

# Beauty

at the gate

**Why Tint Tests are So Important!**

**New Year - New You!**

**Detox**

**@ BATG**

PROFESSIONAL beauty 2016 Awards Finalist!

**Pro-Beauty Awards Finalists Previews**

**Nail Tech Jemma on Katie Perry's Nails!**



**New Year Nail Trends**

**Karen Betts – A True Pioneer & Inspiration to Women**

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

*A very Happy New Year to all of our clients and welcome to the January edition of Beauty at the Gate. We have some exciting things in store for 2016 – watch this space!*

*Don't panic if you over indulged slightly over the festive period - we've got the perfect detox treatments, products and advice to get you right back on track to looking and feeling fabulous on pages 4&5.*

*Find out what local independent coffee shop owner Nic Till of Riverhead Coffee can't live without on page 6.*

*This month we learn a bit more about our nail tech Gemma who has been with us for a year now. Gemma has built up a loyal client base who love her precise work and knowledge of all things nails. We take a look at the up and coming nail trends in store for 2016 on page 12.*

*The Professional Beauty Awards are coming up at the end of February and judging has already taken place. Whilst we wait in anticipation of the big night we take a look at two of the other finalists up for the Best Salon award - Mimosa Beauty in Chelmsford and Hazelwood Beauty in Chippenham.*

*The experts from local chemists Broadburn's give health advice and tips on staying well this winter on page 13 and we talk to Chris Brennan of Salon Software company Phorest in our industry profile on page 14.*

*We find out more about Karen Betts, owner of Nouveau Beauty Group, which includes HD Brows and LVL Lashes*

*Fiona Durkin  
Editor*



**2016 looks set to be a fantastic year at BATG, we've got some really exciting plans to make the salon and your beauty experience even better - here's a sneak preview of what's coming up.**

We're introducing payment plans to help spread the cost of treatment courses, see back cover for more info.

We'll be introducing some more high end aesthetic treatments to help keep you looking younger for longer. We're always on the lookout for the latest technology and beauty treatments to bring to you and this has led to the launch of Dermalux in February winner of best treatment at the UK Aesthetic Awards for the last three years.

Jemma our nail technician will be entering into national nail competitions this year. She's built up a huge client list at BATG and really gained confidence in her style and technique with hard work and training, she's now ready to compete against the best nail techs in the UK. Good luck Jemma!

We'll be focusing on our big night at the Professional Beauty Awards in February when we find out if we've won the Best Salon award. The judging has taken place and the winner has been picked, we've now just got to wait until February 28th to see if we are going to be the lucky ones! We'll be keeping everything crossed for the big night but whatever the outcome, the whole BATG team will be celebrating at the glamorous awards ceremony in London.

Reflexology is returning to the salon very shortly! The soothing and relaxing treatment proved so popular that we're bringing it back, watch this space for news.

We're looking forward to appointing our first Customer Service Manager to the team very soon.

We gave away a massive 700+ goody bags and £15 gift cards throughout the month of December! We hope you all enjoyed receiving your beauty gift and had a fantastic festive season.

Our magazine editor Fiona is leaving to start a new chapter in Lincoln and we'll be joined by one of the UK's biggest beauty writers.





# Q & A with Beauty at the Gate therapist Jemma

**Jemma joined the BATG team as our dedicated nail technician a year ago. She absolutely loves all things nails and is passionate about learning new techniques and creating perfect nails for all of her clients.**

**How long have you worked at BATG?**  
I have worked at BATG a year come January.

**What first attracted you to BATG?**  
I got a tweet asking if I would be interested in applying for a position at BATG for passionate and technically gifted nail technicians. I found this appealing as I am very creative and have pride in taking my time with attention to detail & didn't want to just work at any salon. I am very driven and like to carry out my treatments to the very best of my ability ensuring every client has enjoyed their time with me.

**What's the best thing about working at BATG?**  
The atmosphere in the new room is a really cool chic environment and an ace place to come to work, with the choice of colours & glitters that are available I'll never get bored. It's great to be able to push myself with new techniques and have the additional training to build my skills.

**Where did you train?**  
I initially started my training at the Grimsby Institute, I then fell in love with CND when they first originally brought out Shellac. I did some training with Claire Wilson who is the CND ambassador for Lincolnshire who is really lovely and very passionate with her work. I have completed training with OPI, Minx, Jessica, Bio Sculpture, One Stroke nail art, HD Brows and LVL lashes.

## What made you want to become a Nail Technician?

After completing an NVQ in Business I decided it wasn't enough for me, I needed something that was more hands on and practical and I have always been creative. It was a spontaneous decision to be honest and when I first started my training I thought it would be easy and I was so wrong. I have never tried harder in my life to perfect my skills, there have been so many obstacles and challenges but it's pushed me to be successful.



