

THE RATIONALE® REVIEW

ISSUE 15 – OCTOBER 2018

“We’re not interested in the tears of a Tibetan yak.”

It was Richard Parker who uttered those (now immortal) words in late September at our Wellness event in Sydney. While his words were met by a collective giggle, Parker was explaining RATIONALE’s reputation for proven efficacy in an industry that is often subjected to faddish ingredients touting themselves as the next big thing in the world of skincare. (Though really, don’t the results speak for themselves?)

Framed by a larger discussion around Topical Skin Nutrition, our Wellness event also called upon Chiza Westcarr and her proficiency in the subject of gut health (“I call the skin a barometer for internal health”) and covered discussion points around the role of diet in the treatment of skin concerns and the rise of ‘beauty’ supplements. The forum also provided a terrific educational platform for our RATIONALE Clients, press and influencers, and highlighted the expertise of RATIONALE and our Agency network. It’s a timely reminder that our growing RATIONALE business (and legion of cult Clients) would not have been possible without you, our Agency partners.

On that note, this month’s profile piece features Dr Nina Wines from Northern Sydney Dermatology, while RATIONALE National Education Manager, Sarah Noonan, talks through the importance of investing in Treatments and fostering life-long Client relationships in your Clinic space. We also take you inside Richard Parker’s talk on Innovations in Cosmeceutical Science at the CCR Conference in London—and much more.

We hope you enjoy the issue.

Amy, Ali, Vy and The RATIONALE Team



MEET THE TEAM

Ben White

Finance Manager



What is your role at RATIONALE?

I’m Finance Manager at RATIONALE. My role includes managing all the regulatory compliance matters of the business, operational cash flow and funding, financial analysis and leading any of our projects from a finance point of view.

What motivates you?

I consider myself an ‘all in’ person with anything I set my mind to, and fully dedicate myself to my role—and the success of the business. It might sound clichéd but I like to go ‘above and beyond.’ This means that I tend to approach my role (and its ensuing challenges, projects, etc.) as if the business were my own; what would this decision mean to me personally? Equally motivating is seeing the growth potential of this great Australian business and showing the world how amazing and talented our researchers, scientists and product developers are.

What are two main areas that are important to focus on?

Firstly, the professional and personal development of my team, and helping them to achieve their career goals and aspirations within RATIONALE. I literally can’t do my job without them, their dedication

and support. The more they grow and flourish individually, the more we do as a team. Secondly, accountability and attention to detail. Being in Finance, there are some large and really important numbers that fly around. Being available to my colleagues, attentive with my work, and measured and considered in my decision making are really important in ensuring our exciting plans for the future are supported and executed effectively to allow the business to succeed.

What's been the biggest highlight to date?

Since I joined RATIONALE, I've been on the project team that has successfully taken our Flagship portfolio from seven to 12 Clinics with the opening of Doncaster, Canberra, Rosebery, Pacific Fair and Balmain.

And what's been your biggest insight since joining RATIONALE?

Not all products are made equally. The importance of the delivery system and formulation is what sets RATIONALE products apart from the rest.

What's the best piece of advice you've received and how do you apply this to your role?

When I was 5, my parents taught me that "manners will take you everywhere in life, Ben." It's never let me down. Treating people with respect, courtesy and integrity has always been a rule I've lived by, and I believe it's how we build and foster the trusted relationships we need in professional and personal life to succeed.



IN CONVERSATION WITH

Dr Nina Wines

Northern Sydney Dermatology

What areas of interest or skin conditions are you passionate about?

All aspects of skin fascinate me. I love how almost every internal disease has a skin presentation. It's very individualistic, too, as your skin holds its own distinctive history. It comes with a unique set of concerns based on your genetics, lifestyle and amount of sun exposure. Having been a Dermatologist for 16 years, I've treated people at all ages and stages from teenagers with cystic acne to pregnant mothers suffering from rashes, to people inhibited by their scars. I specialise in medical, laser and cosmetic dermatology and have a particular interest in skin cancer, rosacea, acne scarring and pregnancy dermatology. My treatments centre on a core belief: it's not my job to make people look younger; I want to make them feel the best and healthiest they can for their age and skin type. I wholeheartedly subscribe to that theory that beauty is ageless!

What active complex has been the most transformational for your patient's skin?

Nicotinamide (via Vitamin B3) has been shown in clinical trials to have a protective effect against damage caused by UV radiation and to reduce the rate of certain skin cancers. Trials of nicotinamide in patients with previous non-melanoma skin cancer demonstrate a reduction in skin dryness, sun spots (15%) and basal cell carcinoma and squamous cell carcinoma (23%).

