



@BeautyattheGate



/BeautyattheGate

Jul/Aug 2016

Beauty

at the gate



Essential
Summer
Products

The Making
of a BATG
Therapist

Freshney Place
Director
Amanda Austin
Reveals All

We Bring
Jessica Alba's
Favoured Make-Up to BATG



BABTAC & CIBTAC
2016 AWARDS
Winner

Historic 2nd
National Salon Award

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

ZOYA janeiredale Lycon Shellac LVL IBX ADVANCED..... ENVIRON A-LIFT Elemis GST Collagen Stimulation Therapy BROWS JESSICA

Another month goes by and it never ceases to amaze me how things change and how we are evolving as a business. When we opened up with 3 Therapists and Sam we never ever imagined that within 3 years we would become the first salon in the UK to hold the top 2 Salon awards at the same time, would have 13 members of staff and be taking on our 3rd Unit. All seems very crazy and surreal but this is where we find ourselves and we all take great pride in the fact that we all work so very hard and together as a team and that the benefits are shared by us all.

Winning BAPTAC did come as surprise as although we were up for 2 nominations we felt we had our best chance in the Social Media award, however we were beaten by Bello the Salon and I wish them the very best moving on although we will be back to challenge for it next year. As the social media side of things is more looked after by me it's given me that extra incentive and push to improve the structure of our social media marketing to make it more targeted and effective.

Winning the main prize was once again such a great feeling and it was actually really nice to have caused some controversy and shared it with another salon.

We have 2 new girls settling into salon life quite nicely, Mel & Sophie. The latter has just returned from 10 days down in London learning all the new Elemis facials and massage techniques. Elemis changed their treatment menu recently and you will see those changes introduced into the salon over the next month or so in the shape of new and improved manual facials.

Moving forward Elemis is going to play a much bigger part in what we do here at BATG. They have actively encouraged us to look at becoming an Elemis Salon of Excellence and the first step in that process is the launch of Elemis Biotec facials. The Biotec machine is a multi platform machine allowing us to bring a wide range of targeted and powerful facials to our clients.

We are also going to be bringing a brand new skincare brand into the salon, a far more effective medical grade brand that will sit alongside Elemis Biotec and give those clients who have been on a skincare journey with us from the start an alternative route to a new level of targeted skincare results.

All of this does mean that we will be moving away from some of the brands we currently have in the salon but we see this as an exciting opportunity to step-up to another level. An opportunity that winning these awards now affords us as they do put us in a different category when looking at higher regarded cosmeceutical brands. Its nice to find that these brands now want to be in the salon because of our profile and how we approach skincare.

We will of course keep you updated on all things, in this issue you can read about our plans for the new unit, we have a feature on Mineral Make-up with news about the new make-up brand we are bringing to the salon along with much much more.

Paul Beatty





Amazingly we've done it again! Beauty at the Gate has brought home its second national award win, BABTAC UK Salon of the Year 2016! This year, the competition was believed to be the closest yet – and a shock twist was even revealed too – but as always, it was an absolutely fabulous night.

On 12th June, Paul and Sam travelled down to London for the 2016 BABTAC & CIBTAC Awards, one of the most prestigious events in the UK beauty industry. Established in 1977, the British Association of Beauty Therapy & Cosmetology (BABTAC) has become a leading organisation for highly trained beauty professionals across the country, and every year, its 12,000 members are invited to showcase their skills and enter the annual awards. With so many talented, hard working salons and therapists nominated, we knew that this would be an inspiring evening.

This year, the Awards were held at The Hurlingham Club, a magnificent, traditional estate and Private Members Club bordering the Thames in Fulham, and the theme was Bond, James Bond. We enjoyed a delicious three-course meal and entertainment before the awards began with the evening's host, Chairman, therapist and business owner Jason Phillips, and Guest Host Elaine Stoddart, a renowned, highly qualified medical aesthetician.

Beauty at the Gate was nominated for two awards, and first up was Best Social Media, sponsored by Look Good Feel Better. We take great care in our social media and are thrilled by the engagement we receive from our clients and the local online community, and

so were hopeful for this award. The deserving winners were Bello The Salon in Southampton, a wonderful business with thriving Facebook, Twitter and Instagram pages. We wish them a huge congratulations.

Then came our second category of the evening, Medium Salon of the Year. The competition was extremely tough, nominated alongside five other amazing salons from across the UK. Presenting the award was Krestyna Batty from Janssen Cosmetics, the sponsor of this category. After some laughter with the crowd, it was time to announce the winner... only, there was a twist. As the envelope was opened, there were two names – the competition was too close! For the first time in BABTAC history, two salons were named joint winners as the judges simply couldn't choose! We are now UK Salon of the Year 2016 with The Foot Health Clinic, Isle of Man, and we are proud to share this prize with such a fantastic salon.

Beauty at the Gate is the 1st ever salon to hold the BABTAC and the Professional Beauty UK Salon of the Year award at the same time. To be nominated alongside the industry's best is incredible in itself, but to win two prestigious awards within just five months is more than we could have ever imagined.

