# **Impressions**

# Durocher Enterprises How to Hire a Championship Team & Keep Them Loyal Forever

# **Creating Loyalty**

Most of you would probably agree that recruiting, interviewing and retaining staff are among the most challenging aspects of your work lives. Now Bryan Durocher, president of Durocher Enterprises, a full-

service salon education, consulting and public relations firm, has put his years of experience to work creating the CD, How to Hire a Championship Team & Keep Them Loyal Forever. A few of the many topics covered include:

- · Learning to identify the ideal team member
- Where to find potential candidates (even in places you'd least expect!)
- Mastering the interview process in three steps
- Discovering the essential structures needed to ensure consistent performance

For more information call 305/667-5870.



# Sanitary Sponges

Fear of cross-contamination is an ongoing concern for both spa owners and spa-goers. Fortunately Qosmedix, a global supplier of skin, bath and spa products, is dedicated to keeping your products bacteria-free. The company's PVA Foam Sea Sponges, which can be used for personal hygiene and cosmetic application, simulate the shape and porosity of a natural sea sponge without supporting the growth of bacteria or mold. The sponges are durable enough to be machine washable but gentle enough for use on soft facial skin. Available in two stock sizes-10 cm x 6 cm and 6 cm x 3 cm—the sponges can also be ordered in custom sizes and colors. For more information call 631/242-3270, e-mail info@gosmedix.com or circle 176 on the Reader Service Card.

# **Before and After**

Long-term skin treatments often leave clients frustrated as they fail to see the gradual reduction of their skin imperfections during the course of the treatment series. Now you can keep your clients apprised of their continued progress with the **Dermacam camera from** 

Video Systems Group. The tiny camera offers 30 X to 140 X magnification to capture micro details of skin and hair conditions. But unlike traditional cameras, the Dermacam includes a video cable that connects to any PC, offering crisp, clear, high-resolution photos that can be saved to your computer to create before-and-after folders for individual clients. For more information call 866/646-3001 or visit www.dermacam.com.