



HIGH ACHIEVER: Former Half Moon Bay resident Stephen Handisides is building a career as an international beauty expert.

Times photo Wayne Martin

# Recognition on global stage

By **CHRIS HARROWELL**

**S**TEPHEN Handisides has gone in a short space of time from being a young man with big dreams to an industry leader in his field.

The 35-year-old former Macleans College pupil is based in London, England, and is a global expert on the subject of beauty and personal grooming.

He's learned a lot about success along the way, including that it's important to be surrounded by positive people.

"It's vital also for people to never give up, follow their dreams, and to create their own opportunities," he told the Times.

"I really wanted to be a television presenter and knew it was a competitive field, so I started producing my own TV show until I was recognised.

"People get noticed when they put themselves out there as an expert in their field, and it's helpful to make

the most of social media and the internet."

Mr Handisides is the son of respected former insurance broker Ian Handisides and his wife Beverly, who live in Half Moon Bay.

Stephen Handisides founded the successful MyFaceMyBody Awards, publicly held last November at the prestigious Royal Garden Hotel in London.

Described as the largest global aesthetic beauty awards in the world, it's staged to recognise successful industry innovation and customer service excellence.

The awards were televised in the United Kingdom and attended by a large number of industry experts and celebrities.

Mr Handisides is bringing the MyFaceMyBody Awards to New Zealand and Australia this November and is planning a North American version for 2016.

He hosts the Stephen Handisides

Show, airing on SkyTV in Britain.

His MyFaceMyBody.com website is visited by more than 80,000 people each month and features more than 30,000 questions and answers and 2000 how-to videos.

Mr Handisides' company also produces a glossy annual magazine in the UK, entitled The Ultimate Beauty Guide.

He recently started working as a beauty expert consultant on the popular North American television programme The Dr Oz Show.

His interest in beauty and cosmetic surgery stems from having friends who had negative experiences with such procedures.

"There was no education portal back then where people could go for good advice on cosmetic surgery, and other non-surgical options such as laser treatments and botox," says Mr Handisides.

"I also really wanted to get into television presenting, so I decided

to produce and present my own TV series, which is now in its fifth year.

"The Stephen Handisides Show screens on SkyTV in the UK and I present on various morning shows about the latest beauty trends.

"I write for a number of beauty magazines and newspapers about the latest beauty secrets and products hitting the market."

Mr Handisides has a busy year ahead, with regular travel planned between the UK, US and Australia.

He's driven by a desire to educate the public about new developments in the global beauty industry.

"I focus on the latest trends of what's new in the field of aesthetics and beauty.

"I'm very interested in new non-surgical innovations, such as freezing body fat instead of going under the knife.

"It's a booming market and I'm intrigued by the motivation of people to seek out cosmetic treatments."

Mr Handisides says he's seeing more men paying close attention to their own personal grooming and appearance.

"Guys internationally are really starting to look after themselves and using good skin care cream or having minor cosmetic surgery.

"In New Zealand, cosmetic surgery such as facelifts seems to be more for people aged 50 and older who want to look good.

"It's interesting that a lot of younger people in Australia are taking more proactive action as well," he says.

"I recommend that everyone uses a good sunscreen or moisturiser, even in winter, as that's the best anti-ageing solution."

Aesthetic medicine is a specialist field separate from plastic surgery that focuses on anti-ageing scientific treatments allowing people to improve their appearance without going under the knife.

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