

THALGO news

ISSUE 3 | WINTER 2009/10

**NEW
ORGANIC
BEAUTY
SECTION**

**TERRE & MER
BY THALGO, THE NEW
ORGANIC
SKINCARE RANGE**

**DISCOVER TREATING
FRAGRANCES BASED ON**

**BACH
FLOWER
REMEDIES**

THALGO BACKSTAGE WITH
ALESHA DIXON, LISA SNOWDON, JLS AND MORE...

MIX YOU ROWN
BEAUTY RECIPE WITH **ELLA BACHÉ**

THE NEW
VILLA
THALGO

SPA
IN
PARIS

7 STEPS
TO SUCCESSFUL
SELLING





Contents

Welcome to the latest edition of Thalgo News. We've been very busy since our last issue; the Group has again enlarged its portfolio of brands to include the exciting new range of treating fragrances based on Bach Flower Essences, Les Fleurs de Bach. Find out more on page 16.



Also in this issue, you'll find a new "Natural Beauty" section – we realised that Thalgo has a comprehensive organic offering across its portfolio of brands, which merits its own section! Thalgo has responded quickly to the organic trend by launching a new certified organic diffusion skincare range, Terre & Mer by THALGO - find out more on page 14.



These pages are packed with news about innovations across all our brands, from massage candles to organic to the incredible new iPulse machine, the ultimate in slimming technology (see page 7). You will also see several awards cropping up – we're pleased to have an award-winning group of product ranges.



Group Sales Manager Scott Sadler offers his expert advice for improving selling techniques to ensure your business remains strong through these continuing difficult times.



And we are delighted to have a contribution from Wahanda, the fantastic spa website. Find out how Wahanda can help your business on page 28, where online expert Salim navigates you through how to make the most of this key marketing tool.



Marian Green, Managing Director, Thalgo Group (UK)

TELL US YOUR NEWS!
We'd love to hear from you – email us your stories and pictures at news@thalgo.co.uk



VILLA THALGO SPA, PARIS

news

Earlier this year, the new Villa Thalgo Spa opened at the Trocadéro in Paris, just a stone's throw from the Maritime Museum, the Grand Aquarium and the Eiffel Tower. This new flagship state-of-the-art spa, created by Thalgo Spa Management, is the perfect illustration of Thalgo's expertise in marine beauty treatments, and features the "Hammam of the Sea", a Balneotherapy Space, a fitness centre and Aquagym, a lounge bar, relaxation area and 12 treatment rooms including a VIP/couples' treatment room.

THIS SUMMER, THALGO WERE BACKSTAGE AT THE CAPITAL FM SUMMERTIME BALL AT ARSENAL'S EMIRATES STADIUM IN THE MONTGOMERY ELLIS CELEBRITY GIFTING LOUNGE, WHERE WE MET AND GAVE THALGO PRODUCTS TO CELEBRITIES INCLUDING... **LISA SNOWDON**, **JOHNNY VAUGHAN**, **ALESHA DIXON**, **JAMES MORRISON**, **BLUE**, **JLS**, **THE NOISETTES**, **DIZZEE RASCAL**, **AKON** AND **ANNA KOURNIKOVA**.



THALGO SHORTLISTED FOR 'BEST SKINCARE SUPPLIER' AWARD

Thalgo were shortlisted in the 'Best Skincare Supplier' category at the Professional Beauty Awards 2009. Our inclusion on this shortlist among the very top names in the industry was based on feedback from our salons and spas on various aspects of our service, which made the achievement all the more special.



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BEACH CLEAN-UP 2009



As part of our ongoing support for the Marine Conservation Society, Thalgo employees and customers got hands-on at Weston-Super-Mare, where we carried out a beach clean and litter survey, providing valuable information on the source of the beach's litter. Not only was it a fun day for all; it was also hugely rewarding to contribute to MCS's important work in a hands-on way. Find the latest news from MCS on page 29.

THALGO CHAIRMAN & CEO CELEBRATES 10 YEAR ANNIVERSARY

Jean-Claude Sirop, Chairman and CEO of the Thalgo Group, led the celebrations along the river Seine in Paris this April to mark 10 years at the helm of Thalgo for the Sirop family, during which time the brand and the Group has grown from strength to strength.





02



03



04

05



NEW LAUNCHES

- 01. Exceptional Body
- 02. Foaming Marine Cleanser
- 03. Cleanser Duos
- 04. Slim & Sculpt Expert
- 05. Water Control

As ever, 2009 has seen a host of new launches, including Exceptional Body (anti-ageing for the body), Foaming Marine Cleanser (an addition to the recently relaunched cleansing range), Cleanser Duos (these great value super-size duos have been a huge hit and remain in the catalogue), Slim & Sculpt Expert 'see page 6' and the new nutritional supplement to tackle water retention, Water Control.



terre & mer by THALGO



TERRE & MER BY THALGO LAUNCHES AT SOHO HOTEL



Our new organic skincare range had its official press launch in September at the exclusive Soho Hotel in London. The launch was attended by top beauty editors from Grazia, Vogue, Harper's Bazaar, Good Housekeeping, OK!, Red, Psychologies and many more, who had the opportunity to trial the facial as well as meet UK Managing Director Marian Green and Global Head of Marketing Laetitia Têtédoux. See page 14 for more on this exciting new range.



05



AWARDS SEASON FOR Ella Baché

Ella Baché entered the CEW Awards in the Classic Product (Prestige) category, with hero product Crème Tomato. Meanwhile, Healthy Glow Cream won the prestigious 'Beauty Oscar' award in France. Healthy Glow Cream is a 99% natural skincare product from Ella Baché, a modern take on Crème Tomato featuring organic tomato. It stimulates and oxygenates the skin to give a glowing complexion. Find out more about Ella Baché on pages 8-9.



couleur caramel natural make up

COULEUR CAMEL WINS HIGHLY ESTEEMED GREEN BEAUTY BIBLE AWARD



Testers for The Green Beauty Bible, the guide to natural and organic beauty created by renowned beauty journalists Sarah Stacey and Josephine Fairley (You Magazine, Green & Blacks chocolate), were so impressed with our Terre Caramel bronzer they chose it as one of their Green Beauty Bible Award Winners!

The book is on sale now, published by Kyle Cathie, £14.99.

SLIM & SCULPT EXPERT

Double Technology:
Express Slimming
Cellular Contraction



CELLULITE AND LOSS OF FIRMNESS ARE UNDOUBTEDLY THE NO.1 BODY BEAUTY CONCERNS FOR WOMEN. IN RESPONSE, THE EXPERTS AT THALGO HAVE CREATED A HIGHLY TARGETED NEW TREATMENT, SLIM & SCULPT EXPERT, WHICH REDEFINES THE FIGURE ZONE BY ZONE AND WITH EXTREME PRECISION. IT HAS A UNIQUE DOUBLE ACTION FOR DOUBLE THE EFFECTIVENESS: "EXPRESS SLIMMING" AND "CELLULAR CONTRACTION" TECHNOLOGY WORK TO QUITE LITERALLY "BUILD THE MUSCLES" OF YOUR CELLS.

The innovative "athletic" treatment room procedure, during which the client participates in the "cellular contraction" massage, is a three level work-out session in the salon/spa with visible results from the very first session. Lipolytic massage is carried out on a contracted muscle, which is proven to be 10 times more effective than when the muscle is relaxed.

