

Beauty

at the gate



Sam Burgess from Grimsby's Business Hive Reveals All!

The Importance of Consultations

Professional Beauty 2016

The Beauty Industry's Oscars Night is Finally Here!



Valentine's Day Treats



Dermalux - Award Winning New Treatment Launches

01472 289 555 Open 7 days a week Monday-Friday 9:15 - 8:45 Saturday 9:15 - 5:00 Sunday 11:00 - 4:00

After months of stress, excitement and anticipation, the Professional Beauty Awards are finally with us this month. In what promises to be an amazing night and experience for all our girls, we head off to the bright lights of London full of pride and hope. It is such an honour to have reached the final of what is the most prestigious award in the Beauty Industry and to be representing not only Grimsby but also the North as the only salon in the final based north of Watford.

All the talk in the Salon has been of diet and dresses and making sure hair appointments are all booked. It is just rewards for everyone's hard work and a real justification in that what we are doing and what we are trying to achieve is well received by Industry Experts.

It is amazing to think that in the space of just 2 years we have come so far and achieved so much, however we don't want to stop and there are plenty more exciting things on the horizon.

This month's issue sees the return of our monthly offers in time for Valentines & Mother's Day respectively. I've created an amazing new facial combining the power of A-Lift and our new award winning treatment Dermalux. This facial is not available anywhere else and is on offer for ONLY £45. We also have the return of LVL Lashes on offer at £35 and make sure your Valentines Night runs smoothly by taking advantage of 15% off Lycon Intimate Waxing.

Elsewhere in this edition of Beauty at the Gate we get up close and personal with CND Shellac Ambassador Kat Wilson and Sam Burgess from local Business Enterprise The Business Hive.

Read about our consultation process and how it could lead to salons all over the UK using a system we have developed. We also bring you everything you need to know about the Triple Award Winning Dermalux treatment.

Samantha Beatty

News at the Gate

It's never a dull moment here at BATG and we are always looking at bringing something new and different to the salon. Having just launched Dermalux we are delighted to announce that we will be shortly offering 3D-Lipo Med. This amazing machine used by clinics all over the UK tackles fat reduction and skin tightening without the need for surgery with some amazing results.

Coming Soon



A Powerful Three Dimensional Alternative to Liposuction

Our premium device designed exclusively for the clinical marketplace



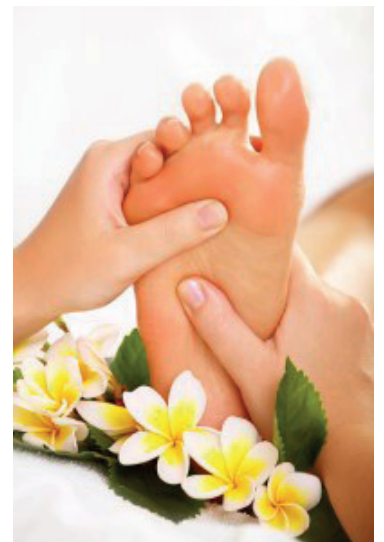
- **Cavitation**
(Overall Circumference reduction)
- **Radio Frequency**
(Face and Body Skin Tightening)
- **Duo Cryolipolysis**
(Superficial targeted fat removal)
- **3D-Dermology RF**
(Cellulite reduction)



The girls will be completing their training this month and we will be looking to begin treatments soon after with a special Launch Evening, so keep an eye on the website, Facebook and in salon for details.

Reflexology is also returning to the salon next month with both Keeley and Samantha offering this after completing their training and case studies, look out for a special offer on that.

We have a new face in the salon and the return of an old one, watch this space for more details.



Along with our Professional Beauty nomination we have also been nominated by our clients for the English Hair & Beauty Awards, again for salon of the year. This

nomination is particularly flattering as it is our clients who have voted for us. If you would like to vote then you can do so in the salon or by going to:

www.surveymonkey.co.uk/r/JNCPXNZ

Closing date 12th February and it is a great opportunity to bring more positive, national focus to Grimsby.

VALENTINES TREATS AT BATG

We've put together some Valentines offers you'll love to help you look fabulous on the most romantic day of the year



Youthful Enlightenment Facial - EXCLUSIVE TO BATG

One of our favourite BATG facials; A-Lift will give your whole face a lift so it's perfect for your special night out. A-Lift lifts, firms and tightens by re-energising skin cells that over time have slowed down, resulting in loss of volume and that youthful glow. Like a mini facelift without going under the knife or needle! A-Lift helps to re-charge the batteries and turbo-boost the skin cells leading to improved hydration, circulation and lymphatic drainage. At the same time, it stimulates collagen and elastin production which plumps out the skin, reducing the appearance of fine lines and wrinkles and supporting the structure of the skin. The skin regains its youthful bounce and looks visibly healthier, rejuvenated and glowing.

