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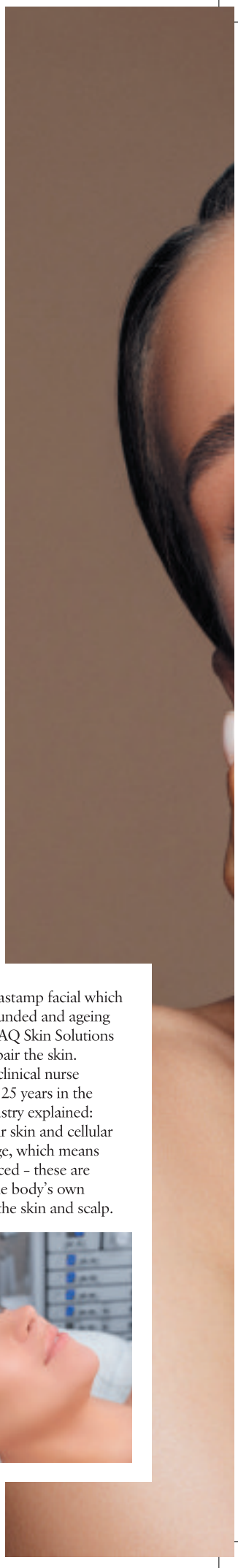

RUSSIAN STYLE

The new beauty trends are coming from Russia with love thanks to beauty salons across the county

WORDS BY **EMMA PALMER**

So what's the skinny on the salon treatments we will be booking in Essex in 2020? Among the buzzwords this year will be "Growth Factors" and "WOW Fusion" while when it comes to achieving lush lashes and beautiful brows, it would appear that we'll be going Russian...

As owner and clinical director of Facial Aesthetics, Julie Scott has clients coming from all over the county to experience WOW Fusion- a revolutionary new treatment making waves in the beauty industry. In fact, she's even had someone come all the way from Monaco to her Essex salon for the innovative procedure! The experience skincare specialist runs her salon in Rivenhall, near Witham, which provides non-invasive treatments in a safe medically led environment.

Among the latest offerings on her salon's extensive menu is the WOW Fusion treatment. Not only is it lauded for giving customers great looking (and even better feeling skin), it opens pores, gives the benefit of micro needling and can be used as an ultimate treatment for a wide range of skin conditions due to its customization capabilities.

Sound good? So what does it entail exactly? Put simply, WOW fusion involves a practitioner using a small needling device with a glass vial to make a bespoke skincare cocktail which is tailored to each client's individual skin needs. The micro needling helps stimulate collagen and elastin for more youthful looking skin and the WOW fusion serum hydrates, brightens, stimulates and improves the texture and tone of skin.

'She's even had someone come all the way from Monaco to her Essex salon for the innovative procedure'

Treatments start at around £180. Results are visible straight away and can last for three months. Also set to be popular in 2020 is the Growth Factor Dermastamp facial which regenerates and heals wounded and ageing skin. The treatment uses AQ Skin Solutions serums which work to repair the skin.

Julie, who is an RGN clinical nurse specialist with more than 25 years in the cosmetic and beauty industry explained: "At the age of 25 plus, our skin and cellular levels automatically change, which means less fibroblasts are produced – these are responsible for making the body's own growth factors, found in the skin and scalp.

'Patients are steering away from gimmicks and pampering, relaxing facials, and more towards treatments that help them actually accomplish their skin goals'

Julie Scott

The body's own natural growth factors are used to regulate the cellular renewal and damage repair process of the skin, but as we get older, unavoidable ageing and excessive free radical damage can hinder the body's ability to produce functioning growth factors.

"This can cause a breakdown in collagen and elastin networks, which will eventually impair growth factor function and permanently reduce their ability to repair and rejuvenate damaged cells. The growth factors used within AQ's cosmeceutical skincare line stimulate the body's repair and rejuvenation process, effectively enabling the skin to turn back time."

Julie said she has noticed a change in what clients want thesedays during their visit to a salon. She stresses most people do not simply want to feel pampered but are on a mission to achieve genuine results: "We've found that our patients think the same way, as they are steering away from gimmicks and pampering, relaxing facials, and more towards treatments that help them accomplish their skin goals."

So what else is buzzing beauty-wise in Essex? Experts predict this year will be huge for those seeking eyelashes with va va voom volume. That means Russian lashes, a more extreme version of faux eyelash extensions, will be in demand. According to Treatwell, demand for Russian Lashes appointments were up a colossal 794 per cent the last year.

Ideal for those who want the big sixties glamour-puss look, Russian lashes is a technique whereby between two and eight artificial lashes are added to each natural lash. Scandal Lash based in Little Burstead near Billericay, specialises in semi -permanent individual eyelash extensions including Russian Lashes and offers a variety of curl types, from subtle to extrovert.

Also set to become a thing this year is brow laminations. The semi-permanent grooming trend, also from Russia, involves straightening your eyebrow hairs using a solution so that they appear bushier, fluffier and fuller. The results can last for weeks.

Tahiti Beauty in Romford is offering high brow lamination treatments for £45 which can stay in place for up to eight weeks.

facialaesthetics.co.uk
scandalash.co.uk
tahitibeautysalon.co.uk