## Where did you work previously?

Before I started here I set up a mobile business with the support of the Princes Trust. Although I loved this I found my obsession for buying all new up to date products and equipment very heavy and long term I knew I wouldn't be able to do it for a long period. I stopped after I had my daughter and this opportunity was too good to miss fitting in around my then new lifestyle.



## What would you like to achieve within the industry?

I would push myself and enter some competitions. It will be a very new venture for me and although I would be nervous it will be exciting and I feel it would be a great boost for me.

## What's your favourite product and why?

I absolutely love my Jane Iredale Pure Pressed Powder. It has an amazing coverage whilst not clogging up my skin it's as though I'm not wearing any make up. Plus with mornings being busy for me it's so quick and easy to apply.

## What's your favourite perfume and why?

My absolute favourite perfume is Miss Dior Parfum. I love it. I find it instantly captivating, I absolutely love fragrances from moisturisers to room diffusers or candles. I find myself spending a small fortune trying different smells but I'm always drawn back to this one.



## If you could choose anybody to treat to your signature treatment who would it be and why?

I would love to do Katy Perry's nails. She is often posting fun stylish nails that look ace. I would love to create something bespoke for one of her shows.

## What do you do to relax?

I love nothing more than when I come home at the weekend, light my candles and snuggle up in front of my fire with 5 bottles of wine and chill. I also like to relieve any stress by practising Shippalgi, which is an aggressive form of martial art that has been practiced by the Korean Military for hundreds of years. It is split into 3 main areas, thrust, strike and slice and really does wonders for getting rid of any tensions from daily life.



## What can't you get through the weekend without?

Well I know it sounds daft but retail therapy, I'm very well known for spending for the sake of it, I can't help it. It doesn't matter what it is it just gives me something to look forward to. I think it descends from my obsession from buying new polish colours, glitters or accessories.



## What's your favourite holiday destination and why?

I have to say Italy, I have been there twice. I love the culture, food and fashion. I would absolutely love to go to Rome as I've never been it would be amazing to see all the architecture and history.



## New Year Detox Advice & Treatments



**It's the time of year when we've all over-indulged with too much rich food, overloaded on sugary festive cakes and snacks and washed it all down with too much booze. All this extra food and drink can take its toll, not just on your body but on your skin too.**

Factor in the effects of months of harsh winter wind, the dehydrating effects of central heating and a few late nights, the chances are your skin is probably not looking its best!

Help is at hand from BATG – we're experts at revitalising dull and lifeless skin and easing the pain of tired, aching muscles. We've put together our pick of the best treatments and supplements to detox, re-hydrate and put the glow back in your skin for 2016.

### Treatments at BATG

#### Environ Advanced Active Vitamin Facial

This facial is specially designed to address problem skin concerns. It will benefit most skin types and give the complexion a much-needed boost at this time of year.

Active Vitamin Facial is a gentle peeling treatment that helps to clear the complexion and calm inflammation. Mild forms of lactic acid are used to destroy bacteria, boost hydration and remove the build-up of

dead skin cells on the surface of the skin, revealing fresh glowing skin and a much healthier looking complexion.

The treatment helps to decongest the skin and smooth its texture which will lead to fewer breakouts, improved radiance and a reduction in redness.

The benefits can be seen after one 80 minute facial, a course of six facials is recommended for longer lasting results.





### Elemis Deep Tissue Full Body Massage

This hour long full body massage is the perfect antidote to Christmas and New Year stress! Helps to relax, recharge and re-energise whilst tension melts away. This deep pressure massage gives the whole body a vigorous workout. Great for alleviating stress, easing aching muscles and reviving the senses with this powerful deep tissue massage.

Your therapist will custom blend the massage oil used to target your specific needs and adjust pressure levels to your individual requirements.

She will guide and help you choose from the following options:

**Stress-a-Way:** Using 4 specially selected oils including De-Stress, Lime, Tea Tree and Instant Refreshing Gel this massage helps to soothe and relax.

**Spirit Reviver:** Up lift, detoxify and renew your zest for life with this deeply relaxing massage that combines 4 essential oils including Tea Tree and Cellutox Active Body Oil.

**Muscle Melt:** Ease away tired, aching muscles with this deep tissue massage that combines several oils including Lime and Musclease Active Body Oil.

**Chakra Balancing:** Bring your body and emotions into total equilibrium with this powerfully soothing but uplifting massage that uses a series of oils including Frangipani Monoi Body Oil & Instant Refreshing Gel.