Clients can continue the effectiveness at home with our targeted high performance anti-cellulite expert slimming and firming products...

3 Expert Treating Products - formulated for targeted action on specific "zones"

CELLU-THIGHS



Uses "express slimming" technology to smooth unsightly dimpling on thighs, buttocks and hips.

125ml..... RRP £42.50

FLAT STOMACH



This double technology gel-cream has a "corseting" effect, streamlining and firming the abdominal area (stomach, waist and hips).

125ml..... RRP £39.50

BUST & DECOLLETÉ



This firming product with volumising effect creates a rejuvenated, plumped-up bust.

50ml..... RRP £39.50

2 "Global" Body Products - to be used all over the body wherever you need slimming or firming

SLIMMING & FIRMING CREAM



This double action cream attacks stubborn areas of cellulite and re-sculpts the body's contours. After just 14 days, the figure is re-defined.

200ml..... RRP £48.00

THALGOSCULPT EXPERT CREAM



Uses "cellular contraction" technology to firm, lift and sculpt, resulting in a rejuvenated figure.

200ml..... RRP £49.50

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NO PARABENS

MINERAL OIL FREE • PROPYLENE GLYCOL FREE • NO GMO
• NO ANIMAL BY-PRODUCTS (except beeswax)



NEW INNOVATIONS



DISCOVER THE REVOLUTIONARY NEW ANTI-CELLULITE AND SLIMMING MACHINE FROM THALGO THAT DELIVERS ASTONISHING RESULTS OTHER MACHINES CAN'T. IT'S TAKING THE FRENCH MARKET BY STORM, AND IT'S COMING SOON TO THE UK.

INTRODUCING **iPULSE** 5.1 - the complete solution to cellulite

5 technologies – 1 machine

- Ultrasound
- Draining currents
- Electrolipolysis
- Muscular Electrostimulation (MES)
- Ultrasonophoresis

5 treatments – 1 session

- Breaks down fatty acids
- Drains fatty acids
- Burns fatty acids
- "Builds muscles"
- Diffuses active ingredients to accelerate results

Actions

- Reduces cellulite
- Tones the skin
- Builds muscles
- Reshapes the body

The results speak for themselves: 10-12cm loss from one treatment course.

Why iPULSE is unique

iPulse gives results other machines can't – by combining technologies so that they work in synergy for a complete solution. Other machines, by contrast, focus on one technology which alone is not capable of achieving optimum results - for example Ultrasound breaks down fatty acids, but if these are not drained and burned, the effectiveness stops there.

- Instant results, giving you built-in customer loyalty
- Can be combined and linked with other Thalgo treatments and products
- Sleek, streamlined design with easy storage; takes up little space
- An intelligent machine that enhances your consultation and gives you measurable results
- Excellent profitability
- Affordable - available on a rental basis

The Treatment

Start with a Bioimpedancemetry (BIM) test to calculate the fat mass, muscle mass and water mass. The machine does the consultation for you and helps you select the most appropriate programme for your client. It also allows you to track the results over a treatment course.

Tailored programmes – choose from:

- 12 slimming programmes
- 12 toning programmes
- 5 wellness programmes

The pads are used in conjunction with Slimming and Firming Ionisable Gel, which contains Horsetail, Escin, Ivy, a 14-day slimming complex, and a firming complex that acts at three levels. The pads are placed on specific areas of the body and left to work for up to 60 mins, during which time you can maximise your revenue by carrying out a facial or head massage.

Be the first to discover this exciting innovation and offer incredible slimming results to your clients - to register your interest and receive an information pack, please email enquiry@thalgo.co.uk.



Ella Baché
Paris

NEW INNOVATION: Actimix'

- the long-lasting radiance boost

The latest addition to the Organic Radiance line, this new intensive radiance boosting homecare product allows you to mix your own beauty recipe in two simple steps. Apply every morning for 14 days, for your skin's daily dose of 10 organic fruits and vegetables. Mix the powder and fluid components together to release their goodness. Store in the fridge, for skin that is fresh and good enough to eat!



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ACTIONS:

Activates micro-circulation and cellular oxygenation to boost radiance

- thanks to the flavonoids in the organic fruits and vegetables.

Invigorates and tones the skin to instantly erase the signs of fatigue (tired complexion, puffiness)

- thanks to Acerola, which contains 35 times more vitamin C than an orange.



FOR BEST RESULTS, combine with Healthy Glow Cream (featuring Organic Tomato), Fruit d'Eclat organic food supplement, and the Organic Radiance Facial.



+



+



+

**ORGANIC
RADIANCE
FACIAL**



NEW Hydra' Range

Ella Baché's essential hydration range has been reformulated and repackaged, with updates to the retail range and the facial.



KEY ACTIVE INGREDIENTS:

Hyaluronic Acid deeply hydrates the skin and restores elasticity and plumpness

Vine Flower Essence revitalises and allows the skin to maintain optimum hydration levels

Fructose prevents dehydration and protects against external aggressions

FEATURING NEW PRODUCTS IN RETAIL:



HYDRA-REVITALISING FLUID CREAM

A refreshing fluid for oily or combination skin



NEW

HYDRA-REVITALISING CREME DE LA CREME

An ultra-comforting formula for very dry skin



HYDRA-REVITALISING VELVETY SOFT CREAM

A melt-in day/night cream for normal to dry skin



HYDRA-REVITALISING INTENSIVE BOOSTER

To be used at night underneath your skincare cream for accelerated results



NEW

HYDRA-REVITALISING REPAIR BALM ULTRA-REPLUMPING

The multi-repairing treatment for thirsty skin. Use as an SOS balm, applying to targeted areas, or as a mask.

THE NEW HYDRA' RANGE IS IDEAL FOR CLIENTS AGED 25-35 LOOKING TO BOOST HYDRATION AND POSTPONE WRINKLES.



New Massage Candles

emotions et soins

Experts in producing the finest, highest quality depilatory waxes for over 30 years, Perron Rigot now turns their expertise to candles and massage rituals. Discover Perron Rigot's new range of luxurious massage candles with proven moisturising* benefits.



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When the candle is lit, the wax melts and transforms into a massage oil. There are three different candles to choose from to enrich your protocols, each with targeted active ingredients and irresistible scents and textures. The three different formulas are: **Relaxing, Firming** and **Energising**.

Also available: a retail set for the client to use at home - or purchase as a gift.



**of the upper layers of the epidermis. Scientifically proven by an independent laboratory.*

Perron Rigot wins Guild Award of Excellence

Perron Rigot has been named 'Best Hair Removal Supplier' in the Guild Awards of Excellence, in conjunction with Andy Rouillard (find his tips on marketing your waxing services overleaf). These awards are different to many industry awards because they are decided by the people who actually use their services, rather than a panel.



Perron Rigot

PARIS



KIM LAWLESS, aka “The Wax Queen”, tells us why “extreme” intimate waxing should be on your treatment menu

“Male and female intimate waxing is an art, which once you’ve mastered can be extremely lucrative.”

Is intimate waxing not already widely available in salons?

Many salons now have intimate waxing services on their treatment menu. However, clients are often not getting true ‘Brazilians’, ‘Hollywoods’ and the like. Often salons advertise a Brazilian when it’s really a high-leg bikini; there is a big gap in the market in parts of the UK for true intimate waxing, which in my training I like to call “extreme waxing” – basically it means getting every hair out. Male and female intimate waxing is an art, which once you’ve mastered can be extremely lucrative. Not everyone is able or prepared to do it, but if you don’t that client will go elsewhere.

