



Juice letter – September 2005

Moving on Up



By the time you will have read this newsletter Pulsar would have moved offices

to the most scenic settings of Hathersage, located right next to the spot where Kiera Knightly filmed her latest flick, *Pride and Prejudice*. Yes, Mr. Darcy, we are expanding and our new premises provide us with the resources to hold small events and seminars such as training days.

New address: Unit 6b, Hathersage Park, Heather Lane, Hathersage, Hope Valley, S32 1DP. Tel: 01433 659900.

Speaking of which, we are due to hold a PR training day on Monday 17 October 2005. Led by Juliet Francis of Juice PR, the course will be the opportunity to discover how marketing would benefit your salon. It will also show you the work and skills involved to make your PR efforts work for you and how to implement a PR campaign. You will be provided with a comprehensive media guide for you to take back to your salons as a reference tool.

Camera, Lights, Action.....



Turn on your TV and watch Jade Goody setting up her own beauty salon as part of a Living TV docusoap. During the filming process, our very own Kathryn Danzey was brought in to advise Jade about setting up in the beauty business whilst Jade was excited at the prospect of installing our revenue-share based innovation into her new salon, proving she has the brains as well as the braun!

Watch Living TV every Monday from 9pm.



Our Own Star has arrived!

Our new offices will also be host to our new Administration Assistant, Trisha xxxxxx. As part of the Pulsar team, Trisha will be fielding your calls and requests and basically ensure that Pulsar continues to run smoothly. Please be nice!

From John O' Groats....

The Pulsar fever is travelling fast, reaching as further afield as Scotland where we have just signed up 2 new franchisee businesses to ensure salons in the North and South of Scotland are receiving the best machine in the beauty market, Pulsar.

New Franchisees are as follows:

Gunn Projects Ltd

David Nelson

T: 0131 561 1412

Areas covered: Edinburgh and Fife

Smooth Image Ltd

Alastair and Angela Wilken

T: 01224 622409

Areas covered: North Scotland

A Worthy Cause



Pulsar Treatments are building relationships with a support group called Ovacome to increase awareness about Ovarian Cancer. With just under 7,000 women diagnosed each year over 4,000 of those will die from the disease due to late detection and lack of awareness. Pulsar has recently pledged £300 to sponsor Wendy Walker who took part in the Bupa Great North Run with the aim of raising awareness of the charity. The married mother of 2 children went on to raise over £1,000 and finished her race in just over 2 hours. Pulsar will be setting up a national campaign to support the aims of Ovacome in the near future and we will be calling on all salon managers to support the cause by participating in planned activities. **What will you Ovacome?**



Are you registered?



It will soon become difficult for salons to generate good business with advanced professional techniques and machines without being Healthcare Commissioned.

Pulsar has teamed up with The Healthcare Commission Authority to provide you with a first class hand-holding service for registration. To give you a simple overview:

- We breakdown the work into manageable tasks
- We carry out all paperwork on your behalf
- We organise a core of Knowledge Training with the Laser Protection Advisor
- We have negotiated a Core of Knowledge knock down price of £20 instead of £160
- We provide you with a Core of Knowledge Certificate on completion and full registration



Our top trainer and new business development manager, Sue Scholes recently undertook Core of Knowledge training and is certain that the Pulsar hand-holding service has made it easier and quicker than ever before. So don't delay any longer and call Pulsar to guide you through the red tape.

Training Dates

If you haven't done so already, book onto one of our training days.

Hair Removal Training

Aberdeen – 9 October 2005

Edinburgh – 10 October 2005

New Head office – 31 October 2005

New Head office – 14 November 2005

Skin Training

New Head office – 21 November 2005

For more information or to contact customer services on any of the issues contained within this newsletter. Please call Pulsar IPL on: 01433 659900