they can work more effectively.

Dental White Teeth Whitening Kit £27.00

Ensure you have a white Christmas and a smile to be proud of with this best-selling home teeth whitening kit.

BATG Champagne Body Scrub worth £25.00

The Champagne, Caviar and Gold Body Scrub is a tantalising gold shimmering cane sugar scrub mixing high quality active ingredients and subtle sensual amber accents.

Hydropeptide Lash Enhancer worth £67.00

Visibly longer, thicker and healthier lashes in less than four weeks. Promotes the growth and life span of short and thin lashes and brows whilst preventing breakage and loss.

Jane Iredale Magic Mitt worth £17.00

Removes all traces of make-up without cleanser! The Magic Mitt is made from specially knitted micro-fibres which are able to penetrate oil films.

BATG Balance Candle worth £10.00

Create the perfect atmosphere with this gorgeous fragranced candle.

ANP Skin Anti-Oxidant 60 Capsules £30.00

Protect your skin from the inside with Skin Antioxidant and keep it looking younger for longer! Formulated with seven super phytonutrients found in plants.

Environ Mini C-Quence Eye Gel worth £25.00

Environ's C-Quence Eye Gel is by far one of their best selling products. Relaxes facial muscles and firms and tightens, reducing lines and crow's feet around the eye area.

HD Brows Eye and Brow Palette £25.00

HD Brows most in-demand and highly coveted products, each of these Eye & Brow Palettes include a highlighting shade, two intensifying brow shades, wet/dry carbon-black definer, setting wax and a versatile dual applicator.

BATG Prosecco £13.00

Enjoy some festive bubbles on us! This light and crisp Prosecco is our favourite tipple.

Jane Iredale Moonglow Bronzer £35.00

Jane Iredale Multi-Bronzers can be used on the cheeks, eyes and lips or all over for a natural looking glow. Perfect for that golden goddess look!

Environ Sebuwash £15.00

Environ's Sebuwash is a mild gel cleanser that helps to hydrate the skin and maintain a natural waterproof barrier.

ANP Skin Vit A+ 60 Capsules £20.00

A really effective way to boost your vitamin A and D which work in synergy for healthy skin as well as strong bones and muscles.

BATG Cucumber & Bilberry Face Mask & Collagen Eye Masks £20.00

Put your feet up and relax with a cooling, moisturising cucumber or anti-inflammatory bilberry face mask. Add a collagen eye mask to gently ease away under-eye bags. The perfect hangover cure!

HD Brow Tec £16.00

This ultra-slim retractable twist-up brow pencil enriched with vitamins E & C antioxidants delivers precise application every time

Jane Iredale Pommist Spray £23.00

Pommist is a hydrating spritz with the added benefit of a powerful antioxidant and UV protector to keep your skin at its healthiest and boost SPF performance.

ANP Skin Omegas 60 Capsules £28.00

Benefitting from the addition of vitamin A, Advanced Nutrition Programme Skin Omegas+ is the perfect companion to your skincare regime.

BATG Lemongrass Body Scrub £15.00

Our most popular scrub perfect to revive tired winter skin. The fresh lime and zesty lemon notes in this gorgeous scrub make it the ideal pre-cocktails pick-me-up.

Jane Iredale Pure Pressed Blush in Whisper £22.00

A mineral based blush design to define and highlight your cheekbones. Formulated with minerals and antioxidants and free of chemical dyes and irritating ingredients ensuring your skin is looked after whilst looking your best

BATG Lemongrass Scrub worth £15.00

Energise and revive tired winter skin with this body scrub. Zesty lime and notes of lemon make this the perfect pick-me-up for your skin.

Mini Supplement Bag worth £27.00

Contains mini pack 14 capsule versions of ANP's Skin Vit A+, Skin Omega's & Skin Anti-Oxidants

BATG Revive Candle £10.00

Revive your mood with this beautifully fragranced candle

Jane Iredale Soft Peach Lip Gloss worth £20.00

Amazing lip gloss that provides hydration and colour and plumps your lips without the use of chemicals or petroleum; instead it uses all natural ingredients.

*The £15 Gift Card can only be used from Jan 1st to April 31st 2016, it cannot be used in conjunction with any other offer and must be redeemed against a minimum spend of £45.

The raffle draw will take place on New Year's Eve

CLIENT SALON SELFIES

We receive amazing feedback on a daily basis from our clients for which, we are so grateful, it's great to hear about their experiences at the salon and it gives us an opportunity to learn, grow, improve and offer a better service and range of treatments.

Some of our clients go that little bit further though and send us some amazing photo's after they have been to salon and we have a few selfie addicts now regularly doing this for us. It's great fun and puts a smile on all our faces.

Here are a few of our favourites from 2015!



Fantastic as always and Melissa always pays brilliant attention to detail. Thank you :) x

Victoria - Louth



Another fab experience! As always Megan is professional and polite. *Sarah - Cleethorpes*



Great atmosphere and surroundings, excellent therapist, Hannah, who explained the treatment thoroughly, a-lift

+ environ. Fabulous treatment with a* results, definitely worth it, my skin looks and feels gorgeous. Thank you x

Jackie Harries - Grimsby



Always love coming back to beauty at the gate! Staff are so friendly and make you feel so comfortable! And my eyebrows always look FAB!
Chloe - Grimsby



I really enjoyed my visit with you today. Everyone was exceptionally friendly, helpful and courteous. My massage with Megan was really

good, as she listened to what I asked for and gave me a really deep massage, which was what I really needed. Thank you again for a lovely experience. I am looking forward to my next visit.