What skin conditions do you see a majority of and what is your plan of action in treating these?

Acne, rosacea and anti-ageing. Treatment is individualised but

generally excellent results are seen with a combination of medical treatment, laser and long-term effective skincare.

In your opinion, what's the most recent, game changing industry innovation?

Fractionated laser technology has transformed the effectiveness of laser resurfacing. It remains the greatest laser innovation of this decade. The role of Picosecond laser is gradually gaining momentum.

What's the best piece of advice you ever received?

Plan in decades. Think in years. Work in months. Live in days. The secret to a happy life revolves around the 30-40 small choices you make every day.

What is the one piece of advice you always give to your patients?

Age gracefully. Don't try to look younger, just look best for your age.

What has been the highlight of your career?

Feeling purposeful when you see a difference has been made to someone's life.

Can you offer any new insights or learnings you've noticed in your practice recently?

People are understanding the importance of inner health and contentment as well as outer health.

RATIONALE EDUCATION

Transformational Treatments and the 80/20 Rule.

By Sarah Noonan, National Education Manager



THE RATIONALE BEHIND THIS OFT-QUOTED RATIO

We know our RATIONALE Clients are well versed in all things health and wellbeing, understanding that optimal vitality relies on 80 per cent nutrition and 20 per cent fitness.

The formula for glowing skin is not dissimilar: Long-term luminosity = 80 per cent daily skin nutrition delivered in the form of a ritualistic skincare prescription + 20 per cent as professional-dose actives delivered in an intensive and comprehensive treatment plan. Or to borrow a fitness analogy, you wouldn't run a marathon without training first, right?

This type of comprehensive skincare prescription is greater than the sum of its parts; neither element is as effective without the other.

Emily from our Woollahra Flagship Clinic articulates this beautifully to her Clients: "You do most of the heavy lifting with your at-home prescription. This kind of daily dedication allows me to achieve amplified results for you in Clinic." She also explains the significance of regularly scheduled professional Treatments. "The best results are seen when we tailor a Client's prescription to include in-clinic treatments every four weeks," says Emily. "This falls in line with the skin's natural cell turnover rate to further optimise results."

BEGINNING THE TREATMENT PLAN—AND CREATING A CLIENT FOR LIFE

The RATIONALE Skin Consultation is unquestionably the best place to begin a bespoke prescription. From this point, regular Skin Reviews can both ensure Client compliance and offer opportunities to reassess prescriptions and treatment plans as concerns alleviate and skin transforms.

The key in building this Client relationship is patience.

As Richard Parker recently explained to our Flagship teams: "At RATIONALE, you gain Clients for life—take your time in treating their skin!" What's the rush? A tailored, ongoing treatment plan allows for the careful curation of professional-strength actives that work to accelerate cellular change within the skin via an intensive dose of Acids and Antioxidants.

Our Enzyme Reactivators are the perfect example. We teach our therapists to prescribe these for the skin as it presents on the day, using caution and conservatism—not simply progressing in strength for progression's sake. This vital difference in how we work with skin identical Hydroxy Acids means skin is being boosted to function at its best, and we can assure luminosity for Clients upon leaving the Clinic.

In this instance, the 80 per cent at-home preparation requires RATIONALE Catalyst Serum as a prerequisite in order to safely step onto the 20 per cent 'boot-camp' Treatment using Enzyme Reactivators in Clinic.

Another pertinent example: RATIONALE Immunologist Serum provides the skin with a powerful dose of daily immune-boosting B Vitamins.

RATIONALE Vitamin B Complex Mask correlates with this homecare prescription by inundating the skin with a blend of B-Group Vitamins designed to calm and clarify with astonishing immediacy.

Furthermore, our Dermatology Clinics find RATIONALE Facial Treatments complement and augment results achieved from medical procedures and modalities alike, ensuring skin bounces back to optimal health with minimal downtime.

Our signature facial Treatment suite includes:

RATIONALE EPINOVA PHOTOSONIC FACIAL: 90mins.
Complexion Couture.

Delivering unprecedented luminosity—and unparalleled luxury—the **RATIONALE EpiNova PhotoSonic Facial** is our most bespoke Treatment innovation. Skin is refined with Gommage resurfacing, youth enzymes reactivated with tailored Hydroxy Acids, and Antioxidants are infused deep within the skin. Supercharged with the power of healing touch, a massage complements LED Light Therapy to achieve our trademark RATIONALE luminosity in the most luxurious possible way.

RATIONALE PHOTOGENIC FACIAL: 60mins.
Epidermal Enlightenment.

