



# AESTHETICS PRACTITIONERS Journal

The official publication of the Aesthetics Practitioners  
Advisory Network Pty Ltd ISSN: 1836-9812  
Winter Volume 25. 2015

BIOMIMETICS – The Scientific Revolution in Skincare

*Dr. Spiller*

Biomimetic Skin Care

# AESTHETIC INDUSTRY BULLETIN

*This section presents the latest news, training dates and other Aesthetic Industry information.*



## COSMETIC NURSES RELEASE NEW DRAFT PRACTICE STANDARD

Nurses and doctors work together to raise the standards of cosmetic medical practice and improve patient care. Recently at

COSMETEX15, the Australasian College of Cosmetic Surgery (ACCS) released the new *Professional Practice Standards and Scope of Practice for Aesthetic Nursing Practice in Australia*. This draft consultation standard is the first of its kind in Australia, setting the benchmark for nursing care in the rapidly evolving field of cosmetic medicine and surgery.

ACCS nursing representative Nurse Practitioner Elissa O'Keefe said that the practice standard would improve standards of care and could be used for recruiting new staff, developing position descriptions, professional development planning and performance appraisal.

ACCS President Dr Soo-Keat Lim said the practice standard was a key reform in the nationwide effort to raise the standards of care and protect patients. "Nurses are an integral part of the health team and this gives clear guidance for nurses, doctors and their patients about what an expected standard of care is," Dr Lim Said.

**Copies of the *Professional Practice Standards and Scope of Practice for Aesthetic Nursing Practice in Australia* are available from the ACCS [www.accs.org.au](http://www.accs.org.au)**



## ALPHA-H CELEBRATES 15 YEARS OF LIQUID GOLD

This year Alpha-H's iconic Liquid Gold turns 15 and to celebrate Alpha-H recently hosted an exclusive Liquid Gold Cocktail Party on March 25 at Doltone House, Hyde Park, Sydney. The extravagant event oozed Gatsby-style glamour and gestures of gold from crystal chandeliers, to a champagne tower and gold-dusted, chocolate-dipped strawberries. The event was supported by key media.

Once media had mingled Alpha-H owners Michelle and Dean Doherty took to the floor to thank everyone for being part of the Liquid Gold journey. Proudly Australian owned (and manufactured), Michelle Doherty explained how as the pioneers of the acid toner, people were initially hesitant about putting acid on their face as it was such a new concept. But once they noticed the astounding results Liquid Gold's following quickly grew. Designed to bridge between the beauty counter and invasive treatments, Michelle says, "We wanted to bring salon results to the bathroom at home for those without access to therapists, three nights a week."

The success of Liquid Gold has not been without its struggles. Going up against beauty heavyweights with huge marketing budgets presented a major challenge. As Michelle Doherty put it, "We are just a family business going up against faceless multinational companies". But the battle has paid off with Liquid Gold now being deemed a 'must-have' beauty product. Today one bottle of Liquid Gold is sold every 60 seconds and this year to date the brand has created seven tonnes of the product to cater to the UK market alone.



It's not hard to see why Liquid Gold has proven so popular, with the no-rinse resurfacing treatment showing results in just 20 minutes. The combination of glycolic acid and licorice extract and low pH delivery system is key to its success. In recent clinical studies, participants had a 23 per cent reduction in skin roughness, a 20 per cent reduction in wrinkle depth and a 22 per cent increase in skin hydration after just one application. Liquid Gold has been called many things, from a magic bullet to a miracle in a bottle, but put simply it works. *Harpers Bazaar* recently called it "bottled brilliance" adding, "We will search hard and global for off-Richter radiance. We've polled dermatologists, facialists and backstage model-maintenance crews and, know what? The big-rater remains Alpha-H Liquid Gold, a cult Australian no-rinse, all-in-one exfoliant, toner and serum".

**Alpha-H can be contacted on 1800 659 777 or Ph: 07 55294866.**





## 5 WAYS THAT AESTHETICS PROFESSIONAL CAN CONTRIBUTE TO SKIN CANCER PREVENTION

As the threat of skin cancer continues to grow, the Australian Cancer Council is urging skin therapists and practitioners to spend more time with their clients and patients educating them on preventative measures and the dangers of skin cancer. Recommendations include encouraging checkups to educating the public on prevention, the aesthetic and medical community is serious about skin cancer.

**Here are just a few ways that aesthetic and medical professionals are encouraged to get more about vigilant with strategies for skincare prevention.**

### CHECKUPS

As a practitioner, during checkups, take extra time to fully examine the client's or patient's skin condition. Check for suspicious moles and even discoloration where the texture of the skin in changes. If this is the case, recommend your client or patient see a dermatologist. In addition, encourage clients to examine their skin regularly and schedule checkups whenever they find an area of concern.

### SELF-EXAM TECHNIQUES

The medical and aesthetics world are urge to spreading the word about self-exam techniques that can help the public detect signs of skin cancer early. From the ABCDEs of Melanoma exam to the Ugly Duckling Sign technique used to determine which spots are cancerous and which aren't, dermatologists are getting the public on board with skin cancer awareness.

