The Selfie, that doesn’t need a filter!

October has been such an exciting month for my business. I have taken on the lovely Lucy to help with all laser treatments, I have taken the plunge and now have an actual booking system and we have launched two amazing new facial treatments.

My blog today is going to be on one of the facials – The Illumi Facial

The illumiFacial is the “next generation” of the highly successful ‘Photofacial’ treatment, using a new and unique combination of specialist Lynton skincare products together with powerful, medical-grade Lynton IPL technology.

The reason why I am so excited to introduce this treatment to my clinic is it is something we can treat using the amazing machine that we have already. This quick and simple facial treatment dramatically improves skin tone and appearance, helping your skin feel and look its best.

Why choose an illumiFacial

* Reduce Acne
* Wrinkles (Collagen)
* Tightening
* Skin Tone
* Soft and Smooth Complexion
* Hydration

The facial is a 4 stage treatment

The first step is achieving a clear, healthy, radiant skin and will involve a deep cleanse using a specialist formulation to remove any impurities.

Following a deep cleanse, a unique Tri-Fruit Acid Lynton Fruit Peel will be applied to your skin, for any-where between 3-10 minutes. This peel resurfaces skin texture and decongests pores, priming the skin ready for stage 3 for illumiFacial.

After the fruit peels, your skin will be at its optimum condition for the application of the award-winning Lynton Intense Pulse Light (IPL) treatment. This works by both stimulating collagen and targeting any discolouration on your skin e.g. freckles, pigmentation, vascular breakouts, general redness. In most cases, the results are instant, providing you with dramatically clear, firmer skin.

To help maximise the results of your illumiFacial treatment, a trio of specialist serums will be applied to your skin post-IPL, helping to soothe, regenerate and protect your skin.

For best results you are looking at 2-4 treatments and the treatment should be between 30-60 minutes. It is also advised to come to the appointment with no makeup on at all.

The treatment is perfect for anyone whose skin exhibits congestion, discolouration and visible signs of ageing, however, a full consultation is carried out prior to treatment to ascertain your suitability and individual treatment needs. We do offer free consultations beforehand in order to discuss this. A full treatment plan will then be tailored to treat your specific concerns, aiming to improve the appearance, feel and health of your skin.

The illumiFacial is a very quick, comfortable treatment which is designed to provide you with ‘optimum skin health’. Some people will feel a slight tingling sensation when the fruit peel is first applied, but it very quickly subsides. The IPL aspect of this treatment can sometimes be mildly uncomfortable – most people describe the discomfort as feeling like a ‘quick pinprick’ and ‘warm feeling’ which is all very tolerable.

You may experience a superficial tingling feeling on the skin and you may see a darkening of pigment spots before they flake away – this means the treatment has worked perfectly in providing you with a more even, flawless skin tone. As well as clearer, healthier skin, you will also experience an ongoing improvement to the firmness and plumpness of your skin in the following months post-treatment, as new collagen is stimulated deep within the skin tissue.

Lucy has come into the clinic and taken this treatment by storm, Lucy has already been labelled as the #illumiQueen and the results and feedback so far are just amazing. A patch test is required beforehand and as long as the skin responds well, we would then get you booked in for 1 week after the patch test.

We have got a special offer on at the moment for a course of 3 treatments so please get in touch to take advantage of this incredible treatment and offer.

Donna Cinnamon

“My skin feels lovely and smooth and quite plump”

Liza Russell

“Just arrived home from my illumi facial and my skin feels amazing! Tighter and brighter with such a smooth feels! Thank you Lucy #illumiqueenlucy”

Kym Austen

“My skin feels really soft, I can’t wait to keep seeing the results”

Are you happy with your eyebrows?  
  
I wanted to do a blog this month on Brows. My reason for doing this is purely due to the amount of “bad” brows I have come across over the last few weeks. There are many people that claim to be experiences in permanent makeup, but be careful who you go to! If permanent makeup is applied incorrectly, it can cost a lot of money to fix.

Whether you have been a model and the price is discounted, or you have been a model and it’s free, you have got an amazing offer on Groupon, or you have gone to someone new, there are lots of reasons why you may not like the end result.   
  
When speaking to people within a consultation, some of the most common phrases are;

“I should have done my research”

“I should have just gone with her; in the first place, I went for this lady because she was cheaper”  
“I didn’t ask to see before and afters, I just assumed it would be ok”  
“It’s my fault because I went for the cheaper option”

“I was a model, it was free”

“I didn’t have a consultation; I went and had it done there and then”

“I didn’t sign anything”

I don’t was to disregard being a model, being a model for someone is absolutely fine, after all, everyone has to start somewhere, I would just ensure that the trainer is present at all times, so they can over view the process from start to finish. **The formal qualification is a Level 4 in Semi-Permanent Makeup (or Microblading) and** will provide assurance of a certain level of training, knowledge and skill. It is a universal qualification that every student must meet - which is just brilliant for client peace of mind.   
  
With regards to cost, I do believe you get what you pay for, and because this is on your face, I would look at this treatment as an investment. It is worth paying that little bit extra for the amazing brows you deserve.