It was an honour to be able to spend the evening meeting and catching up with like-minded salon owners and

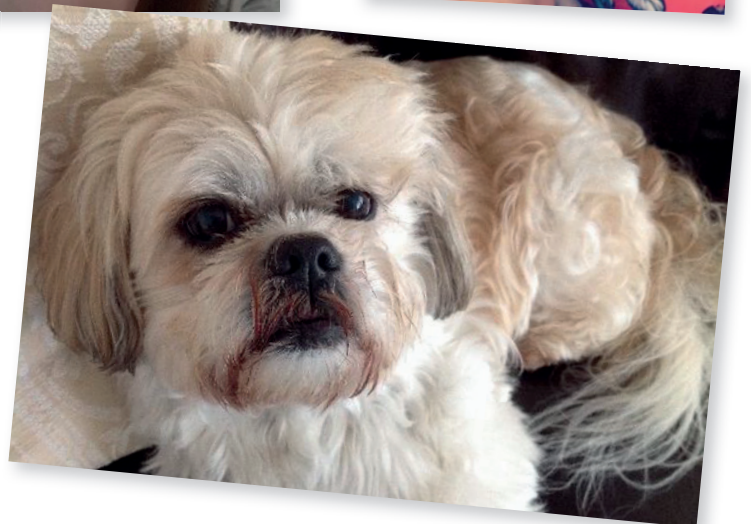
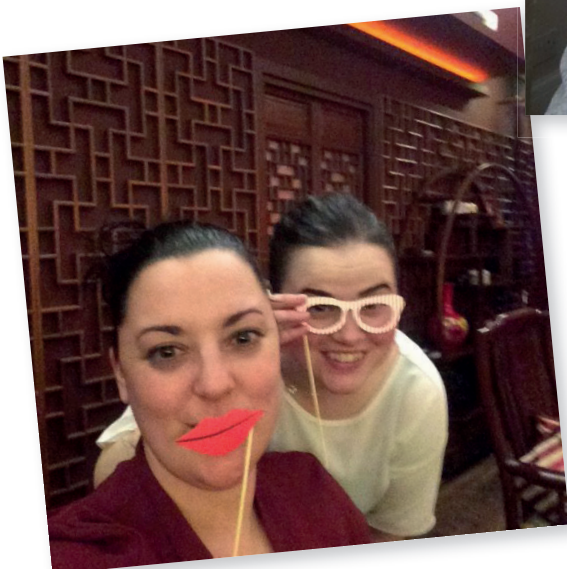
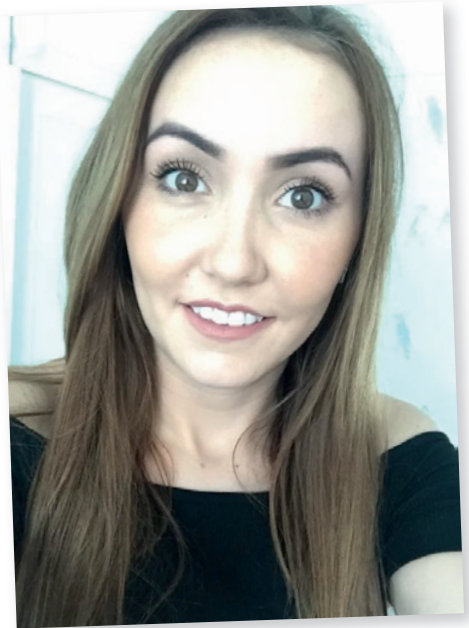


influential industry professionals, and being told that we are viewed as role models and an inspiration to others was incredibly humbling. Now, we're looking forward to seeing what new opportunities await us. As always it has been a wonderful team effort and everyone has played their part although we do need to really congratulate both Mollie and Keeley who looked after the mystery shop. Keeley seems to love getting these award mystery shoppers.



SALON SELFIES

We love the fact that our salon software gives our clients the opportunity to submit selfies after their visit to us and so it seems do our clients. Here are a few of our favourites submitted recently.





The opportunity came up recently for us to take another unit at Lancaster Gate, it was actually the very first unit BATG Owners Sam & Paul looked at about 3 years ago but decided that at the time it was too big, little did they know

After looking around and although they didn't have any plans to extend or expand the opportunity proved to be just to tempting to turn down. Once secured it was then a case of what to do with it?

The space itself is quite unique as it has 2 entrances, one opposite the Jug & Bottle with it's very own car park and the 2nd near the entrance to The Room. This gives us quite a few options and at the time of going to press these haven't really been fully decided on.



However one thing we have decided on is that we are going to try something completely different and new in opening a men-only salon.

We've asked ourselves if there is actually a market for men's beauty treatments and we think that if we do it right there is, we also have had some really good feedback from our existing clients who say they will send their partners/husbands to sample the BATG experience.

We certainly feel that having their own space will appeal to men in the area as it can be quite intimidating for a man to venture into a beauty salon for a treatment.

