



REVEAL
BEAUTIFUL
RESULTS

BEAUTYLAB[®]
LONDON

AN INTRODUCTION TO BEAUTYLAB®

BeautyLab specialises in identifying, researching and pioneering beauty products and formulations with groundbreaking ingredients to meet the demands of today's consumer.

- Philosophy of **re-activating** and **re-educating** the skin functions
- Delivers both **instant beautifying** and **long-term results**
- High performance **active ingredients**
- Committed to combining **cutting edge science** and **the latest technology**
- Red carpet and HDTV **celebrity secret** – has attracted the attention of media worldwide
- **Exclusive and in high demand** – selected spas, salons and exclusive retailers worldwide

BEAUTYLAB OFFERS

- Professional treatments to address each client's skincare needs
- Professional equipment
- Lucrative retail opportunities



EXTENSIVE PRODUCT RANGE

BeautyLab's modular range offers the flexibility to complement your existing treatment menu or provide a complete solution.

ESSENTIALS | Hydrates & Protects

Suitable for all skin types

- Deep hydration – rich in plant collagen and sea algae
- Protection from free radicals and UV damage
- Age preventative

ANTI-AGEING | Firms & Smooths

Suitable for aged and prematurely aged skin

- Formulated with exclusive peptides and highly active plant derived extracts
- Softens and smooths
- Reduces expression lines; an alternative to cosmetic procedures

GLYCOLIC | Resurfaces & Brightens

Ideal for acne prone, pigmented and dull skin

- Resurfaces, brightens and lightens
- Unclogs pores and removes impurities
- Evens out skin tone

BLACK DIAMOND | Glamourising & Anti-Ageing

Suitable for all skin types

- Cosmetic veil product, creates the illusion of smooth skin
- Provides instant radiance and luminosity
- Re-plumps and hydrates
- Long-term anti-ageing benefits

DUAL ANTI-AGEING SYSTEM (DAS)

Oxygen and digital microcurrent system for facial and body treatments

- Softens lines, wrinkles and scars
- Re-educates muscles to lift, firm and tone
- Plumps, energises and stimulates cell renewal

BODYCARE | Firms & Sculpts

Developed for contouring and age prevention

- Sculpts
- Contours
- Firms and smooths

INGREDIENTS

BeautyLab formulations are based on natural extracts, oils, actives and high performance peptides and proteins. Only the finest, purest and most refined ingredients are used.

- High production standards produce effective, premium formulas
- Paraben and SLS free
- Lightly fragranced
- Strict ethical and environmental policy
- Against animal testing



MEDIA COVERAGE

BeautyLab has attracted the attention of the press and media worldwide. Here are just a few of our rave reviews:

HARPER'S BAZAAR

"The A-list party trick"

PRIMA

"Top beauty multi-tasker"

VOGUE

"Vanity case essential"

NBC NEWS

"It's the celebrity secret"

COUNTRY & TOWN HOUSE

"You'll see a dramatic improvement"

COSMOPOLITAN BRIDE

"Fabulous"

GRAZIA

"Highly recommend it"

FABULOUS

"Leaves my skin so soft
a baby would be jealous"

DAILY MAIL

"This deluxe VIP facial
gives exceptional results"
Julia Carta, head of beauty for X Factor

FACIAL TREATMENTS

ESSENTIALS FACIAL | 30 minutes

A beautiful welcome to BeautyLab or for clients short on time.

- Ideal introductory facial
- Rejuvenating, deeply hydrating and protecting
- Recommended for all skin types
- Leaves skin refreshed and healthy looking

Our 'taster treatment' combines all the essentials for healthy, soft and radiant skin every day. Skin is left cleansed, polished and beautifully conditioned in just 30 minutes.

Recommended Treatment Price
£30.00 – £45.00

ESSENTIALS STARTER KIT £340 (ex VAT)

Skin Firming Complexion Serum	200ml
Smart Defence Daily Moisturiser SPF20	200ml
Re-energizing Ceramide Mask	200ml
Micropolish Face Rejuvenator	200ml
Foaming Cleanser	500ml
Balancing Toner	500ml
Oil-free Eye Makeup Remover	200ml
Essential Eye & Lip Care	50ml
Mask Activators – Balancing	30ml
Mask Activators – Hydrating	30ml
Mask Activators – Calming	30ml
Balancing Facial Oil	200ml

FACIAL TREATMENTS

ANTI-AGEING FACIAL | 60 minutes

Recommended Treatment Price
£45.00 – £75.00

Perfect for clients with aged or prematurely aged skin.

