

Professional

INDUSTRY ROUNDTABLE BEAUTY



Emma-Rose Dermody

Ivy Brow Co



Sonya Annesley

InnerSense Beauty
& Day Spa



Tina Copland

Jax Wax Australia



Carley Dowdle

asap Skin Products



Mandy Gray

True Solutions



Yvette Wyeth

Activeskin

EMPOWERING WOMEN

Female talent is the pillar of the global beauty industry

Watch all of the dynamic Industry Roundtable videos online at www.professionalbeauty.com.au/roundtable

QUESTION: The beauty industry is positively brimming with leading ladies that we look up to. Identify one woman who has inspired your career in the beauty industry and explain her influence.

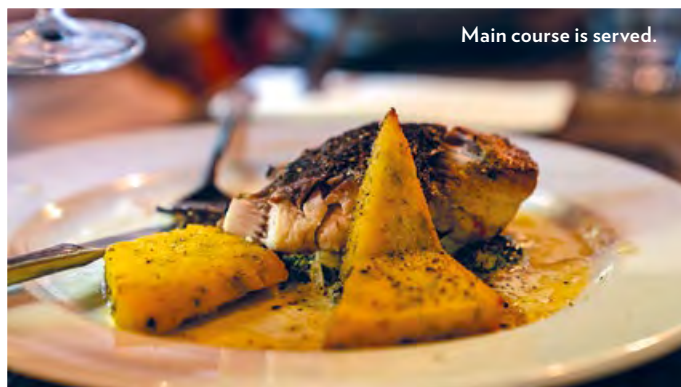
LEARNING: ANYONE CAN MAKE A DIFFERENCE TO THE WORLD IN THEIR LIFETIME, REGARDLESS OF AGE, PROFESSION OR LOCATION.

Tina: “My greatest inspiration in my professional life is my mother. She did not come from the beauty industry. My whole professional life has been spent in the manufacturing industry and it just so happens that at the moment, beauty is what we’re manufacturing. I was brought up to believe that I could do whatever I wanted. I knew I was going to be doing something professional and that I was going to be in charge of people. Very much my mother is well and truly my influence for me.”

Mandy: “One was a lady called Natalia Michalun who wrote *Milady’s Skin Care and Cosmetic Ingredients Dictionary*. She taught me about the science of skincare, whereas before I was into the fluffy stuff. Also, a lady called Tracy May-Harriot, who still travels internationally for Piori. She introduced me to equipment like Omnilux light therapy. I was very lucky to have some mentoring from those people.”

Yvette: “My inspiration is here on this roundtable; Carley. I met Carley 12 years ago when she came to the helm of Asap and I had just recently launched my online side of the business. We immediately connected and Carley is always bursting with energy, inspiration and motivation. Whenever I balk at a business initiative, she’ll always encourage me to go after it and chase the dream. I love that Carley is very invested in education and she went as far as to become a cosmetic chemist, which I found truly inspiring in this industry.”

Carley: “My inspiration is my business partner who’s also my mother, Leanne. We have very different skill sets but she really thought I could be anything. She had a background in beauty and saw an opportunity – there were needs that weren’t being fulfilled and she really didn’t take no for an answer. At the time the business was founded, it was very male-dominant. The cosmetic chemists



Main course is served.



Sonya Annesley laughs with other guests.

were mostly male and a lot of them couldn’t understand what women were looking for. I know when I came to the industry I was surprised that there were 80-year-old men who had never worn makeup trying to tell you what you should be doing.”

Emma: “My mum has been my biggest inspiration. I’ve been very lucky to grow up in the industry. She’s always pushed me to keep educating myself and to keep training.”

“WOMEN ARE VERY POWERFUL AND RUN THE INDUSTRY – THEY UNDERSTAND WHAT WOMEN WANT, AND THE PROCESS OF AGEING AND MATURITY. THEY KNOW WHAT THE DEMANDS ON THE SKIN ARE FOR WOMEN. THEY COME FROM A KNOWLEDGEABLE PLACE AND ARE GOOD LISTENERS.”

- Noella Gabriel, co-founder and president of Elemis.

Sonya: “My mother. I grew up in a very isolated farm in Central West New South Wales. I was the only girl. My mother was an Avon lady and she used to go around the properties and sell Avon. She was very glamorous even though we

were a long way from town. She made her life out there with my dad and with my brothers and me. She’s 82 now and absolutely loves it that I own a day spa. I’ve been doing this for 37 years all thanks to my beautiful mum.”



Deep in conversation before the roundtable begins.

