

## Lashus Lash Lift

Debuting in the UK and Ireland this month and exclusively available via Sweet Squared, this 45-minute treatment aims to provide a dramatic boost to lashes. Starting with a pre-treatment consultation to allow the therapist to discuss the client's desired result, the next step is a gentle and relaxing pre-treatment eye area cleanse to remove make-up and impurities, preparing the lashes for lifting.

The preferred shield is placed before the Lift Lotion is carefully applied, followed by the Fix Lotion, which creates the lasting lift. The lifting takes 10 minutes on normal lashes and 12 minutes on coarse or stubborn lashes.

Unlike other lifting treatments, the Lashus offers a lower, as well as upper, lash tint that is available in a dark intense blue/black hue for added drama. Lashes appear thicker and longer after the treatment and results will last for approximately eight weeks. The treatment is officially launching on January 21, with training dates in February.

**Sweet Squared recommends charging from £45 per treatment.**

**Call the company on 0333 000 7000**



# Fresh START

Lash lifting and an innovative solution for stretchmarks are included in the initial treatment launches of 2019

## This month we tried... Sienna X Brows shape and tint



**The lowdown:** Sienna X has extended its waxing service, expanding into the world of brows with its new brand Sienna X Brows. The treatment has been designed to offer a more luxurious brow service, making the experience enjoyable rather than just a necessity.

**The experience:** The treatment took place at Cobella Salon in London. My therapist Lucy Jones asked me what style brows I usually go for and then decided on a mixture of dark and light brown to create a defined, natural look.

Jones began by cleaning my eyebrow area using the new Micellar Make-Up remover then applied the tint mixture and left it for around three minutes. She then

mapped out the shape of my brows using a brow-mapping sticker that helped her to get a precise and even shape.

Before the waxing began, eye patches were placed underneath my eyes. This added a lovely cooling effect during treatment and an extra element of relaxation, as well as reducing puffiness. The wax was then applied to my brow area and gently removed.

After the waxing stage, Jones plucked out a few stray hairs and gave the longer ones a trim. I was then treated to a pressure-point scalp and forehead massage. Once the treatment was finished, Jones neatened my brows with a small bit of fixing serum and toned down the redness using the illuminating duo, both part of the new retail range.

**Business benefits:** The concept of making a brow wax into a more luxurious treatment by adding the extra touches of the pressure-point massage and cooling eye patches means salons can charge more. The treatment also comes with a retail range for clients to use at home, including a brow pencil, fixing serum and illuminator duo.

**Sienna X recommends charging £17 for the treatment and has launched a training course to accompany the line. Call the brand on 0333 600 1200**

**Tried by Lydia Mormen**

## Fusion GT Biodermogenesi stretch mark treatment

Fusion GT has launched the Biodermogenesi solution into the UK, lauded as the newest technique for the treatment of stretchmarks. Bringing an entirely new technology to the industry, Biodermogenesi relies on a powerful combination of electromagnetic energy and vacuum technology to increase oxygenation, rebuild Type III collagen, target toxins and restructure damaged cells within the skin.

The treatment, which firms the skin as well as tackling stretch marks, begins with a soft peeling action via an abrasive sponge



attached to the machine's handpiece. The next step is electrostimulation at a low intensity, which helps the skin absorb nourishing products. The third phase is the skin regeneration element in which the machine's technology causes an increase of cellular mitosis and the production of new collagen and elastin, effectively filling in stretchmarks. The final step is further electrostimulation in order to restore the hydrolipidic film and the optimal pH value of the skin. Six to nine treatments are recommended for optimal results.

**Fusion GT recommends charging £2,200 per course of treatments. Call the company on 020 7481 1656**



## This month we tried... DNA Plan Anti-Ageing Skin Test

**The lowdown:** DNA Plan offers a range of tests, including one for diet and fitness, another for emotional wellbeing and the one I tried, which looks at how the skin will age. It analyses your genes to provide an insight into your skin's susceptibility to glycation, collagen breakdown, sensitivity, pigmentation, cellulite, stretch marks and more. DNA Plan has partnered with salons and clinics, such as Enhance Medispa in Bath, which use the tests to inform the consultation and treatment plan for clients.

**The experience:** I sent a saliva swab to the lab for analysis, and three weeks later received a detailed 39-page report including 14 pages of personalised analysis, alongside some skin-boosting recipe ideas.

I must admit, at first it made quite depressing reading. My genes have gifted me a significantly increased risk of cellulite, stretch marks, elasticity breakdown and wrinkles - thanks a lot, Mum and Dad.

On the positive side, I have the SLC24A5 gene, which indicates normal tanning response, meaning pigmentation and burning are less of a concern. The report also goes into fine detail about inflammation and the ability to fight free-radical damage and gives you a personalised plan with advice on nutrition, skincare ingredients and professional treatments.

I was recommended skin needling, radiofrequency, glycolic acid peels and LED light therapy, plus skincare products containing vitamins C and E and niacinamide for skin glycation protection, plus a caffeinated body scrub for cellulite. Retinol was a secondary recommendation.

**The verdict:** Most of my diet advice was along the principles I already try to stick to but the treatment and



skincare recommendations were quite illuminating. I avoid peels and needling as my skin can be quite reactive but I'm determined to give them another try as I age and this elasticity breakdown becomes increasingly obvious. Skincare wise, I'm already a retinol convert but will definitely keep an eye out for niacinamide.

**Business benefits:** With savvy consumers increasingly looking for personalised treatments, partnering with a DNA testing service as part of a client consultation could prove an effective sales tool for the services and products it recommends.

It also taps into the growing consumer appetite for wellness and the link between nutrition and skin health. However, it doesn't come cheap so incorporating this type of offer into a package for clients may be best suited to high-end medispa. **DNA Plan charges £245 for the test when selling direct to consumers and adjusts pricing for partner spas. Call the company on 020 3417 0359**  
Tried by Eve Oxberry