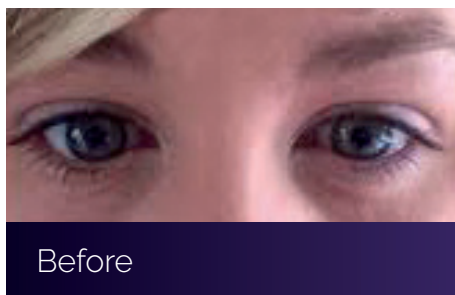
We have combined this treatment with the Award Winning Dermalux Photo LED Therapy. Dermalux has the ability to increase the body's natural form of cellular energy, which in turn stimulates collagen synthesis and growth factor production, accelerating skin rejuvenation and repair. Red light increases natural



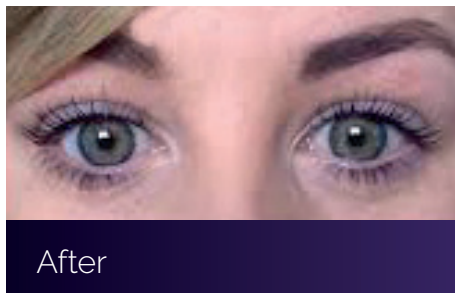
hydration levels and moisture retention in the skin and has an immediate calming effect reducing redness and inflammation. LED Phototherapy effectively shrinks pores, regulates oil production and improves circulation.

With Red light, visible results are immediate, after just one session the skin will become clearer, hydrated and plump with a healthy radiance.

ONLY £45 during February



Before



After

LVL Lashes

It's all about the eyes! This lash enhancing treatment makes the most of your natural beauty by instantly lifting and brightening the face while making the eyes 'pop'. LVL adds Length, Volume and Lift to your natural lashes. Loved by celebrities and the beauty press across the globe - this 30 minute treatment will really make a difference to your look and draw maximum attention to your beautiful eyes.

LVL works by actually straightening the lashes at the root - giving the appearance of them being curled up - a tint is then applied to recreate the effect of mascara. The effect is stunning and immediate, lasting for up to 6 weeks with very little maintenance and no need for mascara! **ONLY £35 during February.**



The only wax worth taking your clothes off for!



Hollywood Wax

A Hollywood intimate wax using the industry gold standard Lycon Precision Waxing System will ensure your Valentine's evening goes smoothly. Using the finest natural ingredients and aromatherapy oils, Lycon waxing is virtually painless and has numerous benefits when compared with other waxing systems. It requires only 1mm of hair for removal, results in far fewer ingrown hairs, longer regrowth periods with 4 - 6 weeks between appointments. With Lycon, the wax literally shrink wraps around the hair and does not stick to the skin. When the wax is removed it pulls from the very root of the hair follicle, removing the dermal-papilla. This will prevent hair breakage, in-grown hairs, bruises and redness and the painful sting associated with strip waxing - the result is softer smoother skin for longer. **15% Off throughout February.**



Environ Valentine's Day Box Sets

The Environ Christmas box sets were an amazing success and they have brought out another little gem of a gift set for Valentines Day. Containing an AVST Cleansing Lotion, AVST Toner, AVST Moisturiser with the following products FREE, Mini-Hydrating Oil Capsule, Mini-Revival Masque and a Mini-C-Boost these are likely to prove just as popular especially as when you purchase one you can book an Environ Active Vitamin Facial for **ONLY £30!**

Box Set with AVST 1-3 ONLY £87.35 with AVST 4-5 ONLY £92.35 and SAVE £21 off the price of an Active Vitamin Facial.

PROFESSIONAL BEAUTY AWARDS 2016 PREVIEW



It's almost time for the 2016 Professional Beauty Awards! On 28th February, the Beauty at the Gate girls will be making their way to the glittering reception and gala dinner with the hopes of being named 'Beauty Salon of the Year'.

Since launching in 1997, the Professional Beauty Awards have grown year after year to become an established and influential awards for the beauty, spa, nails and aesthetic markets; in 2015, the organising team received hundreds of entries! It is a privilege for our young salon to be shortlisted as one of five finalist alongside some of the best beauty establishments across the UK.

The prestigious awards will be held in The Brewery, a historic event and fine dining venue in the City of London which boasts a private courtyard, grand octagonal reception

and Grade II listed rooms. The venue will be brought to life and styled with fabulous decorations ready to welcome the finalists of the awards and some special guests.

It is an amazing opportunity for the girls to experience, they will be enjoying a night at the 5 Star Malmaison hotel along with rubbing shoulders with some of the most influential people in the industry.

The Black Tie ceremony will begin with a glittering champagne reception and the chance to meet and mingle with leading product houses, beauticians, therapists and fellow salons and spas, including the night's sponsors, which includes Decléor, Elemis, Essie and Heaven Skincare – quite a line up. This will be followed by a delicious three course meal and entertainment from a guest celebrity speaker; 2015's ceremony

featured comedian Tim Vine of BBC's popular sitcom 'Not Going Out', and we're excited to see who will be entertaining us this year!

Beauty at the Gate has been nominated for the Beauty Salon of the Year award sponsored by Heaven by Deborah Mitchell, alongside The Cabin (Isle of Wight), Hazelwood (Chippenham), Mimosa Beauty (Chelmsford) and Perfection Health and Beauty (Malmesbury), all amazing finalists so we know we are in excellent company.

Other categories include Therapist, Residential Spa, Nail Salon, Nail Professional, Medical Aesthetic Clinic, Make-up Specialist, Employer and Day Spa of the Year, and renowned names such as Urban Retreat at Harrods (London), Pennyhill Park Hotel and Spa (Surrey), and The Grange Spa (Sleaford) are all previous winners of the awards.