- Intensely rejuvenating treatment
- Leaves skin lifted and radiant, with a natural, healthy glow
- Combines highly active peptides and natural ingredients
- Also ideal for neck, décolleté and hands

A relaxing treatment that combines advanced formulations and targeted massage techniques to reduce the appearance of fine lines, leaving skin looking and feeling radiant and invigorated. This facial is finished with an application of high performance serum and specialist eye & lip treatments.

ANTI-AGEING STARTER KIT £450 (ex VAT)

Relax Neuropeptide Serum	200ml
Skin Perfecting Moisture Cream	200ml
Micropolish Dermabrasion	200ml
Instant Renewal Eye Complex	50ml
Tripeptide Collagen Lip Plump	15ml
Silk Cleanser	500ml
Hydrating Toner	500ml
Hydrating Mask	200ml
Gentle Eye Makeup Remover	200ml
Hydrating Facial Oil	200ml
Tripeptide Collagen Hand Mask	200ml

FACIAL TREATMENTS

BLACK DIAMOND FACIAL | 75 minutes

Recommended Treatment Price
£90.00 – £125.00

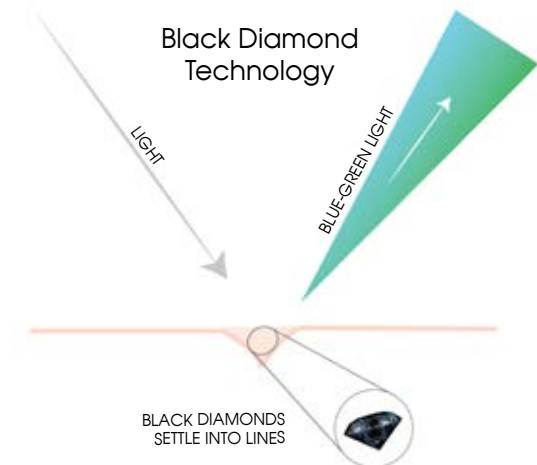
Iconic, luxurious and glamourising, for all skin types.

- Luxurious VIP 'red carpet' treatment – celebrity favourite
- Instant results – Black Diamonds emit blue-green light which creates the illusion of an even surface
- Black Diamonds and precious gemstones energise and illuminate
- Visibly smooths and plumps, reducing fine lines and wrinkles
- Long-term anti-ageing benefits
- Perfect pre-makeup facial – ideal for brides

This facial delivers instant results for 'red carpet ready' skin. The complexion is smoothed and energised with Pyruvic Gel and finished with luxurious Black Diamond Energizing Serum and Moisture Complex, for visibly plumped, illuminated skin.

BLACK DIAMOND STARTER KIT £640 (ex VAT)

Energizing Serum	120ml
Moisture Complex	120ml
Eye Serum	50ml
Peptide Cleanser	500ml
Peptide Toner	500ml
Ruby Mask	120ml
Pearl Dermabrasion	120ml
Pyruvic Wash	500ml
Pyruvic Gel	200ml



FACIAL TREATMENTS

REJUVENATING EYE TREATMENT | 30 minutes

Recommended Treatment Price
£30.00 – £45.00

For clients looking to revitalise and recharge their eye area.

A highly effective eye treatment, using targeted massage techniques and peptides to reduce dark circles, puffiness and deliver visible line softening results. Eyes are left looking bright, youthful and revitalised.

Recommended for all skin types.

PRODUCTS REQUIRED	
Gentle Eye Make Up Remover	200ml
Silk Cleanser	500ml
Hydrating Toner	500ml
Relax Neuropeptide Serum	200ml
Instant Renewal Eye Complex	50ml
Cooling Eye Gel	50ml
Skin Perfecting Moisture Cream	200ml

GLYCOLIC TREATMENTS

GLYCOLIC FACIALS | 45 / 60 minutes

Perfect for clients with concerns such as acne, pigmentation, age spots or dullness.

