

## Feng Shui



Create an environment conducive to relaxation.

## I need my space

Lauren Esplin

Feng Shui is an ancient Chinese system of aesthetics believed to use the laws of Heaven and Earth to improve life via positive *Qi* or energy.

Many believe the theory is a heap of mumbo-jumbo. But as a business owner, you have to ask yourself whether you can really afford to be a Feng Shui skeptic?

The truth is, numerous psychological and scientific studies have supported the theory that spatial elements can impact behaviour.

Elements such as colour, light, object placement and noise are believed to cause humans to respond in certain ways. For example, the colour blue is said to relieve stress as well as improve concentration and memory. This is because blue has a relaxing effect on muscles and causes the heart to beat slower.

This theory also has historical empirical backing. In the 1950s, prize-winning biologist and doctor Jonas Salk, was working on a cure for polio in a dark basement

laboratory in Pittsburgh. Progress was slow, so to clear his head, Salk traveled to Assisi, Italy. He spent time there in a 13th-century monastery, ambling amid its columns and cloistered courtyards. Suddenly, Salk found himself awash in new insights, including the one that would lead to his successful polio vaccine. Salk was convinced

**“Numerous studies have supported the theory that spatial elements can impact behaviour”**

he had drawn his inspiration from the contemplative setting. He came to believe strongly in a space's ability to influence the mind.

If a successful use of spatial elements can inspire the creation of a vaccine for polio, imagine what it could do for your beauty salon or spa?

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## industrynews

### Ella Rouge owners win business award

Manel and Ali Hammoud from Ella Rouge, Australia's most reputable beauty chain with more than 20 skin bars and stores, have taken out Ethnic Business Award's Initiative Award.

This enterprising pair, who escaped the civil war in Lebanon, started the business while caring for two children under the age of two.

### Ella Bache College Open Day

Ella Bache has announced its next College Open Days will be held on 10 and 12 December this year.

The college claims for over 45 years its graduates have been the most highly sought after therapists in the beauty industry.

The open days will provide the opportunity to tour the new campus, receive information on becoming a beauty therapist and explore the range of career opportunities available.

### New company takes a unique approach

Unique Cosmetics of Switzerland is a new Swiss cosmetic brand which sells its anti-aging product line exclusively online, reducing distribution and marketing costs and offering a discount of up to 75%.

The business has also implemented an Affiliate program by developing partnerships with women's associations and private charitable foundations.

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## Little Black Beauty Book

Editor's un-biased favourites

### THE PERFECT POUT

SLA's ecological and organic pulpy gloss is ideal for creating the perfect pout this summer. My favourite shade is nude lips, but there is also fruity petal and pearled raspberry to choose from.

The gloss feels deeply moisturising and is not sticky. This is very important if you are anything like me and hate ending up with half your hair attached to your lips, after even the slightest breeze passes by.

SLA Creation is a professional and natural cosmetic line offering quality products to professional make-up artists and the public alike.



RRP \$33.70

## Feng Shui your beauty salon to success



Liz Wiggins

*Is your beauty business performing to its full potential? How does the space you're in and the way you lay it out impact your performance? Feng Shui expert, [Liz Wiggins](#), explains how you can use a space to its full potential.*

Your beauty salon or spa should be a sanctuary for clients. It should be a space where they feel both comfortable and inspired.

The space you're in should support the clients as well as the business. It should allow clients to unwind, relax and enjoy their time as well as support the business' ability to make money.

Not all buildings can be Feng Shui perfect. But there are things you can do to enhance the space and ensure customers feel at ease the minute they walk in the door. The best place to start is at the entrance, which is most important in regards to wealth, according to Feng Shui philosophy.

I have a few tips regarding the entrance that will encourage more energy into the business and therefore more opportunities.

The Feng Shui of your main entrance is regarded as the mouth of your space, and is a place of



Your salon should be a sanctuary for clients to feel comfortable and inspired, says Liz Wiggins.

transition between the outside and the inside.

Your main entrance should have an area in which the *Qi*, or energy, can gather and settle before entering your salon or spa. This area is called the *Ming Tang* or the 'bright hall'.

The *Ming Tang* can be either outside or at the entrance of the business. Ideally, a *Ming Tang* should be open and unobstructed so that *Qi* can enter smoothly.

The *Ming Tang* should also be a well-defined area where *Qi* has a chance to circulate before entering the space. According to Feng Shui, *Qi* will find it difficult to enter

a salon or spa with a cramped or cluttered entrance, leading to missed opportunities.

Firstly, it is best if there is nothing in direct alignment with the door such as a tree, telegraph pole or T-junction, as this can invite *Sha Qi* or negative energy into the business. *Sha Qi* may cause misfortune to the occupants. The further away an object is the less impact it will have.

Also, your main door should always open inwards, into a wide space, to invite *Qi* and therefore opportunities. You should use wide leaved plants in the entry area as this will help entice the

energy into the building.

Similarly, beautiful artwork is always admired and can dramatically impact the energy in a space. Make sure any artwork signifies what it is you are trying to attract into the business.

You may have read that water

***“Not all buildings can be Feng Shui perfect. But there are things you can do to enhance the space and ensure customers feel at ease the minute they walk in the door.”***

features are prosperous. This is not always correct, as it depends on the distribution of energy, and whether or not the unseen energies will benefit from the water. Be very careful placing water features as they could activate negative energies. So if you put a water feature in place and begin to notice challenges in your finances – remove it!

Lastly, details are very important. Play music, but ensure there is nothing playing that may offend or agitate the client. Also, smells can affect the energy. Use essential oils to create positive energy.

Creating a more harmonious and positive space is a sure way to improve the success of your business in 2010.

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