It's been quite a journey to reach the finals, but we were ready for the challenge! The first step was to carefully complete the applications, making sure we met the extensive criteria needed and showcased our customer service, expertise and quality. The judges take their time to read through and consider all of the entries before giving scores, and the entries with the highest scores are shortlisted as finalists and make it through to another round of judging...

In November, we received two visits; a 'mystery client' who was completely unannounced, (which led to lots of speculation from our girls!), and an official visitor from the Awards. Both were treated to the complete Beauty at the Gate experience, sampling our

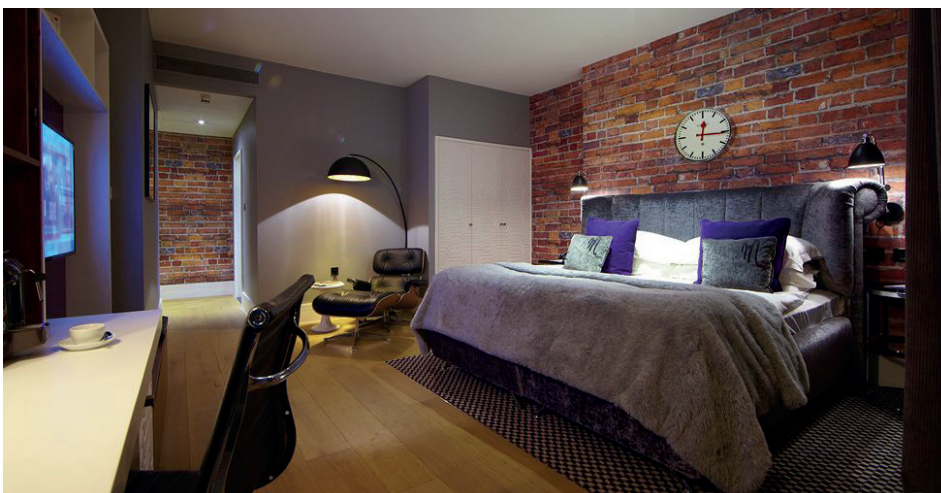
treatments and the service we like to give our clients every day.

After the visitors have reported back to the Awards team, the judges have a deliberation day in London and independently submit their scores which are then totalled up. The finalist with the highest collaborative score wins, and all will be revealed on the night.

So what is the grand prize? Firstly, there's an elegant trophy which can be taken home and proudly displayed in the salon. Winners will also be featured within Professional Beauty magazine, the leading industry magazine, and will give us the opportunity to really boost the profiles of not just the salon but the girls too – just imagine the possibilities!

Whatever the outcome may be, we are absolutely delighted to be representing our little village of Holton le Clay, Grimsby and North East Lincolnshire at this prestigious awards. Salons and therapists from across the UK enter, and we are thrilled to be recognised alongside the best. We want to wish all of the finalists the best of luck - we can't wait to meet and have a fabulous night with you!

This year's ceremony takes place on 28th February, so be sure to wish our girls the best of luck at your next appointment. We'll be reporting back with all the gossip, so watch this space!





The Business Hive Club is a professional club for businesses that has over 250 members from hotels, web

designers, restaurants and beauty through to solicitors, marketing, and accountants. They organise a number of regular events for members, featuring a variety of high profile speakers please check out the website www.businesshive.net/events for further details. They can also create bespoke events for members and non-members. We spoke to Sam Burgess, Membership Manager and Business Advisor about the Business Hive and her role within it.

How long have you worked at the Business Hive?

I have been at the Business Hive since it started 3 and a half years ago.

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

The best thing is getting to meet so many people from different companies and being inspired by them and their ideas.

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

The role involves recruiting businesses to join the Business Hive Club. It is really varied from event management through to facilitating workshops, seminars

and networking events. I also run an inspiring women networking group which involves bringing a fantastic group of professional local women together once a month to listen to inspirational guest speakers we feel will add value to them, whether it be professionally or personally. These are local business women who are either entrepreneurs or hold a key role within their organisation who like spending time with likeminded ladies. They are a great support to each other and we are always growing so it's great to see and help develop this.

Which products can't you live without?

I love makeup and being really girly I couldn't live without my bronzer and blusher. I am currently using Clinique's true bronze. I am also fanatical about removing all my makeup before sleeping and love the feeling of a fresh, moisturised face.

What's your favourite perfume and why?

I absolutely love coco mademoiselle and never tire of it. However I also like Jo Malone, Peony & Blush Suede it's absolutely gorgeous.



What do you do to relax?

I always have a big bath full of bubbles every night its part of my relaxing routine. I couldn't live without a bath. I also love reading and watching thrillers.

What can't you get through the weekend without?

Red wine Rioja is a favourite of mine and an absolute must on a Friday night.

Where is your favourite holiday destination and why?

I fell in love with the Caribbean when I was 17 and travel is a top priority for me and my husband Steve. We went to Aruba a couple of years back and it was just fabulous. We also love the Greek Islands and the wonderful food.



For more details go to www.businesshive.net

Perfection Health and Beauty

Perfection Health and Beauty is nestled discreetly in the small village of Foxley, Wiltshire. The delightful salon is set in an old barn that has been converted to offer a comfortable, intimate place to experience a wide variety of treatments. Spa-style treatments are combined with affordable prices, making this a popular destination for clients from all over Wiltshire.

This is not the first time that Perfection has been nominated for this award. Last year the salon actually won Beauty Salon of the Year 2015 and they were also a runner-up in the 2013 awards.

