

1 September 2011

# SEPTEMBER AND OCTOBER NEWSLETTER 2011

## Newsletter interests

- Melinda Wax Brazilian Training dates.
- New Products from Salon Setup Helia Distribution
- New Melinda Brazilian DVD



## IMPORTANT DATES

# MELINDA WAXING PRODUCT TRAINING

**BOOK NOW!!!!!!!!!!!!!!!!!!!!!!**  
15 August 2011 & 17 November 2011

### Male & Female Brazilian

Live demonstration of the waxes for improving waxing techniques!

**Time:** 9-12pm

**Address:** 186 Barkston drive, Blairgowrie, Randburg

[Click to view Melinda on 94.7FM  
the Breakfast Xpress](#)



## MELINDA WAX SPECIALS FOR SEPT/OCT 2011

Buy 5 x Paraffin wax and get a  
**FREE** 1l Melinda Lavender Handwash

OR

Buy 3 x Hot 1kg OR Strip 800g OR Film wax  
800g and get a **FREE** Melinda Foot Mask 400g  
of your choice



# VAJAZZLE YOUR MELINDA BRAZILIAN WAXES

## New Vajazzle Products

### *Vajazzle Your Bikini*

Genuine Swarovski Crystals

Waterproof Designs

Last 5-10 days on skin



*The sexy little secret in your pants*

## Vajazzle SOUTH AFRICA

Vajazzling is the art of applying genuine Swarovski crystals to the body and bikini area (usually after hair removal)

Beauty Salons in New York City have been Vajazzling for years, but it has only been since early 2010 that Vajazzling has exploded in popularity around the world!

Vajazzle Body Crystals are safe to use on skin and are the perfect, sparkly add-on service for salons. Introduce Vajazzling to your list of beauty services today!

Vajazzle Body Crystals are packaged with:  
- 1 Swarovski crystal tattoo design & instructions  
Priced From R100

- About the Tattoos:
- 100% genuine Austrian Swarovski crystals
  - Each self-adhesive 3mm crystal has a flat back & specially cut for use on the body
  - Last 5-10 days or more on the skin
  - Waterproof (including swimming)
  - Allergy tested and dermatologist approved
  - Great range of designs and colours

#### How to apply:

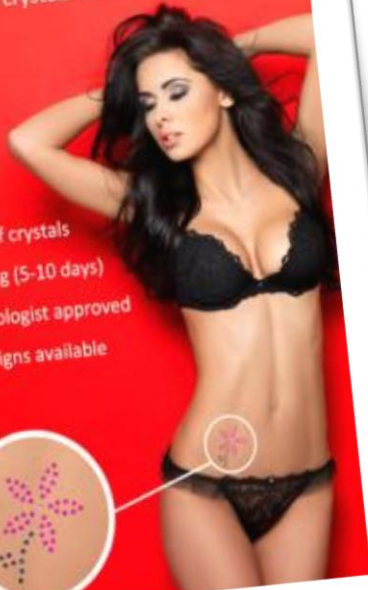


1. Simply peel off the white backing sheet of the tattoo & press the crystals to the skin
2. Firmly press the tattoo to ensure each individual Swarovski crystal sticks to the skin
3. Gently peel off the plastic sheet.

### *Vajazzling Available*

Swarovski crystals for your bikini and body

- Waterproof crystals
- Long lasting (5-10 days)
- Dermatologist approved
- More designs available



**BLING BLING BRAZILIAN**

**AND ALL OTHER BODY WAXES OR JUST  
APPLY LIKE TATOOS FOR EVERYONE TO  
ENJOY**



**“View several Male and Female Brazilians as well as waxing techniques for**

## HerpoTherm™

The new electronic way to prevent cold sores and fever blisters.



- Dermatologically tested.
- Chemical free thermal treatment.
- Manufactured in Germany.
- Suitable for adults and children.
- Small and compact lipstick form.

“As an actress I cannot afford to have cold sores”  
Yvonne Woelke

NEW RETAIL PRODUCT

## NEW PRODUCTS FROM SALON SETUP

### NEW MELINDA DVD

Melinda's waxing techniques are displayed as male and female waxes

Melinda demonstrates leg waxing, underarm, chest and back waxing for males and female waxing done in salons.

### HERPOTHERM DEVICE

We are pleased to announce that we have been appointed as agents for the HerpoTherm electronic device.