Research is SO important, look on social media and their website for before and after photos ( if you are looking at pictures of past work, just remember that each client is very individual and treatments may be adapted for the clients specific needs and desires), don’t be afraid to ask to see qualifications and certificates, take advantage of free consultations so the artist can map out on your face what your potential new brows will look like and look at reviews on social media as reading other people’s experience will help put you at ease too.

Most artists / technicians will offer a free consultation and I would take full advantage of this, it is so important that your medical history is checked to ensure there are no contraindications as to why you can’t have the treatment done. Not everyone can have permanent make up so it is important your medical history and lifestyle is discussed. A patch test should also be mandatory, as you wouldn’t want to risk an allergic reaction.

Over the last few weeks I have had brows that are too dark, uneven, outside the natural brow line, wrong shape, too close together; wrong colour for the skin tone and the removal of brows is becoming more and more apparent.

**Removing the brows isn’t a quick fix, depending on what your final goal is, will depend on how many sessions you may need. If you want the ink gone completely you are looking at 8-12 sessions. If you want to reduce the ink enough to have correctional brows done you may need 4-6 sessions. It does also depend on how much ink is in the area. If you have chosen someone to do your correctional brows we will work really closely with your chosen artist to ensure they are happy with the area**.

There are lots of different artists out there that offer different techniques, when speaking to my clients most of them have an artist in mind when looking at correctional brows. If however you don’t have anyone in mind, during our consultation, if you let me know what your end goal is, I can recommend accordingly.   
  
**How do you choose a technician?** Carefully is my advice! This is currently an unregulated industry, although this is changing as we speak.

If you are reading this and are currently unhappy with your brows, the good news is, I can remove them for you. (as long as there are no contraindications) The process may be lengthy but with patience and commitment we can work together to get the brows you deserve. I offer **free** consultations and consultations normally take about 30 minutes. If you would like to book in to start your brow removal journey please drop me a message.  
  
Thank you for reading, just remember to do your research.  
  
Amy xx  
  
I am not a permanent make up – luckily enough for you, you have laser removal

Work with a lot of permanent artists and they have said…. Research. Let me tell you more about it and how I can help you

Exactly what you want by getting them laser rather than getting them gone over by someone

An amazing option for you…

Pulls up the ink a lot easier than tattoos because you are not

Award winning March

Wow! What an amazing month March was for awards. Attending the Kent Women in Business Award, shortlisted for Start-up Business of the year, and little did I know another award which I totally missed (I will come onto this later) and attending the Kent Invicta Chamber Awards at Canterbury Lodge shortlisted for Most promising new business for 2019.  
  
At the Kent Women in Business awards I was up for an award for Start-up Business of the year which to be recognised was amazing in itself. The awards ceremony was held at the Great Danes Hotel in Maidstone and the evening consist of reception drinks, 3 course meal, awards and a party. Due to the nature of my award I invited my parents, my in laws; Jamie and my Aunty Ellen all of which have helped me start up my business. Also on my table we had the lovely Annmarie Frenchum-Cockings of Kiwi Resolutions Limited who is my networking buddy and voicing board and Emily O’Neill (and her husband) of Pink Spaghetti PA Services who was also up for an award for Best Home-based business of the year . My father in law thought Emily worked at home base haha. We had to explain that Emily doesn’t work for home base she runs her successful business from her home haha bless him.  
  
After my award category had been announced I went off to the bar and toilet as you do, and I got chatting to a group of girls…. all of a sudden I heard “Ammmmmyyyyyyy, you’ve won” I thought that’s Annmarie calling me! I didn’t quite understand, as I was only up for one award and that had been announced. When I walked back into the room, I was invited up onto the stage and it turns out I won an inspired achievement award. Out of the 500 entries that were read, they picked 3 entries that were the most inspiring and mine was one. To say I was happy was an understatement, this meant so much to me, I was in total shock and I think the way I collected my award reflected exactly how happy I was.

It was an amazing evening, surrounded by so many inspirational and hardworking women in business and I felt truly blessed to have been a part of the evening taking home a finalist award for Start-up Business of the year and an award for most inspiring achievement award. It certainly made the last 14 months in business feel worthwhile.

A week later I attended the Kent Invicta Chamber Awards, this was held at Canterbury Lodge, it was a pretty similar set up, reception drinks, 3 course meal and wait for it…. African Drums to finish off the evening. It was quite funny actually because as we were enjoying our reception drinks my mum said, “There are a lot more men at this event aren’t there Amy, I laughed and said yes mum and that’s because the last event was Kent WOMEN in business” haha. Anyway, for this awards I took my mum and my godmother Jean, who is a lady I have always looked up to, she always taught me that anything is possible if you want it enough and no dream is too big and I think throughout my life this has certainly stayed with me. Both my mum and Jean looked amazing I was very lucky to have them by my side. There were two other businesses on my table and also a guy from South Eastern who sponsored the event and it was really good to mingle with them and support them in their awards also.   
The category come up for most promising new business award for 2019, unfortunately I didn’t win the category but I got an award and was invited up on stage as a finalist. To be recognised and invited up on stage in front of all of those people was just amazing and that moment will stay with me for a very long time.   
  
