



PLANET

BEAUTY

MAGAZINE

02
ISSUE

*Nadia
Jordaan*

FAT FREEZING!

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QUIZ

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“EVERY ENTREPRENEURIAL WOMAN IS DESERVING OF SUCCESS”



Nadia Jordaan, Owner and Founder of Inner Goddess Beauty Artistry, tells us about her journey and growth within the Aesthetic and Beauty Industry.

At a young age Nadia, showed her entrepreneurial skills, by making jewelry to sell to members of the church, friends and family.

Although she loves what she is doing now, she didn't start in the beauty industry. Later in life, when she started focusing on her career as an Entrepreneur and business owner; her first attempt was with selling Kiya Jenna Cosmetics, and while she made good money it was not successful.

Gram @innergoddess.official



Her second attempt was an events company, doing parties and events, which eventually also died down. She however did not give up on her dream to be a successful entrepreneur.

Nadia strongly believes in following the path God sets for her and started working for renaissance wealth management, learning about investments, and business. While working she started studying part time with Planet Beauty Dermatological Training Academy SA to get certified.

“With Inner Goddess it was a very hard road” says Nadia, explaining that she started the company while she was still working for Renaissance wealth management. After hours she went door to door, starting with friends, family, and clients. She started an online Instagram page where people started to reach out about the treatments she offered.

She bought her Microneedling pen and facial equipment after getting certified, with a traveling bed, that she took from house to house to do her treatments. “It was hard, but this was my passion, so I did not mind working 24/7, this is what I did.” With a full time job, studies, she continued working to build up her business.

After a few months her Husband told her that they are going to move to Cape Town. Living on a Farm in Alberton, they had many break-ins, and bad experiences, and it was time for a better life. So packing up everything they moved.

Without knowing anyone, no clients, Nadia had to start all over. Although it was scary, Nadia believed in the plan that God had for her life and in a year she went from renting a booth to opening her first shop in Soet Emporium and within 8 months thereafter she now has her own Salon where Inner Goddess Beauty Artistry has found its home.

“It’s been growing, I am very excited for what’s coming, and I’m very blessed.”

Nadia also announced the launch of her secondary business LTD – Limited, which is a Scrub line, providing Scrubs for both the medical, aesthetic and beauty industry. Looking professional while feeling good about what you do.

Any last words to other woman who wish to start their own business?

“Being and inspiration to each and every woman, young or old, it’s never too late to start. Anything is possible, I have tried and tried before I was successful. know that if you put in the hard work and

push forward into the dream that you have, YOU can do it!”

Nadia also manages the Planet Beauty Training Academy Cape Town Branch and has been awarded the Western Cape Division Entrepreneur of the year 2023.

**Treatment available at
Inner Goddess Beauty Artistry:**

Microneedling, Advanced Microneedling: Scar, Stretchmark’s, Pigmentation, Anti-Aging, Acne treatments, Radio Frequency, Waxing, Henna Brows, Brow and Lash lamination, Sunbed, Sauna Detox, Lipo laser, Cavitation, Anti Cellulite Treatments, Fat Freezing, lemon Bottle slimming, Hair growth programs.

You can visit her website at
www.ingsalon.com or
www.ltd-edition.co.za for
their complete scrub range!





Planet Beauty

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- *Large pores
- *Discoloration

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Book Now





FREEZING THE FAT AWAY

Why “Diets” don’t work.

If diets really worked, the 72 billion industry would collapse overnight as there would be no repeat customers.

Understanding how the body works will help you to understand how you can help your clients on their weight loss journey. The Medulla situated just above the brain stem controls the body’s “animal instincts” such as Hunger, Survival, Fight or Flight etc. While the prefrontal cortex keeps those instincts in check.

As humans, we have conscious thought, thus we can decide when we eat and when not to, however when this tends to get out of hand, the mind/body will force the body to act in its best interest to stay alive.

When the mind/body feels starved / deprived “dieting” it will start to store food nutrients as it does not know when its next meal will be. “Dieting” forces you to restrict food intake, limiting calories, carbs etc., forcing the body to use its own fat reserves as energy to function. However when these reserves run low the body will force itself to “binge eat” to resupply the reserves to prevent starvation. The Medulla’s job is to ensure that the body stays alive.



