



# Idealey

*Ranking as one of the fastest growing aesthetic procedures to date, Botox is taking the market by storm. And, unless you can bring a medical practitioner on board to administer the treatment at your spa or salon, it can have a marked impact on your business.*

*Professional Beauty investigates the rising trend towards alternative eye treatments that can provide similar, safe results.*

*By Aleksandra Jovancic.*

## eye treatments

Professional eye treatments are a good way of expanding your business and gaining an increase in market share. The experts agree that this trend is on the rise, and it is, therefore, important to market these add-on treatments effectively, so as to achieve the best results for both your client and your business.

Many clients are wary of the possible contra-indications of facial surgery and injections, and, as a result, have joined the movement towards non-invasive facial procedures that provide a similar outcome. These treatments are even becoming a popular alternative for those who have already opted for surgery, but would like to enhance the results obtained. Dr Bradley Wagemaker emphasises the following: "The problem with an injectable is that it requires a very skilled and well-trained medical person to do the treatment. The treatments are painful, eliminating clients who have needle phobias from the treatment. Injections also have associated risks for the client. In some cases doctors have said that they do mesotherapy with phenomenal results, but many clients do not complete the course of treatment, as they cannot handle the pain and discomfort."

In this feature, we investigate ways and means of introducing eye treatments into your current beauty routine, and answer other more commonly asked questions regarding such treatments.

### SELLING POINTS

It is important to understand the wants and needs of a client, in order to incorporate the required treatment into one's routine. Most clients want immediate, as well as effective, results, to reduce the signs of ageing, and thereby improve the skin's complexion. The area around the eyes is especially important, as this is where ageing and fatigue is



most evident.

It is, therefore, essential that clients are introduced to the benefits of these eye treatments. There are key selling points that can be used to achieve this. Beverly Warner, business manager of The Business for Wellness, says one should emphasise the fact that these treatments achieve a similar effect to injectables. She further adds that a good selling point is to reiterate that there are no side effects. These treatments can also be promoted by communicating benefits such as those of lifting and revitalising the skin, as well as the fact that they are an alternative to other medical aesthetic or enhancement procedures. Dr Riekie Smit advises that promotional mail, as well as other promotional material, be sent from the supplier to the salon or spa. This material can, in turn, be sent out to clients. According to Warner,



these treatments should be incorporated into the spa as high-performance treatments. One of her suggestions is to get top clients together for a spa promotion, explaining the advantages of the treatments. Proof should be shown

– before and after pictures are most descriptive in this regard. The promotion of the product should also not be a complex routine. Odette Baard of Visua International states that the treatment should be mentioned with enthusiasm, detailing its immediate and long-term benefits. She also advises that

the above should be referred to during the initial consultation. "It is a good idea to try convincing clients to go this route before considering other, more

expensive, alternatives," says Susan Daghish, national trainer of Babor Cosmetics. "It should also be emphasised that results are visible in a safe manner."

### CURRENT OFFERING

There are a large number of alternatives available on the market today. We have researched a variety of these treatments, as well as their ingredients and applications.

### MASKING IT

According to Maritsa Heath, RVB brand manager: "An eye mask with anti-ageing benefits can very easily be incorporated into a facial treatment. This mask can be applied to the eye area after the facial massage, and before the facial mask is applied." Heath further suggests that an eye mask be incorporated as part of a bridal package, offered as an eye treatment on its own, or combined with a regular facial treatment. In addition to all this, a special rate can be offered. RVB's anti-age eye mask contains collagen to achieve a moisturising effect. Wrinkle depth is reduced, and the skin around the eye is firmer and more supple, the company says. It also has a lifting effect. "A good selling point is that results are immediately visible, thereby providing instant gratification," says Heath. The mask, which contains Ginkgo Biloba, is mixed with anti-stress >>

## GROWING YOUR BUSINESS

*It is important to note the following:*

- With up to 100% mark-up on these add-on treatments, one can achieve significant profits.
- Once incorporated into your routine, high sales turnover is possible, when keeping selling points in mind.
- Treatments can further be retailed by a salon or spa, which can maximise profits in sales.
- There are opportunities for added business, especially for treatments that are required more than once. The client could be enticed to book for a packaged series of treatments versus one facial, for example.
- These treatments make the job more interesting for staff.

## eye treatments

eye lotion before application. This treatment is beneficial as a monthly treatment, due to the active ingredients required for a facial 'boost', or for special occasions, as fine lines will fade.