As the evening was coming to an end, a group of African guys come out with drums DRUM Café UK, and little did we know but under our table were drums for everyone in the room, they basically converted the room into a drumming orchestra, it was an experience of unity and energy and a thoroughly memorable end to the evening. It was made even more memorable because I got up on stage again, but this time to dance with drums. There is video evidence of this but to save my embarrassment I am going to keep it on my phone and if you want to see it, the next time I see you, I will show it to you!!  
  
My awards are proudly displayed in my clinic and each time I look at them I smile.   
  
I would say for anyone in business, if you have the chance to enter awards and be recognised – do it! Whether you think you may or not win, it is totally worthwhile.

March has been a truly over whelming month, being surrounded by successful men and women from small to huge organisations, all passionate to succeed and do well in business.  
  
I am not sure April can beat March but let’s see what it has in store….  
  
x

I pride myself in customer care, and with that in mind I offer FREE consultations…. Why? Because I think it is so important to meet me, meet my amazing machine, see the clinic, ask questions and most of all know what is involved in the process.   
  
My consultations normally last about 20-30 minutes; within that time we talk about how the treatment works, typical number of treatments and intervals between each treatment, possible side effects, pre/post treatment care, likely clinical outcome and the sensation during treatment. You will often find that within the consultation I answer the questions you may have but this time is for you to ask anything – no question is silly!   
  
I want you to feel comfortable, feel at ease and know that you are in safe hands.  
  
During our consultation a full medical history will be obtained with particular attention to any contraindications (reasons as to why you can’t have the treatment which we will come onto shortly). I will determine your skin type and suitability for the treatment and also discuss your treatment goals. What are your goals / expectations for the treatment? That way, each time we meet we are working to your end goal. Each client will also be given an aftercare leaflet to take away too.

The treatment results and the effectiveness of the treatment can vary with each individual, which means there is no guarantee of permanent results and this is also discussed within the consultation.

With regards to contraindications there are a few situations that exist within the laser world. To reduce the likelihood of adverse reactions I would avoid / proceed with extreme caution on the following:

* Sun tan / use of sun beds or fake tan / any tanning products
* Cancer – history or malignant melanoma
* Pregnancy
* Healing disorders such as diabetes, lupus, radiation therapy or chemotherapy
* History of Keloid Scarring
* Skin pigment disorders such as melasma
* Any history of treatment with Gold Salt injections
* Recent use of Roaccutane, St John’s Wort, Minocyline, Amiodarone and other phot-sensitive medication.
* Open wounds or skin lesions

I also look at skin type according to Fitzpatrick Skin Scale – The Fitzpatrick classification is the most commonly used skin classification system and is detailed below. When using the Fitzpatrick classification the emphasis will be on the “burn” response rather than the ability to tan. How does your skin respond if you are in peak sunshine and you are wearing NO Sun tan lotion?   
  
Type 1 – Always burn, never tans

Type 2 – usually burns, sometimes tans

Type 3 – sometimes burns, always tans

Type 4 – rarely burns, always tans

Type 5 – Very rarely burns, always tans

Type 6 – Never burns, always tans

Once eligibility has been established, I would then offer a patch test. Even if you have had treatments done elsewhere I would still want to do a patch test as every machine is different. A patch test enables me to determine the most effective treatment parameter for your skin type and lesion type, without adverse reaction. I would treat a small area in the desired treatment location; I will observe skin response and adjust treatment parameters accordingly. A patch test consists of a few shots only and will give you an indication of the sensation too. After the patch test we would then wait 1 week until you can have your first treatment.

Please note during patch testing you will need to wear some safety googles and if you are bringing a friend they would need to wear some googles too.   
  
During the patch test and treatment a thin layer of cooling gel will be applied to the skin, (this may be cold so I apologise in advance) the gel aids the cooling of the skin as well as assisting the light into the skin. After the patch test and treatment I will also apply some aloe vera gel for its cooling and antibacterial effects.

The main question I get asked is Does it hurt? The treatment is mildly uncomfortable. Depending upon pain tolerance, the sensation is often likened to snapping the skin with an elastic band. I do however have a cooling device which we can use, before, during and after treatment.  
  
As mentioned previously, an aftercare leaflet is given to every client, and it is so important to read the aftercare to ensure you are looking after your skin the best you can. After any treatment you must avoid sun exposure or tanning beds for four weeks following treatment and use sun block factor 50 on the treated area. Avoid hot baths, showers, steam rooms, saunas for 24 hours. Keep the area clean and dry, use aloe vera gel if your skin feels warm or swollen and if blistering or crusting occurs, do not pick or scratch the treated area.

Do you have any questions?

This blog was to give everyone more information about what to expect when it comes to a consultation, I encourage you to take advantage of my FREE consultations, it’s a great opportunity and I would love to meet you x

With Valentine’s Day fast approaching my most common enquiry at the moment is “Can you remove my ex’s name”? The good news is I can, but it definitely won’t be removed by this Valentine’s Day as it could take the best part of a year to remove a tattoo completely.