Terry - Grimsby



Really fantastic A -lift facial with Melissa a real pamper experience as well as feeling lifted and glowing, could have fallen asleep it was so relaxing and as

always Melissa was just lovely welcoming , kind , informative and professional she always puts you at ease and does a fab job thank you x

Hazel - Louth



Absolutely amazing!! Did my eyebrows exactly how i wanted them if not better, lovely lady who you can have a nice chat with whilst having your treatment done

too! Thank you so much Xxx

Chelsea - Grimsby



Sam was excellent! She made sure I was aware of every step and really took her time to make sure everything was just how

I wanted it! Definitely booking in again. Also, Sam was very informative when I asked about another treatment available at the salon. Will be booking in for that one too now.

Natalie - Healing



Amazing morning at Beauty at the Gate this morning, came for lots of treatments before my wedding

along with my bridesmaids. We all had our nails done at the same time in The Room, with a glass of prosecco. Megan, Sam and Keeley were all fab, our nails look fab!! So happy with everything we had done. Was a very much needed chill and pamper session, thank you xx

Sally - Market Rasen



And who could forget Keeley & Megan from BATG

CLIENT CASE STUDY

BATG client Sarah Sopp from Great Coates booked in for a skin analysis in the hope of improving several skin problems. Sarah's skin was very dehydrated which was affecting the texture and overall look of her complexion. She had deep lines and wrinkles, which were caused by dehydration and sun damage. The overall look of Sarah's skin was very dull, tired and lacklustre.

We put Sarah on a course of 6 Power Collagen Facials along with the following homecare regime:

- Environ
- AVST Cleanser
- AVST Toner
- C-quence Eye Gel
- AVST 5
- Revival Masque (twice weekly)
- C - Boost
- RAD Sunscreen
- Advanced Nutrition Programme
- Skin Vit A+

We spoke to Sarah about how the course of treatments and homecare had gone:

Why did you come to Beauty at the Gate?

It was my best friend Rekeshe who advised me to start having facials as I never spent time on myself and I don't want to age before my time. She has known Sam for many years and speaks very highly of her. Also my two children that were now leading their own lives and don't need their mum everyday I don't feel like I'm neglecting them by spending some time on myself for once.

What were your main skin concerns?

Around my eyes I have crows feet and wrinkles on my forehead. My skin was exceptionally dehydrated. I must confess I like the sun so in the past I did not always protect it correctly.



Before



After

How did your first skin analysis go – where you surprised by the Visia machine results or anything that Jade said?

Very shocked at the neglect I had inflicted on my skin. One could say it was a huge eye opener and one that I want to put behind me. As a sun worshipper I was able to see the damage I had inflicted on myself by not taking more care.

How did you find the Collagen Power Facials and when did you notice a difference in your skin?

I must say I am one that finds it difficult to relax let alone fall asleep but after every appointment I leave Beauty at the Gate feeling like a totally different person. The difference in my appearance became apparent perhaps 3 weeks ago. I now have a glow, my skin no longer looks opaque and dehydrated.

What were your expectations of the treatments and skincare and have they lived up to them?

I was told they could take ten years off me which they have certainly started to.

I never expected to see such a difference in a short space of time.

I thought I would have to spend hours applying lotions and potions everyday but in fact it is a very easy and straight forward regime that I need to follow and I have it down to a T in the morning and evening as time is never on my side.

What results have you noticed now that you have had 6 facials? Has anyone else noticed a difference?

Friends have complimented me on many occasions about the improvement in my face. The biggest result has been the lessening of lines around my eyes and the plump feeling on my skin.

You can see from the images the huge improvement Sarah has seen in such a short space of time, in particular around the forehead and eye areas. With her skin now in a much more stable condition we are moving onto the next stage of Sarah's treatments. Sarah will be keeping up her homecare routine but we are switching Sarah over to the new Dermatude Facials to really help tackle those lines and wrinkles even more.



Nilam Holmes-Patel is CEO and Co-Founder of HD Brows. She launched the HD Brows brand which has become hugely popular for its 'high definition' brow perfecting technique. The brand has flourished and now offers extensive training courses, training beauty therapists from all over the world with the treatment now being carried out in beauty clinics and salons up and down the country as well as here at BATG.

The HD Brows treatment can be seen on many well-known celebrities and personalities and Nilam is recognised as a leader and trend setter in her industry.

We managed to have a chat with Nilam recently about what it's like being CEO of HD Brows.



Before setting up your own beauty business where did you work and study?

I attended the University of Buckingham and gained a degree in hotel management and business studies.

What made you decide to create the HD Brows brand? Did you ever imagine it would become such a success?

Brows have always been a passion of mine, and I noticed a lack of education in brows from my time teaching permanent make-up and working in salons. I set out a brow course for education and it rocketed in to a global brand – it's been really hard to keep up, but incredible to watch.



Can you describe to us an average day (or week) for you? What does your role in the company entail?

