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## Award winner makes new move



Winning Best Spa Runner Up in the 2007/08 NZ Beauty Industry Awards was a high point of last year but that hasn't made owner Jude Luke rest on her laurels.

She recently opened a retail shop in the front part of the salon, incorporating the reception area into the retail side and restructuring the existing reception into a Serenity-waiting area for clients.

This has been a long realised dream for Jude, who says, "I have been waiting for the lease on the shop in the front to expire for five years so we could develop it. This happened at the end of 2007 and we now have an amazing retail boutique. Our clients can see us clearly from the street frontage, which has made a huge difference to our general foot traffic, and to salon business. It means clients can just stop in and purchase a product very easily in between treatments. Changing the entrance to the spa through the shop and up the stairs behind the Serenity Room has also created a lovely ambience, which many of our clients have commented on."

Jude has also just gained exclusive rights to the Anastasia Beverly Hills range of brow products. Anastasia Soare is classed as "the definitive brow expert," and has achieved "icon" status among Hollywood's elite. Her Beverly Hills

salon is a virtual temple to the perfectly arched eyebrow, with celebrity clients such as Jennifer Lopez, Renee Zellweger, Debra Messing, Oprah Winfrey, Reese Witherspoon and Naomi Campbell, among others.

Having always been a firm believer in the adage that "eyebrows frame the face," Jude is delighted to be distributing the range. "Brows are such an important part of a woman's look and these products make the perfect arch so easily achievable by anyone."

Anastasia is a quick and effortless way to achieve the perfect brow. There is a choice of colours and templates for the perfect eyebrow shape, and it will hide any grey or blonde hair.

Jude was keen to stock the range due to the 1940s Marlene Dietrich thin look line which was popular for many years but which left the brows in a very depleted growth state, as well as for clients with illnesses who have lost their brows completely and find it hard to draw a matching set of brows.

It is a very quick application and with the use of the gel, brows will stay in place all day.

Jude's next goal is to set up a brow bar within her retail shop.

For more information on Anastasia visit [www.theelementspa.co.nz](http://www.theelementspa.co.nz)



### Celebrity Brows by ANASTASIA

Referred to as "the definitive brow expert" Anastasia Soare has groomed some of the most perfect brows in Hollywood from Jennifer Lopez, Renee Zellweger and Naomi Campbell, to Elle MacPherson, Penelope Cruz and Sharon Stone. The Anastasia Beverly Hills brow range is now available exclusively in New Zealand through The Elements Medi-Spa. This exclusive collection delivers the same sense of style, elegance and expertise that has elevated Anastasia to the leading authority on brows and beauty.

Contact: The Elements Medi-Spa and Beauty  
09 480 7563



### Inika Lands in New Zealand

New to New Zealand is the Inika range. Perfect for women with skin conditions such as acne and rosacea but who are also extremely fashion savvy. Inika has an amazing range of vibrant eye shadows. It is 100% certified vegan and 100% cruelty-free and Inika buys back its carbon emissions so it is kind to the earth. Whether sunning yourself with bronzer, creating flawless radiant skin, sexy smouldering eyes, lustrously shaded lips or just a tender flushing of the cheeks, Inika has you covered!

Contact: Inika 07 575 7797, [lbroomy@inika.com.au](mailto:lbroomy@inika.com.au) or [www.inika.com.au](http://www.inika.com.au)

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