



NEW GENERATION PRACTITIONER

WE just love to profile our APAN members as this not only recognises and honours their achievement, but also allows others within the industry to gain inspiration from a colleague's professional journey and possibly pick up some winning tips.

In this issue we are delighted to profile Carolyn Della-Zoppa, owner of Proskin Clinic with a unique style of sole operator with a difference. She is a qualified Dermal Therapist as well as a leading Cosmetic Tattoo practitioner and proudly offers her valued clients a unique and personalised service, as well as supports other businesses, but offering her time two days a week in services to regional and country salons and clinics.

Based in Adelaide, she divides her time between her private CBD studio and five exclusive country South Australian businesses. In this article she shares the secrets to her success with APJ.

APJ Q1: CAROLYN WHAT QUALIFICATIONS DO YOU HOLD WITHIN THE INDUSTRY AND WHY DID YOU CHOOSE TO COMBINE AESTHETICS AND COSMETIC TATTOOING?

CAROLYN: I qualified as a Beauty therapist back in 1985 (my parents gifted the Diploma course for my 21 birthday present). Needless to say I haven't looked back as it has opened many doors for me within the industry, not only within the beauty salon and clinic environments, but also regional and area manager roles with leading cosmeceutical companies such as Ultracuticals, ASAP Skin Products and Environ. I have also worked in counter manager roles with the major department stores with major brands like Christian Dior, Revlon and Elizabeth Arden. This has given me a greater understanding of the importance of client relations and an in-depth understanding of the various dynamics that shape our industry and client expectations.

Last year I completed and upgraded with the Graduate Diploma of Dermal Therapies and Graduate Certificate in Laser and IPL Hair Reduction. I was the first therapist in South Australia to complete the Advanced Diploma of Cosmetic Dermal Science (AACDS) in 2010. The qualifications have given me the opportunity to fully understand the science of skin health and ageing and enable me to pass this knowledge on to my clients.

Working full-time and studying isn't easy, but the rewards definitely are paying off. I am a member of the Association of Cosmetic Tattoo Australia and also a Gold (Cosmetic Tattoo) member of APAN. I have completed numerous trainings offered by visiting international trainers and travelled to the UK a few years ago to train with Larra Johnson.

I decided to introduce cosmetic tattoo into my business seven years ago as I was referring clients elsewhere and thought that it is a skill I should learn and that it would be a natural progression of what I was currently offering. I am glad I made this shift as since introducing cosmetic tattoo it is now approximately 50% of my business.

Today's clients more than ever before want anti-ageing results. Dermal therapies including laser and light-based therapies is a highly competitive market. While we can achieve a level of skin improvement we cannot perform injectables and take results even further, unless we are nurses or a cosmetic doctor. Current advances in cosmetic tattooing techniques can offer amazing anti-ageing results through enhanced eyebrow shaping, eyeliner techniques to resemble thicker lashes, lip line techniques to improve shape and volume of lips, and lip-tinting to create more youthful looking lips. There is a great deal that cosmetic tattooing techniques can offer in the area of anti-ageing. It is therefore a natural progression for me to offer both dermal therapies and cosmetic tattooing.

With over 30 years experience within the industry combined with

graduate advanced diploma studies in dermal therapies and cosmetic tattooing I have the knowledge and experience in the delivery of advanced treatment results to the new level that currently consumers are seeking and expecting.

APJ Q2: YOU HAVE A UNIQUE OPERATION THAT ALLOWS YOU TO SERVICE CLIENTS FROM YOUR OWN ESTABLISHMENT AS WELL AS OFFER YOUR SERVICES TO OTHER BUSINESSES. SHARE WITH US WHAT YOU OFFER AND WHY YOU CHOSE TO WORK THIS WAY?

CAROLYN: I divide my time between my private CBD studio and five exclusive country South Australian salons. I offer a personalised one-to-one service to all my clients and focus on building relationships and following the progress of treatment results. In my City Studio Proskin Clinic, I have the luxury that I can allow extra treatment time so my clients don't feel rushed. Most of my regular clients appreciate the bespoke and private location of my studio. Due to high demand for my services my country trips are very busy and fully-booked in advance. Having a country background I know that there is life outside the city limits and when I decided to start my own business I saw an opportunity to service country salons and offer treatments, not currently available to them. Country clients are very grateful to have a specialist visit them and it's a win-win for the salons as well, as they are able to offer treatments that extend beyond of their standard menu offering and also earn additional income from my services. I pay a percentage back to the salon as they book and manage the appointments and promote and market the services I offer.

I offer dermal therapies such as microderabrasion, radio frequency skin tightening, IPL Allegro permanent hair reduction, skin rejuvenation, acne treatments, cosmetic tattooing, Lamp Probe skin tag removal and skin needling. In my studio I also offer basic and oxygen facials and other grooming services. Recently I introduced non-laser A+Ocean tattoo removal service. I carry three product lines (Ultraceuticals, ASAP and Environ), as I believe strongly in following up a treatment with quality homecare that is supported by scientifically-validated results. Having worked with these companies I trust their formulas and know what I can expect from them in terms of results.

The underlying principle of my business model is based on the belief that it is always best not to put "all of your eggs in one basket" so that's why I work in different locations and offer multiple treatment and product options. In that way I can target and service needs in multiple locations and not just my own. It is also rewarding to be able to support other businesses to reach their business goals and stay current in their offerings by accessing someone as myself that can offer them advanced treatments.