### SPF PROTECTION

Recent research has identified that while people are stating they are applying sunscreen, they often are leaving gaps that leave the skin unprotected. It is advisable to first blend the sunscreen thoroughly to ensure that the warmth of the hands has fluidified it sufficiently to create a thin liquid and then encourage your clients to take their time to ensure proper coverage. A quick slap of sunscreen could mean that areas of the skin are left unprotected. Appropriate application is the key. Also it is important to recommend a UVA and UVB sunscreen.

### VITAMIN AND ANTIOXIDANTS

There is sufficient research that supports the properties of certain vitamins and nutrients. The combination of vitamins C and E are considered supportive of photo-protection. Additionally vitamin B3 (Niacinamide) and green and red tea extracts have proven activity in protecting the skin against free-radical damage. Make sure your clients homecare products adequately cover against sun damage and ensure your instructions for use are thorough experts advise.

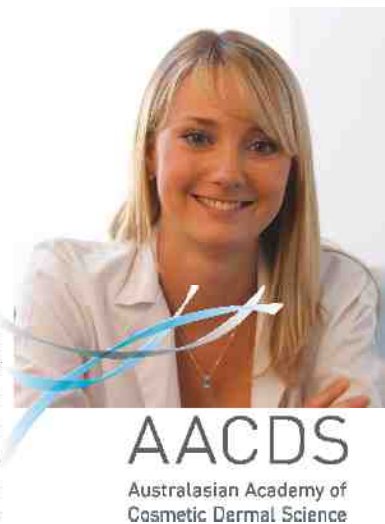
## NEW HEIGHTS IN THE FIELD OF DERMAL THERAPIES

In December 2014, The Australasian Academy of Cosmetic Dermal Science (AACDS) has unveiled the highest Australian qualification available in the field of Dermal Therapies

The Graduate Diploma of Dermal Therapies. This new course is classified as a level 8 in the Australian Qualification Framework under the Vocational Education and Training sector (VET), which thus places it above an Advanced Diploma or Bachelor Degree.

This qualification also features an exciting unit, which resulted from the partnership of AACDS and the Australasian Academy of Anti-Ageing Medicine (A5M). This unit, titled 'Analyse the Principles of Anti-Ageing Medicine' provides graduates with credit into the A5M Certificate in Anti-ageing Medicine for Allied Health Professionals.

**For further information on this new AACDS qualification, please visit [www.aacds.edu.au](http://www.aacds.edu.au)**



## SKINCARE ABLE TO ACHIEVE SELL-TO-SELL COMMUNICATION

We are aware that regulating bodies do not permit certain claims to be made regarding the capability of skincare to actually create changes to the skin, meanwhile technological advances are proving otherwise with same interesting discoveries.

Influenced by the latest discoveries in reconstructive tissue engineering for the treatment of burn injuries, the **SWT-7™** never-seen before mechanism of action is based on stem cell technology with a cell-to-cell communication between adipose-derived stem cells (ADSC) and keratinocytes through growth factors action. **SWT-7™** has demonstrated its efficacy on vertical wrinkles, skin texture, lip contour wrinkles and roughness, lipstick migration. **SWT-7™** is a patented liposoluble ingredient based on a highly innovative technology using phospholipids as inverse emulsion provider.

Coupled with trans-dermal delivery technologies such as RadioFrequency, Electroporation and even dermal needling the aesthetics industry is able to achieve a great deal more than previously possible. However, with every new invention or innovation there is always those who will take advantage of the market opportunities with unsubstantiated claims. This is why practitioners need to ensure they seek evidence-based research to ensure what they embrace and promote has strong, credible scientific backing. Furthermore, the need for higher education has never been more important.

## CELEBRATING 10 YEARS OF BEAUTY AND LASER TRAINING!

10 years ago Ilse Taumberger entered the laser industry at a time when there was little or no IPL and Laser training available in Australia. Laser Technicians gained their experience and knowledge through on-the-job training, sometimes making mistakes and hopefully learning from them.

Ilse realised that there was the potential for influencing the direction of the Laser industry with quality training and education and through her passion and dedication she developed Government accredited courses in IPL and Laser Hair Reduction and Skin Rejuvenation to help lift the standard of a rapidly growing industry.

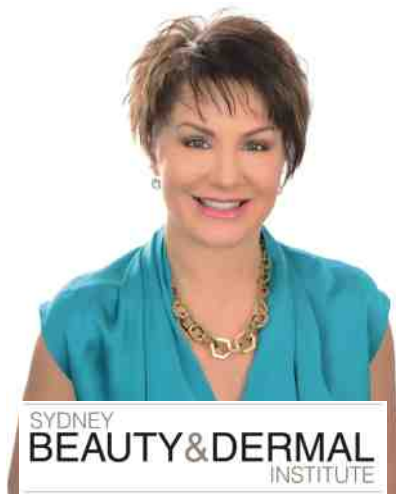
In 2005 Ilse purchased Fuss Beauty College in Edgecliff and founded her business on the principles of trust, honesty, delivering quality training, ethical business values and support for the student. Over the years the business has grown, and new courses have developed to meet the growing needs of a constantly changing industry.