Fortifying for the most sensitive and the most solar-damaged skin, the **RATIONALE PhotoGenic Facial** is our signature strengthening Treatment innovation, and is designed to stabilise the skin armouring it with vigour and vitality. A gentle Gommage helps achieve complexion perfection while high-potency Antioxidants work to calm and clarify the skin, leaving it visibly soft and supple. Relaxing pressure-point massage with LED Light Therapy induces both relaxation and radiance.

RATIONALE ENZYME REACTIVATION TREATMENT:
Light-speed Luminosity.

Our express Treatment option, the **RATIONALE Enzyme Reactivation Treatment** is designed to accelerate targeted results for those lacking both time and luminosity. Designed to reactivate vital youth enzymes deep within the skin, potent professional-dose Hydroxy Acids work in synergy with LED Light Therapy to restore ultimate skin radiance and rejuvenation.

Once your Clients begin seeing radiant results at home, in-clinic treatments can take their skin to the next level by offering not only the power of professional concentrations and modalities but also the reassurance of therapist touch combined with skin expertise – something simply unachievable at home.

PRO TIP:

Prescribing treatment elements just as you do skincare actives can empower you to effortlessly set up long-term treatment plans. This is achieved by educating your Client on the importance of both prescriptions and plans: 80 per cent of time and energy invested in their skin is accounted for daily; the other 20 per cent is accounted for by securing their spot in the treatment bed.

BUSINESS UPDATE

Richard Parker presents The Ritual of **RATIONALE** at the CCR Conference in London

On Friday 5 October, Founder + Director of RATIONALE Research Richard Parker took to the stage at the 2018 Clinical, Cosmetic and Reconstructive (CCR) Conference in Kensington, London.

On being invited by UK Plastic Surgeon and long-time RATIONALE Advocate Paul Banwell to present on innovations in Cosmeceutical Science, Parker shared the following: “Paul is a global medical authority on skincare innovation and clinical practice, and it was such an honour to present alongside him on new developments in Cosmeceutical Science.”

“Paul and I spoke on the synergy of nutrients and Skin Identical formulations in delivering Luminous Skin for Life,” shares Parker. “We discussed the vital importance and interactions of immune boosters, antioxidants, sunscreens, barrier lipids, pH rebalancing and DNA repair as the Gold Standard in modern skincare.”



“My thanks to Paul for inviting me to share the stage with you in addressing this highly engaged group of doctors and nurses. I hope this presentation has helped to further education on and awareness of the impact of the sun and the environment on skin health and what we can all do to maintain radiant skin throughout life.”

RATIONALE NEWS

An Intimate Morning with Richard Parker + Chiza Westcarr

La Porte Wellness, Sydney



On a bright, sunny September day in Sydney, we brought together press, influencers, nutritionists, RATIONALE Luminaries and Clients for an intimate morning with Richard Parker and All Saints' Wellness Coach, Chiza Westcarr.

Over two sessions, Richard and Chiza discussed the new frontier in skincare, Topical Skin Nutrition, the importance of gut health and how to feed skin from the outside in. They answered questions and participated in a lightning round of Fad or Fact—dispelling skin myths with moderator, Lucinda Pitt.

The event was a terrific success with both skincare newcomers and seasoned beauty journalists alike walking away with new insights, learnings and continued appreciation for the RATIONALE brand and community of experts.

“Thank you so much for having me yesterday. Was so great to hear Richard speak. The brand continues to blow me away!”

– Emily Algar, Byrdie Beauty

“I just wanted to say how lovely it was to listen to my absolute skin hero Richard Parker and the lovely Chiza. Chatting to Richard was an absolute highlight. To achieve what he has achieved in the medical skincare industry... and to have the cult following that he has...yet remain as humble and as delightful as he is, is really something special.”

– Christine Bowman, RATIONALE Client

“Thank you so much for today. Was really informative and lovely. Such a beautiful space, too!”

– Samantha Hewitt, The Other Edit

TRAINING + EDUCATION NEWS

State Based Training: Upcoming Dates

As we announced last month, we are proud to host an additional State Based Training session to wrap up 2018.

NSW:

Monday 29 October

QT Sydney, 49 Market St, Sydney.



If you wish to attend this Sydney session (and have not yet RSVP'd), please contact Ali (ali@rationale.com or 0435 653 269) as availability is strictly limited.

We hope to see you there!

RATIONALE NEWS

RATIONALE Balmain Opens

On Thursday 27 September, we opened the doors on our newest Flagship, **RATIONALE Balmain**.

