

advertising feature

SHINE BEAUTY

advertising feature

Letting a light shine in chaos

In the pandemonium of Christmas trading at major shopping centres, there'll be one business operating as an oasis of calm.

Shine Beauty is run by fulltime mum and beauty therapist Tania Turner who seven days a week juggles three children with four beauty salons located across three cities.

Being a working mum herself, Tania's preparing the salons for an influx of busy women who need somewhere peaceful to retreat to, away from long checkout lines and packed car parks.

"We all know December is a busy time for retailers and the shopping centres, but what about the mums?" Tania said.

"It can be so busy for the wives. The kids are home with school finished, your husband might be at home too and there's all the Christmas gift buying and Christmas lunch to prepare."

With this in mind, Tania has her salons – at Sunshine

Plaza, Chermside, Myer Centre Brisbane City and on the Gold Coast – in top gear so customers can get their beauty maintenance treatments and fix of pampering and de-stressing. Tania currently employs more than 30 staff and has double the amount of beauty therapists on duty this time of year.

"As a retailer, our businesses' trade doubles at Christmas and other key holiday times, so I am used to the hustle and bustle in the shopping centres and I love it," Tania said.

"We have the staff and systems at Shine to ensure you will be looked after, no matter how busy it seems.

"It's ok to just walk in, Shine welcomes walk-ins and has allotted blocks of time to accommodate the busy female shopper."

Tania herself is certainly busy whether it's silly season or not, with Shine Beauty recently winning the lifestyle and wellbeing category of the prestigious Sunshine Coast Excellence in Business



LIFE JUGGLE: Mum and beauty therapist Tania Turner.

awards. The balancing act of successful businesses and family all comes down to a little time management, she said.

"When I shop, I power shop," Tania said.

"I recommend you pop in and book your beauty treatments first up, to ensure you get a convenient time – try to book in for the end of your shop so you go home feeling great.

"Then grab a juice and hit the stores.

"And leave your shopping bags at different stores like I do, then go and collect them

all at the end."

Also integral to Shine's success is the input of Tania's husband Joel – an advertising industry professional who serves as Shine Beauty's director. Between their busy schedules they still manage to ensure teenager Chanel, toddler Jade and seven-year-old Max get a visit from Santa.

"Balancing family life with business is never easy – particularly at this time of year," Tania said.

"How do I do it?"

"It's a combination of many things: serious forward

Make her shine

Shine Beauty offers waxing, facials, massage, spray tanning, nails, glamour treatments and retails beauty products.

Impress a loved one (or reward yourself) with one of these fabulous gift voucher packages for Christmas:

Pamper – Shine Demi facial, back massage (\$79)

Indulge - Majestic facial, back massage, lash tint, foot and hand massage (\$129)

Glorious – Majestic facial, last tint, scalp massage, body scrub and body massage (\$199)

Heaven – Shine Solution facial, last tint, scalp massage, back massage, choice of luxury pedicure or luxury manicure and makeup application (\$299)

Phone: 5443 6999 or order online: www.shinebeauty.com

planning, excursions for the kids, support from family and friends, great business systems and an amazing Shine management team, the

odd glass of sauvignon blanc and a festive spirit."

**Shine Beauty
Level 1, Sunshine Plaza,
Maroochydore.**

THANK YOU SUNSHINE COAST
FROM SHINE BEAUTY

EXCELLENCE IN BUSINESS AWARDS

SUNSHINE COAST 2007

WINNER

At Shine we deeply appreciate your support and would like to offer all Sunshine Coast residents a gift of thanks. Please take advantage of this \$5 discount voucher and receive \$5 off on any Shine Beauty treatment or Christmas gift voucher purchase!



We invite you to enjoy our excellent service and a \$5 saving too!



Conditions: This \$5 discount is valid only for Shine Beauty treatments and Christmas gift voucher purchases (one \$5 discount, per customer for one purchase only), it is not valid for beauty product purchases. This voucher expires on the 30/01/08. This \$5 discount voucher cannot be used in conjunction with any other Shine discount promotion, offer or voucher.

Give a loved one a Shine Christmas Gift Voucher



Here are four of our most popular gift vouchers...

Pamper \$79
Gift Voucher

Includes: Shine Demi Facial & Back Massage (1hr)

Indulge \$129
Gift Voucher

Includes: Majestic Facial, Back Massage, Lash Tint, Foot & Hand Massage (1.5hr)

Glorious \$199
Gift voucher

Includes: Majestic Facial, Lash Tint, Scalp Massage, Body Scrub & Body Massage (2.5hrs)

Heaven \$299
Gift Voucher

Includes: Shine Solution Facial, Lash Tint, Scalp Massage, Back Massage, choice of Luxury Pedicure or Luxury Manicure & Makeup Application (3.75hrs)