- In summary of the device it prevents cold sores from occurring. This device is the size of a lipstick that is meant to be used as soon as the tingling sensation is felt by the client.
- It operates as a 4 second burning sensation at 51° Celsius that destroys the proteins of the cold sore.
- I would like to add that I have tried it as I suffer from cold sores regularly and it does work.
- We are launching this product this month, where the opening orders are a min of 2 and you will receive marketing material and shelf talkers with the product.
- The company is prepared to send agents stock as they are running an advertising campaign where clients (public) will collect or you can deliver to the clients.
- There is quite a large investment in all media types for the product and I would encourage the agents to sell the product as it the most embarrassing feeling to have cold sores on the face.

### PROFESSIONAL BEAUTY SHOW SPECIALS

**“Melinda Special only for the 2 days at the shop - Orders from clients collecting from the show must be ordered 1 week before the show dates”**



**BUY OUR 6+1 SPECIAL ON HOT OR STRIP WAX 800G OR FILM WAX & 11+1 SPECIAL ON ALL STRIP WAX CARTRIDGES 100G**

GET the FRESHEST NEWS

VIEW OUR SPECIALS

For the Freshest NEWS go>





## NEW PRODUCTS FROM MELINDA

Introducing the **Melinda ingrown hair serum** for clients 50ml. To be launched in September 2011

Melinda scrubs will now be using **PUMICE** granules in future scrubs for clients that prefer a stronger scrub.

## NEW MELINDA WAX AGENTS

<b>Kwazulu-Natal</b>	Name	<b>KEMSLEY – JOHN DISTRIBUTION CC</b>
	Contact	Diane Bloom
	Address	52 Mc Kenzie Rd, Morningside, Durban, 4001 Postnet Suite 213, Private Bag X504
	Telephone	031 303 9644/5
	Fax	031 312 9399
	Cell phone	083 449 2881
		<a href="mailto:dibroom@iafrica.com">dibroom@iafrica.com</a>
<b>Mpumalanga</b>	Name	<b>NEW AGE NAILS T/A NAIL HOUSE NELSPRUIT / NAIL IT NELSPRUIT</b>
	Contact	Vicky Cilliers
	Address	15 Bell Street, Nelspruit CBD PO BOX 12431 Steiltes Post Office Nelspruit
	Fax	086 609 9001
	Cell phone	079 901 9001
	Email	<a href="mailto:thenailhouse@gmail.com">thenailhouse@gmail.com</a>

**View our website for all the agents selling Melinda waxes provincially**



# HELIA-D INTERNATIONAL CAREER OPEN DAYS 2011

186/4 BARKSTON DRIVE,  
CORNER REPUBLIC  
ROAD,  
BLAIRGOWRIE,  
RANDBURG

PHONE:  
(011) 789-8140 787-2031  
787-9584

FAX:  
(086)5031608

E-MAIL:  
heliad@iafrica.com



## OPEN DAY AT HELIA-D INTERNATIONAL

Date: 13 August

Time: 10-1pm

Beauty salons are encouraged to support an accredited institute Helia-D International for Full Time and Part Time courses.

Helia-D International is accredited by the Council on Higher Education and the Department of education.

Part Time courses are commencing end of August for Manicure and Pedicure, Waxing, Skincare & Eye Treatment, Holistic Massage and Nail Technology.

Open Day is about introducing prospective beauty therapists into the beauty industry, teaching them about the treatments we offer at level that brings value and quality to the industry.

Programmes offered are available certificates and diplomas for a full time and part time level.

We're on the Web!

See us at:

[www.heliad.co.za](http://www.heliad.co.za)

[www.heliadinternational.co.za](http://www.heliadinternational.co.za)

Enroll now for a wonderful career in Beauty Therapy

*Helia-D*  
INTERNATIONAL  
Health & Beauty Training College

**CAREER OPEN DAYS 2011**

14 MAY/ 13 AUG / 15 OCT  
10h00 - 14h00

CONTACT US NOW ON (011) 787 9584 TO BOOK  
YOUR FREE TREATMENT ON THE DAY!!!  
CHOOSE ANY ONE OF THE BELOW:

- > Manicure
- > Pedicure
- > Foot Treatment
- > Lash & Brow Tint
- > Back & Neck Massage
- > Hand Treatment
- > Hot Stone Back & Neck
- > Mini Facial Treatment

186 Barkston Drive Cnr of Barkston Drive and Republic Road, Randburg, Blairgowrie

(011) 787 2031/789 8140/787 9584 heliad@iafrica.com www.heliad.co.za

**SALON SETUP HELIA  
DISTRIBUTION CC**

P O BOX 121,  
RIVER CLUB 2149

**BOOK NOW FOR A  
FREE TREATMENT**