

Shining example of clever business

EVERY Shine Beauty salon in south-east Queensland, including the award-winning Maroochydhore salon, is benefiting from an exciting new partnership with the internationally-acclaimed Professional Salon Supplies (PSS).

PSS are suppliers of Vagheggi make-up; products which have been formulated paying great attention to selecting raw materials, formulations and textures in order to assure to customers high quality standards that distinguish the Vagheggi brand.

Colours can be used separately, or combined, in order to get the desired final effect, from matte to pearly finish, from marked to evanescent effect, from shades to light points.

It can be used in a sophisticated manner by make-up

Nomination: Lifestyle and Wellbeing Business of the Year

artists or in a quick and practical way by women who do not have much time to dedicate to themselves.

"At Shine Beauty, the beauty supply expense each year is approximately 18% of our gross sales," Shine Beauty general manager Joel Turner said.

"Last year we spent \$400,000. So to secure an ongoing deal like this with PSS, hot on the heels of a similar deal with Thalgo, will be of great benefit to our salons, staff and clients."

From the company's head office in Caloundra, Joel said Shine Beauty was in the process of creating an incredible franchise opportunity that will initially



IT'S A DEAL: Shine founder Tania Turner and Fabian Restaino of PSS.

focus on south-east Queensland and then expand around Australia.

"These successful new arrangements with PSS and Thalgo have put us in a very, very strong position to achieve an amazingly low fees/low royalties beauty salon franchise model with great salon management support."

Mr Turner said PSS and Thalgo were among four

companies reviewed and approached for discussions and he was hopeful that existing long-term relationships would be maintained.

Mr Turner said the fact that PSS and Thalgo were stable companies with strong branding, successful ownership structures, solid training facilities throughout Australia and incredible staff loyalty made them both an obvious choice.

Shine major sponsor of 'girls' night out'

A GIRLS' night out is a real treat for many and, in line with its core values, Shine Beauty was a major sponsor at the sold-out event held at the Lake Kawana Community Centre.

The theme of the evening was "Live", the second in a series entitled Breathe, Live, Grow.

Shine Beauty founder Tania Turner was a special guest, speaking at the event and distributing gifts, prizes and information to the packed audience of women.

One of the salon's product suppliers, Italian make-up company Vagheggi, provided the expertise for an on-stage make-up demonstration.

Shine Beauty donated a Thalgo gift pack containing Thalgo body moisturis-



BONUS: 100 free gift packs.

er, eye contour cream and energising vitality moisturiser samples, a Shine loofah soap and a free 15-minute makeover (with any Shine facial purchased) packaged in a professional Thalgo vanity travel bag for every woman attending.

Plus, Shine provided the major giveaways of the evening – two Shine Beauty Luxury Majestic Facial gift vouchers valued at \$85 each.

"This event grew from a desire to give women an opportunity to be totally spoilt and have some time out from all that is going on in their lives.

"We want women to be recognised for who they are and the roles they perform, but more importantly to feel special and of worth," event organiser Tania Cox said.

"We thought most women would like to have some tips on make-up, such as application, colours, how to apply eye make-up ... basic beauty tips."

The final of the three Breathe, Live, Grow evenings will be on Friday, November 21 with the theme "Grow".

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