With so much bad press around Tattoo Removal I thought I would do my next blog around some of the most common questions I get asked.  
  
How does it work?

The laser I have is called a Q Switch Laser. The advanced technology works by allowing the light produced by the laser to pass through the skin and shatter the tattoo ink into tiny particles, once the tattoo pigment particles have been shattered; the body will dispose of the particles through its natural immune system. A gradual fading of the tattoo occurs over a series of treatments.

Is Tattoo removal dangerous?

Tattoo removal lasers are very safe, I am a trained professional and rigorously follow all the guidelines and use all the correct safety equipment. The laser I use is non-ionizing; this means it carries no risk of cancer or other abnormal cell growth. A full medical history is taken at your initial consultation to determine whether you are suitable for the treatment.

Does it hurt?

During your treatment most clients describe the sensation as similar to a hot pin prick, or the flick of an elastic band. Whilst mildly uncomfortable, most people tolerate the treatment well. A skin cooling device may be used to help reduce any discomfort. An instant whitening of the skin is seen after the treatment, but this generally fades quickly. The area is likely to feel tender for a few hours and can be red and swollen for up to 48 hours.

Are there any side effects?

The following side effects may possibly occur;  
**Swelling and redness** – like sunburn and lasts for only a day or two.

**Blistering** – This is part of the normal healing process and the skin will heal correctly afterwards.

**Infection** – There is always a risk of infection. It is very important that you maintain good levels of hygiene.

**Scabbing** – Occasionally a scab can form, it is very important not to pick any scabbing so you’re not left with a scar.

**Hypopigmentation** – Loss of skin colour may occur but normal skin tone should return within 6-12 months.

**Hyperpigmentation** – A gain of skin colour may occur and is usually always a temporary effect.

**Sunburn** – Keep the area covered with factor 50 sun cream at all times

**Lack of complete pigment removal** – Some colours cannot be treated, a small degree of colour pigmentation may remain after treatment

**Pin-point bleeding or weeping** – This is all normal and nothing to be concerned about.

**Allergic reaction –** as your tattoo dye is released into your system, it may be possible to develop an allergic reaction. This is why we always do a patch test first and then wait up to 1 week before treating you.

How long is the treatment?

Treatment normally takes up to 30 minutes. Larger tattoos will need to be treated over several sessions . Depending on the density, colour of inks

Whether it’s a name, a symbol or a meaning I can remove it. The only thing I cannot remove is if the tattoo consists of Green or White ink.   
  
Not sure what to do? That’s fine, book a free consultation with me today!

Putting your best foot… body forward in 2019

Are you in the habit of making New Year’s resolutions and then not keeping them? I know I am, we set goals to lose weight, go to the gym and eat healthy, but it is so easy to let the big ideas fall by the wayside as expectant January turns in to cold February and a can’t be bothered March!  
  
For me, going to the gym isn’t going to be one of my resolutions as I would be setting myself up to fail, as being a mum, a now Fiance (eeeek) and a business owner I honestly just don’t have the time. The idea sounds amazing, but reality takes over and I know for me it would be a waste of money.

With this in mind one resolution that I am going to keep, is making sure that I include more “self-care” in my daily life in 2019, it’s not going to be an option, and it’s going to be a priority. Even those of us who have busy lives, a family, and responsibilities there are things that you can in your daily routine that will help with self-care.

A more relaxed and contented me, will ensure I’m good and happy me, and that will be reflected in all areas of my life. Of course, we believe that skincare and spa treatments should be high on your list of things to diarise, just one facial a month even, it will give you something to look forward to, a sessions of me-time where you can focus on your own wants and needs for an hour or so, or for me it’s a chance to lay down and have a lovely little nap haha.

Don’t stop at facials or massages, your well-being is important too, you should also make sure you are up to date with any examinations – Mammograms, mole checks and smear tests (which I am) #dontfearthesmear. Get your teeth checked regularly and make sure your eye tests are up to date. All of these tests take a few minutes of your time but will spot any potential health problems early enough so you can nip them in the bud. If there is nothing to worry about you get a clean bill of health and a smug feeling that everything is up to date.

Relaxation is key; along with regular spa treatments you could try adding in some Yoga, and this could be done at home or in a class, reading a book (I have just bought a new book and even if it’s a couple of pages a night, it helps me to escape and it also helps me fall into a nicer sleep), taking a bath, although this seems silly, I always put baths off because of time, so I’m going to make sure at least once a month I take a bath…, the idea of a bath always sounds dreamy but in reality I get bored, or I’m normally joined by my two year old son! This also sounds like I don’t wash haha, I do, I take showers. I am also going to “try” to remember to cleanse and tone my skin at night and also moisturise my body after taking a shower. All things I used to do before having a baby because I had “time” and they have just gone by the way side because some days “I just can’t be bothered”.

Mediation is a good one too, focusing on breathing and being mindful in certain situations, recognising how your body and mind feels and this can be done anywhere. I’ve recently downloaded an app and it helps relax my mind and you’ll be zoning out in no time.

