





Editorial

It's certainly been a very exciting time for us all here at BATG, winning the Professional Beauty award in London last month has certainly left its mark on both the salon and the girls.

Although a great place to be and work normally, the salon and The Room have been buzzing with talk about the night and the experience along with the doors it has opened for us, which will allow all our clients new and old to benefit hugely. It also gives myself, and Samantha the confidence to move forward and invest more in the girls and new and exciting treatments.

The feedback from not only clients but local business people about us winning the award and bringing some positive news to the area has been fantastic and we are all very proud to have been able to do that and it really is nice to see that it has also given our clients something they feel proud to be part of.

We will over the coming months have exclusive offers from Environ, Elemis and the manufacturers of 3D Lipo, all of which are a direct result of winning the award. We are also looking at introducing a brand new established and highly recommended cosmecuetical skincare range to the salon that will be focused on delivering nothing but the best results possible.

We have quite a few new faces in the salon both on Reception and treatments along with Emily who returns to us from maternity leave, this should help to lower the waiting times we have in the salon which I appreciate can be a little frustrating at times. It is really important however to myself, and Samantha that we have the right kind of girls working for us. They have to really buy into what we do, what we want and are trying to achieve. We will never lower our standards or expectations and sometimes it just takes us a little longer than we like to find girls who are willing and able to live up to those.

This can mean that the salon can be a demanding place to work at, but the girls are all now enjoying the rewards and benefits reaped from nights like the Professional Beauty Awards.

Paul Beatty



News at the Gate

We had an amazing launch evening for our revolutionary new 3D Lipo treatments and we are now taking bookings for this multi-platform approach to fat reduction, skin tightening and body contouring. We have 6 pages in this issue dedicated to this range of treatments showing you how and why this has become one of the most popular new treatments in the UK loved by celebrities and used in over 200 high end results driven clinics.

We are delighted to welcome to the salon Morgan on reception and Stacey as a Therapist along with Emily who returns to us from maternity leave after the birth of her 2nd child.

We are proud to have been told that we have reached the Semi-Final selection stage for 3 different categories in the 2016 Babtac Awards. Babtac are the largest regulatory body within the beauty industry and help to insure, monitor and provide advice for 1000's of salons across the UK. It does mean more mystery shops for our girls but that is now a challenge they all relish.



Elsewhere in this issue we have an interview with local business woman Kate Roberts, owner of A Good Yarn

in Cleethorpes which is celebrating their 5th birthday this month. Read about the amazing results one of our clients Helen has had with Dermalux.

Finally the development of our new website is well under way and we should hopefully be launching this over the next 4-6 weeks.



Helen originally came to the salon in January looking to address concerns about redness, rosacea and broken capillaries. Helen had done some research on Electrolysis, which can be used to remove broken capillaries.

On her first visit Melissa saw Helen for a consultation and recommended that she take Vitamin C along with Environ's C-Boost to tackle the problem internally and a course of Dermalux to help reduce her overall redness.

Helen spoke to us about the treatments she had been receiving.

Why did you come to Beauty at the Gate?

I had never been to a beauty salon before in my life, I've always thought "what's the point, they won't be able to help". I heard so much about the salon that in the end I thought I'd at least try a consultation and see from there.

What were your main skin concerns?

My main concern was the redness. I was so conscious of it and it plays a big part in my own confidence in how I look and feel. I've suffered for a long time with it and it really does get you down and feeling as if nothing will ever work.

How did you find your first Consultation?

The initial consultation was very informative and it really helped me to gain a lot more knowledge about my skin, why it was the way it was and the type of products I should look at using. As it was my first ever visit to a salon I was a bit nervous but needn't have been as Melissa put me at ease and I never felt once pressured into buying or booking anything in.

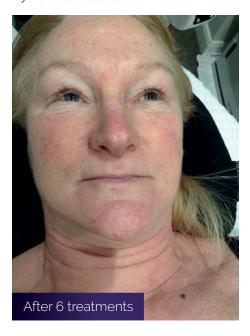
How have you found the Dermalux Treatment?

They've been amazing; the girls are so friendly and knowledgeable. I know it's a result's driven treatment but the girls go out of their way to help me relax. I get a little claustrophobic under the light so the girls go out of their way and give me a hand and arm massage to help me relax even though it is not part of the treatment. It is so easy to talk to them all.



