

# Just Beauty

SEPT. 2010 | ISSUE 03  
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## NAILCREATION®

At Nail Creation we are committed to creating time-saving, effective products enabling technicians to work more efficiently, profitably and perfectly, nail after nail.

For training and further information on the products contact **BIOCARE COMPANY LTD**  
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BEAUTÉ



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*Protect your skin from the sun and act on blemishes with a unique cosmetic*

Écran Total fotoprotector facial alto y despigmentante con bio-extracto de coral, actúa sobre las manchas y evita su formación

*Écran Total, high facial photoprotector and depigmenting with Coral Bio-Extract, acts on blemishes and prevents their appearance*

**Écran Total, Protección Total**  
**Écran Total, Total Protection**

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JUST A FEW WORDS  
FROM OUR

# Editor



Dear readers and beautyholics! Welcome to this latest issue of Just Beauty which we have packed with exciting new products and ideas for treatments for the start of the new season. The summer is almost over and our clients will be eager to hear about ways by which to invigorate their hair and skin and restore them after the attack from the summer lifestyles. Read on about new wraps and facial treatments and find out how to maintain a healthy tan throughout the winter months with a ground breaking product which after gaining popularity worldwide, is now available in Malta. Check out our fashion contribution by our stylist Pavli and pass on her tricks to your clients thereby completing your advice for a holistic look this autumn. Finally, for all the nail techs out there, don't forget to subscribe to the most glamorous competition around and take your chances to participate on an international level! So take heed and this autumn let's stand arm in arm and go forth with the Beauty Revolution!

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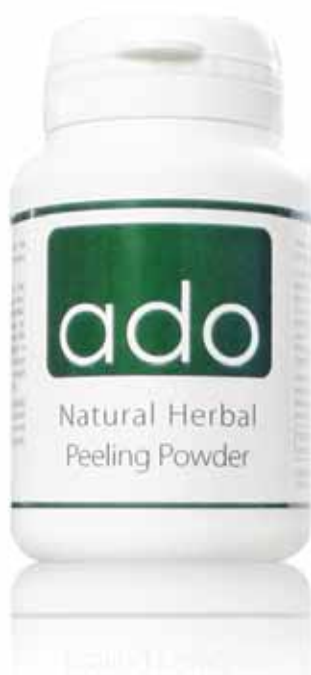
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# ado

NATURAL HERBAL  
PEELING TREATMENT



ADO NATURAL PEELING  
TREATMENT IS BASED ON  
FRESH WATER SPONGES,  
ALGAE AND NATURAL  
HERBAL EXTRACTS,  
THAT DEEP SKIN CLEANSE  
PROBLEMATIC OILY SKINS.



Trade Enquiries: CMS BELLA  
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# ADO NATURAL HERBAL PEELING TREATMENT



Natural Peeling Treatment based on fresh water sponges, algae and natural herbal extracts



Dried pulverized fresh-water sponges (*Spongilla sp.*)



CITRIC & LACTIC ACID  
ALOE VERA GEL  
STINGING NETTLE EXTRACT  
PAPAYA EXTRACT  
ALLANTOIN  
EUCALYPTUS OIL  
VITAMIN C

Professional packaging 25g jar (powder) and 125ml bottle (lotion)

## ADO NATURAL HERBAL PEELING

- Deep skin cleansing (removes excessive sebum, excess dead skin cells and impurities)
- Softens fine lines, discolorations, signs of aging and imperfections
- Helps problematic oily skins
- Skin becomes rejuvenated, smooth and fresh
- ADO Natural Herbal Peeling can be used on face and body



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# The Nail Creator Competition

A BRIEF INTRO...

THE NAIL CREATOR COMPETITION  
Biocare company Ltd in collaboration with Nail Creation, is organizing a challenging opportunity to all local nail technicians, a challenge that requires inspiring and motivated Nail technicians to participate in The Nail Creator Competition in Malta. The competition is twofold, there is going to be a local competition, where all interested nail techs will be competing against each other on one full competition day and an international one.

