

# guildg@zette

6th April 2018

The Digital Magazine Of The Guild Of Professional Beauty Therapists

sound  
sleep

sound sleep cocoon  
transformative night gel-cream

**dermalogica**  
with an acid-neutral and developed by The Research Institute

COCOON™

transform by night, glow by day™

**dermalogica®**

Winner  
Guild  
Awards  
of Excellence  
Best Skincare Supplier  
Dermalogica  
2018

**Inside  
This Issue**

**A Breath Of Fresh Air**  
Oxygen Infused  
Products & Treatments

**Ear Candling**  
The Healing Power  
Of Ear Candles

**School Report**  
The Latest News From  
Guild Accredited Schools

# guildgazette

# Contents

www.beautyguild.com

## PAGE 3

### EDITOR'S LETTER

Message from  
Guild Gazette Editor,  
Rebecca Archer

## PAGE 4

### INDUSTRY INSIDER

The latest industry news  
including how The Guild now  
delivers a magazine to you  
every fortnight

## PAGE 12

### A BREATH OF FRESH AIR

Exploring oxygen infused beauty  
products and treatments

## PAGE 16

### EAR CANDLING

The healing power of ear candles  
and how to train in the treatment  
with GTi

## PAGE 20

### SCHOOL REPORT

The latest news from our  
Guild Accredited Schools



# Editor's Letter

---



We are extremely excited to announce that this issue of Guild G@zette Digital will be the first of two April issues this month! We will now be bringing you 18 issues of Guild G@zette Digital a year, ensuring that you will now get your beauty fix every fortnight. We wanted to make it easier for you, our lovely readers, to read our digital magazine on the go, so we have created shorter and more condensed versions of the magazine on a much more frequent basis to keep you up to date with the latest industry news.

We kick off the first issue this month by discussing why oxygen is taking the beauty world by storm in our 'A Breath Of Fresh Air' feature on page 12. There is now an extensive range of popular beauty products and treatments which use oxygen as an active ingredient, we outline a selection of these for you to consider using in your beauty business.

On page 16 we explore the history of Ear Candling and why it is still widely used today to treat clients with conditions such as tinnitus, sinus congestion and excessive ear wax production. Why not enrol on the GTi Ear Candling course to add Ear Candling to your treatment menu? Check out the feature to find out more information about the treatment and how to enrol on the GTi course.

Happy reading!

REBECCA ARCHER  
Guild Gazette Editor

## guildgazette

The UK's Highest Circulation  
Trade Magazine For Fully  
Qualified & Insured Beauty  
Professionals

**TOTAL CIRCULATION: 24,717**

Circulation figures verified by Audit  
Bureau of Circulation  
(ABC) in 2017.

Please visit [beautyguild.com](http://beautyguild.com)  
to download a copy of the  
ABC certificate.

## Who's who?

---

Published by:  
The Guild of Professional  
Beauty Therapists Ltd  
Guild House 320 Burton Road,  
Derby, DE23 6AF  
01332 224830  
[info@beautyguild.com](mailto:info@beautyguild.com)

Guild Gazette  
& Beautyguild.com  
Please contact:

Rebecca Archer  
Editor  
[rebecca@beautyguild.com](mailto:rebecca@beautyguild.com)

Pippa Ward  
Marketing & Editorial Executive  
[pippa@beautyguild.com](mailto:pippa@beautyguild.com)

Guild Membership  
& Insurance  
01332 224830 option 1

Guild Training International  
01332 224830 option 2

Guild Accreditation  
01332 224830 option 3

Guild Of Professional Beauty  
Therapists Limited is an appointed  
representative of Park Insurance Services,  
which is authorised and regulated by the  
Financial Services Authority.

