

## 2017 ABIA Hall of Fame

# CAROLINE NELSON



2017 ABIA Hall of Fame Recipient  
Caroline Nelson with Lee Blackett-  
Refectocil



*At the glittering gala celebration of the 2017 ABIA's recently held in Sydney Caroline Nelson was inducted into the ABIA Hall of Fame, proudly sponsored by Refectocil*

**Caroline is a third-generation aesthetician with extensive business and marketing experience.**

She has clocked up over 38 plus years of industry "hands-on" experience as a college principal; owner/manager of numerous successful beauty salons; day spa owner; lecturer at a number of national and international conventions; and a past National President of the Association of Professional Aestheticians of Australia.

Caroline is a highly respected public speaker, well known for her practical, down to earth style and her phenomenal knowledge of the industry. Her career has been dedicated to promoting the professional approach to "exceptional client care" and the full 24/7 servicing of total client needs. She has been described as the "retail guru of the beauty industry" and it is her firm belief that every

client should be using salon only recommended home-care.

She is an inspiring presenter with an exceptional ability to impart her vast knowledge in a professional and concise manner. She is a dedicated believer of on-going staff education and supporting salon owners to develop "in-salon training programs that deliver outstanding results". Caroline will inspire and motivate all aestheticians and therapists to exceed both performance and retail targets.

Caroline has been the "retail guru" because of her unique proven methods of training beauty professionals how to "lead potential customers down the path towards purchase". She has borrowed the hottest retail trends from the major department stores and moulded them to suit the salon spa environment.

Caroline is a regular contributor to both national & international trade magazines and journals with well over 200 published articles to date. She is a wonderful communicator and her incredible energy and passion to see others succeed is infectious.

Caroline was presented with the ABIA Hall of Fame award by Lee Blackett, owner of Lee Fran Beauty Imports, Australian distributor for Refectocil, following a video tribute with well known industry icons singing her praises. Caroline accepted the title graciously with a heart felt acceptance speech, to a standing ovation of over 550 guests. Congrats Caroline! Well deserved!

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