

# Professional BEAUTY

SEP • OCT 2017 INFORMATION. INNOVATION. INSPIRATION.



FIGHT  
FOR  
NATURAL  
BEAUTY

**A UNIFORM  
APPROACH**  
*dressing for sales*

**INDUSTRY  
ROUNDTABLE**  
*thinking outside the square*

**A WARM  
RECEPTION**  
*making the welcome call*

**RADICALLY  
DIFFERENT**  
*antioxidant alert*

**LPG**  
endermologie  
by France Medical



# LPG LAUNCHES THE INNOVATIVE CELLU M6 Alliance

The CELLU M6 is set to make waves in the beauty industry for its revolutionary, non-invasive, anti-ageing and slimming properties.



THE CELLU M6 CHANGED the slimming and anti-ageing market forever when it was first launched; with the new Alliance model, it's set to shake the beauty world up again.

This revolutionary endermologie machine is used to stimulate the skin's surface to reactivate dormant cellular activity. It is based on two exclusive patents that can be used on the body and the face. The exceptional results that include the reduction of fine lines and wrinkles, complexion clarity, the release of stubborn fat and reduction of cellulite - which have been scientifically proven 145 times to date - continue to astound beauty professionals and consumers globally.

For more than 30 years, the machine's patented unique head, made from dual 'rolls' - first mechanised and then motorised for the last seven years - has been improved to offer professionals an

outstanding treatment menu for their clients. The new, improved head allows for endless maneuvers and multiple stimulating combinations.

## **CELLU M6 Alliance is a breakthrough**

With its new prowess, LPG incorporates the latest breakthrough technologies for an exceptional new experience.

The new Alliance product head combines a powerful yet gentle 'roll' with an intense but soothing 'flap' to create a harmonious, groundbreaking treatment.

Aesthetics department training manager Karine Gautier explains how this new patented technology will once again revolutionise the world of in-salon treatments.

By Anne-Sophie Gamelin.

## **In 2017, LPG has launched the 10th generation of Cellu M6. Why this evolution?**

**Karine:** Today we are very much in a digital era where technology evolves quickly. It made sense that our equipment should too. Gone are the

standardised treatment protocols that either treat the top or the bottom part of the body. Today, thanks to the connected tablet and the new Endermoscan diagnosis tool that are part of the Cellu M6 Alliance, the treatment is customised to each client, based on their intended treatment duration.

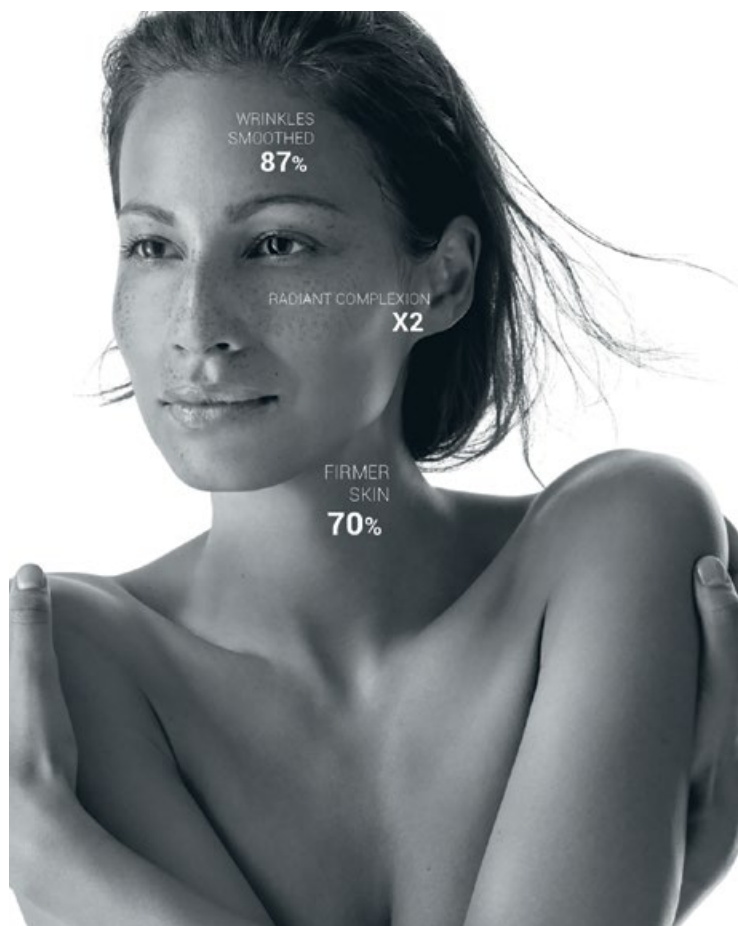
The recent appointment of Nelson Philippe, the grandson LPG founder Louis-Paul Guitay, has marked a new push forward for the company. Being a visionary and forward-thinker, Nelson has unveiled a new communications and technology strategy. Lastly, the demand of our clientele is not quite the same anymore. They are looking for quick results, and pain-free treatments with no side effects; they no longer wish to suffer in order to be beautiful. In order to adapt to this new state of mind, we guarantee to take care of their skin with a natural method, no scalpel, no cell death, no chemical products.