# industry insider

NEWS FROM THE PROFESSIONAL BEAUTY WORLD

## AN EVENING WITH DERMALOGICA BRAND AMBASSADOR, DIANA JENNER

The two time winner of International Beauty Therapist of the Year and Dermalogica Brand Ambassador, Diana Jenner, hosted her Spring Skincare event at London's The Soho Hotel. Diana's Spring Skincare event focused on the three R's of skincare for the season:



- **Refresh** the skin twice daily with the new Dermalogica Calm Water Gel containing dual Hyaluronic Acid to hydrate the deeper layers of the skin and quench the thirst of the top layers.
- **Relax** and repair the skin at night to maximise the rejuvenation with the body's circadian rhythm.
- **Restore** the skin to keep the barrier function intact protecting the skin against pollution and free radical damage.

Diana also discussed Dermalogica's latest launch, Sound Sleep Cocoon, which restores skin and aids deep levels of sleep with micro-encapsulated essential oils. This night gel-cream is a revitalising treatment that transforms skin while you sleep by optimizing night time skin recovery.

"While we sleep our brain recharges and cellular repair amps up. The skin repair and regeneration is at its best overnight. You might not be able to get the required amount of sleep, but it's important to maximize your pillow time." Commented Diana Jenner.



## MURAD'S RAPID AGE SPOT CORRECTING SERUM LAUNCH

The Guild team were invited to the launch event for Murad's new Rapid Age Spot Correcting Serum. Kristen Robinson, Murad's Senior Director of NPD, joined the UK team all the way from the USA to talk about the exciting new launch.

The Rapid Age Spot Correcting Serum is a clinically proven serum that visibly reduces the appearance of dark spots, age spots and hyperpigmentation in just 1 week.

The formula features Dr Murad's exclusive NHP-3 Technology which contains Niacinamide, Hexylresorcinol and Plankton Extract, plus additional high-performing ingredients including Vitamin C, Oligopeptides and subtle light-reflecting pearls. This unique combination helps solve pigmentation problems, enhances skin's radiance, and brightens skin tone instantly and over time.



### WANT TO KNOW MORE?

Murad Rapid Age Spot Correcting Serum costs £70, for more information click [here to visit www.murad.co.uk](http://www.murad.co.uk)

## THE GUILD NOW DELIVERS THE LATEST INDUSTRY NEWS TO YOU FORTNIGHTLY

***The Guild of Beauty Therapists will now be bringing you the latest professional beauty industry news fortnightly! In addition to our bi-monthly print magazine we will be now producing 18 issues of Guild G@zette Digital a year, ensuring you are getting your beauty fix every fortnight.***



The latest issues of the printed magazine and Guild G@zette Digital are available to download for free via our exclusive App for Tablets and Smart Phones when connected to Wi-Fi. You can also read back issues on our website, [beautyguild.com](http://beautyguild.com).

At The Guild we understand that time can sometimes be limited for beauty professionals during a busy day of appointments, so the condensed and more frequent issues of Guild G@zette Digital will help keep you up to date with the most relevant news in the industry between clients. We offer the latest, most reliable and interesting information for beauty professionals to read on the go!

**Click here to register for a FREE Digital Subscription**

### ADVERTISING ENQUIRIES

There are a large number of advertising opportunities to get involved with. Please email [pippa@beautyguild.com](mailto:pippa@beautyguild.com) for more information.

# Manicure Course

The GTi Manicure Course will teach you everything you need to know to offer a professional manicure, and includes online and practical assessments. This course costs £195 + VAT and is worth 22 CPD points.



## SALLY SALON SERVICES EXPAND THEIR XP200 HAIR COLOUR RANGE

Sally Salon Services is excited to announce that they have extended the popular XP200 Colour range to include 8 exciting new hair shades for SS18. Whether you're looking to turn up the heat with a rich copper, or add depth to brunettes with smooth mocha tones, the new shades reflect the trending colour palettes of the season whilst retaining the brand's signature gentle and long-lasting formula.

Zara Lynch, Colour Expert at Sally Salon Services said "We're delighted to be expanding our sought-after XP Colour offering this Spring. Our customers love the nourishing and high-performance formulas of XP Colour, and being able to offer the range exclusively in the UK reinforces our commitment to providing hair and beauty professionals with access to the latest industry collections."