QUESTION: The progress of women in the workplace has no doubt come a long way, but there are still so many hurdles such as pay parity; to creating high-paying jobs for women; to equity at home with regards to unpaid domestic work; to initiatives that would ensure talented women can reach the highest levels of business. What is the one thing you'd like to see change in your workplace in 2019?

LEARNING: THE MORE YOU GIVE, THE MORE YOU GET BACK. FLEXIBILITY IS KEY.

Sonya: "We have already implemented changes into our workplace and it's been that way for a long time. I was a single mum for 20 years with my business, so I know how hard it is to be a working mum. What we need in today's workplace is flexibility in working hours. If we don't have that flexibility, we lose these amazing women that are so incredible at their jobs. They're compassionate, they're experienced, and they're very good at multi-tasking. They really want to work, they want to be in the industry, and they want to stay in the industry. We've had three pregnant staff members in the last 18 months. We have a WhatsApp and the night before it goes out and it shows you what you've got in the next day. If someone's sick the next day or they have a sick child, that's put on the WhatsApp. There's always someone to cover the shift. My staff gives me 100% when they're there."

Tina: "We're a factory environment so it's difficult to do certain things, but we're very flexible with our staff. Geoff and I want to give everybody a day off a month so they can get their hair done, go to the dentist, take their kids out for a day, whatever. We're pretty sure we could work it and that we're flexible enough to be

able to do that. We also incentivise staff with travel. I've got a staff member who's desperate to lose some weight for health purposes. We're giving her a trip to Alaska if she does it. We set people goals that are achievable that benefit everybody. I don't want my staff member to not turn up at work because she's too sick."

Carley: "It's about being flexible in the workplace. We would rather have more part-time people so that we can have a fantastic skill set. We encourage not just mums to go to school events, but also dads. Everybody should have a work-life balance. Twenty years ago it was very rigid. Everybody had to work full-time or you couldn't have a role."

Emma: "We've got a beauty therapist that's got a background in childcare. We have set hours during the week where I am able to bring in my son, who is still breastfeeding. My clients are also able to bring their children in. We've found there's a huge demand for young mums that are unable to get time for themselves. So we've got a little kids area set up. It's worked really, really well for us."

Yvette: "We encourage lots of flexibility with our mums and many of our staff. We've had staff for more than 12 years that have gone and had babies and come back multiple times. We're very open to what hours work around their family rather than the hours working just for the business. We let them know that. We want them to feel really safe and secure with their hours."

Mandy: "Flexibility is very important, not only for women, but also for men. But the thing I would most like to encourage women to do is to work collaboratively because we're not good that. Men network much better than women do. We need to give women an environment in which they can collaborate."

QUESTION: What advice would you share with female rising stars of the Australian aesthetics industry? Include a favourite quote that best describes your philosophy.

LEARNING: FOLLOW YOUR PASSION. BE FLEXIBLE. BE KIND.

Emma: “Find your niche market, an area that you love and are passionate about. Continue to educate and train yourself in that area. I’ve always found that specialising in something, especially in the salon, has always worked best for us. Also, keeping up to date with marketing techniques and trends. Something that’s been a bit of a game-changer in our business is social media.”



Tina Copland explains her point during filming.

Tina: “Never, ever, ever, give up. Never give up. It doesn’t matter how much stuff bashes you down, get up again because it’s never as bad as you think it is. You also have to be sure what your philosophy is. You can’t be all things to everybody. You have to decide who your target market is and what your philosophy is behind that work. Are you a natural, clean, green type or are you a cutting-edge, out there type? That’s really important.”

Mandy: “Make changes because sometimes we can get stuck. People think ‘Oh, we’ve always done it this way’. The only thing that limits them is their fear at taking a step off the cliff. Even if this has worked for you, why don’t we try it this way? You have to be prepared to make changes. You have to add newness. Twenty percent of everything that you do has to be new if you’re prepared to take that risk. You might as well while you’ve got 80 percent okay. Because at one point, you’ll be forced to make a change. You might as well make a change as you’re going along. Choose wisely who



Yvette Wyeth mingles with other guests.

you work with. If you’re thinking of your customers, you have to give choice. Consumers want to be able to choose. You’ve got to think who are the most successful in our beauty industry? It’s Mecca. Are their products really better than what is at David Jones? No, but they offer the consumer choices.”

Sonya: “A successful woman is only successful if she has a tribe of women who have her back. I think women are fantastic at supporting each other. My BDMs come in, they motivate you, and it motivates the staff. My staff look after the salon when I’m not there. I know my clients are looked after, my clients know that they have their back as well. Don’t be afraid of competition, embrace it, because we all want to work together, there is enough for everybody.”

