

guildgazette

March 2023

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



Grow Your Mind With GTi

How GTi can help you achieve personal growth

beautyguild.com

Grow your mind with the GTi Mindfulness Coaching Course

Mindfulness is an effective yet often overlooked necessity for personal growth. 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.

The GTi Mindfulness Coaching course is available for £79

[Click here to enrol.](#)



Beauty | Nails | Holistic | Lecturers | Business

beautyguild.com



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This IWD, Beauty Guild celebrate the wonderful and inspiring females who lead the way in professional beauty

Who's Who?

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Editor's Letter



Spring is an uplifting time of year for many of us, as we watch the natural world burst into life. As temperatures begin to rise and the days get longer, many people will be busy sowing seeds in their flower beds. Growth is not limited the garden though! This issue of Guild Gazette explores the various ways that Guild Training International (GTi) can help you grow as an individual this spring. Whether you are looking for personal growth or business growth, GTi can help. Turn to page 6 to discover how Beauty Guild can help your business bloom.

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. The beauty industry puts more women into business than any other. Starting on page 22 of this issue, I interview some of the inspiring female founders who run Guild Accredited Training Schools about their key achievements and how Beauty Guild have helped them on the road to success.

Rebecca Archer

Rebecca Archer
Guild G@zette Editor

beautyguild.com

Relax. Beauty Guild Have Got You Covered.

Beauty Guild expert cover protects you and your business when things don't quite go to plan. Full membership includes insurance cover of up to £6 million for beauty treatments and also covers nails, holistic, hairdressing and barbering treatments. Public and product liability is included allowing you to work anywhere in the UK from home, mobile or in the salon.

- Insurance cover for up to £6 million
- Membership certificate and use of the Guild of Beauty Therapists logo
- Entry on the Guild Professional Register worth £39 + VAT per year
- Guild Gazette magazine subscription and Member Handbook worth £38
- Up to 1 month extra Membership free
- Free GTi Trans Awareness course – worth £46.80
- Your choice of one Free GTi Course worth £46.80. Choose from; Starting Your Own Business, Social Media for Salon Businesses, GDPR or Guild Green Salon Scheme

[Please click here to get an instant insurance quote.](#)



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*GROW YOUR
SKILLS
WITH GTI*

**Learn
something new
this spring with
Guild Training
International**



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 this spring 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** to find the perfect course for you and enrol online today!

GROW YOUR STUDENT NUMBERS

**Advertise
your training
dates on
Beautyguild.com**



Advertise your training diary dates on Beautyguild.com and watch your class size grow

If you are a training school then make sure to utilise the Beauty Guild Training Diary to advertise your courses. The Training Diary allows you to promote your individual course dates, and include details on each listing of the training location, tutor, and course price. All your Training Diary Dates will then be listed on the Beautyguild.com website, and students can use our website search functionality to find the course they wish to complete in a location that suits them.

Every Friday, we also send out personalised e-mails to over 3,000 potential students, who are currently subscribed to our Training Diary Alerts. Each student signed up to our mailing list will receive a tailored list of courses that are appropriate to the location in which they wish to complete their training. This means that potential students in your local area will be informed of your upcoming courses, and can contact you directly to enrol, hopefully increasing your number of bookings.

Guild Accredited Training Schools can add unlimited GTi Training Course dates to Beautyguild.com for FREE. Non-GTi accredited courses cost £10 + VAT per Diary Date.

Interested in becoming a Guild Accredited Training School? Please call our team on 01332 224833 between 9am-5pm, Monday-Friday.

GROW

YOUR MIND

**Learn
mindfulness
techniques
with GTi**



Enrol on the GTi Mindfulness Coaching Course

Mindfulness is an effective yet often overlooked necessity for personal growth. Through practising mindfulness, you will be in a better position to make the most of all the effects that arise due to your choices and decisions.

Being mindful requires an individual to be an unbiased observer. It means being able to stay in the present without allowing the mind to deviate. Rather than being in a state of high sensory awareness, through mindfulness, you can understand things more clearly.

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.

The GTi Mindfulness Coaching course is available for £79 and on completion you will receive 16 CPD points.

Please [click here](#) to enrol now.