For a feel good, January is Blood Donar month so on the basis of this I have booked an appointment to give blood on the 23rd January. I know afterwards I will feel really good that I have done something that could potentially save a life.

I have also booked into have a colonic irrigation, with Talita at Kent Detox. Have you ever had one? A colonic irrigation, also known as colonic hydrotherapy, it involves cleansing the colon, flushing waste material out of the bowel using water, so my tummy will feel amazing especially after all the Christmas food and drink.

Also if you have any skin concerns (pigmentation, sun spots, fine lines, wrinkles, the texture or tone of your skin, vascular veins, skin tags or warts), or are interested in hair removal, or tattoo removal, please take advantage of my free consultations. I would love to meet you all.

I am getting conscience now of the “time” I have spent writing this blog so to summarise my self-care resolutions are:

* Cleanse and Tone my face
* Moisturise more
* Drink more water – even a cup a day is more than what I drink already
* Joining WW (wellness that works on Tuesday) to keep a focus on my eating and wellbeing
* Give Blood
* Booked a colonic irrigation with Kent Detox
* Booked a facial and massage with Nikki at Dreamz Hair and Beauty
* Take the first Wednesday a month out to, reflect and plan my month
* Booked a hair appointment with Leah at Dreamz Hair and Beauty
* Attempting Dry January
* Weekly walks (we bought Archie a bike for Christmas so this will help)
* To shut off from social media after 7pm to ensure my focus is on my family
* 30 day abs challenge as this can be done at home
* A few squats when the kettle is boiling

What have you set yourself for 2019? Is there anything that I could add or include?

Try all of these ideas for a happier, healthier and more relaxed YOU in 2019. Happy New Year x

I love your prickly armpits….. said no one EVER!  
  
This blog is going to be all about Hair Removal yayyyyy.  
  
I will never forget when I first met Maria, at Lynton Lasers (For those of you who don’t know, Lynton is who I bought my machine from and Maria helped me with my launch party and the marketing of my clinic when I first started). And at my launch party Maria said “I haven’t picked up a razor since 1996”…. Imagine that!   
  
When I speak to potential clients about hair removal, the main questions I get asked is, is it painful? Is it permanent? And the other thing I hear all the time is that it doesn’t work? So for me, my main challenge is more about education. Educating people on exactly what Hair Removal is all about, so here goes!  
  
Does it hurt?  
The sensation varies, however it is often described as an elastic band ping, each individual laser shot is a ping. It shouldn’t be so painful that you don’t want to come back for your treatment. On the scale of 1-10 on average you should be between 2-5 out of 10, this can also vary or body part also.   
No anaesthesia is required and most clients describe the discomfort as moderate and tolerable.

Is it permanent?

IPL hair reduction is permanent, the hairs which are destroyed during your treatment will never return. Your skin does however contain dormant hair follicles, so it is possible for new hairs to appear during the growth cycle. (although these will be much finer than your original hairs). There are several other factors such as hormonal imbalances which can also affect the overall results, in these cases, several treatments may be necessary.

Can all hair colours be treated?  
All hair colours can be treated apart from white or grey hair. The laser reacts to the pigment in the follicle, so darker the hair colour the better. In the consultation I will need to see your hair as the precise wavelength of the light will be tailored to your hair colour to achieve the best results.

How long is the treatment?  
The treatment time varies depending on the part of the body being treated. Typically face (lip and chin) 15-20 minutes, full legs takes 1 hour, underarms take 10-15 minutes, toes take 5-10 minutes.

How do I prepare?  
As IPL hair reduction works by heating up the pigment within a hair, epilation, plucking and waxing should be avoided up to 4 weeks prior to your treatment. Shaving is fine in between treatments. Initially for the consultation and patch test I would need to see hair in the area, to identify the colour of the hair and the density, once this has been done, I would shave the area to do the patch test. When you come in for your treatments, I would ask that you shave beforehand. I don’t want there to be any hair in the area when it comes to your treatment.   
  
You should avoid tanning and exposure to UV light 3-4 weeks before your treatment and if you have been on holiday and exposed to sunlight you would need to wait 4 weeks once you are back in order for your melanin to settle. You must not have any tan in the area fake or real.

Are there any side effects?

IPL hair reduction is perfectly safe so other than protective glasses, no other special precautions are needed. The skin may be red immediately after treatment and the hair follicle may be swollen and bumpy but this usually subsides within a few hours. Adverse reactions are rare such as blistering or temporary lightening or darkening of the skin. The treatment is non-invasive so most clients experience no side-effects at all.

Do I need several treatments?

Only hair that is actively growing is affected (Anagen stage) therefore multiple treatments are needed as every hair is on a difference hair growth cycle. Treatment is conducted every 4-6 weeks on the face and every 6-8 weeks on the body. The required number of treatments varies due to several factors such as individual’s growth cycle, area of the body, hair density, thickness, ethnic origin, hormone state and age. Typically you are looking at 8-12 sessions for the hair to be gone completely.

Post treatment?

Most clients need no post-treatment care, if you have sensitive skin, you may benefit from applying an aloe vera based product to the treated area of your skin for a few days after your treatment. I also advise that you avoid direct sunlight exposure to the treated area for a few weeks following your treatment and yes… that does mean sunbeds also! The use of sunscreen with a protection factor above 30 is also advised.

