

self care group – wishing you

happy holidays

joyce blok

fun summer gift packs

DECLÉOR

luxurious Christmas
Coffret gift sets

NEW! Aroma Sun
product launch

beauty blog

how SilkPeel™ can
expand your business

SpaRitual

take a trip

PLUS! Create your own 'tweenie' facial • salon accessories
handy selling tips • self care's summer favourites

welcome

The 2010 – 2011 party season is finally here! We have had a hell of a winter both economically and weather-wise in our little island paradise, but finally we have begun to start thinking of the warmth of a true kiwi summer. We hope you find this a fun and inspiring newsletter. It is full of what is coming up, hints and tips, educational advice and just general ideas on how to make the most of this, the busiest season for our industry.

We anticipate lots of questions and feedback. Pick up the phone or email us with your suggestions (or compliments!) – we would love to hear from you. As always we continue to want to support you in any way we can to help you grow your business. Enjoy that vitamin D and good luck with the summer season...

the team at Self Care xx



cleaning up their act...

Your clients' skin care should be updated every season and the change from winter to spring to summer is just well... critical! Up the ante on sunscreen and prescribe a new cleanser to suit the change in climate. Your clients will love you for it as it shows you care... and it's great for business.

WOW
CLIENTS
WITH
VIBRANT
ECO-FRIENDLY
SPLASHES



colour me brightly!

1. Lustress; 2. Colour Trip; 3. Golden Gleam; 4. Solaris; 5. Imaginarium

Encourage clients to be outrageous with their nail colour and change it up every time they come in.

take a trip

The KALEIDOSCOPE SpaRitual range for the summer is just crazy. SpaRitual commissioned a graffiti artist based in Los Angeles to create the original artwork for the collection and it has inspired comments from the office of 80's energy, 70's groove to pure good old fashioned rock chick. As always SpaRitual products stimulate the senses and get us all looking forward to the new season – from brights to neon to glitter – *take a trip*

SPARITUAL

the great kiwi summer!

The 'jandal bells' beach pack is a great way to introduce new clients to Joyce Blok and to start them on a regular skin care routine.



Barbecues, beaches, hokey pokey ice cream and beetroot sandwiches – our great kiwi summer is in the bag!

This year to celebrate a true kiwi holiday, Joyce Blok launches the 'jandal bells' beach packs. These summer must-haves will be 'sweet as' for the long, hot days ahead.

'jandal bells' beach packs include a full size Cleanser, Tonic Lotion and Moisturiser as well as an Everyday Sun Fitness SPF15+ sunscreen. Plus, it all comes in a cool beach-bag with a funky pair of jandals. Not only an awesome Christmas pressie, but perfect for the bach, the crib, or the good old caravan!

'jandal bells' – choice.

See enclosed form to place your order today.

joyce blok training dates

2 day Essential – Auckland

8th & 9th November 2010

24th & 25th January 2011

21st & 22nd February 2011

1 day Advanced – Auckland

10th November 2010

26th January 2011

quench, boost & refresh



Push your retail sales in the New Year with our 'quench, boost & refresh' promo for January. 5 + 1 FREE offer over 3 great products!

Watch this space for more info...

get those clients in between Christmas & New Year...

Party season means endless wands and wads of mascara. Why not offer a complimentary eyelash tint with your 'tweenie facial'* this year. Saving your client time and money, it may just be the thing that makes them come in and see you before their New Year's bash.

* the facial you have between Christmas and New Year

scent-sational





the Christmas collection

This year DECLÉOR have created five beautiful gift sets to celebrate the festive season. These elegant skin care collections have been inspired by the careful selection of natural ingredients to offer your clients a luxurious Christmas treat for the face, body and senses.

See enclosed order form for further details.

DECLÉOR training dates

4 day Aroma Mosaic Face – Auckland

22nd – 25th Nov 2010
14th – 17th Feb 2011



our Joyce Blok & DECLÉOR perfume incentive facial returns! Promo runs 14th Feb to 31st Mar. Watch this space...

AROMA SUN EXPERT



DECLÉOR are delighted to introduce their new AROMA SUN EXPERT range, which has been completely re-formulated and is now paraben-free, providing a naturally effective sun care solution for the New Zealand market.