*TEACHERS
PLANT SEEDS
THAT GROW
FOREVER*

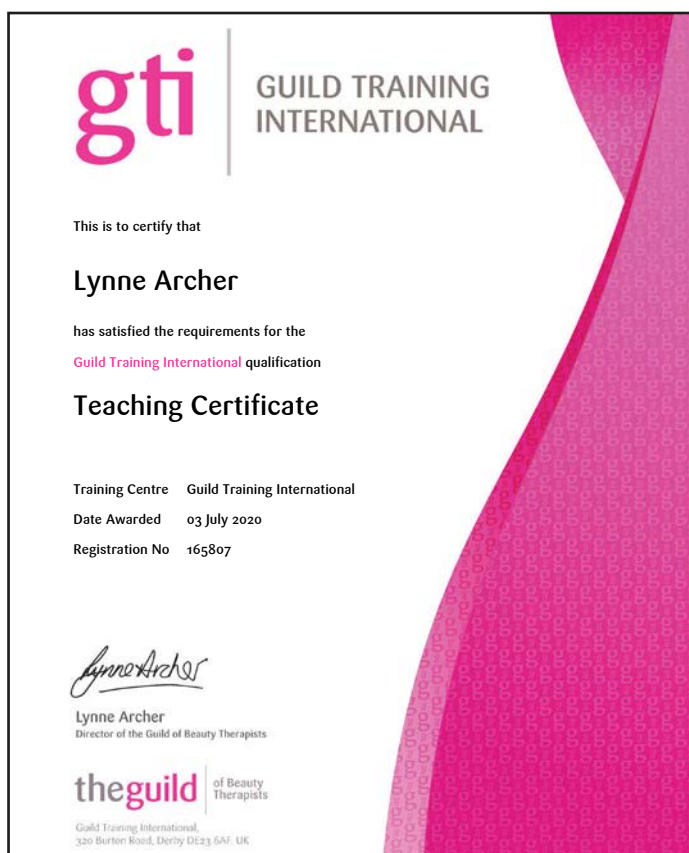
**Learn to
teach with
the GTi
Teaching
Certificate**



Enrol on the 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 or students.

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 plant seeds in the minds of your students that will grow forever!

The cost of the course is £354.

Please click here to enrol now.



Save The Planet & Save Money

Millions of people in the UK are facing unprecedented increases in their energy bills.

With the cost of running a business rising dramatically many therapists are having to decide whether to heat their salons or treat their clients.

We have some tips on how to reduce energy consumption in your beauty business. This will allow you to save the planet and save money at the same time!

How to run your salon cleaner and more cost effectively

There are small things that each and every person in the professional beauty industry can do to reduce the impact of our work on the environment and reduce costs. Consider the following areas where you can easily make a difference and cut costs...

Energy and Water

Reducing the amount of energy you use will reduce your carbon footprint and save you money. Try to:

- Switch off lights and electrical equipment when not in use.
- Adjust heating with energy consumption in mind.
- Take energy consumption and efficiency of new products into account when purchasing them.



The page is decorated with fresh green leaves. A cluster of leaves is in the top left corner, and another cluster is in the bottom left corner. The leaves are vibrant green with visible veins and are arranged in a way that frames the central text area.

Transportation

Is your journey really necessary? If you can cut down on the number of journeys you make in the course of your business you will save time and money and help the environment. Look at ways in which you can:

- Reduce the need for travel, restricting it to necessary trips only.
- Promote the use of travel alternatives such as e-mail video/phone conferencing.
- Make additional efforts to accommodate your clients and staff if they are able to use public transport or bicycles.
- If you have a car, look at electric or hybrid options.

The page is framed by lush green leaves at the top and bottom. The leaves are long, narrow, and pointed, with visible veins. They are arranged in a way that they appear to be growing from the edges of the page, creating a natural, organic border.

Paper

Cutting down on the amount of paper you use will save trees and reduce your costs. Look at ways in which you can use electronic messaging and data storage to replace existing paper based methods.

Enrol on the GTi Guild Green Salon Scheme

This online learning tool will enable you to develop an environmental pledge unique to your salon business, which will outline the commitments your company is going to implement to make your organisation greener. By completing the course you will be encouraged to consider where you can reduce the environmental impact and running costs of your business. This course costs £46.80.