The local competition will be supervised and judged by a very professional panel of Nail Technician Masters, including Technical and Artistic Educator Max Braga, and Senior International Trainer Petra Vanveldhuizen. The chosen competitor will have the occasion to go abroad and compete against other international nail techs and have the chance to win the title of 'The Nail Creator of the World'. The aim of this competition is to help all the forward thinking nail technicians to advance in their career and future prospects!



## THE COMPETITOR

The competitors are all local nail technicians who would like to pursue a successful future in the nail industry, locally and also internationally. The competition is open to all nail technicians, whether they are still students or advanced nail techs. The competitor is also given the opportunity to undergo a 2 day course with Massimiliano Braga at Biocare Academy, to learn and practice competition nails using the brand Nail Creation before the competition day. Biocare Company Ltd will also provide a Nail Creation Gel kit to all participants.

## WHAT'S IN IT FOR THE COMPETITOR?

For only €250, all the lucky competitors who apply for the local competition will benefit from :

- \*A 2 full day course on competition nails with Massimiliano Braga in Milan worth €500,
- \*A Nail Creation Gel kit worth €78
- \*5% off on ALL Nail Creation products for ONE WHOLE YEAR.

## THE NAIL CREATOR WINNER IN MALTA

In order to ensure that all the interested nail technicians have undergone proper training and a good number of hours working on competition nails, the Competition day is set for March 26th, 2011. The lucky winner will have coverage on various media channels enjoying a distinctive reputation. The Nail Creator of Malta will also be going abroad with flight and accommodation fully paid for, to compete in the next round for the title of 'The Nail Creator of the World'.

## MAX BRAGA

"Perfection is the goal I strive for in all my work... education allows me to step up to this goal"

Italy-based Massimiliano Braga, is a world renowned, Technical and Artistic Educator, teaching from the foundation to an International Level. Max is also the International Nail Creation Team Captain. His areas of expertise are Technical and Artistic Competition nails and Education material developer amongst others. In 2005 Max opened his nail boutique 'Max's Nail Planet', where he grooms the nails of the rich and famous, from TV stars to Top models.

In 2007 Max won first place in both Acrylic and Gel and 2nd place in Nail Art, becoming Overall Winner with the highest score obtained in different disciplines at the first EzFlow Italy Nail Competition. After winning various challenges, in 2008, Max continued his studies with Tom Holcomb and Alisha Rimando and became an Entity Master. He was then asked to join forces with Nail Creation becoming part of the International Master Artist Education team.



So are you interested in becoming  
The Nail Creator of Malta?

All interested nail technicians are to download the  
Nail Creator competition application form from

[www.biocaremalta.com](http://www.biocaremalta.com)

or call Biocare Academy on  
2142 4401/2/3 to obtain it.

Closing date for entrants' fees  
is October 15<sup>th</sup>, 2010.

### DIARY OF COMPETITION EVENTS:

**Friday 15<sup>th</sup> October:**  
CLOSING DATE OF APPLICANTS

**Friday 29<sup>th</sup> October:**  
OPENING NIGHT WITH MAX BRAGA

**Saturday 30<sup>th</sup> October:**  
PREPARATION COURSE DAY 1

**Sunday 31<sup>st</sup> October:**  
PREPARATION COURSE DAY 2

**Saturday 26<sup>th</sup> March 2011:**  
LOCAL COMPETITION DAY



# Display your figure

To have a young, slim body, with firm smooth skin, requires something from genetics, but also calls for constant skin care.

One of the basic principles of beauty is daily moisturising. The skin has a natural capacity for retaining water, but there are many external (sun, wind, frequency and length of bathing and showers) and internal (genetics, age, etc.) factors which can produce a "water deficit" an alteration in the skin's acid layer. The consequences of insufficient moisture reserves are that the skin loses its elasticity and soft feel and becomes rough, dry, tight, fragile and irritable.