- Resurfacing treatment
- Smooths and brightens complexion
- Combines Glycolic Acid and Pomegranate Enzyme
- Relieves congestion, pigmentation, age spots and dullness
- Visible results after one treatment
- A six week course delivers cumulative, long lasting results

A unique resurfacing treatment that includes our deeply cleansing Glycopeel to relieve congestion. As clients progress through their treatment course, the Glycolic percentage can be increased to deliver continual, visible improvement. The 60 minute facial includes a glycolic hand treatment.

Recommended Treatment Price

45 minutes | £45.00 – £60.00

60 minutes | £60.00 – £75.00

GLYCOLIC STARTER KIT £395 (ex VAT)

Glycowash 10%	500ml
Glycopeel 10%	200ml
Glycopeel 20%	200ml
Glycopeel 30%	200ml
Prepping Solution	200ml
Clarifying Exfoliator	200ml
Soothing Lotion	200ml
Calming Mask	200ml
Multi-Vitamin Oil	30ml
Cooling Eye Gel	50ml

Intensive Aftercare Protection SPF50	100ml
Oil-free Eye Makeup Remover	200ml
Silk Cleanser	500ml
Balancing Toner	500ml

GLYCOLIC TREATMENTS

GLYCOLIC HAND TREATMENT | 20 minutes

Perfect for clients for whom ageing hands are a concern.

- Targets wrinkles
- Helps to fade blemishes and age spots
- A course of treatments will leave skin looking visibly younger
- Incorporate into a manicure for the ultimate anti-ageing hand treatment

An intensely rejuvenating treatment for hard working hands, which includes an application of BeautyLab Glycopeel for soft, radiant skin.

Recommended Treatment Price
£20.00 – £30.00

GLYCOLIC BACK TREATMENT | 45 minutes

Perfect for clients with oily, problem skin.

- Deep cleansing, decongesting
- Smooths
- Helps to correct problem skin

The ultimate deep cleansing back treatment for problem skin. Includes the BeautyLab Glycopeel to remove impurities and smooth the skin. This treatment is complemented by a relaxing scalp massage.

Recommended Treatment Price
£35.00 – £55.00

BODY TREATMENTS

BODYCARE & BODYCARE DELUXE | 50 / 70 minutes

Perfect for clients who want to sculpt and reshape while maintaining softer, smoother, firmer and healthier looking skin. The Bodycare Deluxe routine includes 20 minutes of targeted massage techniques.

- Smoothing, sculpting and firming
- Age prevention benefits
- Exotic extracts
- Plant and marine derived actives
- Perfect pre-holiday treatment

Recommended Treatment Price

50 minutes | £40.00 – £55.00

70 minutes | £55.00 – £75.00

BODYCARE STARTER KIT £160 (ex VAT)

Skinfirm Body Moisture Serum	500ml
Micropolish Skin Rejuvenator	500ml
Skinfirm BodySculpt Gel	500ml
Intense Moisture Rescue Cream	500ml
Body Oil	500ml
Thermal Body Mineral Mask	500ml

DUAL ANTI-AGEING SYSTEM (DAS)

Overview

- Microcurrent and Oxygen Therapy
- Can perform stand alone treatments or incorporate into other BeautyLab facials
- Compact in size L(26cm) x H(17cm) x W(27cm)
- Lightweight and portable 2.85 kilos
- Touch screen 5.6"
- Easy to follow pre-programmed settings with treatment timing indicator
- Innovative Biofeedback Monitor – measures clients' skin resistance in ohms to calculate the correct treatment voltage and frequency, to ensure the 500 microamps maximum level is not exceeded
- Input Voltage 85-264 VAC
- Compliance Voltage +/- 12 Volts
- Frequency (0.01Hz – 1MHz)
- Delivers immediate and long-lasting results
- 2 year warranty
- Payment plans available



CONTENTS

2 Probes (microcurrent facial treatments)

2 Electro Pads (microcurrent body treatments)

1 Oxygen Delivery System

MICROCURRENT

Benefits

- Softens lines, wrinkles and scars
- Re-educates muscles to lift, firm and tone
- Lymphatic drainage
- Improves complexion and radiance
- Stimulates collagen and cell renewal

How Microcurrent Works

The Dual Anti-Ageing System has a unique true digital wave form technology.

