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The first impression carries a lasting image. That is why all frontliners in the tourism industry have to project that positive, friendly and attractive image, not only in conjunction with the Visit Malaysia Year 2007 (VMY) but continuously.

For most people attractive means beautiful; but you don't necessarily have to be drop-dead gorgeous to be thought of as beautiful. You can just be neat and clean and you can look just great.

As we all know, our faces are the first thing our guests look at when they meet us; therefore making it imperative for us to have that healthy and flawless complexion.

However, when you are too busy, flitting from one assignment to another, cleansing, toning and massaging your face may not be possible.

Image, a beauty salon located at KK Plaza, situated in Kota Kinabalu is offering just the exact services you may require to retain that flawless complexion.

Siti Karima Umie Serahani, 29, the proprietor, believes that the services her salon offers to guests can ensure that tour guides and frontliners will have an image they can be proud of.

"We are offering two packages currently in conjunction with the VMY2007. The first package comprise of a facial we call "Facial Aura Harmony". This facial is carried out with ingredients that will give you a youthful glow."

"The second package is a light face lifting procedure called 'Lifting Ultra Sonic'. We follow this up with sea mud treatment. This treatment is for pigmentation, cell renewal and whitening as well as anti-aging."

This young lady who has a Korean-based beauty care training, believes that frontliners who have to deal with the sea, sun and sand will benefit from her services.

"Actually, they can also bring in their guests for beauty treatment. Although our natural heritage is beautiful and a great source of pride, being outdoor for a long period of time can create havoc on our skin. Those who wish to keep a youthful radiant complexion will attest to this," she says.

Her salon actually offers various other services. They include treatment of acne and pimples, body scrub, mole removal, waxing and many more. The products she utilised are Malaysian and Korean.

She invites frontliners and guests to walk into her salon anytime from 10am onwards everyday.

So if you are from the island just now, you and your tourists are invited to hop into Image and have a treatment to slough away the 'tiredness'.

Beauty greets VMY 2007 too