The only place most men venture these days to have a treatment would be on a spa day with their partners, we hope to change that. We also know that there are many of our ladies who visit us that do so to get some time to themselves away from their partners, we feel that there may be a few fellas out there who would like to do the same

We are going to start off with a very tight treatment menu, 2 types of facials, Laser Hair Removal & waxing although we will not be offering any type of intimate services or massage.

Other treatments will include HD Brows, 3D Lipo, manicures, pedicures and holistic treatments such as Hopi Ear Candling. The brand of choice within the salon will be Elemis who have an amazing retail range to compliment their facials.

The 3D Lipo in particular is a treatment for men that as you can see from the picture, BATG owner Paul has seen great benefits from.



We will try to create a very strong but sophisticated brand that will hopefully appeal to a number of demographics. It certainly is a project that we are very excited about and one we hope to launch by the end of the year. We will of course keep everyone updated of the progress in coming issues.



5 MUST HAVE PRODUCTS FOR THE SUMMER



Summer beauty is a completely different game to winter beauty. It's the time for open-toe sandals, floaty dresses, and sun-kissed complexions – and for minimising your beauty regime to the bare essentials. While it's important to keep the skin nourished and refreshed, it's also fun to play around with pops of colour and new fragrances. Here are five of our must-haves for summer.



SUN PROTECTION

Sun burn not only dries the skin, making it red, itchy and flaky, but it can lead to discolouration, ageing and more severe damage, which is why applying a sun lotion – at least SPF 15 – is a must. We Love: Hydropeptide Solar Defence, an anti-oxidant sun protector cream that is suitable for all skin types and ages, including babies that are older than six months. It's SPF 30 and can be used on the body and face, and worn under make-up too. It contains colour spheres that really add a glow to your skin and brings out the colour of your tan.



EXFOLIATOR

With skin exposed during the summer months, exfoliator is essential. A good body scrub will buff and polish, helping to remove dead skin cells and encourage new, youthful cells to grow.

We Love: Elemis Frangipani Monoi Salt Glow. With mineral rich salts and hibiscus to cleanse and exfoliate, and Tahitian Monoi Oil and Frangipani Flowers to seal in moisture, this scrub is effective and has a wonderful fragrance.



CLEANSER

Warmer weather can increase the skin's oil production, which may leave your complexion greasy and pores clogged. A good deep cleanse can help to rebalance and restore moisture levels, making you feel more refreshed in the summer sun.

We Love: Elemis Biotech Cleanser. This amazing new product from Elemis re-energises the skin. Charged with a trio of acids in an energising electrolyte solution, the deep cleansing action helps reduce surface oils and impurities, whilst helping to rebalance the skin. It leaves the complexion looking fresh, energised and beautifully revived.



BODY MOISTURISER

Moisture is the key to healthy, glowing skin, but sometimes a rich cream can feel heavy in the warmer weather, making it easy to forgo. But, it's still so important for replenishing nutrients and repairing the skin's barriers, so a light, nourishing product is the way to go. We Love: Elemis Frangipani Monoi Body Oil, a member of Vogue 100 Beauty Hall of Fame. It is rapidly absorbed to provide superior moisturisation, and is perfectly teamed with the Elemis Frangipani Monoi Salt Glow (above).



NAIL COLOUR

When it comes to summer, the brighter the better! A pop of colour can brighten any outfit and help make your tan stand out. And, you can be as playful as you wish, from subtle pastel shades to all-out, show-stopping colour. We Love: Shellac Water Park, a bright blue shade that's perfect when spending time by the pool or on the beach. Shimmery, metallic blues are great for the gos revival trend too.

Sometimes, beauty treatments in their simplest, most organic form are the best, which is why they are passed down from generation to generation. Both Indian Head Massage and Hopi Ear Candling are practises that can be dated back thousands of years, and yet people still enjoy the experience and feel their benefits today.



Indian Head Massage

Indian Head Massage is a wonderful, deeply relaxing way to eliminate aches and tensions within the upper body, from the mind to the joints of the shoulders. Based on Ayurveda, one of the world's oldest medical systems, this treatment has been given for thousands of years. Its aim is to heal and balance the body's seven wheels of energy, known as Chakras, with a focus on mind, body and spirit.

Through acupressure massage, stress that has accumulated in the tissues, muscles and joints of the head, face, neck and shoulders will be released. It can help to alleviate tension, fatigue, insomnia, headaches, migraine and sinusitis, whilst increasing joint flexibility in the neck and shoulders. It eliminates toxins and stimulates blood, oxygen and lymphatic flow, improving circulation in the upper body, allowing you to concentrate and sleep better. Indian Head Massage helps you to heal, relax and become re-energised.

Before your massage, you will have a consultation with your therapist to discuss any aches or pains you may have, and your lifestyle. This will help to determine the pressure and oils to be used.

During your treatment, which usually lasts around 30 minutes, your therapist will apply various pressures and techniques including deep kneading and compression over the neck, shoulder and scalp, and gentle massaging strokes across the face. Fragrant essential oils can also be used to help you unwind as the therapist works on your knots and points of tension. The whole experience is deeply calming, leaving you feeling energised, revitalised and stress-free.