No day or week is the same – in general I spend a day writing new course syllabus and training my

education team. Another day is spent in a laboratory formulating new products with scientists for the brand. I also work closely with all of my teams to see what's new and trending. I then spend three days a week working with my celebrity clients for TV, film, music and fashion delivering treatments. Alongside all of this I have my busy clinic, DermaSpa, and four HD Brows academies that has trained over 6,000 stylists to date – my working week is always busy!



Does HD Brows have any celeb fans/clients?

Yes we're really lucky to have a loyal celebrity following. There's too many to list but some of my personal clients include Rochelle Humes, Kylie Minogue, Nicole Scherzinger, Ellie Goulding and Cher. I also have a lot of celebrity male clients but I don't want to divulge...

What do you do to unwind outside of work?

I don't get much down time so I try to distract myself with a good box set – I love them, I think everyone does. I also get invited to lots of great shows, concerts and dinner events through my clients – although it is still kind of work related I do enjoy them.

We have 7 fully trained HD Brow specialists here at BATG, 4 of our girls are trained to Pro-Stylist standard so you know that you are in safe hands when looking to get the best brows around.

BATG FUN FACTS & FIGURES

It's not until you take a step back and look at what goes into the day to day running of a busy beauty salon that you realise just what makes a salon work or what processes are actually involved.

We now have a wonderful team of honest and hardworking girls at the salon but the real workhorses are our washing machine and tumble dryer virtually running 12 hours a day, during 2015 the following will have seen their way through the 2 megastars of the salon:

- 24,000 hot mitts
- 19,000 towels
- 2700 pillow cases
- 2000 headbands



Although these machines have been working their socks off the girls are not too far behind, by the end of the year they will have performed specific treatments on over:

- 14,000 fingers
- 6,000 toes
- 2,500 sets of brows
- 1,800 faces
- 1,600 legs



Over 1,000 patch tests posted out to clients for brow treatments

Our Top 3 treatments at the salon are:

With 7 fully trained Therapists, 4 of which are HD Pro-Stylists and a home tint postal service it's no surprise that HD Brows top the list!

Shellac Manicures and Pedicures

Environ Active Vitamin Facials, although we expect the Power Collagen Facial to seriously challenge this next year!!!

By the end of 2015 we will also have used the following:

- 14,000 metres of couch roll
- 12,000 cotton pads
- 1,800 litres of drinking water



...and we've kept our clients happy with over:

- 3000 cups of tea/coffee
- 450 free glasses of wine/prosecco, although we thoroughly expect this to rise next year



Over 10,000 copies of our Newsletter distributed

CND Shellac™



A LOOK BACK ON 2015

This year has come and gone so quickly but 2015 was another fantastic here year at BATG, so many highlights and things going on. Such has been the pace of change here at the Salon, it's great to be able to take a step back and look at some of the events that have made the year a memorable one

January saw the arrival of Jemma, who joined the salon as our 1st ever Nail Technician after a conversation that was started on Twitter. Samantha, Melissa and Hannah all started to drill into their Laser Hair Removal training.

February brought the launch of Cosmetic Stimulation Therapy whilst Keeley & Megan completed their Environ Stage 1 training in Leeds.



March saw the arrival of our very own line of products, 3 facemasks, 2 scrubs, a body oil, a bathing nectar and 2 amazing scented candles. The build for the Room at the Gate was completed.

April was a very big month for us, The Room at the Gate was opened and we were delighted with how it was received by clients, it allowed us to move our nail and waxing treatments to a more suitable workspace. Samantha, Hannah and Melissa all started performing Laser Hair Removal treatments on clients. Lucy and Mollie joined us.



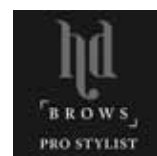
May saw us attend our very first awards night after being nominated for Best New Business in The North Lincs Business Awards, although we had to settle for a runners-up spot it was certainly a great experience and evening. Environ launched the Power Collagen Facial which has gone on to become our most popular facial with some amazing results for clients and Bulletin at the Gate was launched, a 4 page newsletter providing clients with news and articles from the salon.



June brought us our very 1st award when we received the Phorest Client Experience Award for outstanding levels of customer service. The newsletter went more magazine style and up to 8 pages with Madge from Benidorm as our first ever cover girl!



July was the month we introduced LED Light Therapy to the salon. Lucy and Jemma trained in the One Stroke nail art technique while Samantha, Megan and Keeley all became HD Brow Pro-Stylists. We revealed the results of our hugely successful case study on Lisa Crossland from Louth, who had stunning results from the Collagen Power Facials – even featuring in the iiaa newsletter and attracting nationwide recognition for BATG.





August – The fantastic Environ Revival Masque won Best Instant Facial in Cosmopolitan magazine. Work began on our own salon makeover to create the much needed new treatment room.



September – We found out that we'd made it to the finals of the Professional Beauty Awards 2016, everyone on the team was delighted! Our exclusive range of own label champagne, prosecco and wines arrived in the salon for you to enjoy whilst being pampered. Samantha and Melissa went to the iiaa LIVE event in London where Dr Des Fernandes featured Lisa Crossland as a case study and Samantha featured in Professional Beauty magazine as an expert on own brand products.



PROFESSIONAL
beauty 2016
Awards Finalist!



October – The salon had a visit from Guild News magazine and featured in the Salon Spy section. Our brand new treatment room was open for business and we also introduced extended opening hours -cutting down on waiting times for appointments and opening up more treatment slots. Lucy performed her first Elemis treatment on clients.

