

Are you looking for a hygienic, safe, natural, inexpensive,  
portable, fast and simple alternative to Hot Stones?



Then **LOOK NO FURTHER**, This new invention has it all....

After an overwhelmingly successful Thermasoft launch,

**We are now introducing THERMASHELLS to AUSTRALIAN SALONS!**

- Simple to use, 30 seconds to prepare
- No lengthy heat up time or clean up time
- No electricity
- Self heating from natural mineral energy
- No petroleum products
- 100% natural minerals within
- 60+ minutes of continual heat
- No fuss add on to any massage or beauty service
- Inexpensive
- Extra income with no labour time needed
- Client satisfaction
- Intense heat treatment
- Therapeutic without safety risks



**Be quick, these will run out the door, Call CNE Beauty salon supplies now on  
03 9484 1889 to see what all of the fuss is about**



**thermaSHELLS™**



# What are ThermaShells?

## ***Thermashells are:***

- An elegant, ergonomic tool, from a blend of real sea shells and fine porcelain.
- A cutting edge technology.
- A powerful improvement to your business.
- A unique product for professional and consumer use.

*ThermaShells are all of these, and so much more.*

The first thing clients notice about the shells are their beauty—each carefully polished Tiger Striped Clam shell is unique, its natural banding a delicate mix of purples, reds, pinks and whites. But it's what people cannot see that makes ThermaShells so revolutionary. The interior of the shells is a hollow chamber where LavaGel is added. When LavaGel is mixed with the Activator, the two create a natural reaction inside the shell, and it begins to generate heat that lasts for over an hour - with no electricity and no equipment.

## **the shell**

Each ThermaShell is a fully ergonomic massage tool that maintains a natural soothing heat for up to an hour. The shell's two halves create a watertight seal, leaving a hollow chamber inside where the ThermaCharge is placed



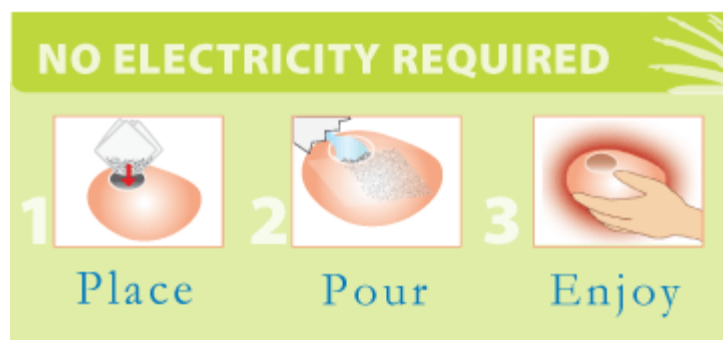
## **thermacharge**

The ThermaCharge is what generates the heat that keeps the shell warm. It has two parts: The LavaGel packet, which contains natural minerals and absorbents, and the Activator solution.

To Heat the shell, the LavaGel packet is placed inside, flat against the shell's bottom, then the Activator is poured in. The two combine to create safe, powerful heat for over an hour.

## **massage lotion**

The ThermaShells massage oil blends carefully selected natural oils into a soothing formula that is designed to work with the shell's heat.



## How It Works

ThermaShells are powered by LavaGel, a patented formula that uses **natural mineral energy** to continuously generate heat for long periods of time. When mixed with the activator, LavaGel undergoes an exothermic reaction. That reaction can be controlled—meaning the length of time it is working and the temperature it generates—can be adjusted to ensure a safe, powerful heat treatment every time a shell is charged.

LavaGel is 100% non-toxic and produces no harmful by products. It never requires electricity or equipment to create heat. And when the treatment is over, just throw out the LavaGel packet and clean the shell with antibacterial soap and water - no mess or time-consuming clean up!

## Benefits

### HEAT

ThermaShells stay hot for over an hour on a single charge - more than enough to complete a service, whether a simple foot massage during a pedicure or a full body massage.

### No Electricity, No Equipment, Portable

Single-use, self-heating technology means all you need for your service is a ThermaShell charge and the shell itself.

