

Fabulous over fifty

A guide to helping your more mature clients grow old gracefully

By Elisabeth Garton

As we age, lots of things slow down. This is a natural process, and one that must come to us all, regardless of our background, lifestyle, race or gender. But while we may notice our physical energy levels drop, we do not so often consider that the energy levels in our skin are slowing down also. To make sure that your clients make the most of their more mature years, read on.

As your clients get older, they produce less collagen, and it is of poorer quality than when they were 25 years old. By the time they reach 45, elastin production is almost non-existent, whilst DHEA's found naturally in the blood are much lower, meaning that the skin has a reduced immune defence mechanism. In turn, this leaves the skin vulnerable when having to deal with menopausal symptoms like hot flushes, and increases the risk of broken capillaries. Skin is also left vulnerable to pigmentation patches, as well as the onslaught of lines and wrinkles.

Due to the change in hormones within the body, it is often usual to find that the protective cutaneous barrier breaks down, and the skin is left open to sensitive issues from within, as well as from the environment.

In addition, the female body changes dramatically during the menopausal years, and these hormonal changes can play havoc with the skin, not to mention the body.

Tracy Tamaris, **Environ** brand director in the UK and Ireland, points out that mature skin is a huge market in beauty therapy.

"Women of a certain age, with visible lines and wrinkles, become decidedly more interested in taking better care of their skin," she says.

"They are more likely to have thoroughly investigated the ingredients that will influence and improve their skin, and to be able to afford products that are more effective than simple moisturisers.

"The first way to attract more of these clients is to ensure that you have done your homework and only offer treatments and products that are proven to deliver results. Nothing builds better business than word-of-mouth recommendations, so once clients see these results for themselves, their friends will follow."

Tracy's tip to get more mature clients through your doors is to display good 'before and after' photographs in presentation books or frames in your reception area. "These are an ideal way to encourage enquiries about the anti-ageing lines and treatments you can offer," she says.

In addition, **Guinot** Salon Manager Russet Edgar advises that a great way to get potential clients through your door is to host exclusive promotional evenings for mature clients.

"You could also offer incentives for the over 50s on anti-ageing products and treatments, such as getting a treatment free if they book a full course," he says, "and linking promotions with calendar days such as Valentine's and Mother's Day is always a good idea."

More mature male clients can be self-conscious about going to a salon, so Russet also suggests a men's-only event, or an evening where your female clients can bring their husbands or partners, and introduce them to the salon environment.

In-salon secrets

There are plenty of treatments that can be performed in the salon to give your over-fifties clients a boost. Some can be performed in a lunch hour, but there are also a variety of longer, luxury treatments for your mature clients to enjoy as their lives reach a less stressful stage. Either way, there is something to suit all of your older clients, giving you the chance to help them to both look and feel younger.

“At **Environ**, we focus on serious skincare: preventing and treating all the signs of ageing by putting the most scientifically proven ingredients, in their right quantities, as deep into the skin as possible for maximum effect,” says Brand Director Tracy.

“The Environ Ionzyme Active Vitamin facial offers mature skin the technology of enhanced penetration, deep into the skin's layers, of vital ingredients such as re-hydrating vitamins A and C,” continues Tracy.

“The vitamins are driven deep into the skin's structure, with the result of improved cell renewal and increased production of fresh collagen and elastin, giving softened lines and scars and a firmer, finer-textured appearance to skin. When targeted on specific areas such as eyes, neck or upper lip, results are even more dramatic.”

Environ focuses on replenishing the skin from the inside to build up healthy collagen and the skin's outer, protective layer. Environ homecare and salon treatments feature vitamin A, the mainstay of healthy skin - scientifically revered for its effect at molecular level - combined with the anti-oxidant brigade, vitamins C, E and beta-carotene - also needed by the skin to fight free radical damage and counteract intrinsic ageing.

Alternatively, **Biodroga** offers cabin only treatments aimed at mature skins. A Firming Concentrate is first applied to the skin, which will increase the ability to bind moisture and improve elasticity. The Pure Collagen Mask is then placed over the face and activated by moisture applied. This mask will firm up the tissue and make lines and wrinkles appear visibly smoother.