Moisturising is the most effective way to avoid or palliate these symptoms, according to opinions from experts such as Prof. Eduardo López Bran, Professor of Dermatology at the Complutense University of Madrid, who considers that "moisturising the skin must be a daily task and should never be omitted, in order to maintain the optimum moisture level and restoration of the acid layer; so that the skin can recover its texture, vitality, flexibility, smoothness, comfort, wellbeing and beauty".

To maintain the body's hydrolipidic skin layer in a perfect state you can use, for example *Tesoro Excel*, by Kanzah Beauté, an *anti-ageing* body emulsion with hydro-nutritive-regenerating action formulated on the basis of a combination of active principles which supply the optimum degree of moisturising, release the skin's tightness, also enhancing bio-simulation while revitalising and firming the skin. Among its active principles is caviar, which has extraordinary nutritive properties. If you also need an extra supply of energy, use *Brumifresh*, by Kanzah Beauté, a lotion firming and restructuring the tissues and offering a bonus in freshness and energy.

## Firmer and fuller breasts

One part of the body which takes on more importance in the summer is the bust. There's no doubt that low-cut summer dresses look better if the neckline shows a moisturised and luminous skin and the breasts look rounder and fuller. This can be achieved by avoiding continuous changes in weight and using suitable cosmetics, such as for example, *Tesoro Ambar*, by Kanzah Beauté, a refirming and modelling gel for the bosom, which tenses, moisturises and firms the microrelief of the skin. It also enhances the cleavage and improves the position of the breasts, which are remodelled, firmed up and moisturised.



The star active ingredients of...

### *TESORO EXCEL*

**ALOE VERA:** Contributes to continuous cutaneous moisturising while it also calms and refreshes.

**CAVIAR EXTRACT:** Supplies the skin with extraordinary nutritive and revitalising properties and contributes to restructuring for maintaining cutaneous firmness and elasticity.

### *BRUMIFRESH*

**MENTHOL:** Refreshing, decongestant, antiseptic and analgesic.

### **ACTIVATED MARINE COLLAGEN:**

Together with iodine it contributes to restructuring, moisturising and firming the collagen fibres present in cutaneous tissue.

### *TESORO AMBAR*

**VEGETABLE TENSOR ON THE BASIS OF WHEAT GERM:** forms a flexible and consistent film over the skin which firms up and remodels the cutaneous relief and reduces wrinkles.

**ARTEMISA ABROTANUM:** stimulates the synthesis and storage of lipids to improve the position and form of the adipose tissue of the bosom.

**Angel** PARIS  
haircare

YOUR HAIR'S  
HEAVEN,  
BOTTLED  
IN A JAR



**Angel** PARIS  
haircare

**extremes**  
TRADING

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info@salonuser.com www.salonuser.com



# Angel Hair Products in Malta.

A few years ago, we brought the first consignment of Angel Hair Care in Malta. It was loved instantly, and nowadays, Angel Hair Care has become the most wanted professional hair care range in our country!

People love Angel Hair Care Products from the very first use! You can see results instantly and your hair will shine and feel better than ever before! And all this with at a very good price!

Hairdressers also love to work with Angel Hair Care. In fact, more and more top stylists are introducing this fantastic range of products to their salons and recommending Angel Hair Care!

If you use Angel Hair Care, you know what it is all about! If you haven't used it yet, you are missing out! Grab hold of it and you will never abandon your hair again!

“Fly on the wings of beauty:  
use Angel Haircare”

Mark Stafrace - Club Cut Salon Paola

“Excellent Products with  
an excellent Service from  
Extremes Trading”

Mario - Papilla Salon Rabat

“Clients LOVE Angel and  
we simply love working with  
this amazing product,  
what can we say  
Angel works miracles”

Joseph & Marielle @ PRIVE'

“We style, you shine with  
Angel Haircare”

Alex & David @ Cut Coiffure





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*beauty forever..*



[www.goldenrose.com.tr](http://www.goldenrose.com.tr)

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[www.beautycosmos.com](http://www.beautycosmos.com)



# LIPGLOSS & NAIL LACQUER


## FROM BEAUTY COSMOS



### PEARL GLOSS LIPGLOSS

Enjoy beautiful looking lips for hours with the innovative, high shine and medium coverage texture of Pearl Gloss Lipgloss that creates an ultra glossy and pearly look on your lips.