Thus, on a thought/emotional level we binge eat due to excessive hunger/cravings then feel guilty for doing so, then starts the whole process again by starving the body in the hopes of losing weight/reducing fat, effectively creating yo-yo dieting without lasting results.

“Diets” give you a list of forbidden foods which eventually forces you to crave those specific foods “you are not allowed to eat”. Instead, change the way you eat. Focus on healthy foods, veggies, fruits, grains, legumes. Eating more healthy foods will crowd out unhealthy foods without making the body feel deprived.

How can you help the body when eating healthy is not enough?

First let's take a look at the area of the body that we want to target with weight loss.

The Subcutaneous layer also known as Adipose tissue (Fat layer of the skin) ranges from 1.60mm to 25.24mm in males and 3.40mm to 25.20mm in females. It insulates the body to regulate temperature, protect muscles and bones and acts as a passageway for nerve and blood vessels from the dermis to the muscles and consists of loose connective tissue.

When the subcutaneous layer becomes too thin it increases the risk of skin injury and reduces the body's ability to maintain a healthy body temperature causing hypothermia in colder weather due to the body having less natural insulation.

Breaking down excess fat cells.

Depending on the distribution of fat in various parts of the body, obesity can be divided into two types: Abdominal and Buttock obesity.

Abdominal obesity also known as Central obesity has an accumulation of fat within the abdominal area (male obesity, visceral obesity and apple obesity) while hip fat is mainly deposited in the buttocks and legs known as non-oriented obesity.



Cryolipolysis more commonly known as Fat Freezing is used in areas of the body where fat deposits underneath the skin are not responding to exercise or healthy eating. According to the FDA, areas that can be treated with Cryolipolysis are: Chin, Upper arms, inner and outer thighs, abdomen, hips, love handles, upper back, lower back, underneath buttocks.

How are fat cells destroyed?

Adipose tissue is more easily destroyed by colder temperatures, thus making them more susceptible to damage at lower temperatures. The cold temperatures cause injury to the adipose tissue causing an inflammatory response by the body resulting in the death of the fat cell. The body's immune system then gets rid of the dead cells and debris from the body via the lymphatic system.

Results from Fat Freezing

Clients can see up to a 24cm overall loss after 4 sessions with a total of 15-28% fat loss visible 4 months after the initial treatments. Some clients might require more sessions depending on the fat tissue distribution.

Results are not immediate as damaged cells are gradually removed from the body and can take 3-6 months to achieve optimal

results. Fat freezing also does not prevent weight gain as new cells can deposit adipose tissue if the client does not change their lifestyle habits.

Fat freezing can also be combined with Cavitation (which assists with cellulite) Cavitation uses an ultrasonic vibration to break down fat cells into liquid form. Broken fat cells are taken through the liver to be excreted by the body as waste via the urine.

Now that the fat cells are broken down and excreted by the body as waste, Radio Frequency can be used to tighten the skin of the affected area, allowing for a slimmer more toned look.

Fat freezing as a treatment is not intended to replace healthy eating habits and regular exercise, however is used to rid the body of stubborn fat that does not respond to these weight loss methods.

Cryolipolysis treatments are to be performed by trained therapists and can be done as an outpatient procedure as no numbing or surgery is required.

Speak to your local therapist for more information on whether you are a candidate for the Fat Freezing Procedure

by Mary-Ann Botma
Head of Training Planet Beauty



SKINCARE QUIZ!

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IT'S NEW. IT'S REVOLUTIONARY, AND IT'S TAKING THE AESTHETIC INDUSTRY BY STORM!



What is this new treatment?

Let's introduce you to E.R.M Fusion Therapy. A new revolutionary combination Anti-Aging treatment using EMS, RF & High pressure Mesotherapy to treat and boosts the skins self-healing processes without the use of needles or surgery. Once Machine with 3 treatment modalities all in ONE.

What is E.R.M Fusion?

As mentioned above, E.R.M Fusion uses EMS, RF and Mesotherapy in one treatment. So let's break it down for you.

EMS is the workout your face deserves. Our bodies produce electric pulses that are responsible for muscle movement. When our muscles start to lose their ability to function, it can lead to sagging and wrinkled skin.