### At Home Treatment – Environ Intensive Revival Masque

If you can't make it into the salon for a post-Christmas skin pick-me-up, Environ has the best at-home skin treatment – it's even been called the "facelift in a bottle" by the beauty press and has won two prestigious awards – Woman's Hot 100 Best Face Mask 2015 and Cosmopolitan magazine's Best Instant Facial. It's a firm favourite with everyone here at BATG!

Intensive Revival Masque will leave your skin looking visibly improved and revitalised thanks to the combination of revolutionary ingredients which gently exfoliate, hydrate, improve uneven skin tone and stimulate growth factors to reveal smoother, younger looking and more radiant skin.



### ANP – Pure Detox Pack

Here at BATG we're strong believers in looking after your skin as a whole, believing that beautiful skin starts from within. We recommend Advanced Nutrition Programme's range of supplements to support your skincare regime all year round and particularly at this time of year when your skin needs extra support and protection from environmental damage

If you've over indulged over the festive season ANP's Pure Detox Pack can help get you back on track with some

extra support. Start the New Year as you mean to go on with this trio of vitamins specifically formulated to support your liver, your digestive system and your immune system which are all key players in helping your body rid itself of toxins.



### Pure Detox Pack contains:

**Skin Pure** – to support your bodies detoxification processes

**Probiotics** – to help maintain a healthy gut

**Skin Vit C** – contributes to the normal function of your immune system



### Simple Diet Tips

You can rely on your body's natural detoxification process to put you on the right track, that's what it's designed to do.

You can also aid the natural detox process by using a couple of very simple dietary tricks. Increase your water intake to support the kidneys by upping urinary output, for example - but don't be tempted into taking up a water-only diet, as you won't get the nutrients necessary to run the rest of your detox system.

If you've been over indulging in more than the odd glass of prosecco over the holidays, then cutting right down on alcohol will give your system time to recover and your skin will look better too. Do some daily exercise to increase lymphatic circulation. One of the best things you can do for your skin is to cut right down on refined sugar and eat a balanced diet. Try to eat a good amount of fibre to keep your digestive system operating at a healthy rate.

# 5 THINGS I CAN'T LIVE WITHOUT



**Riverhead coffee is the only independent coffee shop in Grimsby town centre – opened last year by Nic Till who returned to her hometown after years of travelling the world and living abroad with the aim of bringing a bit of city style to the town and now to Cleethorpes too.**

With its fresh, funky interior, top quality locally sourced coffee, fab loose leaf teas, delicious artisan sandwiches and homemade sweet treats, Riverhead Coffee brings an eclectic mix of vintage and modern style to Victoria Street and gets our vote for the best Flat White in town! There is also has a dedicated children's play area so parents (and grandparents!) can take a few minutes to enjoy their brew. Riverhead Coffee is now open in Cleethorpes too.

Nic tells us the five things she can't get through life without.



**Mascara and eyebrow pencil** - my make-up staples! I don't wear much in the way of make-up but I won't leave the house without these!

**A good cup of coffee!** My coffee of choice at the minute is a 'flat white': a stronger, shorter version of a latte. I've given up drinking coffee at home since opening my coffee shop, Riverhead Coffee, earlier this year. There's just no match for a great espresso!



**My iPhone** - I just upgraded to iPhone 6 this year and I'm so happy with it. I'm constantly using it to update the businesses social media sites, checking in on how each of my two shops are doing, placing orders, paying bills and keeping up with emails and other stuff. My most used apps are Instagram, Twitter and a great typography generator called Word Swag which I use for making funky visual graphics for social media posts.



**Cake!** Specifically my mums cakes! She's a great baker and makes all of the cakes for my two coffee shops. Her best cakes are traditional with a twist such as Carrot Cake with lime-mascarpone frosting and her chocolate brownies are beginning to be the talk of the town! Deliciously dark and gooey!



**Hand cream.** Working in catering is tough on your hands. Constantly washing your hands takes its toll and I can't live without a good bit of hand cream. E45 is my favourite, it's simple and does the trick - especially when you slap it on before bed!

[www.riverheadcoffee.co.uk](http://www.riverheadcoffee.co.uk)



## Meet the 2016 Professional Beauty UK Salon of the Year Finalists

**Every year the Professional Beauty Awards celebrates the best salons that the UK has to offer. Now that the shortlist of finalists has been selected, beauticians across the country are excitedly gearing up for the award ceremony in February. We are very proud and honoured to have been nominated alongside 4 amazing salons. We look at some of the other finalists starting with The Cabin from Ventnor on the Isle of Wight.**

### The Cabin

Looking out over the stunning coastline of the Isle of Wight, The Cabin has the perfect backdrop for a tranquil pamper session. Based in Ventnor, a town that has long been known as the best place to visit for a spa retreat, The Cabin fits in perfectly, ensuring those searching for a bit of rest and relaxation are well serviced.

