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SALON OPINION

World's Most Outspoken Salon Magazine

Divienne
MacKinder

Tells it like it really is

Rachel Robertson

A World First In
Beauty

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Salon Clients!**

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YOUR
Chance to Have a
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When Only the Best Will Do

Having a strong vision gives us the strength to look beyond the boundaries of our situation. It gives us the energy to push on, even when the priorities of today seem to be crowding around us and achieving our vision appears difficult.

This is precisely the time to hold even tighter to your vision, as Rachel Robertson, a multi-award winning beauty therapist, discovered. Her incredible passion for great skin has led this entrepreneur from down-under to create a world first.

As current holder of the prestigious 'NZ Best Therapist' award, Rachel managed leading spas in London before opening her highly successful clinic in Wellington, New Zealand.

Believing products should give a better result for her clients skin, Rachel completed a cosmetic chemistry course only to arrive at the alarming conclusion that "I'll have to do this myself".

"A lot of domestic retail skincare contains a whole lot of nothing"

Rachel discovered that "A lot of domestic retail skincare contains a whole lot of nothing. It blew me away!" As part of her study Rachel assessed products where she said "there would be products that had, for example, 46 ingredients with only one of those ingredients active! And the percentage of that ingredient was so small it would have done nothing."

The biggest surprise for Rachel was finding well known high end products that cost just 28 cents to produce and yet sold for between \$80 - \$100NZD.

"I knew I wanted to create a product that not only truly gave outstanding results for skin conditions such as eczema, dermatitis, psoriasis and acne, but I was unwavering in my resolution that the products would be made in New Zealand and sold only through Beauty Therapists. I also was very aware that many products out there were not made for

the pigmentation problems we have in the Southern Hemisphere"

Rachel did not realise at that point how difficult it would be to hold fast to her vision. But hold strong she did as she was faced with one obstacle after another, but finally her product range, Prologic, was born.

Set now to wow the world, Prologic's Kiwised Oil is a worldwide first and is Rachel's number one product. Winner of 'Best Product' (Women's Weekly) Kiwised Oil is made of pure Kiwised Oil and Vitamin E, and is the "highest Omega 3 you can get, other than fish" says Rachel.

So how does it work? "Essential fatty acid deficiency is a trigger for many skin concerns and conditions" explains Rachel enthusiastically. This deficiency means the first line of barrier is impaired as the epidermis is unable to function properly, leaving it susceptible to conditions such as eczema, dermatitis and psoriasis. There is also a huge link with adult and hormonal acne" says Rachel.

Prologic Kiwised Oil treats so many of these skin concerns as it works with the skins natural oil. "It actually mimics cell function and changes what's going on." Rachel's passion and knowledge is so contagious as she explains how so many other products lull the skin into a false sense of security. Rachel has case studies that show how Kiwised Oil is getting remarkable results in 2-3 weeks. "Obviously this depends on the persons overall wellbeing too" she adds.

One of the biggest challenges Rachel had was making her products in New Zealand. "There are no big laboratories and the ingredients were difficult to get and therefore formulate."

Rachel explains how very easy and cheap it would have been to create a skin care product on the factory line. But what most people don't realise is that a factory can only use food or industrial grade ingredients to produce a product. "My vision has always been very strong. I used a PCCA registered lab to produce Prologic to allow the use of high

"Determined to make a difference, Rachel set out on a sometimes difficult journey but she was not swayed from her vision."



standard of ingredients. I didn't want any ingredient that didn't benefit the skin." A PCCA lab is a highly sterile lab that works with pharmaceutical grade ingredients which of course makes it more expensive, but this also means parabens or preservatives do not need to be used. Kiwised Oil's only other ingredient is Vitamin E which is a natural preservative and also benefits the skin.

With all this success, Rachel has not advertised Prologic at all. "All the stockists so far have contacted me. This has meant I've grown at the right rate, putting excellent, proven procedures and systems in place and testing the waters before we launched in the USA."

With two small children and owner of the highly successful Skin Therapy Salon in Wellington, you'd think Rachel had enough on her hands without creating a skin care range as well. "People would say 'Wouldn't it be nice to be a stay-at-home-Mum?'" says Rachel, but that just wouldn't fit my personality - that's not me. Juggling work and home life certainly has its challenges, so I've learned to say No and prioritise my family and my business. I get so much satisfaction from the identity I have created and I feel strong about continuing."

With five products currently in the Prologic range and another nine in formulation, there are three products specifically to treat both hormonal and UV exposure pigmentation.

"People would say 'Wouldn't it be nice to be a stay-at-home-Mum?'"

Rachel has a word of advice. "No-one can do it for you! Just get in there and do it! Hold strong to what

you want!" Rachel smiles warmly as she remembers standing in her bathroom and cleansing with her very own professional product, "It felt amazing and was such a great sense of achievement."

Rachel believes everyone needs a mentor or salon business coach. "If I had done that at the start of my business instead of five years later, it would have made such a difference. I learned so much, about my staff, about being a leader and I now have a lot more control in my business. Getting a balance of training and systems

has enabled me to work very part time in the salon. I learned to take the emotion out when it comes to some business decisions. My team loved the opportunity to take over my clients when I assured them I wasn't going to stroll back in one day and take them back. It empowers them."

Although the obstacles seemed many and at times the tasks very daunting, Rachel concludes "I'm glad I stayed true to what I wanted. I haven't sold out on my dream."



For a list of Prologic stockists and to place online orders www.skintherapy.co.nz Stockist enquiries contact Rachel@skintherapy.co.nz