Is male intimate waxing really catching on?

There are still misconceptions about the demand for male intimate waxing. 90% of my clients are men. People often tell me “no one would want that service in my area”, but that is unfounded – there are men in your area looking for this service, and if it’s not being offered they will go somewhere else to find it.

Why is it important to have the right wax and technique?

An excellent waxing offering can maintain loyalty and drive footfall to your salon for other services and retail sales. I always say “product+technique=excellence”. Perron Rigot waxes and technique workshops ensure less painful waxing, which is a no-brainer when it comes to customer retention. Perron Rigot is also cost-effective – you can get £300 worth of services from one 800g bag.

Kim Lawless, aka The Wax Queen, is an expert in male and female “extreme waxing” and trains therapists across the UK to become proficient and confident in intimate waxing techniques, with regular courses at Thalgo Group (UK) Head Office in London’s Docklands. In addition to training, Kim also runs her own highly successful waxing studio.

Kim is an Ambassador for Perron Rigot and recommends Euroblonde, which she says “will be your best friend – it gives a virtually pain-free basic bikini wax and, as it only sticks to the hair and not the skin, is a must-have for intimate waxing – it can be applied anywhere, unlike any other wax.”

MARKETING YOUR WAXING SERVICES



Even under the pinch of a recession, many customers continue to view hair removal as an 'essential' service rather than a luxury. One of the biggest knock-on effects of the credit crunch, however, is that increasingly savvy shoppers are expecting added value for their hard-earned cash. Now more than ever, clients are actively seeking out therapists who offer the very best, and they are putting their money where their hair is. Keep ahead of the competition with the following tips from Perron Rigot Educator, Andy Rouillard.

With Perron Rigot, customers are assured of superior results and increased comfort during waxing, but the key to flourishing in the current economic climate is to keep clients coming back for more.

Even in these tough economic times, **don't make the mistake of undercharging** in the belief that it will gain you more clients. It is bad marketing to attract customers on price alone, as they will invariably go to a cheaper competitor the minute one comes along. 'Good' clients will pay a premium for excellent service and results and will tighten their purse strings elsewhere to stay with you. Focus on being the best waxer in town, and promote the reasons that make you worth the investment.

Educate clients about the increased comfort and superior results of Perron Rigot waxing. Use point-of-sale material and include information about Perron Rigot in your salon literature.

Write a list of 'frequently asked questions' or a '**benefits of waxing**' information sheet, which you can then publish on your website and produce as a leaflet to leave in your reception or waiting area.

Think about your potential market in the widest possible terms. Promote waxing to bodybuilders, swimmers, cyclists, runners, models, dancers, holidaymakers... anyone who may prefer to be hair-free for comfort, aesthetic or sports-related reasons.

Join forces with other local businesses to cross-promote your services. Advertise with and offer customer incentives to local gyms and sports clubs, swimming pools, piercing and tattoo studios, wedding outfitters, barbers and hairdressers, sports retail outlets, health centres and dance studios.

Selling a wedding package? Suggest adding a waxing service to make the honeymoon go smoothly in more ways than one!

Don't neglect your existing clients; it is more cost-effective to nurture your current customer base than to attract new clients. Consider a loyalty scheme to reward frequent visitors and encourage repeat business: every "nth" treatment is half price, discounts on products or other salon treatments, incentives for re-booking within a certain timeframe, etc.

Are you up-to-date with the latest trends, products and developments in the waxing world? Honing your existing skills doesn't have to cost the earth, but a quick tune-up can really make a difference to your technique and subsequent income. Perron Rigot offers a variety of advanced waxing workshops to help drive your business forward, including accredited training in male and female intimate waxing.

Develop and promote a speciality service: eyebrow shaping and design, male waxing, bikini topiary (stencils, gems and colouring), etc.

"The best waxer in town", "Practically painless", "I wouldn't go anywhere else"... **Client testimonials** can be an effective way of increasing your connection with prospective customers, but keep them short and sweet.

Don't forget the boys! Male waxing is big business and guys will often travel many miles to find a therapist who is willing and able to do a first class job. Once they discover for themselves the benefits of having smooth, hair-free skin, men become very loyal customers and will return year-round for their monthly de-fuzzing. Training in specific male waxing techniques is available from Perron Rigot, or check out www.learnmalewaxing.co.uk for some tips on where to start.

Turn waxing into a premium beauty treatment that marks you out from the competition. Finish your waxing service with a mini-massage using Perron Rigot Refreshing Gel or Moisturising Milk to calm and nourish the skin, leaving it silky smooth. It's a nice touch that the client will remember and she (or he) will feel even better about their treatment, resulting in happy customers and repeat business.



Andy Rouillard is one of Perron Rigot's resident waxing specialists and the owner of a busy men's salon in Hampshire. Andy runs Habia-endorsed classes in advanced waxing techniques across the UK, with monthly workshops at Thalgo Head Office in London. Call 0207 512 0872 for dates and details.

THE THALGO GROUP (UK) NOW HAS A COMPREHENSIVE ORGANIC OFFERING ACROSS ITS PORTFOLIO OF PROFESSIONAL BEAUTY BRANDS. THIS IS IN RESPONSE TO GROWING CONSUMER DEMAND FOR PRODUCTS THAT PROTECT BOTH OUR SKIN AND THE ENVIRONMENT, WITH GLOBAL SALES OF NATURAL AND ORGANIC COSMETICS INCREASING BY OVER \$1 BILLION A YEAR*.

NATURAL BEAUTY

from the Thalgo Group (UK)



Skincare

Thalgo has just launched an organic diffusion line, Terre & Mer by Thalgo, which consists of eight homecare products and a facial. Read more in these pages.



Ella Baché brought out the Organic Radiance line in 2008 with Healthy Glow Cream (which recently won the Beauty Oscar award in France) as well as the Fruit d'Eclat radiance boosting nutritional supplement, and the Organic Radiance Facial – all based on organic tomato extract. Find out about Actimix', the latest product in this range, on page 8.

Make-up

Couleur Caramel represents the widest range of organically certified cosmetics on the market, also offering the benefits of mineral powders, professional quality and impressive eco-friendly credentials – the brand was founded on the principles of sustainable development.



Waxing

Perron Rigot offers a range of natural waxes, Végétal, consisting of Greenépil non-strip wax for sensitive areas (made of 90% plant-based ingredients) and Végétal strip wax (100% natural), as well as a 2-in-1 pre- and post-depilatory Moisturising Natural Oil.



Fragrance

Les Fleurs de Bach, a range of treating fragrances based on organically certified Bach Flower essences, is the latest addition to our Group.



What is 'natural' and 'organic'?

An **organic** product or ingredient has been produced with no chemicals or pesticides and has had no artificial stimulus to enhance growth. Look for organic certification such as ECOCERT and Cosmebio, which require:

- A minimum of 10% organic ingredients (Terre & Mer by Thalgo has a minimum of 14% and up to 99.24%)
- At least 99.61% natural ingredients (Terre & Mer by Thalgo has a minimum of 95%)
- Less than 5% artificial ingredients – these are the preservatives necessary in cosmetics, some of which are permitted by ECOCERT (Terre & Mer by Thalgo has less than 1%)
- Production facilities and supply chain vetted during the certification process

A **natural** product or ingredient is derived from nature but may have been treated with chemicals.

