



Dawn Beck - Clinic Director

Dawns Beauty Salon in Stoke-On-Trent is ran by the highly experienced aesthetic practitioner, Dawn Beck. Dawn has over 16 years experience using IPL technology and is thrilled with the results of Lynton's Luminette Advanced system.

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### What was it that inspired the range of treatments you offer?

After dealing with the problems, anxieties and embarrassment of unwanted hair and thread veins I wanted to help my clients remove their hair and veins quicker and more effectively than needle electrolysis. I can now treat unwanted hair, thread veins and pigmentation which is such a bonus.

### What Lynton equipment do you use at your clinic?

My name is Dawn Beck, I have owned my own salon for 32 years, constantly adding to our list of treatments and upgrading and improving the products we use. I have been using IPL treatments for 16 years but just over a year ago I invested in a Lynton Luminette Advance and I have been thrilled with the results.

### And are you happy with the clinical results you achieve?

My clients have been amazed at the results, finding it quicker and the fact that I can assist with so many of the problems is wonderful for them and gives me a greater sense of job satisfaction. Client satisfaction is paramount to me in my salon. I can give so many clients the results they wanted helping them to feel so much better about themselves.

### Why did you choose Lynton as your aesthetic technology supplier?

Having decided to upgrade my machine, I spent a lot of time investigating different companies, Lynton came up top all the time. Then purely by accident I met two therapists who had used Lynton and they highly recommended I use them too. It was evident that they are an experienced award-winning company. The level of training was in depth, the promotional material was very useful, the back-up, which I find crucial has been very professional. I have found the aftercare package invaluable, knowing any problems can be sorted quickly and efficiently gives peace of mind. I was very happy to see the Luminette Advance and the combinations of the treatments was exactly what I wanted, allowing me to increase my portfolio.

### What advice would you give to a clinic considering laser or IPL?

I have found adding IPL treatments took my salon to a different level. It has brought many new clients to the salon and my existing clients were so happy to be able to have such a specialised treatment here. Some hadn't heard of the treatments and we were able to help and advise which led to them telling friends etc. After deciding to invest in the treatment, I was still apprehensive about the expense and training, but I have never looked back, and I will always have an IPL machine in my salon.

The IPL paid for itself surprisingly quickly and I have continued to have a constant stream of new clients either for hair removal, thread vein treatment or pigmentation and age spot removal. The important key decisions are to use an experienced company with excellent equipment, like Lynton and keep your salon professional and reputable.