This exceptional range utilises the power of active plant ingredients to prepare, protect and soothe the skin for a radiant and long lasting tan. The rapidly absorbed formulas boast light and melting textures that are not sticky or oily and are suitable for all skin types with a light, summery fragrance.

Available now. See enclosed launch file for more information.

sunrise & sunset your January promotion

We have the perfect solution to help minimise the effects of an overindulgent party season this New Year. Available throughout January our Sunrise & Sunset rituals combine a rejuvenating DECLÉOR facial with the benefits of these Aroma Sun Expert body treatments to ensure summer skin looks it's glowing, golden best.

Protocol sheets for these two treatments and an order form will be coming to your inbox in December.



beautyblog

Are you looking to add an exciting new treatment option to your salon in 2011? Self Care Group is delighted to bring you the very latest advances of skin care technology with our SilkPeel™ machine.

The SilkPeel™ DermoLissage™ machine offers a unique in-salon procedure which essentially provides two treatments in one. It combines precision, non-invasive exfoliation with the simultaneous infusion of rich, skin-specific nutrients, vitamins and antioxidants to immediately refine and revitalise your clients' complexions.

Suitable for all skin types, the diamond exfoliation works without abrasive particles to instantly brighten the skin. The range of highly effective topical solutions target a wide variety of dermatological conditions including uneven skin tone, acne, sun damage, dehydration and fine line wrinkles.

Typically taking approximately 20 minutes to perform (or 40 mins for a more intensive treatment) your client's complexion will show visible improvement from the first session. Skin instantly looks younger and healthier, feeling smooth, soft and replenished.

Convenient, safe and painless, the results orientated SilkPeel™ DermoLissage™ provides an exceptional rejuvenating treatment for the face and neck area.

For further information on this innovative machine, and to add a new income stream to your business, contact Jane on

T: 0800 105 107

E: jane@selfcare.co.nz



S I L K P E E L



branchingout

f With social networking sites fast becoming one of the main means of communication for people of all ages, it's almost impossible to find someone who is not connected to this cyber world. With this fact in mind, why not create a Facebook page for your salon?

Benefits of having a Facebook page:

- Reach new clients through existing clients
- FREE exposure to a large and diverse audience
- Change offers, send updates, info or advertise promotions easily
- Get noticed by all ages

summer retail tips

As your appointment book starts to fill up with the madness that is the Christmas season, spare a thought as to how you're going to keep these clients returning in the New Year...

- Re-book all clients before they leave the salon
- Have your January promotion advertised in salon so clients are aware of it
- Encourage grooming/waxing clients to try a facial or body treatment after the excesses of the Christmas season
- Retail convenient travel products to take away on holiday
- Ensure you have contact details of all new and existing clients to create an email or phone database

make a splash

Create a summer buzz in your salon with bright, fun displays to get clients into a summer mood.

Accessorise with beach balls, bucket & spade, vibrant towels, as well as incorporating those essential summer-time and holiday products.



our summer favourites

1. **DECLÉOR AROMESSENCE™ SOLAIRE Solaire Serum**: prepares skin for sun exposure for a longer lasting tan;

2. **SpaRitual Solaris**: a variation of a classic;

3. **Joyce Blok Lip Balm**: great for sun-chapped lips;

4. **Softly Hot Wax**: treated beeswax and seed oil for a smoother finish;

5. **JB Man Daily Cleansing Scrub**: keeping our boys fresh in the heat;

6. **RefectoCil Tint**: no more 'panda eyes' at the beach;

7. **Joyce Blok Serum CEF**: eight times more photo-protection;

8. **DECLÉOR Gel Douche Exfoliant Smoothing & Cleansing Body Care**: a pre-tan or post-wax must-have;

9. **DECLÉOR Men's Soothing After-Shave Cream**: a cool one for the guys

10. **DECLÉOR'S 10-Day Radiance Powder Cure**: a great rescue remedy to brighten and refine.

here's why...

self care
Spa & Beauty

Wishing you a very Merry Christmas and a prosperous New Year from the team at Self Care Group

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