

# guildg@zette

March 2022

The Digital Magazine Of The Guild Of Professional Beauty Therapists  
beautyguild.com



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#### IWD 2022

Celebrating the women leading our industry on International Women's Day

#### The Guild Awards of Excellence 2022

Vote now for your favourite brands and suppliers



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# PLAY THE PALETTE

FEATURING ACHIEVEMENT UNLOCKED

GELCOLOR • INFINITE SHINE • NAIL LACQUER • POWDER PERFECTION



AVAILABLE AT TRADE.OPIUK.COM

# O·P·I

LOS ANGELES



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Vote for your favourite professional beauty suppliers and training schools before midnight on April 8th

## Who's Who?

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# Editor's Letter



Wanting to learn something new this spring? We have recently updated [beautyguild.com](https://beautyguild.com) to make it easier than ever to find the perfect accredited training courses for you that are running soon in your area. Turn to page 10 for more information. You can also now sign up for weekly Training Alert e-mails from the Beauty Guild to make sure you never miss out on local learning opportunities. Flick to page 12 for details.

The initial nominations have been counted and the shortlist for The Guild Awards 2022 has now been announced. Turn to page 42 to find out which companies have been nominated and how to vote for your winners. Final voting closes at midnight on Friday 8th April 2022. Beauty Guild would like to take this opportunity to congratulate all of the shortlisted companies and to wish them the best of luck!

Finally, please make sure you complete the latest Beauty Guild Industry Survey for the chance to win fantastic prizes from our sponsors Guinot and Sienna X. Head to page 32 for more information.

**Rebecca Archer**  
**Guild G@zette Editor**



# THE EYELASH EMPORIUM™



## VOTE FOR US



**BEST SUPPLIER SPECIFIC TRAINING**



**BEST LASH SUPPLIER**



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— AWARD WINNING —  
TRAINING IS NOW ONLINE

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[EYELASHEMPORIUM.COM](http://EYELASHEMPORIUM.COM)

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# Breaking News

## **OPI Partners with Xbox to Announce Gaming-Inspired Spring 2022 Collection**



This Spring 2022, take nails to the next level. OPI have teamed up with Xbox to launch a vibrant collection of 12 winning hues. Available in four different formulas with colours ranging from fresh blues and greens to fantastical shimmers, this palette brings the virtual worlds of gaming to life so you can unlock endless looks for your clients and play with nail art and new trends.

Consumers can unlock stunning, shade-matched Xbox in-game content for Halo Infinite and Forza Horizon 5, with every purchase of the Xbox OPI polish at select retailers. Fans will have the chance to win custom Xbox Wireless Controllers in top trending hues - Achievement Unlocked, Racing for Pinks and Can't CTRL Me - to pair with their own mesmerising nail art inspired by fan-favourite games on Xbox Game Pass. OPI and Xbox will also team up with notable creators from the gaming industry to bring the collaboration to life.



## Breaking News Continued

“Over the past 40 years, we’ve travelled the globe; now we’re excited to visit virtual worlds with Xbox,” remarks OPI Co-Founder and Brand Ambassador Suzi Weiss-Fischmann. “In these worlds, anything is possible, and the collection’s colours reflect infinite possibilities to create. Whether you play video games as a creative hobby or as a way to relax and connect with friends, nailcare offers these same benefits. From new shade technology to nail art and more, consumers can expect lots of exciting surprises to come with this partnership!”

“We’re thrilled to partner with OPI to unveil mesmerising nail polish colours inspired by gaming and your favourite titles on Xbox

Game Pass,” said

Xbox Global Partnerships Director Marcos Waltenberg.

“We hope this collection inspires fans across the globe to embrace their creativity and imagination through nail art and colour.”





## OPI partners with Xbox

The full collection is pictured below and includes pixelated pinks (Pixel Dust, Racing for Pinks) joined by hues of orange, coral, and red (Suzi is My Avatar, Trading Paint, Heart and Con-soul). Get ahead of the game with shades that blend natural beige and greens (Quest for Quartz, The Pass is Always Greener, Sage Simulation) with lavender and purple tones (You Had Me at Halo, Can't CTRL Me, Achievement Unlocked, N00berry).