Please **[click here](#)** to enrol now.

Green Watch

Heroing brands with sustainability at their heart



March Green Brand of the Month: FFS

Sustainable razor brand FFS [Fuss Free Shaving] signature razor handles are manufactured in the UK. The brand endeavours to source all their products from UK companies. However, where this is not possible they use EU companies.

FFS are committed to being 100% cruelty free and are approved under the International Leaping Bunny Program. FFS have recently teamed up with Climate Partner to help reach their goal of becoming a carbon-neutral company.

The FFS development team are always looking for new ways to reduce plastic packaging, that's why their brand new botanical range contains materials like glass and compostable plant-based naked wraps. They also have their own in-house blade recycling scheme where members can return their blades to be recycled.

All products are available to purchase now from ffs.co.uk



CAN YOU AFFORD TO WORK WITHOUT INSURANCE?



WORKING WITHOUT INSURANCE COULD COST
YOU THOUSANDS OF POUNDS IF A CLAIM WAS
MADE AGAINST YOU

With the cost of living rising faster than wages, it can be tempting to cut expenses in any way you can, but Beauty Guild believe that business insurance is something you should always budget for.

Beauty Guild Marketing Director, Rebecca Archer says, "The number of insurance claims made against therapists are likely to increase during these difficult financial times. In a recession, it is more important than ever that professionals have insurance to protect themselves and their clients. There is an abundance of solicitors that will take on injury claims from clients on a "no win, no fee" basis, which means that any injury inflicted on a client is likely to result in a claim against the therapist. Even if a therapist does not injure the client directly, claims can arise from slips and trips in the treatment area, or defective products and equipment. Accidents can and do happen, and treatment insurance will cover you if you find yourself in such a situation."

Beauty Guild expert cover protects you and your business when things don't quite go to plan. Full membership includes insurance cover of up to £6 million for treatment, public and product liability. It insures you to work anywhere in the UK from home, mobile or in the salon.

If you don't currently have insurance cover, please call our membership team today on 01332 224830 to get a quote or visit beautyguild.com.



INTERNATIONAL
WOMEN'S
DAY *2023*

International Women's Day 2023

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 29th Anniversary this year and we are proud to be the most trusted trade body in the industry. Today, we have over 11,000 full and student members in the UK and over 700 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)



Tina Clark
Simply Beauty
Pamper Services C.I.C

Tina Clark, Simply Beauty Pamper Services C.I.C

Simply Beauty Pamper Services C.I.C (Community Interest Company) was founded in June 2020, by Tina Clark, a professional Nail Technician with 20 years' experience of community work. The vision was to give back and provide Pamper Treatments to the community.

Key Achievement

After lockdown restrictions finally lifted, Tina was able to open a Beauty Training Salon, in July 2022, in her local area of Clapham, South West London. The Training Salon offers GTi training courses in everything from Gel Nails to Teaching.

Since opening last year, the School have established excellent community links, gained funding and have successfully ran numerous beauty courses. This has helped build the Training School's reputation for supporting local people to achieve and progress, and since has seen additional providers access their services for: in work training placements, additional training for CPD, and Beauty Guild Members accessing additional courses that they run.

How has Beauty Guild helped you to achieve success?

Tina says, "We keep up-to-date through the Guild Gazette magazine on the latest trends and best products to use at our salon, as we are huge fans and always find helpful hints and tips to implement in our ever-growing treatments. From all staff and trustees of our business we send "A Big Thank You" to The Beauty Guild and Guild Gazette magazine for supporting us in advertising our courses, which in turn is helping us to grow!"

If you are interested in completing training with Simply Beauty Pamper Services C.I.C please send an email to: Pamperservices@outlook.com. You can also follow their Instagram @simplybeautypamperservices.



Nikki Irvine

Butterfly Beauty Salon
& Training Academy

Nikki Irvine, Butterfly Beauty Salon & Training Academy

Beauty Salon and Training Academy owner, Nikki Irvine, is the epitome of the inspiring female entrepreneur. Fourteen years ago, she used her personal heartbreak as the fuel to start her own beauty business and she hasn't looked back, emerging like a butterfly from the chrysalis left behind after the failed relationship.