Elemis
DEFINED BY NATURE LED BY SCIENCE

November – We launched our latest high-tech facial - Dermatude Meta Therapy – a must for those of you who take anti-ageing

seriously. The salon had two visits from Professional Beauty judges, one of whom was a mystery shopper, ending weeks of speculation and a couple of false alarms as to when the mystery judge would turn up! We featured in The Journal and the professional nail magazine, Scratch.



DERMATUDE
THE FACELIFT ALTERNATIVE



December – Our fantastic £15,000 Christmas giveaway is on! Every client booked in up to Christmas will receive a gorgeous beauty gift, Merry Christmas and a Happy New Year!

We're already looking forward to a bigger and better 2016! We will be introducing more advanced anti-ageing treatments to keep you looking younger for longer in the most natural ways possible.

We hope to add to both our admin and therapist teams in the New Year, we're always on the lookout for the most talented people to join our ever-expanding business.

As we keep on growing expect to see new faces as well as new treatments in the salon in the New Year. We're planning to expand on our success with another BATG salon some time in 2016 – watch this space!



DANIELLA DRAPER



In Focus with Daniella Draper

Here at BATG we are extremely proud of our achievements and the fact we are able to bring a positive focus to the region. Another person who has brought a lot of positive attention to our area is 28 year old jewellery designer to the stars, Daniella Draper.

After graduating from the world renowned St Martins in London, Daniella returned back home to start her own business.

Initially working from her kitchen table at home Daniella would sell her designs at Country Fairs, house parties and charity events. She has now over the last 6 years seen her business blossom from that humble kitchen table to stores

in Cleethorpes and more recently Lincoln, a website and her own workshop where she has the facilities and environment to help her design, create and market her wonderfully original pieces.



Daniella's jewellery has a cult following amongst a growing number of celebrities, including Ed Sheeran, Kate Moss, Chloe Moretz and Grimsby's very own Thomas Turgoose. Although no celebrity, our very own Samantha has a number of Daniella's creations. Daniella runs things in partnership her mother Della, who herself is no stranger to celebrity status and has a wealth of retail experience. Della takes care of the business side of the operation allowing Daniella to concentrate on the creative and production side of things.

We managed to grab some time with Daniella to drill into her business and her passion for jewellery.

How long have you had your own company?

Six years. I started in 2009.

What's the best thing about what you do?

I absolutely love jewellery, it's a passion, so being able to create something very special and personal from scratch is an amazing feeling, even better is knowing that people want to own them too. I have always been very creative so being able to nurture this daily is very satisfying.

Where do you draw your inspiration from?

I am very observant, so I'm always reading and looking through books, watching films or travelling. I am more inspired by the person that will be wearing it than a particular subject. I never make anything I wouldn't wear myself and I always like to keep true to my style, keeping it unique, well made and enjoyable to wear.

Which products can't you live without?

Dermalogica Active moist is the only cream I use on my face, apply it every morning and night and it's very light. I like to use a good quality brand as your skin is so important. **(Cries of boos ring out from the salon, I'm sure we'll get Daniella looking at Environ)**

I don't wear much makeup and especially not foundation, but I occasionally wear Mac Glow cream on my cheek bones, when I go out, it gives a lovely natural glow.

Lavender oil, I buy it from the St Tropez market every year, and place a drop on my temples every night, I love the smell and I suppose its more of an unwind process before I go to sleep.

What's your favourite perfume and why?

I wear Creed Love in White. Its a clean fresh smell, and suits me very well.

What do you do to relax?

Sometimes I don't think I relax enough, when I come home from work I usually try to have a meditate but I have to force myself, if that doesn't work a glass of wine usually helps :)



What can't you get through the weekend without?

Some kind of exercise, whether it is a run or walk and wine, in the winter red and in the summer it has to be rose.

Where is your favourite holiday destination and why?

I have two and both inspire me in very different ways: St Tropez because its incredibly stylish and chic, great beaches, restaurants and shops it inspires me to work hard.

India is my second favourite destination, it inspires me in a more creative way from the colours, people and architecture to the smells and the energy, it's an incredibly spiritual place and you can certainly feel that. Plus it's the capital of gem stones, my heaven :)



If you could design a piece of jewellery for any famous person who, would it be and why?

The Duchess of Cambridge. I think she's fantastic, a wonderful role model and a great asset to our country. She is beautiful, elegant and natural and genuinely looks like a really nice person.



You can view and purchase Daniella's wonderful creations at www.danielladraper.com, visit her stores at 14a Sea View Street, Cleethorpes, DN35 8EZ (01472 453 506) and 260 High Street, Lincoln, LN2 1HW (01522 529 764). If you are visiting the salon during December you will also get a Daniella Draper brochure as part of our Christmas Promotions showcasing her jewellery which will make the perfect Christmas present for anyone special in your life.



THERAPIST'S HIGHLIGHTS



PROFESSIONAL
beauty 2016
Awards
Finalists!

2015 was not just a great year for us here at BATG but for all our therapists too. We spoke to the girls to get their take on 2015 and what stood out for them.



Keeley – 2015 has certainly been a year for me to remember, I feel like I've grown so much and there are so many good things to look back on.