Offering massage, facials, wraps, exfoliation treatments and pedicures, all are performed using organic products where possible. Some of the

more luxurious treatments can take up to three hours to complete, which means three hours of pure bliss for their clients. Whereas those with less time to spend can choose from one of the mini treatments available.



The ethos of the salon is "Prevent, Maintain, Improve" and it is clear to see that the well-being of the client is their number one priority. The product brand of choice is Voya, a seaweed-based natural and organic range that has won numerous skincare awards.

There are also products to buy, to ensure that clients can continue to enjoy a pamper session between appointments. Treatments such as the Aromatherapy Prescription Facial and the Sports Massage show that The Cabin is much more than just a beauty parlour; it aims to improve its client's overall health through bespoke treatments that will work for them.

The Salon also chooses to help the environment wherever possible, and this is reflected in the sustainable bamboo floors, recycled slate roof, low energy lighting, and bee-friendly terrace.

Run by Rowena Amos, an experienced Reiki and massage therapist, The Cabin first opened for business in 2012. Soon after, the second treatment room was opened and named The Crow's Nest. With a third room in the nearby four-star Royal Hotel, business is booming, and Rowena already has plans for a fourth treatment room aimed at couples, which is set to open next Summer.

The friendly and experienced team consists of Grace Berryman, Erin Saxcoburg, Grace Wedlock-Ward, and Kelsey Balfour, as well as Rowena.

When visiting, you can expect a warm welcome, complete with teas, coffees and healthy snacks. If booked in advance, they will happily serve you wine, prosecco or champagne for the ultimate decadent experience. Despite these welcome extras, Rowena believes that her salon offers treatments that are essential to the well-being of her clients, rather than a luxury they could do without.

When visited by the Pro Beauty mystery shopper and the judge, Rowena was heavily pregnant and is delighted that the extra challenges this brought did not prevent her salon from making a good impression. She said:

*"All the team will be attending the awards show at The Brewery, London in February and we are really looking forward to a well-deserved night out. While it would, of course, be the perfect ending to win the award, we are very proud to have made it through this far to the last five."*



**Karen Betts is one of the most inspiring women in beauty today; she is the UK's leading permanent make-up artist and trainer as well as running the hugely successful Nouveau Beauty Group of companies which includes many of BATG's most popular brand treatments – HD Brows, A-Lift, Dermatude and LVL Lashes.**

Karen is perhaps the best known Permanent Cosmetics Artist and respected trainer in the UK – her work in the beauty industry is generally regarded as the best there is.



Karen was the winner of 'Woman of the Year 2014' in the EveryWoman/NatWest Awards, in recognition of her contribution to the industry, business success and charity work.

**We talked to Karen about her achievements and what inspired her to set up her own business.**

**How did you start out within the Beauty Industry?**

At the age of 20 I was a qualified hairdresser and ran my own mobile hairdressing service.

**Did you have a vision or plan mapped out at that age?**

I always knew I would work for myself, from a young age I imagined running my own successful hair and beauty salon and worked hard to make this a reality. In 1993 aged 26 I opened Chaplin's Hair, Nail and Beauty Salon, at the time of opening the salon I had never even heard of permanent cosmetics, the skill I am now known World Wide for. I've just sold the business to one of the girls I employed as a trainee hairdresser over 15 years ago.

**Looking back did you ever expect to achieve so much?**

When I discovered permanent cosmetics and went to train in the US I knew there and then my career path was going to take a new direction.

I also knew it would only be a matter of time before someone would develop a training programme in the UK and bring in the equipment needed to improve the result and I thought why can't that person be me.

**Over the years many journalists have asked me the following question - As a newly trained permanent makeup artist what made you think you were good enough to train others?**

I had actually done 6 years as a permanent make-up artist before I opened my training school

Nouveau Beauty Group, without these former years I would never have gained the experience or knowledge I have now. I genuinely am able to empathise with my students as everything they feel as a newly trained artist I too have felt.

At school, I was dyslexic, I still am, I always had to work harder than everyone else to complete my work. Determined not to let dyslexia hold me back I would practice things over and over again, the repetition helped me retain and remember things.

I was also fiercely competitive and wanted to prove dyslexia did not mean I was not clever. I always excelled in creative subjects like art and drama, plus I was very good with figures so got top grades at maths.