There is currently no legislation governing the use of the terms 'organic' and 'natural' in cosmetics, as there is for organic food. That's why organic certification is so important in guiding the consumer.

*(Source: Organic Monitor, January 2009)



terre & mer Organic beauty by THALGO

Terre & Mer is the new certified organic skincare range from Thalgo. The pure alchemy of sea and plants, Terre & Mer draws its inspiration from Mediterranean nature, combining algae, plants and essential oils for an authentic, effective organic solution to skin suffering the daily stresses that cause irritation and fatigue.

A DUO OF ACTIVE INGREDIENTS:

- **Codium fragile** – regenerating, powerful anti-free radical
- **Organic Olive Leaf extract** – antioxidant, regenerating, antiseptic, softening



CLEANSE

with organic botanicals

Marine Cleanser

Gently cleanse the skin with this milk, featuring Organic Orange Blossom and Organic Sweet Almond Oil. RRP £17.00

Marine Scrub

A rich, deeply exfoliating cream with Organic Almond Shell and algae, it leaves your skin incredibly soft. RRP £24.00



Marine Toner

Tones and remineralises, with Organic Orange Blossom and Camargue Salt. RRP £17.00

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TERRE & MER BY THALGO ORGANIC FACIAL

A truly relaxing ritual, the new TERRE & MER by THALGO Organic Facial brings unrivalled softness to the skin. Combining marine ingredients with Mediterranean plants, the three-step treatment begins with a welcoming back massage using Organic Lavender Oil, the scent of which will whisk you away to the lavender fields of Provence. Next, the skin is cleansed with Marine Cleanser and Marine Toner featuring Organic Orange Blossom, and exfoliated with the Marine Scrub, which contains Organic Almond Shell and algae. Concentrates containing organic essential oils (Soothing or Anti-ageing) are applied to treat the skin, and a relaxing facial massage is carried out. Finally, a double mask is applied, followed by a finishing cream based on Organic Olive Leaf. A pampering organic facial for natural beauty and radiance.

1 hour 15 mins, from £55 RRP.

- for your skin

MOISTURISE

choose the texture that best suits your skin type, and personalise it with a Beauty Concentrate “Booster”

Vital Fluid

A light fluid perfect for combination to oily skin, it contains Organic Olive Leaf and Organic White Lupin. RRP £32.00

Vital Balm

This nourishing balm intensely treats very dry areas, with Organic Olive Oil, Roman Chamomile and Lavender. RRP £29.50



Vital Cream

This melt-in cream for normal to dry skin features Organic Olive Leaf and Organic Sweet Almond Oil. RRP £32.00

TREAT

add a few drops of your chosen Beauty Concentrate to “boost” your Vital skincare cream, or use alone for an intensive treatment

Anti-ageing Concentrate

Helps prevent the signs of ageing, featuring Organic Immortelle, Roman Chamomile, and Rose oils. RRP £36.00



Soothing Concentrate

Strengthens sensitive skin with its Organic Juniper Wood, Aleppo Pine and Rock Rose essential oils. RRP £36.00

THE FORMULAS:

- more than 99% natural
- certified Organic by ECOCERT
- comply with the Cosmebio charter



THE PACKAGING:

- made from recyclable plastic (PE, PP) and glass
- authorised by ECOCERT
- printed with plant-based ink
- made from FSC* approved cardboard from sustainably managed forests (*Forest Stewardship Council)
- no excess packing materials

The official press launch took place at the exclusive Soho Hotel in London, and was attended by top beauty editors from Grazia, Vogue, Red, Harper's Bazaar, OK! and more.



Laetitia Têtedoux, Global Head of Marketing for Thalgo, speaks to a journalist



NEW The world's first perfumes and treating fragrances based on Bach Flower Essences

now available in the UK



16

Les Fleurs de Bach is a unique range of treating fragrances, elixirs, perfumes and bath and body products based on Bach Flower essences.

Dr Bach dedicated his life to identifying 38 flower essences and their unique benefits. His findings are the foundation of Les Fleurs de Bach, a unique concept of beauty and well-being for body, mind and soul.

Les Fleurs de Bach is the first brand to fully utilise Dr Bach's research by:

- ✿ Creating an innovative range of natural Treating Fragrances, Combination Elixirs and Perfumes incorporating exclusive blends of Bach Flower Essences.
- ✿ Rigorously following Dr Bach's original production method, giving optimum concentrations.
- ✿ Using only certified organic Bach Flower essences in all Les Fleurs de Bach products.

The world's first **TREATING FRAGRANCES** based on Bach Flower essences

Offer your clients remedies against difficult situations: **Stress** (alleviate tensions and unrest), **Conflicts** (lighten the mood and restore harmony) and **Emergencies** (bring peace and calm to difficult and upsetting environments) - to use at home, in the office or to spray whenever needed.

"Les Fleurs de Bach treating fragrances are a pleasant and convenient way of freshening rooms between appointments. For particularly anxious clients, spritz the Stress or Emergencies elixir lightly into the air just prior to waxing. The unique combination of aromatherapy oils and Bach Flower essences creates a restful atmosphere, and is a totally natural way of easing pre-treatment nerves."

Andy Rouillard, Perron Rigot Ambassador and Salon Owner

**ENHANCE YOUR RETAIL AREA, PRODUCT SALES
AND TREATMENT ENVIRONMENTS WITH LES FLEURS DE BACH**

Discover the range of ELIXIRS to restore well-being:

These ready-to-use remedies help balance emotions and behaviours to regain a positive state of mind, inner peace and calm. Each Elixir contains a blend of organic flower essences to provide an answer to everyday challenges.



*Stress,
Concentration,
Confidence,
Exhaustion, Fears,
Letting-go, Sleep...
and more.*

The first PERFUMES to incorporate organic Bach Flower essences

In addition to their exquisite and addictive scents, the combinations of essences they contain are designed to benefit mind and soul. They are "Gifts from the Gods", according to Celia Lyttelton, scent critic and best-selling author of *The Scent Trail, a Journey of the Senses* (published by Bantam in paperback).



PRÉSENCE(S) de Bach
Helps you feel in tune with yourself.

VIVACITÉ(S) de Bach
Lifts your spirits with positive energy.



PRÉSENCE(S) and VIVACITÉ(S) bath & body products

Each perfume is accompanied by a range of bath and body products: Moisturizing Body Silk, Bath Salts and Moisturizing Soap. In addition, Présence(s) de Bach offers a relaxing Bath / Shower Cream and Vivacité(s) de Bach an Energizing Shower Gel.

EMERGENCY RANGE: the organic remedy based on Dr Bach's "Rescue", for moments of shock or anxiety

Prepared from the essence of wild flowers, this range helps you overcome shocks and sudden traumas. It will also calm and soothe moments of anxiety and panic before exams, interviews or medical appointments. Made with certified organic ingredients and flower essences.



All the Bach Flower essences used in Les Fleurs de Bach products are certified organic by ECOCERT and only the best natural and organic ingredients are used: organic essential oils, organic corn alcohol and organic Cognac.



Prices start at £6.95 for Elixirs, £19.50 for Treating Fragrances, £44.50 for Perfumes and £9.50 for bath and body products.