It stimulates the motor nerves and causes the muscles to contract. The contraction is how the microcurrent firms and tones the muscles.

The treatment also works by increasing the ATP (Adenosine Triphosphate) – current research shows that ATP is increased in cells following microcurrent stimulation by as much as 500%. ATP molecules provide energy to the sodium pump. The sodium pump maintains voltage to the human cells, it actively transports metabolites and nutrients into the cell and gets rid of waste by-products.

Increasing ATP improves protein synthesis, oxygen, ion exchange, absorption of nutrients and elimination of waste products.

Injured or aged tissues are deficient in ATP. This is a result of the cells not functioning – microcurrent therapy rejuvenates cells by increasing their energy production, it also allows the body's own natural current to flow freely and aids the healing process.



OXYGEN THERAPY

Benefits

- Promotes collagen production
- Reduces lines and wrinkles
- Restores skin vitality
- Strengthens and stimulates
- Plumps, energises and nourishes
- Increases product penetration to enhance the benefits of active ingredients

How Oxygen Therapy Works

The DAS utilises the properties of zeolite granules to absorb nitrogen from compressed atmospheric air* – producing an oxygen concentration of 80-95%, delivered through a high pressured pump.

Zeolite Technology was invented 35 years ago by scientists and is now being used in hospitals to deliver oxygen care.

Conductive Gel and a range of enhancing serums are available from BeautyLab to be used with the DAS:

- Conductive Gel 500ml
- Hyaluronic Serum 100ml
- Collagen Serum 100ml
- Peptide Serum 100ml

*Atmospheric air consists of approximately 80% nitrogen and 20% oxygen



FAQs

HOW DOES THE BIO-FEEDBACK MONITOR WORK?

According to ohm's law, in order to produce a constant current you need to know the voltage and resistance in that circuit. Our undocked digital converter measures the resistance using a special chip, 16 times a second from the skin. When the probes are in contact with the skin, it measures the resistance in ohms, between the two points and increases or decreases the voltage accordingly. If the frequency is incorrect, it will be rejected by the clients body.

HOW LONG DO THE MICROCURRENT EFFECTS LAST?

Messages are sent from the muscles via the spinal cord to the brain and from the brain back to the muscle, the brain will hold this information for 24-48 hours before it lapses into the old muscle tone. It is important for clients to have at least 2 or 3 treatments evenly throughout the week. After 10 consecutive treatments, the brain will regard the new muscle tone as normal and maintain the results.

DOES THE OXYGEN COMPRESSOR NEED REPLACING?

The zeolite within the canister lasts 5-6 years and will be replaced when serviced. The zeolite is a convenient and safer option than oxygen canisters as these can be highly pressured, dangerous and flammable.

TREATMENT COSTINGS SUMMARY

TREATMENT	CLIENT SKIN TYPE	TREATMENT TIME	RECOMMENDED TREATMENT PRICE	COST PER TREATMENT
Essentials Facial	All Skin Types	30 mins	£30 – £45	£5.24
Anti-ageing Facial	Aged / Prematurely Aged Skin	60 mins	£45 – £75	£6.19
Glycolic Facials	Acne Prone, Pigmented and Dull Skin	45 / 60 mins	£45 – £75	£3.88 – £5.97
Black Diamond Facial	Aged Skin / Glamourising For All Skin Types	75 mins	£90 – £125	£11.60
Bodycare Treatments	All Skin Types	50 / 70 mins	£40 – £75	£2.52 – £4.29
Glycolic Back Treatment	Congested Skin	45 mins	£35 – £55	£5.54
Glycolic Hand Treatment	Targets Blemishes / Age Spots	20 mins	£20 – £30	£2.09
Rejuvenating Eye Treatment	All Skin Types	30 mins	£30 – £45	£2.21

RETAIL PRODUCTS

ESSENTIALS

- Skin Firming Complexion Serum
50ml | RRP £35
- Smart Defence Daily
Moisturiser SPF20
50ml | RRP £29
- Re-energizing Ceramide Mask
50ml | RRP £25
- Micropolish Face Rejuvenator
50ml | RRP £15
- Foaming Cleanser
200ml | RRP £15
- Balancing Toner
200ml | RRP £15
- Oil-free Eye Makeup Remover
100ml | RRP £12
- Essential Eye & Lip Care
15ml | RRP £23

