

# Essential Beauty

PROUDLY SOUTH AUSTRALIAN

For many people, beauty services are no longer a luxury but have become a necessity, an 'Essential' part of life. At the same time the range of beauty products and services has also grown from waxing and nails to permanent make-up, laser hair removal and body piercing.

The secret of Essential Beauty's success has been its ability to be innovative with its products and services, and adapt to changing market conditions. Its recognition as market leader is supported by an extensive advertising and promotional package. It's a formula that has achieved considerable success for the group.

Essential Beauty is a family owned business that has been established in Adelaide since 1990. The company was started by Melissa Gav with a single retail outlet in Regent Arcade. The company has now developed into a national brand with stores in Perth, Brisbane, Melbourne and of course its home town of Adelaide. It employs nationally around 250 staff.

In January 2005, Essential Beauty was voted by BRW magazine as Australia's fastest growing health and beauty franchise and is looking at further accolades this financial year.

Like many beauty salons the business initially focused on the provision of traditional beauty services such as nails and waxing. However, as the business became established other beauty services were introduced together with

an alternative system of sales and promotion. The effect on the growth of sales was amazing.

Essential Beauty is a full-service beauty and hair removal salon dedicated to consistently providing high customer satisfaction by rendering excellent service, quality products, and providing an enjoyable atmosphere at an acceptable price/value relationship.

An Essential Beauty salon combines traditional beauty services with the latest products and beauty services. A unique modern image has been created that appeals to all ages ensuring that clients are attracted to the salon. Each salon is also supplied with the latest beauty therapy equipment and fittings and range of beauty products.

Some of the most popular services include:

- Nails: manicures, pedicures, polish, sculptured nails.
- Skin Care: European facials, body waxing (The home of XXX), massage.
- Piercing: All body piercing
- Spray on tan
- Microdermabrasion
- Cosmetic services
- Permanent hair reduction: Laser
- Permanent makeup

Essential Beauty has taken beauty services from an 'exclusive' almost 'clinical' environment into a retail setting.

The keys to Essential Beauty's success have been:

- Locations: Busy CBD and shopping centre sites.
- Environment: Providing an environment conducive to giving relaxing and professional service.
- Convenience: Offering clients a wide range of services in one setting, and extended business hours.
- Reputation and Experience: The home of XXX waxing and piercing. The expanding operation has taken the existing, successful Essential Beauty model and given it a fresh new look.
- Advertising: Experience shows us that a targeted TV, radio and press ad campaign forms the backbone of incremental growth.

**"...the beauty industry in Australia has undergone considerable change to satisfy the increasing demand from both men and women who want to achieve the right 'look'..."**



## Spice up your life

Essential services like:

- wax waxing • bikini shapes • body piercing
- permanent hair reduction • permanent make-up
- facials • skin care products • massage
- spray tanning • nail treatments • waxing

all beauty treatments



**T**oday we live in a world where people expect to live longer, yet look younger.

In the 1960's and 1970's we were amazed that American women appearing on our favourite television programs would go to a beauty 'parlour'. Since that time the beauty industry in Australia has undergone considerable change to satisfy the increasing demand from both men and women who want to achieve the right 'look', be confident and feel good about themselves.

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