



Salon Setup Helia Distribution Newsletter

April/May 2010

INCREASE YOUR TURNOVER? OFFER NEW TREATMENTS TO NEW CLIENTS?

Offer Brazilian waxes with Melinda waxes!

News to our VERY valued Clients:

Petrol Price Increase Salon Setup Helia Distribution 15 April 2010 to R 35.00 and R45 to Lenasia and outer lying areas.

The Melinda waxes had a **price increase** 15/3/2010 on Hot/Strip waxes due to the global increase of resin and paraffin wax due to the increase of paraffin globally.

However, Melinda waxes are **still very competitive** with other brands as we **offer superior quality waxes, ideal packaging for convenience to qualified therapists.**

Melinda waxes are of high quality giving therapist ease of use and wonderful flavours no matched by other brands. We offer to quality service and an **efficient and trained agent** in your area.

Melinda waxes are competitive and last longer whereby saving you money and time. Let the clients be your test and ask them which wax is the leader in the market nation wide.

MELINDA MALE AND FEMALE BRAZILIAN LIVE WORKSHOP

INVITATION

New training date :28/4/2010 Wednesday- BOOK NOW-NO CHARGE

Time 9-12pm

Our 1st workshop was a success and would like to continue with the trend of Male waxes!

Melinda is very pleased to invite you to a **Workshop: Melinda Waxes and Brazilian Wax Training.**

- This workshop is aimed at qualified therapists who are already confident and competent in waxing.
- This half-day course will equip you with the skills and knowledge to carry out:
- Californian, Brazilian and Hollywood waxing treatments and will enable you as a beauty therapist or salon owner to offer these advanced waxing treatments to your clients.

Think wax Think Melinda

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SALON SETUP HELIA DISTRIBUTION

Helia-D International Health and Beauty Training College

Helia- D international Helath and Beauty Training College NEWS

- All Helia-D Courses are available to view on the www.heliad.co.za website
- Modular Part-time and Full time Beauty Specialist course will commence from June 2010. Please confirm for courses 1 month prior to commencement.
- Lomi Lomi Massage Course starting in June R3500.00 – 5 days
- OPEN Day 22 May 2010@ Helia-D International from 10-2pm and related sites of Delivery will be offering part-time courses and Open days to enrol new learners for 2010/2011

GET MORE CLIENTS TIPS

ADVANCED WAXING COURSE CONTENT WILL INCLUDE

- Understanding the use of hot/strip wax
- Health, safety and hygiene
- Treatment timings and costings
- Practical application and treatment
- Client care
- Lots of helpful hints to ensure an effective treatment

This informative and fun-filled workshop will be done by the none other than Melinda van der Walt – the Queen of Brazilian Waxes!

We look forward to seeing you.

Agents that can assist you with Melinda products & Accessories in your area,

(Please let us know if agents are unable to assist with orders we will assist the agents with stock to maintain stock in salons)

1.	Alberton	Magnetic nails- Jackie and Vaughan
2.	Cape Town	The Spa Warehouse- Jacoline
3.	Centurion -Head Office	Healing Hands Colleges distributes to students on campus
4.	Durban	Marine Beauty -Ingrid
5.	Eastrand	Jemme/ Face to Face-Michelle
6.	George	Image Division-Nikki
7.	Klerksdorp	Perfection Beauty Salon -Elize de Bruin
8.	Lenasia	Yutana Trading- Ahmed
9.	Mayfair	Escada – Yumna Dinath
10.	Port Elizabeth	Beauty wise- Lisa and Darren
11.	Port Elizabeth	Cosmetique Distributors -Liza
12.	Potchefstroom	Tina Scholtz Academy (Nails & Hair salon)
13.	Rustenburg	Angelics nails - Adele
14.	Vanderbijl	La Beaute clinic- Dawn
15.	Westrand	Sharon Thompson t/a Rose of Sharon
16.	Zambia	Karen Hedstrom
17.	Zimbabwe	Extreme Hair and Beauty- Vikash

Tips for Salon Improvement:

What do your clients want?

- Your clients must want what you sell. Not what you want to sell.
- Not what you think they want to buy.
- What treatments and products would they desire?

Think how to be different and unique from the salon around the corner from you!