



# Quality CONTROL

With a business built on machine treatments, salon owner **Lisa Hillyard** tells Professional Beauty why doing your research and knowing your market are the keys to success

**W**ith clients ever reluctant to part with their hard-earned cash, and products making increasingly bold claims about their abilities, it's more important than ever to ensure your results-driven treatments really do deliver on their promises. For Lisa Hillyard, owner of eponymous salon Lisa's in Ewell, Surrey, that has been the essence of her business since she opened 14 months ago.

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"I think it's very important to try out any machine before you consider buying it, because unless you've had the treatment yourself, you never know how it's going to work or that it does what it says it does," explains Hillyard. She opened her salon in September 2012, after spotting a market trend for non-invasive, results-driven, machine-based treatments. After launching with the laser lipolysis i-Lipo machine, she expanded her premises in May and introduced light therapy technology Beauty Angel.

## Working together

With these two core machines on her treatment menu, but no skincare-based treatments, the philosophy at Lisa's is to help clients get trimmer and look younger through technology. With the i-Lipo machine, from supplier Chromogenex, Hillyard offers non-invasive body-contouring treatments that help smooth cellulite and aid fat reduction, while the Beauty Angel from JK Group offers anti-ageing energising light therapy, which helps the skin's natural production of collagen, elastin and hyaluronic acid. But with so many machines on the market to choose from, Hillyard says it was tough to ensure she was making the right choices for her business.

"A lot of my decisions have been based on the reputation of the company behind the machine. It's very important to me that it's been approved by the FDA, for example," explains Hillyard, adding that she looks for manufacturers

that can offer her plenty of support to make her business a success. "The girls from Beauty Angel are very hands-on in supporting me," she says, explaining that they are available to help her with promotional events, which she aims to run every quarter.

According to Hillyard, the seasonality of treatments also has an important impact on a business. She says the Beauty Angel, which involves clients lying under bright non-UV lamps, with near-infrared rays to stimulate fibroblasts, is great during the autumn/winter season because the lamps are warming and also help boost the mood by providing natural light during these darker months. "I'm confident I'll see a big increase in customers coming for it in winter," she says. "I am making a return on investment already, but by the end of the year I think it will be even stronger."

## Need for speed

Hillyard also aims to capitalise on the trend for treatments with a quick turnaround time that appeal to customers' busy lifestyles. Beauty Angel treatments last between 10 and 15 minutes, with Hillyard recommending a course of 10 treatments at 15 minutes each for maximum results. "Everybody's busy," she says. "So they can come in, have a 15-minute treatment, and be out the door."

Similarly, the treatments on offer at Lisa's complement each other well, to offer clients a complete slimming and anti-ageing treatment package that they can undergo in a relatively short space of time. "Really, the i-Lipo client is the perfect client for Beauty Angel also," Hillyard says, adding that this made marketing the new treatment when she took it on in May very straightforward. "I'm always looking at different products on the market and making sure I have the best products at the time." **PB**

