

Smooth TALKING

Light the way for painless hair removal with Cosmedico, and see clients leave the salon with smooth, fuzz-free skin to complement their nail service

KAT HILL INVESTIGATES

Although summer sun and sandal season is a somewhat distant memory, one thing that stays constant is a client's need for hair removal. As a continually growing market that attracts both female and male clients, therapists wanting to offer a diverse service menu should be sure to consider their options.

Last year saw the release of SkinPulse SHR e-motion ('super hair removal') system from Cosmedico, a leading provider of light therapy devices. Now, the company reveals the SkinPulse e-motion baby, a system for all skin and hair types in a small, compact unit. And we all know good things come in small packages!

Portable and super speedy, the SkinPulse SHR e-motion baby emits low energy light that is pulsed in fast repetitions around 180 times a minute. This gently heats the hair follicle, damaging the stem cells to prevent regrowth, and this method allows for the treatment of all hair types on all skin types, including tanned skin.

Easy to use, the treatment is delivered by the hand piece which is waved side-to-side across the skin for a treatment in less than 10 minutes, depending on the area. Charge around £20 per session and you'll see a very quick return on your investment. It's the ideal add-on to a mani or pedi service!

"The introduction of this technology at an affordable price will see today's salon achieve a high profit from a fast, affordable, permanent and pain-free hair treatment," comments Josh Yardley, director of Cosmedico in the UK. 

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SALON IN THE SPOTLIGHT

Adding laser hair removal to your existing treatments could be the key to real turnover, as Jackie Nairn, owner of 6TY Shades of Beauty in Dumfries, has discovered.

"6TY Shades of Beauty is primarily a nail salon, but we also offer wax and lash treatments and chose the SHR system as it fits with the salon's ethos of giving the client a speedy service with results," explains Jackie.

"This pain-free treatment attracts both male and female clients and there's no redness following the service, so customers can apply their make-up straight after their treatment if they've chosen to have it on the face. They can even have a session in their lunch break!

"The SHR system has been really easy to market to clients. We average around two treatments a day, some of which are up-sells, but now clients are coming to the salon specifically for the service.

"Cosmedico sent through testimonials to help educate customers about the hair removal system and the treatment takes ten minutes, so we can potentially get a high client turnover. The machine is portable, and staff in the salon really enjoying working with the system – it's so easy to use!"

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