

WORLD LEADERS IN MICROCURRENT AND LED EQUIPMENT LEAD THE WAY WITH PARABEN FREE PRODUCTS



Bio-Therapeutic, world leaders in microcurrent and LED technology, and winners of Skin Incs' 'Best of the Best' equipment award announce the introduction of their Paraben free range of both in-salon and home care products.

Irena Roden of Body Clinic, the Australian distributor of the Bio-Therapeutic range of equipment and products says, "This is a significant step forward for the beauty industry. Microcurrent and LED equipment enable salons to offer their clients, real, meaningful results that, through a series of treatments offer genuine age-defying results that, in conjunction with the use of high-end in salon products, deliver treatment longevity."

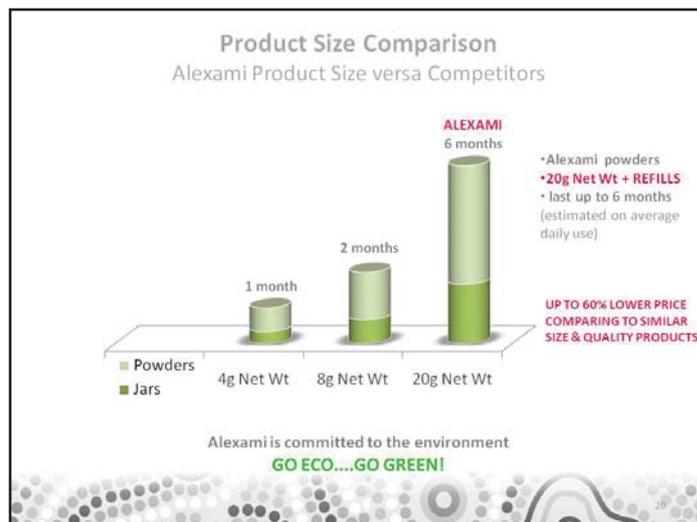
"The use of Parabens in skin care products have long been an industry 'hot' topic and I genuinely believe that Bio-Therapeutic have taken a great leap forward in this arena. Many professional products/brands used with either microcurrent or LED equipment contain Parabens and we are thrilled that Bio-Therapeutic have, once again, proved they are still the world leaders by launching a Paraben free range. Moreover, a Paraben free range that can be used with ANY brand of microcurrent or LED system. On this basis we encourage all users of such equipment to try these products and see for themselves the added benefits for both results and treatment longevity."

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AUSTRALIAN COMPANY, ALEXAMI, BUCKS THE PRODUCT SHRINKAGE TREND

While 'Product Shrinkage' seems to be on the rise thanks to commodity price fluctuations and the global financial crisis, one courageous new Australian natural cosmetics company is doing its part to reverse the trend. Alexami Cosmetics, a professional-grade mineral makeup brand distributed across Australian beauty salons, spas, hair salons, naturopaths, skin clinics and other beauty professionals, can only be bought in larger product sizes. This is because Alexami's founder, Alenka Dirnbek, claims that excess packaging is both bad for the environment and misleading for consumers.

So what is product shrinkage, otherwise known as 'packaging shrink'? It's when a product's contents get smaller, yet the packaging size and price remains the same. It's becoming more commonplace as things like commodity prices, freight and production costs have climbed. This poses challenges for environmentally and socially conscious brands like Alexami Cosmetics that strive to offer a larger quantity of quality product at what may outwardly seem like a higher price. For example, Alexami's signature product, a professional grade natural mineral foundation powder, bronzer and setting powder is 20g Net Wt, more than double



the standard size of 8g and an astounding five times bigger than the increasingly common 4g product size.

Alexami's efforts to reduce packaging are just one factor that the brand has considered to become an environmentally sound choice. "All our packaging and marketing materials are printed with soy ink on recycled paper using 100% waterless print technology, we also offer product refills and larger product volume sizes to cut back on unnecessary packaging waste, and we use renewable bamboo and synthetic hair for our cosmetic brushes which makes our products cruelty-free and eco-friendly," said Dirnbek.

As most of this product downsizing is done without public announcement, Alexami's Dirnbek points out the only thing that consumers can do is be more wary of checking product sizing when purchasing, and support products that offer the best value to quality ratio.

The entire Alexami range of professional grade natural mineral make up and cosmetics offer great value and are available exclusively through select stockists across Australia. Worldwide release dates are being scheduled for late 2010.

For more information visit www.alexami.com

ACADEMY STUDIO RELOCATES

Popular training provider, Academy Studio recently relocated to Camberwell in Victoria. Still offering the same courses and workshops, Academy Studio has also added some new classes: Photographic Makeup commences 7th November. The four-day intensive course, held on Sundays, culminates in a photo shoot. Academy Studio also now offers Brow Specialist Workshops, and Relaxation Massage has returned.

Visit www.theacademy.com.au or call 03 9882 8482 for more information

