



A new

IPSWICH-based beauty business Image Salon had a good year in 2012. Not only did the salon win Best Independent Business in the I Love Ipswich awards, but it moved to new premises within the town, and has recently won in the Best Salon category of the Professional Beauty Awards 2013.

It was a long road to get to the finals, says owner Sue Carter. "We had to put a proposal together, then had mystery shoppers, and a tester came in to have lots of treatments.

"The main focus of our proposal was that we don't have VIPs. In this industry you're meant to have VIP clients and some list their top 10 clients, but my philosophy is that all our clients are VIPs. We have some who come once a week and some once a month, but they are all equally important."

One of the most exciting aspects for Sue of the past year must be Image's move to larger premises on Foundation Street, where there is over six times the space.

Sue has lavished the new salon with designer touches and created a colour scheme and style that makes the interior calming and luxurious.

Pale hues cover the walls, accented by tasteful floral wall art. Mellow music pipes through the two floors and mood lighting sets an ambient tone

Each of the rooms has soft lighting and features from painted wooden floors to exposed bricks and original fireplaces.

These are mingled with new touches, from an LED colour-changing lighting scheme on the





image for *salon*

first floor, to the infrared heaters which look like mirrors.

On the ground floor, alongside a treatment room for disabled users, there is a spray tan room, a nail bar and a group treatment space.

Upstairs are more treatment rooms and a unique pedicure area, designed by Sue, with an oversized padded booth to seat two clients side by side – an ideal spot for a girly treat with a friend.

SIGNATURE TREAT

Image Salon's signature treatment is IBD (Image Brow Definition) which will give brides perfectly groomed brows for their big day. The treatment includes plucking, threading, shaping, cutting, tweezing, a tint and powder application.

HEN AND PAMPER PARTIES

A major part of the renovation works at the new Image Salon building was the creation of a group treatment room, with the business now boasting one of the biggest such facilities in the county.

The private, soundproofed space, which has an iPod docking system so you can take along your favourite tunes, will comfortably accommodate 10 and be decked out with candles and bean bags.

There's space for a few treatment tables to be set up at once and, with access to a

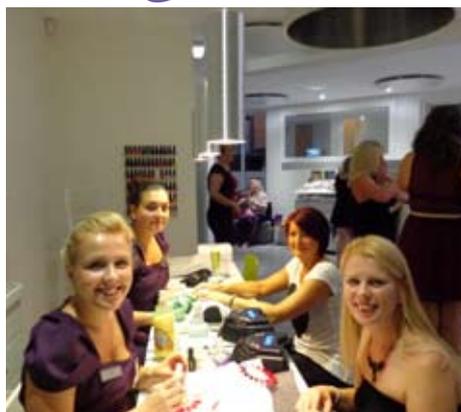


Photo: CLAUDIA GANNON

private roof terrace in warmer weather (free when you book the pamper room), ladies waiting to be treated can relax in the sun.

Brides and hens are free to bring their own drinks and refreshments, or Sue can arrange a great rate with local restaurant Alaturka, which serves authentic Turkish cuisine.

Packages include Out on the Town, which at £45 per person includes a make over, Gelish on hands and a toe shape and paint – the ideal treatment before you hit the bars.

And then there's Relax and Glow (£35pp) which includes two 30 minute treatments, from back or Indian head massage to an express facial or express manicure.

Tailor-made packages are available.

THE JOYS OF GELISH

You may have heard of Gelish but have you tried it yet?

"I would just like to thank the Image team for the fabulous pamper party I had for my birthday in September. Sue told me about the idea and I thought it would be a great opportunity to get the girls together to have some treatments whilst sipping champagne and nibbling on the fantastic food that Alaturka provided for us (which was arranged by Image) It was absolutely delicious and delivered to the salon for us! Perfect! We all had a great evening, we were able to bring our own drink along and the Image girls had glasses ready for us to use so that we could enjoy a drink whilst being pampered. Once our treatments were complete we headed into town to celebrate some more! I would definitely recommend pamper parties at Image. They are just perfect for Birthday's or hen parties or any girlie get together! The Image team were really accommodating and friendly and the treatments were superb as always. Thanks to all of the girls that looked after us, it was a really fun well organised evening, you were all fab! I will certainly be doing this again and will highly recommend your Pamper parties to everyone!"

Zoe Cutting

This remarkable treatment really does what it says on the tin, and offers around three weeks of chip-proof, smudge-proof nail cover.

There's no flaking off when you rummage in your handbag, and it won't peel. This longevity, combined with the rainbow of colours available, makes Gelish the perfect solution for brides who want their nails to last through the wedding and onto the honeymoon.

After shaping and buffing the nails to create a sticking surface, a layer of base coat is applied and cured under a UV light for 60 seconds.

Two layers of colour and a top coat are then applied, with a 'curing' between each layer.

After a final slick of cuticle cream you're good to go, with glossy, smooth nails that will last and last.

Our favourite colours are: Light Elegant, Bashful, June Bride and Go Girl.

Image Salon is open from 8am to 8pm Monday to Friday, from 8pm to 5pm on Saturdays and from 10am to 4pm on Sundays.

■ Evening openings for hen parties can be arranged.

■ Visit www.imagesalon.co.uk where you can book online and find out more about the treatments available.