EMS (Electro Muscle Stimulation) mimics these impulses to assist with toning muscle structures in the face. Think of this as Skin Gym for your face, where every muscle is getting a workout resulting in a toned, tighter and smoother looking skin. The benefits are immediate and have no down time.

How it works!

For your muscles to stay toned, they need to be kept active. Previously treatments such as facial massage and Face Yoga were used with results showing over a longer period of time. With the EMS function your facial muscles get an intense workout helping your body to increase its ATP output (Adenosine Triphosphate)

The ATP chemical released by the body promotes muscle function, enhances muscle strength, increasing cell turnover, cell metabolism as well as increasing blood circulation while supporting the lymphatic system to help flush toxins from the skin.

Radio Frequency (RF) generated an electromagnetic wave that interacts with the neo muscular structure of the skin, penetrating to the subcutaneous layer of the skin, creating a catalyst of internal heat. This process leads to skin tightening, firmness as well as promoting an overall glow and brightening of the skin.

While RF treatments boost collagen production within the layers of the skin, it does not cause a superficial burn/damage to the upper layers of the epidermis. The lifting effect combined with EMS effectively treats areas such as the Brows, Jowls, Crow's feet, under eyes and turkey neck. Results are visible within 2 sessions.

Depending on the elasticity loss and collagen degradation your client has will determine the amount of sessions your client needs.

High Frequency Mesotherapy is a treatment method developed in France to introduce meso booster serums, nutrients and hyaluronic acid into the deeper layers of the skin to promote new cell growth, collagen production and microcirculation within the skin, faster than a normal Microneedling treatment.

Science behind E.R.M Fusion

The 3 in 1 EMS, RF and High Frequency Mesotherapy treatment uses a crystal microchip with multiple pins to deliver serum, nutrients and essential minerals and vitamins to the subcutaneous layers without damaging the skin. With wispy needles the Micro crystal chip head penetrates into the cuticle, opening micro channels into the epidermal layer to assists with hydration and rejuvenation of the skin.

This innovative technology improved the mesoinjector function and replaced it with the high pressure meso gun apparatus for a more effective delivery system, along with muscle stimulation and skin tightening.



Why Choose E.R.M Fusion?

- 30min Procedure
- Lifts and tones skin
- Decreased sagging
- Increased wrinkle reduction
- Smooth Glowing skin
- Meso serums target specific
 - Pigmentation
 - Hydration
 - Collagen production
 - Hair Growth stimulation

What you would be paying for this treatment?

Depending on the amount of sessions you need, you can expect to pay a minimum of R950 per session. Sessions can be booked 2 weeks apart.

Are there Contra-Indications to Consider?

As with any treatment, there are some contra-indications to consider. Make sure that you speak to your therapists about any medical or skin conditions you might have or if you are pregnant or breastfeeding.

Conclusion

When you understand how the aging process begins you can understand how to reverse the signs of aging. Each client, each individual will have their own preference of which treatment they feel works the best for them, and that is absolutely okay. However when the skin gets to a stage that it plateau's, the results are equal to the amount of effort taken to reverse the signs of aging.

There are many treatments in the industry that promise instant results, with a large price tag attached to it. E.R.M Fusion is a low cost effective treatment, delivering results without breaking the bank. Focusing not only on the portion of the skin that everyone sees, but works within the layers, through the Subcutaneous right up to the muscles of the face, taking Anti-Aging treatments to a whole other level.

***No Needles, No Surgery, No Downtime!
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Presented by Mary-Ann Botma Head of Training Planet Beauty



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MARINA STRAUSS

From the bustling stages of major festivals to the tranquil sanctuaries of aesthetic treatment rooms. Marina Strauss is a force to be reckoned with. Marina's journey began amidst the glitz and glamour of the entertainment world, where she showcased her vocal talents in a renowned three-part girl band.

Yet it was her inherent passion for skincare and wellness, coupled with her heartfelt desires to uplift others, that led her to craft a unique space – Cavaliah Aesthetics – where inner beauty meets outer radiance.

Marina's approach to aesthetics transcends the superficial. A believer in holistic care, she delves deep to understand the root of each individual's skin and wellness concerns, integrating insights from lifestyle, habits and nutrition.

Her commitment to her craft is evident in every glowing testimony, every rekindled confidence, and every transformation that unfolds under her deft hands.