Yvette: “Never say never. You can set out with a plan in business or in life and something happens one day. You’ve got to be able to change course and evolve your business.”

Tina: “I have two quotes. One is the man who never made a mistake never made anything. The other is always be nice on the way up because you’re going to meet them on the way down.”



From left: Emma-Rose Dermody, Carley Dowdle, Glenn Silburn, Yvette Wyeth, Mandy Gray and Sonya Annesley.

QUESTION: Describe an honest tale of struggle in your beauty industry career and how you were able to overcome the trials and tribulations to ultimately achieve a positive outcome for yourself and your business.

LEARNING: YOU CAN'T BE ALL THINGS TO EVERYBODY. IT'S CRUCIAL TO BUILD TRUST AND RELATIONSHIPS IN BUSINESS.

Carley: "For us, it was as a business. Asap was originally based on the Gold Coast in Queensland. We came to a point where we had to decide whether to keep it Australia made as we'd outgrown our manufacturing capability. We decided that it was very important. Ultimately, we had to relocate the business to Melbourne. That meant that we couldn't take some of our amazing team with us, which was really difficult. It was hard starting with a whole new team in Melbourne. Even the same product formulas made with a different mixer were hard to get right. We planned how much space we needed for the next five years. Then 18 months later we ran out of space. It sounds like a great problem to have but it's a difficult problem. Where are you going to put your stock and what happens if your place burns down? It's making sure that you're spreading your eggs in enough baskets and really thinking long-term about the business."



Emma-Rose Dermody, Carley Dowdle and Glenn Silburn.



Yvette Wyeth at the roundtable.



Lunch at The Nag's Head.

Yvette: "There have been many evolutions of our business. Around 20 years ago we were heavily invested in a spa-style business, which had about 10 staff. Then the internet happened. This was a real turning point for us and we pretty much jumped on it straight away. We had some suppliers that really supported our move and some that didn't. We had to really build our relationships with our suppliers to build trust with them. That now is the key to our success in the businesses. Everyone needs to feel comfortable and safe and like they're both winning."

Sonya: "A number of years ago, I bought a sleep apnoea franchise and I ran that right down the coast. It was crazy three years. What it made me realise was how much I loved beauty therapy. So when I went back full-time into the salon, I realised that gone are the days of the manis and pedis - people want results, you have to diversify. You have to give clients something more. I had a fortuitous day when a lovely lady called Judith came in and asked us if we would like to put Omnilux in and I transformed my business. It stepped it up a notch. Then we went into laser and now we do fat cavitation, microdermabrasions etc. Forming partnerships with different

companies made the biggest difference to our business. It saved our business because if I just kept doing basic facials or a bit of a waxing, there is no way I could survive. I needed to get big or I needed to get out. That's a tough decision but when you start getting the results with putting in new product, it's incredible. It's been a lifesaver."

Mandy: "It's knowing your limitations or accepting limitations. I know everyone wants to reach for the sky but it's about focusing on an area that you're an expert in. Sometimes support comes from the least expected."

Tina: "We're great at manufacturing. But we partner with wholesalers because we're not good at selling to individual sellers. That's not really what we do. We took this step a long time ago that we really support our wholesalers. People will ring me complaining they can buy it cheaper from the wholesaler and I'll say that's because we really look after our wholesalers. That's our business model. But the worst thing that we had was about two years ago when we lost our trademark. We had a trademark infringement taken



Tina Copland listens intently.

out against us in Europe. We used to sell under the Adam and Eve brand. I applied for a trademark in Europe only to find out that a German beauty salon had the trademark, Adam and Eve. They were taking us to court so we hired lawyers in the UK to look after us. In the end, under legal advice, we rebranded, which in the end has been good for us, because we really focused. We decided after travelling that so many people were cashing in on brand Australia that our new brand was going to focus on being home grown."



Our esteemed roundtable guests.

QUESTION: Whether a female is Gen-Z, Millennial, or Boomer-aged, women overwhelmingly want to see themselves depicted accurately in marketing – because authenticity matters for female consumers. Increasingly campaigns prove that real women are worth investing in. What responsibility should brands take to ensure their consumers’ voices are being heard – and reflected in their marketing?

LEARNING: OUR INDUSTRY DEALS WITH REAL PEOPLE. THE MARKETING NEEDS TO REFLECT THAT.

