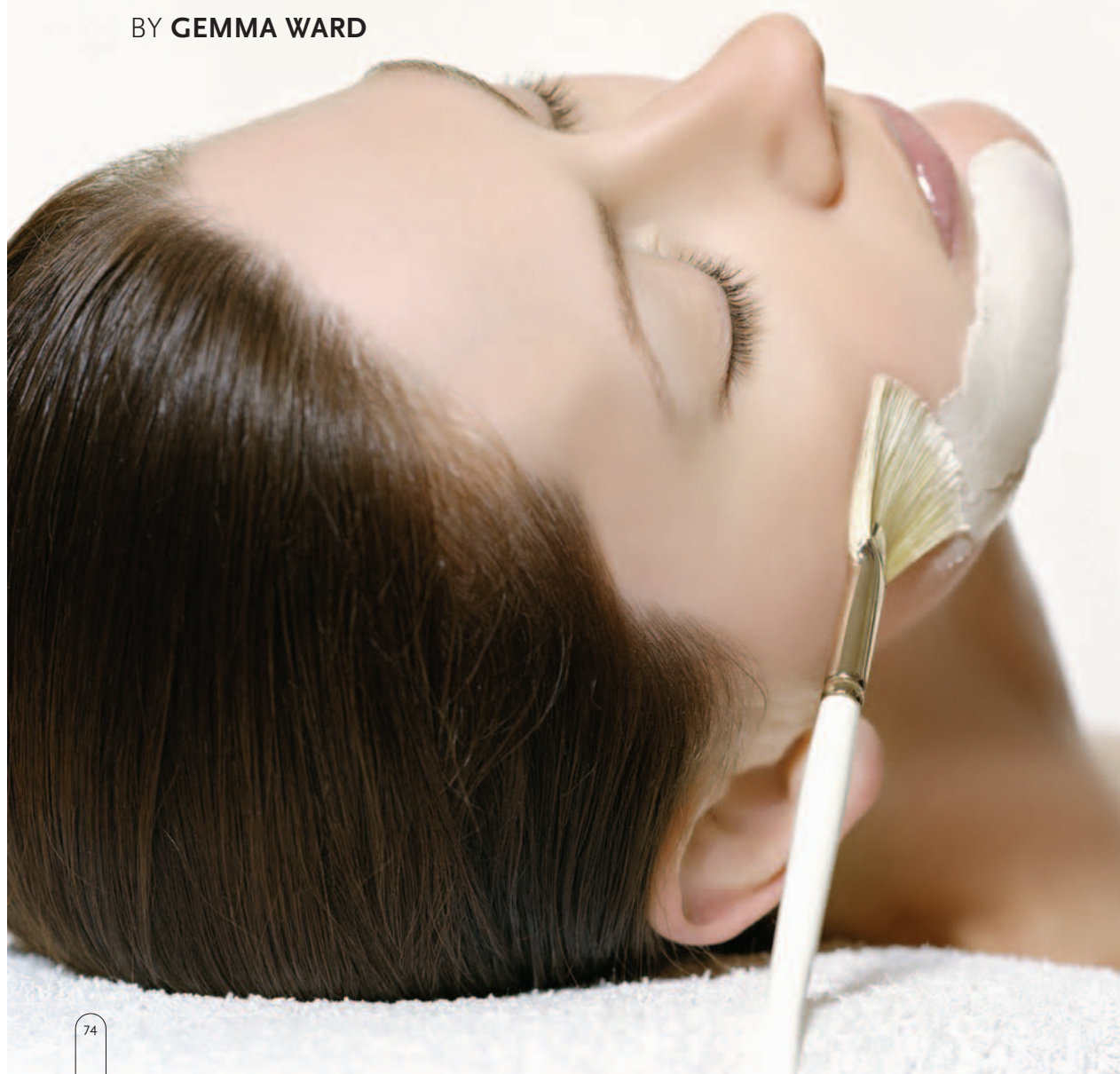


Gold rush

Do you solely offer nail services on your treatment menu? Think again. Today's savvy beauty professionals are training in multi sectors to raise their game and boost their earning potential

BY GEMMA WARD



"We all need to be multi-skilled these days," says John Vassiliou, co-founder of multi-faceted brand Cetuem. And if you think about that statement in terms of your own business, it's likely that you'll agree. As a nail professional, you will already have loyal clients who love your services and would probably opt for more given the choice. Mobile therapists have been multi-tasking for years, so why not adopt the same approach in your salon?

