

NAIL FILE

Championing UK Nails & Nail Artists

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Pedicure pick-me-up

Focus on preparing your clients' feet for the Summer holiday period by offering intensive foot care treatments.

Pedicure pick-me-up

Summer is well and truly on its way, and along with the new season comes a new choice of footwear. Gone are the winter boots, woolly socks and cosy tights; we're swapping them for strappy sandals and flip-flops.

During the colder seasons, many of us are guilty of neglecting our feet, but as the holiday season rolls around, clients will be desperate to get beach-ready and will turn to you to ensure their feet are in their best condition. There's never been a better time to make the appropriate adjustments to your treatment menu to accommodate more intensive foot care treatments.

Being on your feet all day can start to take its toll, so if your clients are busy mums, or working in a job where they're required to stand up all day, then it's likely that dry skin, corns and calluses have begun to form.

Calluses will mostly develop around the heel or the ball of the foot, and can occur for a number of reasons: badly fitting shoes, dry skin, or when feet are exposed to friction. Thankfully, they can be removed with guidance from a professional, and so it's important that, as a therapist, you understand the ins and outs before you treat your client.

Treatments

Firstly, it goes without saying that a consultation should be undertaken prior to the treatment, as your client may be struggling with warts, verrucas or other fungal infections. In such cases, it is advised they seek treatment from their GP who will likely refer them to a podiatrist or chiropodist.

Marie-Louise Coster, Salon Owner and Beauty Trainer also advises: "As a treatment, Callus Peel is not suitable for those who are pregnant or breast feeding, or anyone with a known allergy to the ingredients." A consultation before the treatment will ensure it's safe for you to carry out your service.

There are a number of ways you can incorporate intensive foot care treatments

into your salon menu. You may wish to offer a callus removal treatment as a single procedure, or you may wish to offer it as a multi-step process as part of a pedicure, finishing off with a polish to add a touch of luxury.

For clients who are suffering with tired, dry skin on their feet, then Jessica's Zenspa collection is a great option. It has recently had a re-vamp after originally launching in 2007, and has proven to be a popular choice for Spa owners when treating the feet. Susan Gerrard, chairman of Gerrard International explains: "The Zenspa pedicure offered clients a luxury experience, and proved extremely popular, earning its place on the treatment menu of Spas and salons up and down the country. It was an opportunity for Jessica salons to deliver a special and unforgettable treatment experience for feet."

The collection has been given a modern update with new ingredients and

fragrances, plus a new 'hero' product.

"Advancements in skin care technology also mean that clients will now be able to enjoy a 'facial for the feet' with the new Zenspa Microdermabrasion Foot Scrub to leave feet feeling silky smooth," Susan says.

"Our feet are one of the most hard-working and hard-wearing parts of our body. A pedicure works as a preventative treatment against foot challenges such as hard skin and calluses. Zenspa offers a feel-good experience that can affect our total wellbeing and even alter our mood."

These products give you the chance to offer your clients an intensive foot care treatment with all the luxuries of a pedicure; the Microdermabrasion Foot Scrub will tackle the hard skin and calluses, however for clients who have more severe calluses, you may wish to offer the option to add a callus peel treatment too.



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The Crystal Clear Foot Microdermabrasion treatment claims to smooth off all calluses in just one 30-minute session, making it a great "drop-in" treatment for busy mums or working dads. The feet are cleansed and then exfoliated with a hand-held device which pumps Aluminium Oxide crystals all over the feet, sanding away dead skin cells and hard skin. The feet are then soaked in warm water before a mask is applied to smooth and soften the skin, and then the toe nails can be painted as a final step to offer that 'finishing touch'.

With products and technology enhancing all the time, there are plenty of new collections on the market. Just in time for Summer, Louella Belle have announced they are the UK exclusive distributors for Footlogix®, a new Pedicauticals® line with Dermal Infusion Technology® founded and developed by Katharin von Gaval. The Footlogix® Professional Callus Softener combined with the Footlogix® Double-Sided Stainless Steel File are great products to incorporate into a foot treatment to remove those calluses.