Hopi Ear Candling

This organic, traditional therapy is both soothing and stimulating, releasing blockages in the sinuses and ears in a gentle, relaxing way.

Hopi Ear Candles derive from the American Indian Hopi Tribe, who were renowned for their spiritual healing practises, although ear candling techniques are believed to have been used by the Ancient Greeks too. The candles are made from all natural materials, including beeswax, honey extracts, sage, St Johns Wort and chamomile.

For the treatment, you will lay on your side. A candle is inserted into the ear and you will hear a sizzling sound feel a warming sensation as it begins to burn. They work on a chimney principle, drawing any impurities to the surface where they are found in the wax residue or simply burned away. The area around the ears is then massaged to stimulate pressure points and blood flow.

Hopi Ear Candling equalises the pressure in the head and ears, and our clients have found it to be helpful with wax in the ears, irritations in the sinuses, and cases of sinusitis, rhinitis, glue ear, colds, flu, headaches and migraine. Not only is it an effective treatment, but it is a calming experience too.



Over the past few years Mineral Make Up has really changed the face of the beauty industry. It has become more and more popular amongst consumers and brands alike, with women of all ages embracing the products and high street brands launching their own 'mineral' style lines. But, it's not a new trend. In fact, minerals have been used in cosmetics throughout history...

Thousands of years ago, the men and women of Ancient Egypt sourced minerals from the ground, mixing them with water to create a paste to be used as make up. Appearance was of great importance; those with more power and status would wear more make-up and perfumed oils, helping to create their distinctive look.

For example, the rich green hue on the eyes was made using Malachite, a copper carbonate, and Galena, a bluey-grey lead sulfide, formed Kohl which was used to draw the famous almond-shaped eye line. For the cheeks and lips, Ancient Egyptians applied red ochre, hydrated iron oxide.

Not only was this early make-up used cosmetically to sculpt facial features, but it was believed to have healing powers. Kohl, in particular, was thought to protect against eye infections and to shade against the sun. And still, thousands of years later, the idea of having make up that not only highlights features and hides blemishes but also has skin care benefits makes mineral make up extremely popular.

Mineral make up is an ideal option for those who suffer with sensitive or acne-prone skin. Truly natural

mineral make up products do not contain any harsh chemicals, such as paraben, fragrance and preservatives, that irritate and dry skin or further clog pores. Some minerals also contain anti-inflammatory properties, and are able to protect against sun damage too. For instance, Zinc Oxide can be an effective SPF 15, helping to protect against both UVA and UVB rays.

And because mineral make up incredibly light weight, they are able to give fantastic coverage, especially to those who suffer from break outs and imperfections. Products, such as loose powders, can be applied in a light layer to form a matte finish on the skin, or built up layer by layer to conceal redness or blemishes. Not only this, but mineral make up can be incredibly long-lasting and extremely comfortable to wear day to day.

One of the main reasons for its popularity is its friendliness. Many mineral make up products are cruelty-free, choosing not to test on animals, and are vegan friendly too. Plus, many brands are based right here in the UK.



YOUNGBLOOD®

MINERAL COSMETICS

Beauty at the Gate currently stock Jane Iredale Mineral Cosmetics but we are delighted to announce that we will soon be launching an exciting brand new range within the salon that is used all over the world and is a big favourite amongst Hollywood Celebrities. Youngblood is the make-up of choice for Hollywood a-listers like Cameron Diaz, Jennifer Lopez, Jennifer Anniston, Jessica Alba and Gwyneth Paltrow. There will be a big feature on Youngblood in our next issue.

Here are some more brands to look out for:

Barefaced Beauty

Established in 2005, Barefaced Beauty is an award-winning English brand using 100% naturally derived ingredients free from chemicals, parabens, ethanol alcohol and perfume. The fully-tested range has gained Cruelty Free International (Leaping Bunny approval), PETA approval, Vegan Society approval and Vegetarian Society approval.

Lily Lolo

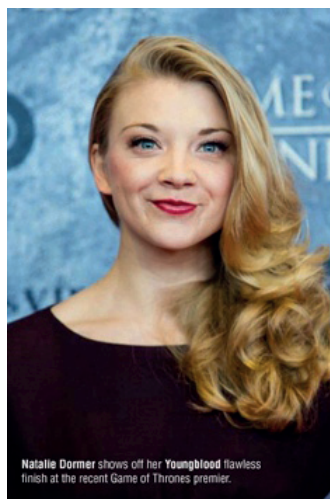
Lily Lolo, which was also created in 2005, can be found in hundreds of salons across the UK. The products are free of any parabens, synthetic perfumes or dyes, and are BUAV approved. The founder, Vikki Khan, named the brand after her two sisters Lisa (Lily) and Lorraine (Lolo).

The English Mineral Make Up Company

Mother and Daughter duo, Jeanette and Grace Burrows, source the highest grade of pure and natural ingredients for their collection, which is free from additives that can cause skin irritation and allergies. This also makes the collection safe to use with invasive skin treatments too.

glō-minerals

glō-minerals' products use pure, pharmaceutical grade minerals with an antioxidant blend of vitamins A,C and E and Green Tea Extract. Jennifer Lopez and Kirsten Dunst are said to be fans of the brand's Pressed Base.