**OPI x Xbox shades are available now in GelColor, Infinite Shine, Nail Lacquer and Powder Perfection (select shades only) formulas. For more information please visit [OPIUK.COM](http://OPIUK.COM).**



# Breaking News

**Learn something new this spring! Find the perfect accredited training course and grow your treatment menu**



We have recently given [beautyguild.com](https://www.beautyguild.com) a spring clean to make it easier than ever to find the perfect accredited training courses for you that are running soon in your area.



## **How To Find Accredited Training Courses**

1. Visit [beautyguild.com](https://beautyguild.com). Place your mouse cursor over the “Training” tab on the top of the home page and select “Training Home Page”.
2. Fill out the Training Diary search boxes by selecting the GTi course you are interested in, your postcode and how far you are willing to travel to train. Click “Search”.
3. A list of upcoming suitable courses in your local area will then be displayed including information on the individual course training venue, date, start time, enrolment fee, practical free and the number of places remaining to book. If you find a course that you would like to enrol on you can then book a place directly on our website by clicking “Book this course”.
4. Purchase a place on the course by registering an account on [beautyguild.com](https://beautyguild.com) or logging into your existing account and clicking “Purchase”.

## **Are You A Guild Accredited Training School?**

Guild Accredited Training Schools can add unlimited GTi Training Course dates to our website for free up to 6 months in advance. Simply log in to your account on [Beautyguild.com](https://Beautyguild.com) to list your courses.

# Breaking News

**Register for Training Alerts on [Beautyguild.com](https://www.beautyguild.com)  
and find your perfect training course match!**



Interested in enrolling on a particular practical training course with Guild Training International (GTi)? You can now register for free Training Alerts on our website [Beautyguild.com](https://www.beautyguild.com).



## How To Register For Training Alerts

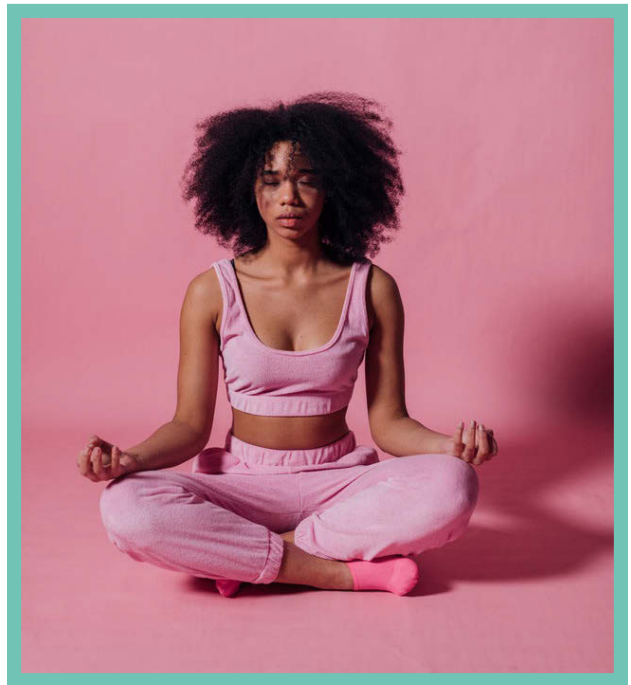
1. Visit [beautyguild.com](https://beautyguild.com).
2. Place your mouse cursor over the “Training” tab on the top of the home page and select “Register For Training Alerts” in the dropdown box.
3. Create an account with [beautyguild.com](https://beautyguild.com) or log in to your existing account.
4. Once you are logged in you will be able to tell us your specific interests and how far you are willing to travel for training.
4. Each week we will send you an email with the dates for a selection of training courses that are local to you.



# Breaking News

**Save £22 on The GTi Mindfulness Course until 22nd March using code Twosday**

Results from the recent Beauty Guild UK Salon Businesses Post Covid-19 Survey found that the majority of our members are suffering with stress and anxiety following two years of restrictions.



