

THE FORUM FOR NAIL PROFESSIONALS

JUNE 2019

£4.49

®

# Scratch





# MAVEX

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## SWISS PEDICURE SYSTEM

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 **CALLUSPEELING<sup>®</sup>**

PROFESSIONAL ONLY TREATMENT FOR BEAUTIFUL FEET

AMAZING RESULTS AFTER JUST ONE TREATMENT



DEAD, HARD SKIN & CALLUSES ARE REMOVED QUICKLY & EFFORTLESSLY WITHOUT USING BLADES OR DRILLS



BEFORE

AFTER

APPROVED MEDICAL DEVICE - CLASS 1

UK Distributor: Pareto Cosmedics - T: 07854 237903 - E: [info@mavex.uk](mailto:info@mavex.uk) - W: [mavex.uk](http://mavex.uk)



## 6

## Little Luxuries

Once you've mastered your newfound skills, why not up the ante and include luxury add-ons as well as retail products for clients to use at home? Introducing luxury additions to a treatment serves as an opportunity for increased treatment prices, thus an injection of revenue, due to their premium nature – appealing to those seeking an indulgent service.

"Nail techs are perfectly placed for some soft upselling: for example, sitting with a client as they paint their nails or give them a pedicure gives your technician plenty of chance to mention the paraffin wax treatment or anti-ageing hand mask that your salon now offers – an easy and efficient way to sell add-on services," says Helena Linsky. "These particular add-ons can be applied and can take effect throughout nail services, so they are particularly great use of appointment time and an easy way to boost profitability.

"Incorporating a mini hand, foot or lower leg massage or some reflexology into a manicure or pedicure appointment is an easy way to boost profitability with minimal marketing, minimal

additional appointment time and no additional outlay. A 15-minute massage could add an additional £10-£15

to your client's bill, while you could charge even more for a reflexology add-on, yet there is no need for extra salon space, as these services can be performed while your client sits at their nail bar or pedi station.

"While these treatments do require additional training and qualifications, this can easily be arranged. Plus, many nail technicians are already qualified across the board in beauty and massage treatments, so check which services your staff are already trained to deliver to make sure you are fully utilising their skills."



## Tech spotlight

Christopher Finch, owner of Mr Finch & Skin in Ashton Under Lyne, talks about his addition of Mavex Calluspeeling to pedicure services...

"Mr Finch & Skin added Mavex Calluspeeling to its service menu in early 2019 and we immediately saw an increase in demand for this amazing treatment. Our clients love the callus peeling concept and have adopted the new approach to removing unwanted calluses. By expanding our service offering we have also noticed an uptake in new clients that have been searching for an alternative to remove unwanted calluses.

"Having Mavex Calluspeel as an add-on to our pedicure offering has meant a significant increase in revenue as it is quick and simple to perform, making it the perfect addition to a pedicure service.

"Therapists love working with the product and our clients love the end result that it provides. Mr Finch & Skin is looking forward to the future working with Mavex, as they are a world-class brand with which to be associated."



**Mavex Calluspeeling Starter Kit**  
£85.38 + VAT  
[www.mavex.uk](http://www.mavex.uk)