What is IPL removal?

IPL stands for intense pulsed light, and it is a form of light therapy, used for various dermatological procedures including hair removal. I also use IPL for Skin Rejuvenation, Pigmentation and the removal of vascular veins, rosacea and acne.   
Light is selectively absorbed by melanin, the pigment in the hair follicle. The light energy heats the pigment within the hair and effectively destroys the hair follicle, preventing it from growing back, without damaging the surrounding cells.   
IPL hair removal is permanent. The hairs that are removed during treatment will not return. It is worth noting that due to the normal hair growth cycle, it is possible for dormant follicles to become active. These will be finer than the original hairs though.

And I guess the main question is does it work? Absolutely! But don’t hear it from me, hear it from my clients; please take a look at my photos on Facebook and Instagram and also my reviews. The results speak for themselves and my clients are just over the moon.

Ok, so I think I have answered most of the common questions I am asked, do you have any other questions?

If you have, I do offer free consultations and I really encourage you to come in beforehand. Consultations last about 30 minutes. Or you can send me an email or message me directly on social media.   
  
Thank you for reading my blog and I look forward to meeting with you soon Xx

To Botox or not to Botox

I get asked on a daily basis if I offer Botox and Fillers / if not, when will I be doing it?

Here are my reasons behind why I won’t be offering Botox and Fillers… firstly I want to specialise in one area, my one area being Laser (Laser Hair Removal, Laser Tattoo Removal, Laser Skin Rejuvenation) I want to give my clients everything they need to know about laser and be an expert in the laser industry.

Secondly the dangers and the risks of Botox (Botulinum Toxin injections) and Fillers (Dermal Fillers) are so incredibly high, there are so many unregulated beauticians administering injectables in hair salons, and from home and some are offering the treatment so cheaply that it makes me extremely concerned as to what is actually going into your face. You read, and hear so many horror stories that I personally don’t feel it’s a risk I’d like to take.

I believe injectables should be in the hands of professionals, doctors and nurses which is why I refer all of my enquiries to the lovely Tawa at TD Aesthetics. Tawa has her own aesthetics clinic and is a qualified nurse, Tawa works in a professional environment, carries out a detailed consultation before any work is carried out and works alongside a prescriber.

I really enjoy working alongside Tawa, I feel when companies come together and collaborate you are creating a really powerful team and still fulfilling a service, although I don’t offer the treatment personally I have absolutely no hesitation in sending my clients to T D Aesthetics.  
  
If you would like to meet Tawa, I am holding an Awesome Confidence Masterclass event on the 21st November at the Village Hotel in Maidstone 6.30pm until 8.30pm. You’ll get the chance to meet 4 experts: Personal Styling with The Chic Stylist, Aesthetics with T D Aesthetics (Botox, fillers and chemical peels), Laser with myself Amy Jayne Aesthetics Ltd, and Makeup with Hall of Fame - Styling.  
We’ll teach you how to look and feel incredible by showing you how to achieve beautiful glowing skin, flawless make-up, and how to put together gorgeously stylish new looks! There will be talks, demos, free goody bags with product samples, discount vouchers and delish cupcakes on the night! Tickets are £10 and you can buy them via Eventbrite <https://www.eventbrite.co.uk/e/the-awesome-confidence-masterclass-tickets-49611038953?aff=eac2>

Getting to know me…

My name is Amy, I’ve just turned 34 sssshhhhh, I live with my boyfriend and my little boy and 8 months ago I started my own business. You only live once after all….

2 years ago, I had just given birth to my little boy Archie, 3 years ago I was living the London dream, working in advertising, sales and marketing for one of the biggest publishing houses in the UK.

I was due to go back to London in July 2017, and in June 2017 I took voluntary redundancy as I knew after having Archie London life wasn’t for me anymore, 15 years in London was enough and I had waited so long to have him, I just wanted to enjoy being his mummy. I’m not going to lie, taking redundancy was a scary and daunting decision however I looked at it as an opportunity, an opportunity to do something where I could work / study around Archie. I then spent 6 months researching, researching the beauty industry, the different markets, audiences, statistics, courses, what was out there already, what’s hot, what’s not, potential challenges, competitors, everything… I left no stone unturned.

With 89% of the population having a tattoo they disliked, followed by 80% of the population having hair in areas they shouldn’t, I then found a course. 3 hours away. It was a 5 week intense course offering Laser Hair Removal / Laser Tattoo Removal (as well as level 1, level 2, facial electrics and advance laser and light), I then researched the machinery which is a total mine field and let’s just say after lots of tears I finally found a multifunctional machine that could treat both Laser Hair Removal / Laser Tattoo Removal (my machine will be my next blog… it deserves it) and I then found my clinic which is at Dreamz Hair and Beauty in Rainham, Kent.

Amongst all the travelling, studying, assignments, exams, more research, meetings, being a mummy, a girlfriend, a friend…... Before I knew it, I was about to open my clinic, as a laser specialist, in January 2018. I will be honest with you, from August 2017 to January 2018 it is a complete blur, however I made it.