It nourishes and hydrates your lips with shea butter and the powerful antioxidant Vitamin E and the smooth, non-sticky and long wearing formula can be used alone or layered over lipstick.



### SHIMMER GLOSS LIPGLOSS

Try the innovative, light coverage texture that creates a shimmering and glittering look with a mirror like shine to make your lips look glamorous and attractive.

The Shimmer Gloss Lipgloss smoothly glides on your lips with its soft applicator and leaves a diamond shine on your lips for hours.




### PARIS MAGIC NAIL LACQUER

is a perfect quality nail lacquer series from Golden Rose, which creates glamorous nails with its extra glossy and long lasting formula.

The Paris Magic Nail Lacquers are available in rich and fashionable colour alternatives.






### GOLDEN ROSE LOYALTY CARD

Customers purchasing from your salon will receive a gift worth €25 on completion of the loyalty card which amounts to €120 in sales.



## BIO-PEELING

●

### For problem skin and rejuvenation

After years of scientific research, Neoderma has revolutionized dermatology by developing the Neoderma Bio-Peeling Treatment. This unique treatment is based exclusively on Algae, Peppermint Oil, Melissa and Calendula extracts which in combination improve blood circulation, stimulate cellular renewal and rejuvenate the skin. Most importantly, Bio-Peeling, successfully balances oily skin, resulting in a dramatic reduction of acne and acne scars, hyperpigmentation, and age spots.

**Makiba Essence**

Tel: 21806922, 99443761  
info@makibaessence.com  
www.neoderma.com





## CRIO TONIC

### Toning Cosmetic Treatment


It stimulates the production of new elastic and support fibers making skin tissues more toned and firm.

#### Active Ingredients

**Hyaluronic Acid** - Improves skin elasticity and moisturization

**Ginseng (extract)** - Antistress and toning action. Good stimulator of metabolism.

**N.M.F. (Natural Moisturizing Factor)** - Mix of amino acids, minerals, and sugars, which have an intense moisturizing and toning action.

<b>Problems</b>
Flaccidity Dehydration
<b>Effect</b>
Tonifying Moisturizing
<b>Area</b>

<b>Features</b>
Cold treatment - Crio effect Vasoconstriction of capillaries

## COFFEE CEL

### Cellulite Cosmetic Treatment with Coffee


Especially indicated in case of fibrous/ tough cellulite

- It stimulates metabolic exchanges and oxygen consumption in the fat tissues
- It contrasts the stagnation of liquids and toxins, main cause of the cellulite process;
- It helps to improve localized adiposity and skin imperfections caused by cellulite

#### Active Ingredients

**Caffeine** - reduces water retention and increases lipolysis hindering the formation of fat pockets.

**Centella Asiatica** - Improves skin elasticity and has a vasoprotector effect which stimulates the production of new collagen.

<b>Problems</b>
Overweight, Adipose cellulite Water retention
<b>Effect</b>
Slimming, Fat burning, Tonifying, Moisturizing
<b>Area</b>

<b>Features</b>
Treatment with hyperemic effect Raise of local temperature, skin redness, vasodilatation of capillaries.



AROSHA RANGE COMES IN CLASSIC, TEMPTATION AND MARINE VERSIONS



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## Give your salon a complete face-lift

with Bentlon's excellent high quality equipment

Offers available  
till end of  
December!