### Safety

LavaGel's carefully controlled formula is engineered to produce powerful warmth without overheating - leaving client and therapist comforted and protected.

## how does it heat?



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## The System

ThermaShells are sold in professional salon systems and Take Home kits for professional resale or home care. Both use the same charges and the same shells, but the professional system offers a lower price point on charges, bulk packed charges and shells in appropriate quantities for professional use, and multiple shell sets.

### Retail Opportunity

ThermaShells are the world's only naturally self-heating massage tools available as a retail product, and the single-use charges mean clients must return to purchase new charges.

The retail system consists of a Take Home Kit and a Reheat Kit. Both contain 4 charges and a 30ml bottle of botanical massage lotion; the difference is that the Take Home Kit contains a shell, while the Recharge Kit does not. In order to continue using the shell after the initial charges are gone, clients will need to purchase Reheat Kits from their salon.

### VALUE & PROFIT

ThermaShells offer an easy, cost-effective way to greatly increase the number of services offered and their powerful results justify a premium price tag.

## Easy to use

ThermaShells' naturally ergonomic shape and powerful heat make giving a great massage incredibly simple. They take 30 seconds to prepare, so no extra labour time needs to be factored in for extra profit.

Just place a LavaGel packet inside the shell, pour in the Activator, and wait five minutes. When you're done with the service, throw out the LavaGel packet and rinse, then wash the shell with anti bacterial soap and water.

### Salon suggestions

## MENU OF SERVICES

**THERMASHELLS ADD REVENUE WITHOUT INCREASING TIME!  
INCORPORATE THESE SAMPLES  
INTO YOUR MENU OF SERVICES:**

### MASSAGE THERAPIES

**PERFECT HEAT MASSAGE**  
Four heated sea shells are combined with classic Swedish massage techniques to create a warming, therapeutic treatment unlike any other.  
60 MIN | \$125



### MANICURE & PEDICURE

**MANGO MELT MANICURE**  
Begin with a full spa manicure, then finish with a green tea and mango massage oil rub with warm sea shells on arms and shoulders. Finish with a french manicure polish while hands rest cupping warm shells.  
45 MIN | \$50



**SIGNATURE SPA PEDICURE**  
A moisturizing algae mask is applied to your feet, followed by a ThermaShell hot reflexology treatment and a spa pedicure finish.  
60 MIN | \$80

### FACIALS & MORE

**OCEAN GEMS FACIAL**  
Grains of pearl are used in a gentle microdermabrasion treatment, followed by skin specific cocktail and hot ThermaShell facial massage to open the pores and improve skin elasticity.  
60 MINUTE | \$95



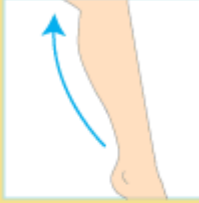
**THERMASHELL ADD-ON**  
A soothing, all natural heated treat with your favorite service. Adds a relaxing and heated massage to any treatment.  
1 SHELL | \$20  
2 SHELLS | \$30



## ADD-ON TO SERVICES


**THERMASHELLS ADD REVENUE WITHOUT INCREASING TIME!  
THESE SAMPLE STEPS CAN BE USED  
IN DIFFERENT MASSAGE PROTOCOLS:**

### LEG & FOOT




Wrap both hands around the ankle with shell in one hand, and "squeeze" up the leg to just below the knee, with the shell against the calf.

### ARM & HAND




For forearm tension, use hinge and perform friction strokes between muscles along the top of the forearm

### NECK & SHOULDER



Continue toward neck and move to top of the shoulder blade and down along the spine. Repeat on opposite side.

### FACIAL





Place the shell in the center of the forehead and draw outward to the temples.


