

# Guild News

The highest circulating trade title aimed at Beauty, Nails, Tanning & Spa

August 2013

*jane iredale*  
THE SKIN CARE MAKEUP®

**BOOST YOUR BUSINESS  
THIS CHRISTMAS**



International  
**iiaa**  
Institute for Anti-Ageing

ENVIRON® SKIN CARE  
JANE IREDALE® MINERAL COSMETICS  
ADVANCED NUTRITION PROGRAMME™

One passionate company, three exceptional brands

## Lite the way

The latest Lipoglaze addition to LoveLite's growing portfolio is the new portable Lite machine which is suitable for therapists on the go. You can not only help increase your client's body confidence through the fat freezing technology, but also boost your own business revenue via treatments.

Upon purchasing the equipment, therapists will receive full support from LoveLite 24/7. Alongside training, a website listing and promotional material, the brand will also endeavour to send through leads and enquiries directly to you if a client has enquired within your area.

• LoveLite: 0845 505 0805



## Firm and flexible flutters

Perfect and strengthen eyelash extensions and strip lashes with Nouveau Lashes Coating Sealant. Containing only the best nourishing ingredients, the product provides a membrane to protect the adhesive bonding and can be used just like mascara. It also offers salon clients the opportunity to preserve their lashes between treatments making them strong, clean and flexible with a fabulous glossy finish.

Available in Clear or with a Black Tint, the Coating Sealant can be retailed to clients as a maintenance aid. It needs to be applied every two-three days to help protect the bond and prolong the life of the newly applied extensions.

• Nouveau Beauty Group: 0845 644 3994



## Naturally stylish

For a natural approach to style, Natural Fabrics' unique range of eco-friendly products use 100% natural fabrics with a wealth of benefits.

Designed to look stylish, as well as protecting sensitive and allergy prone skin, the company's soft and luxurious fabrics are developed specifically for them and are made from a 70% bamboo and 30% organic cotton blend. This combination of completely natural fibres produces a material which is highly breathable in hot weather, whilst significantly warmer on those chilly Winter days. It also contains hypoallergenic and anti-bacterial qualities, essential for any salon environment.

The company's designers work closely with customers to produce fashionable uniforms, beautifully refined to their staff, which can be embroidered with the salon's branding, whilst maintaining that all-important fully functional approach.

• Natural Fabrics Clothing: 0845 606 0868

## Totally tropical

Head to the tropics and indulge your clients' lip senses this Summer with Youngblood's new lipstick offering, Dragon Fruit. The product's long lasting, lanolin, petroleum and mineral oil-free formula blends natural oils and ingredients such as Candelilla wax to ensure lips are kissably smooth.

The sheer bright pink with a creamy-shine finish is ideal for days on the beach and those sizzling Summer nights. Suggest clients apply onto lips from outer corner, moving towards the centre. For longer wear, they can opt to layer with one of the brand's lip liner pencils, or for a bolder statement can pair with their favourite shade of lipgloss.

• Youngblood Mineral Cosmetics: 0845 246 4666

## Easy as 1-2-3!

Germaine de Capuccini have launched PureExpert, a new concept for oily and normal skin. Introducing a one-two-three step programme, it not only acts as a first skin care regime for ages 16-30, in just a few minutes it will help to maintain skin that is free of imperfections, premature wrinkles and dilated pores.

Advise clients to follow the three steps: Cleanse, using PureExpert Purifying Mattifying Foam; Renew, with the help of PureExpert Refiner Essence; and Hydrate with PureExpert Oil-Free Hydro-Mattifying Gel-Cream.

• Germaine de Capuccini: 0845 600 0203