YOUNGBLOOD®
MINERAL COSMETICS

Anna Lisa Rasmussen from Moda Capelli exclusively used **Youngblood** for **Natalie Dormer**, a lead in the HBO show **Game of Thrones** at a recent premier in Olympia, Washington USA.



Celebrity Spot “ I used the mineral foundation from Youngblood cosmetics as it evens out her skin tone without smothering too much, leaving behind that radiance. ”
Cheryl Cole's X-Factor Makeup artist,
Lisa Laudat

YOUNGBLOOD®
MINERAL COSMETICS



Coming soon at BATG!

Over time, our skin loses its cell energy thanks to everyday lifestyle changes, ageing and stresses. Ultimately, this results in poor cell function, visible lines, blemishes, impurities, and a tired complexion. However, Elemis has developed a new range of high-performance facials and skin care products to recharge skin cells, rejuvenate and revitalise.

Elemis Biotec is an energising skin care system designed to actively boost skin energy that has depleted due to UV exposure, stress, poor diets, medication, menopause and smoking - not to mention everyday ageing. The goal is to encourage it to perform it's key functions; repair and protect, so skin becomes radiant, youthful and healthy. As Elemis' International Skincare Expert, Keeley Aydin says: "Biotec has been designed to turn your skin back on, it will recharge the skin so it is fully energised and ready to go.

"It is important to note that Biotec is not for a particular skin type, age or sex but for that person who wants more from their skin. It's for skin that is showing signs of trauma due to stress, the effects of hormones, or an imbalance - skin that needs a re-boot. Everyone will benefit and everyone's results will be quite individual to them".

The Elemis Biotec facial treatments use combinations of microcurrent pulses, red and blue light therapy, massage, ultrasonic peels, galvanic technology,



100%
OF WOMEN FELT THERE
WAS A VISIBLE AND
DRAMATIC REDUCTION
IN LINES AND WRINKLES



steam, essential oils and activators to target specific skin problems.

Line Eraser: Targets fine lines and wrinkle depth to improve circulation, rejuvenate and reduce stresses on the skin.

Firm-a-Lift: A treatment to firm contours, smooth wrinkles, hydrate, improve muscle tone and plump jowls, cheeks and jaw lines.

Anti-Pigment Brightener: For uneven skin tones, age spots and a lack of radiance, helping to reduce oily shine and visible pores, the appearance of age spots and discoloration.

Skin Resurfacer: Targets lines, blemishes and uneven skin tones to deep cleanse, smooth scarring and treat blemishes.

Radiance Renew: A cellular boosting facial that re-energises to brighten skin tone by exfoliating and stimulating the removal of dead skin cells.

Blemish Control: Deep cleanse and detoxify the skin to reduce inflammation, rebalance oil production and restore vital moisture levels.

Sensitive Skin: Targets sensitive skin with irritations and inflammation to soothe and calm by restoring moisture levels and improving circulation.

Elemis recommends treatments once every three weeks and incorporating the three new Biotec products into your daily skin care routine; Skin Energising Cleanser, Day Cream and Night Cream, which uses a patent-pending bio-energy complex of encapsulated Zinc and Copper to increase cell energy and reduce trans-epidermal water loss, which repairs the skin's natural barrier function, increasing the overall health of the complexion.

Elemis Biotec will be launching in Beauty at the Gate this September, and our therapists will be making their way to London in August for a week of intense training, ready to bring this ground-breaking system to our clients. During this time, we are so excited to be welcoming an Elemis Ambassador to our salon!

Also, look out for the Elemis Spa Bus, which will be making its way over to us very soon. There'll be on-the-spot revitalising massages, skin rejuvenating massages and a spa shop (plus, some giveaways!), so don't miss it! Look out for more details...

ELEMIS BIOTECH

THE ENERGISING SKINCARE SYSTEM

Scientifically proven to increase cell energy

SWITCH YOUR SKIN BACK ON



It's such an exciting time for Freshney Place Shopping Centre with so many developments lined up for 2016. So, we sat down for a quick chat with Centre Director Amanda Austin to find out the gossip.

Tell us about your role at Freshney Place?

I lead a fabulous on-site team that manages Freshney Place Shopping Centre, Lincolnshire's largest shopping centre. My role is extremely varied and includes team management, building management, charity fund raising, lettings, town centre management, customer service, marketing & PR, etc. It's a role that I have been doing for over 20 years and have been at Grimsby since 2009.



And what is the best thing about what you do?

I love the variety that my role offers. Driving the economic growth for the shopping centre and North East Lincolnshire is challenging but very rewarding. Retailing is an ever-changing industry that requires dedication and

creativity. With nearly 13 million visitors a year, it is very demanding and trying to cater for their wide ranging needs and expectations certainly keeps me busy.

What are the exciting developments and events we can look forward to in Freshney Place this year?

