



Equipping Beauty Salon with Laser Therapy Apparatus

It has been six years since Daniela Karakhanyan started practicing cosmetology. She has a beauty salon in Akhalkalaki. Any kind of business requires improvement and modern technologies in order to keep up with the constantly developing environment. Cosmetology is progressing quite fast: methods, equipment and general approaches change all of the time. As a result, state-of-the-art equipment has become an essential asset for the field.

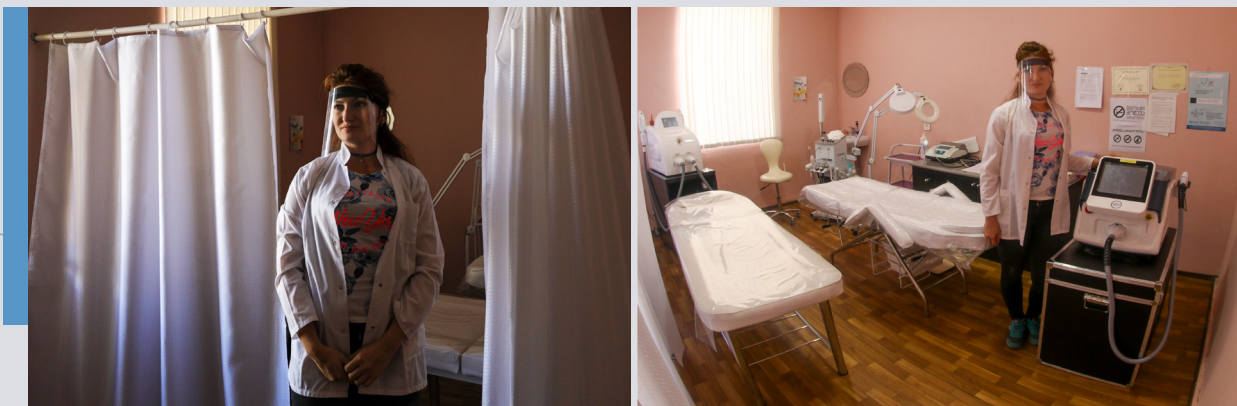
“It’s been quite a while since I’ve been working as cosmetologist. I also do epilation. Although, it should be mentioned that laser therapy has replaced all other methods of epilation. The apparatus is quite expensive and without the support of the EU, the LAG and GIPA, I would have never been able to purchase that kind of equipment. Akhalkalaki’s population has requested laser therapy services. Without such a service here, interested people travelled to other cities for laser therapy. Unfortunately, they were not happy with the results and wasted their money. Laser therapy should be done in stages. After a few procedures, they were unable to continue to travel for the therapy and, therefore, did not have good results,” said Daniela Karakhanyan.



Employees: 1 local
Total budget of the project: GEL 19,800.00
EU s: GEL 12,573.00
Co-financing: GEL 7,227.00

The number of Daniela’s clients is increasing on a daily basis. Her center is the only one in the region that is equipped with a laser therapy apparatus. Local ladies are well aware that laser therapy is safest and most efficient way to remove undesired body hair.

The laser therapy apparatus was procured within the project and has many functions. It does not harm the surface of the skin and removes several hair follicles simultaneously. Consequently, it is a quick process. The equipment has a cooling system which also makes the process easier eliminates the need for anesthesia.





Having a laser therapy apparatus in the region is very important for the local ladies. Some people might ask why it has such a great importance. One of Daniela's loyal clients answers this question: "A woman who takes care of herself is much more confident and is more motivated to be a part of society and civil activities. Therefore, the laser therapy apparatus is not just a plain piece of equipment for the ladies living in Akhalkalaki but it is a crucial step towards women's empowerment and social engagement."

"It is vital for our region to develop various fields of business and equip them with modern technologies. First of all, it helps the market to create new workplaces and, second of all, local demands are met and so people do not go to other cities to receive their required services. It also helps them to save some money," said Daniela Karakhyan. She also stated that she hopes to be able to add other modern services for the ladies living in Akhalkalaki.

The initiative has been financed by the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) through the project of promoting new approaches in Rural Development in Akhalkhalaki.

Project is being implemented by the Department of Rural Development and Vocational Education (DRDVE) of the Georgian Institute of Public Affairs (GIPA). Project Partners are Mercy Corps, Elva – Community Engagement and West Cork Development Partnership.

The European Union supports agriculture and rural development of Georgia through the programme of ENPARD, which has been implemented in Georgia since 2013. The total budget is 179.5 mio EUR. The main goal of the ENPARD is to reduce the rural poverty. The main priority of the first phase of the program was to support agricultural development, whereas the main aim of the second and third phases is to promote economic opportunities and capacity building of people living in the rural areas. For the additional information, please follow the link: www.enpard.ge