

Ill informed Consumers

Bombarded by the consumer press, Z list celebrities, TV programmes featuring self-obsessed individuals who go to extortionate lengths to become hair free and marketing and advertising material full of hype what chance does the consumer stand?

In addition to this, the consumer may have had a bad experience before with an unskilled practitioner and be hesitant to try electrolysis again. Clients are well practiced at publicising bad experiences and sadly not so often the good ones, so this may have scared off both that client and other potential clients.

Technology has moved on in electrolysis, we certainly haven't sat on our laurels for the last 135 years! Pre 1981 (when Sterex invented the sterilised disposable needle) needles were re-used! So if a client was 20 when she first tried electrolysis she would be 50 years old if considering treatment again – (perfect for those in the know – puberty and menopause – the two main hormone imbalancing times of our lives) and she will remember a method and needles which were not as sophisticated and comfortable as they are nowadays.

So what is the future of electrolysis? Is it a dying art? Is it a popular treatment anymore? Has Laser taken over? Is it worth training to be an electrologist? Is electrolysis as dead as a Dodo?

Visit the Sterex website www.sterex.com and you will see many testimonials from therapists and consumers extolling the virtues of electrolysis.

The future of electrolysis looks excellent. Perhaps it is a combination of the consumer falling out of love with IPL and Laser or, at least, realising their limitations they are returning to the perceived 'old fashioned' hair removal method that delivers exactly what it promises - permanence.

Perhaps the recession has had a part to play with the cost implications of laser treatment. Also the recession has resulted in society returning to many 'ancient' habits such as proper cooking, allotments, mending broken items and not throwing out clothing worn but once

or twice. A 'movement' back to things of perceived value is growing and with it the benefits of our beloved, reliable and worthwhile electrolysis treatment is being reconsidered and favourably re-evaluated by the consumer.

WE, the electrologists are the experts and we have to get OUR message across and in hundreds of thousands of salons and clinics out there that is exactly what is happening. Electrolysis is experiencing a massive resurgence in popularity. Let us recognise and embrace that with open arms and ensure we are ready with up-to-date training and CPD. Alternatively why not think about re-training – in only 7 days Sterex can make you an electrologist and give you a whole new career.

Alternatively train in Advanced Electrolysis in only 2 days and add lucrative skin blemish treatments to your portfolio.

Electrolysis is very profitable for the therapist so this is all very good news – usually charged at between £1-£2 per minute – with a 10 minute minimum treatment time and a needle at only 32p approx. the profit margin is considerable. With Advanced Electrolysis charged at £200 per hour and a 32p needle, the profit margin is phenomenal.

Electrolysis is still the only method of permanent hair removal and the only one legally allowed to claim that distinction. Electrolysis is alive and well being performed in hundreds of thousands of salons and clinics in the UK and the rest of the world to hundreds of thousands of satisfied customers!

So, is there a future for Electrolysis?

Yes most definitely there is!