

# BEAUTY

*cosmedica*

SEPT - OCT 2013 | ISSUE 65

฿5.00

SINGAPORE // MALAYSIA // INDONESIA // HONG KONG // VIETNAM // PHILIPPINES // USA // INDIA // THAILAND // UAE // TURKEY // EGYPT

## BACK TO BASICS

GO BACK TO THE BARE NECESSITIES

+  
NAIL THIS  
SEASON'S  
*Makeup  
Trends*

WHAT TO DO  
WHEN BEAUTY  
TURNS UGLY



# THE LATEST IN CONSUMER TRENDS

*“Men are becoming increasingly open to makeup as society becomes more open. Also, enlargement lenses for the eyes are currently a huge hit.”*

**Vicky**



## The Trend On Derrières:

Most female patients want a petite and perky buttock with as little sag as possible. A smaller number like a rounded full buttock. Most men want a small and tight buttock with nice gluteal muscle definition. I have much success with liposuction to reduce the size of big buttocks, and fat grafting to enhance flat buttocks. I believe this is the gold standard for buttock shaping.

**Dr. Kevin Teh,**  
Medical Director, Singapore Lipo, Body & Face Centre, a Singapore Medical Group (SMG) Clinic

“

Consumers follow trend blindly, they do what they want instead of what they need. We need to educate them on this, but firstly, we need to up the standards of our industry too.”

**Jaslin Tan**

**“CLIENTS IN DERMA CLINIC DEMANDS LATEST INNOVATION ON FACE AND BODY AND EXPECTS TREMENDOUS AND DRAMATIC EFFECTS. WE NEED TO EDUCATE AND INCREASE AWARENESS THAT SKIN CARE IS NOT AN OVERNIGHT THING..”**

**EMCE, MD**

”

“Consumers are slowly moving into homecare products because consumers nowadays do not have time. There’s only about 20% of the workforce out there with a balanced life, and they are the ones who can afford the time to visit beauty salons. For the others, they will be more than happy if they can have a DIY set to indulge in. And because of the Internet, the world has become a smaller place with knowledge readily available and products within reach of most people. End users are able to get their hands on professional products easily given the multitude of wholesale shops online. Shopping online has indeed picked up much speed of recent and hence, I feel that DIY products will be a good way to cater to these young crowds.” – **Hazel Menon, Harvest Dynamics**

**INSIDERS TALK ABOUT WHAT’S HOT IN AESTHETICS AMONGST THE CONSUMERS OF TODAY.**

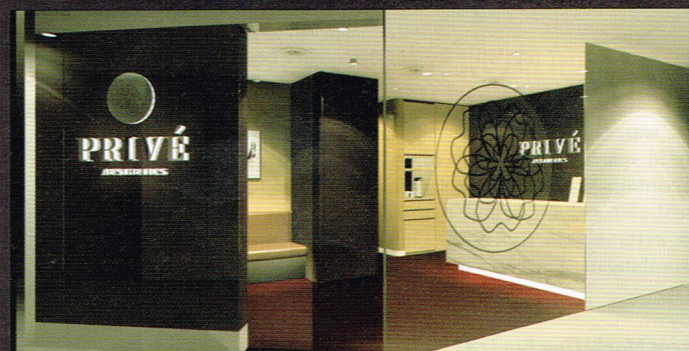


## Brand New You This New Year

Prive has already set up a whole line of pampering treatments to renew, rejuvenate, recharge and refresh this festive season. The clinic’s bespoke treatments customized to each and every lifestyle and goal. Prive ensures no downtime so no one ever has to miss an important event during the season.



There are seven must-try treatments for the year end season; namely: Elixis Facelift, Exilis ShapeUp & UltraShape Packages, Hydra-Rejuvenating Facetherapy, Laser White Facetherapy, Bright Eyes Rejuvenation, Korean Love Band / Ageyo-Sal and Botox & Fillers.



The Korean Love Band, or what is more popularly known as Ageyo-Sal is a minimally invasive procedure designed to unravel the natural youthful skin below the lower lashes. The procedure creates the optical illusion of double eyelids as a result of a dash of derma fillers that is expected to last for about 12 months. A younger and fresher look and brighter-looking eyes are the Ageyo-Sal promise.





# THE POWER OF FACIAL WAXING

## TOPICAL ADVANTAGES

### CLEARER AND CLEANER LOOK

Complete removal of facial hair will result in a cleaner and more radiant visage.