**Babor's** High Skin Refiner Eye Cream contains Multitendyn, which aims to restore elasticity, to eliminate signs of fatigue, and to provide a firming sensation. A special eye-lifting massage is performed in-salon, and the effect can be enhanced by Babor's HSR Lifting Eye Cream, which can be used as a mask in salon – to provide a lifting effect. For best results, this salon treatment should take place once a month, while Babor's High Skin Refiner Eye Cream can be recommended by the therapist for at-home maintenance.

**Anesi's** Soin Du Regard is a professional treatment targeted at eye contour problems. Dehydration, wrinkling and swelling are reduced, and eyelashes gain more volume. A four-phase procedure should take place once a week when required. Thereafter, maintenance treatments may be required for follow-up. Phase 1 includes a massage containing an emulsion of marine proteins, whereas phase 2 treats the eyelashes and eyebrows. During the third phase, an alginate mask is applied for 20 minutes. An eye gel, containing Ginkgo Biloba, is applied during the last phase.

**EyeSlices** have a multitude of uses, including alleviating redness, irritation, dark circles and puffiness, as well as assisting with firming fine lines. EyeSlices can be incorporated into facials as an add-on treatment, for relaxation purposes after applying permanent make up, as part of bridal packages, or for gift ideas. EyeSlices come with refills, and contain clinically proven active ingredients, such as Aloe, and the same derivatives that are found in haemorrhoid creams. EyeSlices are re-usable and can be used up to ten times after the initial treatment. It is a great promotional idea to offer the treatment in-salon and to present the client with the product to take home.

**PureLogicol's** age-defying face masks are said to brighten, re-hydrate and firm the skin, thereby reducing fine lines and wrinkles. The mask also assists in nurturing the skin before or after sun exposure. It contains anti-oxidants, Aloe Vera and silk protein, aiming to help the skin to feel smooth and refreshed, and to

improve facial contours. The PureLogicol age-defying face serum is applied after the mask. There are 12 mask applications.

### ALL EYES ON YOUTH

**Elemis' Pro-Collagen Quartz Lift** Facial contains rose quartz and seaweed known as Padina Pavonica, which is said to restructure the eye contour. Specific massage techniques are used in conjunction with products to maximise results. It also detoxifies, heals and brightens the eyes. Treatment should take place every three weeks for a course of six facials. Maintenance should occur once a month. The **Thalgo** Exceptional Range and treatment includes an exclusive Thalgo Facelift Massage – Thalgo Energilift, which was designed by a plastic surgeon in conjunction with a therapist, to induce the biological lifting of muscles – especially around the eye contour. Natural marine algae hormones that are found in this treatment are intended to combat the signs of ageing. This anti-ageing treatment is said to provide an instant lift. The Exceptional Facial, incorporating the Thalgo Energilift, should be promoted as a complete anti-ageing treatment. A minimum of six treatments should take place, and maintenance thereafter once a month.

The **Visua** salon/spa eye treatment eye serum is a soft and concentrated gel that will not cause irritation to the

eyes, the company says. Results are said to include reduction in wrinkle depth and length, reduction in dark circles and puffiness and a considerable decrease in broken capillaries. Firmness and elasticity are also expected to

improve. The ingredients include pure essential oils, as well as Pullulan, which tightens the skin, and Hesperidin, which is an anti-oxidant. The effect of this treatment lasts for two weeks, and it is recommended that clients revisit the salon for treatment once or twice a month.

**Klapp's** BX Argireline is a modern substance with a similar effect to Botox. By contracting the muscles, it acts directly on the depth of wrinkles caused by facial expressions, especially around the eyes. BX is a component of Anti-Aging System

Repagen. Once treated at a beauty salon, and after continuous use at home, the skin will begin to look firmer, the company says.

**Pevonia's** Myoxy-Caviar Timeless Eye Contour contains Escutox, a topical and natural alternative to Botox, as well as caviar extract. This treatment aims to assist with eye puffiness, dark circles, eye wrinkles and lack of elasticity. Active ingredients work within the formulation, a therapist's

expertise is utilised, and a consistent routine at home is recommended.

**Dr Hauschka** from Tocara Skin & Body Science offers a special eye treatment, and firming facial that may be incorporated into its classical treatment. Eye Solace is used around the delicate eye area, and contains ingredients such as Anthyllis Vulneraria, Euphrasia and Tea. The eye treatments last half an hour, and packages of six treatments over three months are offered.

