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Professional BEAUTY

JAN•FEB 2022 THE BIBLE OF THE BEAUTY INDUSTRY

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THE AUSTRALIAN BEAUTY EDGE

**How it can boost
your business**

SYNERGIE SKIN
CLEAN SCIENCE

the SCULPTING SOLUTION

It's a New Year and clients are ready to honour their health resolutions. Top of the list is toning up. **Anita Quade** chats to **Danielle Raballo** – CUTERA Product and Clinical Manager about the salon device truBody by truSculpt about boosting your bottom line.



Tell us who is a candidate for truBody?

"Anyone who is looking to address stubborn pockets of fat and tone and strengthen muscles."

What are the main goals of clients?

"Most clients want to have a more toned silhouette."

How long has this treatment been offered in salons/clinics?

"The New truBody treatment consisting of a 15min truSculpt iD treatment for fat pockets and a 15min truFlex + treatment for muscle tone launched in November 2021."

It seems so efficient with a 15 minute time frame to offer results – what are some other advantages of this machine?

"The truSculpt iD can also reduce the fat pocket on the submentum (under chin) and the truSculpt flex has seen amazing reduction in lower back pain and helping to rehabilitate after injury."

Can you explain how the machine targets sculpting goals?

"The truBody treatments give an average of 24% fat loss and 30% increase in muscle mass."

How many sessions are needed for this?

"Typically, clients will commit to 1 session of truSculpt iD and 4 sessions of truSculpt flex +, but of course you can have more depending on your goals."

Tell us about the incredible results you have witnessed?

"I have seen the most amazing transformations.... from more defined arms (my personal results are amazing) to really toned abs, ballerina shaped legs, and a great booty lift....I have also been treating a client that has had substantial muscle wastage in her thigh after a recent accident, and her surgeon

is amazed at the muscle growth we have been able to achieve."

How long does it take to see the results?

"Results from the truBody treatment are assessed at 12 weeks...but most clients report seeing reduction of the fat pocket and muscle definition about four weeks after."

How affordable is it for salon owners to purchase?

"It's two individual systems. truSculpt flex and truSculpt ID however the pair can be purchased at a bundle price. For more information visit cuteraanz.com and schedule a meeting to speak with one of our Area Sales Managers."

Are there any payment options for salons interested in purchasing this device?

"For payment options please speak with one of our Area Sales Managers."

What is the best way for clients to maximise the use of the machine?

"The return-on-investment potential is extremely high. When purchasing either or both devices you also get assigned a dedicated account manager who will work alongside you and your team to ensure you are getting the most out of your new purchase. Further to this it also comes with a 90-day social media plan to assist in promoting your new devices." ■

www.cuteraanz.com