Want To Know More?

For further information on XP200 visit  
[www.salon-services.com](http://www.salon-services.com)

# Registered

Guild Membership includes a free entry on one of the industry's Professional Registers worth £34.80 per year. Visit [Beautyguild.com](http://Beautyguild.com) and join The Guild today.



**theguild**  
of Beauty Therapists

Click Here To Join  
The Professional  
Registers



## IS NOW THE TIME FOR A JOB CHANGE?

Our Classified & Recruitment section on Beautyguild.com is the perfect place for job seekers and employers alike.



If you are a Guild Member, this entitles you to place the following number of adverts on Beautyguild.com completely free of charge during your yearly membership. This includes:

- Unlimited "Items Wanted" adverts
- A maximum of three Items for Sale adverts
- One "Salon Vacancy" advert
- One "Room for Rent" advert

### JOB SEEKERS

As a Guild member you can register for free as a 'Job Seeker' on Beautyguild.com. We will then send you information on employment vacancies that match your criteria and location.

New jobs from all over the country – from big names, such as Guinot, Dermalogica and ELEMIS – are posted daily, so you're bound to find something suited to you.

**Visit Our Classified  
Recruitment Section  
HERE**

# Qualified

Only qualified therapists and nail technicians can join The Guild and use the designated letters after their names. Visit [Beautyguild.com](http://Beautyguild.com) and join The Guild today.