What differences have you noticed in your complexion?

Wow, where do I start, I think the pictures actually speak for themselves. I started to notice a difference after my 3rd visit, after my 5th I even noticed my skin was softening and fine lines were also reducing. I've had a few of the girls doing the treatments and they are all so genuine and down to earth, I had a treatment with the owner Sam who was so open and honest, it was lovely to get an insight into not only her salon but her own family life too. My skin is so improved compared to what it is, my confidence has grown so much and I look forward to my visits so much now.



And has anybody else noticed a change?

My friends and family started to notice a difference after about 4-5 treatments, everyone who knows me has been commenting and that makes the results all the better as you sometimes doubt what you see in the mirror but when others tell you then it must be right.



Finally, has the Dermalux treatment lived up to your expectations?

It is beyond what I thought it would be. I never expected the results I have seen and the fact the visits are such a joy and the girls so nice means I'm now addicted to BATG. I can see why that recently won their award.

And as you can see from the images, there has been a great improvement in the quality of Helen's skin within such a short space of time.

The redness has significantly been reduced and Helen's overall complexion appears to be much smoother. You can even see a change in the glint in her eyes from the before and after photo's showing that treatments like this do so much more than tackle skin issues, they can also have a profound effect on your

Helen has also achieved all of this without changing her diet and lifestyle and she was insistent on being a case study as in her words "it has helped me so much if I can do the same for someone else it would mean a lot to me". It's clients like Helen that makes our work so rewarding and such a pleasure.

The 3D-lipo Launch Event



Back in January, we revealed that we would be bringing a fabulous new service with a long list of celebrity fans to the salon, and the time has come to showcase this new treatment and officially offer bookings for 3D-lipo.

On March 24th, we welcomed clients to our official launch of 3D-lipomed, a revolutionary new service for fat reduction and skin tightening. Nearly 40 clients joined us over two special preview sessions, where they could find out more information and see the inch loss procedures in action.

The launch evening took place at the Room at the Gate, where our clients could relax with a glass of Prosecco, fruit infused water and healthy snacks. Susan Toy, a professional from 3D-lipo, was on hand to demonstrate the machine, carry out a short treatment and to answer any questions.

To begin, Susan introduced 3D-lipo and explained the ethos behind the brand; a non-invasive alternative to liposuction, providing fat reduction treatments that are quick, affordable and completely safe. Susan talked about the calibre of clinics which provide 3D-lipo services,

and the doctors and surgeons who conduct them, including Dr Leah Totton, the winner of BBC's The Apprentice in 2013; her central London clinic was one of the first to provide this service. Following a very successful few years in business, the brand is now present in over 200 clinics and salons across the UK.

Next was a quick introduction to the four technologies of the 3D-LipoMed machine that we have here at BATG; Cavitation, Duo Cryolipolysis, Focus Fractional Radio Frequency and 3D Dermology RF.

Susan explained what each of the treatments could achieve before showcasing some of the before and after case studies from real clients who have undergone 3D-lipo. Our guests were invited to take a look at the portfolio, and to read the press coverage and celebrity testimonials from the likes of Amy Childs, Patsy Kensit and Gemma Collins.

Then, it was time to put the 3D-lipomed machine to the test. Two of our very own clients volunteered to sample the procedures, one for each of the launch night presentations, and both experienced the technologies around the waist and tummy area. Their measurements were taken and the first demonstration begun, which was Cavitation.

Cavitation is the treatment for inch loss around the whole circumference of the area. Firstly, a gel is applied, similar to an ultrasound, and a large hand piece with four transducers is placed on the tummy, making small rotational movements; the vibrations of the machine help to change the consistency of the fat. Usually, this treatment can take anything 20 to 40 minutes, but for the sake of the launch, the demonstration lasted around 10 minutes.





Next up was Focus Fractional Radio Frequency (RF), a skin tightening procedure that can be used following weight loss, pregnancy or even on the face and neck to reduce the signs of ageing. The hand piece heats the stomach area to around 40° to 41° C, keeping track using a thermometer. The aim is to help put elasticity back into the skin. For the stomach area, RF can be used for up to 45 minutes, but again this time was reduced to around five minutes for the presentation.