Why did I chose this line of business, I am a peoples person, I love making people smile and feeling better about themselves, I can be flexible with my hours and most of all I can be Archie’s mummy whilst building a future for my family. Completely different to London life however I don’t miss it all. I love what I do and my clients are the heart of my business.

One of my favourite parts of running my business is offering free consultations, I really encourage this. I love educating people about what I do, I love answering questions and I love explaining the process, so many people are put off because of one reason or another however I love putting people at ease and getting to know my clients.

I hope you have enjoyed getting to know me and how I have ended up doing what I’m doing.

Amy

X

Who knew that a machine could make you cry!

Yes my machine made me cry… a lot. I remember trying to think of so many excuses as to why I didn’t need the machine when in hindsight if I have no machine, I have no business.

Let me take you back to a hen do in Liverpool, my friend Amy Norris (was Fothergill) was getting married, her hen do was in Liverpool and I remember sitting in a Gin bar, talking to a lovely group of ladies about the future, as you do, I explained I had taken redundancy and was thinking of doing a course of some kind possibly laser Hair Removal and Tattoo Removal, with that, a lady called Verity turned around and said she had her own clinic in Toddington doing exactly that and started her business 7 years ago! It was like she was my angel and she has continued to be just that… Verity invited me up to her clinic, bearing in mind I hadn’t even started my course or anything yet, she felt it was important for me to see exactly what goes on. Verity welcomed me into her clinic with open arms, we sat in her lovely reception and she explained everything, from paperwork, to insurance, to products and prices, to equipment and consumables, we talked for ages, she then invited me into her treatment room, where all the magic happens, and there, I was greeted with two big machines and this is where I heard the name Lynton for the very first time. We put on the goggles and Verity showed me how the machine worked, I’m not going to lie I was pretty nervous.  
  
Verity has a Lynton machine, along with a Cryo Cooler, Verity went on to tell me about the advantages and the importance of both machines and how they complement each other. (A Cryo Cooler is basically an air conditioning machine it provides a rapid, controllable and effective pain relief of freezing cold air), after looking at the machines we then went through and looked at Verity’s reviews and results – before and afters and they were unbelievable, her work is just magic! I left Verity’s clinic knowing that if I was ever going to do this I knew I wanted a Lynton Machine, the results were just amazing.   
  
Although we live miles apart, myself and Verity are still very much in contact, I aspire to be as successful as Verity and her wonderful clinic. Check out some of Verity’s work https://www.toddingtonlaserclinic.co.uk/portfolio.

I come away, scared and excited, scared because there was just so much to think about and I just didn’t think that little old me could do something like this, the what ifs were hitting me hard and fast, but I was also excited, I had fire in belly and anyone that knows me knows I’m determined, passionate and motivated and whatever I put my mind to I will give it 100% and more.  
  
3 months later I started my course… 6 months later I purchased my machine. Steve from Lynton come to meet me, we spoke about models and costs and contracts and I settled on a Lynton Lumina with a Q Switch (for tattoo removal). Let’s just say the amount of money I spent on the machine I could have put a deposit down on a house…I cried… a lot… then I got the nervous giggles, the what ifs were still hitting me hard and fast but I would rather say I tried, tried my hardest to make it work, then never to have tried at all! You only live once after all and this was my one and only chance to build a future for my family. I tried to think of so many excuses as to why I didn’t need the machine, Steve and Jamie (my other half) were laughing at me, but actually without a machine I had no business, this was the last thing I had to do….after I signed on the dotted line, Steve took me for a very large glass of WINE!!

Once it all sunk in, I was so happy with my choice, I could have gone for a cheaper machine, but I wanted a machine that delivered results (like Verity’s) my clients are going to be at the heart of my business and I want to give them the best. 2 weeks later I then went on to buy a Cryo Cooler, I was then ready to take on the world.   
  
My machine is British manufactured, medical CE-marked and listed on the BHS supply chain. The Lumina combines multiple aesthetics technologies into one stand-alone platform. You can treat over 24 different aesthetic concerns, which includes some of the UK’s most in-demand treatments for example, professional laser and IPL hair removal on all skin types, multi-colour tattoo removal, anti-ageing skin treatments and skin resurfacing (skin resurfacing is something I will add to my machine in the future).

I can treat:

* Red veins
* Unwanted Hair
* Skin Rejuvenation
* Acne
* Sun damage
* Pigmentation
* Tattoo Removal

9 months on I haven’t looked back, I offer free consultations and I encourage people to take advantage of this, purely so everyone gets to meet me, see the room, meet the machine, understand how it all works, the process, aftercare, side effects and much more. If you have ever considered having anything done please get in touch, it would be lovely to hear from you x

I would just like to take this opportunity to thank Verity at Toddington Laser Clinic and also Steve and the team at Lynton Lasers, your support and encouragement has been amazing and I will be forever thankful and grateful for the time and effort you have given me.

Have you heard?