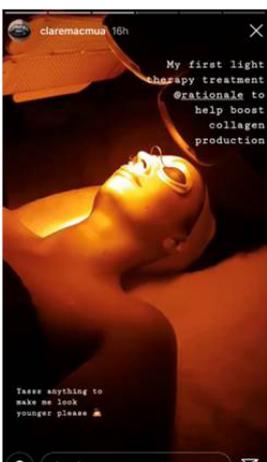
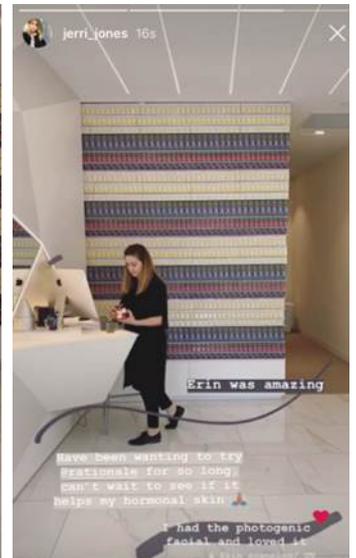
Located on Darling Street in the harbourside suburb in Sydney's inner west, **RATIONALE Balmain** also serves as the twelfth Flagship Clinic for our growing portfolio.



PRESS AND SOCIAL WRAP UP

Socialising with RATIONALE

September marked another great month of engagement with key influencers on social media. Long-term RATIONALE Client Shella Martin shared her secret for helping fade her post-pregnancy pigmentation (Super Antioxidant Serum), while fellow makeup artist Cassandra Lusi "invested in [her] skin" with an impressive **Essential Six** haul. Clare Mac took us inside her EpiNova Treatment, while designer Jerri Jones became a RATIONALE convert, stating: "...I had the best facial experience I've ever had. I'm so grateful to be introduced to RATIONALE..." and Luminary Travis Balcke and Harper's Bazaar's Caroline Tran both shared their **Immunologist Mask** style.



WE'RE SHARING THE LOVE... (AND THE PRESS)

ELLE Australia

Shamini Rajarethnam

The CEO of skincare company Rationale took a 25-year-old skincare company and made it relevant – and super-successful – in today's competitive beauty market.

"My daughter was born on June 28 – the same day as my late grandmother. It was like the stars aligning. Coming into motherhood, I understand how it truly does take a village to raise a child. Growing up, for me, that village was my grandmother. I've had many official mentors, and I do have that classic tribe of women who've shaped me as a manager and business person. But when it comes down to it; my grandmother is the person who influenced me the most. She was my champion; always the first to defend me against my older siblings, which you really need if you're the baby! One of my most vivid memories is of her listening to me teach her and all my dolls ballet. She was so patient with me.

The main thing I remember about my grandmother is that she always surrounded me with lots of love and kindness. I think, as a result, I have a high level of emotional intelligence. She taught me to treat others the way you want to be treated, and that's how I run Rationale. We don't step over each other to get to the top. We work together with common goals, even if we have different pathways; we support one another. I recall Grandma saying that even if I forget everything else, if I remember to be kind, I'll be okay. It's served me well so far."

**"I'VE HAD MANY
MENTORS... BUT
IT WAS MY
GRANDMOTHER
WHO INFLUENCED
ME MOST"**

Shirt, \$175, **DOUBLE RAINBOU**,
doublerainbou.com; pants, \$175,
COS, cosstores.com/au; heels, \$815,
JACQUEMUS, mychameleon.com.au;
necklace, \$249, **SPELL & THE GYPSY
COLLECTIVE**, spelldesigns.com.au;
watch, \$1,175, **GUCCI**, gucci.com/au



WE'RE SHARING THE LOVE... (AND THE PRESS)

Harper's Bazaar

Beauty



THE DERM DIARIES

They spend their days tending to the skin woes of their clients, but have you ever wondered what the experts slather on themselves? You may be surprised. Interviews by SHONAGH WALKER



Dr Cath Porter

VITAL STATS: A leading aesthetic physician at All Saints Skin Clinic in Double Bay, Sydney, Porter is known as the queen of non-surgical facial rejuvenation. allsaintsskinclinic.com.au.

AM RITUAL: In the morning, I cleanse using *Rationale ProCeramide Cleanser* [5], \$90. I follow with *Rationale Immunologist Serum* [4], \$163, and *Cosmedix Affirm Antioxidant Firming Serum*, \$110, before moisturising with *Ultracuticals Ultra Brightening Moisturiser Cream*, \$116. Finally, *Rationale Beautiful Skin Superfluid tinted sunscreen* [3], \$85, offers SPF 50 protection and a nice even skin tone.