Applied on top of this is the High Perfection Treatment, which is a warm paraffin wax blended with Jojoba Oil. This will not only relax and smooth the skin but the heat will improve the penetration of the Concentrate and Collagen. The facial is finished off with the application of the Anti-Time Reactivating Eye Care and Day Care.

Another option comes from **Pulsar**, a third generation Intense Pulsed Light photo rejuvenation system, which uses an advanced technique to turn back the clock. Trials show that it is possible to lose up to two years in one treatment and as much as 10 years in just five treatments, with no pain or side effects.

Pulsar is consistently being modified to ensure it delivers the latest in light technology. Offering quick and effective results and backed by thousands of before and after case studies and testimonials, Pulsar is a great lunch hour treatment that sees fine lines and other signs of ageing reduce.

Pulsar has undergone extensive clinical studies and its effectiveness is proven in several applications, including photo rejuvenation for ageing skin, permanent hair

reduction, sun damaged skin, and birthmarks. It has also been found to be an ideal treatment for those with facial thread veins and spider veins, vascular lesions, pigmented lesions, and Rosacea.

For older skins, true rejuvenation for skins scarred by acne may seem unlikely. However, Nlite™- B, which is the brand new model from **Aculight**, means that there is plenty of hope for those affected.

Not only does the treatment make a vast improvement to the condition itself, but the collagen it stimulates also provides an extraordinary anti-ageing treatment for older skin. Rejuvenation occurs because the Nlite™ pulse triggers a particularly low-grade inflammation response, which in turn triggers the wound-healing response. The effect is the production of fresh collagen and, in the case of acne, results in new collagen pushing out indentations from pitting and scarring. Again, a single treatment will produce visible improvements, but a longer course may be recommended.

In addition to the complete range of light based therapies from **ABC Laser Ltd.**, Alma Lasers has now introduced a fractional resurfacing laser to the market. With the Harmony system, different applications are achieved using different IPL and Laser handpieces, so that one machine really can do it all!

Fractional resurfacing is achieved using an Erbium YAG laser (2940nm) traditionally used by surgeons for completely resurfacing skin. Instead of directing the entire beam on the face, the laser beam is split into smaller pixels of light that make small thermal injuries to the skin. Water in the skin forms the laser's target and it ablates the skin as it comes into contact with it. These tiny thermal injuries cause the skin to respond by renewing itself to repair the surface, independent of skin colour or type.

The surface result is new, more youthful looking skin without the lines and imperfections such as open pores that existed before treatment. The face is the most commonly treated area for both men and women, there have been great results on acne scarring which is another common problem for both men and women of this age group.

The CC2000 Ultra-Visage™ from **Carlton Professional** is a Micro-current treatment for face and body contour lifting. Mains operated, Ultra-Visage™ features a specially designed programme, which uses pre-set, timed variable waveforms during the treatment.

Facial and body contour lifting is achieved by re-programming the muscle fibres. Impulses pass into the skin and underlying muscles to speed up cellular activity, regeneration and metabolism. Micro-current can shorten or relax muscle fibres, thereby lifting sagging muscles in the jaw, neck, face, breasts and upper arms, whilst reducing and smoothing fine lines and wrinkles on the face and neck. Circulation is also increased, improving skin tone and texture and even scar tissue on the face and body.

More than just a lifting treatment, Ultra-Visage™ includes desincrustation and iontophoresis via active ingredients in a collagen/elastin ampoule, offering deep cleansing and penetration for the ultimate in facial care.

Ultra-Visage™ is completely safe and non-invasive and is suitable for all skin types, even sensitive skin. Both preventative and corrective, Ultra-Visage™ is suitable for all ages.

To achieve optimum results a course of 10 to 12 treatments is recommended, with two treatments per week. This course should be repeated once or twice a year, with one maintenance treatment per month between courses.

With its state-of-the-art system, **Ellipse Intense Pulsed Light** already treats conditions from hair removal and photo rejuvenation to thread veins and acne. So it was only a matter of clinical testing and timing before they took the step into the realms of anti-aging.

The result is a clinically proven application for rapid deep-skin penetration, which offers a visible improvement to skin in a matter of months, bringing a safer, simpler and non-invasive product to the market.