### SKIN EXFOLIANT

Facial waxing acts as a way of skin exfoliation, helping in the removal of superficial clogged pores while loosening deeply entrenched blackheads.

### RECOVERY

Congested and pimple-skin recovers quickly with a combination of facial waxing and salon care treatments. It also encourages regeneration of the cells to produce new skin.

### YOUTH

Clearing off excess hair around the hairline can enhance facial features, giving rise to a much younger look.

## TARGETED AREAS FOR IMPROVEMENT

### WOMEN

Full facial waxing can be easily achieved, as hair is softer, finer and easier to manage in the absence of frequent shaving.

### MEN

After years of shaving, men can have stubbier hair around the mouth, sideburns down to the chin and neck. Sometimes, Folliculitis (Hot Tub Rash) occurs where one of more hair follicles get infected and inflamed. To clear this infection, very strong wax is needed to lift the hair out of the follicle.

Most men will endeavor in eyebrow, moustache, chin and neck hair removal so as to achieve a clean and youthful look.

FROM ACHIEVING CLEANER AND YOUNGER LOOKS TO THE THOROUGH CLEANSING OF CLOGGED PORES, FACIAL WAXING IS SLOWLY MOVING FROM THE SHADOWS AND INTO THE LIMELIGHT. DETACHING ITSELF FROM BEING A PAINFUL TREATMENT, HAZEL MENON, DIRECTOR OF HARVEST DYNAMICS, SHOW YOU WHY IT IS NOW ONE OF THE HOTTEST WAYS TO RID FACIAL HAIR.

## CONTRAINDICATIONS

### VISIBLE SKIN CONDITIONS

Wax technicians should look out for couperose conditions and sensitive skin with broken capillaries. Acne skin can also be a sign of over stimulation to facial waxing.

### MEDICAL CONDITIONS

Skin recovery rate for diabetic patients tend to be much longer and in more severe cases, the heat of the wax, though normally low, can cause burns on these patients.

### ONGOING TREATMENTS

Clients who are on chemical peeling products containing ingredients like AHA and BHA and other forms of botanical exfoliating creams should not be waxed as their skin is already thinned from daily exfoliation. Waxing may just be too harsh for their skin. A rest period should be implemented.

In general, pre-wax diagnosis is essential and treatment should cease immediately in the advent of any of these conditions.

## FACIAL WAXING WHY IT'S BETTER

FACIAL WAXING IS SUITABLE FOR ALL SKIN TYPES, THOUGH THE ONUS IS ON THE WAX TECHNICIAN TO ENSURE THAT SUITABLE WAX IS USED FOR TREATMENTS. IT IS A GOOD FORM OF SKIN EXFOLIATION AND IS RECOMMENDED AS A RECURRING TREATMENT ON A PER-MONTH BASIS.

### WHAT WAX TO USE?

Only use non-strip or hot waxes only. Strip waxing is not recommended, as it is usually too sticky or hot. This will generally cause skin to tear easily.



### WHEN TO PULL THE PLUG?

Despite having a myriad of benefits, there are times when the plug should be pulled immediately on treatments. Apart from the contraindications, a simple telltale sign will be simply, the tearing of skin.



## WHAT A GOOD TREATMENT INVOLVES

CONSISTENCY IN TREATMENT PROCEDURES IS A GOOD INDICATION OF SKILL LEVEL. STICKING TO A STANDARD TREATMENT PROCEDURE WILL ENSURE CUSTOMER'S SATISFACTION AND PROMISING RESULTS. HERE IS A SIMPLIFIED STEP BY STEP ON HOW PROPER FACIAL WAXING SHOULD BE CARRIED OUT.



**1** Prepare the client by cleansing the face with a hydrophilic cleanser. Proceed with pre wax preparations to ensure that wax sticks to the hair and not onto the skin.

**2** Choose a gentle and efficient wax in relation to the skin type of the customer. Adhere strictly to manufacturer's instructions.



**3** Upon completion of waxing, apply soothing ampoules or serum to nourish freshly exfoliated skin. Apply suitable regenerating masks to sooth the skin.

**4** Finish off the treatment with a good skin protector for post waxing care.



**HAZEL MENON**  
OF HARVEST DYNAMICS  
GLOBAL PTE LTD  
For more information,  
contact Harvest Dynamics  
@ 61000434