

Beauty Embraces Technology and Advancement: Interviews by Candice Georgiadis

Elena Duque and Dr. Gary Linkov discuss the future of beauty.

GREENWICH, CT, USA, May 21, 2020 /EINPresswire.com/ -- Candice Georgiadis, owner of the blog by her namesake, interviews individuals on the cutting edge of hotel, travel, lifestyle and other similar topics. She expands the marketing footprint of individuals and companies with a combination of branding and imaging across social media and conventional websites.

The beauty industry takes advantage of Candice Georgiadis' marketing services to bring people up to speed on the huge leaps technology has provided for the industry. This is a huge industry that until recently was lagging behind outside of various niche markets. Help get your brand, your image, across the right way with Candice Georgiadis as your guide. You can find her contact information at the end of the article. Read the below excerpts from two recent interviews she completed.



Elena Duque, Esthetician, On-Air Beauty & Lifestyle Expert, and savvy med-spa owner in New York City

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Can you share 3 things that most excite you about the “beauty-tech” industry?

I'm seeing a trend in more non-invasive treatments and that really pleases me. Less surgery equals less risk. Women and men are now able to achieve face and body goals without having to undergo major surgery and that's a step in the right direction.

Personalized and customized beauty is becoming more and more popular. Many makeup retailers have software that virtually allow you to try on hundreds of lipstick and eyeshadow

shades whether in-store or through an app. I've personally tried this technology and it's incredible how accurate it is.

Skin analysis through artificial intelligence is growing with the big beauty brands. Virtual skincare may sound futuristic, but it's been around for a few years. This technology hasn't gotten the best feedback, but companies have been making strides to tweak and improve their flaws. I predict that once it's perfected, people will prefer to use this technology, and the need for an in-person consultation with a skincare professional will be obsolete.

Can you share 3 things that most concern you about the industry? If you had the ability to implement 3 ways to reform or improve the industry, what would you suggest?

At-home Esthetic devices such as laser hair removal and microneedling concern me. As an Esthetician I know how potentially dangerous these devices can be when not used properly. People who are not educated in skincare and use these tools at home can self-inflict burns, micro tears, or worse if they don't follow the proper protocols, not to mention these devices are not as effective as a machine that is used in a med spa or dermatology office.



Dr. Gary Linkov, City Facial Plastics
Founder

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One night, while I was sleeping, I shot up out of bed, almost unable to breathe. I had a real-life epiphany. “I have ADHD” I said aloud to no one.”

Elena Duque, Esthetician, On-Air Beauty & Lifestyle Expert, Spa owner

I feel that the beauty and beauty tech industry is becoming over saturated and inundated with gimmicky treatments, products, and services. It seems as though these new trends are being created to top the competitors, and not created with the actual consumer in mind. Sometimes, simple is best and people just want results, without all the bells and whistles.

There's a huge gray area when it comes to Esthetician's and what they (we) can do within their scope of practice, and it varies by state. The amount of hours required to obtain an

Esthetics license also varies by state. My concern is that the education and guidelines are not consistent and it needs to be more uniform. Esthetician's want to keep up with new and trending treatments and the latest devices to hit the market, but at the rate the beauty tech industry is growing, technology is evolving faster than individual state legislation can keep up with. This is leading to even more concern and more unanswered questions when it comes to what

procedures Estheticians are allowed to perform legally.

You are an expert about beauty. Can you share 5 ideas that anyone can use “to feel beautiful”? (Please share a story or example for each.)

Beauty and feeling beautiful really does start from within. I have a mantra that I say aloud every morning with my daughters while I’m getting them ready for school. “ I am beautiful, I am kind, I am loved”.

A mini self-facial massage will make you look and feel beautiful, refreshed, and relaxed. Add this to your morning routine and you will feel and see a glow.

Create beauty around you. Buy flowers, a new plant, or declutter your space. You will instantly feel beauty when you see your surroundings in a positive light.

Put on your favorite outfit. Sometimes our clothes can really change our attitude and boost confidence.

Fill your mind with beautiful thoughts and you will exude beauty. Think about positive experiences you’ve had, places you’ve been, and the people you love. When you focus on the happy elements in your life, you will feel beautiful and full of gratitude.

Finish [the rest of the interview here](#).

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Dr. Gary Linkov, City Facial Plastics Founder

Can you share 3 things that most excite you about the “beauty-tech” industry?

-Less-invasive methods of achieving results with less downtime

-Safer machines and techniques

-Miniaturization of machines to fit into smaller spaces

Can you share 3 things that most concern you about the industry? If you had the ability to implement 3 ways to reform or improve the industry, what would you suggest?



Candice Georgiadis

-Less experienced providers offering treatment with real risks that they cannot handle or recognize

-People promoting procedures that do not really work in place of more well studied procedures that do work

-Misinformation being spread online and providers misrepresenting themselves and their skillsets that fool patients

You are an expert about beauty. Can you share 5 ideas that anyone can use "to feel beautiful"?

-Skin care is important, starting with sun screen and Vit C/E for antioxidant effects.

-Nutraceuticals (vitamins) can help strengthen hair for men and women

-Proper makeup can do a lot to cover up imperfections and to avoid doing more invasive things

-Feeling beautiful involves being in a great state of mind, so relaxation and taking care of one's mental health is super important.

[Complete reading the interview here.](#)

About Candice Georgiadis

Candice Georgiadis is an active mother of three as well as a designer, founder, social media expert, and philanthropist. Candice Georgiadis is the founder and designer at CG & CO. She is also the Founder of the Social Media and Marketing Agency: Digital Agency. Candice Georgiadis is a Social Media influencer and contributing writer to ThriveGlobal, Authority Magazine, and several others. In addition to her busy work life, Candice is a volunteer and donor to St Jude's Children's hospital.

Contact and information on how to follow Candice Georgiadis' latest interviews:

Website: <http://candicegeorgiadis.com/>

Email: CG@candicegeorgiadis.com

LinkedIn: <https://www.linkedin.com/in/candice-georgiadis-34375b51/>

Twitter: <https://twitter.com/candigeorgiadis> @candigeorgiadis

Candice georgiadis

candicegeorgiadis.com

+1 203-958-1234

[email us here](#)

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