When I first completed my permanent cosmetics training, I would spend hours drawing one hair stroke over and over again. I would not move on to drawing a full brow until each stroke was perfect. While initially I followed the technique I learnt on the training course, I soon began experimenting with different combinations of strokes to create the illusion of texture.

I knew I had an innate ability that I wanted to share. It was this belief in myself from the start that made me confident when tattooing clients and my confidence in turn reassured the client they were in safe hands.



Confidence, however, will only take you so far, and you can't build a reputation and training brand on confidence alone. The minute I started developing a training programme I had committed myself to becoming a teacher and good teachers become better teachers by continuing their education.

I also made a promise to myself that I would show my students what to do as opposed to telling them what to do. I believe this style of teaching builds trust; something that has become synonymous with my brand.

However, I do not want people to read this and think my journey from an independent artist to the MD of the UK's largest permanent make-up academy has been an easy one.

There have been LOTS of bumps in the road; I have made numerous mistakes, and some bad decisions along the way and I have not achieved my current success all by myself. I owe a great deal to my partner Dave, my permanent make-up peers, friends, and of course staff.

The big turning point came in 2012 when I was appointed the official consultant and medical tattoo artist for The Katie Piper Foundation. Despite having started

my journey into permanent make-up to help a friend restore the eyebrows she lost after treatment for breast cancer, very few people were aware of the remedial benefits.

Suddenly, Katie Piper was telling anyone that would listen I had recreated her eyebrows and given her a more symmetrical lip line after an acid attack left her facial features unrecognisable.

Both Katie and I wanted to make this service available to others who had been burnt, scarred or disfigured as a result of an accident, illness or it saddens me to say an act of violence.

Katie and I began to promote my services and those of my elite team of artists through her charitable organisation and continue to do so today.

**Did you ever think you'd be receiving multiple awards for your achievements, in particular the Natwest Everywoman Award which must have been amazing to win?**

No I did not, and if it was not for my PR & Events manager and longstanding staff member Lynsey, filling in all the required paperwork I would not have been shortlisted. It has been her belief in my abilities, achievements

and our joint persistence in wanting to educate the public that has resulted in thousands of people, myself included, having an emotionally and financially rewarding career. Not to mention all the people that have now personally benefited from cosmetic and medical tattooing treatments.



I will be eternally grateful to the judges that interviewed and selected me as Natwest Everywoman of the year 2015. I proudly display the award in my training centre and for me it signifies every inspirational and financially stable woman that walks through my doors, doing what they enjoy and managing themselves and their destiny.

**If you could go back in time and give that 20 year old starting out in business some advice what would it be?**

That you can be creative and strategic at the same time, for many years I approached everything like a scattergun. As a naturally creative thinker I change my mind all the time, I used to find unwillingness and inability to change frustrating but as I've grown into a business woman, I now also appreciate and respect there is a need for structure and planning if you want to develop an international brand.





**Skincare and waxing are the main focus at Mimosa Beauty in Chelmsford. Founder Jennie Lawson has won awards before for her commitment to making every client feel beautiful. A past winner of the 2014 BABTAC Small Salon of the Year, and a finalist in 2015, she is somewhat of an award veteran.**

Not bad considering her young age. Still only in her 20s, Jennie has a wealth of experience behind her that has contributed to her success. In fact, it seems the only barrier her age

has presented is that she is constantly feeling as though she has to prove herself, which is a motivation, rather than a problem. After studying at the Ray Cochrane Beauty School, she worked at Hoar Cross Hall in Staffordshire, at local salons, and then with Virgin. She learnt different lessons from each workplace, which helped and inspired her to create Mimosa.

Tucked away on a side street, at the end of Broomfield Road, the salon offers a very intimate and restful atmosphere. Jennie books clients four to six months in advance, and has a regular client base of over 400 people. With an ethos of "Everybody deserves a little "me" time," it is easy to see why the salon is so popular.

Knowing that she had to fit in a mystery shopper client was tricky for Jennie, thanks to her busy diary. Somehow she managed to book them in before the judging deadline, but was still unaware as to which client it was. She enjoys the judging process because it allows her to reflect on her journey so far, and think about how she can grow in the future. She says: "I would encourage any salon to apply for the awards, even the application questions make you think about your whole business and how you started."

As well as skincare and waxing treatments, the salon also offers eyelash tints, manicures and pedicures, massage and electrolysis, as well as specialised treatments for pregnant women and men.

Jennie is renowned for performing almost painless waxing treatments, as well as treating numerous chronic skin problems. Her skin expertise means that she has been able to make a difference where even doctors could not prescribe a solution.

The salon uses Piori skincare, a brand that specialises in anti-ageing products, and has a wealth of science behind it. These are medical grade products that are not available for clients to buy on the high street, and these seem to be reason enough for them to return to Mimosa again and again.