We have recently invested in a brand new Laser Hair Removal machine and we are so excited about this, especially for me, I have decided after 4 years of owning my own laser clinic I need to make use of the machines we have and I have started my very own removal journey eeek!

If you have social media take a look at my most recent lives (please excuse my live voice haha) on both Facebook and Instagram, you will see me having my underarms and lower legs done.

So let me tell you about this machine…

The Motus AX offers virtually ‘pain-free’ hair removal treatments on ALL skin types, differentiating it from any other Alexandrite Laser technology on the market.

Yes you read right! Pain Free….This unique system uses FDA approved Moveo Technology for faster, virtually painless hair removal treatments. The treatment is delivered through a 20 mm integrated sapphire contact cooling tip with ultra-short pulse durations (2ms) which is ideal for treating more challenging fine and fair hair.

Moveo allows the Alexandrite Laser to work at 100% efficiency while in contact with the area, therefore avoiding wasted energy. With this hand piece, we can offer double laser energy transmission to the skin, allowing extraordinary results as never seen before.  While treating clients using Moveo Technology, a plume protection mode is activated. This reduces risks associated with COVID-19 transmission, resulting in safer laser treatments.

Not only that, it is the World’s first FDA approved Alexandrite and Nd:YAG laser - Due to the exceptional melanin absorption capabilities of a primary Alexandrite Laser, it is widely considered as unsuitable for use on skin types 5 and 6; that is until now.

We are very lucky to own two laser machines that can treat all skin types for Laser Hair Removal.

The sapphire cooling tip is a dream especially for the bikini!

Laser Hair Removal is probably our most popular treatment so when looking at other machines, I needed to get my choice right. My first point of call was speaking to Lynton Lasers (I already have their Lynton Lumina machine) and because their portfolio of machines is amazing (yes, I already have my eye on the next one) and their customer service is always to support their clients it was only right I went to them with my thoughts and ideas. I spoke to Steve for ages, going through all the options I explained that I’d like something that offers a pain free solution and I needed something to be a bit quicker than the Lumina and that’s when Steve introduced me to the MOTUS AX and what an investment it has been.

I am in love… it is a little bit noisy (you will know what I mean when you have your treatments) but the results massively outweigh the noise, it’s also a really nice opportunity to lay down haha.

Investing in a machine is never easy, so many what ifs, what if it doesn’t work, what if we go into another lockdown, what if I can’t get enough new clients in, what if I can’t find something to use the machine, what am I doing…. Buying another machine is something I have been putting off for a while especially just coming out of lock down and not really knowing what the future holds for our industry but in order for my business to grow it’s what I needed to do. So in November I took another risk and we welcomed the MOTUS AX into the clinic.

I think with the right business model, the right mind-set, the right strategy, it was an easy yes. I know it’s only early days but the feedback has been incredible.

I for one cannot believe my results after 1 session and I promise you I’m not just saying that because it’s my machine. Come and try for yourself!

With the machine, comes the lovely Lizzie also. I put out a post October last year for a laser therapist and I had a huge amount of interest. I interviewed about 8 girls and Lizzie was just perfect for the role and it’s like she’s been here years! Having a beauty background Lizzie knows how to get into all the nooks and crannies especially when it comes the bikini. (If you are girl reading this you will know what I mean haha).

It’s definitely been a HAPPY new year so far for us here at the clinic and I am so excited at what is to come throughout 2022.

If you are interested in Laser Hair Removal and the idea of “Pain free” has swayed your decision, we do offer a 45 minute free consultation, and this is a chance for us to understand your goals, show you the machine and discuss the process and the aftercare.

Before I leave you, here are some more questions and answers about the machine:

* The worlds most advanced laser hair removal treatment
* Used in the NHS and aesthetic clinics across the globe
* The Motus AX is the world’s first and only laser hair removal technology to deliver the gold-standard Alexandrite wavelength in a “pain free” mode
* Proven safety record
* Gold Standard Technology
* Suitable for dense, coarse and thin sparse hairs
* Treatment sessions are very fast, even for large areas such as the legs or back

How does laser hair removal work?

Light is emitted and absorbed by melanin within the hair, which is then converted to heat energy damaging the follicle.

What does laser treatment feel like?

With standard laser hair removal treatments, you can feel what is described as a “hot flick” of an elastic band during treatment. However with the brand-new pain free Motus MOVEO treatment, you will feel little to no sensation at all. The built-in chill tip allows even more comfort for clients, especially when treating an area with lots of dense and dark hair.

How many sessions will I need?

The number of sessions required varies from client to client and depends on many factors. However, as a guideline, it is always recommended to complete a course of at least 6-8 sessions per treatment area.

How long will it take for me to see results?

Clinical studies show that clients have seen outstanding results in as little as four sessions. For me it was 1. Over 80% of my hair hasn’t grown back!

Who is suitable for the treatment?

Most people are suitable for treatment. We recommend a consultation beforehand to ascertain if the treatment will be successful for you. Grey/White hair has no melanin so is not recommended for the treatment and it also important to let us know of any medication you are taking in case it is a contra indication.

Are you sold? I look forward to hearing from you soon.

Thanks for reading.

Happy New Year

Amy x