

APAAEVENT

The Beauty Logies

The beauty industry frocked up for the climax of the event, the APAA National Awards of Excellence – or the ‘Beauty Logies’ as they were dubbed in the local media. Held in the Grand Ballroom of the Sheraton Mirage and capably MCed by former *Young Talent Time* star Beven Addinsall, the evening was a celebration of high achievers. The judges were extremely impressed with the calibre of entries for all categories.

Award winners

Most Innovative in Marketing

Winner: Donna Sillet, Spoilt Rotten Hair and Beauty Studio
 Finalist: Donna Wark, Serenity Skin Nail and Body
 Sponsored by FlapJack Media, with a prize of one years’ free advertising in the *Australian Aesthetic Journal*, valued at \$2000

Most Dedicated to Education

Winner: Kessie Newman, Element Beauty and Acupuncture
 Sponsored by Faye Murray, Your Coach, with a prize of \$2500 in business coaching

Sole Practitioner

Winner: Lisa Chelsom, Skin Naturelle
 Finalist: Kessie Newman, Element Beauty and Acupuncture
 Sponsored by Alenka Dirnbek, Alexami Cosmetics, with a prize of \$1200 worth of make-up stands and samples for Alexami Cosmetics

Best Small Business

Winner: Paris Skye, Beauty Massage Spa Therapies
 Finalists: Kim Digby, InSPArations Day Spa and Nicole Connolly, The Lakes Retreat
 Sponsored by Indio, with a prize of a \$3000 mini opening order

Client’s Choice

Winner: Donna Wark, Serenity Skin Nail and Body
 Finalists: Leanne Morris, Harbour Day Spa and Paris Skye, Beauty Massage Spa Therapies
 Sponsored by Ultraderm, with a prize of a \$2500 mini opening order

Establishment of the Year

Winner: Leanne Morris, Harbour Day Spa
 Finalists: Paula Anderson, Duncraig Beauty Centre and Donna Wark, Serenity Skin Nail and Body
 Sponsored by Parmia Insurance, with a prize of airfares and accommodation at Cosmoprof Asia 2010, valued at \$4000

Student of the Year

Winner: Jenna Wells, Macquarie College of Beauty Therapy
 Finalist: Amanda Nivison, Australian College of Beauty Therapy
 Sponsored by Ilse Taumberger, Fuss Beauty College, with a prize of a five-day government-accredited IPL/laser course, valued at \$2500

Employee of the Year

Winner: Gemma Roberts, Serene Beauty and Medispa
 Sponsored by Sheraton Mirage Resort and Spa, with a prize of one night’s free accommodation and breakfast for two

Services to the Industry

APAA Vice President Frank Perri was recognised for his long-standing commitment to the aesthetics industry with this special award.



Thank you to the Sponsors