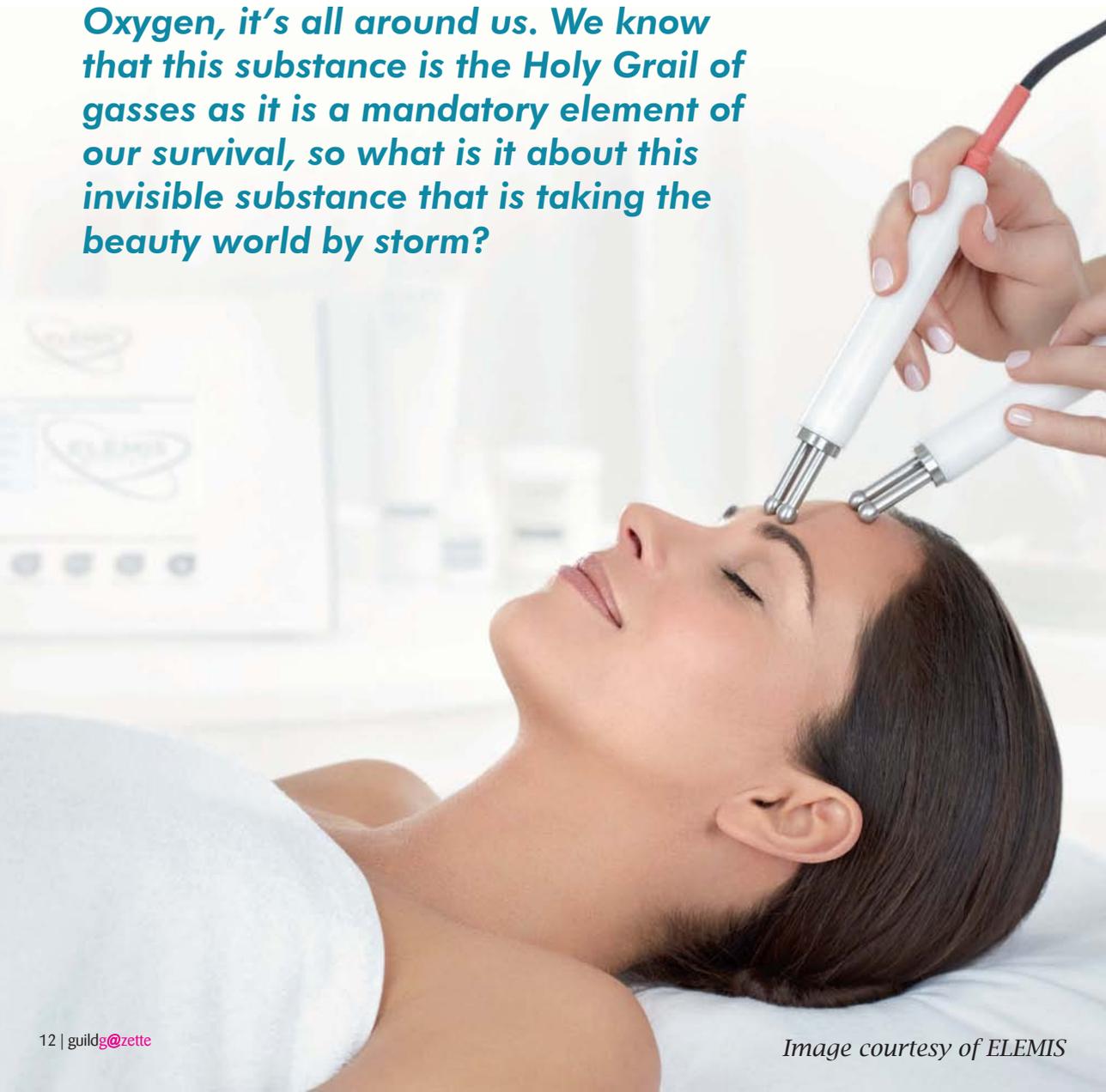


**the guild**  
of Beauty Therapists

[Click Here For Guild Membership](#)

# A Breath Of Fresh Air

*Oxygen, it's all around us. We know that this substance is the Holy Grail of gasses as it is a mandatory element of our survival, so what is it about this invisible substance that is taking the beauty world by storm?*



# A Breath Of Fresh Air Continued...

The oxygen that we inhale from the atmosphere aids in keeping our skin and body free from toxins. As we age, our oxygen levels naturally decline which leads to wrinkles and fine lines (Cadiz Laser Spa, 2018). Oxygen has several beneficial properties which we can utilise for our skin. It stimulates the body's natural healing function; it is anti-inflammatory and stimulates collagen production (POP Sugar Beauty UK, 2016). Collagen is responsible for plumping skin, and providing elasticity. We are constantly exposed to environmental factors such as pollution which can affect the skin's health; using a natural, purified substance such as oxygen can literally give a breath of fresh air to tired skin.

There is an extensive range of popular products and treatments available to retail for your beauty business that use oxygen as an active ingredient.

## Guinot Bioxygene, Crème & Serum

This Bioxygene range from Guinot produces naturally radiant skin, it

repairs environmentally damaged (asphyxiated) skin by using oxygen. Environmental irritants are known to produce skin malfunctions; skin cells cannot breathe and on the surface skin appears dull and dehydrated. The three step Bioxygene range eradicates environmental damage caused to the skin starting with cleansing the skin with the Bioxygene Cleansing Foam.

Guinot Bioxygene Serum detoxes the skin. A boost of oxygen is delivered to the heart of the skin cells, and skin appears immediately more radiant. Guinot Bioxygene Crème is a triple action cream that rejuvenates skin. The Pro-Oxygen formula stimulates the skin cells vital functions, inducing a radiant complexion. Secondly, the crème protects against pollutant damage, with an "anti-pollution" filter that still allows skin to breathe.



# A Breath Of Fresh Air Continued...

## ELEMIS BIOTEC Facial Treatment

The BIOTEC facial treatment by ELEMIS features O2 Infusion Technology. O2 Infusion technology is a therapy that powerfully blasts skin with bursts of compressed air, attributing the skin to a mix of 95% pure oxygen and other potent active ingredients.

This combination will visibly improve fine lines and increase skin plumpness. Overall skin will be firmer and rejuvenated.

## CACI Skin Breeze Facial Treatment

CACI's 45 minute facial treatment delivers an oxygen infusion to skin through a hand held O2 Infusion hand piece. The pressure of the pump helps to plump skin, increasing blood flow and in turn aids collagen production.



