

Four Seasons and Lumière Eliminate Slow Season

To help salons diversify their offerings and preempt the traditional slow season slump, Four Seasons has established an exclusive distributorship with the industry leader in skin rejuvenation treatments, Lumière Excel Light Thérapie. Using a combination of red and infrared light, the Lumière Excel reduces pore size, improves skin tone and texture, gives a vibrant, healthier looking skin and reduces periorbital wrinkles.

WHAT IS THE SCIENCE BEHIND THE LUMIÈRE EXCEL?

The Lumière Excel works by emitting red light at 633 nm that is absorbed by the mitochondria of the cell, which stimulates collagen production. Because it now features two lights in one head, the Lumière Excel is easily switched to an 830 nm near infrared light that stimulates a deeper level of cell activity.

With specially formulated topical skin care products called photoceuticals, the Lumière Excel delivers facial rejuvenation services once only reserved for the medical profession. Now salons can dramatically reduce the cost of delivery through automa-

tion and profit as a low-cost provider of "affordable-premium" facial rejuvenation services.

WHAT ARE YOU HEARING FROM SALONS THAT ARE CURRENTLY USING THE SYSTEM? Feedback is exciting. One salon added more than 125 memberships in only eight weeks after introducing Lumière services and has since added a second Lumière set to accommodate demand. Another salon boasts an 18 percent increase in revenue over the last year after adding the Lumière Excel.

WHAT SETS LUMIÈRE EXCEL APART FROM ITS COMPETITION?

Unlike other light-based skin rejuvenation products, Lumière Excel Light Thérapie has a strong medical heritage, and its effectiveness is backed by solid clinical evidence. It was developed specifically for the tanning market by Phototherapeutics, Inc., a veteran in the medical industry for its Omnilux medical, a device used by physicians worldwide for applications including skin cancer, acne, periorbital wrinkles, wound healing, pain management and psoriasis.

I added the Lumière to one of my tanning stores that I have had for 22 years and all the members just love it. Adding this type of service to my tanning stores has increased my revenue year round even during this recession, and it cost almost nothing to run.

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For more information on how to boost your business with Lumière Excel Light Thérapie, call Four Seasons at 800-325-2769 ext. 2146.