

Zhav plan puts every salon just 3 steps from success for clients' ultimate anti-aging solution

No doubt anyone who owns and runs a salon in Australia is only too familiar with the most common problem facing those who wish to take their business to the next level – the simple reality of being very busy! All too often, great plans and projects are swept away by the day-to-day rush. Friday arrives again, and nothing has really changed.

Zhav International Managing Director Yaffa Dunning, a beauty professional and entrepreneur for almost 30 years, knows that this is a common scenario. As an individual with a goal to improve and advance the beauty industry in Australia, she has come up with a solution to the problem that offers outstanding results for clients, yet is remarkably simple, affordable and straightforward.

"Traditional salons without innovation are a cycle of hard work that leaves no room for business improvement. Women today want – and expect – so much more than facials, waxing and minor beauty services," says Yaffa. "They are looking for effective anti-aging solutions. It's ironic that most salon owners are looking for ways to provide this, but are usually so busy that they don't have time to research and select from the confusing range of equipment that's available today. In the end they do nothing, and carry on as they were. Finally, I've come up with a simple, affordable solution to this challenge."

Yaffa's innovative solution incorporates one Beauty Therapy machine, and one product – both developed through research by Zhav International. The machine – Lumo Zhav Dynamic Lift™ - is the powerhouse behind a simple 3-step anti-aging treatment that takes just 60 minutes, and delivers results that clients can see immediately.

Lumo Zhav Dynamic Lift™ is the only unit available in the world that combines advanced Micro Current treatment with high intensity LED Light Therapy. The treatment begins with application of Micro Currents that stimulate the muscle tissue underlying facial skin, improving circulation and prompting natural collagen production. This is, in essence, a gym workout for facial muscles. The muscles are firmed, toned and lifted. Of course, seeing as this muscle structure supports the facial skin, its health and tone dramatically effects skin appearance. Micro Current Treatment dramatically reduces the appearance of lines, wrinkles, sagging and puffiness – something that Light therapy alone simply can't achieve.

The next step in the treatment involves the use of a **Zhav Biological Derma Mask**. A choice is made depending on skin type and condition – mask ingredients include Vitamin C antioxidants, Marine Collagen or Glycine Soya extracts. The important difference is that the mask is applied using further Micro Current treatment. This dramatically improves penetration of active ingredients into deep tissue layers, providing a far better result than any traditionally applied cream or compound can.

Step three, the finishing step, sees **Lumo Zhav Dynamic Lift™** used in Light Therapy mode, with full spectrum, intense light applied via ALLnGAP LED's for maximum effect. The light penetrates deeply, and has been proven to destroy damaging free radicals, without harming surrounding tissue.

Toned, lifted, nourished and refreshed, facial skin shows immediate and dramatic improvements that clients notice right away. What's more, a continued program will only add to the improvement, building on results for lasting effect.

The real revelation for salons is the simplicity of this Zhav 3 step plan. It involves one session using one machine, supplemented by the Zhav Biological Derma Mask system. Results are so stunning that clients can readily be signed to ongoing programs after the first treatment. In essence, investment in one **Lumo Zhav Dynamic Lift™** unit can progress any capable salon from working harder to working smarter, from walk-in, one-off customers to a business with core clients booked weeks in advance, with all the steady income and profit that this brings.

Of course there's no longer any confusion over which Beauty Technology to invest in... because only **Lumo Zhav Dynamic Lift™** combines Micro Current and Light Therapy treatment in one machine, for results clinically proven as superior to either method applied on its own. It's also worth noting that **Step 2 – Zhav Biological Derma Masks** – contain premium, natural formulations, yet are markedly more cost effective than the alternative products available.

All in all, the Zhav 3 step plan represents a neatly packaged, affordable beauty revolution that's ready to prepare many a salon to the next level of growth and profit. Zhav International has no lack of testimonials on file reporting great success and fundamental positive change for salons that have recently taken up the plan. The choices have been made remarkably simple. Zhav International sees that many salons in Australia will reinvent themselves for better results in the future.

For more details contact Zhav International on 08 8362 0222, or email info@zhav.com.au