## BeautyPro Detoxifying Bubbling & Cleansing Mask

BeautyPro's Detoxifying Bubbling & Cleansing Mask may not use oxygen as an essential ingredient however the ingredients used act in a similar way to give similar results. The self-foaming sheet mask bubbles on the skin to create a mini massage for the face. This rids skin of impurities and offers a deep pore cleanse. The mask contains Activated Charcoal, which is known for its deep cleansing abilities. It also features a rich AHA complex consisting of: Lime, Lemon, Apple, Orange and Grapefruit.



# A Breath Of Fresh Air Continued...

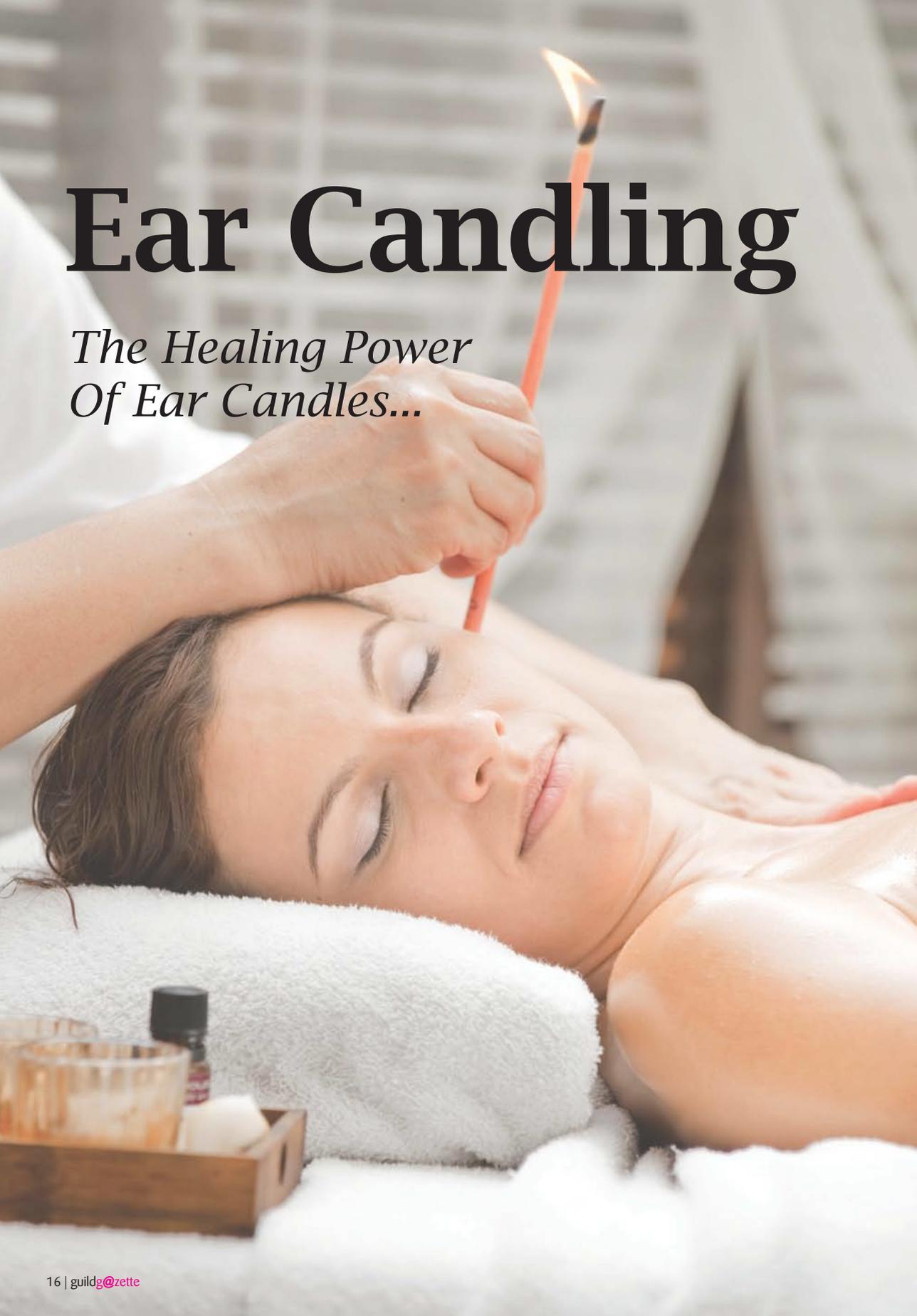
## Crystal Clear Oxygen Therapy

Crystal Clear Oxygen Therapy is a targeted therapy that aims to replenish skin of the oxygen lost as we age. The treatment works in two phases, firstly microdermabrasion and then the application of a specially prepared Crystal Clear Oxygen Serum. The serum works to restructure the skin and is delivered with pressurised oxygen via a pulsed jet which regenerates skin from a deeper level.

## GTi Facial Treatments Course

With the increased use of oxygen in treatments and products; there is a demand from clients for effective facial treatments. You can enrol onto the GTi Facial Treatments Course where you will be given the knowledge to carry out a professional standard facial.

The Facial Treatments Course costs £245 + VAT, and is worth 32 CPD points, **click here now** to find out more information and enrol!

A woman with her eyes closed is lying on a massage table, covered with white towels. A hand is holding a lit ear candle near her ear. The candle is orange and has a small flame at the tip. The background is a blurred white wall with a window blind.

# Ear Candles

*The Healing Power  
Of Ear Candles...*

# Ear Candling Continued...

A majority of popular beauty and hair treatments, such as hairdressing, spray tanning and even eyelash extensions have an element of relaxation. However, holistic treatments such as Reiki, the Indian Head Massage and Ear Candling are all gaining popularity due to their internal and physical benefits. As well as being relaxing, holistic treatments offer a soul cleanse.

