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ISSUE 6  
May 2013



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# 'HELLO...'

## WELCOME

May has arrived and with it the long awaited report on the industry by Medical Director Professor Sir Bruce Keogh. Now the dust has settled and everyone has had an opportunity to read through his findings we have brought you some in-depth analysis and comments. We're really interested in your thoughts too, so please keep on Tweeting and commenting.

This month you'll also find an excellent business article on the rise of machinery in the cosmetic surgery industry. We also bring you industry insight from the amazing Sarah Chapman, London's most sought-after facialist. Don't miss what she has to say – it could really help your business too.

**Chris Henry**  
Editorial Manager

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CONNECT COMMENT TWEET

# Interview

## Sarah Chapman

Beauty specialist and skincare expert Sarah Chapman is London's most sought-after facialist. We spoke to her about running a successful business and future developments in the industry.

### When did you get interested in skincare?

I have always had a passion for beauty ever since being in trouble for purple streaked hair and too much make-up at school! I grew up in Norway and it was there that I learnt about skincare in order to cope with the harsh weather conditions and as a family we shared big tubs of protective moisturisers. It definitely had a profound influence on my interest in skincare. I trained as a make-up artist and became increasingly more fascinated with the skin as I strove to create the perfect canvas for make-up on stressed and damaged models skin.



I have always been passionate about the products I use in treatments and after studying cosmetic science my brand ideas naturally developed and I couldn't resist following the dream with my clients. Through my passion for products I studied cosmetic science and developed a far deeper understanding of formulations. I believe this combination of science, hands on practice and sales experience has helped in the development of my skincare business.

I was constantly mixing the latest and best advanced cos-

meceutical creams and ingredients with aromatherapy essential oils, aiming to get optimum effects with formulas that also felt and smelt amazing on the skin.

### Why did you develop your own skincare range?

My range targets the problems and concerns I see with my clients every day and combines the most advanced scientific ingredients, powerful botanicals, luxurious textures, pure essential oils and enticing fragrances in chic airless packaging. It is essential that

the products provide real skin transforming results as an extension of my clinic philosophy and passion for technology, science and luxury.

### What is your philosophy for your business?

My clients are the inspiration for Skinesis products and treatments. I take an active role in product and treatment development to target the skin concerns I treat every day, pushing the boundaries of skincare and thinking outside the box. The direct contact I maintain with my clients on a





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daily basis allows me to create the best products and treatments to improve skin health for long term benefits whilst being guided directly by my customer. Don't follow rules and push formulations and treatments to the limit.

### What's your favourite treatment you perform?

I love my new Stem Cell Collagen Activator Therapy. I have designed it as the ultimate anti-ageing treatment to dramatically lift, smooth, plump and regenerate the skin. Collagen is targeted in three ways to maximise the effect of my Stem Cell Collagen Activator serum which contains super concentrated anti-ageing botanical stem cells and peptides. Advanced micro-needling, Omnilux Revive red light therapy and Stem Cell Collagen Activator are used in combination in this innovative new treatment which has dramatic lifting and line smoothing effects on my client's skin.

### What advice would you give to someone just starting out?

Never take no for an answer! Remember you get out what you put in and you never stop learning.

### What are your predictions for the future?

I sense that technology is going to take more and more precedence in both the treatment room and in skincare products. The rise of the high tech facial has brought more gadgets into the treatment room as we continue to look for new and more efficient ways to treat skincare concerns and maximise our treatments. Products have also become more technical with regards to their formulations and their delivery to provide greater skin health benefits and reverse cellular damage. Skincare products are becoming more potent in order to keep up with clients quest for skincare perfection and their increasing knowledge.



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## What's the best piece of advice you have been given?

Always apply your anti-ageing creams and serums around the front and back of the neck to prevent slackening. Do not forget your earlobes as well; these can often look stretched, wrinkled and dehydrated. Ears are constantly exposed hence suffer from deep sun damage. As you get older wear more blusher as it instantly lifts the face.

## What's the secret weapon in your anti-ageing arsenal?

Vitamin A is my essential anti-ageing ingredient and I include it in formulas across my Skinesis range. It has excellent results when applied topically in clinical trials and is one of the only ingredients recognised by the FDA as anti-ageing. Vitamin A in the skin is photosensitive and so is degraded by UV light naturally, it is essential to replace this lost vitamin A on a daily basis.

## How do you plan to stay looking young?

I believe in drip feeding the skin with a combination of supplements and topical skin-care in order to saturate the skin with the essential vitamins and omega oils it needs for optimum skin health. I also believe in the topical application of vitamin A, collagen boosting peptides, stem cells, skin volumisers and advanced scientific actives that work from a surface to cellular level. Products that contain high levels of these actives in advanced lightweight textures (such as serum's which are designed to deliver actives deeper into the skin) will help maintain an anti-ageing routine and combat slackening, thinning and lined skin.

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