We are currently building an extension to the retail offer of Freshney Place to accommodate a much larger Primark, which is upsizing to a 47,000 sq ft store and will be completed in late summer 2017. In the meantime, they have relocated into a beautifully newly shop-fitted unit in the shopping centre opposite House of Fraser. Also, we have upsized JD into a larger unit and soon to open will be a larger Bodycare.

We will be redeveloping units on Baxtergate to create units that are much larger and more suitable to modern retailing, in addition to building new public toilet facilities and installing new replacement lifts in our West Car Park too.

And, we have lots of events coming up including our free monthly Snapper Jaxx kids club, which continues until November. In autumn, we launch our fashion event, where we will be scouting for Grimsby's 'Face of Fashion' and showcasing the season's 'must haves' for Autumn/Winter.

Which beauty products can't you live without?

I use facial moisturiser religiously every morning and night and have been since my 20s, however mascara would have to be my must have make-up item.

What is your favourite perfume?

I don't have a favourite as it depends on the season and where I'm going, and as we have so many retailers selling perfume here, I do like to try new fragrances. The last one I bought was Decadence, by Marc Jacobs, his bottles are each as distinctive as the fragrances.

How do you like to do to relax?

I have a beautiful black Labrador bitch who is now nearly two; I spend time training and exercising with her. I also love my vegetable garden which at this time of year certainly keeps me occupied.

What can't you get through the weekend without?

Family, friends, great food and a glass of wine!

Where is your favourite holiday destination?

Anywhere as long as I have my husband and our daughters with us. The best holiday we had together was a week in Lapland at Christmas when the girls were 8 and 10. We experienced all the winter sports and activities, including ice fishing and driving our own husky sled across frozen lakes and through forests.



If you could show any famous person around Freshney Place and North East Lincolnshire, who would it be and why?

It would have to be Audrey Hepburn, someone who I've long admired. Not only was she a style icon and an incredible actress, but she was also a devoted humanitarian who spent many years of her life helping to raise awareness of issues affecting people around the world.





What Makes a Beauty at the Gate Therapist

One of the main reasons for any of Beauty at the Gate's success, is the hard work and passion of our therapists. We are extremely proud of the expertise our girls have developed and the excellent levels of customer service that they provide - but it's not something that comes easily. It's an extensive process that takes a lot of time and money, but it's one that ensures our team is happy, thriving and the best it possibly can be.

So what does it take to become an elite Beauty at the Gate Therapist?

Step One: The Skills Test

When a vacancy becomes available at Beauty at the Gate, the first thing we do is sit down and read through all of the CV's that are sent in to us, looking out for strong applications that stand out amongst the others. The best candidates are then invited to the salon to have a chat with Sam and to do a skills test of two treatments – usually a nail treatment and a salon-based treatment, such as a massage or facial.

This can take up to three hours, and what we're looking for is three things; ambition, drive and passion. They need to have basic beauty skills and the

determination to continually improve, learn new techniques and keep ahead of beauty trends, as well as show an understanding of what Beauty at the Gate is all about, they need to be down earth, approachable and really care about how they present themselves and how they may represent the salon.

Step Two: Formal Interview

The next step is to meet Paul for a second interview. This is when Paul re-iterates what is expected of the therapists, how to present themselves within the salon and how to interact with the clients, as well as assess their eagerness to learn. Beauty at the Gate invests a lot of time and money into each therapist, so it is vital that we make sure the candidate has the right character for the job.



Step Three: Hiring

Once Sam and Paul are both satisfied with the candidate, a job offer is made - and this comes with excellent benefits. Staff at Beauty at the Gate receive:

A 30 hour-week contract with a full-time salary amongst the highest in the region

Every second weekend off

A maximum shift of six hours in the week

As many free treatments as they want

A £50 allowance to spend on salon products

Their own bespoke training and development plan

Their own technology, including iPads.

The reason why we offer so much is because we want to have a happy, motivated team, not employees that are tired and unstimulated. We want all of our girls to have an excellent work/life balance and for them to be excited for the day ahead - this is what makes Beauty at the Gate's therapists a great team.

Step Four: Training

It's important to us that any new Therapist is integrated into the salon and into doing treatments over a period of time and no new Therapist will expect to walk into doing treatments as soon as the day they start. In fact, it can take weeks of training to ensure

that both Sam and the new therapist are 100% happy. The therapist needs time to adapt to the Beauty at the Gate way of doing things, whilst Sam needs to be confident that the recruit is able to provide an experience that is consistent with the existing Salon team's standards.

An important part of the employee's development is brand training, taking time out from the salon to visit a brand's headquarters to learn all about the treatments, products and ethics and values of the company - just recently, our new recruit Sophie has been with Elemis in London for 10 days, perfecting her Elemis treatment techniques. When they return to us, the therapist practises what they have learned for two to three weeks, developing their skills with Sam until they are ready to work with clients.