To help you and your clients enhance your mental wellbeing and cope with the challenges of life, we are giving you £22 off the online GTi Mindfulness Coaching course until the 22nd March 2022. To receive the discount please [click here](#), select “Enrol now” and then in the “Discount” section on the right of the page enter the code Twosday and select apply.

**The GTi Mindfulness Course is completed entirely online. To enrol visit:**

**[beautyguild.com/MindfulnessCoaching](https://beautyguild.com/MindfulnessCoaching)**



# Buddha Therapies Academy



Traditional East Asian, Holistic & Spiritual  
Complementary Therapy Courses

[buddhatherapiesacademy.co.uk](http://buddhatherapiesacademy.co.uk)



**Guild  
Awards**  
of Excellence

2022

Please vote for us to win 'Best Training School-Holistic'

# Breaking News

**Learn how to perform a Galvanic Facial with GTI**



Galvanism is an electrical service which can be applied to the face. There are many benefits to a galvanic facial treatment which includes; cleansing and detoxing the skin, promoting blood and lymphatic circulation, increasing moisture content of the skin, smoothing the skin and increasing penetration of the products applied during the treatment. This GTi course has been designed to give you all the skills and knowledge you need to perform a Galvanic Facial Treatment.



You will learn:

- Introduction, reception and consultation

- Anatomy & Physiology – the skin

- Contra-indications restricting treatment

- Contra-actions during and after treatment

- Understanding science

- Desincrustation and Iontophoresis

- Preparing for treatment

- Galvanic facial technique and aftercare

- Practical tuition and assessment



**Galvanic Facial practical training costs from £105 and is available at over 40 locations nationwide. Are you a Guild Accredited School? Please login to your account and request to add this course to your list of accredited training.**

**friends.  
mothers.  
daughters.  
visionaries  
queens.  
rulers.  
women.**

**INTERNATIONAL  
WOMEN'S  
DAY  
2022**

## International Women's Day 2022

International Women's Day is celebrated on March 8th every year around the world. It is a focal point in the movement for women's rights.

### A message from Beauty Guild Director, Lynne Archer

Lynne says, "The beauty industry puts more women into business than any other. This International Women's Day, Beauty Guild want to celebrate the wonderful and inspiring women who lead the way in our sector.

Beauty Guild celebrates our 28th Anniversary this year and we are proud to be the most trusted trade body in the industry. Today, we have over 12,000 full and student members in the UK and 850 Guild Accredited Training Schools.

I speak to inspiring female entrepreneurs every single day and it is my pleasure to help you in any way I can to achieve your business goals.

Please never let anyone tell you that beauty is not a viable career. I opened a home salon when I was only 23 and many people said I was foolish, but I believed in myself and I believe in you.

I've always had a passion for skincare and beauty, plus I wanted to work in an industry that provided personal care and attention for others.

Sadly, the career advice that was available when I was at school was totally geared towards academic achievement and most of my friends at school went to university or college to study non-vocational subjects. My teachers knew nothing about careers in beauty, which at that time was a very small industry and rather elitist. I bucked the trend by deciding to follow my dreams and pursue a career in beauty. With the help of Beauty Guild I hope you can make your dreams come true too. Whether you need insurance, training, accreditation or help sourcing suppliers Beauty Guild have got you covered."

**To get an instant insurance quote or to find the perfect GTi training course for you please visit [beautyguild.com](https://www.beautyguild.com)**



COURTNEY  
BRODERICK

Wild Honey  
Salon



## **Courtney Broderick, Wild Honey Salon**

Wild Honey Salon is a retro beauty salon and Guild Accredited Training School that focuses on building a community between beauty artists and clients. Courtney Broderick opened Wild Honey in Crawley, West Sussex in July 2020, immediately after the end of the first lockdown in England. Courtney has been working within the beauty industry for over 9 years.