Finally, Susan showcased Cryolipolysis, a one-off treatment that targets pockets of fat on the body. This particular hand piece has two metal plates which freeze to around -7° or -8° C, and a suction feature which holds and works on the pocket of fat, which could be on the inside of a thigh, or underneath the bra strap line, for example. Cryolipolysis is not used alongside the other 3D-lipomed treatments, and should not be used straight after the heated technologies, but to demonstrate the procedure, the clients sampled the service for just a few minutes.

Once the demonstrations had been completed, the clients were remeasured - both of our clients had lost a minimum of four inches each overall! An incredible result for such a short demonstration, just imagine the difference a course of treatments can achieve! It is safe to say that our clients were amazed, and many stayed behind for a consultations and signed up for 3D-lipomed right there and then.

Manprit Bhullar was the volunteer for the second demonstration of the launch evening. She said: "I think it is one of the best treatments I have experienced here. It has great results and the best prices. I'm just shocked at how simple and effective it is, and how quickly it works."

We are now taking appointments

for courses and singe sessions

of 3D-lipomed, you can find

slightly uncomfortable in some parts, but overall so impressive."

Aesthetics

Autorities for the street of the st

"For any cynics, I'd say

come and try it, and to

see it for yourself. It is

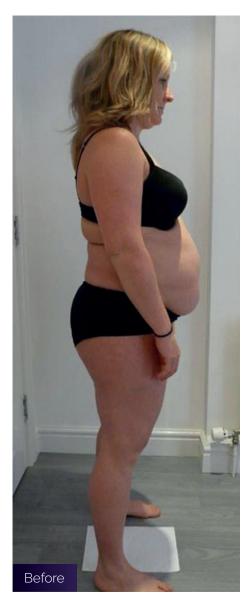
mostly pain free, only



COMMENDED 2015







If you're looking to lose inches from your measurements and reduce the overall circumference of areas of your body, then 3D-lipomed's Cavitation could be the treatment you need.

What is Cavitation?

Cavitation is the latest generation of technology for localised fat and deep cellulite removal, changing the state of fat in the body to make it more moveable, and to remove it in a natural way. This treatment is also great for body sculpting.

How does it work?

Low frequency ultrasound produces a strong wave of pressure to the fat cell membrane, causing it to disintegrate and become a liquid state. The insoluble free fatty acids are



then transported to the liver and are processed as if they are fatty acids from foods.

What happens during the treatment?

Following your consultation with one of our fullytrained therapists, the measurements of the area being treated will be taken, ready for comparison at the end. A gel is applied, just as it is when you have an ultrasound, and then the treatment can begin. The specialist hand piece is moved in circular motions over the area for as long as required.

What does it feel like?

The four transducers on the hand piece give vibrations, which is what helps to change the consistency of the fat. You may feel these vibrations in your ears, for example.

As this is a non-surgical liposuction procedure, there is no pain and no risk involved.

How long does it take?

A Cavitation treatment lasts between 20 and 40 minutes, a reduced time thanks to the large area covered by the transducers.

You book in for a course of six treatments for a more effective result. but the amount of time and number of treatments needed will be determined by your goals and your size. Your therapist will recommend a course that is bespoke to you.

What happens afterwards?

As Cavitation doesn't require any anaesthesia, leaves no scars or require any downtime, you are free to continue with the rest of your day! Perfect if you are looking for a discreet procedure with minimal fuss.

And the result...

The result is fat loss from the targeted area, with inches lost instantly.

How much does cavitation cost?

Cavitation is £120 per session but you can save £195 by booking in for a course of 6 treatments for ONLY £525.



3D LIPOMED Duo Cryolipolysis (Fat Freezing)







This technology is for those stubborn pockets of fat that have built up, and for the bulges you don't want. It is a one-off treatment, but the results continue to process over the following six months - and once they have gone, they are gone.

What is Cryolipolysis?

Cryolipolysis is another method of natural fat removal that uses a combination of electro and cryo therapy on packets of fat, such as those on the hips, thighs and underneath bra straps, and even under the chin.

How does it work?

The equipment contains two metal plates, which freeze to a temperature of -6°C, and a suction device, which holds the pocket of fat. Throughout the treatment, 20 to 40% of the fat cells of the area are damaged and die in a natural way.

What happens during the treatment?