But before all of this, they spend time at the salon, getting to know the whole Beauty at the Gate team and learning our practices, including how to use Phorest Software and their salon iPads - a key part of our customer service. Each iPad has bespoke consultation forms built in, making the paperwork side of things much more efficient and leaving more time for treatments and building rapport with the clients. This use of technology in the salon is perhaps something that is completely new to them. On top of all this we close the salon once a month on a Sunday so the girls can all get together for a training day, here they can bounce off each other and make sure they keep their knowledge and techniques up to date.

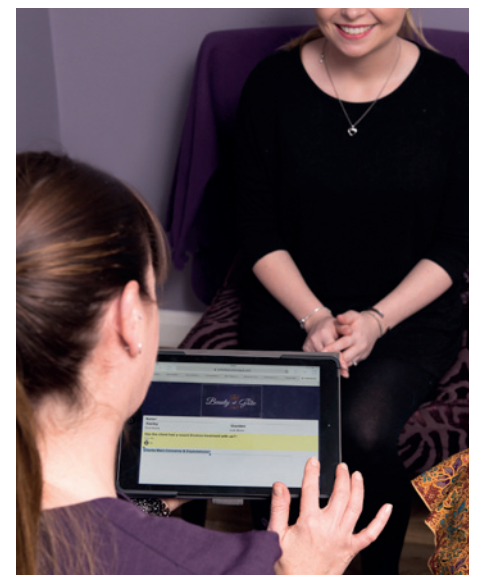
When it comes to customer service, we teach our therapists to provide a

whole experience rather than simple beauty treatments. We tell our girls that the focus must always be on the client, making sure they receive the best possible experience that is suited to their needs; whether it is a relaxing, stress-relieving massage or an effective, fat-reduction session. For example, if for some unfortunate reason a client is perhaps a little short or quiet during their treatment, it is our job to give them the time they need to relax and not think about their worries, and our girls understand how important this is. We understand that every client who walks into the salon, has their own story.

Finally, the new recruit is introduced to how we sell salon products - there is no hard-sell (a great relief!) We want our therapists to showcase their expertise within the treatments they are giving and providing advice on the products to use when needed. We want our clients to have confidence in our therapists so they feel comfortable asking: "What do I need?".

Usually, it takes just three to four weeks for us to know whether a new recruit has what it takes to become a Beauty at the Gate therapist. We can see how quickly they throw themselves into the role, adapt to the salon's environment and fit in with the rest of the team. It can take two years and up to £7,000 for a therapist to become fully trained in all of the brand's treatments.

We provide the training, the infrastructure and the support, but it is up to the potential candidates and new recruits to show us that they have what it takes to become a Beauty at the Gate elite therapist, joining the girls at the Salon who love their job and a team that thrives.





BATG have been a premium Elemis Salon from the day we opened the doors and we are delighted to begin the next step of our journey with Elemis and Biotech which will

hopefully lead towards us becoming and Elemis Salon of Excellence. We caught up with our own Area Manager Mel Hudson who has a wealth of experience within the Beauty Industry and with Elemis themselves.

How did you get into the Beauty Industry and where have you worked besides Elemis?

I enrolled on a Hair and Beauty course straight from school for 3 years then started the first 5 years of my career working as a Beauty Therapist then Beauty Manager for Lifestyle a chain of 5 Hair and beauty businesses across Hull. I was delighted to win therapist of the year in 1996 across the chain. This is where I was first introduced to Elemis and fell in love with the brand. Moving to the Midlands for 12 years it gave me an opportunity to pursue my interest further and quickly secured an account managers position with Elemis working in Champneys Springs Health Farm. With various positions within Elemis over the years I haven't looked back since.

How long have you worked at Elemis?
17 Years, I am almost part of the furniture.

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

I am involved in supporting many different types of business which makes my day very varied. I enjoy sharing my experiences, advise and support to assist businesses get the best out of the brand and the appreciation is rewarding. I love to be out and about, been in York one minute then Lincoln is much more appealing to me then been in an office all day.

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

Every day can be different but a typical day as a Regional Manager is to support existing accounts with advice and guidance from training, par levels,

merchandising, gaps and opportunities, promotions etc. Keeping them up to date with developments within the brand. I also present to new businesses looking to become stockists of the brand.

What are the major changes have you seen at Elemis?

Blimey where do I start...The transformation of the packaging has been incredible. The brand has always had such strong principles about not compromising on quality delivering result driven products the packing was secondary when I first joined 17 years ago. it quickly became apparent the visual appeal did matter and I have since seen 3 re brandings to keep it cutting edge. I recall the launch of the Pro Collagen Marine Cream 11 years ago and the investment into clinical trial, such a turning point. Our Mayfair London day spa opening, launching the Men's range, launch of the retail division, securing a contract with British Airways as the brand supplier to their inflight gift in business and first class, Elemis Travel spa in Heathrow and JFK, BIOTEC (a fusion of touch, technology and highly potent actives) and many more momentous occasions.

There looks to be many changes happening at Elemis, what are the things you are most excited about coming up?

Every week something excites me about the brand there is always something happening, it's such a forward thinking company that pushes the boundaries and never stands still. Innovation of new product launches, developments of treatments. Next year looks incredible. I cannot say too much but you won't be disappointed.

