

# The perfect A to Z pedicure

*From setting the scene to delivering a spa-like experience, follow this expert power list to maximise your foot care menu*

## **a** CREATE THE RIGHT AMBIENCE

The importance of setting the right scene for your pedicure services shouldn't be underestimated. "Privacy and comfort are essential so clients can reach a deep state of relaxation," says Claire Stokes, training manager for B Line. "The mood can be enhanced by using products with a signature fragrance, such as B Line's Lavender and Geranium. Offer the fragrance oil as retail for clients so they can replicate the experience at home."

## **c** CALL ON THE EXPERTS

If there's a problem you can't deal with in the salon, refer clients to a medically trained foot care specialist. "Foot care should be more than just cosmetic and address the client's overall long term health," says Dabbs.



## **b** FILE BEFORE SOAKING

Contrary to popular belief, top foot care experts recommend filing the feet dry before they are soaked. "My best tip is to always file the feet when they are bone dry because damp skin can disguise problem areas so the process won't be as effective after a soak," says top chiropodist Margaret Dabbs, who founded her namesake foot care range and pioneered the Medical Pedicure (*Margaret Dabbs Foot File; Tel: 0207 487 5510, Leighton Denny Foot File Tel: 0845 8620 515*).

## **d** MAKE IT DECADENT

Luxurious extras – such as paraffin wax masks and heated booties – can help turn an ordinary pedicure into a decadent spa-like experience. "Not only will this help the skin absorb products, but it will also ease tension in the feet and feel warm and comfortable," says Lee Moore, educator and event session tech for Lena White. "And for those clients who suffer from arthritis – it will help alleviate the ache for a while."

## **e** DON'T SCRIMP ON EXTRAS

"Offer fruit teas or a juice cocktail to complement your pedicures," suggests Mica Pinczuk, national sales and education director for Super Nail and Beauty. "These extras will upgrade the treatment to a spa experience, providing a full sensory treatment."



## **g** OFFER SOAK-OFF GEL

Capitalise on the growing demand for soak-off gel by offering it as an add-on service. Bio Sculpture was the original innovator of the 'everlasting polish' phenomenon and offers a huge selection of soak-off gel shades alongside a full manicure and pedicure range (*Tel: 0845 331 2347 Biosculpture.co.uk*). Alternatively, Nail Harmony's gel-polish line Gelish delivers chip-free nail colour for a fortnight with convenient application and speedy soak-off (*Tel: 0800 014 8300 Nailharmonyuk.com*).



## **f** DON'T FORGET THE FLIP-FLOPS

A pedicurist's worst nightmare is the busy client who forgets their flip-flops. Stock up on disposable slippers and add the cost to their final bill.



# PEDICURES

## h RECOMMEND HOME CARE

Maximise the results of every pedicure by encouraging clients to maintain their feet at home. "Retail a pumice stone to every client and advise them to slough away any build-up of hard skin when having a bath," says Nubar educator Emma-Jayne Fryatt. "They can then smother in Nubar's Kanne Latte Foot Butter and pop some cosy socks on for a DIY deep moisture treatment."

## k MOISTURE IS KEY

Put nourishing products at the centre of every pedicure for maximum results. "As the soles of the feet do not have sebaceous glands, the skin can become dry and dehydrated, so keeping them moisturised is essential," says Pinczuk. "A foot mask is a good addition to a pedicure for extra hydration. Try Qtica Moisture Mask, which is full of antioxidants and regenerating ingredients, to provide a super hydrating treatment." (Tel: 01753 573 423 [Supernail.co.uk](http://Supernail.co.uk)).



## n GET INTO NAIL ART

When it comes to nail art, most clients tend to be more adventurous on their toes than on their hands. So hone in on your team's creativity to heighten the appeal of your pedicure services. "Offering either foils wraps like Minx, designs created using CND Shellac or even crystals is a great way of accessorising the feet, adding extra revenue to your pedicures and setting you salon apart from a regular service," says CND education ambassador Justine Crick.

## i INVEST IN THE BEST PRODUCTS

While technique is perhaps the most important, investing in the best products for the job is essential for providing a superior pedicure. "The quality of the products you use really shows in the end result," says Dabbs. "It's important to choose products that not only pamper but offer long term, prolonged results. It's about fixing the problem, not disguising it."



## j

### JUSTIFY A HIGHER PRICE TAG

Don't under value your pedicure services – offer the best and charge your clients accordingly.