Couleur Caramel *Maquillage Caffè*

Couleur Caramel
opens two
Maquillage Caffè
boutiques in the
heart of Paris



*An interactive space where you can learn,
discover and play with different looks*



The idea behind the new Maquillage Caffè boutiques was to create stores where you can touch, try and create your own make-up palette, either independently or with the help of a Couleur Caramel advisor. There are numerous make-up stations in the "Colour Bar", where the seats are made from recycled industrial drums with the help of an Albanian NGO. In the "Lounge Space", enjoy a cup of tea as you sink into the comfy couches.

The Maquillage Caffè is an interactive space where you can learn, share and discover – play with natural make-up and get helpful make-up hints and tips.

The décor is environmentally friendly, with wood slat walls and light fittings made from discarded industrial ink cartridges by the Art Gens Association, which gives a second life to industrial scraps.

The Maquillage Caffè also offers special make-up classes and workshops, including a Happy Hour on Friday evenings!



Couleur Caramel gains further organic certification

Couleur Caramel obtained certification for its powder-based products after seeking out organic alternatives for ingredients used to bring it into line with requirements; and working with Cosmebio and ECOCERT to agree certification criteria for powders. This means the Couleur Caramel range is now fully organic apart from its nail varnishes, liquid eyeliners and mascaras – making it the widest range of organic make-up on the market. Couleur Caramel are always searching for the best organic ingredients and alternatives, but for now the range is as organic and eco-friendly as you can get!



NEW PACKAGING DESIGN

To highlight the transition to further organic certification, the packaging has been redesigned to be more feminine and modern.



Coming soon..... THE FIRST ORGANIC MINERAL POWDER FOUNDATION

The new BIO MINERAL Foundation range is coming soon to Couleur Caramel outlets in the UK. 100% natural and certified organic by COSMEBIO, the range comprises 12 shades, including 3 shades for darker skins. The foundations contain a blend of micronised minerals for a long-lasting natural result and a silky finish. Mineral pigments give unbelievable comfort and a smooth texture that allows skin to breathe - perfect for applying after a facial. And, the organic make-up base is now available in an eco-refill!

The powders are talc-free and fragrance free and contain active ingredients too: Organic Rice Powder (antioxidant, hydrating and mattifying); Amaranth oil (antioxidant, softening and hydrating); and Arctic Blackberry extract (antioxidant, protects against ageing).

Available early 2010.



Spring/Summer 2010 preview



ESTEEMED ORGANIC BEAUTY AWARD FOR TERRE CARMEL



As mentioned in the News section, the Terre Caramel bronzer has won a Green Beauty Bible Award.

Testers gave the following glowing comments:

'Healthy tanned look; lasted all day'
• 'I really liked it; gave some colour to my pale complexion'
• 'Ten out of ten! Great for quickly touching up tired make-up'
• 'I swirled it on with a big fat brush and it took the shine off my foundation but the reflective light particles gave my skin a glow. I love it!'



The new edition of the Green Beauty Bible is on sale now, published by Kyle Cathie, £14.99.



COMMITTED *to sustainable development*

Thalgo has always been an environmentally friendly company, conscious of the need for sustainable development. After all, we rely on the precious natural environment for our marine ingredients, which we harvest in a sustainable way.

- Between 2004-6, Thalgo reduced its waste by 30% - that's compared to an increase in production of bulk by 17%.
- Thalgo conserves energy at its South of France HQ by using solar energy panels and ensuring all employees conserve energy day-to-day as well.
- Thalgo UK also supports the Marine Conservation Society in their important work protecting UK seas, shores and wildlife. Selected Thalgo products carry a donation to MCS. We also organised a Beach Clean earlier this year to get really hands-on; and raffles took place in some salons and spas to raise money for this worthy cause that is so close to the heart of our marine brand. If you would like to find out how you can get involved with MCS and Thalgo, email news@thalgo.co.uk. Read more about MCS on page 29.

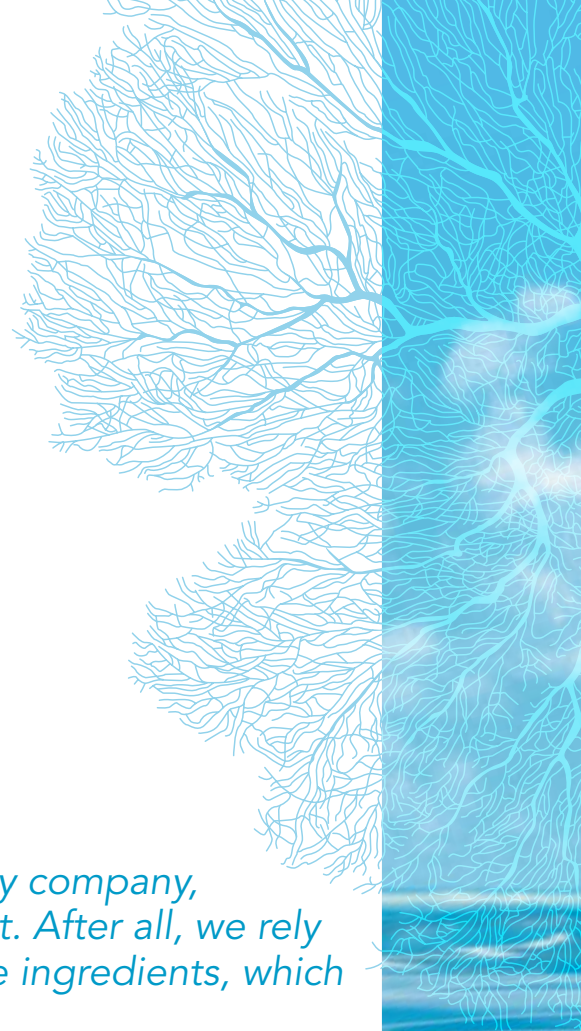
THALGO FORMULATION CHARTER

- Paraben free
- Mineral oil free
- Propylene Glycol free
- No GMO (genetically modified organisms)
- No animal by-products (except beeswax)

All new Thalgo formulations and reformulations as of October 2008 adhere to this charter.

PACKAGING

Thalgo has committed to reduce the mass and volume of its packaging across its entire range, making it easier to recycle. We choose materials that have less impact on the environment and we no longer use PVC.



TERRAKÉ



Lily Beach Resort & Spa, Maldives



22

...the latest Terraké INTERNATIONAL Spa OPENINGS

Since launching in 2007, Terraké, the spa brand created by Thalgo for the luxury spa market, can now be found in over 60 hotels and spa resorts in 23 countries worldwide, where its concept is fitting perfectly with the 5* luxury offered by these top resorts. In the UK, Terraké can be found at Pennyhill Park, Cliveden, Bluestone Wales, Armathwaite Hall and now Hillbark.



SPA TEAS *now available in retail*

DUE TO POPULAR DEMAND, TERRAKÉ'S SPA TEAS, USED IN THE MICRO-CLIMATE COCOON, ARE NOW AVAILABLE TO PURCHASE, SO THAT CLIENTS CAN CONTINUE THE RELAXING SPA EXPERIENCE AT HOME.

There is a delicious tea for each Terraké universe:

Terra Magica – Intense Spices: A blend of Pu Erh smoky black tea and spices (Cinnamon, Cardamom and Clove), this tea expresses all the power of the earth in a vibrant and warm flavour.

Primordial Waters – Refreshing Citrus: This combination of black and green teas combines the finesse of Sweet Orange and the bite of Bitter Orange for an energising blend full of freshness.