To begin, the pockets of fat are marked during your consultation - this is done standing to ensure the area is targeted accurately, as laying down will cause the area to flatten. Once you have laid

down and are comfortable, a membrane pad is placed over the body to protect the skin from the extreme cold. The device is then applied, and your fat begins to change state, becoming an almost 'slushy' consistency.

What does it feel like?

Of course, the Cryolipolysis treatment feels cold, and you may find that the suction feels a little tight. However, discomfort is minimal.

How long does it take?

Your therapist will be able to advise on the recommended amount of time based on your goals, size and the area being treated. This could be up to 45 minutes, or 30 minutes for the chin area. Cryolipolysis is a one-off treatment, as the process can continue for up to six months; it is best to wait at least five months before you make your next appointment to ensure you see the full effect.

What happens afterwards?

The treated area may feel slightly cold and a little numb straight after the treatment,

and if you bruise easily, you may have some slight bruising or redness. However, this will go within a short space of time. Immediately after the session, your therapist will lightly massage the area; this is to get the blood flowing back into the area and to help break up the damaged fat cells so they can be processed more easily.

And the result...

The result is gradual but effective fat loss which, again, has been achieved naturally.

How much is Cryo

Cryo is £150 for a single area or chin, as we have a LipoMed machine we can target 2 areas at once which can be booked for ONLY £225.



3D LIPOMED Focus Fractional Radio Frequency







There are many reasons why skin loosens over time; it could be due to extreme weight loss, post-pregnancy, or simply ageing. For those areas of skin, which leave you feeling concerned, Focus Fractional Radio Frequency can help.

What is Focus Fractional RF?

Focus Fractional Radio Frequency is the third generation of RF technology, which is used to tighten skin and improve the appearance of cellulite on the body, face and neck.

How does it work?

Energy is delivered to the skin, heating its tissue and the extracellular matrix, which helps to accelerate the production of new collagen and elastin fibres. This concentration and regeneration tightens the skin layers, creating smoother and younger looking skin.

What happens during the treatment?

A hand piece with three or more electrodes is used to deliver the RF energy, which begins to heat up the treatment area. Usually, the body's temperature is 37°C but the RF technology heats the cellulite fat cells and skin tissue to 40-41°C, which is when they begin to melt. Initially, your therapist will use slow, circular

movements, and this will increase to a slightly quicker speed as the cells heat up. They will also use a thermometer on the treatment area throughout the session to monitor the body's temperature.

What does it feel like?

Of course, as the RF penetrates the skin's layers, you will start to feel a little warmer, but since Focus Fractional RF is the third generation of this technology, it requires less energy, meaning there is minimal pain, if any at

How long does it take?

Focus Fractional RF treatments usually take about 40 to 45 minutes, depending on on your goals, size and the area being treated. Your therapist will recommend the most suitable session for you at your consultation. Ideally, you will continue with RF procedures weekly to achieve the maximum result.

What happens afterwards?

Because Focus Fractional RF is non-invasive, there is no need for anaesthesia, and there'll be no scars or any downtime required. You can continue with your day as normal.

And the result...

Firmer skin that is gradually lifted and rejuvenated, leaving it looking healthier and younger.

How much does Radio Frequency Cost?

A session of Radio Frequency cost £60 but you can book a course of 6 sessions for ONLY £270





3D LIPOMED 3d Dermology RF







Cellulite can be stubborn, especially when you are trying to get rid of it. It is caused by fat cells pushing up against the skin's connective tissue, causing those lumps and bumps that we all want to avoid. This new technology to the 3D-lipo brand is the latest step in fat reduction, specifically targeting cellulite.

What is 3D Dermology RF?

This addition to the 3D-lipomed technology incorporates radio frequency and automated vacuum skin rolling to not only tighten skin, but to reduce or eliminate the appearance of cellulite on the body.

frequency. It will create a smoothing on the skins surface by manually or mechanically performing massaging or rolling techniques to speed up the lymphatic flow. Also an increase in blood flow will carry nutrition and oxygen to cells to encourage the regeneration process, which will create a healthier and smoother and stronger skin.

3D-dermology is also an excellent

addition to Cavitation and Radio-

How does it work?

The 3d-dermology system is a vacuum system engineered to reduce the appearance of cellulite through a mechanical breakdown of cellulite and an increase in lymphatic drainage to assist in the elimination of waste products and excess fluid.