### Why is the new Cellu M6 named Alliance?

**Karine:** The name Alliance refers to the union of two of our patents: our historical motorised rolls patent (IMR which stands for Independent Motorized Rolls) and the more recent motorised flaps patent (MPF which stands for Motorized Pulsating Flaps). Our engineers have combined these two technologies to create the Alliance treatment head, which is made up of a motorised roll and a motorised flap together with synchronised sequential aspiration for automated tissue mobilisation.

### How does this new treatment head change the Cellu M6 approach?

**Karine:** Thanks to the roll/flap synergy, the Cellu M6 Alliance will carry out three simultaneous actions with one single setting; eliminate fat, smooth 'orange-peel' cellulite and firm cutaneous tissue. It achieves fantastic results in a relatively small amount of time. This major innovation allows for overall slimming and anti-ageing of the figure.



### What does it entail for both the customer and the beautician's use?

**Karine:** The endermologie ID treatments are customised depending on the body areas selected and the customer's available time (10, 20, 30 or 40 minutes). They are also more pleasant, because the Alliance Skin Identity Sensor enables for settings that fit each skin type and ensure results. Results are noticeably visible after only three sessions.

For the professional, carrying out a treatment requires much less physical effort as it used to, the treatment head can now be led by a single hand and without any maneuvers.

### Will a beautician who acquires a Cellu M6 Alliance need to be trained again?

**Karine:** That person will need to follow a one-day training course in order to grasp the subtleties of the new settings. This one-day training is included with the purchase of the device. It is also a great opportunity to become a connective tissue expert because the assessment phase operated with the connected tablet has become vital. The beauty therapist will hence benefit from our expertise and obtain a level of qualification that will build up their skills.

### LPG® FIGURES

- €60 million (AU\$90 million) turnover in 2015
- 30% growth over the last 10 years
- On average, 5% of the company's annual turnover is reinvested in Research and Innovation
- 10th Cellu M6 generation
- 55,000 professional devices sold since 1986



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# A life of LUXURY

A little luxury goes a long way. Ensure your clients' skin is as smooth as silk with these prestigious skincare products.





CLOCKWISE FROM TOP (LEFT PAGE)

**Pelactiv Vita C+ Dream Cream** – Palactiv 1800 655 745

**Ella Baché Spirulines Wrinkle Smoothing Cream**  
– Ella Baché 1800 789 234

**Janssen Cosmetics Platinum Care Eye Cream**  
– Janssen 1800 213 688

**La Clinica Firming Life Caviar & Pearl Repair Facial Moisture Cream** – La Clinica 1800 888 058

**Environ Youth EssentiA C-Quence Serum I**  
– Environ 1300 888 708

**O Cosmedics Immortal Cream** – Inskin Cosmedics (02) 9712 8188

**Skeyndor Timeless Prodigy The Cream**  
– Vogue Image Group 1800 554 545

**Endermologie LPG Anti-Aging Renewal Serum**  
– France Medical (07) 3393 9342

**HydroPeptide Nimni Cream** – True Solutions 1800 808 993

**BioEffect Serum** – Bod Australia (02) 9199 5018

**Image Skincare The Max Stem Cell Crème**  
– Professional Beauty Solutions 1800 625 387

CLOCKWISE FROM TOP (ABOVE)