### BENTLON OFFER 1

1. Treatment Chair  
*(Ref) (electrical height adjustment only)*
2. Stand for Steamer
3. Steamer
4. Trolley with 2 shelves
5. Bronze Magnifying Lamp
6. Stool Bronze

Price: €2,799.00 (EXCL. VAT)

**SAVE €436**



### BENTLON OFFER 2

1. Treatment Chair  
*(Electrical height, back/ leg rest/ back of knee adjustments)*
2. Stand for Steamer
3. Bronze Steamer with Herbs
4. Trolley with 3 shelves  
*(Excl drawer)*
5. Gold Magnifying Lamp
6. Stool Silver Comfort

Price: €3,699.00 (EXCL. VAT)

**SAVE €791**



### BENTLON OFFER 3

1. Treatment Chair *(Fully electrical)*
2. Stool Ergonomic
3. Stand for Steamer
4. Bronze Steamer with Herbs & Ozon
5. Trolley with 3 shelves
6. Drawer for Trolley
7. Platinum Magnifying Lamp
8. FREE Massage headsupport for treatment chair

Price: €4,099.00 (EXCL. VAT)

**SAVE €950**



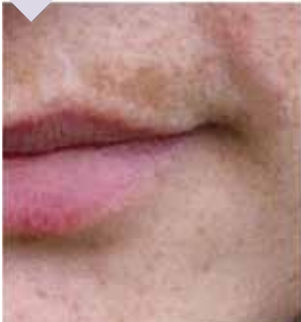




# Bentlon IPL

Dual Power Flash  
Permanent Hair removal  
and skin improvement  
with pulse light

BEFORE  
HYPER PIGMENTATION  
TREATMENT



AFTER  
HYPER PIGMENTATION  
TREATMENT



BEFORE  
ACNE TREATMENT



AFTER  
ACNE TREATMENT



The Bentlon IPL Dual Power Flash can be used for:

- Hair removal
- Skin rejuvenation
- Wrinkle treatment
- Vascular treatment
- Hyper pigmentation
- Acne treatment

## More than hair removal only

IPL stands for Intense Pulse light. This method consists of light pulses being fired at the skin by a very powerful flashing light. Depending on the used filter these light pulses have a specific effect, such as permanent hair removal or skin rejuvenation.

The pulses feel like little pinches to the skin which last only a fraction of a second. The energy of the pulse light penetrates to the skin to deliver its specific effect. IPL is suitable for various treatments, all with very effective results. The treatments take only a short time and you can expect a rapid effect from your treatment.

The Bentlon IPL Dual Power Flash is delivered very complete with:

- Xenon FFM flashlight for hair removal
- Xenon FFM flashlight for skin treatment
- Protection glasses 2x
- Aluminium transport case
- Bentlon Cabinet small
- Complete training in all treatments
- Marketing assistance

**BENTLON**

For more information on Bentlon IPL contact  
PROFESSIONAL HEALTH & BEAUTY SERVICES LTD.  
on tel : 21 42 44 01/2/3 or by email: info@phbsmalta.com  
www.phbsmalta.com

# Sienna<sup>X</sup>

PROFESSIONAL SPRAY TAN



eXtremely natural  
eXtraordinary results  
eXtra confidence

We are restricting our sales to only one salon in each area so call us if you want to have Sienna-X in your salons. We will refer clients to you when they call asking for Sienna-X spray tan or retail products.

Sienna-X Distributor  
Elysia Farrugia 79319129



# COLOURED GOLD

ALL YEAR ROUND

Sienna-X is one of the leading spray tan brands, providing equipment and solutions to beauticians, therapists and salons across the UK and Europe and is now also in Malta!

## WHAT IS SPRAY TANNING? HOW DOES IT WORK?

Spray tanning involves applying an active ingredient, dihydroxyacetone, or DHA, to your skin using a specialist low pressure spraying machine.

DHA is a colourless sugar. It interacts with the proteins and amino acids in the outer layer of your skin to produce a golden brown colour (it's a similar process to when sliced apples go brown when exposed to air).

You will be spraying the client with a lightly coloured solution of DHA, but the actual tan takes 6-8hrs to develop and the lightly coloured solution will wash off when showering. This tan will last approximately 5-7 days depending on the client's daily skin care regime and lifestyle. A sunless tan fades just like a tan from the sun. As the skin sheds dead cells, the tan fades, so the key is to moisturise with Sienna-x moisturiser daily. Our unique Sienna-x Extend & Perfect gradual tan DHA-rich moisturiser will help maximise the life of the tan.