What happens during the treatment?

During treatment, a handheld device gently glides over the treatment area. The vacuum pressure is firm but comfortable and the therapist works until a pinking is seen in the skin from an increase in blood flow.

How long does it take?

3D Dermology treatments will be recommended by your therapist. Depending on your goals, size and the area of the body you wish to be treated, 3D Dermology can be used as a stand-alone procedure or as a step in a complete fat reduction programme.

What happens afterwards?

You can continue with your day as planned. Once again, the technology is non-invasive, so there is no need for anaesthesia, and there'll be no scars or any downtime required.

And the result...

Cellulite that has been dramatically reduced, and skin that is firmer and smoother.

How much does Dermology Cost?

A session of Radio Frequency cost £60 but you can book a course of 6 sessions for ONLY £270









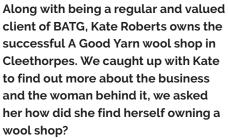












"Whilst staying with an old friend we went to a local wool shop and the moment I walked in I was hooked, I knew this was what I wanted to do. Six months later, I opened A Good Yarn in Cleethorpes and the rest as they say, is history.

Working for myself is important because I have high standards that I don't have to compromise. Seeing customers' faces when they relax and find something that works for them is a joy. Walking into my shop is like walking into a big hug. I love sharing my passion for colour, yarn and style with everyone who comes through my door.

We are constantly trying to add new and exciting products to our range. I totally love my Bergere de France range, for which I am a premium stockist. Their yarns and patterns get better and better. Also Debbie Bliss Rialto Luxury Sock yarn is going very well and the colours are fabulous. The new Sublime Evie is really gorgeous and feels so fresh and light. I have to admit, it's hard to single



any one out and I could go on forever finding yarns and ranges that excite me. I'm a total yarn addict - good job I have a wool shop!

It's my fifth anniversary this year and I'm looking forward to celebrating that with customers, friends and family. There will be lots of special events and exclusive offers that we'll be releasing the details for nearer the time."

Wanting to know a little bit more about Kate and what keeps her going we asked her for five things she simply couldn't live without;

- **1. Knitting** I am one of those lucky people who has managed to turn my hobby into a career. It is very rare to find me without some sort of knitting project in my bag. Knitting soothes and relaxes
- 2. My Bullet Journal to be able to have all my notes, ideas, jobs and thoughts in one place is perfect. I can be slightly obsessive about lists; my bullet journal allows me to have everything in one place but indexed in such a way I never lose anything.





- 3. Technology my bullet journal keeps all my lists organised but my phone, iPad and laptop make sure I am in the right place at the right time and in touch with the right people (and perhaps allows me access to Netflix)!
- 4. Time at Beauty at the Gate although knitting relaxes and soothes me it is ultimately still work. My visits to BATG are just me time and I love it!
- 5. My bed although I could sleep anywhere, I especially love my bed!

Kate's shop is located at: 53 Cambridge St, Cleethorpes, N E Lincolnshire DN35 8HD. Telephone: 01472 508707 or Email: kate@agoodyarn.co.uk.

Kate's website address is www.agoodyarn.co.uk and her Facebook page can be found at: www.facebook.com/agoodyarnclee

