

Beautify in the...

BEAUTY ZONE

The Beauty Zone is full of great beauty, hair and cosmetic products that are sure to become your favourites if they're not already!

Acupuncture Facial Renewal
Cut Above Academy
Dermalogica
Freestyler Hair Irons
Signature Style
Glamourpuss Cosmetics
Personal Image and Meditherm
Readings, Healings and Answers

INCOCO Nails
The Body Shop
You Photography
M.A.C and ghd
Laser Lifecare Institute
Aromaspa
Essential Beauty

Acupuncture Facial Renewal - otherwise known as the acupuncture facelift - is today's answer to botox, collagen and cosmetic surgery. From diminished lines and wrinkles to increased facial tone, AFR addresses all your ageing concerns. A luxurious, multi faceted treatment, it can be used as a one-off special treatment or as an intensive course of rejuvenation. Patrice from Arch Hill Acupuncture will be on site in the Beauty Zone to showcase her unique Acupuncture Facial Renewal, with mini demonstrations, a draw to win a fantastic package and opportunities to sign up to AFR Sparty experiences. A tried and tested tradition used in an amazing new way - you have to see it to believe it!

Cut Above Academy is now more than hair! Head straight for their 'Beauty Institute' stand in the Fashion Week Beauty Zone where the company's team of beauty therapists will be offering some delicious pampering with the fabulous BC Paris skin care range - and some serious skin care advice. Have a free mini-facial, express massage, manicure, or makeover (subject to availability of beauty therapists or make-up artists on a first-come basis) and go into the quick-fire draws (every hour-on-the-hour) for a lovely gift from BC Paris or a free service at the Cut Above Beauty Therapy Clinic and Spa.

Dermalogica is the skin care system researched and developed by The International Dermal Institute. Known worldwide as the "professionals' choice," Dermalogica is founded on the belief that good skin care is not about pampering or luxury, any more than brushing your teeth or washing your hair is! Call them no-nonsense, but they believe that consumers want results, not frilly packaging or overblown hype. Dermalogica experts will be on hand in the Beauty Zone to showcase their new AGE smart range, the only skin care system designed to help prevent the biological triggers that lead to skin ageing while treating the visible signs of ageing. Visit the Dermalogica Skin Bar in the Beauty Zone to hear more about AGE smart and to have your free Face Mapping skin analysis to learn more about your skin!

The **Freestyler** by Anoroc is a real time saver, a hair styling tool to suit busy lifestyles, reaching its operating temperature faster than any other styling tool available (in just 40 seconds, to be precise). Plus the microchip technology ensures minimal downtime between strokes, saving you time in the morning! Whether you're wanting sleek locks, cute curls or gentle waves, the Freestyler does it all. Available in three chic colours - fuchsia, powder blue and stone - there's even an adjustable temperature model for fine hair. Every woman deserves to have luscious locks and for only \$195, your new styling tool is elegantly packaged and comes with a two year warranty. Come and learn from Cut Above stylists about the latest trends and styling tips using the freestyler in the Beauty Zone.

Signature Style is Auckland's leading Personal Style consultancy who has helped literally thousands of men and women look their very best. From a top to toe makeover through to a make-up lesson, their services cover it all. Come and meet them in the Beauty Zone, they'd love to talk to you about the colours that work best for you, clothing styles that suit your shape, creating a great wardrobe and much, much more. Plus, make a booking over the weekend and go into the draw to win \$500.00 worth of Smashbox cosmetics

Glamorpuss Cosmetics makes its Air New Zealand Fashion Week debut at this year's Beauty Zone, with a very special appearance by Nathan Snare, BECCA Cosmetic's International Make-Up Artist. Visitors to Glamorpuss Cosmetics in the Beauty Zone will be encouraged to browse, linger and experiment with our products. They will discover high-end and hard-to-find beauty brands including BECCA Cosmetics, DuWop, Mario Badescu Skin Care, Blinc Mascara, and Rosebud Perfume Company. Nathan and the Glamorpuss consultants will be offering make-up tips and tricks, plus the insiders' scoop on the new season's trends as well as exclusive offers for Beauty Zone visitors. Described as Newmarket's 'cute and small but perfectly formed cosmetics store', Glamorpuss offers shoppers a unique selection of desirable brands and highly effective products. With its flagship store located in chic Nuffield Street.

The world of nail polish as you know it is about to change forever! **INCOCO** is the answer to the spills and smears of messy nail polish bottles. INCOCO is the 1st to create 100% Nail Polish in self-stick strips. No bottle. No spills. No Mess. No drying time. No other product delivers base coat, color coat and top coat in one single dry, self-stick, nail polish strip. In minutes, you can have a professional manicure that lasts up to 14 days! Go to www.incoco.com for more information and a virtual demonstration.

As makeup sponsor for Deborah Sweeney this year **The Body Shop** is offering you the chance to get her catwalk look, recreating it in a wearable, everyday application at this year's Beauty Zone. You can also get the lowdown on their new Mineral Makeup Range and try out their extensive range of skin care products.

YOU Photography Ltd is a photography studio specializing in makeovers and contemporary glamour and beauty images for all women. Owned and created in 2006 by photographers Sue Bryce and Sarah Stewart, a trip to YOU Photography is the ultimate feel good experience and one enjoyed by women from throughout New Zealand. "There is nothing more empowering than showing women how beautiful she is and capturing it for all time," say the owners, and they are passionate about what they do. This month they have also launched 'The Make Up Room', making their professional stylists available to the public. They can take care of all occasions, anytime gorgeous hair and makeup from just \$80.00, so the next time you have a special event, ball, wedding or any excuse to pamper yourself, have your own professional stylist like a star.

Get the personal touch from the experienced team at **Personal Image**. There have been so many advances in technology over the past few years you could be forgiven for wondering whether some treatments are safe and if they actually deliver on their promises! But at Personal Image, only the most proven and trusted products and procedures are on offer. So whether you're interested in Botox, Dysport, Restylane, Dermal Fillers, Surgitron, Ipl, Facial and Leg Veins or Hair Removal procedures the Personal Image philosophy is to carefully consult and then treat each client individually.

Essential Hair Extensions will be at the Beauty Zone this Fashion Week 2008. Make sure you check out the latest method available in stunning hair extensions and go into the draw to win a full head of hair extensions absolutely free! Essential Hair Extensions is the way to achieve the gorgeous locks you've always dreamed about. Transform dull, lifeless hair with our finest luxury quality 100% European human hair extensions. We offer the safest method on the market today, which does not involve glue/heat or chemicals. We use a "cold process" for applying our hair extensions that is safe for most types of hair. Since our hair is re-usable over several applications, we offer "in-between maintenance services so you never have to experience a full take-down. Your certified Hair Extension specialist will match your colour perfectly. Custom blending is our specialty! This allows you to change the length, colour and thickness of your hair, just like Hollywood's latest celebrities and stars! Women looking for soft, luscious thick hair that lasts will love this service! It's the perfect solution for evenings out or a look to turn heads at the beach!

Aromatherapist and Beauty Therapist, Bronwyn Jackson, created **Aroma Spa** to offer therapeutic therapies and beauty treatments with safe, non-invasive, chemical free results. "In this look good society we often compromise our health for the sake of fast results. Too often we are tempted by 'quick fix' beauty procedures that compact on our future health, or by chemical concoctions /procedures that put more pressure on the bodies systems rather than working with them. Or at the other end of the scale there are organic treatments/products for the sake of being organic, without producing any visible results". All Aroma Spa treatments and procedures offer advanced results using high tech machinery, safe procedures and chemical free (and in some cases organic) cosmetics.