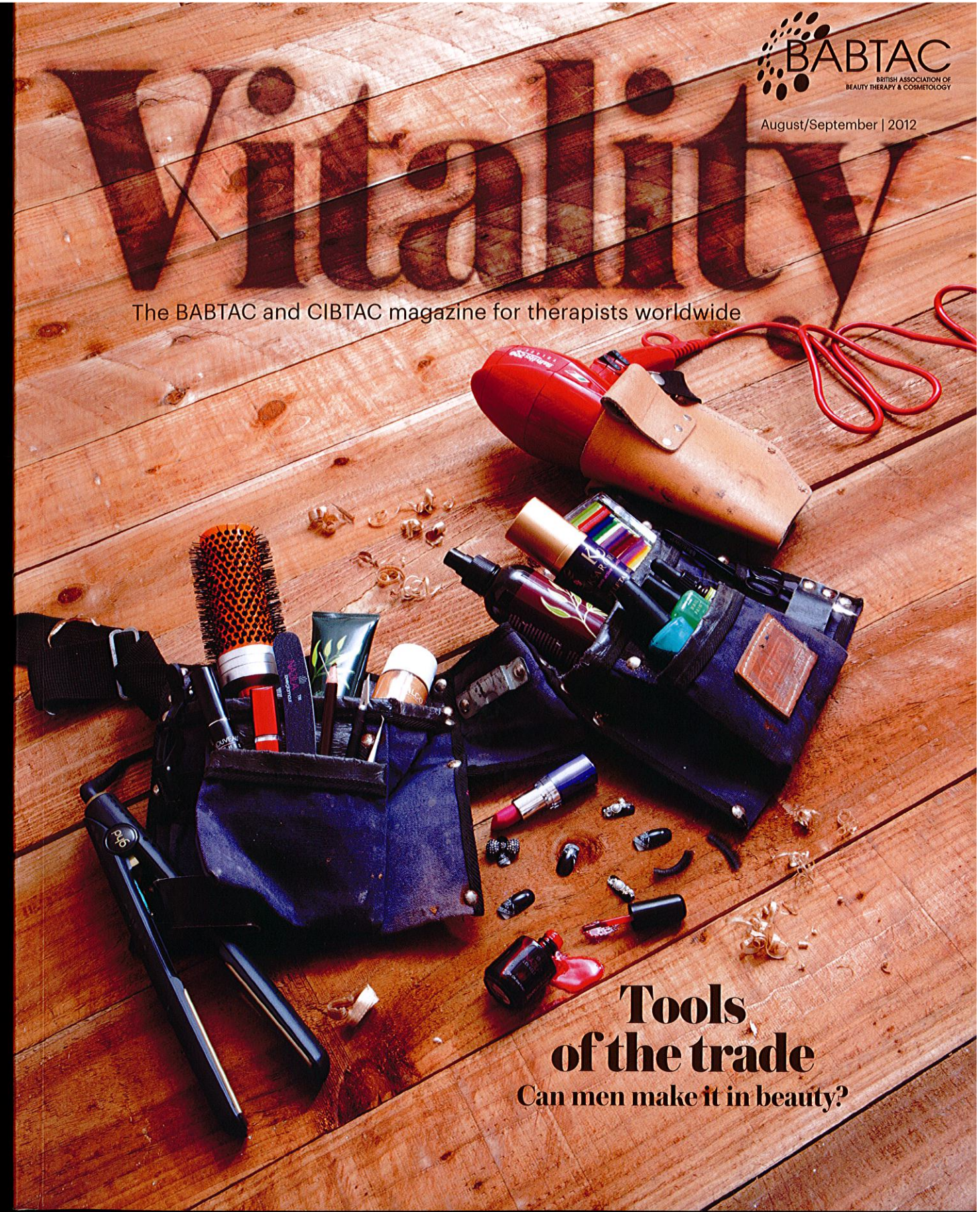


Vitality

The BABTAC and CIBTAC magazine for therapists worldwide



**Tools
of the trade**
Can men make it in beauty?



Reviewed by
**Kulvinder
Setchfield**

BILLION DOLLAR BROWS

For centuries, women have desired the perfect eyebrows. That's understandable, as they are one of the most important features of our face. The beauty industry is seeing a growing trend in brow bars to help women achieve the 'perfect' eyebrows. So, I went along to experience the Billion Dollar Brow (BDB) treatment at the Kerie Hoy salon in Hitchin, to see what could be done with my over-plucked eyebrows.