## l LEARN TO EARN

"Mastering the ancient art of massage will transform an ordinary pedicure into something special," says Samantha Watkinson, director of education for Louella Belle. "Learning the basic principles of acupressure, Shiatsu, Reflexology and Swedish massage and drawing on elements from all of these will help you master the perfect touch for your client."

## m PERFECT YOUR MASSAGE TECHNIQUE

For many clients, the massage is the most memorable part of the pedicure – so perfecting technique is vital. "The purpose of massage is to help the client relax," says Watkinson. "Apply plenty of pressure to avoid tickling and don't forget to warm the massage medium in your hands before you start."



## o MEET OBJECTIVES

Ensuring you meet every client's pedicure objectives is essential to maintain repeat custom. "Carry out a thorough consultation and find out what your client wants from the treatment," says Nubar educator Belinda Price. "They may want the hard skin on her feet removing or French and can't do it themselves. Meeting your client's objectives will keep them coming back."

## p AIM FOR PERFECTION

"A pedicure will never look beautiful unless the toes are given a tidy frame," says Nail Harmony's Georgie Smedley. "This means using excellent tools to ensure the cuticle work is absolutely precise. There should be no hang nails or dry cuticles and the nail fold surrounding the nail plate should be neat without any breaks or tears. This makes painting much easier and you will achieve smoother lines around the edges giving that airbrushed look."

# PEDICURES

## q GET QUIRKY

Don't be afraid to step outside the box and create your own unique pedicure service.

Most of the industry's best salons and spas offer their own signature treatments and adapting a protocol to suit your own brand will give your salon a real point of difference.



## offer COMFORTABLE SEATING

Don't underestimate the appeal of a hi-tech pedicure throne. This Pedispa chair features a whirlpool foot spa, electronically adjustable seat and pivoting arms for easy access to the client (£2,325 + VAT; Tel: 01282 619 977 Rem.co.uk).

## v VARIETY IS THE SPICE OF LIFE

A salon's menu should offer a variety of pedicure services to cater for each client's needs and affordability. "Start with a basic mini pedicure encompassing just a soak, shape and polish alongside a full pedicure service," recommends training solutions educator Rachel Gribble. "Then add some luxury options using high-end products and treatments such as scrubs and masks, paraffin wax treatments, hot towels or heated booties."

## w WORK ON THE CUTICLES

Ensure every pedicure client leaves with beautiful feet by paying special attention to the cuticles. Nail Harmony UK's Georgie Smedley says: "Cuticle work should always be carried out after the feet have been soaked, therefore softening the skin to enable cuticles to be efficiently removed."

## y PROMOTE THE YEAR-ROUND PEDI

While clients traditionally book foot treatments around spring, revising your menu to ensure it's an appealing service throughout the year will help keep your techs and pedicure thrones busy.

## r FOCUS ON RELAXATION

Add a stress-relieving pedicure to your menu for busy men and women alike using spa-inspired products containing soothing essential oils. Newly launched in the UK, US brand Gena offers a range of foot relaxing saviours such as its Lavender Foot Soak and Lavender and Mint Foot Scrub (RRP from £12.95; Tel: 0844 800 9397 Louellabelle.co.uk). Meanwhile, Aveda's Stress Fix Soaking Salts will help relax the client while preparing their skin and nails (Tel: 0870 034 2380 Aveda.co.uk).



## t KEEP UP WITH TRENDS

"Accent big toes with the current 3D trend using studs, coloured gemstones and glitter," says celebrity nail technician Andrea Fulerton, who's consumer range is sold across Superdrug stores nationwide.

## u UP-SELL TO EVERY CLIENT

Don't be afraid to up sell. "A pedicure is a great treatment to add gel polish to," says Price. "It will give extra wear ability and shine and your client can put their socks and boots straight back on. Better still, it's a few pounds more in the till and a service clients re-book for. If it's for a special occasion, suggest Gelicure glitters for a super smooth, shiny finish."

## x MAKE IT EXCITING

Hunt out the latest gadgets and devices to give your pedicures the edge over competitors. The Jessica Nail Care machine, which comes with six separate attachments, delivers outstanding results on



cuticles, nail beds and callouses for a super-smooth finish every time (£87.50 + VAT; Tel: 0845 217 1360).



## z FIND THE PERFECT ZEN

Give clients a zen-like experience using decadent products. Jessica's Zen Spa range is the ideal luxe pedicure accompaniment (from £4.19 + VAT; Tel: 0845 217 1360).