Key Achievement

Every aspect of Nikki's business is designed to empower and uplift women, from the indulgent beauty treatments she offers to clients in her exquisitely decorated salon, to her dedication to producing the next generation of amazing therapists and business owners through the GTi courses she offers.

How has Beauty Guild helped you to achieve success?

Nikki says, "I am passionate about offering an exceptional standard of training and that's why I chose to offer GTi courses. Beauty Guild shares my belief in ensuring that the next generation of therapists' graduate having both the confidence to excel in their businesses and the skillset to deliver excellent customer care, because our clients deserve the very best.

One of the great things about Beauty Guild is that they are also the industry's largest supplier of insurance, so it makes getting insured easy for our graduates. It's a trusted name in the industry and delivers assured quality. GTi courses also include an online element, which is great because when we come to the practical side, we then have the whole day to spend on making sure that we find exactly the right approach.

I think it's so important that women support and empower other women on their journey. The beauty industry has given me an amazing life and business helping women to feel good about themselves."

If you are interested in completing a GTi course with Nikki please e-mail: enquiries@butterfly-beauty.com



Marvia & Lorraine
Wyndham Academy

Wyndham Academy

With over two decades of beauty experience, sisters Lorraine and Marvia have recently opened their own Beauty Academy in the heart of Marylebone, Central London. They offer a selection of GTi courses including Facial Treatments.

Key Achievement

The emphasis of the Academy is teaching facials in a very intimate way, Lorraine and Marvia believe in keeping their class sizes small, which gives a thorough and indepth result for the student. The sisters teach Nurses, Dentists, Acupuncturists, Nutritionists, and all kinds of people, who are completely new to the Beauty Industry.

How has Beauty Guild helped you to achieve success?

Lorraine says, "The Beauty Guild has been so fabulous during the whole process of setting up the Wyndham Academy. It has been a seamless transition. From the very beginning they have been available at the end of the phone, giving guidance, practical advice and instruction. They have been consistently reliable during the whole process. Their professionalism has been excellent. Having the Beauty Guild Accreditation and Insurance behind the Academy also adds to the prestige of the Academy, it is an additional seal of professionalism and credibility when a student is looking for a new course - they know that our Academy has gone that extra mile to obtain high standards. All in all, we would give the Beauty Guild 10/10. As we continue to expand our Academy we will continuously be checking in with The Guild for ongoing advice and information."

If you are interested in completing a GTi course with Wyndham Academy please visit the school website:

wyndhamclinic.co.uk/academy



Sarah Jane Caine
Advanced Spray Tan
Training

Sarah Jane Caine, Black Magic Training UK

Sarah Jane Caine has been teaching spray tanning since 2007 and has 23 years of experience in the Beauty Industry. Having taught and sprayed thousands of students and clients, Sarah brings her wealth of knowledge to her training.

Key Achievement

The Guild Accredited, Black Magic Advanced Spray Tanning Course is completely unique, this is a course to take if you have done your basic spray tan training. You will learn the perfect spray application. You will be taught how to contour properly, and how to apply highlighters, and glaze for photoshoot tans; something with the world of social media is becoming more and more popular. You will be taught how to make someone's bum appear bigger, and at the same time allow the waist to appear smaller. You will learn how to highlight a muscular physique and how to make someone seem more muscular and leaner. Students also learn how to do competition tanning, again an area that is growing in popularity, with Black Magic Muscle Tan being used in more Body Building federations than any other.

How has Beauty Guild helped you to achieve success?

Sarah Jane says, "The Beauty Guild has helped us to achieve success, by being one of the most recognised accredited governing bodies, their professionalism and high standards make it easier to train students. I love that they have extra business courses that my students can take i.e. Social media courses, Marketing and GDPR, which means I can focus on what's important in my practical courses. My students can then also become insured with a trusted professional company that includes a membership and support via magazines and online, so that they feel part of the beauty community even if they have never worked in it before."