"I am a firm believer than one should invest in yourself, because if you look and feel good, you will do good. For me personally it is not changing your appearance, but simply enhancing your natural beauty that is already there."



You can find all treatments and products that Cavaliah Aesthetics offers at www.cavaliah.com, Instagram @cavaliah and Cavaliah Aesthetics on Facebook.

Collagen Retail Price – R500 (one month supply) – This delicious berry flavoured collagen supplement is packed with essential nutrients to support the body as a whole.

You can order your collagen or book a treatment by visiting www.cavaliah.com or by simply contacting Marina on 082 491 2664

COLLAGEN DRINKABLE POWDER



www.cavaliah.com
Marina Strauss - 082 491 2664

360g

TREATMENTS

- MICRONEEDLING
- FIBROBLAST PLASMA
- PRP - VAMPIRE FACIAL
- HYDRA FRACTIONAL MESOTHERAPY
- DERMAPLANING
- CHEMICAL PEEL
- LED LIGHT THERAPY
- BOTOX AND DERMAL FILLERS



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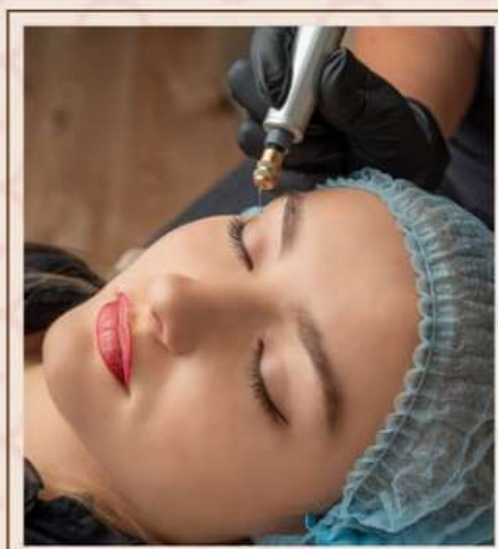
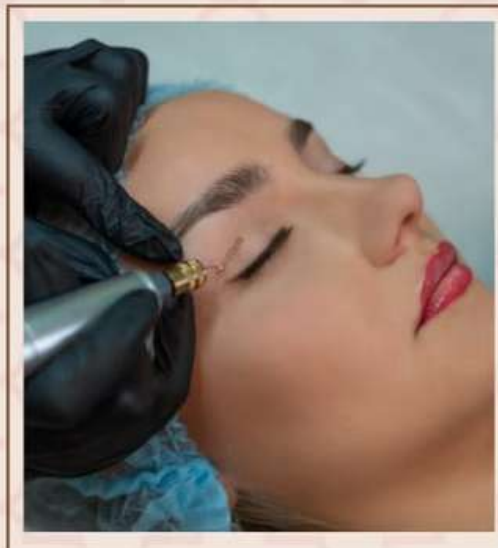
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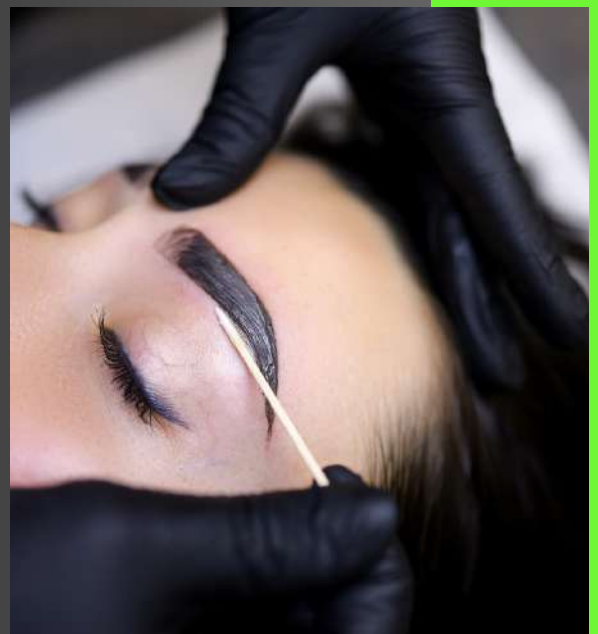
Opportunities for growth are situations where you can advance in your career. The main way to grow as a professional is to find ways to improve your skills and applicable knowledge.