Four years after its creation, Jennie feels she is ready for expansion, and is excited for the next challenge. She has recently employed her first staff: a PA and an administrator and is currently looking for a larger place to rent. She is even looking to take her brand international, no doubt inspired by her time working for Virgin.



# THE IMPORTANCE OF PATCH TESTS

We perform a number of treatments here at BATG that require a tint test 24 to 48 hours before the actual treatment takes place. It is important to recognise why you must have a test before each treatment. Apart from being a legal requirement on the salon's part, any salon not carrying out tint tests will NOT be covered by insurance if you get a reaction even if you signed to say you took one and did not, the consequences of developing a reaction can be quite horrific.

Many tints contain a chemical called PPD, which is a known irritant and is often the culprit when there are reactions to a tint test. There are other ingredients in tint tests that can also cause a reaction along with instructions of use not being adhered to. This is why it is always best to ensure your treatment, is carried out by trained professionals. All our girls here at the salon have had the highest levels of training.



Reactions from a tint test can range from mild irritation, redness and inflammation to more severe swelling, nausea, vomiting and even in some cases anaphylactic shock.

Carrying out a tint test prior to your treatment will help to ascertain if you could be allergic to anything



the tint contains. The test involves a small amount of tint that will be applied either behind your ear or on the inside of your elbow.

These patch tests MUST be carried out before every single treatment even if you have had that treatment previously, this is because an allergy can develop at any time, even if you have never had a reaction before.

Just because you have had the treatment before does not protect you from having a reaction.

Also if you are having the "same treatment" at another salon you cannot be 100% sure they are actually using the same tint you have had previously elsewhere.



Beauty at The Gate

## BATG Home Tint Test Postal Service

We recognise and strictly adhere to our policy of clients having a tint test before every single treatment but we also realise that it's often difficult to find the time to visit the salon for a tint test prior to your treatment.

This is why we launched our Home Tint Test Postal Service back in 2014. We are the only salon in the UK to offer this as a service to clients and it has saved many of our clients time and money when booking in for any of the treatments that require a tint test, such as HD Brows & LVL Lashes.

Your details are taken at the time of your booking and before you are due to visit the salon you will receive your tint test along with full instructions direct from us through your letterbox. All absolutely **FREE** and part of the service and experience we provide to all our clients!



# New Year Nail Trends

The New Year represents new beginnings. Perhaps this year your resolution should be to ensure your nails are always on trend and fabulous. Whatever your nail design preference, you are sure to find some inspiration here.



## Moon Manicure

Closely related to the French manicure, the moon manicure highlights the curve of the moon on the nail, rather than the tip. It is another design that has risen in popularity in the past few years, but for the New Year, the contrast is between shiny and matte polishes, rather than differing colours.

This design looks great in Shellac polish, since the matte finish is easily created through a light buffing, rather than relying on the application of a matte top coat. Choose black, or a darker colour, for the most obvious contrast. Red looks amazing too.



## French Manicure

The French manicure is a classic and popular choice. However, going into the year 2016, the traditional white tip over pale pink base is out, and any unusual variant of the design is in. Pick any two colours and make them French. Red nail with silver tip? Sounds great! Or how about a white nail with a blue tip? Whichever colours you choose, your nails will be current, fresh, and a definite talking point.

The best bit about this is that a French manicure has the power to make short nails look longer. Choose a gel manicure, and when it is time for your polish change, the extra protection provided will have allowed your nails to grow a little longer.



## Metallic Manicure

Metallic designs look fantastic alongside that little black dress. Any shade of bronze, silver or gold looks ridiculously expensive and is a great option for those that prefer to stick to one colour, rather than participate in any form of nail art. Alternatively, mix up the trend by wearing a different shade on each nail.

This trend would work well using Zoya Organic Polishes. With 130 colours to choose from, you are sure to be able to find a metallic colour you will love. Meanwhile, the composition of the polishes means that your nails will be free from synthetic toxins.



## Red Manicure

Fans of the classic red Hollywood nail will be delighted to know that the colour red is big this season. Whether it is a red dress, red shoes, a red bag, or red nails, everyone will be wearing the colour in one form or another.

If you choose a Jessica prescriptive manicure, you will be able to enjoy the colour whatever the state of your nails. Unfortunately, the bright, intense shade can often highlight imperfections in nails, such as those that are brittle or soft. However, the Jessica range has products that can treat these issues, as well as a gorgeous shade of red that is perfect for New Year's.



