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Professional Beauty and World Spa Awards winners

The best in the business

Over the next few pages you'll read all about some of the most inspirational businesses and individuals working in our industry today: the winners and finalists of the 15th Professional Beauty Awards and the very first World Spa Awards.

This year the awards celebrate the absolute best of the best – not only in the UK beauty, nails, spa and aesthetic medicine markets but also internationally among hotel and destination spas from every corner of the world.

We were as rigorous as ever in putting our finalists through their paces to make sure the winners we announced during the awards gala dinner held at the Hilton Park Lane, London, on March 4 are all thoroughly deserving of their awards.

Our teams interviewed the staff and owners of spas and salons, to find out what those businesses were all about. We also mystery shopped those premises, trade tested therapists, nail professionals and make-up artists and held interview days to grill the finalists in the employer categories.

We've been running these awards for 15 years and every year is fascinating because of the new treatments, skills and specialists we see in this exciting and fast-paced industry.

In fact our judges faced a tough decision in many of the categories because the industry is so established now that it's no longer enough to do amazing treatments, with exemplary customer care in a beautiful environment. The businesses that really shone through for our judges were those that offered something truly innovative without losing sight of the core skills and services on which they were built.

The passion, commitment and entrepreneurial spirit evident in every one of the finalists is what makes this industry so inspiring for us to write about at *Professional Beauty* magazine.

I'd like to take this opportunity to extend our thanks to our expert industry judges, who gave up their time freely to make sure these awards went to those businesses and individuals who really deserved them, and also our sponsors, whose support enabled us to deliver the big event in such style. I'd also like to thank the teams from Babtac who conducted the official visits for the Professional Beauty Awards and London College of Beauty Therapy, who kindly allowed us to use their facilities for the trade tests.

Eve Oxberry
Editor, *Professional Beauty*



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Medical Aesthetics Clinic of the Year

WINNER The Cosmetic Skin Clinic, Buckinghamshire



This is the first time Professional Beauty has run a clinic award, in recognition of the growing aesthetic medicine market and the increasingly close relationship between salon treatments and doctor-led beauty procedures.

Specialising in peels and injectables, The Cosmetic Skin Clinic is run by medical director Dr Tracy Mountford. Other

services on offer include IPL, laser skin rejuvenation and medical microdermabrasion. The clinic offers sessions in London, and Mountford plans to open another site there soon. This year they have grown patient numbers with the help of a blog and social media presence.

The judges were impressed by the high standard of entries across the board in this category and said any one of the finalists would have made a worthy winner.

However, The Cosmetic Skin Clinic stood out because of the passion that was evident in every single member of the team. Judges felt that all staff built an easy but natural rapport with patients that put them at ease. The official visitor commented that treatments were carried out "with confidence and natural control and with constant feedback and explanation". Safety procedures are thorough, hygiene evident and retail effective without being intrusive.

