

After almost 7 weeks of skin clinics across the country in forced closure, dermaiduals reveal how they have been working behind the scenes to support their clinic owners and employees. Quickly pivoting to online education, training, mentoring and being a hotline for their clinic partners questions and concerns, co-founders Simone Vescio and Reika Roberts are ensuring their clinic partnerships are on the front foot and ready to reopen their doors, as soon as the announcement is made. Simone Vescio, dermaiduals CEO says, "With over 180 of our clinic partners closed in Australia alone, we have adapted our team and roles to support and address the ongoing concerns and help needed from our clinic partners. Everyone's roles have changed, with the priority being, let's get everyone equipped and ready to come out of this stronger than they were before, including us!" To support their clinic partners and prepare for them to reopen, the dermaiduals team have provided all of their clinics with: Their new online education derma platform to ensure that all planned training goes ahead as planned A discount rescue package with 7.5% off to enable clinics to refill their cupboards to be able to provide at-home treatment packages for their clients Free webinars with special guest educators including Lizzie Robertson from Elizabeth Jean Branding Virtual consultation education for therapists to support them to support their client's skins Home facial regimes for consumers, which have helped to boost retail sales Blue heart campaign to show which clinics are open for retail sales and door to door deliveries Continuing to not allow online sales, so clinics can retain their relationships & sales with their customers Virtual VIP events Broader online education by the Australasian Academy of Corneotherapy which is open to all therapists across Australia and New Zealand with the next two events scheduled for the 18th of May and the 17th of August. They are also excited to announce that they have created an opening order for potential dermaiduals partners. The offer will provide retail stock for COVID-19 conditions, with up to a 30% saving on professional stock once doors have been re-opened for professional treatments, while their microneedling device EXCEED is also currently 15% off. "We all know we will get through these challenging times. The planning, steps and actions we are taking now will determine our ability to bounce back and set a path for success in the future. Bring on 2021!" said Simone. About dermaiduals: Made with pure, natural ingredients, all dermaiduals products are free from emulsifiers, preservatives, fragrances, mineral oils, silicones, dyes and amines, so you can be sure there are no nasties in your skin care routine. dermaiduals is now available in over 300 clinics across Australia and New Zealand. The range now includes cleansers, serums, face and body moisturisers, and bespoke mineral makeup. [www.dermaiduals.com.au](http://www.dermaiduals.com.au)

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