In April, the salon gained second place recognition for the Small Business of the Year Award at the Wiltshire Business Awards. Michelle Stead, who owns the salon, was also shortlisted for Business Person of the Year, and Customer and Staff Care. So the team is well practised in award-show etiquette.

To be nominated for so many awards speaks volumes about the salon, but the treatments are impressive enough without the shiny certificates. The range of treatments is diverse, including waxing, tanning, threading, nail enhancements, make-up and facial treatments, as well as holistic therapies. They also offer spa and wedding packages for those that need a little bit more pampering. Using products from brands such as MAC, Sienna X, Organics and Shellac, each treatment offers a range of options that means there is always something to suit every skin type.

Michelle worked in various spas for 12 years before opening Perfection, and so she has a wealth of experience behind her that has made the salon the success it has become. She has



been winning awards for her work since she graduated from beauty school with a triple distinction, and has never lost her appetite for further recognition. She has carefully selected staff that she believes reflect her attitude towards the work, and will continue to build up the high-standards that her clients have come to expect.

The key to the salon's success may lie in the team's never-ending desire to learn more about the business they so clearly love. Despite their years of experience, Michelle regularly sends her staff on training courses to ensure their knowledge is always up-to-date and that they stay informed of the latest innovations and techniques.

They always give a first class commitment to their work, ensuring clients feel comfortable and welcome throughout their stay.

The salon's loyalty does not only lie with its clients. They also aim to boost other local businesses by working in partnerships with companies that they feel reflect the same ideal values as Perfection. Rachel Wilson Flowers and Sarah Badeni dresses are two small business that they have teamed up with. This commitment to the local economy is just another reason why clients warm to the salon.

Perfection Health and Beauty really lives up to its name and its great to be nominated alongside them in the awards.



We're delighted to be introducing this multi-purpose treatment that's proven to help a wide range of skin conditions whilst fighting the signs of ageing.

Dermalux keeps your complexion looking younger, clearer, healthier and glowing with vitality and has now won the Best Treatment at the National Aesthetic Awards for the LAST 3 YEARS!

What is Dermalux LED Phototherapy?

Dermalux is an award winning, non-invasive skin treatment which accelerates the body's own natural repair processes to combat the signs of ageing (including lines and wrinkles on the face, hands or body) sunburn, skin damage, pigmentation and overall skin health.

Dermalux is clinically proven for a wide range of skin conditions and the most common concerns

including lines and wrinkles, acne, pigmentation, dermatitis, eczema, redness and rosacea, psoriasis, sun damage, burns and fungal skin conditions. The results on some of the most common but difficult to treat skin conditions are not only impressive but clinically proven. What's more, the treatment is simple, pain free and results are relatively fast. Active acne can be visibly improved in less than a few sessions, cases of eczema and dermatitis often improve within two weeks.

Dermalux is used in hospitals and by plastic surgeons to help skin accelerate the healing process.

Best New Treatment Award

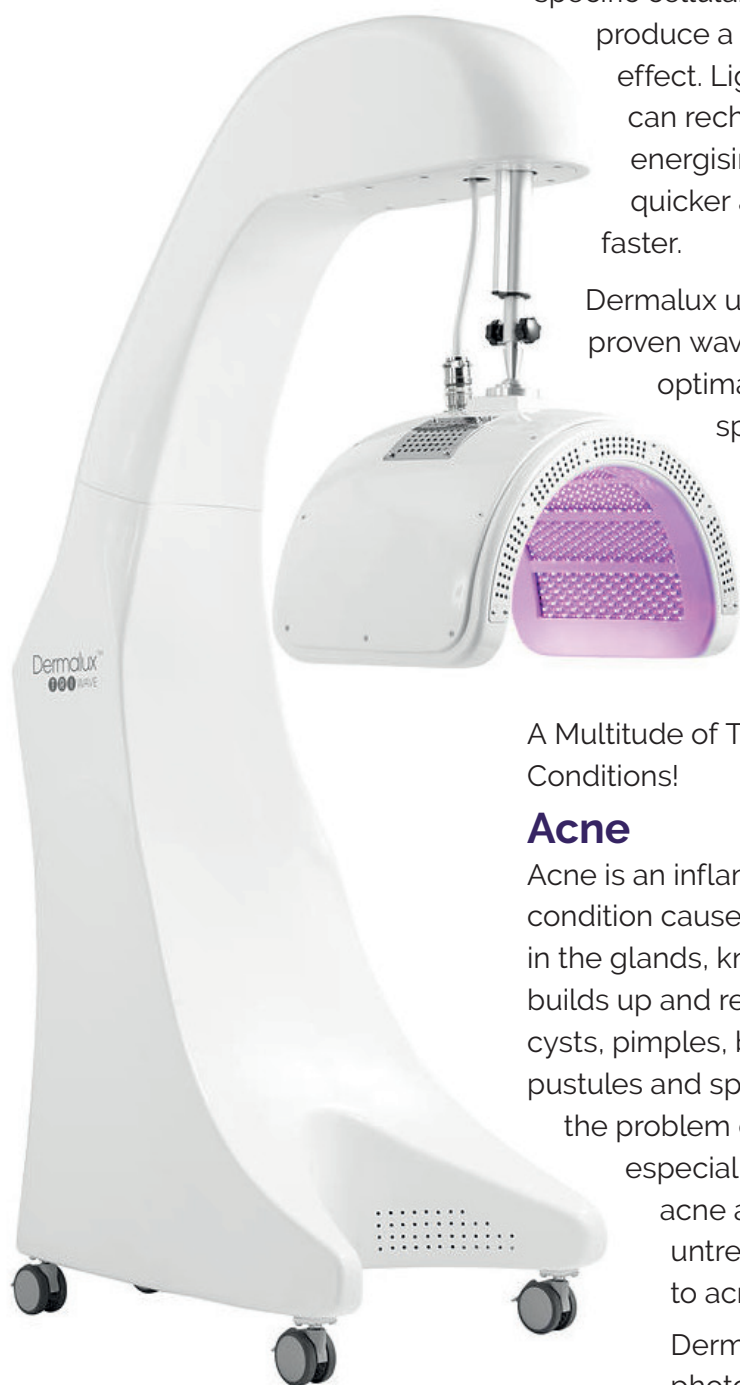
Dermalux was awarded the title of Cosmetic News Aesthetics Awards Best New Treatment in 2013 & 2014 and has just been announced as



