

the beauty of aesthetics

Elaine Stoddart explains how your salon can benefit from advanced cosmetic procedures

Skin is the largest organ of the body and starts life as a flawless canvas, free from imperfections.

However damage through time caused by natural ageing, UV light and environmental and health conditions can result in unsightly blemishes and disorders considered cosmetically unattractive.

As new and exciting lines between beauty and medical treatments have become increasingly blurred, and as the fashion for new Medi-Spas offering medical aesthetics continue to spring up throughout the UK, the divide is rapidly narrowing.

Advanced Cosmetic Procedures, or ACP as they are known, are considered to be specialist aesthetic treatments and an increasing number of medically trained practitioners are undertaking training in this specialisation. However a medical qualification is not required to offer these services and electrologists can perform these lucrative and rewarding treatments. They find that by utilising existing materials and equipment, and enhancing skills with aesthetic practitioner training, greatly enhances a business profile and portfolio.

Advanced Cosmetic Procedures, developed from Advanced Electrolysis, is a simple and safe method of successfully removing, visibly reducing and improving unwanted skin blemishes helping both male and female clients to attain and maintain a beautiful, smooth, blemish-free skin.

tailor-made for the individual

Developments in this field have now achieved far greater consumer awareness and ACP is now recognised and embraced as a popular and effective treatment.

ACP covers all aspects pertaining to the treatment of vascular blemishes including facial and leg thread veins, spider naevus,



Example of Milia.

Campbell de Morgan's, milia, warts, fibrous blemishes, skin tags, mole reduction, age spots, xantholasma and syringoma, sebaceous cysts and sebaceous hyperplasia, verrucas and much more. Research and development is ongoing with treatment for molluscum contagiosum, tuberous sclerosis and scarring.

ultimate beauty boost

Not only are these treatments lucrative, rewarding and effective but in many cases they offer instantaneous results. Instant gratification is a strong motivation for recommendation which means attracting clients is often effortless. The transition from existing facial client to an Advanced Cosmetic Procedures client is relatively straightforward as skin blemishes are easily noted during a facial or massage. Once the client becomes aware of the wide diversity of skin disorders which can be treated, those very disorders will almost certainly be presented to the practitioner.

Repeat business is also guaranteed as the client continues to age and his / her complexion, if subject to these disorders, will show further evidence and require on-going treatment.



Example of Bloodspot.

who can perform the treatment?

Qualified electrologists, nurses, doctors and even dentists expand their portfolio with these new versatile and effective skills in order to offer their clients continued and professional treatments.

Due to NHS financial restrictions on performing any treatments considered 'cosmetic', the consumer is actively looking for an alternative to their GP, someone willing to perform these treatments safely and at a reasonable price. The beauty sector is well qualified to exploit this market gap offering the consumer professionalism, experience and an excellent standard of treatment. Local GPs are often very supportive as they are becoming more familiar with electrolysis and client recommendation is high due to high success rates.

Thorough training is required prior to performing any of these treatments and there are a number of reputable training establishments offering this training.

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