### **Key Achievement**

During the extensive lockdowns, Courtney continued to pursue her dream of opening a salon. Courtney designed a creative and collaborative space for all beauty artists to come together and support each other. Courtney has also been able to develop into a Guild Accredited training academy offering nineteen of the most popular GTi (Guild Training International) courses in lashes, brows, nails and business skills.

### **How has Beauty Guild helped you to achieve success?**

Courtney says, "The Beauty Guild have helped my salon and training academy become a reality by supporting me to train and helping me to grow my skills through the Beauty Guild training accreditation and insurance. The advertisement and theory provided by the Beauty Guild has allowed me to grow my student portfolio whilst also being financially viable. I'm looking forward to continuing to work with the Beauty Guild this year and to growing my business further."

**If you are interested in completing a GTi course with Wild Honey please e-mail [hello@wildhoney.uk](mailto:hello@wildhoney.uk)**



**JANAN  
SAHER**

Aviva Day  
Spa &  
Academy

## **Janan Saher, Aviva Day Spa & Academy**

Aviva Day Spa & Academy is a multi-award winning Beauty Salon and Guild Accredited Training Academy. Avia Day Spa & Academy provide luxury beauty services and over thirty accredited beauty and holistic courses and workshops. Janan Saher is also the owner of Aviva ProGel UK, which is a professional only gel nail brand. Through teaching, Janan was inspired to provide her own products to her students.

### **Key Achievements**

Over 14 years in the beauty industry, Aviva Day Spa & Academy has won 26 awards. Owner, Janan Saher says. "My proudest achievements are winning three awards recently at The Great British Hair & Beauty Awards 2022, especially after the extremely challenging 2 years our industry has endured. Also winning the Positive Impact Award at the SME Business Awards 2021. I aspire to not only teach people, but to share my experience and provide support even after training. I love to help women. I want to see women have the opportunity to develop and grow in a career, as well as have a family if they want. It's really important to me to give back to society. In 2019, I received a certificate of appreciation for my commitment and dedication to my community in Luton, Bedfordshire by the Mayor of Luton. That was quite an overwhelming day."

### **.How has Beauty Guild helped you to achieve success?**

Janan says, "All I wanted to do since leaving school was beauty. I've been in the industry 24 years and can honestly say, I could never do anything else. Without the Beauty Guild I would never of had the opportunity to do what I love, teaching beauty. It's a wonderful industry to be part of, and thanks to the Beauty Guild I know whatever life throws at me as a woman, beauty will find a way to adapt and continue to work for me, helping me to fulfil my dreams in inspiring others."

**If you are interested in completing a GTi course with Aviva Day Spa & Academy please e-mail [avivabeauty@live.co.uk](mailto:avivabeauty@live.co.uk)**



**NICKY  
MATTHEWS**

Sienna X



## **Nicky Matthews, Sienna X**

Launched by Nicky Matthews in 2006, Sienna X is one of the most loved tanning brands by professionals and celebrities alike. Revolutionising tanning with skincare at the forefront, Sienna X is the salon choice for professional-level tan products. At-home tanning has never been easier with the extensive selection of fast-drying, high-performance products available in the range. Luxury Wax, Professional Brows and a suits-all Skincare Collection have since followed, establishing Sienna X as a leading salon premium-goods provider.

### **Key Achievement**

Nicky invented the Pop-Up Spray Tan Cubicle in 2004, whilst raising her 2 toddlers and being pregnant with her third child - it was a crazy busy time.

A patented piece of beauty equipment, the Cubicle takes seconds to erect and stow away. Since its invention, it has opened the opportunity and affordability to hundreds of thousands of Therapists to start up in Spray Tanning. At the time, permanent booths cost upwards of £3k.

Sienna X has helped over 25,000 people and counting train in Spray Tanning, one of the most quick and profitable beauty treatments.

### **How has Beauty Guild helped you to achieve success?**

Nicky says, "Through its Awards of Excellence, Guild has helped Therapists vote for the brands that have helped and supported them over the years, which in turn has helped Sienna X obtain the badge of honour, winning Best Tan Supplier for 12 years. We have also won Best Use Of Social Media and Best Customer Services and have received 6 Shortlists for 2022. The first time we won, we had only been trading for a few years – it was an incredible accolade to be honoured with."