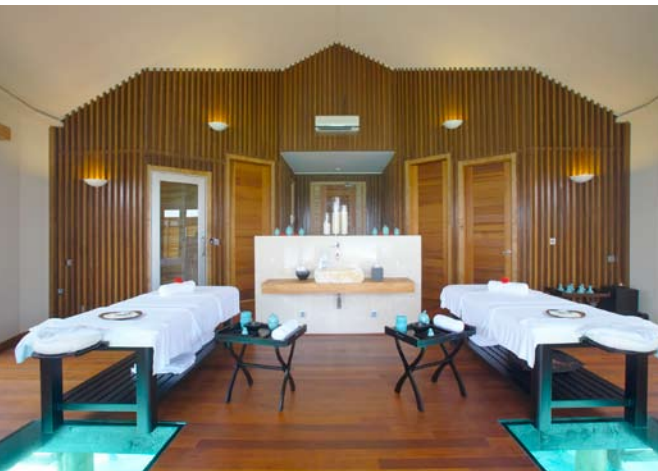
Of Air and Light – Lavender Breeze: The softness of Lavender with a hint of sweetness, this blend of green and black tea brings out a light and enveloping flavour, which transports you to the purity of the treetops.

Luxuriant Plant Life – Exquisite Petals: Based on black tea, Rose and Hibiscus.



**Kenzi Menara Palace
Resort & Spa**
MARRAKECH

– set in 5 hectares of luxuriant greenery and facing the Atlas mountains, this new 5★ luxury hotel in Marrakech is a haven of peace and tranquillity.



**Lily Beach
Resort & Spa**
THE MALDIVES

Terraké has been chosen for the Tamara spa, which opened in March 2009, where it completes the experience of total relaxation and oneness with nature.



To request an information pack, showing more stunning Terraké destinations, email enquiry@terrake.co.uk or call 0207 987 0535.

Further afield, top locations include Four Seasons Provence, Château du Lac and Radisson Balmoral in Belgium, Hilton Mauritius Resort & Spa, Conrad Maldives, Pestana Palace in Portugal, Carlsbad Plaza in the Czech Republic, and many more.



NEW Eye & Lip products

The eye contour is the most delicate area of the face and is affected by puffiness, swelling, dark circles and wrinkles. Without specific care, it is the first area to show the signs of ageing and fatigue. To add to its homecare range, Terraké has created two new products to care for the delicate eye and lip areas.

Make-up Removing Gel Eyes & Lips is part of the detoxifying and cleansing **Of Air and Light** universe. It's a transparent gel with a new generation texture to guarantee perfect eye and lip make-up removal that is also gentle on the skin.

Lifting Cream Eyes & Lips is part of the anti-ageing and firming **Terra Magica** range, inspired by earths, rocks and clays. It offers specialist treating care to protect and repair, reducing puffiness and dark circles and softening the signs of ageing. Drawing its effectiveness from the most precious minerals, Pink Rhodochrosite and Green Smithsonite, it firms and protects the support fibres from free radicals.

Tested under ophthalmological control: 95% noticed smoother skin; 76% noticed reduction in wrinkle depth; 72% noticed reduced dark circles; and 81% would like to keep using Lifting Cream. (Tested on 21 women aged 45 over 21 days.)



STEPS

TO SUCCESSFUL SELLING...



24



Scott Sadler
Group Sales Manager
Thalgo Group (UK)

WHAT IS SELLING?

Some fear it, some loathe it and others relish it. Selling is a fundamental part of our industry, it's everywhere. So why is it that when it comes to asking therapists to sell I always hear "I'm a therapist, not a sales person"?

Fear not, I have seven simple rules to successful selling...



Rule #1:

There is no such thing as a person who cannot sell.

We all do it; whether it's in our personal or professional lives, we are always selling. It could be a product or a service, an idea we're trying to convince someone of, or even ourselves – through the branded clothes we wear, the media we read, or the car we drive.

Rule #2:

Tackle the "I am not a sales person, I am a therapist" objection.

Every member of your team should be comfortable with recommending treatments and retail products to their clients. If they are not, then endeavour to understand what it is that they are not comfortable with. Nine times out of ten it will be that they don't want to be seen as too pushy. It's important to emphasise that this is not the case. They are not forcing the client to buy, they are simply recommending, which is part of the service the client expects.

Rule #3:

What are your client's hot spots?

One of the most important parts of the sales process is the consultation. This is where you discover why your client has booked a treatment and you uncover their concerns. When you master this part, everything else becomes effortless. The treatments become more effective as the client is confident that the therapist knows exactly what their needs and wants are. Recommending the correct products becomes straightforward. If you try to rush through this process you risk losing the repeat business. Take your time, and really get to know your client.

Rule #4:

Understand your client's way of buying and your way of selling.

One size does not fit all, and the same goes for selling. It's important to understand that the way you like to be sold to can be different to the way others like to be sold to. Being able to recognise your client's way of buying is important; some like lots of detail and information, others like to share experiences, some like a friendly and warm approach and others just want you to give it to them straight.

Most people stumble at the first hurdle because they haven't completed Rule #3 properly. Add to this their fear of being too pushy and you have a messy concoction where nothing quite goes right. Identify a person in your team who succeeds at recommending treatments and products and model their approach to suit your personality.

Rule #5:

Failing to plan, is planning to fail!

It's worrying to see that some businesses don't have a monthly sales strategy; working out what they need to turn over for the month, week and day. They should be 'gaining and retaining' at all times. By this I mean that they should be looking at how they can attract new business and looking after the business they currently have.

What do you have on offer this month? You could be offering special treatments or products of the month, discovery days, discounts on treatments and products, loyalty cards for your regular clients or a 'bring a friend' referral scheme to gain new business.

It's crucial to have something going on once a month to keep your regulars coming back and to entice new clients to try you out.

Rule #6:

Coach your team for success.

Companies don't succeed unless their people do. A successful company can only be built one satisfied customer at a time; however, to do this you need happy, motivated employees.

Set a monthly goal/target, and review it on a weekly basis. Instead of lighting a fire beneath them for not achieving that week's target, work with them to build a fire within them so that they succeed for the following week. Success breeds success!

Rule #7:

Attitude is a little thing that makes a BIG difference.

Maintaining a positive, 'can do' attitude is imperative. I call it the P.I.E Theory. It's simply being Passionate about your product, having Integrity in everything you do and most of all, giving all the Energy you can. If you are not sold yourself, then why would you expect your fellow team members to listen to your advice if you are not setting the right example?

Follow these little golden nuggets and I can assure you, you will see your team selling like there is no tomorrow.

Why not have Scott visit your business for the day and help coach your team to become sales athletes?

For further information please email ssadler@thalgo.co.uk or call 07970 600121.





WE ARE DELIGHTED TO ANNOUNCE THE WINNERS OF OUR PRESTIGIOUS

CRYSTAL AWARDS

THIS PROGRAMME REWARDS THE HIGHEST ACHIEVING OF THALGO'S OVER 600 SPA AND SALON STOCKISTS ACROSS THE UK

The winners of the "Thalgo Salon of the Year" and "Thalgo Therapist of the Year" each receive prizes of a trip for two to the new Villa Thalgo, our new flagship urban spa in Paris; a trip to a Masters training session at Thalgo HQ in Roquebrune in the South of France, as well as certificates, goody boxes and trophies.