the winner for 2015. The award is judged by a panel of industry experts and readers of Aesthetics Journal for what is considered to be the best medical aesthetic treatment in the UK. It is the first time in the awards history that the same treatment has won 3 years in a row.

Dermalux™

TRI WAVE



How does Dermalux LED phototherapy work?

By harnessing the power of 3 specifically chosen light waves that are absorbed by the skin, Dermalux can be used to treat a variety of common skin conditions.

As a result of ageing, skin disorders or trauma, healthy skin cells are no longer able to renew themselves normally. By absorbing light and using it as energy, the skin can activate specific cellular functions to produce a therapeutic effect. Light Therapy can recharge the cells, energising them to heal quicker and rejuvenate faster.

Dermalux uses clinically proven wavelengths at optimal levels for specific cellular reactions to take place resulting in improved tissue repair and reduced inflammation.

A Multitude of Treatable Conditions!

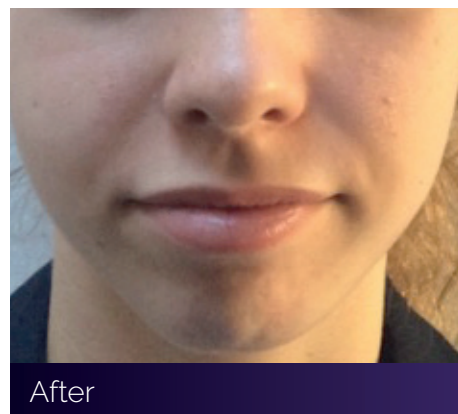
Acne

Acne is an inflammatory condition caused when bacteria in the glands, known as P. Acne, builds up and results in unsightly cysts, pimples, black heads, pustules and spots. You may find the problem embarrassing, especially visible facial acne and if left untreated, it can lead to acne scarring.

Dermalux LED phototherapy



Before



After

reproduces the same properties of sunlight without the sun's harmful UV light - clinically proven to kill acne bacteria. It's therefore safe for use in the treatment of acne on even the most sensitive skin.

When acne bacteria appears as acne spots, porphyrins are produced which absorb blue light energy, providing antibacterial benefits. It is suitable for all skin types including darker skins, teenage skin and stubborn cystic acne.

It's an effective alternative if your skin does not respond to other acne treatments, medicated acne creams or has become antibiotic resistant. Active acne is visibly reduced in a few treatment sessions and, with continued use, LED will prevent facial acne returning – meaning you'll never have to turn to ineffective over the counter acne creams as an acne treatment solution.

Ageing Skin



Before



After

Whether you're concerned about lines, wrinkles, sagging skin or even age spots on your hands – Dermalux offers a completely non-invasive treatment to restore your skin. With regular treatments your skin will be glowing with health and vitality and look younger too!

Dermalux boosts collagen production which gives skin its elasticity and youthful glow – by using red and near infra-red light to kick starting the skins energy producing cells, fibroblasts are then stimulated to produce collagen and growth factors, which plump out the skin and reduce the appearance of lines and wrinkles and improves scar tissue.

The effects of LED phototherapy are cumulative - after a course of treatments the skin will continue to produce new collagen for several months. Increased elastin levels improve the skins elasticity and an increase in fibres improves the support structure of the skin leading to a more youthful look.

LED rejuvenates skin on the inside meaning smoother, youthful looking skin on the outside, and it's completely non-invasive. Laboratory studies have shown that, when exposed to Dermalux LED wavelengths, cells can regenerate between 150% and 200% faster than normal.

The treatment is suitable for men and women of all ages and even those with sensitive skin. LED uses no chemicals or thermal heat so it is completely safe. LED can also suppress collagenase - a collagen degrading enzyme that can accelerate the skins ageing process so as well as boosting the skins own anti-ageing collagen it stops ageing dead in its tracks.



Before



After

We can combine Dermalux with our most advanced anti-ageing facials A – Lift, Environ and Dermatude to give you the best effects of each treatment rolled into one.