## WHAT MAKES SIENNA PRODUCTS SO GREAT?

Therapists and specialists have tested and used our products over the past 5 years. As well as the active DHA, our retail products are enriched with aloe vera, and other natural top quality ingredients to actively moisturise and nourish your skin.

Our tanning solutions even have a fantastic fragrance and you can feel like you are actually soaking up the rays, drinking a poolside cocktail, while being sprayed with anti cellulite and anti ageing ingredients like candelula, coconut oil, ginkgo, guarana seed extract (toning and astringent), Q10 co-enzyme (anti-ageing), vit A&E, and much more.

## ALL YOU NEED TO GET STARTED...

1. A spraying machine - We have various machines mobile or not, with different sizes appropriate for each salon



2. Cubicle - Although our machines produce very little overspray, we still recommend you to invest in a spray booth as they make a very professional impression. We also have the pop-up patented cubicle that takes seconds to put up and down.



3. Pre/post treatment products - barrier cream, exfoliating spritz, tan removal wipes

4. Tanning solution - they come in 6 grades, 8%,10%,12%, 16%, 8.5%, 12.5%

**Sienna**  
PROFESSIONAL SPRAY TAN

SIENNA-X DISTRIBUTOR  
ELYSIA FARRUGIA 79319129

# FASHIONABLE BEAUTY

TEXT - PAVLI MEDVEDOVA | [WWW.FACEBOOK.COM/PAVLITHESTYLIST](http://WWW.FACEBOOK.COM/PAVLITHESTYLIST)  
PHOTOGRAPHY - MATTHEW ATTARD NAVARRO

When I was asked to write this article I was told "write something like - Fashion in line with Beauty today - something of that sort". Ehm, OK. Keeping in mind that this is for a specific audience, I spent a good 2 hours thinking... and thinking. I don't know how to do anything but fashion and styling! I do wear make-up (lets specify - make-up, a bit of blusher, brown eyeliner and mascara - 6 minute thing), everyday, but, is this the beauty you want me to talk about? Isn't beauty the whole package?!

Everyone has their own lifestyle, own fashion and style and own beauty habits - this hair style, that hair color, using this make-up and that mascara. At the end of the day, we are all trying to achieve this thing: BEAUTY. What is beauty for me doesn't necessarily have to be beauty for you. But I will still risk it and share my beauty secrets with you.

## Fashionable Beauty Secret No.1

Believe in yourself! There is nothing more beautiful than a happy and self confident person! You create this energy around you and attract beautiful people and you live in a beautiful world!

“ I DON'T KNOW  
HOW TO DO  
ANYTHING BUT  
FASHION AND STYLING

”



## Fashionable Beauty Secret No.2

Unfortunately we live in a consumer world and there is no other way but to adapt to society's terms and conditions. Nowadays we can't afford to say "I am a natural beauty, I don't need any make-up. Oh, those boyfriend trousers are in now? I don't care, it's not my style!" We are judged, everyday by everyone. I'm not saying to go crazy about a season's fashion and beauty trends. Just keep yourself updated. Have a 30 min break? Pass by a news agent and have a quick look through a magazine - you see camel, denim, chains, heels and orange lipstick or check out a few blogs online. See what you like and go for it. And yes, be original, ALWAYS. Do NOT follow a trend from head-to-toe. And never ever again match your handbag with your shoes - its so 90's!