THALGO SALON OF THE YEAR: LES ROCHES



Catherine Cowley and her team have demonstrated fantastic commitment and support to the Thalgo brand since taking over the business in March 2007. Senior Therapist Amanda Lee (left) has motivated and encouraged development of the team by utilising her excellent in-house training skills, leading her to be awarded the Thalgo Ambassador accolade.

Les Roches were one of the first Thalgo spas to take on the THALGOSKIN EXPERT Micro-dermabrasion machine and are truly passionate about their business and their goals of delivering the best possible results and services to their customers. Thalgo Managing Director Marian Green said, "Being situated in a beautiful countryside spot, Les Roches has a wonderful tranquil ambience, is a perfect example of a true Thalgo spa and fully deserves our award."

THALGO THERAPIST OF THE YEAR: SUZANNE HAUGHEY OF HADDINGTON HEALTH & BEAUTY

Suzanne is a therapist who is extremely passionate about her career path and the product houses she chooses to work with. Her clients remain loyal and many have been coming to her for over 10 years. Thalgo Managing Director Marian Green says of our Therapist of the Year, "Suzanne is always eager to hear about the latest additions from Thalgo and to ensure the salon keeps up-to-date with treatments that deliver real results to her customers. Suzanne is very knowledgeable on why Thalgo products work, their ingredients, actions and treatment protocols – she is a true professional and we are honoured to have her as our Therapist of the Year."



L-R: Marian Green (Thalgo MD); Suzanne Haughey; Trudy Freeman (Account Executive for Scotland)

THALGO AMBASSADORS

In addition to these two major prizes, Thalgo awards a special Thalgo Ambassador title to therapists who have made an outstanding contribution to Thalgo's success in their particular salon.

The winners are:

- Carol Baillie – Pebbles Spa
- Hannah Chapman – Tonic
- Jessica Downes – Lemon Tree
- Amanda Lee – Les Roches
- Kerry-Ann Phillips – Stobo Castle
- Amber Pope - Serenity



THE GRANGE SPA



PROFESSIONAL BEAUTY DAY SPA OF THE YEAR FINALIST

The Grange Spa was one of six nominees to be shortlisted for the Professional Beauty Awards Day Spa of the Year 2010 which was very hotly contested by some of the country's most well respected day spas. Having opened in February 2009, this is a fantastic achievement within such a short time, especially for a spa launching in the current economic climate.

Spa Manager Emma Craven said of the nomination, "We were very excited and pleased to have achieved this. We are a small family-run business; myself and my husband managed the design and build of everything from start to finish and we were up against some fantastic spas in this category".



We caught up with Emma to ask her a couple of questions about Thalgo and The Grange Spa...

What is the most popular Thalgo treatment?

The Collagen Velvet facial is the most popular – mainly because of the results but also because it's a lovely treatment to have; a lot of people are looking for a nice massage in their facial and not everyone wants invasive techniques. We get really good re-bookings for this facial.

How do you promote the spa and your offering to new and existing clients?

We do regular evening events every 3 months, for our loyal clients. At the last event we launched Thalgo's Indocéane body treatment and we had a Christmas theme to promote the gift sets. We also do regular mail-outs, advertise in local magazines and do quite a lot of web-based marketing. For retail sales, we have a product of the month, which is chosen by a therapist to suit the time of year, and we have regular GWPs.



NU-ME

IN KINGS LANGLEY OPENED IN 2008 AND HAS JUST BEEN AWARDED THALGO'S "STAR STATUS" BASED ON ITS SUCCESS.

Philippa Canty speaks to owner Laura Crawley about starting her own business..

Why did you decide to start your own business?

I have always wanted to have a salon. I built my clientele freelance and got really busy so decided to open my own salon – it was a natural progression.

What sets you apart from the competition?

Everyone who comes in says it's so different. It's not a clinical salon; it's very cosy and homely. We're very friendly and make people feel comfortable. We're always very busy and we do good treatments. People like the brands; Thalgo's Exceptional facial and the Thalgomince Warm Body Wrap are very popular. Clients see the results and tell their friends.



How do you maintain loyalty?

We always re-book after a treatment and the diary is usually four weeks fully booked in advance. We offer a free product if the client buys a course of treatments. Our customer loyalty is mainly down to the quality of therapists and of the treatment itself.

What sort of promotions do you do?

We have done a free express pedicure for the purchase of a luxury body scrub, which worked well. When Irma, our Thalgo Promotions Therapist, did an event for us, it gave our retail sales a real boost. Sales are doing really well. I find if you're prescribing the client the right product that suits their skin, they will continue to purchase it.

What's the secret to your success?

We've always made training a priority. I'll book it in because it will help me for the future. When it comes to new products I never scrimp; you have to speculate to accumulate, and people want to see a stocked shelf. I do big orders every single month.



4 EASY WAYS TO IMPROVE YOUR ONLINE PRESENCE

DRIVING MORE BUSINESS FROM THE INTERNET

The web continues to increase in importance as a channel for attracting new customers and retaining current ones, especially in these tougher economic times. Below we have listed four easy steps spa and salon owners can take to significantly improve their exposure online which can translate into greater sales and more loyal customers.

Small changes make a big difference, so even if you do not have a website or don't have the time or resources to do all of the things below, we at Wahanda (www.wahanda.com) have teamed up with Thalgo to offer Thalgo spas and salons a **free Basic Profile on Wahanda** where you can list your services, unique imagery and business description, and the **chance to win one of 10 Premium Profiles (worth £360 each)** which includes the ability to post offers and deals and be featured in the Wahanda newsletter and homepage.



To get your **FREE Basic Profile on Wahanda**, simply fill in the enclosed form. This will automatically enter you into a draw to win a **PREMIUM** profile.

1. Make the most of your website

Most spa and salon websites simply don't do justice to the facilities they represent. Here are a few questions you can use to audit your website:

- Does your site set you apart in terms of language and imagery?
- Can search engines easily find all relevant information on your site?
- Do you have good quality representative and unique photos or video?
- Do you have an accurate and easy to access treatment menu with prices?
- Can I read about your therapists, their training and specialties?
- Do you show editorial press reviews and user testimonials?
- Can consumers see special offers, last-minute deals and easily book appointments, perhaps even online?

2. Be where your customers are looking

Many customers will come directly to your website, but a greater proportion of them will learn about your business from other online resources. Therefore, ensure you are listed on Yell.com, Qype and Google Local, as well as on vertical industry sites such as Wahanda and SpaFinder.

3. Engage with your audience and join the dialogue

Our engagement with our customers should extend beyond the doors of the spa and salon. Customers are already talking about your business, but the great thing about the Internet is that you can now join in. The conversation is happening with or without you on review sites, Twitter, blogs, and dozens of other open platforms. Online platforms such as Facebook and Twitter are free and extremely powerful ways for businesses to connect with clientele by sharing information including special offers, last-minute cancellations, promotions, and any other interesting developments of interest.

4. Make it easy for online users to become real customers

Ultimately, a user is on your site because they have some intention to make a purchase or book an appointment. And yet, most websites provide few tools to help customers transition from the researching into the purchase or booking process, even if it's directing them to picking up the phone. Converting these browsers into leads or customers is easier than we think if we make it intuitive for the user.

