



BIO BEAUTY ENTERS MEDI-PEDI MARKET

Bio Beauty Concepts has taken on the distributorship of Footlogix - “the world’s first and only pediceutical foot care line”.

Bio Beauty managing director Talya Bergman said the company, which has distributed Bio Sculpture nail products around the country for over 20 years, took on the footcare brand as it “empowers salon owners and nail technicians with products and education to elevate pedicures to a new standard of excellence”.

“Today’s knowledgeable nail technicians demand a product that is easy to use, cost effective and reputable but most importantly, a product that really works,” she said.

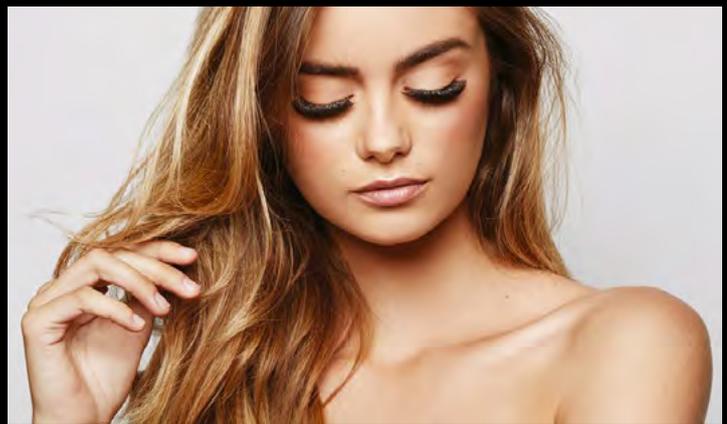
“Footlogix Pediceuticals provide all this and much more with revolutionary and proprietary technologies such as Dermal Infusion Technology and Spiraleen.”

She said the range provides transformational results for a variety of skin conditions ranging from simple dryness to more severe conditions resulting from Diabetes.

Created by Dr Katharin von Gavel, a leading American foot care practitioner and educator, in 2007, Footlogix was specifically developed to address “the challenging needs within the foot care industry”.

Dr von Gavel said the formulations have been clinically proven to transform the skin and nails on the feet.

“Footlogix products are so results-driven that it really does need to be seen to be believed,” she said.



CALLING ALL LASH QUEENS

In an Australian first, Elleebana and Lashjoy have joined forces to put Australian lash talent on the global stage.

The two companies are on the look out for two “outstanding lash stylists” to represent Australia at next year’s Lash World Cup in Amsterdam.

According to Elleebana director Otto Mitter and LashJoy owner Joy Crossingham, the World Cup, which will be held in February 15-16, is an outstanding opportunity to showcase Australian lash artists.

Mitter said he was inspired to launch an Australian lash team after attending the 2018 Lash World Cup with Elleebana general manager Zoe Mitter and master trainer Jess Eaton.

“We were not only impressed by the high quality produced by representatives from each country, but also the calibre of the Lash World Cup team for putting on such a prestigious event and strongly believed that Australia needed to be involved.”

Lash stylists interested in joining the Australian team are invited to submit their entries via social media by tagging @elleebana and @lashjoy_ in their submissions along with the hashtag #lashworldcupaus2020.

The winning stylists will receive a return flight from their capital city to Amsterdam for the Lash World Cup in February as well as five nights’ accommodation at the Van der Valk Hotel A4 Schiphol and an entry into a Lash World Cup 2020 category of their choice.

JAX WAX GOES WALKABOUT

Jax Wax Australia has partnered with Walkabout Barber Enterprises to provide waxing services for indigenous men in rural communities around Australia.

As part of its Indigenous Support Project, Jax Wax will provide “all wax and ancillary products as well as training” to Walkabout free of charge so the company can provide facial waxing services (including ears, nose, nostrils and brows) to their clients.

Established by Brian Dowd two years ago, Walkabout Barber runs a flagship barbershop in Newcastle’s Warners Bay and the Walkabout Barber trailer which “travels anywhere” in Australia.

Normal barbering prices apply to clients in the Warners Bay shop but the trailer, which works with community organisations and service providers, offers 60 free haircuts and a 1.5-hour Trauma & Recovery Workshop per day in to the communities it visits.

Brian says he decided to launch the trailer shortly after opening his barbershop as it attracted many customers from nearby towns.

“I saw a need to expand the business to service these people both for haircuts and mental support,” he says.

“The barber’s chair is a magical experience especially for men.

“I’ve built the business as a healing space, for men and women to have a chat.

“Our main objective is to make people fresh on the outside, and to come out fresher on the inside.”

For more information email walkaboutbarber@gmail.com