The latest concept has been created by combining the Ellipse 1²PL technology with the breakthrough Photo Spray, which acts as a photosensitiser. This brand new treatment delivers visible improvements in as little as one month.

The Intense Photo Spray is the most advanced photosensitiser of its kind. The Photo Spray's unique formula has been rigorously tested by leading dermatologists, and by using the right ingredient, Liposomes, these ensure effective transport of the active ingredient deep beneath the surface of the skin. Intense Photo Spray ensures remarkable results with even greater safety and convenience than the standard modality.

The added beauty of the treatment is that the Photo Spray dissipates quickly from the skin after 1²PL treatment allowing patients to get on with their life straight after the treatment.

Alternatively, the **Energist Ultra VPL™** uses variable pulsed light - short, controlled pulses of filtered light to safely and effectively repair and remove skin imperfections.

Many skin conditions caused by ageing and sun damage can be successfully treated using the yellow light handpiece from the Energist Ultra VPL™. Clinically proven to effectively treat age spots, sunspots, pigmentation, fine lines, wrinkles and thread veins, as well as rosacea and acne scarring, the system is both safe and non-invasive.

For clients, the treatment is quick and easy, and over in minutes, and this revolutionary new technology means that virtually all skin types can be treated safely and effectively.

Each one of the pulses, or shots of visible light, is made up by a number of smaller, micropulses of light, which gives the technology an advantage over the limited flexibility of other pulsed light systems available. This essentially means that due to the 840 different settings, the therapist can select a completely individual setting chosen specifically for their client's skin type and skin condition.

BioSkinJetting from **Skin by Sterex** is chiefly an anti ageing and wrinkle reduction treatment. However, amazing results can also be achieved for Atrophic scarring, as when the epidermis is subject to agitation increased division of cells takes place, and therefore an accelerated growth of new cells. This agitation under the surface epidermis effectively harnesses the body's own natural regeneration of collagen cells to successfully lift atrophy scarring and effectively reduce its appearance.

BioSkinJetting utilises a surgical hand piece and micro probe, which is introduced underneath the top layers of the epidermis, at which point a number of small massage movements are performed. The specific techniques vary as to the nature of the scar or wrinkle and are taught on a three-day training programme at the Sterex Academy.

Sterex also offer Bioskinsmoothing, which utilises a specialised high frequency current, discharged by use of a 24 carat gold plated wand across the area of the face where treatment is required, via gentle smoothing movements. Smoothing works by having the effect of tightening the surface epidermal tissue as well as having a gently drying and peeling effect on the surface of the skin. The underlying tissues are warmed and re-educated into alignment and cellular regeneration and renewal is activated.

Skintek microdermabrasion from **Salon Lines** is a crystal free alternative to traditional microdermabrasion, giving great results without downtime.

For women over 50, one of the most interesting areas to treat are the hands. Skintek can take five years off a person's hand in just five minutes, leaving skin fresh, clear and with lines greatly reduced.

The Skintek system has been developed using the most advanced knowledge and scientific technology available. The Ultrasonic microdermabrasion 1500 model comes with a treatment wand that vibrates with ultrasonic waves at 28,000 cycles per second, providing massage that stimulates and expands skin cell membranes, along with increasing circulation and lymph plasma.

Ultrasonic waves through the skin stimulates the underlying cells, promoting cutaneous micro circulation. This enhances tissue oxygenation, increases new cell growth and stimulates collagen formulation.

For the over 50's, the Total Marine Experience from **GUAM UK** takes about an hour to perform and is ideal for mature skin, and comprises a gel peeling mask followed by a deeply replenishing mask.

The GUAM Glyco Mask 20 has instant results, removing dead skin leaving a fresh, firm and tighter complexion. Containing Chorella seaweed, which is rich in vitamins A, B, C, E, the mask is also rich in minerals such as zinc, copper, magnesium, calcium and iron. It is particularly effective on dull, sun damaged or ageing skin types, and contains Phytoplankton, which is rich in omega 3 and contains over 150,000 Algae micro cells to energize, feed and nourish the skin. In addition, it stimulates the production of Collagen and Elastin.

After the nourishing mask, the treatment is finished off with GUAM seaweed leaf mask, which contains Ginseng, Guarana, essential oils of Orange Geranium, Grapefruit and over 50,000 algae microcells to replenish and hydrate the skin. This facial goes on working after the treatment to tighten, smooth and firm the tissues.