At Planet Beauty Dermatological Training Academy SA, we strive to provide you with the opportunity to not only build your career but assist you in gaining the skills to grow and achieve.

We all come to a stage in our lives where we are looking for the next best thing, the latest trend that can give us the boost that we need to build our portfolio, However unless we take the leap we will never know if “this” is what we needed to succeed.

We offer courses that range from beginner to advanced, from Beauty, Aesthetics and Laser that ranges from 1-3 days. Our courses can also be done via our Online Live Zoom sessions if traveling is not possible. With Branches in PE, CPT, PTA, GP and Vereeniging, you are sure to find a location that will be able to accommodate your lessons.

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BRAZILIAN BLOWOUT



PRODUCTS



TOOLS



Applicator Brush



Hair Clips



Cape



Nitrile
Gloves



Fine tooth
Comb



Round Boar
Bristle Brush



Flat Iron



Hair dryer

1 CLEANSE



Deep Cleansing shampoo removes build up & impurities.

- Wet hair with warm water.
- Apply a small amount on hair.
- Gently massage into the scalp for 1-2min.
- Repeat if necessary and rinse with warm water.
- Blow dry hair until it is about 80 % dry.

2 DIVIDE HAIR



Divide Hair into 4 sections

- Start from the base of the head and work your way to the top.

3 APPLICATION



- Start with a 1/4 to 1/2 inch section from one of the back quadrants at the base of the head (section size will vary depending on hair density)
- Using the applicator brush, apply the solution on the section and comb it through hair, working from roots to ends.
- Apply solution directly to roots-NOT the scalp.
- Leave solution on for 10-20 minutes.

NOTE:YOU MUST WEAR GLOVES AT ALL TIMES.

4 BLOW DRY



Blow dry hair as sleek and smooth as possible and 100% dry.

- Use the round Boar Bristle Brush.
- Medium heat.
- Use as much tension as possible.
- DO NOT use metal or ceramic brush.
- Blow dry at least 2 inches away from the hair, DO NOT blow dry directly into the brush.

5 FLAT IRON



THIS SEALS THE PRODUCT INTO THE HAIR

- Flat iron in 1/2 inch sections on average.
 - Use a minimum temp of 210° for damaged & chemically treated hair. and 230° for natural curly hair.
 - Flat iron hair from roots to ends using the same tension and pressure all the way down to the shaft, easing up through the ends.
 - Flat iron each section at least 6-7 to seal in the treatment.
 - Leave on for 48 - 72 hours before step 6.**
- FOR CUSTOMIZATION, PLEASE SEE BACK.

6 RINSING



COMPLETELY RINSE SOLUTION FROM HAIR after 48-72 hours

- Use warm water , Rinsing for 1-2 minutes.
- DO NOT shampoo.

7 APPLY DEEP CONDITIONING MASK



THIS COMPLETES & PRESERVES THE TREATMENT.

- Shake thoroughly to mix product.
- Divide Hair into 4 sections.
- Using the applicator brush, apply the solution on the section and comb it through hair, working from roots to ends.
- Leave on for 5 minutes.



8 RINSE AND STYLE

BRAZILIAN BLOWOUT

MAINTAINING CURL

OR WAVE PATTERN

- Wash your hair with Deep Cleanse Shampoo
- Thicker sections: Use a flat iron temperature of 190°C
- Less passes: Pass over each section 4-5 times.
- Use less tension.

CUSTOMIZATION

SMOOTH, SLEEK

APPEARANCE

- Wash your hair with Deep Cleanse Shampoo.
- Thinner sections: Flat iron in 1/4 inch sections.
- Zero elevation during the flat iron stage.
- More passes: 7 or more passes, especially at the base/root area.
- Use more tension.

MAINTENANCE

AFTERCARE ESSENTIALS

Brazilian Blowout Hair Care is a sulfate-free aftercare product specifically designed to prolong the effects of the Brazilian Blowout Treatment.