## Crystal Pedicure

Sometimes New Year calls for something a bit more special, and a bit blingy. Swarovski crystals are the perfect accompaniment to your party outfit, and look amazing on your toes. Make sure to wear your favourite open-toe shoes, as everyone will be fixated on your feet.



**Winter can mean different things to everyone; whether its curling up in front of the fire and watching your favourite films, recovering from the Christmas and New Year festivities with a bit of pampering by your favourite therapist at Beauty at the Gate or spending time with loved ones. It's also an important time to look after yourself with regards to your health. Winter is the season for coughs, colds and flu and ensuring that you and your loved ones are prepared for the cold weather.**

In the winter months it's always worth getting prepared and making sure you and your elderly friends and relatives have got enough medication to see you through the cold periods.

Requesting tablets slightly earlier than normal isn't a problem at this time of year, but it's worth remembering that both doctors surgeries and pharmacies will tend to be busier so try to plan in advance to avoid any unnecessary upset or stress to all involved.

Colds and flu tend to plague us all at this time of year and the best way to treat a cold is to treat the symptoms individually; if you've got a cough use

a cough medicine, if you feel congested possibly try a nasal spray or a decongestant tablet. Whatever you chose, you should always check with your pharmacist if the item you wish to try is safe if you take regular medications.

This is to avoid "interactions" which can stop the way your regular tablets work properly. However, the basics are always worth trying too; try to keep warm, drink lots of fluids and simple actions such as steam inhalation can also help to relieve the symptoms.

Flu itself can be a worry to you and your loved ones, especially those who have other health conditions such as diabetes, asthma, chronic lung diseases, those over the age of 65 and just as importantly carers who look after these vulnerable groups of people.

The flu virus itself is passed through the air in water droplets when people cough, sneeze and talk, so even if you think you haven't been close to someone with the virus you may catch it from waiting in a queue, paying for your shopping at the supermarket or at the cinema. Having a "flu jab" can considerably reduce the risk of you catching flu.

The flu vaccination program is still up and running for this season through doctors surgeries for "at risk patients" and also through some community pharmacies (either free via the NHS or as a private paid service).



As a service we can offer, we've found that people can pop and see us whilst they are out doing their shopping without having to book an appointment and make an extra visit to an already busy doctors surgery.

We wish you and all your friends and family a happy New Year without worrying about the risks of cold and flu so come and visit us for any advice or help at E.A.Broadburn (Chemists) Ltd and get ready for your winter.

You can contact Broadburns on 01472 691529 at St Peters Ave, Cleethorpes, Springfield Medical Centre in Scartho on 01472 879181 or on 01472 600370 for Taylors Avenue. You can also visit the website at [www.broadburn-firstaid.co.uk](http://www.broadburn-firstaid.co.uk).



**Asthma, diabetes or other health condition?**

**Get the jab –  
Get flu safe**

To Book Your Jab Contact Broadburns Chemist





**Phorest Salon Software specialises in helping salons get their clients in more often, spending more. It's the software system we use in the salon, it enables us to run a smooth booking system and collect and publish all our reviews on Facebook.**



After each salon visit our clients receive a text from Phorest asking them to rate their treatment out of five. We're delighted to say that our average rating is 4.9 out of 5 and we hold the Phorest Client Experience Award - we'd like to say a big thank you to Phorest for helping us achieve this!

We caught up with Chris Brennan Social Media & Content Marketing Executive at Phorest and found out a bit more about what his role at the Dublin based company involves.

### How long have you worked at Phorest?

I have been working at Phorest for a year and a half.

### What's the best thing about your job?

Good question. I think probably the most rewarding thing about my job is the chance to really be creative. Whether it's writing blogs, filming & editing videos or putting together some graphics for clients, I really love the fact that I get to flex my creative muscles so much when I'm at work.

### Can you give us a rundown of what your job involves?

My official title is Social Media & Content Marketing Executive (Longest Title EVER!). Basically I manage and curate our social media pages, giving us a chance to converse with professionals in the industry as well as put together some fun campaigns that hopefully engage, entertain and educate.



I also write the articles on our Phorest Blog. This is the one area that I'm really passionate about, as I try to give practical, valuable content to salon & spa professionals that will help them drive more clients through their door than ever before. That can be anything from creating social media graphics for salons to use on their pages, SMS templates, Salon Spotify Playlists, and original marketing ideas.

### Which products can't you live without?

I don't think I actually have a product that I can't live without... However, I did get a pretty amazing Bulldog Face Wash that I try to use each morning. That really does make this little face feel fresh! :-)



### What's your favourite fragrance and why?

I actually have no idea what my cologne is called (shocking I know!). I just got used to throwing a few squirts on and heading out the door. But I do love my Wife's perfume called Kenzo Amore. She's been using the same brand for years, so that fragrance really stands out for me.