The most exciting part of the year at the salon was the nomination for Salon of the Year and the fact that it meant we were going to be mystery shopped by a judge. It was so nerve racking that it could be at anytime with anyone of us. We were all confident though, that whoever it was, would do a good job

but I was over the moon when it was myself who was mystery shopped.

As soon as she left I had to tell somebody so phoned Paul and spoke to Sam, I was literally buzzing as I was so proud of myself for playing my part in what could be such a big thing for the salon and our own careers. It was so nice for Sam, Paul and all the girls to tell me that they were all proud of me.

On a personal level, buying my first ever house with my fiancée, Matt. The stress of looking and saving has finally paid off. Being the next big step in our lives it's both exciting and scary. We thought the day would never come after countless viewings and losing one house after our offer was accepted.

We've finally got the house of our dreams and getting an official moving in day felt amazing. I cannot wait.



Megan – I can't believe where 2015 has gone but looking back my highlights have to be getting to go on lots of training, which has enabled me to become a better and more knowledgeable therapist. Environ training blew my mind! I cannot comprehend how amazing and complex the brand is!

Watching the salon expand into the new Room at the Gate! I love how different it is to the salon and the fact you can get completely different experiences in both.

The Business Awards evening was fun and a great experience to be a part of. Although finding out we are in the top 5 for Professional Beauty's Salon

of the Year tops that. What an amazing opportunity and who'd have thought anyone could achieve this in the area we are in!

The photo shoot was a great experience with all the girls and getting our makeup done professionally...what a treat!!! It's been a funny year personally but ending the year hopefully with my first house will finish the year off nicely.



Jemma - This time last year I was running around as a mobile nail tech trying to establish myself, little did I know that a little tweet from one of the owners at BATG would transform 2015 for me.

There are so many great things to look back at,

meeting all the girls, working within such a great team along with building some fantastic relationships with clients. Working at and being part of The Room at the Gate side of the business. I'm in my element with the choice of colours and glitters

I've loved the training I've been given and the opportunity to learn new skills, going to the biggest CND Event and meeting CND Queen Jan Arnold.

The Business Awards night was, from what I can remember, a lot of fun. Seeing myself featured in Guild News doing a manicure was fab along with seeing the salon featured in Scratch Magazine. (I love this magazine and have almost every copy since I started my career in nails).

Chatting to and providing a treatment for one of the judges from Professional Beauty was a great experience as getting nominated and going to the awards is. It is such an exciting opportunity for us all.

Finally, I was really excited to find out that Samantha Sweet, co-owner at Sweet Squared, has liked my work on Pinterest, I have met her a few times and she is genuinely really passionate about the nail industry.



Hannah – 2015 has been such an amazing year, I loved the opening of The Room, it has provided us with such a unique change in atmosphere and it really does mean we have such a great place to work in with 2 completely different environments.

Learning new skills, in particular Laser Hair Removal. The course in London was of such a high standard and it has by far and away become my favourite treatment, the results are amazing. My Elemis training at Centreparcs was also a real treat.

On a personal level, finding out that I was such a talented Line Dancer was amazing although a bit of a surprise. I can't wait for Paul to pay for me to fly to Nashville for the World Championships

Oh, finally a real big thing that stands out was Lucy trying to cure a hangover by eating snow when we went skiing together.



Lucy – Definitely the fact I got a job at BATG this year means it's been a great one for me. The training, the girls and atmosphere are all definitely amazing.

Learning new skills has definitely been great. Having previously just worked in a salon where I was focused solely on nails it's been amazing for me to learn treatments like A-Lift and Elemis. I love seeing the results these treatments bring and how relaxed they make clients feel.

Definitely being part of the salon's success and part of a team that is going to the biggest awards night in beauty is definitely something I didn't think I'd ever be part of and truly amazing.

Away from work; my first ever holiday on the ski slopes, it was definitely very entertaining seeing

Hannah fall off the ski-lift on holiday and although not at the time, I do think it is quite funny now that we missed our flight back from Ibiza. Raving in flip-flops on that trip also brings a smile to my face when I think of it.



Melissa – Where do I start? Meeting the one and only Dr Des Fernandes at the iiaa Live Event and the fact that I saw my own work up on a big screen for Therapists from all over the UK to look at. I'm such a Dr Des groupie and can now count him as one of my friends on Facebook! The trip was so cool and having Sam take me to The Ritz for a cocktail was amazing.

My trips to London were all such a thrill, with the iiaa Event and getting a tour of London whilst there for Laser training, it's such a fast pace but very exciting. The bike ride tour we had was a blast.

Qualifying in Laser Hair Removal was a big challenge but I felt really proud of myself for completing it.

The fun we had at the Business Awards night, we went from Glamour Goddesses to smashing it up at The Lite House in Cleethorpes and finally joining Locotrak where I can keep all my train-spotting sightings safe online!



Samantha – There are so many amazing things to look back at this year. The

opening of the Room and having it turn out more or less exactly as we wanted it to.

Seeing Melissa freak out and not being able to speak when she met Dr Des was very funny. I've really enjoyed building my own skills with the introduction of Laser Hair Removal, Dermatude Facials and becoming an HD Pro-Stylist.