The importance of the web as a marketing and communication channel will only increase over the coming years, so start putting your best foot forward as soon as you can, which will invariably pay dividends over time. Even the smallest steps will yield results. Email us at: hello@wahanda.com if you would like to learn more!


wahanda
HEALTH · BEAUTY · HAPPINESS
www.wahanda.com



Salim is the Co-Founder of Wahanda (www.wahanda.com), a leading global online spa, salon, health and well-being resource with treatment information, business and therapist listings, user and press reviews and deals, offers, bookings and vouchers. Prior to Wahanda, Salim was the European Director of Yahoo! Search.

THALGO & THE MARINE CONSERVATION SOCIETY



Marine Conservation Society



BEACH CLEAN-UPS

Thalgo's Beach Clean-up in Weston-Super-Mare was a fun and worthwhile day for all. Philippa Canty, Thalgo Marketing Manager, said, "Staff and customers got hands-on to collect litter and carry out an important survey that helps to identify the litter at source and help solve the problem of marine litter in the long-term".

GLASGOW COLLEGE

Glasgow College, which uses Thalgo products, also got involved in our beach clean-up initiative by organising their own event with astonishing results. Over 400 staff and students from the School of Sport, Leisure & Beauty Therapy attended the beach clean-up at Garelochhead for a team-building day. Nearly 3 tonnes of rubbish were collected, an incredible achievement!

Thalgo also organised raffles with some of our salons and spas, with a prize of a VIP gift box containing a selection of products from the brands in the Thalgo Group (UK). Thanks to everyone who took part - this raised an extra £2,300 in addition to funds raised from product donations on our five MCS selected products.

MARIANNE STEELE FROM THE MARINE CONSERVATION SOCIETY GIVES US AN UPDATE ON THE LATEST NEWS FROM MCS

Our seas support a dazzling array of life, from the tiniest of plankton to enormous whales – but the threats they face are bigger than ever before. The Marine Conservation Society (MCS) passionately believes we must act now to save them. MCS has been working to protect the things we love this year, in partnership with Thalgo.

SUSTAINABLE SEAFOOD

MCS is running a highly effective campaign to help shoppers buy the most sustainably caught or farmed fish and shellfish. As a direct result of advice and public interest generated by MCS, many key UK retailers, restaurants and chefs are now sourcing their fish more sustainably. In August 2009, one of Europe's biggest catering companies dropped 69 endangered fish from its menus!

MARINE RESERVES

After a decade of campaigning, the Marine Conservation Society is celebrating the Marine and Coastal Access Act, which received Royal Assent in November 2009. We now have an Act that paves the way for a network of marine reserves, strategic management of marine developments and activities and integration of conservation with fisheries management.

THE GOOD BEACH GUIDE

MCS has campaigned for clean seas and published a Good Beach Guide each year since 1987, which provides essential information for over 1,200 UK beaches in 2009. MCS has managed to gain better water quality at many of our favourite bathing spots. But raw sewage still finds its way onto our beaches, and MCS, together with the Sunday Times, is looking for the public's help in identifying problem places.

BLITZING BEACH LITTER

MCS Beachwatch is the UK's biggest volunteer scheme to tackle beach litter at source. Every year MCS mobilises thousands of volunteers to survey and collect litter on hundreds of beaches throughout the UK. MCS uses the information recorded to encourage action to reduce beach and marine litter at source.

JOIN IN THE ACTION

MCS is a charity that depends on donations to carry out its vital work. You can join MCS, by donating as little as £3 per month at www.mcsuk.org.

Everyone is welcome to join, and you can take part in lots of other ways too. In summer 2009 alone:

- Three MCS supporters promoted MCS on Anthony Gormley's Trafalgar Square Plinth.
- Over 50 people signed up to make their local shops and towns go "plastic bag free" and reduce the number of plastic bags that cause harm to our sea life.
- 5,000 volunteers signed up for Beachwatch, which took place in September at beaches across the UK.

www.mcsuk.org



FRIGI-THALGO WRAP

- Elle, May 2009

On trialling the Frigi-Thalgo Wrap at Urban Retreat at Harrods:

"I've lost nine and a half inches and my legs feel refreshingly tight and tingly."

DOES IT WORK?
summer legs
It's almost time to peel off your Falles, so we test treatments for ready-to-bare legs



MAKING WAVES
For World Oceans Day on June 8, many a beauty firm is coming over as charitable. These are our top picks for sea-soothing beauty folk.

- **Chantecaille La Baleine** Blous Eyes colour palette, depicting a blue whale and coral in the powder, is charming, comes in perfect tues of blue and does good: 5% of sales will go to the International Union for Conservation of Nature.
- **80%: 100% pure oil**
- **Chloe de la Mer** has a limited edition 250ml pot, from which all net proceeds will go to Oceano, a charity seeking policy change to reduce pollution and prevent the collapse of fish populations. If you're at La Mer fan, this is the way ahead: \$599 from Harrods, through June.
- **Thalgo Deep Sea Scrub**, which uses escapist-sounding volcanic sand and algae to smooth your skin, comes with the added bonus that 5% is donated to the Marine Conservation Society for every pot sold. \$35.25. 020 7512 0372

WHAT THE PRESS SAY...



"Like a spa in a jar. Use this long enough and your bust will be firmer. Love it!"

★★★★★ BUST & DECOLLETE

- Look Magazine, 11 May 2009



30

er has recently developed lots of spots on her near puberty, so I don't know what could be did you recommend that she uses on her face? er with soap.

Michelle, Cheltenham

ould be to visit a dermatologist, who can advise able cause and the best course of treatment; referral. You are wise to steer clear of soaps, ny out of the skin. Instead, opt for something gentle ch as the range by Elizabeth's Daughter or face created for young, problem skin.

thebeholder@sunday-times.co.uk

The Best

Collagen Cream

LOOK RECOMMENDS

1 **Élémis** Pro Collagen Marine Cream £75

2 **Peruvia** Botanica Age-Defying Marine Collagen Cream £41.75

3 **Thalgo** Collagen Cream £47

4 **Paris** Wrinkle De-Crease Collagen Re-Pumper £9.77

Your skin-plumping best friends

1 **Élémis** Pro Collagen Marine Cream
Beauty editor: A lifesaver for dry skin adds an instant dewy glow without overloading skin.
Joy: This is pure heaven in a jar - my skin felt and looked tender from the moment I used it. Expensive, but definitely worth it.

2 **Peruvia** Botanica Age-Defying Marine Collagen Cream
Beauty editor: Good for skin that's sensitive to chemical overload, this moisturises well but didn't irritate.
Joy: I left a group message on my skin. My face felt moisturised but not particularly plumped.

3 **Thalgo** Collagen Cream
Beauty editor: This cream can be used day and night, as the texture is so light. It would also be great for oily skin.
Joy: This had a really nice, subtle smell.

4 **Paris** Wrinkle De-Crease Collagen Re-Pumper
Beauty editor: Remains top rated for feeling plumped, it also looks ages.
Joy: A gorgeous smelling product that doesn't feel at all greasy and a great value for money.

Reader: Joy Drake, Durham

Improve Your Bottom Line.

With a full body workout in as little as 15 minutes, a Power Plate® machine can help your clients lose weight, stay in shape and reduce cellulite. Fast.

This innovative wellness device can enhance the results of fat-burning treatments, adding an exciting new element to your treatment offering and helping you attract and retain more clients.

Find out more about what the Power Plate® machine can do for your bottom line... and your clients'.

Call us on 08450 170 555 or visit www.powerplate.co.uk

POWER  PLATE®