### What do you do to relax?

In my spare time, I'm actually a screenwriter and a filmmaker. So it may seem like a lot of work to some people. But I genuinely enjoy sitting down and writing a screenplay in the evenings.

### What can't you get through the weekend without?

I don't mind what I do on a Saturday, but Sunday is without a doubt movie night! All I want to do every Sunday is drop them lights and stick on a film. Really recharges me for the week!



### Where is your favourite holiday destination and why?

That's a tough one. I think I'll have to go with Cuba. Simply because I got married at the sunny, sandy beach there and it was As Incredible As It Sounds! :-)



# Beauty at the Gate Price List

## Facials by Samantha Beatty

The Facial 90 mins .....	<b>£65.00</b>
.....	<b>or £75.00 with Samantha</b>
The Advanced Acne Facial 90 mins..	<b>£65.00</b>
.....	<b>or £75.00 with Samantha</b>

## Dermatude

Consultation 30 mins .....	<b>£15.00</b>
<i>(Redeemable against a course of 8 treatments)</i>	
Facial 40 mins .....	<b>£60.00</b>
Course of 8 Prebooked Facials ..	<b>£380.00</b>
Pay as You Go plan available	

## Dermalux LED PhotoTherapy

Single Session with Hand/Foot Massage .....	<b>£40.00</b>
Single Session as Addition to any Facial .....	<b>£25.00</b>

## Laser Hair Removal

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

20% off for courses of 6, Pay as You Go plan available

## Environ Facials

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

15% off for courses of 6, ask about course payment plans

## A-Lift Lifting & Firming Facials

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

## Elemis Facials

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

## Elemis Body Treatments

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

## HD Brows

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

## LVL Lashes

Lift Voluise & Lengthen 55 mins .....	<b>£40.00</b>
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## Lycon Precision Waxing

Chin .....	<b>£7.00</b>
Upper Lip .....	<b>£7.00</b>
Upper Lip & Chin .....	<b>£12.00</b>
Eyebrow Shape .....	<b>£11.00</b>
Upper Lip, Eyebrows & Chin .....	<b>£18.00</b>
Underarm .....	<b>£9.00</b>
½ Arm .....	<b>£11.00</b>
Full Arm .....	<b>£16.00</b>

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

## Electrolysis

15 mins .....	<b>£20.00</b>
30 mins .....	<b>£30.00</b>
45 mins .....	<b>£35.00</b>
60 mins .....	<b>£40.00</b>

## Tinting

Brow .....	<b>£9.00</b>
Eyelash .....	<b>£13.00</b>
Brow & Eyelash .....	<b>£17.00</b>

## Holistic Treatments

Hopi Ear Candling .....	<b>£27.00</b>
Indian Head Massage .....	<b>£27.00</b>

## The Room at the Gate Nail Treatments

Gel Manicure .....	<b>£28.00</b>
Gel Pedicure .....	<b>£30.00</b>
Shellac Manicure .....	<b>£22.00</b>
Shellac Pedicure .....	<b>£26.00</b>
Zoya Organic Manicure .....	<b>£23.00</b>
Zoya Organic Pedicure .....	<b>£27.00</b>
Jessica Manicure .....	<b>£22.00</b>
Jessica Pedicure .....	<b>£26.00</b>

£2 surcharge for treatments carried out by Jemma

## Nail Extras

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

# BATG Pay as You Go Treatment Course Plans

To get the most benefit and see the best results possible from some of our treatments you should always try to book a course. This allows us to really tackle any concerns or needs that you have in a highly targeted manner bringing you visible results and a much higher chance of success.

Here at BATG we appreciate that many of our clients would like to do this but find the initial outlay of paying for a course prohibitive. With this in mind and trying to stay true to our ethos of bringing results to as many of our clients as possible we have decided to launch a Pay as You Go Course Treatment Plan.

**You will benefit from getting the discounts available on booking courses but will only have to pay for each individual visit. It will work as follows:**

- The appointments MUST all be booked in advance
- You pay the normal price of the treatment until the course balance is paid
- Any remaining treatments are then FREE

**For example on a course of 8 Dermatude Facials the course price is £380 a saving of £100 on the normal price of £60 per treatment. All 8 appointments are scheduled in and you pay the following for each treatment:**

- Visit 1 to 6 = £60 each treatment
- Visit 7 = £20
- Visit 8 = FREE



## Opening Hours

<b>Monday - Friday</b>	9:15am – 8:45pm
<b>Saturday</b>	9:15am – 5:00pm
<b>Sunday</b>	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