## Easy Prep & Clean-Up

### EASY AS 1, 2, 3

#### PREP


- 


**1:** Remove LavaGel sachet from packaging. Fold corners loosely towards the center and place inside the shell. With one finger, flatten the sachet against the bottom of the shell.
- 


**2:** Open Lava Activator package and pour contents into the shell.
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**3:** Set shell aside and wait 5 minutes for Activator to fully absorb. **If there is extra liquid that has not fully absorbed after 5 minutes, move sachet around until liquid is gone.** Place the cap on the shell and you're ready to feel the heat.

#### CLEAN-UP

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**1:** Remove cap from shell.
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**2:** Remove the LavaGel sachet from the shell. It should remove in one piece by pulling from one corner out in a swirling motion. If it tears, simply remove the rest and shake out any loose material or rinse inside with water. Dispose of sachet in trash.
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**3:** Wash the outside of the shell with anti-bacterial soap and water and rinse the interior under a faucet. Dry shell and place on shell display.

### Salon Professional:

Thermashells products are available for purchase directly through CNE Beauty Salon Supplies in Melbourne, via phone, fax, in person or on our website. Thermashells are also sold through our national distribution partners Australia wide. You can also view a list of ThermaShells distributors on our website, [www.creativesnewedge.com.au](http://www.creativesnewedge.com.au)

### General Public:

All of the Thermashells and Thermasoft professional products are sold to salons & spas through our distribution partners. Retail products are available through salons for purchase by anyone. If you're interested in receiving a treatment or purchasing retail product, you'll need to find a salon that uses Thermashells products. The easiest way to do this is to call us at CNE Beauty Salon Supplies on 1800 368 489 to find out your nearest Thermashells salon or spa retailer is located.



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## Recommended prices to charge for salons

Single shell, used as an upgrade to any massage service

\$20.00 - \$35.00 (Cost to activate one Therma Charge is \$3.33)

2 shells, used as an upgrade to any massage service

\$35.00 - \$60.00 (Cost to activate two Therma Charges is \$6.66)

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## Retail packs, suitable for home use

TSR-RK ThermaShell Take Home Kit **\$48.00 RRP**  
Comes with: 1 ThermaShell  
4 Therma Charges  
30ml Bottle of Massage Oil



TSR-RC ThermaShell Reheat Kit **\$27.00 RRP**  
Comes with: 4 Therma Charges  
30ml Bottle of Massage Oil



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Your Australian Thermashells Importer & Master distributor is:

Creative's New Edge Pty Ltd, Trading/as CNE Beauty Salon Supplies  
Level 1/60A Albert St Preston Vic 3072  
Ph: 03 9484 1889 Fax: 03 9484 1860  
Email: sales@creativesnewedge.com.au  
[www.creativesnewedge.com.au](http://www.creativesnewedge.com.au)  
ABN: 91 107 464 979 ACN: 107 464 979



# thermaSHELLS™

## Salon Price List (inc GST)

### Retail packs

TSR-RK      ThermaShell Take Home Kit      **\$32.00**  
Comes with:      1 ThermaShell  
   4 Therma Charges  
   30ml Bottle of Massage Oil



TSR-RC      ThermaShell Reheat Kit      **\$18.00**  
Comes with:      4 Therma Charges  
   30ml Bottle of Massage Oil



### Shells

TSP-TS      ThermaShells Professional Pack of 4 shells  
**\$40.00** = \$10.00 Per Shell



### Charges

TSP-TC      ThermaCharge Professional = 36 Charges  
**\$120.00** = \$3.33 Per Charge



### Massage Oil

TSP-SML-17GM      Botanical Massage Oil - Green Tea & Mango 510ml      **\$26.00**

TSP-SML-17U      Botanical Massage Oil - Unscented 510ml      **\$26.00**

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Your Australian Thermashells Importer & Master distributor is:

Creative's New Edge Pty Ltd, Trading/as CNE Beauty Salon Supplies  
Level 1/60A Albert St Preston Vic 3072  
Ph: 03 9484 1889    Fax: 03 9484 1860  
Email: sales@creativesnewedge.com.au  
[www.creativesnewedge.com.au](http://www.creativesnewedge.com.au)  
ABN: 91 107 464 979    ACN: 107 464 979



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