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paramedical
with the
launch of its
deep micro-peel**

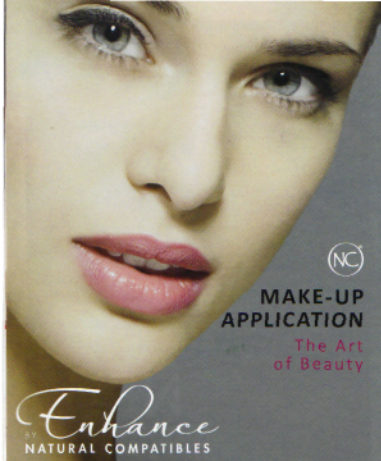
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NC

MAKE-UP APPLICATION

The Art of Beauty

Enhance
NATURAL COMPATIBLES

Natural Compatibles rebrands

Enhance by Natural Compatibles, Australia's own high quality mineral-enriched make-up system, has announced the launch of its new contemporary brand identity as it celebrates over 17 years of delivering natural-looking make-up solutions through salons with its unique Feature Focusing™ technique to Australian women of all ages.

The product range and application guidelines makes the minefield of make-up choice easy. The Feature Focussing™ technique shows clients how to highlight the main communicating features of the face – the eyes and the lips – to create a variety of contemporary stylish looks.

"After years of delivering timeless make-up enhancement solutions to thousands of Australian women, it's time for our brand to have an extreme makeover," says Denise Richardson, founder and managing director of Enhance by Natural Compatibles. "Enhance encompasses all that's contemporary and embodies our philosophy that all we need is to enhance our natural beauty to maintain a look that's timeless and youthful."

"Enhance by Natural Compatibles' principles are based on 'style' rather than 'fashion trends', promoting a long-lasting relationship between the brand and its loyal users."

"All our corporate materials, POS and communication tools reflect this exciting new image including a gorgeous model, font and logo makeover. This is a great way to launch

into a new decade!" says Richardson.

The new branding includes:

- Website
- Marketing flyers
- Stand backing cards
- Make-up application booklet cover
- Consumer brochure
- DVD cover
- Trade Product Directory
- Banners
- Letterhead
- Business cards.

The rebranding campaign has also resulted in some great benefits for salons and in terms of customer awareness, with information packs sent out to salons, a national marketing campaign including an online and digital media campaign focusing on a host of online opportunities, and a new website with full product range and descriptions, video demonstration and salon locator to showcase the product sold nationally. Natural Compatibles also supports salons with professional make-up application and product training to aid in selling product and make-up demonstrations, and provides professional support five days a week.

To find out more, visit Natural Compatibles at this year's Sydney International Spa and Beauty Expo at stand 2022. For information regarding packages, stands and product training, visit www.naturalcompatibles.com.au or phone 1800 636 077.



Business tips

Training your team in the art of selling makeup is as important as displaying the makeup beautifully in salon. The more makeup you sell per client, per treatment, the more your profit and the more she will love you for caring about how she looks. Natural Compatibles shares its top four tips for makeup success:

1. Make sure your team members wear the makeup and understand how to apply it. If needed, incentivise them with makeup, based on how much they sell.
2. Educate your team members to understand the role of Feature Focussing in applying makeup so they understand how to use colour to Enhance rather than just colour in. You will notice a world of difference with their sales results.
3. Keep small items near your pay station – often people like to purchase a product after a great treatment! Keep the product as near to them as possible!
4. Conjure up packages, for example, an Ultimate Flawless Skin Package combining a facial packaged together with a Wet and Dry Foundation for flawless skin. Or offer a make-up lesson for friends. Girls love that!