

Selling tips for therapists

Antoinette Moolman, trainer for skin care brand Thalgo suggests the following tips when selling to clients:

- As a therapist you need to have a thorough knowledge of the supplements available from suppliers, nutritional supplements are just as important to recommend as the home care product routine.
- Therapists need to have the knowledge about how the supplements work within the body and the benefits of incorporating them into a home care routine (food supplements work within the cells of the body for long lasting effects).
- Supplements compliment skin care products applied topically.
- Just as products are displayed in the reception area of your salon/spa – so too should the nutritional supplements be displayed.

Aim for a daily diet that includes:

- Six to eight glasses of water every day.
- Colourful fruit and vegetables
- Fresh seeds (pumpkin, sunflower, sesame or linseed).
- Cold-pressed seed oils
- Vegetable proteins (soya, beans, ect.)
- Fibre-rich foods (whole grains).
- Natural yoghurt – low fat and organic.
- Limit alcohol, tea and coffee, red meat, cheese and milk and grain foods.
- Exclude sugar, refined carbohydrates, chemicals added to food, fried and fatty foods, trans- and hydrogenated fats (processed foods), and smoking. **PB**

Vanessa Ascencao is a highly-qualified nutritional consultant. She recently launched the eco-diet, an eco-friendly eating and lifestyle plan embracing whole, natural foods and natural supplementation. Contact her at vanessa@otcpharma.co.za or visit www.ecodiet.co.za

DermaFix offers various different nutritional supplements including MSM, Whey Protein and SuperCai. SuperCai contains acai berry is well-documented as an antioxidant and contains essential fatty acids and more anthocyanins than red wine. DermaFix Goji Berry is high in vitamin C, rich in flavonoids, phytonutrients (all antioxidants). The Monolaurin is an antimicrobial agents and protects the immune system. The Whey Protein feeds the



skin, nails, hair, internal organs and contains all the essential amino acids.

Shop window

Sales statistics show that nutrition sales represent 10.75% of total turnover for March-September 2010 for Thalgo SA Thalgo Food Supplements are formulated with active ingredients of 100% natural origin. Ocea Draine, Thalgo's top seller which sells 3.4% more than the next Thalgo best-selling product, can be used for detoxing and contains fennel, black radish, artichoke and focus. Slim 7 is for clients who want to kick-start their diets, but are not familiar with supplements. With green



tea, guarana, focus, cherry stalk and palmaria palmate it assists in burning calories, water elimination and boosting the metabolism.



Arthritis is more common than most people think - there are more than 100 different types of arthritis. Arthro XPS, Arthovite and Inflammoxin are three products from NRF Health, which help provide relief from joint stiffness and joint pain.

NutriWomen offers several nutritional products including the 5-Day Detox, Hydration and Skin Detox capsules, and the NutriWomen Beauty Health and Fitness Pack. The detox product is 100% natural and contains 13 powerful herbs that will cleanse the colon, liver and kidneys. It contains kelp, apple pectin, aloe, ginger, anise seed powder and several other ingredients to assist the detoxifying process. The Hydration and Skin Detox capsules contain pomegranate and lychee which are hydrating agents for the skin. ALA will slow the ageing process, while resveratrol slows wrinkle formation and builds new skin collagen.



plant rich in active ingredients which detoxifies and boosts the digestive system.



Algologie's internals are well known in the professional salon and spa industry. It's range of tea infusions caters for all needs. Seaweeds are low in calories but rich in vitamins, mineral salts and trace-elements, making it a balanced and complete food supplement. Apart from teas and decoctions, Algologie also offers Seaweed Extract Vials (a concentrate of oligo-elements, minerals and vitamins necessary to the vital functions of the body and to eliminate toxins) and Christie Marine capsules. The capsules contain christe marine, a