ANTI-AGEING

- Relax Neuropeptide Serum
50ml | RRP £55
- Skin Perfecting Moisture Cream
50ml | RRP £45
- Overnight Repair
Beauty Cream
50ml | RRP £35
- Tripeptide Collagen Neck Cream
50ml | RRP £35
- Tripeptide Collagen Hand Mask
100ml | RRP £28
- Hydrating Mask
50ml | RRP £31
- Micropolish Dermabrasion
50ml | RRP £45
- Silk Cleanser
200ml | RRP £15
- Hydrating Toner
200ml | RRP £15
- Gentle Eye Makeup Remover
100ml | RRP £14
- Instant Renewal Eye Complex
15ml | RRP £28
- Tripeptide Collagen Lip Plump
2ml | RRP £15

BLACK DIAMOND

- Energizing Serum
50ml | RRP £95
- Moisture Complex
50ml | RRP £85
- Cellular Repair Night Cream
50ml | RRP £78
- Ruby Mask
50ml | RRP £68
- Pearl Dermabrasion
50ml | RRP £74
- Peptide Cleanser
200ml | RRP £25
- Peptide Toner
200ml | RRP £25
- Eye Serum
15ml | RRP £60

GLYCOLIC

- Peptide Lightening Complex
50ml | RRP £35
- Lemon Peel Lightening
Concentrate
30ml | RRP £42
- GlycoWash 5%
200ml | RRP £25
- Multi-Vitamin Oil
30ml | RRP £38
- Vitamin C Serum Concentrate
30ml | RRP £25
- Ultra Defence Hydrator SPF50
50ml | RRP £42

BODYCARE

- Body Moisture Serum
200ml | RRP £22
- Micropolish Skin Rejuvenator
200ml | RRP £18
- Velvet Silk Body Wash
200ml | RRP £10
- Skinfirm Bodysculpt Gel
200ml | RRP £28
- Intense Moisture Rescue Cream
200ml | RRP £20

SUPPORT

Your BeautyLab Area Manager, along with our dedicated on-site Marketing and PR team, will support you in driving both treatment and retail sales within your business.

- Seasonally relevant promotions
- Retail incentives
- Point of sale and merchandising – banners, posters, window stickers, shelf talkers and retail displays
- Branded retail materials
- Branded treatment experience – towels, headbands and amenities
- Samples
- Press, competitions and awards
- Social Media

TREATMENT EXPERIENCE



RETAIL PACKAGING



SACHETS



POINT OF SALE



GERRARD INTERNATIONAL | A Beautiful Partnership

Reasons to choose Gerrard International and BeautyLab skincare:

- Family run business established in 1992
- Sole UK distributor of BeautyLab, Jessica and Spongellé
- Owners and manufacturers of Mii cosmetics – makeup, brows and tanning
- Strongest and most extensive national presence in the UK professional market
- Dedicated team of Area Managers, all qualified beauty specialists, to support your business needs – including promotional support, product advice and ongoing educational workshops
- Team of educators providing advanced training in nails, skincare, makeup, tanning, brows and retail selling skills
- Award winning customer support – 5 times winner of the coveted Professional Beauty 'Best Customer Care' Award and now in the hall of fame
- Talented onsite marketing, design and PR team with extensive experience in events management, advertising, promotional activity, social media, merchandising and much more.



Mandy Cook
Sales Director



Lisa Gerrard
Managing Director



Susan Gerrard
Chairman



Danielle Gerrard
International Distribution



Paul Gerrard
Brand Communications



NNC House, 47 Theobald Street,
Borehamwood, Herts, WD6 4RT

UK: 0345 217 1360

International: +44 (0) 208 381 7793

info@gerrardinternational.com

www.gerrardinternational.com

member of the 



[beautylablondonuk](https://www.facebook.com/beautylablondonuk)



[beautylablondon](https://twitter.com/beautylablondon)



[beautylab_london](https://www.instagram.com/beautylab_london)

part of the Gerrard International family

Professional
GELeration™
Soak-Off Gel Polish

JESSICA®

Phēnom.

kissed
by *Mi*

b r ô w
by *Mi*

Mi

SPONGELLÉ.

BEAUTYLAB
LONDON