## Fashionable Beauty Secret No.3

Tricks make the magic and always make the best of what you have. Are you a natural beauty with perfect skin, big eyes, long healthy hair and super figure? Great, I am not! My skin requires so much attention. I have spent 25 years trying to understand what works best and I'm still trying. So my face is hard work. Now my figure - I am average height, my legs are short, and my breasts - well an augmentation wouldn't do any harm. But my hair is great! I have brilliant texture for all these crazy hairstyles - and I go for them. And I ask to change it a bit every time I go to a hairdresser. I have blue eyes. So, I try to focus and draw attention on my eyes during the day, at night its hair and lips (I go for red or orange lipstick), who is going to see my eyes in the dark?! But the most important is STYLE! Are you a hippie chick? Do you only do grunge? Whatever your style is, keep it chic. Grab the most important piece of your outfit first and then work around it - add some accessories - its either a chunky necklace and a clutch, or few bracelets and showy earrings. Don't start with shoes. Ballerina Flats are sweet, I truly love them, but go for heels as much as you can - be a woman, men love it! Try to stick to 3 colours maximum. Different shades of one color count as one colour. And please mix and match! Use your imagination, mix military with lace, casual tops with super smart trousers or a skirt.

## Fashionable Beauty Secret No.4

Treat yourself. Eat healthy (we all know now that chocolate is very important for our health, right?), always have a piece of fruit in your stylish handbag, and exercise as much as you can. No excuses. Ironing, shopping and beaching it on Sunday at Ghajn Tuffieha counts too. You ARE beautiful, if you FEEL beautiful!

## Fashionable Beauty Secret No.5

Smile. Always.

PS: New season must-haves - high-waisted trousers, leather jacket and anything with a bit of lace, grungy hair, less smokiness on eyes and ribbons - anywhere!



“  
YOU ARE  
BEAUTIFUL  
IF  
YOU FEEL  
BEAUTIFUL  
”



# Just Beauty Loyalty Card

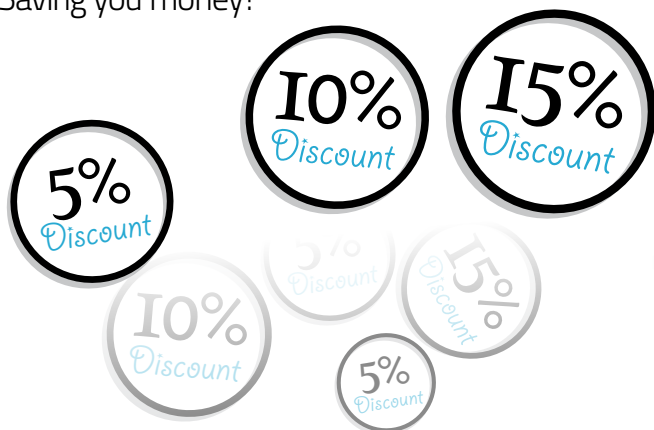
[www.justbeautymagazine.com](http://www.justbeautymagazine.com)

## Save money for just €20/year!

### BENEFITS?

#### SPECIAL OFFERS & DISCOUNTS

Unique scheme with special offers & discounts throughout the beauty sector when presenting your card for purchases on products, services, new equipment etc. Saving you money!



### COST OF SUBSCRIPTION?

1YEAR SUBSCRIPTION  
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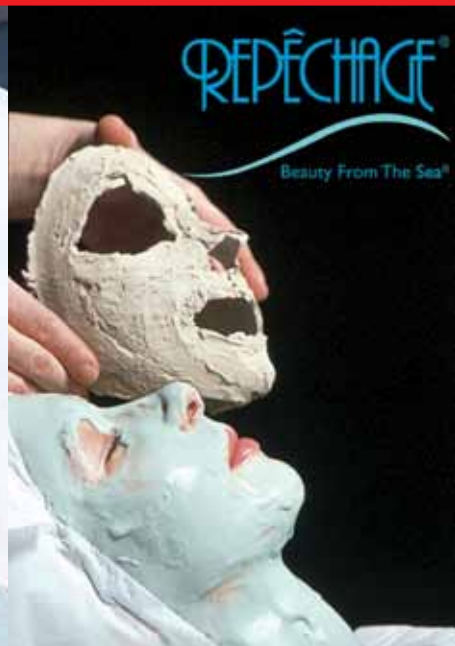
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