Ear Candling can cure conditions such as tinnitus, sinus congestion or excessive ear wax production and as ears are a pathway to the head the treatment is also known to clear the mind. You can train in Ear Candling with the GTi Ear Candling Course. There is no excuse as to why a treatment with so many benefits should not feature on your beauty business treatment menu.

## What Is Ear Candling?

Ear Candling is an ancient traditional practice that was used by the Ancient Greeks, in Ancient China and by the Ancient Egyptians (Telegraph, 2018).

The treatment was popularised by the Hopi Indian Tribe of the American South West. This is why the practice is often referred to as 'Hopi Ear Candling'.

The practice is carried out by inserting the tapered end of an ear candle into a client's ear whilst the opposite end of the candle is lit. The belief is that earwax and other impurities will be drawn out from the ear, as a partial vacuum is created by the candle flame (Dictionary.com, 2018). The heat from the candle's flame helps to soften excess ear wax.



# Ear Candling Continued...

## What Are The Health Benefits Of Ear Candling?

The main reason for ear candling is to remove the build-up of ear wax. The treatment is safer for the ears than the traditional removal method of syringing.

Syringing the ears to remove build-up involves flushing the ears with pressurised water. The pressure can damage eardrums, and the water can introduce the risk of infection. Ear candling does not put any pressure on ear drums, nor does the practice bring any risk of infection. (Positive Health Wellness, 2016-2017).

Ear Candling can be especially beneficial to those who suffer with sinus related congestion ailments, ear wax over-production, and tinnitus. Nasal congestion can cause issues to the ears, as congestion travels through to the ears.

An excess amount of ear wax can cause problems with hearing and can be very uncomfortable,

removing the ear wax through Ear Candling means that the client's risk of recurring ear infections is reduced.



## What Are The Holistic Benefits Of Ear Candling?

Ear Candling can be used to rebalance the individual's mental state. Many patients report that they can think with better clarity after the treatment. Dealing with hearing loss, ringing of the ears or any cold symptoms can often cloud our thoughts. (Positive Health Wellness, 2016-2017). The treatment itself also brings peace to patients; the whooshing sound omitted from the candle is known to be invigorating and relaxing.