Training in facials is a relatively quick and easy way to expand the alternatives on your treatment line. Cetuem not only offers nail essentials - it's also a one-stop shop for skincare products and training too. The company runs its own four-day facial course that will give you the sufficient grounding needed to add the treatment to your list of services. Not only that, the price of the course includes a starter kit containing enough products to earn the initial outlay back.

If you're already trained in facial services, you can take advantage of Cetuem's free daylong seminars to learn more about the products. Headed by trainer Maggie Amaral-Marinho and assistant Christina Stylianou, the workshop includes comprehensive product training, educational literature and a full demonstration.

Golden opportunity

So what other reassuring factors are on offer when choosing the Cetuem brand? Well, its founders have been in the business for over 30 years and still run 85% of the operation in house. John and his wife Andria actually began manufacturing products for other businesses before deciding to create their own line, marking the birth of Cetuem. "We were one of the first companies to manufacture nail products in this country," says Andria. And for the past 18 years, Cetuem has been offering its diverse line to various beauty professionals from each sector.

Last year the company launched its SCR Gold skincare line – a project that has been in development for 14 years. Being the epitome of a family-run business, it is enriched by the founders' nine children who all bring their own special talents to the table. Brothers Chris and Mario are trained cosmetic chemists and help their father create and manufacture products of the highest calibre from freshly harvested ingredients.

Fountain of youth

SCR Gold was created after Andria hit her 40th birthday and discovered the brand's original skincare line (developed for younger skin) was no longer working for her. The first product to be developed was the Gold Serum, which remains the hero product and premise of the entire range today. Standing for Skin Cell Renewal system, the SCR line combines a high percentage of pure active plant and marine extracts with essential oils to help combat the ageing process. These are prepared by aqueous infusion ensuring they remain rich in salicins and tannins to increase cell renewal and balance the skin.

"Our products are like our babies," laughs John. "We see them from the very beginning, at their initial development through



to the idea being realised." Andria continues, "I wouldn't be able to sell the products if I didn't believe in them. It's great to know that we have so many loyal clients who appreciate that our skincare really works."

Offering the Cetuem SCR skincare professionally is just one option. The range is also available for retail and because the company manufactures in-house (cutting out the middleman), the salon is able to rake in increased profit. Each product is available in larger salon sizes or in attractive packaging perfect for retailing. With competitive prices and a celebrity following including Katie Price, Cetuem skincare is worth investing in to help your business thrive to its full potential.

Cetuem T: 0208 368 0008
www.cetuem.com



Maggie and Christina at a Cetuem skincare seminar



The Cetuem Collagen Hydrating Mask



Owners Andria, John and their daughter Maria

SCR Skin Care line

Skin Cleanser
(100ml £7.50 + VAT / RRP £15 / 500ml £15 + VAT)

Skin Toner
(100ml £7.50 + VAT / RRP £15 / 500ml £15 + VAT)

Exfoliating Gel Mask
(50gm £8.75 + VAT / RRP £17.50)

Purifying Mask
(50gm £8.75 + VAT / RRP £17.50)

Mask Apretif
(50gm £8.75 + VAT / RRP £17.50)

Collagen Hydrating Mask
(5 sheets £8.75 + VAT)

Collagen with AHA
(5 sheets £30 + VAT)

Thermo Marine
(400gm £15 + VAT)

Eye Gel Cleanser
(50ml £4.75 + VAT / RRP £9.50)

Eye Gel Mask
(15ml £10 + VAT / RRP £20)

Eye Cream – Oxygen Complex
(15ml £22.50 + VAT / RRP £45)

Skin cell Regenerator - fragrance free – (15ml £34 + VAT / RRP £65)

Skin Emulsion
(50ml £15 + VAT / RRP £30)

Rejuvenate Complex Crème
(50ml £34 + VAT / RRP £65)

Neck Complex Cream
(50ml £34 + VAT / RRP £65)

Crème De Lite
(50ml £22.50 + VAT / RRP £45)

Facial Treatment Oil – Alpha Relaxing/ Beta Detoxifying / Gamma Balancing – (100ml £8 + VAT / RRP £18)