The launch of our magazine has brought a fun side to what we do and I love seeing clients read it and see it in shops and cafes around Grimsby & Cleethorpes. It's been really satisfying to see my team of girls develop and grow into the Therapists they are today. I love the fact they all like the way we constantly take them out of their comfort zones and that they all really do want to better themselves.

The biggest thrill of all has of course got to be our nomination for Professional Beauty and everything it has already brought us, and what it could potentially bring us in February.

It's already given me the opportunity to perform my very own signature treatment on one of the judges. To be able to showcase a treatment I've created to someone of such high standing within the Beauty Industry was a real treat.

It is not that long ago that I was working from a room at home and I now have an amazing team of girls and a business that is considered to be amongst the best in the UK by my peers.

I have to pinch myself to think that we have achieved all of this in under 2 years and to have been able to do it with my husband Paul makes it all the more special.

CHRISTMAS PARTY SEASON TREATMENTS

It's the countdown to the festive season and the pressure is on to get glam for the Christmas party. This time of year can leave you a bit frazzled in the race against time to organise presents, food and drink so the last thing you need is complicated skincare and beauty routines that are impossible to stick to. Here's our pick of BATG treatments that give maximum results in the minimum time for instant Christmas party glam.

A-LIFT

A-Lift gives an instant visible lift and radiance which is why it's the treatment favoured by celebrities such as Arlene Phillips. It's the perfect treatment to have before a Christmas party to put the sparkle back in your complexion and give you a youthful glow!

A-Lift is a fantastic anti-ageing facial that works by using nano-currents, an electro-stimulation with such tiny wavelengths that they can't be felt, to re-energise the cells in the face and neck.



Before



After 10 Treatments

In other words, A-Lift helps to recharge the batteries in your skin cells which over time have lost energy and that youthful look. The result is loss of volume as the muscles in the face, neck and jaw start to sag.

A-Lift replaces that lost energy and turbo boosts those cells leading to improved hydration, circulation and lymphatic drainage. At the same time it stimulates the production of collagen which helps combat fine lines and wrinkles, by supporting the structure of the skin. The results are firmer, healthier and rejuvenated skin with a hydrated and visibly improved complexion.

A-Lift is a pain free, non-invasive treatment that doesn't use injections or chemicals meaning no side effects and no downtime!

'With immediate results and long-lasting effects, it's like airbrushing the signs of ageing away'

Karen Betts, Founder of Nouveau Skin Therapy

HD Brows

We love HD Brows here at BATG and it's one of our most popular treatments so we know you love it too!

HD Brows concentrates on defining the shape and colour of your brows using a 7 - step technique that combines waxing, tinting & threading. Created by 'Brow Queen' Nilam Holmes-Patel, it focuses mainly on brow design and shape rather than hair removal.

Our HD Stylists take into account your face shape, hair growth, personality and expectations to design the best brows tailored exclusively to you, consulting with you at every stage to ensure that the brows not only enhance your natural features and frame the eyes perfectly but that they are exactly as you want them in terms of shape and colouring.

The HD Brows procedure can really change the way you look - and how you feel. The procedure takes 30 minutes and involves various techniques. HD Brows can transform and lift the face - it has even been likened to a mini facelift!

HD Brows first gained recognition on shows like the X-Factor and is loved by many celebrities including Kylie Minogue, Rochelle Hulmes and Ellie Goulding. It is a quick, easy and modern way to bring out the best in your natural features and a must for party season!

Here at BATG ALL of our Therapists are fully HD Brow trained and four are trained HD Brow Pro-Stylists.





LVL Lashes

LVL Lashes is another favourite here at BATG and perfect for creating a natural wide eyed look to enhance your Christmas party make-up with minimum effort.

LVL enhances your natural lashes to really make your eyes pop without the use of extensions or perming. It's a revolutionary natural lash treatment that's also a great time saver - you can wake up with fantastic looking lashes and say goodbye to mascara for good- LVL adds natural Length, Volume and Lift!

The treatment uses an innovative technique to gently lift and straighten the lashes using silicone shields instead of rods, these are far more comfortable during the treatment and much kinder to your lashes. Another key difference is that the LVL formulation actually straightens the lash rather than curling it, resulting in a superior lift, added volume and longer looking lashes.

There's no need for harsh chemicals which are used in perming or extensions that are attached to the lash with adhesive, both of which can leave you with sparse or damaged lashes.



Nails

We asked our therapists to create some special Christmas nail design using the latest nail techniques and effects including glitter and nail art. We would also recommend adding some sparkle to your Christmas nails with some Swarovski Crystals.

We've got something for everyone so if you prefer a classic square nail with a French Polish or neutral shade our nail experts can recommend the latest take on classic colours from top nail colour brands CND Shellac, Jessica, Zoya, Gelish, Artistic Colour Gloss or Bio Sculpture Gel. For those of you who feel like adding an extra touch of bling to your nails this Christmas we have the fantastic Aurora Collection from CND Shellac featuring Arctic inspired shades with icy, glistening finishes.

Choose any one of these designs for your Christmas manicure (or even pedicure!) or our nail experts can help you choose a shade to go with a special outfit or create an individual design just for you - guaranteed not to be seen on anyone else's nails!

WE ARE RECRUITING - NEW YEAR, NEW CAREER?

2016 is going to be a year of growth and expansion here at BATG. We are looking to build our brand along with possible new locations. With this in mind we are looking for talented individuals to join in our success. It takes a special type of person to be able to integrate into a forward thinking and fast paced business environment.