Rosacea



Before



After

Rosacea is an inflammatory skin disorder which leaves flaky, dry, itchy red patches of skin on your face and hands. Symptoms of Rosacea include sensitivity to creams and beauty products. This initial stinging sensation leads to the Rosacea redness sometimes referred to as 'Rosacea face'. It is for this reason why Rosacea is often mistaken for poor complexion issues or Acne. Rosacea has certain aggravating triggers such as UV rays, hormones, stress and heat. LED Dermalux treatment utilises Red and Near Infra-Red light to offer sufferers immediate relief from Rosacea symptoms. It safely reduces the appearance of blood vessels and, over time, makes your skin healthier and more resilient with improved immunity.

Psoriasis



Psoriasis is a common chronic inflammatory skin condition that affects around 3% of women and men in the UK.

Psoriasis skin appears as red, flaky, itchy patches and most commonly manifests on the face and hands.

Affecting anyone, at any age, flare ups can be unpredictable and although no general health issues are associated with the skin disorder, sufferers often feel self conscious and embarrassed by the appearance of their skin.



Psoriasis creams have traditionally been used to soothe the irritation caused by flare ups but sufferers do not always respond to over the counter creams for Psoriasis.

Dermalux LED treatment of Psoriasis is relaxing, and safe for sensitive skin.

By preventing bacterial infection and relieving itchiness, the clinically proven, UV free alternative stimulates the body's own natural response for healing.

How many treatments will I need?

The number of treatments you need will vary from person to person depending on age, skin type and condition. Treatment for conditions such as acne, sun damage, psoriasis, dermatitis, pigmentation and rosacea can take from one session to ongoing regular treatments depending on the severity of each individual skin condition.

The effects of phototherapy are cumulative so the results are ongoing and improvement will continue even after the treatment has stopped. Treatments taken in quick succession will achieve optimum results and maintenance treatments may also be recommended.

As phototherapy does not harm the skin, there is no limit to the amount of treatments you can have. Your therapist will discuss an individual treatment plan during your consultation.

How long will the results last?

Results can last for several months following a course of LED Phototherapy treatments.

However, as with any skin treatment, maintenance sessions are advised to ensure lasting results.

Are there any side effects?

There is no risk of irritation, side effects or down time that may be associated with more invasive procedures. There have been no reported side effects in over 1,700 clinical studies and it does not harm the body in any way.

Unlike sunbeds, LED's do not contain any harmful UV wavelengths so cannot damage skin tissue; they can however stimulate hydration and blood circulation and will instantly give your skin a healthy and radiant glow following exposure during a specified treatment session.

Is it safe?

LED Phototherapy is a heat free light treatment that does not contain harmful UV wavelengths and therefore cannot damage skin tissue. It is clinically proven to be safe for all skin types, including darker skins and even on the most sensitive of skin conditions.

SPECIAL LAUNCH OFFER

Single Session
ONLY £30 or add
to ANY Facial for
Only £15

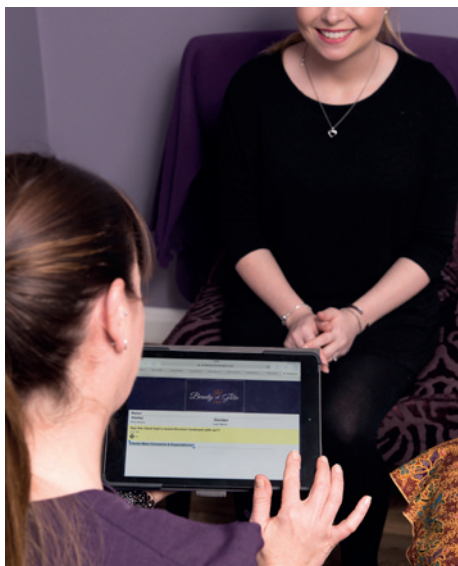
THE IMPORTANCE OF THE CONSULTATION PROCESS

Here at BATG we pride ourselves on the quality and effectiveness of our treatments and aim to provide the very best standard of treatments in order that you get the best results every time. This means adhering to safety guidelines for each and every treatment that we carry out.

This initial assessment is a vital part of any beauty treatment – we base your treatment on what we discover during the consultation. The consultation process allows us to get to know more about you, what you hope to achieve from the treatment and also enables us to check for contraindications. It is imperative to protect both the client and the therapist during and after your time with us and to ensure you get the optimum results.

Asking questions is a skill in its own right and it's vitally important for us to give you as much care and attention during the consultation process as during the actual treatment.

It's really important to us to recognise our client's needs and expectations - care and attention to detail is the key to a successful salon and the consultation is no exception to this.



BATG I-pad Consultations

It is important for us to ask the right questions in order to ascertain your skin type, hopes and expectations of a treatment and to make sure the treatment is safe for you.

We have developed our very own in-house consultation forms on I-Pads for all of our therapists to conduct comprehensive consultations with. We are the first salon in the UK to do this.

Each of our therapists has her very own I-pad loaded with individual forms for each treatment. This takes you through the consultation process step-by-step, the therapist is prompted after each question meaning it's impossible to miss out a question or not provide an answer. Each consultation is tailored to a specific treatment, alerting the therapist to any contraindications and even dictating which treatment is most suitable. We find this is a highly effective way of ensuring a full consultation is completed for each and every client plus we can tailor each treatment to the individual based on the information gathered during that consultation.

In general the consultation process lasts 10 minutes but this can vary from treatment to treatment.