**Babor ReVersive Supreme Glow Anti-Aging Cream**  
– Babor 1800 139 139

**Organisecuticals Biohydra + Serum**  
– Cawarra Cosmetics (02) 6680 3266

**Ultraderm Skin Renew Active Night Repair**  
– Ultraderm 1300 660 297

**Phytomer XMF Pionniere Perfection Youth Cream**  
– Universal Aesthetics (02) 9099 0387

**Joyce Blok Super Serum** – Joyce Blok +64 9579 5188

**La Biosthetique Menulphia Jeunesse Hydratante**  
– La Biosthetique 1300 554 069

**Dermaquest Stem Cell 3D Complex** – Dermaquest 1300 799 709

**DNA Intensive Renewal**  
– Advanced Cosmeceuticals 1800 242 011

**SkinMedica HA5 Rejuvenating Hydrator**  
– Advanced Skin Technology 1800 648 851

**Mesoestetic Radiance DNA Night Cream** – Advanced Cosmeceuticals 1800 242 011

## EQUIPMENT



### Comfortel Luma

The Comfortel Luma is a single, bright, magnifying lamp. The lamp combines magnification with 48 SMD LED bright lights, for larger and clearer viewing. The LED technology is designed to provide premium illumination to all beauty therapists. The attached table stand can be attached to any table or cart/trolley. Add a pedestal for easy movement around the salon. Comfortel (03) 8581 8111

### Cellu M6 Alliance

LPG endermologie has launched the new Cellu M6 Alliance, as seen on our front cover this issue. The anti-ageing and tightening machine works to awaken and activate cells on both the body and the face in a painless way. Using the company's patented technology, it has combined its roll and flap motion, which were previously separated. The non-aggressive and non-invasive treatments work to help eliminate fat, assist the natural synthesis of collagen, elastin and hyaluronic acid, and produce firmer and smoother skin. Distributed by France Medical (07) 3393 9342.



### SculpSure

SculpSure is used to achieve a slimmer, more natural-looking appearance on the body. According to the company, it's the only FDA-cleared and TGA-listed laser lipolysis for non-invasive body contouring, which can get rid of up to 24 percent of stubborn fat cells in 25 minutes. The hands-free device comes with four, flat, non-suction applicators designed for consistent results. Cynosure (02) 9484 4546



### PicoSure

Cynosure has expanded its PicoSure platform with the launch of PicoSure Skin. PicoSure's 755nm wavelength and Focus Lens Array deliver energy that works with the body, stimulating natural cell signalling processes. PicoSure safely and effectively treats pigmented lesions, acne scars and wrinkles with virtually no downtime, the company says. Cynosure (02) 9484 4546

### Venus Viva

The Venus Viva is a highly customisable device which focuses on using NanoFractional Radio Frequency to resurface and rejuvenate the skin, stimulating a natural response to achieve long lasting results. The device works to decrease visible pores for even skin texture, reduce signs of ageing, even out textural irregularities, reduce acne scars, and diminish deep lines and folds in the skin. Venus Concept Australia & New Zealand +61 405 282 096



### Comfortel Diamond Microdermabrasion Facial System

The Comfortel Diamond microdermabrasion facial system uses a combination of vacuum suction and diamond encrusted tips to lightly abrade the skin's surface, producing a deeply exfoliating and polishing skin treatment. The system is adjustable, featuring eight levels of vacuum suction and 10 different diamond tips to customise each treatment according to your client's skin type, condition and concerns. Comfortel (03) 8581 8111



### Venus Legacy

The Venus Legacy is a non-invasive body contouring device which focuses on stimulating the natural release of collagen and the shrinkage of fat cells through natural lymphatic drainage. The treatment can be used on the face to stimulate collagen and tighten skin to give a refreshed look and soften lines and wrinkles. It can be used on the body to contour stubborn fat pockets to reduce bulge, contour and tighten, and reduce and smooth cellulite. Venus Concept Australia & New Zealand +61 405 282 096





### BIG FREEZE CREATED AT GOLD COAST VENUE FOR GALA DINNER

The Non-Surgical Symposium delegates unleashed their inner Elsa in a winter wonderland gala dinner at the Gold Coast Turf Club. The venue was transformed in a magical event space with a performance from international aerialist Tessa Kaminski. Sydney band Furnace and the Fundamentals provided the funky beats. More than 900 people attended the symposium, which is organised by the Australasian Society of Aesthetic Plastic Surgeons (ASAPS), the Cosmetic Physicians College of Australasia (CPCA) and the Australasian Society of Cosmetic Dermatologists (ASCD).



### FRANCE MEDICAL LAUNCHES LATEST FAT BUSTING MACHINE AT THE LANGHAM

France Medical, the distributor for LPG endermologie Australia, invited beauty media to The Langham, Sydney, to experience first-hand the new Cellu M6 Alliance machine. Guests dined on scones and tea before changing into a full body stocking for the treatment, which is said to reduce cellulite and shrink fat cells through its unique massaging motion. Guests could also opt to have a treatment on their face to rejuvenate their skin.