# Ear Candling Continued...

## The GTi Ear Candling Course

The GTi Ear Candling Course is a mix of theory and practical training. You will study the theory elements online, and have a practical training session – offering great flexibility for busy beauty professionals.

The course will cover in detail how to carry out the treatment, as well as providing valuable background knowledge on the traditions and origins of Ear Candling.

The course is £95 + VAT, and you will gain 12 CPD points on completion, [click here now to find out more information and enrol on the course.](#)

# school report

A round up of news from  
Guild Accredited Schools.

## ALL THAT JAZZ SPONSORS THE BRIT AWARDS SPA

All That Jazz were the official sponsors for the 2018 BRIT Awards Spa. Exclusive manicures were given to the celebrity guests such as music artists Dua Lipa, Fleur East and Jessie Nelson from Little Mix using a mixture of Gelish and All That Jazz products.

Celebrity manicurist, Stephanie Staunton, along with Jazz Christodoulou, were on hand providing the manicures to the special guests. Stephanie also created exclusive nail designs using All That Jazz nail lacquers.

If you are interested in training in Gelish and All That Jazz with the Guild Accredited Nail Harmony Training School click here now to visit [www.nailtraininguk.com](http://www.nailtraininguk.com).



## SIENNA X NEW AND IMPROVED TANNING MASTERCLASS

Bespoke your spray tanning technique with the new and improved Sienna X Masterclass. The class will give you the knowledge to offer an individual tanning service by giving your clientele a tanning menu to choose from.

The class will give you the opportunity to learn the art of facial contouring and body sculpting.

You will learn the following in the one day course:

- Two different techniques- brush and spray
- Skin finishing
- Enhance retail skills and knowledge
- Create bespoke tanning menus
- Go to the top of Therapist Locator

The class is the perfect opportunity to learn up to date trends and tanning techniques to be sure to set you apart from the competition.

**For more information  
head to [sienna-x.co.uk/  
professional/train-with-us/](http://sienna-x.co.uk/professional/train-with-us/)**



## WHY CHOOSE A GUILD ACCREDITED SCHOOL

The Guild of Beauty Therapists accredits more training centres and courses than any other organisation in the UK, which makes Guild Accredited training the most sought after in the industry.

Choosing the right courses and qualifications is something that can be quite daunting as there are literally hundreds of training schools and thousands of courses available. So how can you make sure you pick the right qualification that will allow you to get insurance once you have completed it? The answer is to ensure that any course you enrol on is accredited by the Guild of Beauty Therapists, the UK's trade body for the professional beauty industry.

Guild Accredited courses have been examined by The Guild for their content and for the quality of tuition. We ensure that the content of all courses meet or exceed the relevant National Occupational Standards (NOS). If you choose a Guild Accredited course you will be able to obtain insurance and membership from The Guild which will enable you to carry out and charge for treatments on members of the public.



**CLICK HERE TO  
ENROL ON A  
GUILD ACCREDITED  
TRAINING COURSE**

**CLICK HERE IF YOU  
ARE A SCHOOL  
WISHING TO BE  
GUILD ACCREDITED**

# Aromatherapy

Learn everything you need to know in order to carry out a professional aromatherapy treatment with the GTi Aromatherapy Course. This course costs £95 + VAT and is worth 13 CPD Points. Training can be completed entirely online in your own time.



# Make Sure Your Next Training Course Is Guild Accredited.

Don't waste your time and money on training courses that are not recognised or insurable.

Search the Beautyguild Training Directory to find Guild accredited training schools and courses in your area, and find professional training that is accepted for insurance.



Click here to search the Beautyguild Training Directory

[beautyguild.com](http://beautyguild.com)

Make Sure Your Next  
Training Course Is  
**Guild Accredited**



[FOR MORE INFORMATION ON GUILD ACCREDITED TRAINING CLICK HERE](#)

**theguild**  
of Beauty Therapists

Join In The Conversation