**If you are interested in completing accredited training with Sienna X please e-mail [info@sienna-x.co.uk](mailto:info@sienna-x.co.uk)**



ELLIE  
FLEMING

Nails, Beauty &  
Training By Ellie

## **Ellie Fleming, Nails, Beauty and Training By Ellie**

Ellie Fleming is the owner of Nails, Beauty and Training By Ellie in Hull, East Yorkshire. Ellie's business is a small salon and training centre which she has built up over the last 10 years on her own. Ellie qualified as a Level 3 Nail Technician in 2012 and continued to develop her skills to include beauty treatments and now Guild Accredited training.

Ellie says, "I began my career following a battle with cervical cancer. I decided after this illness that life is too short to be unhappy! I was a single mum at the time, so I worked while I studied."

### **Key Achievement**

Ellie says, "My greatest achievement so far is successfully opening and growing my own salon business after years of renting space in other people's premises. I wanted to expand into teaching, so I started looking for suitable places. Over the first lockdown I focused my energy on gaining my teaching certificate with GTi. In September 2020 I finally opened my own doors!"

### **How has Beauty Guild helped you to achieve success?**

Ellie says, "The Beauty Guild has been a key part of the success of my business. In challenging times they helped me promote my training courses and having the GTi courses already written and ready to teach allowed me to focus my time on developing my training facilities and ensuring I was ready to welcome learners back once we could reopen after lockdown! I am very proud of my achievements and my association with the Beauty Guild!"

**If you are interested in completing a GTi course with  
Nails, Beauty and Training by Ellie please e-mail  
[elliejflem@live.com](mailto:elliejflem@live.com)**

A portrait of a woman with long, wavy blonde hair, smiling. The image is partially covered by a pink diagonal overlay in the bottom right corner.

**NIKKI  
MURPHY**

N K Beauty Bar & Academy  
& Head Office Educator  
for The Eyelash Emporium



## **Nikki Murphy, N K Beauty Bar & Academy & Head Office Educator for The Eyelash Emporium**

N K Beauty Bar & Academy is a sparkly and fun salon based just outside of Gatwick. N K Beauty specialise in all things lashes and are the West Sussex & Surrey base for Education for The Eyelash Emporium

Established for 10 years N K Beauty Bar & Academy has recently opened new premises in the Basepoint Business Centre.

### **Key Achievement**

Nikki says, "Since I have been with The Eyelash Emporium, I have achieved so many things I never thought possible. I left school being told by my English teacher that I would never be anything, so if he could see me now educating others, he would eat his words! My biggest passion is being able to spread my love of all things lashes to everyone I meet. In 2019, I was given the incredible opportunity by The Eyelash Emporium to travel to Sydney Australia! There, I was able to share my knowledge and love for the brand and lashes at the Sydney Beauty Expo up on the stage and in workshops, to me this was a dream come true!"

### **How has Beauty Guild helped you to achieve success?**

Nikki says, "The Beauty Guild have helped by giving fantastic industry knowledge to always rely upon. From my early days right up until now I have always felt supported by them. I always love to further my own education too, which in turn supports my own students, and I know that the Beauty Guild is a great and reliable place to be able to do this."

**If you are interested in completing training with The Eyelash Emporium please e-mail [lashes@eyelashemporium.co.uk](mailto:lashes@eyelashemporium.co.uk)**

# TREATments

Update your service menu this March by learning new treatments with GTi that make the perfect treat for a client or their loved one.



## **GTi Lash & Brow Treatments**

Nothing says "Eye Love You" quite like making a booking for a lash or brow treatment. This GTi course covers the technique for eyebrow shaping, eyelash tinting, the application of strip lashes and the application of flare lashes.

Practical training costs from £90 and is available nationwide.