We have fortunately been able to create a position for a Customer Service/Admin Manager. We are looking for a strong-minded professional individual who has extensive customer service experience. The ideal candidate must possess exceptional organisational skills and be flexible. Other key competencies are excellent communication skills, supervisory skills, problem analysis and solving, decision making, planning and organising, initiative and must be able to work well under pressure.

Starting basic salary is £15k with potential of rising up to £20k if potential targets are met. For full details please go to www.beautyatthegate.co.uk/vacancies. Please forward any CV's and covering letters to Samantha Beatty at mail@beautyatthegate.co.uk.



Stella trained to be a Beauty Therapist at the Steiner Beauty School in London when just 17, once qualified she worked in London gaining experience both in the treatment and business side of the beauty industry.

After a few years of managing salons in her local area, training staff and giving talks about various treatments, Stella gained the confidence and knowledge to start up her own mobile business.

After starting a family Stella took the decision to work from home and trained in Bio Sculpture before becoming a qualified Educator and Assessor for the company. Today she still runs a successful beauty business and loves working along side a great team at Bio Sculpture.

We had the chance to speak to Stella about her role within Bio-Sculpture

How long have you worked with Bio-Sculpture?

I've been working at Bio Sculpture UK as an Educator and Assessor for 15 years now.

What's the best thing about your role with them?

Both new and existing nail technicians, showing them new and updated techniques and to see their work on social media.



Can you give us a rundown of what the role involves?

My role involves lesson planning, delivering courses to students, updating experienced technicians, trouble-shooting and working along side the other Educators.

Which products can't you live without?

That's difficult as there are so many lovely products to choose from, I can't live without the Bio Sculpture Hand Cream and Cuticle Oil as both give my skin and nails a youthful look and the hand cream has UV sun- filters to protect my skin.



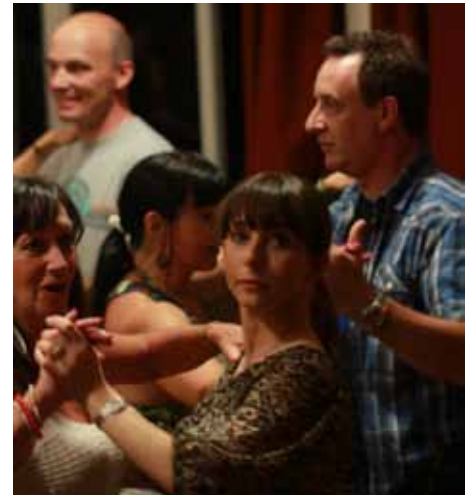
What's your favourite perfume and why?

At the moment I have two perfumes I love one is Jimmy Choo and the other is called Molecule 01. Both have very different scents but both last all day.



What do you do to relax?

Relaxing is difficult, I would say any spare time that I have, I love to spend with my family. My hobby is dancing Salsa I help teach at Salsa by the Sea in Essex, it's so good for the soul and helps me unwind.



What can't you get through the weekend without?

My boyfriend would say my phone but I would say sleep, tea and a cuddle.



Where is your favourite holiday destination and why?

I love going on holiday, I'm very lucky that I have travelled so much already. My favourite would be a skiing holiday they are so social and great fun.

Stella can be contacted at:

www.beautybystella.co.uk,
Facebook.co.uk/beautybystella
Twitter.com/beautybystella

Beauty at the Gate Price List

Facials created by *Samantha Beatty*

THE Facial 90 minutes	£65.00
..... or £75.00 with Samantha	
THE Advanced Acne Facial	£65.00
90 minutes or £75.00 with Samantha	

Dermatude

Consultation 30 mins	£15.00
(redeemable against course of 8 treatments)	
Facial 40 mins.....	£60.00
Intense Facial Mask 20 mins.....	£15.00
Course of 8 - Save £100	£380.00

Laser Hair Removal

Initial consultation - 30 minutes - £15.00
Redeemable against treatment

Chin	£35.00
Upper Lip	£35.00
Upper Lip & Chin	£60.00
Sideburns	£35.00
Hands & Fingers	£40.00
Underarms	£50.00
½ Arm	£50.00
Full Arm	£90.00
½ Leg	£90.00
Full Leg	£150.00
Buttock Crease	£40.00
Buttocks	£75.00
Bikini	£50.00
Extended Bikini	£60.00
Thong	£70.00
Full Leg & Bikini	£180.00
Hollywood/Brazillian	£90.00

15% OFF All courses of 6 Treatments

Environ

Environ Introduction 60 Minutes	£40.00
Precision Express	£30.00
Treatment 30 Minutes	
Purifying Express Treatment	£30.00
30 Minutes	
Ionzyme Active	£49.00
Vitamin Facial 60 Minutes	
Advanced Active	£59.00
Vitamin Facial 80 Minutes	
Collagen Power Facial 60 Minutes	£59.00
Environ Cool Peel	£54.00
Treatment 60 Minutes	
Ionzyme HydroBoost	£55.00
Facial 60 Minutes	
Ionzyme Frown	£59.00
Treatment Facial 45 Minutes	
Ionzyme Body Sculpt	£50.00
Treatment 60 Minutes	