Reaching this pinnacle and with the constant evolution of the college it was appropriate to change the name of the



## COSMETIC LASER COURSE LAUNCHED SAFER LASER AND IPL TREATMENTS FOR AUSTRALIANS

In a unique joint venture the Australasian College of Cosmetic Surgery (ACCS), and Laser Safety Australia have launched two brand new laser and intense pulsed light safety courses to support doctors, nurses and other providers of cosmetic laser treatments.



college and in celebrating the college's 10<sup>th</sup> year Fuss Beauty College has become **Sydney Beauty and Dermal Institute**. "The name change reflects the core of where we came from, who we are and where we are going," says the principal Ilse Taumberger. SBDI has a team of highly experienced and skilful trainers who are dedicated to consistently deliver excellent training from entry level short courses right through to Graduate Certificate level.

"We are proud to be part of the learning journey of each one of our students and excited about what the future will bring for Sydney Beauty & Dermal Institute in the next 10 years," Ilse said. Thank you to all our clients, students and team members past and present for being part of an extraordinary 10 years.

**Sydney Beauty & Dermal Institute can be contacted on 02 9326 2211 Email: [info@sbdicom.au](mailto:info@sbdicom.au)**

ACCS Fellow Dr David Topchian said, *"This course is unique because it has been specifically developed with busy clinicians in mind. It is online, rapidly accessible and participants are able to learn at their own pace and in their own time."*

The partners recognised the need for evidence-based and contemporary courses that are able to adapt and change with a fast-paced industry. Complaints about adverse outcomes to laser and intense pulsed light treatments are becoming more common and ACCS and Laser Safety Australia believe that this new partnership will help to raise the standards of clinical education and improve outcomes for cosmetic patients.

**For more information on the courses go to**  
**<http://www.accs.org.au/cosmetic-medicine-training> or**  
**[www.lasersafetyaustralia.com](http://www.lasersafetyaustralia.com)**

## International Aesthetic Show Calendar

Produced by Terry Everitt

- July 12-14 COSMOPROF North America**  
Mandalay Bay Las Vegas  
T: + 1 480.281.0424 x 3445  
Email: [info@cosmoprofnorthamerica.com](mailto:info@cosmoprofnorthamerica.com)
- Aug 1-2 9th Annual Anti-Ageing & Aesthetic Medicine Conference**  
Sofitel Melbourne  
T: 03 98130439  
F: 03 98130649  
Email: [enquiries@a5m.net](mailto:enquiries@a5m.net)
- Aug 13-15 New Zealand Society of Cosmetic Medicine Annual Conference**  
T: +61 9 4365 829  
F: + 61 9 4370 487  
E-mail: [nzscm@clear.net.nz](mailto:nzscm@clear.net.nz)  
[www.nzscm.co.nz](http://www.nzscm.co.nz)
- Aug 22-24 Face & Body Northern California**  
McEnery Convention Center  
San Jose, CA  
T: +1-630-653-2155  
F: +1-630-653-2192  
Email: [FBNC@allured.com](mailto:FBNC@allured.com)
- Aug 22-23 Sydney International Spa Beauty Expo – Sydney Convention and Exhibition Centre Darling Harbour**  
T: 02 9422 2535  
Email: [visit@internationalbeautyexpo.com.au](mailto:visit@internationalbeautyexpo.com.au)
- Aug 22-24 Face & Body Northern California – McEnery Convention Center San Jose**  
T: + 1-630-653-2155  
F: + 1-630-653-2192  
[FBNC@allured.com](mailto:FBNC@allured.com)
- Aug 30-31 Professional Beauty Johannesburg**  
Gallagher Convention Centre  
Johannesburg, South Africa  
[www.probeauty.co.za/jhb.htm](http://www.probeauty.co.za/jhb.htm)
- Sept 7-8 International Congress of Esthetics & Spa**  
Long Beach Convention Center  
Long Beach, California  
T: +1 305 443-2322  
F: +1 305 443-1664  
Email: [registration@lneonline.com](mailto:registration@lneonline.com)
- Sept 18-19 3rd Aesthetic & Anti-Aging Medicine World Congress Eastern Europe**  
World Trade Centre, Moscow  
T: + 33 (0)1 56 83 78 00  
F: +33 (0)1 56 837 805  
E-mail: [registration@euromedicom.com](mailto:registration@euromedicom.com)
- Sept 20-21 International Congress of Esthetics & Spa**  
Long Beach Convention Center  
Long Beach, California  
T: +1 305 443-2322  
F: +1 305 443-1664  
Email: [registration@lneonline.com](mailto:registration@lneonline.com)