**Enrol on this course now**

## **GTi Facial Treatment**

Encourage your clients to treat their skin by offering facial treatments.

Practical training for the GTi Facial Treatment course costs from £120 and is available at over 1,000 locations nationwide. In just one day you will learn how to offer a professional facial treatment.

**Click here for more info**

## **GTi Body Massage**

If you offer gift vouchers in your salon it is likely that Body Massage is a popular choice, as this relaxing treatment is the perfect thank you for people who go above and beyond to help others. The GTi Body Massage course will teach you how to provide a professional massage treatment.

**Enrol on this course now**

## **GTi Pedicure**

Looking to offer a treat for the feet? Learn how to offer a professional pedicure treatment with GTi. Pedicures are a fantastic way to get new clients into the salon. Provide a pampering pedicure that revives tired toes and you are likely to gain a customer for life.

**Click here to enrol on the GTi Pedicure Course**

**Have your say in the latest  
Beauty Guild Survey for the  
chance to WIN prizes**





## **Complete The Latest Beauty Guild Survey**

Beauty Guild have just launched a major survey on our website to investigate treatment availability and prices in the professional beauty market.

### **Have Your Say**

The Guild's Beauty Industry Surveys examine the state of the professional beauty sector by asking the people that really matter – you! We are currently looking to gather information on:

- Your business type and whether this has changed since before the lockdowns to now.
- What type of treatments you provide and what you charge.
- Whether you have a job outside of the professional beauty, hair and wellbeing industry.
- What training you have completed recently and what training you plan to undertake in the future.
- Whether you employ people in your business and how many clients you have.
- Whether you are a member of a trade body and if you have treatment insurance.

**Please [click here](#) to complete the survey now for the chance to win fantastic prizes from our sponsors Guinot and Sienna X.**

# Have Your Say For A Chance To **WIN IT**

**£500 GUINOT SKINCARE HAMPER**



## **Guinot are proud to sponsor the latest Beauty Guild Survey**

Passionate about skincare but not sure where to start? In such a saturated market, it can be near impossible for consumers to navigate through the myriad of so called “miracle” products and treatments available, all claiming to achieve the results that they are looking for!

Guinot professional skincare is accompanied by expert advice, delivered from Guinot’s professional Beauty Doctors across the UK & Ireland. This is fully personalised and prescribed for your client’s needs, helping them to better understand their own skin and enabling them to invest in the correct tools and treatments to effectively tackle their skincare concerns. For more information on how to become a Guinot stockist or Franchise salon please e-mail [enquiries@guinotmarycohr.com](mailto:enquiries@guinotmarycohr.com).

### **WIN a £500 Guinot Skincare Hamper**

Complete the latest Beauty Guild Survey for the chance to win a bespoke Guinot skincare routine, tailored to your needs and concerns. This will include a range of skin preparation products, a moisturiser and range of boost products, to the value of £500. If you are chosen as the winner, we will be in contact to discuss all of your skincare needs and prescribe your bespoke regimen. [Click here to take the survey now.](#)

# WIN IT

A collage of Sienna Professional products. At the top are three bottles of tanning solution (12%, 10%, and 8% concentrations) and three bottles of prep/tan removal products (Barrier Cream, Wipes, and Exfoliating Spray). To the right is a black tanning bag. In the center is a black circle with the text "LEVEL 1&amp;2 TRAINING INCLUDED". Below this are boxes of blurring mitts, a white steamer, and a black and gold handheld steamer. At the bottom left is a black Sienna Professional duffel bag, a stack of brochures, and a smartphone with a red heart icon. The background is white with a large, faint, circular graphic element.

## **Sienna X are proud to sponsor the latest Beauty Guild Survey**

Revolutionising tanning with award-winning formulations that place skincare at the forefront, Sienna X is the salon choice for professional tanning products. With a passion for education and getting people into beauty, Sienna X training courses have launched the careers of over 25,000 beauty therapists and counting. Sienna X now also offer Professional Brows, Wax and Skincare collections, with training courses in each.