I arrived at the stylish, but cosy-looking, salon to a warm welcome and I relaxed back into a comfortable chair to let Kerie begin her 'artwork'.

The Brow Buddy Tool helped to create the outline for the perfect shape while taking into account my face shape. Kerie used it as a guide to help her start, arch and end my brows with precision and ease. The next step was the hair removal, which used precision waxing and then tweezers under a

magnifying lamp. With the relatively painless hair removal over, the perfect look was created by using the BDB brow pencil and BDB brow powder. The result was perfectly symmetrical and beautifully arched brows with a soft, more natural look.

Since my treatment, I have maintained the shape at home and have been using the BDB brow powder and brush to recreate the desired look. The raven coloured powder has helped me to create thicker, more natural looking brows than I have been able to achieve in the past with a brow pencil alone.

"The result was perfectly symmetrical and beautifully arched brows"

I would recommend the 45-minute treatment to those who don't feel comfortable shaping their own eyebrows, but also those who do, because it

is still worth having the initial treatment and maintaining the shape yourself at home.

Overall, the treatment was an enjoyable experience and certainly exceeded my expectations of what could be done with my eyebrows. Kerie Hoy is a fab place to experience a brow treatment by a true brow professional.

In my opinion, BDB will be around for a long time and become a very popular treatment here in the UK.

TRIED

Precision eyebrows and a free salon appointment system... KULVINDER and TINE review the latest treatments and products.



BILLION DOLLAR BROWS

Treatment: a 45-minute session at Kerie Hoy costs £20.

Products mentioned: Brow powder £18; Brow brush £17.



SALONLITE

Salonlite is one of several diary management tools on the market, but this one has a few marked differences. Firstly you can access it on your iPad or computer and, most importantly to the smaller service provider, it's free!

It stores your information in the cloud, allowing users to access it from anywhere – unfortunately it will need a network connection, which means if you are mobile, you will need to have a wi-fi or 3G connection to access it. I can't say this presented me with a problem, but if you have a wi-fi-only iPad you may have to work around getting an internet connection.

Initially, you need to spend some time setting it up with all your treatments and timings, and if you get everything entered in to start with, then it's all very easy. If you add things later, you will have to remember to add a treatment to all relevant therapists, which is in a different screen and you can end up clicking back and forth all the time.

The PC portal screen shows only part of your day and you have to scroll down, which can be annoying, but I'm not sure if there is an easy solution to this – if it was much smaller, reading your appointments would be tricky.

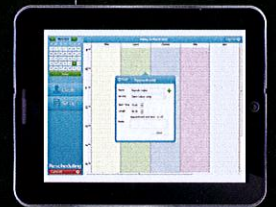
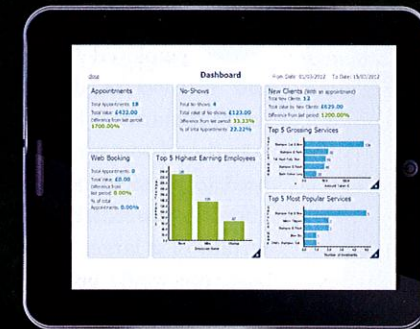
"The biggest selling point, apart from being free, is the support team"

A fantastic boost to this app is that you can store your client details securely, you can add notes, discounts and even set reminders by email for free or by SMS at 10p per message (minimum order of 100 messages for £10), which greatly helps reduce those no-shows who have just forgotten. It's fully adjustable and very easy to use.

The biggest selling point, apart from being free, is the support team. They take on board suggestions, either for immediate attention or to include in future releases. Overall, I will be sticking with Salonlite, it's easy and professional and perfect for me. **N**



Reviewed by
**Tine
Kongsgaard**



SALONLITE
ONLINE BOOKING
SYSTEM

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TESTED