Contraindications

There are certain conditions and medications that may prevent or restrict you from having specific treatments at any given time. Your consultation is designed to find out if you have any allergies, medical conditions, are taking any medication or any other reasons that may mean your chosen treatment cannot be carried out. This is an essential part of how we operate as a salon and we must ensure we maintain the comfort and safety of both client and therapist throughout your time with us. We want you to get the very best out of your treatment so it is essential that we know of anything that may affect the outcome before any treatment is carried out.

For instance, a contraindication for laser hair removal is tanned skin. The laser works by targeting pigment in the hair follicle however if skin is tanned the laser picks up the melanin in the skin instead of the hair follicle and can result in burns or pigmentation patches. This is covered in our I-pad consultations thus eliminating the dangers that could occur during treatment.

Such has been the success of these consultation forms that we have been asked to develop this for salons on a National basis.

Hazelwood Beauty

This year looks set to be a busy one for Hazelwood Beauty, and that's just how they like it. As well as their Pro Beauty Salon of the Year Award nomination, a brand new salon is currently being built, ready to open this spring. And true to their commitment to giving their customers exactly what they want, Hazelwood Beauty has been asking their clients what they think would be good to have in the new space.

Currently there are five members of staff carrying out a range of treatments including massage, tanning, facials, nail enhancements and eyelash treatments. There is also a generous range of express treatments for those customers who are short of time, but still keen to look their best. They often have special offers, and run a loyalty scheme, which clients delight in.

Customer service never slips, however, and they are encouraged to return again and again, topping up their points and enjoying the odd free treatment here and there. Only top brands are used in the services, which



include Decleor, Caci, Jessica Nails and St Tropez tanning.

Salon owner, Sam Francome, has put a lot of effort into building up her salon reputation and clientele. She has also trained as a core life mentor, and this is one of the many services offered at the salon. This experience also enables her to provide a truly holistic service, helping all of her clients feel good on the inside and out. Since core mentoring focuses



on the decisions we make in life, and the reasons we make them, these sessions can be extremely liberating and motivating. Everybody leaves the salon feeling more positive and purposeful, and it is this that fuels Sam and her staff to keep on making changes for the better.

The salon lies in a small village called Sutton Benger, near Chippenham and as it happens just a few miles down the road from another of this year's finalists showing the area to be a true hotbed for excellence within the beauty industry.

When the building work is complete, there will be room for even more clients to enjoy the treatments and friendly atmosphere provided by the well-trained, knowledgeable staff. There is no such thing as too much knowledge at Hazelwood, however, and Sam and her staff still regularly attend training courses. The girls all socialise outside of work as well, networking at industry events, which makes for a tight-knit staff that work well together to promote a welcoming atmosphere.

To make things as easy and uncomplicated for clients as possible, you can book your appointment online for almost all of the treatments.

Customer feedback is often posted on their many social media platforms, so it is easy to see just how popular and successful the small business is. With so much praise being heaped on the salon, it is clear to see that it is a much-loved business that has an excellent chance of grabbing the Pro Beauty top award.



We actually had the pleasure of meeting Sam and one of her Therapists, Clare in Dublin recently at the Salon Owners Summit and spent an evening swapping ideas and talking about our respective salons. It was a great evening and if we are not lucky enough to win the award ourselves then we certainly won't begrudge that it is Sam and her team from picking it up.



Kat Wilson-Britton is an Education Ambassador for Sweet Squared, the UK distributor for CND Shellac, along with running her own beauty business.

Kat has been self-employed now for over 12 years and concentrates on express treatments such as nails, lashes, waxing and tanning using only the best quality products available on the market. Although Kat knew that she always wanted to have her own business it wasn't until she sat her first ever nail course that she finally knew in which field that would be.

Working with Sweet Squared and CND has totally transformed her life, it has enabled her to visit some wonderful places as well as treating some great clients. Indeed one of Kat's regular clients is none other than Sweet Squared Owner Samantha Sweet. Now that's a recommendation

We grabbed some time with Kat to try and get to know her a little bit better and gain an insight into what working with Sweet Squared was like.

How long have you worked with CND Shellac & Sweet Squared?

I have worked with CND Shellac since its launch 5 years ago and have been with the Sweet Squared team for pretty much the same amount of time.

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

Seeing the lightbulb moment in a student's eyes, when they finally 'get' the technique that has been eluding them for so long. Breaking down a topic so that it makes their understanding of it so much easier and then watching them implement it into their skill set.

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

I visit lots of salons, spas and colleges up and down the length and breadth of the UK delivering education in all CND nail services, Moroccan Tan and Waxperts. I can literally be in Liverpool one day, then London the next. I have seen some amazing salons and spas and worked with some truly inspiring people.

Which products can't you live without?

I can't live without my Benefit, They're Real mascara - never have I used a mascara that does exactly what it says on the packet! I also love MAC prep and prime to use before I apply my make-up. It keeps my make-up in place all day!

What's your favourite perfume and why?

I actually love One Million aftershave! I have had loads of compliments about it, people saying, "ooh, you smell nice, what is it?!" People are generally shocked when I say what it is!!

What do you do to relax?

To relax, I love nothing more than settling down with a good book. I always have several books on the go and depending upon what mood I am in, it will determine the book I pick up.

What can't you get through the weekend without?

Every Saturday afternoon, I have a little power-nap!! I have been doing lots of six day weeks recently so I use this power hour to recharge my batteries ready for a Saturday night out!

Where is your favourite holiday destination and why?

