

# IMAGE IS EVERYTHING



**We find out why Image Skincare's range has been such a big hit with one of the countries leading clinic chains and doubled their retail takings in just eight weeks**

**Retailing skincare is an important part of running a successful aesthetics business, yet many practitioners still struggle with the concept of selling products to clients. While selling product is second nature to many beauty therapists or hairdressers, medical professionals are often not used to working in such a commercial environment and in some cases are not making the most of the opportunities retailing skincare affords to their business.**

The advantages of selling skincare within your practice are plentiful. Not merely is it another revenue stream but also a way of enhancing the results your clients get from treatments and getting them to come back more regularly to purchase their favorite products.

Choosing a skincare range can be hard with so many professional cosmeceutical brands on the market. Renew Medica is one of the UK's largest and most successful medical aesthetics practices and carries a number of key cosmeceutical ranges, the latest of which is Image Skincare.

Image Skincare was introduced to the UK market by SkinGeeks earlier this year. Founded by Janna Ronert in 2003, the brand is one of America's most popular professional skincare ranges.

The brand harnesses scientifically advanced formulas to create pharmaceutical grade skincare products that give therapists, physicians and aestheticians the ability to offer professional treatments and products that yield unparalleled results. The range is also formulated without the use of parabens, petrochemicals and synthetic fragrances. There are no chemical preservatives and the use of essential oils makes this cosmeceutical range a real pleasure to use. This may sound like spiel from the company's PR brochure but according to Renew Medica's Senior Clinic Manager, Wilma Bird, it doesn't even slightly begin to explain how phenomenal her and her team thinks the brand is.

## Rave Renew

Renew Medica was one of the first clinics in the UK to take on the brand, and the decision proved to be a good one as astonishingly they have

doubled their retail takings in just eight weeks of carrying the line.

***"We have had the Image Skincare line for eight weeks now and our retail sales percentage has doubled", says Wilma.***

In the past staff have struggled to sell retail products but the Image products are flying off the shelves. So why does she think this is? Wilma explains, "We do still have quite a price conscious clientele so price does come into it and most aesthetics ranges are not cheap. If you want to get results you have got to invest in it but persuading people to make that investment in their skin has been one of the hurdles in the past.

"Our clients are looking for results and that doesn't just come from the treatments that they have that is also from the aftercare. So the products that we give them have to be seen to be getting results, which is very much the case with Image - we have got a very happy client base at the moment.

"Once they are on it they are all coming back saying 'that is fantastic I have to get that for my friend or my sister or now I want to get this and I want to get this' they are expanding themselves on the range without our girls having to do anything!"

Another factor that has really made Image a hit with the staff at Renew Medica is the fact they can give their clients everything from one range. Wilma explains, "What appealed to us about the range was the combination of the glycolic and the Retinol - we new we could get results for our clients with that all from one range. One of the things we have struggled with in the past is that we have had to cross between two different ranges which is fine but technically from a chemistry point of view you don't know what those products will do together. To be able to tailor make a program from one range is fantastic as far the girls are concerned because we know what's in there will compliment each other.

"It just caters for everything which makes it very easy for us - every client we get in from the most sensitive

to the most congested to the most sun damaged we can prescribe something from this range and adapt it as their skin changes. If somebody is on the Ageless™ range but has had a peel and can't use retinol they can use something from the OrMedic™ range or from the Vital C™ range, they don't have to stop using the product range which is what was happened before with Cosmedix and SkinCeuticals they had to stop using their skincare for a few days after treatment.

"Also the products can be used on a wide range of skin types from Afro Caribbean to your pale English Rose skin, we are able to cater to all our clientele with this skin range."

The fact that that the products smell nice is another bonus, according to Wilma. "The Image Products are scented - almost aromatherapy based - which is a bonus", she says. "An awful lot of the cosmetics ranges you have got now are very clinical. This isn't just clinical it is a range that will adapt."

The staff have all been using the range themselves and this has made it even easier for them to rave about its benefits to clients. Wilma says, "Our aestheticians have been here for nine years and have got an awful lot of expertise in the business. They have been using Cosmedix and SkinCeuticals for years so it was going to take an awful lot of convincing to move them over to a new range but they transferred over to Image fantastically well, they believe in it, and have been using it themselves which helps - they can sell these products because of that. The girls couldn't be happier because they have got happy clients, they are getting results and its very simple for them to use - what more could you want?"

## THE IMAGE RANGE IN A NUTSHELL

The Image Range incorporates six different lines: Ageless™, Vital C™, OrMedic™, Clear Cell™, Sun™, Body Spa™. Image also has seven Professional I Peel Treatments - ranging from an organic Passion Peptide Peel to RX-only TCA and Jessners treatments.

Line	Description	Products
<b>Ageless™</b>	An effective product line for preventing and treating the signs of aging and environmental exposures. Diminish fine lines and wrinkles and reverses the effect of cellular damage. Promotes skin rejuvenation and leaves skin fresh and youthful.	<ul style="list-style-type: none"> <li>• Total Facial Cleanser, Anti Aging Serum, Repair Creme, Eye Lift Creme and Resurfacing Masque</li> <li>• Ageless Lashes</li> <li>• Total Pure Hyaluronic Acid</li> <li>• Total Retinol A Creme</li> <li>• Total Skin Bleaching Serum</li> <li>• Total Skin Lightening Serum</li> <li>• Total Rejuvenating Hand Creme SPF15</li> <li>• Ageless The wvMax and Ageless The Max Creme</li> </ul>
<b>Vital C™</b>	A daily hydrating product line for sensitive, dehydrated and rosacea prone skin. Soothes skin irritation and nourishes tired and dry, dull looking skin. High in anti-oxidants for ultimate protection and nutrition.	<ul style="list-style-type: none"> <li>• Hydrating Facial Cleanser, Anti Aging Serum, Repair Crème, Enzyme Masque, Eye Recovery Gel and ACE Serum</li> </ul>
<b>OrMedic™</b>	Ormedic™ combines highly potent anti-oxidants with organic ingredients. It is designed for all skin types, including post-treatment skin and irritated skin injured by aggressive treatment regimes as well as post operative wound healing phases.	<ul style="list-style-type: none"> <li>• Balancing Facial Cleanser, Anti Oxidant Serum, Bio Peptide Creme, Eye Lift Gel, Soothing Gel Masque and Lip Enhancement Complex</li> </ul>
<b>Clear Cell™</b>	A highly effective line to fight acne, reduce inflammation, eliminate excess oil and purify skin.	<ul style="list-style-type: none"> <li>• Salicylic Gel Cleanser, Clarifying Tonic and Clarifying Pads</li> <li>• Medicated Acne Lotion, Masque and Scrub</li> </ul>
<b>Sun™</b>	Sun™ offers a range of moisturizers catered to different skin types. These outstanding moisturizers also offer UVA/UVB environmental protection.	<ul style="list-style-type: none"> <li>• Solar Defense Oil Free Spf 15 and 30</li> <li>• Solar Defense Creme Spf 30</li> <li>• Tinted Solar Defense Organic Spf 30</li> <li>• Solar Defense Organic Spf 30</li> </ul>
<b>Body Spa™</b>	A line consisting of products developed for promoting a healthy overall well-being. Bronzers for a natural beautiful tan, exfoliating body scrubs to promote skin regeneration and a body firming creme to promote a smooth, tighter looking skin.	<ul style="list-style-type: none"> <li>• Cell-U-Lift Body Firming Creme</li> <li>• Body Lightening Lotion</li> <li>• Exfoliating Body Scrub</li> <li>• Facial Bronzing Creme</li> <li>• Body Bronzing Creme</li> </ul>