Beauty at the Gate Price List

3D Lipo Cavitation + Skin Treatment		Environ Facials		Upper Lip & Chin Eyebrow Shape	
		Environ Introduction 60 mins	£45.00	Upper Lip, Eyebrows & Chin	
Single Session Large Area	£120.00	Precision Facial 30 mins		Underarm	
Course of 6 Sessions		Purifying Express 30 mins		½ Arm	
Single Session Medium Ar		Active Vitamin Facial 60 mins		Full Arm	
Course of 6 Sessions		Advanced Active Vitamin 80 mins		½ Leg	
		Collagen Power Facial 60 mins		Full Leg	
	. =	Cool Peel 60 mins			
3D Cryolipolysis (Fa	t Freezing)	Hydroboost 60 mins		Bikini	
- 		Focus Frown 45 mins		Full Leg & Bikini	
Single Area				Californian	
2 Areas		Pay as You Go Plans available		Full Leg & Californian	
3D Radio Frequency		A 1 :61 :61: 0 Fire-in		G-String	
Course of 6 Sessions	£270.00	A-Lift Lifting & Firming I	-acials	Brazilian/Hollywood	£32.00
3D Dermology				Floatrolysis	
32 Berrietegy		Miracle Moments 30 mins		Electrolysis	
Single Session	£60.00	Angelic Ritual 50 mins			
Course of 6 Sessions		Pure Zenergise 75 mins		15 mins	
		Divine Indulgence 90 mins		30 mins	
Pay as You Go Available o	n all 3D	Course of 10 Angelic Ritual		45 mins	£35.00
Treatments		Pay as You Go plan	available	60 mins	£40.00
Facials by Samantha	a Beatty	Elemis Facials		Tinting	
	00	Skin Specific 60 mins	£46.00	· 	
The Facial 90 mins		Modern Skin 60 mins		Brow	£9.00
or £75.00 \		SOS Purifying 60 mins		Eyelash	
The Advanced Acne Facia		Oxygen SkinCalm 60 mins		Brow & Eyelash	£17.00
or £75.00 \	with Samantha	Pro-Collagen Quartz Lift 60 mins		I I a Bakka Tarakan anda	
Dermatude		Tri-Enzyme Resurfacing 60 mins Visible Brilliance 60 mins	£51.00	Holistic Treatments	
Consultation 30 mins	£15.00	Face & Body Sensation 60 mins		Hopi Ear Candling	£27.00
Facial 40 mins		race & body Serisation outilis	255.00	Indian Head Massage	£27.00
Pay as You Go		Elemis Body Treatments	S	TI D	
		·		The Room at the Gate N	Iail
Dermalux LED Phot	tol herapy	Back Massage 30 mins	£27.00	Treatments	
		Full Body Massage 60 mins		· 	
Single Session		Exotic Lime Salt Scrub 30 mins		Gel Manicure	£28.00
Single Session as Addition		Frangipani Wrap 45 mins	£42.00	Gel Pedicure	£30.00
	£25.00	Coconut Rub & Milk Wrap 45 mir	s £42.00	Shellac Manicure	£22.00
Laser Hair Removal		Musclease Aroma Wrap 75 mins.	£55.00	Shellac Pedicure	£26.00
Easer Hair Nerriovat		Cellutox Aroma Wrap 75 mins	£55.00	Zoya Organic Manicure	£23.00
Consultation 30 mins	£15.00	Body Sculpting & Colon Therap	у	Zoya Organic Pedicure	
(Redeemable against a course of 6		60 mins	£50.00	Jessica Manicure	
Chin		LID Duayye		Jessica Pedicure	
Upper Lip		HD Brows		£2 surcharge for treatments carried out by J	
Upper Lip & chin				22 Surcharge for treatments carried out by 5	CITITIA
Sideburns		Standard HD Brow Treatment 30		Nail Extras	
Neck			£25.00		
Hand & Fingers		Add £2 if with Pro-Stylist)		File & Polish	£15.00
Underarms		Advanced HD Styling Treatmer		Shellac Removal	
½ Arm			£35.00	Gel Removal	
Full Arm		LVL Lashes			
½ Leg				Removal with Re-Application	
Full Leg				French Polish	
Buttock Crease		Lift Volumise & Lengthen 55 mins	£40.00	Effects/Glitter up to 2 Nails	
Buttocks				Effects Glitter more than 2 Nails	
Bikini		Lycon Precision Waxing		Nail Art from	
Californian	£60.00			Repairs from	
G-String				IBX Initial Treatment	£16.00
Hollywood/Brazilian		Chin		IBX Maintenance	£11.00
Full I ea & Bikini		Upper Lip	£7.00		

Full Leg & Bikini







LASER HAIR REMOVAL

Remove unwanted hair safely, comfortably and permanently

Course of 6 treatments for Bikini Hair Removal









Opening Hours

Monday - Friday 9:15am - 8:45pm Saturday 9:15am - 5:00pm Sunday 11:00am - 4:00pm

We are open 7 days a week. Because we know how busy life can be. We're there for you when you need us, which is usually outside of office hours, when you're not working and the shops are closed. We know how hard it is trying to fit in some 'me' time so we offer appointments every weekday up to 8:45pm, on Saturdays to 5.00pm and we even open on Sunday between 11am and 4:00pm. Telephone: 01472 289555