Created by Tracey Simpson at **Natural Enhancement**, the P.C face lift provides instant year-loss. The P.C stands for permanent cosmetic, as the P.C face-lift involves no knives and is simply a permanent cosmetic treatment to raise the brow line.

Says Tracey Simpson, Founder of Natural Enhancement:

“The brow is the first part of the body to show signs of ageing. From the age of 20 upwards it starts to sag. We have all done the brow lift with our hands in front of the mirror, pulling up areas and watching as the years drop off. This is exactly what the P.C. facelift does, without surgery or pain. In fact, the only sensation women describe is that it's like having your eyebrows tweezed.”

The P.C Face Lift, which takes 40 minutes, involves permanent eyebrow enhancement to lift the arch and tail of the brow and create an appearance of rejuvenation to the face by bringing the framing feature lines back to where they started.

Carried out by specially trained permanent make-up practitioners at Natural Enhancement, the Lift involves the infusion of hypoallergenic pigments into the dermal layer of the skin using fine needles.

Expand your service menu and give over 50's clients' hands an overhaul with Manicure by **OPI**. The range has been specially designed with age preventing ingredients that give the hands a more youthful appearance. A professional facial-quality care system, it's easy to use and in four-steps it will exfoliate, revitalise, renew and protect hands.

This clinically effective system transforms ordinary services and is the perfect treatment to ensure that your clients' hands look visibly younger.

Use the Manicure by OPI Skin Renewal Scrub as a luxurious, restorative first step toward more beautiful hands, followed by the Manicure by OPI Effervescent Soak, which brightens nails and revitalises hands. Use Manicure by OPI Rejuvenating Serum to turn back the clock for younger looking-hands, and smooth on Manicure by OPI Finishing Butter to complete the treatment, to envelope the skin in a protective layer of silky emollients to combat dryness.

A great opportunity comes from **Finishing Touches**, who are offering training in the Skin Rejuvenation techniques offered through MCA, or Multi-Trepannic Collagen Actuation. Using their micropigmentation system, Finishing Touches MCA techniques reduce and plump out wrinkles, re-pigment scars, fade scars from surgery and acne and even tackle stretch marks. No other ingredients, such as fillers or chemicals, are used. This is a completely natural way of encouraging the body's own collagen and pigment to rejuvenate.

A short half-day course will teach you to offer this rewarding and lucrative treatment to your clients with no extra equipment or consumables needed, other than your micropigmentation machine and needles. The possibilities are endless, and provide a route to offer treatments to both male and female clients who are over 50. Finishing Touches has already introduced this treatment to a number of clinics and surgeons throughout the UK and the results have been great, as it's an ideal add-on for any trained micropigmentation specialist looking to increase their business, or as a stand-alone treatment for non-micropigmentation therapists.

Perfect products

Another great way to ensure that you are providing amply for the over-fifties market is to make sure that your product cupboards and displays are always well stocked!

Aside from simply selling products as a stand-alone treatment or gift, they can also be an ideal way for your clients to maintain the fantastic results they have gained

from having an in-salon treatment. Remember, thinking carefully about which products would best suit your client's skin type or individual issues should ensure that your recommendations result in a sale.

The Vitage advanced antioxidant skincare range from **Cosmeceuticals Ltd** was researched and developed by UK cosmetic doctor Dr. Patrick Bowler and leading US chemist Dr. Joseph Lewis II. Designed to protect, hydrate and rejuvenate the skin, optimising the latest antioxidant ingredients including the superceutical Idebenone.

The range is ideal for your more mature clients, as it provides SPF protection as well as an environmental protection factor (EPF), to ensure the skin is defended from all aspects of environmental damage.

The range includes cleansers, problem solvers, superceuticals and hydrating products, as well as protecting products and scrubs, lotions, gels and serums for the body.

Another option comes from **Ahava UK**, who has recently launched its evolutionary Age Defying Series. Ahava time line is an all-natural product range that is specifically designed for use on mature skin. Now, women aged thirty-five and above can benefit from five day and night products to combat the signs and damage caused by ageing.