"Before and after pictures are by far the best way to advertise and promote this service as clients can see first-hand the real difference it will make," says Marie-Louise. "Pictures are always particularly good on social media as they generate conversation and interaction, which is a great way of creating interest. If you are introducing Callus Peel for the first time to clients you could offer a promotion on a course of treatments, or on a one off treatment, offering a reduced price when they have it with a specific pedicure."

After-care

You should be sure to encourage your clients to keep their foot care habits up at home, particularly if they're on their feet all day at work, as this can cause a number of problems from Athlete's Foot to fungal infections. Explaining the importance of a good foot care routine will help them get a better understanding of the topic, and can also help you to maximise on retail options within your salon.

You may also wish to send some clients home with an ointment or cream to apply to their affected areas.

Turn the page to see some of the options that are available

Mavex Calluspeeling® Treatment Review

Arriving at La'Elegance Beauty, I was met with a warm smile and a cup of tea by Salon Owner Lucy-Anne Eastwood; just what I needed on a cold and blustery day. She led me into the treatment room where I took off my boots and sat upright on the treatment bed, with cushions for extra comfort.

I explained to Lucy that I do a lot of walking, and that combined with wearing boots all day means it's started to take its toll on my feet. I had been under the impression that a callus peel treatment was specifically for people who had extreme hard skin and cracks, and that it wouldn't make much of a difference to my feet, but I was wrong.

"Once you've had Calluspeeling®, you'll never have a pedicure again," Lucy tells me.

She applies her gloves and begins by placing the Mavex Calluspeeling® Ultra Foot Callus Removal Patches on the heels and balls of my feet before wrapping them in cling film. There is a waiting time of 15 minutes whilst the product works its magic. Lucy explained that this waiting time gave her the opportunity to perform another treatment on her clients; ideal for those who want the look of freshly pedicured feet as they can receive a polish on their nails. I opted for a hand massage to help me relax.

"Calluspeeling® is arguably one of my most popular treatments," she explains. "It's definitely a big hit with male clients. I would say that only one in five of my Calluspeeling® clients are women."

Once our 15 minutes' waiting time was up; Lucy removed the cling film and patches from my right foot and began scraping away the calluses. It was one of those strangely satisfying experiences to see the calloused skin being scraped away, and there was definitely more than I thought there would be. She continued this process on my left foot, removing one patch at a time.

Using the Mavex foot file, Lucy used slight pressure to file away even more calloused skin, all the while ensuring I was in no pain or discomfort. Although there was a slight tickling sensation, I actually felt rather relaxed.

To finish, she massaged the Mavex Daily Care Cream into my skin, adding the Active Carbon Cream to the balls of my feet, and the Mavex Oro plus Ointment onto the areas of my feet that were sore from walking.

Seeing the instant results, I can understand why it's such a popular treatment amongst male clients; particularly those who spend a majority of their working day in big work boots.

I must admit, I was a little apprehensive about receiving a callus peel treatment, mainly because I didn't think I needed one; I thought the treatment was only suitable in those severe cases of cracked calluses. However, my feet felt softer and smoother than they ever have before, and knowing there's the option to have my toes painted whilst I wait, the Calluspeeling® treatment is definitely something I would favour over a pedicure.

• La'Elegance Beauty: 01623 747 718



Before



After

Mavex Calluspeeling® Swiss Pedicure System removes calluses with minimal effort in just 15 minutes. The combination of natural and organic ingredients, including Lactic and Glycolic acid, soak through the layers of the dead skin layers, softening them to enable easy removal with a plastic scraper tool. The treatment is completed with a filing tool followed by a massage with the Mavex Daily Care Foot Cream.

• Mavex: 07854 237 903



The Calluspeeling® system is applied to the feet and the patches are left on for 15 minutes. The patches contain a combination of natural and organic ingredients, including Lactic and Glycolic acid, which soak through the layers of the dead skin layers, softening them to enable easy removal with a plastic scraper tool. The treatment is completed with a filing tool followed by a massage with the Mavex Daily Care Foot Cream.



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