

THE FORUM FOR NAIL PROFESSIONALS

SEPT 2017

£4.49

Scratch®



Dry & sensitive



LUXE Cuticle Cream
50ml + 100g Available from
www.mavexsa.com

Moisturising Hand Cream
50ml + 100g Available from
www.mavexsa.com



Feeling & weak nails



LUXE Nail Oil
50ml + 100g Available from
www.mavexsa.com



NAIL OIL
50ml + 100g Available from
www.mavexsa.com



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Rough & dehydrated skin



Mavex Calluspeeling Starter Kit
50ml + 100g Available from
www.mavexsa.com

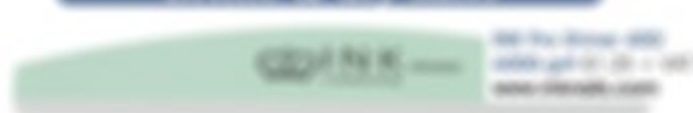
Mavex Calluspeeling Starter Kit
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Brittle & dry nails



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Longer more healthy

Start by always offer a basic hand and foot treatments to your male clients for longer term protection and care. Softer and healthier. These options can help strengthen, protect and soften and remove and rehydrate skin too. In three weeks all your clients will see and encourage repeat custom.



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Add something different

While staples for a male treatment menu will include express nail treatments for both hands and feet, plus longer more nourishing manicure and pedicure options, consider offering targeted treatments for common male ailments too, which you can advise as an add-on or stand alone treatment, depending on the client. Mavex Calluspeeling is a targeted solution for callused feet, which works by dissolving the enzyme that causes dead skin to stick together. The softened skin is then removed with a plastic tool, followed by a file. As men generally don't ask for nail varnish, all nail and cuticle work can be carried out during the 15 minutes that the product is on the feet working, meaning this targeted pedicure service could take less than 30 minutes.

Mavex Calluspeeling Starter Kit \$85.38 + VAT
www.mavexsa.com



The hands themselves often offer a quick and safe way to remove all impurities such as nail polish, pigmentation and other things. Add it as a touch up to your manicure service for a little extra cost, and clients will see that impurities are removed in just ten to fifteen minutes.



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WHAT RETAIL PRODUCTS CAN I OFFER?

Answering is one of the easiest ways to add profit to your service, with many products offering a 60% mark-up on trade prices. As always, you have a good selection of homecare products on offer for men. Some offer care advice during treatments and suggest products to suit the needs of each client, encouraging them to get better with home care.

Get creative and make a male retail area, whether you have the space to dedicate an entire area of your salon, or only space for a few shelves. It's a good idea to keep male-focused products separate.

PRODUCT PICKS



Intensive Nail Solution
 50ml + 100ml 11.99
www.mavexsa.com



Facial Skin Care Kit
 50ml + 100ml 14.99
www.mavexsa.com
 Including a facial cleansing solution and a skin care kit.



Hand Cream
 50ml + 100ml 11.99
www.mavexsa.com
 The hand cream is a rich, creamy, moisturising cream that is ideal for use after a manicure.



Mavex Micoxan Anti Fungal Solution £17.99 + VAT/RRP £35.99
www.mavexsa.com



Anti-Fungal Nail Cream
 50ml + 100ml 14.99
www.mavexsa.com
 An intensive, soothing combination of active ingredients.

Soothe Itch Relief Cream
 50ml + 100ml 11.99
www.mavexsa.com



Mavex Active Carbon Foot Cream £11.99 + VAT/RRP £23.98
www.mavexsa.com
 Eliminates the causes of foot odour by drawing toxins away from the skin.



INSIDE INFO

Men's skin is dry, thicker, & more prone to blemish, dandruff, & hair loss. The best treatment is to use a product that is specifically designed for men's skin. It's important to use a product that is specifically designed for men's skin.

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MAVEX

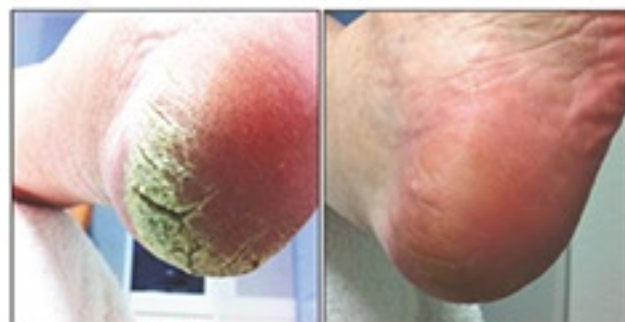
SWISS PEDICURE SYSTEM

 **CALLUSPEELING®**

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