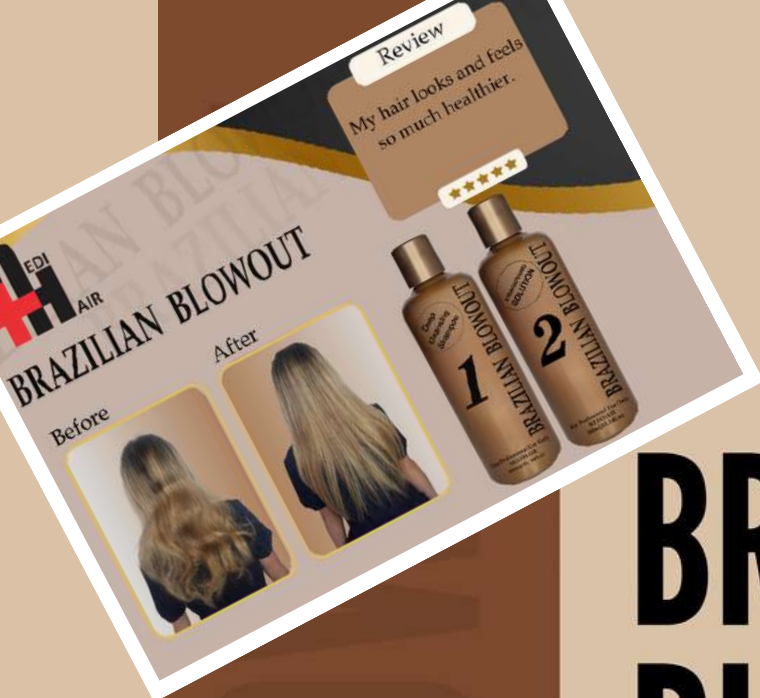
Brazilian Blowout Keratin Shampoo and Conditioner



Enhance and maintain your Brazilian Blowout with our sulfate-free Keratin shampoo and conditioner. Keep your hair smooth, frizz-free, and nourished. Experience salon-fresh results.

For more information on all of our styling products visit www.medihairstyling.co.za

BRAZILIAN BLOWOUT



BRAZILIAN BLOWOUT

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THE CRUCIAL ROLE OF ENTREPRENEURSHIP IN SOUTH AFRICA

By Riaan AG Beeslaar

In South Africa's vibrant economic landscape, entrepreneurship emerges as a powerful thread, weaving together innovation, job creation, and economic resilience. The importance of starting your own business in South Africa cannot be overstated, as it not only transforms individual lives but also plays a pivotal role in shaping the nation's future.

One of the key reasons why entrepreneurship is vital in South Africa lies in its ability to empower individuals. Starting a business offers an avenue for self-expression, allowing aspiring entrepreneurs to turn their passion and ideas into tangible ventures. The entrepreneurial spirit, when

harnessed effectively, becomes a catalyst for personal and professional growth, fostering a sense of ownership and independence.

South Africa faces persistent challenges in unemployment, particularly among the youth. Entrepreneurship serves as a potent antidote to this issue, as new businesses generate employment opportunities and contribute to economic inclusivity. Small and medium enterprises (SMEs) are known for their agility, often becoming engines of job creation that can adapt swiftly to changing market conditions.

Entrepreneurial endeavors are breeding grounds for innovation, driving South Africa towards a more dynamic and competitive economy. From tech start-ups to eco-friendly initiatives, the diversity of entrepreneurial ventures showcases the nation's capacity for creative problem-solving. By fostering an environment that encourages innovation, entrepreneurship becomes a cornerstone in building a resilient economy capable of navigating global challenges.

In the face of economic uncertainties, the diversity brought about by a robust entrepreneurial ecosystem provides a buffer against external shocks.

Entrepreneurial ventures contribute to a diversified economy, reducing dependence on traditional sectors and enhancing overall economic resilience. This diversification not only insulates the nation from the impact of global economic downturns but also positions South Africa as a player in emerging industries.

To truly harness the potential of entrepreneurship, it is essential for South Africa to create an enabling environment for aspiring business owners. This involves streamlining bureaucratic processes, providing access to funding and resources, and fostering a culture that celebrates risk-taking and innovation. Government initiatives, private sector partnerships, and educational programs play crucial roles in nurturing a thriving entrepreneurial ecosystem.



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NOT FINAL;
FAILURE IS NOT
FATAL: IT IS THE
COURAGE TO
CONTINUE THAT
COUNTS.”**

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