

## CRYOMED AESTHETICS

### What training support is available to salons when they purchase your equipment – both initial and ongoing?

"Cryomed offers a comprehensive program both on installation of your device, and then in the months afterwards to ensure the successful delivery of your new technology to your clients. We have a highly-educated outstanding aesthetic medical training team, who are committed to continuous learning, training and developing protocols."

### What has been your most popular device for the beauty market over the past 12 months?

"Clatuu 360, the Clatuu Alpha is the next generation of cryolipolysis with 8 different handpieces able to fully bodysculpt and reduce time to a 40 minute treatment. The Clinical results have been outstanding and it's proven as the leading cryolipolysis device internationally."

### What is the best advice offered to your clients to ensure they receive a return on their investment?

"Ensure that you are purchasing the correct device. Purchase medical grade technology from a reputable company with a comprehensive training team and proven track record. Be enthusiastic about the technology, have your staff treat each

other to understand the technology, and if you have any questions get straight onto your BDM or trainer."



Josh Locker  
Managing Director  
[www.cryomed.com.au](http://www.cryomed.com.au)

## SALON INSIGHT

### How do you combat the discounting threat of the larger franchise networks?

"Having been involved in the industry with Millk since 2004, I have seen the beginning and rise of the discount franchise or multi store clinics. Being a single entity in this current environment can be challenging, however this also brings opportunity. I think there is a strong place for the individual clinic. It has the ability to develop and change with market trends quickly, suffer from less staff turnover and create a unique personal style. In my opinion there will always be a considerable percentage of clients who prefer and see value in a salon/clinic that delivers more care and consistent results that the large discount chains struggle with. A clinic that remembers their name when they walk through the door.

Paying more attention to detail and giving the client personal service is the key."



Millk Medi Spa  
Simon Barnes  
Director  
[www.millk.com.au](http://www.millk.com.au)



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**Christina Clinical ProBright Serum** - Skin Factors  
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**Christina Professional Comodex Day Treatment** - Skin Factors  
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**Cosmedix Reboot**  
Advanced Skin Technology  
1800 648 851



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