To enrol on a Guild Accredited course with Black Magic Tan please visit: blackmagictan.co.uk



Kayleigh Purser

Sapphire Spa Academy

Kayleigh Purser, Sapphire Spa Academy

Kayleigh Purser is the CEO of Sapphire Spa Solutions and Sapphire Spa Academy and founder of The Purser Method of deep tissue massage therapy.

Key Achievement

Kayleigh's journey started in 2004 when she started her holistic massage and A&P. Her focus was on rehabilitation and pain management treatments and she studied every year for 18 years (and still going) to perfect her treatments. However, tragedy struck in 2013 and Kayleigh was involved in a serious car collision that left her with spinal compression and damaged shoulders, wrists, hands and thumbs. It looked like her career was over, but instead of turning her back on the industry, Kayleigh began the long journey of creating a methodology of deep tissue, rehabilitation massage that would not only stop the pain and exhaustion of massage treatments, but would actually improve her health and wellbeing.

In 2020, the method was patented and The Beauty Guild provided Kayleigh with the opportunity and means to bring to life Sapphire Spa Academy, which was then the catalyst that allowed for the Purser Method to be given worldwide accreditation.

How has Beauty Guild helped you to achieve success?

Kayleigh says, ""Without the support from The Beauty Guild, my dream of teaching my own method of zero strain, pain free, deep tissue massage therapy just wouldn't be a reality. I can never repay that gift"

**To enrol on a GTi training course at the Sapphire Spa Academy
please e-mail: info@sapphirespasolutions.com**



Amanda Parker
The Beauty Parlour

Amanda Parker, The Beauty Parlour

Amanda opened The Beauty Parlour in 2011, back then it was a gift shop with a little beauty area that she rented out. Amanda explains, "The beauty side was growing very quickly...it was either rent another chair or train myself up. That's when I discovered Beauty Guild training. I found an academy close by that offered the courses I wanted to do, and this is where The Beauty Parlour started. I thought that I would need to attend colleges etc, and go through years of training. But, with the courses that The Guild offered it allowed me the time to learn each and every single treatment in my own time. Building confidence up along the way. I then went on to do my Award In Education course, and this is when my salon then started to offer courses. Although I'm insured to have larger classes, my preference is working solely 1-2-1 with students."

Key Achievement

Amanda says, "Running a salon and school can be a pretty big task in itself, but when you do it alone you become almost a superwoman. Or that's what I see myself as, an everyday person that puts on her hero costume to go to work creating amazing treatments, and making my clients and students feel amazing! The Beauty Parlour literally is going from strength to strength, and is living proof you do not need to have huge salons and multiple staff to be one of the best out there, all you need is commitment, a passion for customer service, and an absolute love for everything you do. Customer service is my biggest asset to the salon, it costs very little, but in my eyes goes a very long way, and has made me who I am today."