A combination of 100% natural Dead Sea ingredients including a unique composition of Dead Sea minerals make up the range, including a microscopic seaweed rich in essential vitamins, Dunalliela Algae, and desert plants to soothe and rejuvenate.

Working in complete harmony, this innovative and essential combination of all things natural acts as a triple-performance time-fighter, sealing in maximum moisture for 12 hours thereby, reducing wrinkles and fine lines, and protecting vital skin functions against age-related damage. The result is soft, smooth and supple skin.

Alternatively, **Biodroga** offers an Anti Time Formula, a range that contains a Reactivating Day Care, Night Care, Eye Care and Facial Lift Fluid. The innovative plant ingredient, Iris Isolfavone, stimulates the declining collagen and elastin formation. A special Wheat Protein acts as a skin firmer and a Biopeptide similar to the youth hormone DHEA improves skin elasticity.

According to Biodroga, collagen within any product will help plump and soften fine lines and wrinkles, whilst Biodroga's biotechnological product Fucogel 1000 boosts moisture content within the skin by 75% within three hours.

Product and treatments for mature skin from **Collin UK** include The Extreme Range, which includes both a daily and nightly treatment for mature, dry skins, which is designed to regenerate and recover softness, suppleness and firmness. In addition, the range's creamy Extreme Mask protects collagen and elastin fibres, stimulates cells regeneration, moisturises and nourishes and fights intensely against ageing through its hormone deficiency compensating action. An Extreme Serum and an Extreme Treatment complete the range, the former containing active ingredients including Liftilin® and Marine DNA for an immediate lifting and soothing effect, Remodeline® to help with congestion and drainage and Chitogel® to bring hydration to the skin.

For sensitive skin, Collin offers Calmo-Derm Serum, a concentrate of active ingredients to treat rashes, reduce redness, boost micro-circulation and compensate for hormonal deficiencies. A Calmo-Derm Cream and Calmo-Derm Treatment are

also available, and are ideal for skins that are easily irritated and prone to redness and sensitivity.

Collin also offers a Marine Collagen Treatment, which brings all the goodness of the sea to your client, whatever their skin type. Developed using advanced technology to deliver natural marine source collagen for optimal hydration, the treatment efficiently combats the signs of ageing.

The MultiVitamin Power Treatment from **Dermalogica** is ideal for skin conditions affected by premature ageing. Every step delivers potent, skin-repairing vitamins to help repair damaged skin whilst alleviating its symptoms. The treatment includes a non-irritating vitamin power exfoliation and a vitamin recovery masque to noticeably improve skin elasticity, tone and texture.

In addition, Dermalogica's multivitamin power exfoliant is a maximum strength exfoliant in a lipid base for optimum skin smoothness with minimum irritation. This powerful exfoliant effectively removes dulling superficial cells from the epidermis while providing the skin with a nourishing cocktail of vitamins, botanical extracts and conditioning agents, improving the skins elasticity, tone and texture.

Dermalogica also presents Power Rich™, a maximum intensity skin cream with exclusive acid-free technology, which improves skin firmness and texture.

While only surgery can fully disguise the classic characteristics of age, Power Rich™ stimulates cell renewal and enhances cell turnover while reinforcing the skin's ability to combat dehydration. This powerful restructuring cream provides intense smoothing and structural support to the epidermis and dermis, and treats the loss of strength, elasticity and moisture in skin tissues. The result is stronger, more resilient and smoother skin.

Alternatively, **Eve Taylor** is able to offer professional therapists a complete range of products that have been specially created for clients with mature or pre-mature aged skin.

With clients now more concerned than ever with climate change and pre-mature ageing of the skin, Eve believes that now is an ideal time to introduce a new range of retail products such as its Age Resist, day cream, night cream and active complex. Eve is also able to offer Q10 lift and firm and Regenerative Serums, alongside the No5 aromatherapy facial oil, which has been specially blended for mature skin types.

In addition, Eve Taylor has now added a new professional anti-ageing firming Cryogenic peel-off mask, with marine alginates.

New fruit-infused **Guinot Beauté Neuve** is a gentle peeling facial that uses the powerful natural exfoliating properties of AHAs, combined with pure vitamin C and anti-ageing ingredients, to boost radiance, reduce pigmentation and re-hydrate and regenerate the skin.