A Lift

Miracle Moments 30 Minutes	£30.00
Angelic Ritual - Lifting	£49.00
Non-Surgical Facelift Treatment	
50 minutes	
Pure Zenergise	£59.00
A Candle-Lit	
Supercharger 75 Minutes	
Divine Indulgence:	£64.00
The Ultimate A-Lift Experience 90 Minutes	

Elemis

Skin Specific Facial	£45.00
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Skin Solution Facials

Modern Skin Facial	£45.00
60 Minutes	
Oxygen SkinCalm Facial	£45.00
- For Sensitive Skin 60 Minutes	
S.O.S. Purifying Facial	£45.00
- For Oily/Congested &	
Problematic Skin 60 Minutes	

Anti-Ageing Facials

Pro-Collagen Quartz Lift	£50.00
Facial - For Fine Lines	
and Wrinkles 60 Minutes	
Tri-Enzyme Resurfacing Facial	£50.00
60 Minutes	
Visible Brilliance Facial	£50.00
For Ageing, Stressed &	
Slackened Skin 60 Minutes	
Face & Body Sensation	£55.00
60 Minutes	

Elemis Massage

Deep Tissue Muscle Massage	£25.00
30 Minutes	
Full Body 60 minutes	£40.00
Face and Body Sensation	£55.00
60 Minutes	

Elemis Body

Exotic Lime and Ginger	£30.00
Salt Scrub 30 Minutes	
Exotic Frangipani Nourish	£40.00
Wrap 45 Minutes	
Exotic Coconut Rub and	£40.00
Milk Ritual Wrap 45 Minutes	
Musclease Aroma Spa Wrap	£50.00
75 Minutes	

Body Detox

Cellutox Aroma Spa Wrap	£50.00
75 Minutes	
Body Sculpting Cellulite and.....	£45.00
Colon Therapy 60 Minutes	
Face & Body Sensation	£60.00
60 Minutes	

Collagen Stimulation Therapy

Initial Consultation 30 minutes	£15.00
Redeemable against treatment	
Initial Session 2 Hours	£200.00
CST Session 2 Hours	£150.00
Course of 6 treatments	£850.00
Prices include Homecare Products!	

HD Brows

Standard HD Styling 30 Minutes ..	£25.00
Advanced HD Pro Styling	
45 Minutes	£35.00

LVL Lashes

55 Minutes	£40.00
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The Room at the Gate

Nail Treatments

Gel Manicure	£28.00
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Gel Pedicure	£30.00
Shellac Manicure	£22.00
Shellac Pedicure	£26.00
Zoya Organic Manicure	£22.00
Zoya Organic Pedicure	£26.00
Jessica Prescriptive Manicure	£22.00
Jessica Prescriptive Pedicure	£26.00

Nail Extras

File and Polish	£15.00
Shellac Removal with Re-application	£2.00
Gel Removal with Re-application	£2.00
Shellac Removal	£5.00
Gel Removal	£10.00
French Polish	£5.00
Repair from	£5.00
Effects/Glitter up to 2 nails	£2.00
Effects/Glitter more than 2 nails ...	£5.00
Nail Art from	£5.00
Gold Package	£7.00
IBX Nail Care System	
Initial Treatment 30 Minutes	£15.00
Maintenance 20 Minutes	£10.00

Lycon Precision Waxing

Strip/Hot & Lycojet Waxing	
1/2 Leg	£14.00
Full Leg	£20.00
Full Leg & Bikini	£23.00
Full Leg & Californian	£29.00
Bikini Line	£8.00
Underarm	£8.00
1/2 Arm	£10.00
Full Arm	£15.00
Chin	£6.00
Upper Lip	£6.00
Eyebrows	£10.00
Upper Lip, Eyebrow & Chin	£16.00
Advanced Intimate Hot Waxing	
Californian (Also called	£15.00
Extended Bikini wax) 30 minutes	
G-String (Also called a Thong	£20.00
wax) 40 minutes	
Brazilian/Hollywood	£30.00
60 minutes	

Electrolysis

15 minutes session	£20.00
30 minutes session	£25.00
45 minutes session	£30.00
60 minutes session	£35.00

Tinting

Brow	£8.00
Eyelash	£12.00
Eyelash & Brow	£15.00
*You will require a patch test 24 hours before the treatment.	

Holistic Treatments

Hopi Ear Candling 45 Minutes	£25.00
Indian Head Massage 30 Minutes ..	£25.00

Therapist's Signature Treatments

Hannah's Glamorous Glow	£45.00
60 Minutes	
Melissa's Arabian Abyss	£45.00
60 Minutes	

*We would like to take this opportunity to thank all of our wonderful clients for their support throughout 2015. We wish you all a **Very Merry Christmas** and hope that 2016 will bring you the best of everything!*

From all at BATG &c



Beauty at The Gate

The Room at The Gate

Opening Hours

Monday - Friday	9:15am – 8:45pm
Saturday	9:15am – 5:00pm
Sunday	11:00am – 4:00pm

We are open 7 days a week. Because we know how busy life can be. We're there for you when you need us, which is usually outside of office hours, when you're not working and the shops are closed. We know how hard it is trying to fit in some 'me' time so we offer appointments every weekday up to 8:45pm, on Saturdays to 5:00pm and we even open on Sunday between 11am and 4:00pm.

Telephone: 01472 289555