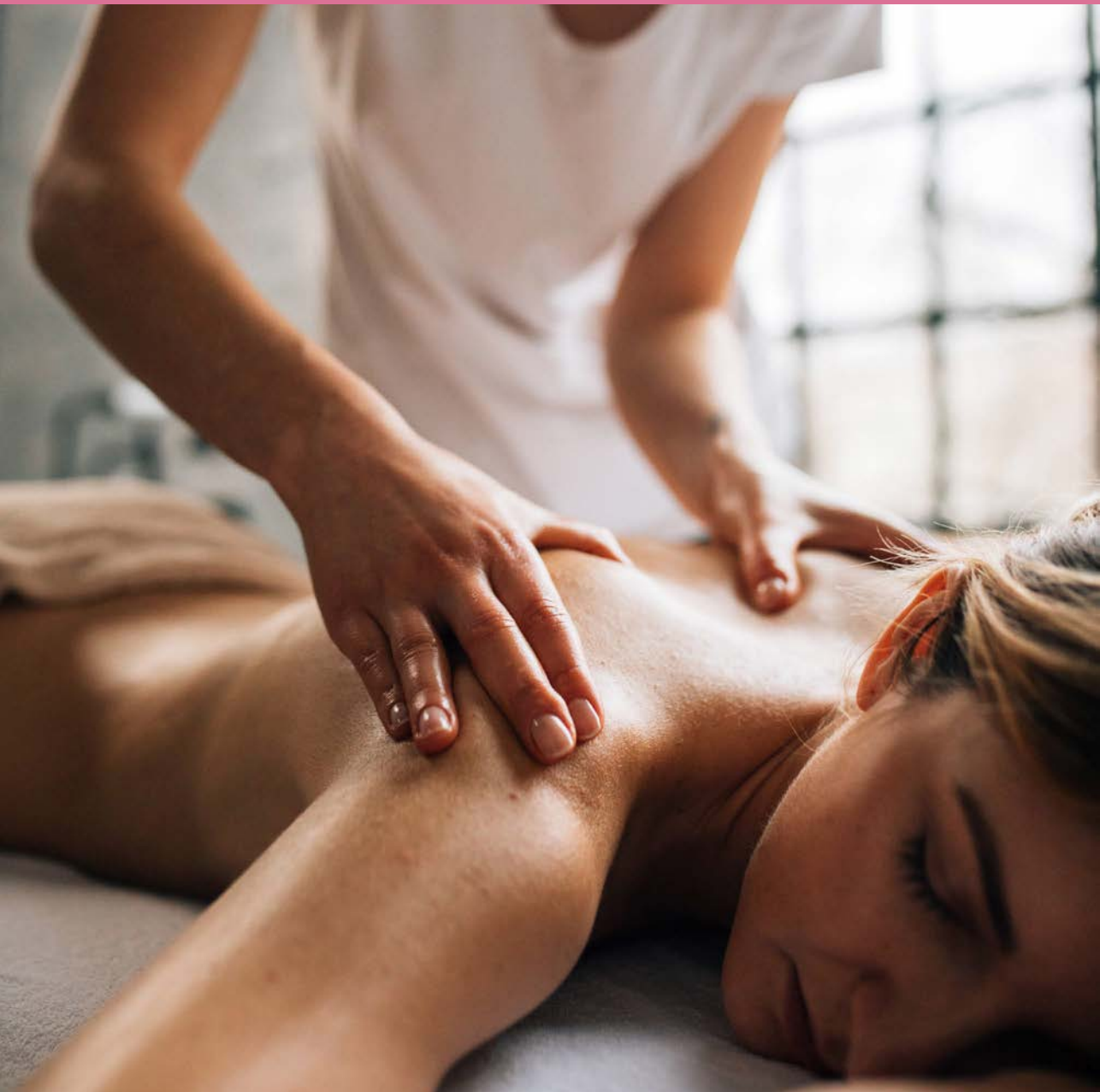
How has Beauty Guild helped you to achieve success?

Amanda says, "The Beauty Guild, truly, was the best find for me. Everything I needed to know was there. It's been my best find to start my career."

If you are interested in completing training with The Beauty Parlour please e-mail: Amanda.j.parker26@gmail.com

Holistic Hereos

The wellness industry is now worth up to £2.8 trillion worldwide, according to the Global Wellness Institute. On the opposite page we reveal the top four best selling holistic GTi courses.



1. Body Massage

Body Massage is the most popular GTi Holistic Course, with over 4,000 students having completed the qualification. Learn massage techniques, a full body routine and the preparation you need for the treatment.

Practical training costs from £135 and is available at nearly 1,000 locations nationwide.

Enrol on this course now

2. Indian Head Massage

This GTi course covers the technique for upper back, shoulder, upper arm, neck, scalp and face massage. It also includes the theory behind Indian Head Massage, such as the history of the treatment, principles of Ayurveda, marma points and chakras.

Practical training costs from £90.

Click here for more info

3. Foot Reflexology

The GTi Foot Reflexology Course covers reading and interpreting the feet, as well as performing relaxation and pressure techniques. It also includes the theory and history behind the reflexology treatment.

Practical training costs from £90 and is available at over 300 locations nationwide.

Enrol on this course now

4. Hot Stone Massage

Hot Stone Massage is a specialist massage in which a therapist will use smooth, heated basalt stones as an extension of their hands. The heat helps to relieve muscle pain and tension, using the stones allows the therapist to work quicker and give a deeper massage.

Practical training costs from £120.

Click here to enrol now

**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, it is recommended that you have adequate insurance in place. Insurance is very important 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.

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 for an
insurance quote and to join online.

beautyguild.com