PM RITUAL: At night, I pre-cleanse with *Jurlique Nourishing Cleansing Oil* [1], \$42, to remove makeup, and then double-cleanse with *Rationale ProCeramide Cleanser* to whisk away any final debris. I then hydrate with *Ultracuticals Ultra Brightening Moisturiser Cream*.

SECRET ANTI-AGEING WEAPON: There is an amazing serum called *SkinMedica TNS*. I'm so devastated that it is no longer available in Australia. I stock up on it on when I travel to the US. It's a non-irritating growth-factor serum. I also use *ReTrieve tretinoin cream* a few times a week. This is a vitamin A formulation that must be prescribed by a doctor.

THE SKIN SUPPLEMENT WE ALL NEED? Pre- and probiotics to facilitate a healthy gut microbiome and reduce inflammation. *The Beauty Chef Glow Inner Beauty Powder* [6], \$60, is fantastic. **FRIDAY-NIGHT FAVE:** *Ultracuticals Ultra Energising Mask* [2], \$74. I leave it on all night and awake to amazing skin.

MOST EXCITED ABOUT: "The University of Sydney has developed a synthetic version of the elastin protein. This has great potential for skin rejuvenation, as our ability to produce elastin declines with age. It hasn't been released to market, but it will ultimately be an injectable that will be used in scars, wound healing and, of course, aesthetic applications. There are lots of things we do to address collagen depletion with age, but now we are really looking towards elastin, which is every bit as important."



WE'RE SHARING THE LOVE... (AND THE PRESS)

MamaMia Australia

[Click to read full article.](#)

MamaMia Entertainment ROYAL Parents PODCASTS

Coola Makeup Setting Spray SPF 30. Image: Sephora US.

Spendy and Savey

Leigh's Spendy: [Rationale Immunologist Mask](#), \$188.



Image: Rationale.

Why she loves it:

- It's a pot face mask, not single use like a sheet mask.
- By Rationale, a very high end, very fancy skincare brand.
- Comes in a glass tub, lasts for at least a year.
- Thick, gold, iridescent, sticky texture.
- Use once a week, pop a thin layer on your afce and leave for 10 to 15 minutes, wash off with warm water.
- Brightening and evening, skin feels smooth after use.
- Side note - the first time Leigh bought it, she dropped it on the pavement and it smashed...

WE'RE SHARING THE LOVE... (AND THE PRESS)

Marie Claire Australia

BEAUTY

THE BEST OF

GLOBAL BEAUTY

We talk to **marie claire** beauty editors to discover the best-kept secrets from some of the world's most famed beauty capitals



- 1 KEVIN.MURPHY Angel Wash, \$38.95.
- 2 JURLIQUE Sweet Peony & Tangerine Limited Edition Hydrating Mist, 100ml, \$49 (available 15 October)
- 3 KOR A Turmeric Brightening & Exfoliating Mask, \$59.95.
- 4 SAND & SKY Australian Pink Clay Flash Perfection Exfoliating Treatment, \$59.95.
- 5 SUKIN Purely Ageless Hydration Elixir, \$24.95, available at Priceline Pharmacy.
- 6 FRANK BODY Cherry Bomb Lip Scrub, \$14.95.
- 7 EQUAL BEAUTY BY JESSICA GOMES Super Mist, \$79.95.
- 8 RATIONALE Immunologist UltraCreme, \$168.
- 9 ENDOTA New Age AHA Renewal Cleansing Gel, \$50.
- 10 NAPOLEON PERDIS Auto Pilot Pre-Foundation Skin Primer, \$59.

AUSTRALIA

Here at home, we love to blend natural beauty products, hard-working cosmeceuticals and Insta-worthy cult brands into our daily routine.



Sally Hunwick, BEAUTY DIRECTOR, MARIE CLAIRE AUSTRALIA

"In Australia we love a natural, healthy, glowing beauty. Sure, we want to look good, but we also want our beauty routine to fit in around our lifestyles.

Make-up and hair trends are important to us and we love to cherry-pick the latest products and brands (niche hair brands

are on our hit list right now). But skin is possibly our biggest focus. Australian women are much more aware of formulations these days. We take a keen interest in ingredients and how they can boost complexions.

We are into adding natural brands, like top-seller Sukin, to

our beauty routine. And we like to mix things up! That means we might enlist a cult mask we found on Instagram to work with our fave cosmeceutical, or we could love a natural facial oil for everyday then book in regular high-tech treatments."
@sallyhunwick