I absolutely love Mijas in Spain, I have spent so many good holidays there with my husband, family and friends. It is such a pretty little town, the people are so friendly and it gives me a chance to try out my VERY limited Spanglish!!!

Beauty at the Gate Price List

Facials by Samantha Beatty

The Facial 90 mins	£65.00
.....	or £75.00 with Samantha
The Advanced Acne Facial 90 mins..	£65.00
.....	or £75.00 with Samantha

Dermatude

Consultation 30 mins	£15.00
Facial 40 mins	£60.00
.....	Pay as You Go plan available

Dermalux LED PhotoTherapy

Single Session	£40.00
Single Session as Addition to any Facial	£25.00

Laser Hair Removal

Consultation 30 mins	£15.00
<i>(Redeemable against a course of 6 treatments)</i>	
Chin	£35.00
Upper Lip	£35.00
Upper Lip & chin	£60.00
Sideburns	£35.00
Neck	£35.00
Hand & Fingers	£40.00
Underarms	£50.00
½ Arm	£60.00
Full Arm	£90.00
½ Leg	£90.00
Full Leg	£150.00
Buttock Crease	£40.00
Buttocks	£75.00
Bikini	£50.00
Californian	£60.00
G-String	£70.00
Hollywood/Brazilian	£90.00
Full Leg & Bikini	£175.00

Environ Facials

Environ Introduction 60 mins	£45.00
Precision Facial 30 mins	£30.00
Purifying Express 30 mins	£30.00
Active Vitamin Facial 60 mins	£51.00
Advanced Active Vitamin 80 mins ...	£59.00
Collagen Power Facial 60 mins	£59.00
Cool Peel 60 mins	£54.00
Hydroboost 60 mins	£55.00
Focus Frown 45 mins	£59.00

A-Lift Lifting & Firming Facials

Miracle Moments 30 mins	£30.00
Angelic Ritual 50 mins	£50.00
Pure Zenergise 75 mins	£59.00
Divine Indulgence 90 mins	£69.00
Course of 10 Angelic Ritual	£420.00
.....	Pay as You Go plan available

Elemis Facials

Skin Specific 60 mins	£46.00
Modern Skin 60 mins	£46.00
SOS Purifying 60 mins	£46.00
Oxygen SkinCalm 60 mins	£46.00
Pro-Collagen Quartz Lift 60 mins	£51.00
Tri-Enzyme Resurfacing 60 mins	£51.00
Visible Brilliance 60 mins	£51.00
Face & Body Sensation 60 mins	£55.00

Elemis Body Treatments

Back Massage 30 mins	£27.00
Full Body Massage 60 mins	£40.00
Exotic Lime Salt Scrub 30 mins	£32.00
Frangipani Wrap 45 mins	£42.00
Coconut Rub & Milk Wrap 45 mins ..	£42.00
Musclese Aroma Wrap 75 mins	£55.00
Cellutox Aroma Wrap 75 mins	£55.00
Body Sculpting & Colon Therapy	£50.00

HD Brows

Standard HD Brow Treatment 30 mins	£25.00
<i>Add £2 if with Pro-Stylist</i>	
Advanced HD Styling Treatment 45 mins	£35.00

LVL Lashes

Lift Volumise & Lengthen 55 mins ...	£40.00
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Lycon Precision Waxing

Chin	£7.00
Upper Lip	£7.00
Upper Lip & Chin	£12.00
Eyebrow Shape	£11.00
Upper Lip, Eyebrows & Chin	£18.00
Underarm	£9.00
½ Arm	£11.00
Full Arm	£16.00

½ Leg	£15.00
Full Leg	£22.00
Bikini	£9.00
Full Leg & Bikini	£25.00
Californian	£16.00
Full Leg & Californian	£32.00
G-String	£21.00
Brazilian/Hollywood	£32.00

Electrolysis

15 mins	£20.00
30 mins	£30.00
45 mins	£35.00
60 mins	£40.00

Tinting

Brow	£9.00
Eyelash	£13.00
Brow & Eyelash	£17.00

Holistic Treatments

Hopi Ear Candling	£27.00
Indian Head Massage	£27.00

The Room at the Gate Nail Treatments

Gel Manicure	£28.00
Gel Pedicure	£30.00
Shellac Manicure	£22.00
Shellac Pedicure	£26.00
Zoya Organic Manicure	£23.00
Zoya Organic Pedicure	£27.00
Jessica Manicure	£22.00
Jessica Pedicure	£26.00

£2 surcharge for treatments carried out by Jemma

Nail Extras

File & Polish	£15.00
Shellac Removal	£7.00
Gel Removal	£10.00
Removal with Re-Application	£5.00
French Polish	£5.00
Effects/Glitter up to 2 Nails	£3.00
Effects Glitter more than 2 Nails	£6.00
Nail Art from	£5.00
Repairs from	£5.00
IBX Initial Treatment	£16.00
IBX Maintenance	£11.00



Make Sure Your Valentines Night Goes Smoothly – 15% off Intimate Waxing



I LOVE LVL LASHES. THEY LOOK AMAZING!
MICHELLE KEEGAN

LVL Lashes – Lift Volumise & Lengthen – ONLY £35.00



New Exclusive Youthful Enlightenment Facial – ONLY £45



Award Winning Dermalux Launch Offer – ONLY £30 or £15 when added to any Facial



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

