

Dermelect - Kidd's choice

The newly launched Jemma Kidd Make-Up School in London's trendy Notting Hill has selected Dermelect cosmeceuticals as one of its product ranges

Director of Education, David Horne, selected the range to be incorporated into the make-up school's course for professional make-up artists of intermediate skill level. The course is intended to develop a heightened understanding and confidence level, in exploring make-up artistry skills, and attaining advanced design skills.

Dermelect is the first cosmeceutical range jointly formulated by medical professionals and licensed beauticians. It bridges the gap between the physician and spa cosmetic treatments.

In Search of Excellence



Mark Fanthorpe, Managing Director, Umbrella, gives an alternative view of issues affecting our industry.

I make no apologies for borrowing the title of Tom Peters book for this article. The message within the book was drummed into me many years ago as it was a key part of the philosophy of the company for which I was working at the time. However, I often felt that a more relevant title for me at the time would have been 'Surviving when you've much too much to do and are expected to deliver everything on time to budget and to a perfect standard, with nobody to help!'

As a young father of twins I remember driving down the M11 each day exhausted even before the day had started, excellence was far from my mind, survival was uppermost!

Now I'm older and hopefully wiser I can fully understand the desire for excellence. Perfection in everything you do is impossible to attain, but to strive for excellence is a worthy ambition and enables a key work discipline to come into play, to question everything you do and to try and improve upon it.

Two years ago we underwent some important changes at Umbrella. Looking at the way we were working for our clients at the time we realised that when we started questioning what we were doing there were always better, more efficient or creative ways of doing things. Using this principle we have now set in place procedures to ensure that we strive to better everything we do, every day. This process requires an open-minded approach, an ability to absorb criticism and a resolve to constantly improve.

In the world of beauty retailing we sell aspiration. To keep pace with change the ability to question methods and to constantly strive to improve is essential.

There is no alternative to the search for excellence if you truly wish to succeed.

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In-spa-ration from Harvey Nichols

Beyond Spa Harvey Nichols' first Medispa, opened earlier this month. Sited on the fourth floor, the spa features five luxurious treatment rooms

The Medispa employs full-time dermatologists, physicians and a highly trained team of medical aestheticians and can even provide plastic surgery consultations by appointment. It is under the guidance of renowned US plastic surgeon, and founder of the pH Advantage cosmeceutical line of skincare, Dr Barry Cohen.

The treatment plans embody Dr Cohen's integrated approach to promoting a lifetime of skin health and will include advice on the most effective skincare regimes (both prescription and non-prescription) as well as guidance on minimal or non-invasive medical skincare and cosmetic services.

Among the services on offer are:
chemical peels, microdermabrasion, laser skincare treatments, intense pulse light therapies, botox/juvaderm/restylane injections, collagen stimulation, and teeth whitening.

Mentoring programme launched

CEW (UK) is launching its young members mentoring programme in January 2007. Aimed at beauty professionals it will fulfil a requirement that many leading companies have been requesting from the organisation

Liz Garrett, Managing Director Coty Prestige and Chairman of CEW (UK), is heading the initiative. She says: "We are delighted to announce a new mentoring programme for members of CEW. Our objective is to provide a series of speakers with experience in all aspects of the industry to inspire

and motivate junior members of CEW. Our 2007 programme will be kicking off with Susan Taylor talking about her lifetime in cosmetics and providing some insight into the highs and lows of managing brands. I am sure Susan's passion for this business will instil in every listener the desire to be the next Cosmetics Guru!"

The following speakers are scheduled for the Mentoring Programme 2007:

Susan Taylor, Elizabeth Arden; Emmanuelle Bonte, Rimmel; Nicola Mendelsohn and Karen Ellis, Grey London, Jan Adcock, The National Magazine Company.