This new-generation professional peel uses a double-peeling system, which gives a controlled exfoliation, protecting and maintaining the skin's natural pH. Skin is nourished and soothed with an anti-ageing regenerating serum, whilst pigmentation is reduced by a melanin-inhibiting vitamin C mask.

Guinot also offer Age Logic Cellulaire, which actually contains cellular energy to boost the activity of cells, and is formulated with two vital ingredients. ATP, or Adenosine Tri-Phosphate, is the cellular energy molecule, which transports energy

around the human body, whilst Oxynergine is oxygenating and an anti-wrinkle component. Together these two active ingredients increase oxygen absorption in cells by stimulating their metabolism and boosting cellular activity, effectively deprogramming the cellular ageing process.

In addition, new Guinot Hydradermie Lift Yeux is an effective professional treatment solely for the eyes that tightens, tones and smoothes skin without the need for needles or injections.

Pier Serum, which is part of the Time Control Programme to defend against skin ageing from **Pier Augé**, uses ingredients from deep within the earth providing essential trace elements, including Malachite for its copper, Rhodochrosite for its manganese and Smithsonite for its zinc content.

Used for its anti-free radical properties, Copper neutralises the most toxic free radicals, activating the enzymes in the natural anti-oxidant system, whilst Manganese is itself a true anti-ageing weapon, necessary for the synthesis of proteins, haemoglobin, glucids and lipids. Zinc improves scarring, is involved in the activity of more than 200 enzymes, and fights against environmental stress.

In addition, Pier Augé has launched Soin Hydratant Fundamental, a hydrating and anti-ageing moisturiser with the new ingredient of the moment, Aquaporine. Aquaporine is essential for the general skin metabolism as a skin deprived of its water resources, loses its young and supple appearance and shows the first signs of ageing. This beautiful moisturiser also contains Olive Oil, which is rich in Vitamin E, and hyaluronic acid and beech tree buds, which have exceptional moisturising qualities. The non-greasy texture of this cream makes it suitable for all skin types.

The Repair Complex range from **Silhouette Dermalift** is ideal for mature, post-menopausal women. The range includes the Repair Complex Cream, which is rich in phyto-estrogens. This luxurious cream works to prevent and repair collagen degradation whilst reducing wrinkles, lines, skin redness and dryness in post-menopausal women or those over the age of 45.

In addition, the Repair Complex Face and Neck Treatment Mask contains Soybean and Germ extract combined, to repair skin degradation in this intense anti-ageing formula designed for women aged 45 and over. Ideal for use with the Repair Complex Cream, the dynamic action of these natural phyto-estrogens protects skin cells from environmental damage and prevents the loss of collagen to stop the telltale signs of ageing in their tracks.

The Repair Complex Skincare Ampoules complete the range. Blending extracts of Soybean and Germ to prevent and repair collagen degradation, these treatment ampoules use phyto-estrogens to protect mature skin. Apply before the treatment mask to achieve enhanced results.

Alternatively, **Skin Doctors Cosmeceuticals** offer your clients the chance to help keep their skin looking youthful and supple, with Superceutical™, their brand new anti-ageing cream.

According to Skin Doctors, in order to function properly, the epidermis and the dermis need to communicate effectively. Between these two layers of skin is the dermal-epidermal junction (DEJ). As we age, communication between these two layers breaks down, causing the skin to show the effects of gravity, resulting in sagging skin and deep wrinkles.

To combat this, Skin Doctors have developed the ingredient ProDEJine™, which protects the cohesion between the dermis and epidermis. The DEJ is vital for healthy functioning of the skin. Damage to this membrane can lead to the formation of wrinkles.

For mature skin, Skin Doctors Cosmeceuticals also have the solution with single components of the popular Potent C+ range, the amazing age-defying skincare system that harnesses the power of Vitamin C. The individual components are an excellent way to introduce a new customer to the Potent C+ range and to easily replace components from the whole kit. The individual formulations also allow customers to try a couple of products in the Potent C+ range to complement an existing skincare routine.

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Finishing Touches	0845 230 1210
GUAM UK	01932 454 818
Guinot	01344 873 123
Natural Enhancement	0208 995 2072
OPI	01923 240 010
Pier Augé	01372 729 629
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