### **WIN a Sienna X Silver Spray Tan Business Kit**

Complete the latest Beauty Guild Survey for the chance to win a Sienna X Silver Spray Tan Business Kit. Ideal for anyone endeavouring to start a spray tan business, or businesses that need equipment updating, the Silver Spray Tan Business Kit includes all the essentials for getting started and beyond. Level 1 and Level 2 courses are included, ensuring both your spray tanning technique and business marketing skills are of the highest professional standard in order to grow your business quickly and confidently. The efficacious Aura Xena Spray Tan Machine and the original and best Pop-Up Cubicle will also be yours, as well as enough award-winning Solution to generate an income of £1,200+. Accessories, including Disposable Feet Pads, luxe up your treatments for a premium client experience. [Click here to take the survey now.](#)





**Grow Your  
Skills With GTI**

## Grow Your Skills With GTI

GTI stands for Guild Training International and is the training arm of the Beauty Guild. GTI courses are all written by leading industry experts and meet the relevant government specified National Occupational Standards (NOS). GTI has been offering training courses for over 20 years and is recognised in the UK and internationally for its high standards. GTI qualifications are accepted for insurance and membership.

If you are looking to grow your skills and add new treatments to your salon menu, there are over 50 GTI courses for you to choose from in the most popular practical beauty, hair, nails and holistic treatments. There are also several courses that can be completed entirely online from Anatomy and Physiology to Aromatherapy. We also have a range of online courses to help improve your business skills.



The standard enrolment fee for any practical GTI course is £25. Practical training fees vary because they are set by the individual school or training salon.

Visit **[beautyguild.com/courses](https://beautyguild.com/courses)** to find the perfect course for you and enrol online today!

**GTi Students save £25  
when upgrading to full  
membership**



## **Don't forget about Insurance!**

If you are studying with GTi this year please don't forget that your GTI Certificate is the first step to a rewarding career. The next step is to get the insurance cover you need to allow you to put your new skills into practice.

Completing your GTi course gives you a recognised qualification which allows you to work in the industry. However, before you can start working, you must have adequate insurance in place. Insurance is a must even if you only intend to work on family and friends.

The good news is that the Beauty Guild is the UK's leading provider of insurance and our policy has been specially constructed to meet the demands and needs of beauty, nail, hair and holistic practitioners.

## **Save £25 when you upgrade to Full Guild Membership**

As a GTi Student, you get £25 off when you upgrade to a Full Guild Member with insurance! Upgrading is easy, just follow the upgrade instructions in your membership account, or call our membership team on 01332 224830.

# Guild Awards of Excellence 2022 Shortlist Revealed!

**Guild**  
**Awards**  
of Excellence

2022

The initial nominations have been counted and the shortlist for The Guild Awards 2022 has now been announced. Read on to find out which companies have been nominated and how to vote for your winners.

## **Best Customer Services**

Lecenté  
Nouveau Lashes  
SkinBase  
The Eyelash Emporium

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## **Best Web Services**

HD Brows  
Lecenté  
Pinkfishes Ltd  
Sienna X

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## **Best Skincare Supplier**

Crystal Clear  
Dermalogica  
Guinot  
Sienna X

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## **Best Nails Supplier**

Glitterbels  
Grafton International ORLY  
Lecenté  
OPI Nail Lacquer

## **Best Gel Nails Supplier**

2AM London  
Salon System GELLUX  
Sweet Squared CND SHELLAC  
The Gel Bottle

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## **Best Tanning Supplier**

Nouvatan  
Sienna X  
St.Tropez  
Vita Liberata

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## **Best Furniture Supplier**

Alan Howard  
REM  
Salon Services  
Salons Direct

---

## **Best Hair Removal Supplier**

Australian Bodycare Hy-Wax  
Hive of Beauty  
Lycon  
Salon System Just Wax



### **Best Lash Supplier**

LashBase  
Nouveau Lashes  
Pinkfishes Ltd  
The Eyelash Emporium

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### **Best Wholesaler**

Alan Howard  
Capital Hair & Beauty  
Ellisons  
Salon Services

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### **Best Supplier Specific Training**