Yvette: “This rings true with where I want to take Activeskin. We have all been slammed on social media with these unrealistic and unattainable images of women. We’ve been guilty of this too on our social media accounts and there’s a lot of conversations now we’re having within our business about authenticity and real women. I’m a mother of three girls, and my eldest daughter who is 12 is on social media often. I’m sometimes very fearful of the impact of what social media can have on her and my other two daughters in the future. So I feel that if we can start portraying our social media accounts with the real and authentic woman then we’re on the right path. I feel sad when I see young influencers in their early 20s who have had a lot of work done, like injectables. I find it very worrying.”

Mandy: “It’s about being authentic but, in the end, we’re all looking for something inspirational or aspirational. One of the things we need to highlight is expertise. We talk all about our products without saying there’s an expert behind the product. We need to promote the therapist, rather than the brand, so a consumer knows if they go to a professional, they will get you



Flowers from Flowers on the Point.



Emma-Rose Dermody taking part in the roundtable.

“IT’S ABOUT BEING AUTHENTIC BUT, IN THE END, WE’RE ALL LOOKING FOR SOMETHING INSPIRATIONAL OR ASPIRATIONAL.”

the advice they are looking for. Kids today are savvy, they know if they’re being marketed to. They’re more socially aware and they want to know information about the product, like if the packaging is recyclable. There’s a cry for that genuine voice.”

Carley: “It comes down to before and afters. We would never alter a before and after but I see them retouched all the time. It’s giving people false expectations and it’s damaging us as an industry. People don’t just doubt that brand, they doubt overall what is around. It really is about keeping it real. I agree people don’t want an image of themselves; they want somebody better than themselves to aspire to. They want results that are going to enhance their life.”

Tina: “It needs to be realistic. My skin has changed, I’m menopausal, and I’m never going to get the skin of a 20-year-old back. It doesn’t matter what amazing magic potion you try to sell me, you could put a before and after picture of me, I’m never going to look like that regardless. I can make myself look as best as I can but some of the advertising that you see, that certain companies put out, where X percent of women use this and their skin loses all their wrinkles - that sort of advertising is



Sonya Annesley, Emma-Rose Dermody and Tina Copland



Yvette Wyeth, Mandy Gray and Sonya Annesley.



Post-filming lunch at The Nag’s Head.

infuriating. Another thing I find frustrating is people who are cashing in on brand Australia when they’re manufacturing in Spain or Italy. It is really infuriating. All of our range is now vegan because we saw that’s what consumers were starting to demand.”

Emma: “I get a lot of the younger clients. Then anyone above about 30, they always gravitate towards my mum and feel more comfortable with her. We judge the client and accommodate them. We use Instagram stories and Facebook live. I find it’s a really good tool with marketing because we haven’t gone and edited it. It’s live and realistic.”

QUESTION: How can the Australian beauty industry better celebrate women's achievements?

LEARNING: LISTEN, LEARN AND MENTOR.

Tina: "I would love to see *Professional Beauty* magazine start a foundation that we can use for helping somebody or a group of disadvantaged people that would like to make a career in the beauty industry. Where we choose women from within the industry who would offer their time and their expertise to help people who can't manage it by themselves. Maybe name it after an inspiring woman within the industry."

Yvette: "There's nothing better than recognition and listening to other women's stories, whether it will be from successful business

“I WOULD LOVE TO SEE PROFESSIONAL BEAUTY START A FOUNDATION THAT WE CAN USE FOR HELPING SOMEBODY OR A GROUP OF DISADVANTAGED PEOPLE THAT WOULD LIKE TO MAKE A CAREER IN THE BEAUTY INDUSTRY.”

owners and product developers, to amazing therapists in our industry. Even listening to client stories and how they're being touched by our industry. Not only their successes but also the failures of those women and the everyday struggles."

Mandy: "Forums like the roundtable are great because they make an effort to recognise women in the industry. Might only be one at a time but at least someone's pointing out that these people exist and highlighting their voice. We need to continue to do that and make sure that these experts are committing to doing some mentoring - it's badly needed out there."

Sonya: "Recently my youngest team member, Tori, participated in the Work Skills Games, competing against other Tafe students. She worked so incredibly hard with her mentor and ended up winning silver - she's number two in Australia. That sort of thing needs support because young people get a bad rep sometimes. When I saw what they were doing, young guys, young girls, it was a very, very stressful situation they were handling it with pure professionalism. The ceremony at the end of it was absolutely fantastic." ■



Thought leader Mandy Gray.



Cheers to another great Industry Roundtable.