

DESTINATIONSKIN NAMED BEST EMPLOYER 2009

DestinationSkin clinics win the main prize at the Olive awards for the second year running

DestinationSkin was named the Best Employer in the spa/salon industry at the Olive Awards for the second year running achieving a spectacular satisfaction rating of 84%.

Ella Tracey, CEO of DestinationSkin, said: "We are incredibly excited and highly delighted to win the prestigious Olive Award for the second year running. We really are! To be recognised as the best employer within the beauty, spa and fitness industry is an amazing achievement for a company which is still developing, growing and evolving. We are all having such a great time creating a company that every team member can be proud to work for and it's fantastic to hear that feedback from every member of the team."

The Olive Awards objectively measure employee satisfaction across key business areas and are based on ratings derived from the employees themselves. DestinationSkin won after achieving a whopping 84% satisfaction rating, up by 11% on last year.

"Last year's Olive Awards helped us to understand the aspects of their jobs that the team were really enjoying and which areas we needed to focus on and improve. The Olive Awards feedback and statistics were invaluable in helping us understand where to invest our precious resources. Personal Development was a key area - in answer to that we launched The Talent Academy - a year long internationally recognized business diploma which combines home study, case studies, management shadowing and idea presentation to the Board. Our Class of 2009 are currently working through the curriculum, enjoying the learning process and implementing new skills within their existing roles.

For others, we supported them in finding external training - such as teacher training courses and supported them financially and with flexible working. And across the whole company, the implementation of personal development plans with clear objectives and monthly reviews is our most powerful tool of ensuring everyone improves their competence, their confidence and their client service skills and is fully supported.

Every day we try to make working for DestinationSkin a fun and rewarding experience - we passionately believe that if the DS team is happy then our clients will be too. Last year we doubled our sales, quadrupled our customer database, achieved a 98% client satisfaction rating in independent customer research and we have now achieved an 84% staff satisfaction rating in The Olive Awards. These statistics prove that what we experience everyday in our clinics is true, DestinationSkin and, the newly launched, DestinationSlim is a great place to work and attracts the very best talent in the industry." added Ms Tracey.

For more information about the Olive Awards, please visit www.theoliveawards.com

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EDITOR'S NOTE:

DestinationSkin offers a wide range of the latest proven non-surgical treatments for younger looking skin and smoother clearer complexions, provided by expert consultants in modern, comfortable high street locations. Laser, IPL, infrared and injectable technologies are used for a wide range of treatments including laser hair removal; infrared skin tightening; red and blue vein removal; skin imperfections removal; acne and problem skin treatment; sun damage and age spots removal; wrinkle relaxing injections; skin fillers; non-surgical face lifts; anti-ageing collagen boosters; microdermabrasion, skin peels and resurfacing. DestinationSkin also offers the latest and some exclusive pharmaceutical based skin care and cosmetic products, available in the clinics and online at DestinationSkin.com

DestinationSkin currently has 10 clinics nationwide, from Belfast and Manchester to Bristol and Southampton, all located in premium high street locations. It is already trading successfully in five flagship House of Fraser stores, and following the opening of the new Westfield clinic, it is planning a further rollout with the House of Fraser.

For more information, contact Ewa Czapracka on 0845 125 8425 or visit www.DestinationSkin.com