Lecenté  
Nouveau Lashes  
Sienna X  
The Eyelash Emporium

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### **Best Eyebrow Treatment Supplier**

HD Brows  
London Lash Pro So Henna  
Salon System RefectoCil  
Sienna X Brow Range

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### **Best Anti-Ageing Supplier**

Decléor  
Dermalogica  
Guinot  
Medik8

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### **Best Use of Social Media**

HD Brows  
Lecenté  
Pinkfishes Ltd  
Sienna X



# Guild Awards of Excellence 2022 Shortlist Revealed!

**Guild  
Awards**  
of Excellence

2022

The initial nominations have been counted and the shortlist for The Guild Awards 2022 has now been announced. Read on to find out which companies have been nominated and how to vote for your winners.

## **Best Training School-Nails**

Crown Nails & Beauty  
Lucy Pastorelli Nails and Training  
Shoreditch Nails Academy Ltd  
Tracey Jukes Beauty Training

## **Best Spa Brand**

ELEMIS  
ESPA  
Guinot  
PHYTOMER

## **Best Training School-Beauty**

Brown Sugar Training Academy  
CoCo Lashes by Golden Beauty  
Lush Lashes & Training Academy  
Training Solutions

## **Best Training School-Holistic**

Buddha Therapies Academy  
Feet First Therapies and Training  
Gateway International College  
Pamperlicious by Kelly Training

## **Best Hair Brand**

Fudge Professional  
ghd  
OLAPLEX  
Wella Professionals

## **How To Vote**

We now invite you to vote for your winners by visiting [Beautyguild.com](http://Beautyguild.com) and clicking on the 'Guild Awards' tab.

Voting is open until midnight on Friday 8th April 2022.

The full list of winners will be published in the June issue of Guild G@zette Digital and on our website on Friday 3rd June.

Beauty Guild would like to take this opportunity to congratulate the shortlisted companies and wish them all the best of luck!

**[Click here to vote now](#)**

beautyguild.com

# GTi Mindfulness Coaching Course

Mindfulness techniques help us to focus on the present. When we are no longer fixated on the past or the future, we can live peacefully in each moment.

To help beauty, hair and wellbeing professionals understand and explore this topic in more depth, Beauty Guild have written a GTi course in Mindfulness Coaching. The course provides beauty professionals with a number of practical mindfulness exercises which they can not only use on themselves, but also teach their clients.

The Mindfulness Coaching course is completed entirely online and is an additional service that can be offered to clients.

**Save £22 on The GTi Mindfulness Course until 22nd March using code Twosday**

**[Click here to enrol.](#)**



Beauty | Nails | Holistic | Lecturers | Business

\*Offer valid until the end of February 2021

beautyguild.com



# Save Money By Training Your Staff Yourself

Looking for ways to cut costs in your business? If you employ staff who you normally send on external training courses, you could save money by completing the GTi Teaching Certificate so you are able to train them yourself in your salon.

By training in your salon, you not only save by not having to pay for the course, but you also don't have to pay for expenses including travel costs, hotel stays, food and drinks.



# GTi Teaching Certificate

Written specifically for beauty therapists, holistic practitioners and hairdressers who are new to teaching, the GTi Teaching Certificate is recognised and accredited by the Beauty Guild and it is the first step towards providing accredited training courses to your staff.

The course is delivered entirely online, so the training can be completed from home at a time and place that suits you.



So what are you waiting for? Learn to teach with GTi today and make sure your staff are trained to your exacting standards.

The cost of the course is £354.

**CLICK HERE TO ENROL NOW**



the**guild** | of Beauty  
Therapists

## Providing expert insurance cover for over 25 years

Nobody understands the professional beauty industry better than us, which is why Guild insurance has been the choice of top beauty professionals for so long.

Our expert cover protects you and your business when things don't quite go to plan.



Visit [Beautyguild.com](http://Beautyguild.com) for an  
insurance quote and to join online.

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