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beauty

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Trend spot

First look at new launches for PB North

The family way

Exploring Mermaid Maternity Wellness Retreat

COLOUR CORRECT

GETTING SALON MAKE-UP RIGHT FOR REPEAT BUSINESS

teen**scene**

Nail Harmony's launch hits the youth market



Out & about

We find out what you've been getting up to in our beautiful world

↑ Team effort

The team from Hampshire's K:Spa were all smiles as they picked up their Beauty Salon of the Year trophy at The News Hair and Beauty Awards, which celebrates salons and beauty pros in South East Hampshire & West Sussex. TV beauty therapist Amy Childs presented the award.



← Shining example

Presenter Kelly Brook got her glow on for the Liberation Day campaign at the end of June. She wore Vita Liberata's Capture The Light Illuminating Skin Finish to launch the campaign with the tanning brand's founder Alyson Hogg. The campaign offers one winner their dream day of freedom.

↘ Cast your eyes

Nouveau Beauty Group sent the cast of West End play Sweet Bird of Youth all a-flutter this summer when the company's technicians applied Lets Go Lashes to actors including Kim Cattrall and Seth Numrich. Nouveau also treated 30 beauty bloggers to a set of lashes backstage.



← Groomed for Fashion Week

Aveda's grooming service was out in force for London Collections: Men s/s14, which was held in June. The Aveda pop-up barbershop in Covent Garden housed a haven of gentlemanly calm amid the hustle of Fashion Week. Treatments included a Smooth and Soothe traditional shave and an express refresh facial.



↗ Current faces

Celebrity facialist Elizabeth Caroline added Sugababe Heidi Range and Made in Chelsea's Ashley James to her growing list of loyal clientele. Caroline gave both stars an A-Lift Elementals Facial, using nanocurrent technology, at her Harley Street clinic.

↓ Close shave

Ellie Rice, the new business development manager at beauty brands distributor iiaa, raised more than £1,200 in sponsorship when she bravely shaved her head in aid of the Little Princess Trust. The charity provides real hair wigs to children who have lost their hair through cancer treatment.



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Zuca is also offering all readers 10% off any product in the Artist Collection. Just enter promotion code PBXOXO at the check out at www.londonbelleltd.co.uk before October 31.

COMING NEXT MONTH...

In October we explore the future of the gel-polish market, analyse the profit potential of introducing online booking and reveal the full line up of new launches to look out for at Professional Beauty North. Make sure you never miss an issue by subscribing online →

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