Which products can't you live without?

It goes without saying Pro Collagen Marine Cream, Pro Collagen Eye Renewal, Nourishing Omega Rich Cleansing Oil, Sensitive Cleaning Wash, Body Brush, BIOTEC skincare, Mac Waterproof Mascara, Bed Head Haircare, benefits lip gloss the list goes on...



What's your favourite perfume and why?

It would have to be a new one my sister in law recently bought me for my birthday PS Love Amelia, It's light, fresh and citrusy with notes of Bermagot and Orange Blossom and is also the name of my daughter.



What do you do to relax?

With 3 children I do not have a great deal of time to relax but when I get chance I like the simple pleasures in life. Catching up with friends over dinner and a glass of wine. Entertaining the kids and spending time with my husband. I hope to enrol on a basic photography course to make the most of our SLR camera we know very little about. Capture some of the magical moments whilst the kids are still young.

What can't you get through the weekend without?

Music and a traditional Sunday lunch all sat around the table as a family

Where is your favourite holiday destination and why?

No hesitation, The Maldives! It is the only place I have ever been that blow me away and brought a tear to my eye when my husband and I left. The brochures don't do it justice. It can be addictive, returning year after year to 5 different islands until our first child arrive 7 years ago. We will be back one day!



If you could treat anyone to an Elemis treatment, who would it be and why?

My Mum and my Mothering Law, they are both amazing women and do so much to support us.

Beauty at the Gate Price List

3D Lipo Cavitation + Skin Treatment

Single Session Large Area	£110.00
Course of 6 Sessions	£500.00
Single Session Medium Area	£70.00
Course of 6 Sessions	£320.00

3D Cryolipolysis (Fat Freezing)

Single Area	£100.00
2 Areas	£150.00

3D Radio Frequency

Single Session	£60.00
Course of 6 Sessions	£270.00

3D Dermology

Single Session	£60.00
Course of 6 Sessions	£270.00

Pay as You Go Available on all 3D Treatments

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	£35.00
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

Active Vitamin Facial 60 mins	£54.00
Advanced Active Vitamin 80 mins	£64.00
Collagen Power Facial 60 mins	£64.00
Cool Peel 60 mins	£59.00
Hydroboost 60 mins	£55.00
Focus Frown 45 mins	£59.00

Pay as You Go Plans available

A-Lift Lifting & Firming Facials

Miracle Moments 30 mins	£30.00
Angelic Ritual 50 mins	£52.00
Pure Zenergise 75 mins	£59.00
Youthful Enlightenment	£59.00
Divine Indulgence 90 mins	£69.00
Course of 10 Angelic Ritual	£420.00
..... Pay as You Go plan available	

Elemis Facials

Skin Solutions

Superfood Pro Radiance	£49.00
Anti Blemish Mattify & Calm	£49.00
Sensitive Skin Soother	£49.00

Anti-Ageing

Pro-Collagen Defy	£49.00
Dynamic Resurfacing Facial	£49.00

Elemis Body Treatments

Freestyle Deep Tissue Back Massage	£27.00
Freestyle Full Body Massage	£40.00
Intensely Cleansing Salt Scrub	£34.00
Body Nectar Nourishing Wrap	£42.00
Musclease Aroma Wrap	£55.00
Cellutox Aroma Wrap	£55.00

HD Brows

Standard HD Brow Treatment 30 mins	£25.00
..... Add £2 if with Pro-Stylist	
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	£8.00
Upper Lip	£8.00
Upper Lip & Chin	£13.00
Eyebrow Shape	£12.00
Upper Lip, Eyebrows & Chin	£19.00

Underarm	£10.00
½ Arm	£12.00
Full Arm	£17.00
½ Leg	£16.00
Full Leg	£23.00
Bikini	£10.00
Full Leg & Bikini	£26.00
Californian	£17.00
Full Leg & Californian	£33.00
G-String	£22.00
Brazilian/Hollywood	£33.00

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

ELEMIS

CUTTING-EDGE TECHNOLOGY IS JUST AROUND THE CORNER...



THE UNIQUE FUSION OF ACTIVES,
TOUCH & TECHNOLOGY

7 SUPER-CHARGED FACIALS. 5 TECHNOLOGIES. 1 MACHINE.

DISCOVER how the science of '5 in 1' bio-electric technology, combined with clinically proven formulations, work in perfect synergy with the skin's natural bio-electric field.

DISCOVER ELEMIS' 7 new high potency, BIOTEC Activators that deliver immediate and visible long lasting facial results:

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- RESURFACING
- ANTI-BLEMISH
- RADIANCE
- SENSITIVE
- TIME FOR MEN



100% of women who undertook independent clinical trials said they would delay facial surgery/botox following a course of BIOTEC facials*



ULTRASONIC PEEL



MICROCURRENT LIFT



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OXYGEN INFUSION

REVEALING A NEW
GENERATION OF FACIALS

COMING TO BATG
SEPTEMBER!

Beauty at Gate

The Room at 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

