

Identifying Future Directions

by Paul Carbis

If you are planning for your future it would be wise to also examine emerging global trends that will effect consumer demand and shape the future. Having just returned from several overseas speaking engagements in Europe and the US, Paul Carbis was invited to present his findings at the recent Educational Seminar Program held on the Gold Coast at the Focus on Beauty Expo. His seminar was full to capacity as eager therapists gained valuable knowledge of what the future holds for our industry. Here Paul shares some of his information.

What an exciting year this has been. Sometimes I feel rather blessed to be given the opportunities I get to travel the world and speak at some of the biggest and most exciting beauty expos on the planet. This year has been wonderful with several trips to the UK and USA, Ireland and New Zealand.

Not only is it encouraging to think that Aussies are out there teaching the world how to run salons and spas, but I also get the chance to view and play with many of the newest ideas, products and equipment before they hit our shores.

So, having just returned from the massive Las Vegas Expo and the 1st Health and Beauty Training Show in London, I thought it might be timely to report on some of the interesting things I saw.

LIGHT TECHNOLOGIES

In both the UK and USA shows I attended, the newest piece of machinery has to be LED light. Basically, they are special LED light sources that emit specific coloured light on to the skin. Each colour has a different wavelength and each different wavelength has a differing effect. It has proven to be extremely popular and claims of extraordinary results on all sorts of skin problems one would encounter in the salon. The pack leaders are Max 7 and Omnilux, both of which are currently available in Australia. However, there are a number of new machines now available in the United States that will eventually arrive in Australia. Most salons are using this light equipment in conjunction with microdermabrasion and peels.

SKIN-ANALYSIS EQUIPMENT

The next big trend I noticed was the number of different skin-analysis machines available. They range from hand-held devices to complete computerised machines that take before and after photographs and store client information. The interesting thing for me was not which machine is the best, but that the trend is towards having sophisticated skin diagnostic

tools as a point of difference that shows off your staff's expertise. There is a very real change in the way skin treatments are being advertised.

The traditional descriptions of facial treatments on a menu of services is being replaced by statements declaring that the salon staff are experts in skin care and will use specialised diagnostic equipment to ascertain your skin's exact requirements. From this they will prepare a program of services and home-care products to meet your specific needs.

Personally, I believe that much of this equipment is still overpriced. It is second-generation technology that will improve and get less expensive over the next 12-24 months, in a similar way to how IPL improved and reduced in price.

MAKEUP'S NEW DIRECTION

If there is one sector of products that has a major increase in new brands it would have to be makeup. However, nearly all of these new brands have entered under the mineral makeup banner. The two big players in this field are still Jane Iredale and ID Bare Essentials, both of which are absolutely huge overseas. Yet in Las Vegas alone there would have been at least five new brands of mineral makeup making most of the same claims as these two companies. I have no doubt that the trend is towards mineral makeup. The volume of publicity and number of professionals using this skin friendly makeup in the USA is overwhelming.

DOCTORS

This year I have been inundated with doctors asking me for help to set up professional clinics that have a major focus on wellness. Invariably, these clinics include some sort of beauty salon/spa facility along with either general practice or cosmetic procedures. They are wonderfully appointed with every conceivable piece of equipment from laser, IPL, Micro-dermabrasion, LPG, Peels, LED, you name it, they have it. They are employing both nurses and aestheticians and spending big dollars on both the premises and their marketing.