APJ Q3: WHAT IS YOUR KEY FOCUS WHEN SERVICING YOUR CLIENTS AND TO WHAT DO YOU ATTRIBUTE THE SUCCESS OF YOUR BUSINESS?

CAROLYN: Building relationships and trust with a client is important. I have chosen to work as a sole operator for a number of reasons. But let's first look at what it means to the client. I have noticed that clients don't always appreciate the concept of "a different day – a different therapist" so I attribute my success to



consistency, continuity, reliability, flexibility and transparency and working within a quality and ethical framework. I like to under promise and over deliver.

When a new client walks into my CBD studio I am usually greeted with "wow, you are qualified!" This is because I proudly display all of my major qualifications and my membership and affiliations to major industry bodies and clients do pay attention to these and appreciate them. They are my silent promoters of my commitment to constantly improving my knowledge and also my commitment to best practice. Additionally, I offer an ambient, clean and quiet environment.

Also as I am now in the *half-century* club being in my 50s. As a result, my mature clients looking for anti-ageing treatments and lifestyle advice feel more confident dealing with someone who can understand the changes that can occur with ageing and hormone decline.

My recent studies have broadened my knowledge. I have come to understand that treating a client isn't just about recommending homecare products and in-salon treatments, but also looking at diet, health and lifestyle factors as well.

It amazes me when colleagues view education as a cost issue instead of an investment into becoming better and more competitive at what they do. The knowledge you gain will allow you to continually educate and communicates new and exciting information to your clients. This will result in strengthening their trust in your knowledge and recommendation, they will become loyal to you and the end

result is that ultimately your business will grow. By investing in your on-going education your clients will come to appreciate you as the best source of accurate knowledge they can turn to instead of relying on bits and pieces they are getting from social media and magazines. Business success is no longer based just on protocols and procedures and sales targets, we are working on individuals who also value and listen to our recommendations if we are perceived to be up-to-date in our knowledge and education. If we are recognised as highly resourceful experts who can offer our clients accurate and objective evidence-based information that will educate them on their options, they will always gravitate to us and act upon our recommendations.

APJ Q4: SHARE WITH US AN AMAZING EXPERIENCE YOU RECENTLY HAD WITH A CLIENT, WHERE YOUR WORK CREATED A REAL POSITIVE CHANGE TO THEM?

CAROLYN: I have been working with a client who approached me almost 12 months ago with an eyebrow cosmetic tattoo disaster story. She had a procedure with an inexperienced technician and came out after the procedure with, not just a bad eyebrows, but also with blood running down her face that ended up as an infection. She tried to have them corrected elsewhere and ended up with very obvious camouflage pigment. She then tried to have them removed but the test patch was unsuccessful. At the time I said that I wasn't sure if I could help her, but would stay in touch. Late last year I completed the A+Ocean Tattoo removal training and felt excited to make contact with this lady and let her know that I felt I could have a solution for you.

After a successful test patch I performed a A+Ocean removal treatment on this client and she is thrilled with the results. She said



that she felt confident in my knowledge and honesty and trusts me to remove her tattooed eyebrows and then further down the track have them re-tattooed correctly. She contacts me regularly with update photos so we can monitor her healing.

APJQ5: YOU ARE HIGHLY COMMITTED TO ON-GOING EDUCATION. CAN YOU TELL US IN WHAT WAY HAS THAT INVESTMENT CONTRIBUTED TO YOUR CONFIDENCE AND YOUR SUCCESS? WHAT ADVICE WOULD YOU GIVE SOMEONE WHO BELIEVES THAT THEIR ORIGINAL QUALIFICATIONS IS ALL THAT THEY NEED TO SUCCEED?

CAROLYN: Apart from updating my qualifications in dermal therapies and IPL I regularly attend conference programs and cosmetic tattoo training to stay on top of my field. I love learning and although studying for qualifications, or attending conferences and on-going training programs can be time consuming and expensive, I feel it ultimately pays for itself tenfold. I find when I attend seminars I not only learn from the lectures, but often also from the person sitting next to me, or others who are attending the event. Our industry is constantly evolving and changing and if someone doesn't keep up-to-date with training and current trends they will get left behind. It is important that we also attend, not just product-based education, but also independent industry events such as the APAN conferences as they give us a more diverse perspective of advances in the industry including standards and regulations that will affect our future.

APJQ6: WHAT DOES BEING A MEMBER OF APAN MEAN TO YOU AND WHAT DO YOU VALUE THE MOST OF YOUR MEMBERSHIP?

CAROLYN: The purpose and value of my APAN membership has to do with the importance of being part of an organisation that is committed to improving regulations and training standards for the future of the industry as a whole. It is important that we have a body that is prepared to fight for us. As a member, I benefit from the credibility of belonging to a leading industry standards body and I also benefit from the confidence that I can turn to a reputable organisation that can offer me support, business advice, legal advice and backup when the need arises.

Additionally, APAN's conference programs are fantastic, not only for learning, but also for building relationships and contacts with other, like-minded professionals as well as with supply companies.

APJ Q87: WHAT ARE YOUR ASPIRATIONS FOR THE FUTURE?

CAROLYN: I want to continue to be the best at my chosen profession so I plan to attend as many training and educational programs as I can to ensure that I gain the knowledge and skills I need to achieve this. That way life can only get better. **APJ**



For further information on Carolyn Della Zoppa and Proskin Clinic visit: <http://proskinclinic.com.au/about-proskin-clinic/>