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JANUARY 2023

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Gary Gomer - Provider/Owner of Contour Consulting

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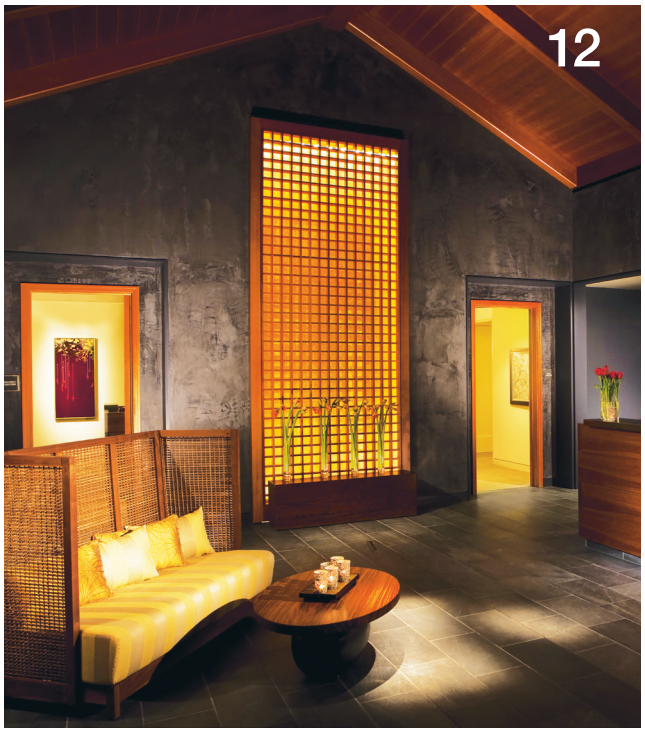

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The Event for Serious Spa Professionals & Owners

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On My Radar

Swift-sational



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

SKIN INC. ASSOCIATE MANAGING EDITOR MAGGIE WALKER SHARES WHAT'S ON HER MIND THIS MONTH.



I know I'm not alone when I say that Taylor Swift has been occupying my brain a lot lately. Apart from her latest album release, Midnights, that I have been listening to nonstop, she also surprised all of her fans (myself included) with the announcement of her Eras tour. One of her songs that I can't help but play over and over is "Bejeweled." This song is the epitome of the energy I want to enter into 2023 with. In her career, Taylor Swift has made some iconic ballads, which is what inspired me for this month's On My Radar. I gathered some amazing skin care products that tie in perfectly with some of my favorite Taylor Swift songs.



1 Red

Are we really even talking about Taylor Swift, if we don't mention the red lip? Jane Iredale's Beyond Matte Lip Stain in Longing is a truly iconic red that I think Taylor would highly approve of due to its long-lasting formula that is rich with plant-based oils.
https://janeiredale.com



2 Cruel Summer

Taylor Swift's top skin care advice is to always wear your sunscreen all year round, especially when the summer sun can be cruel. An SPF I am sure would get the Swift stamp of approval would be the TiZO AM Replenish Non-Tinted SPF 40. The use of zinc oxide and antioxidants protect the skin against UV damage while restoring the lipid layer.
https://tizoskin.com



4 I Knew You Were Trouble

While Taylor might have been singing about a boy, I am 100% talking about an unwanted pimple that decides to pop up right before a big event. The perfect spot treatment for a pesky breakout would be the Yon-Ka Paris SOS Spot Roll-On Blemish Treatment. This roll on spot treatment works fast to soothe, purify and heal blemishes.
https://shop.yonkausa.com



3 Bejeweled

Taylor said it best "A diamond's gotta shine." So, if I'm the diamond that means I want that beautiful, glowy skin, and the perfect spa tool to give that to me would be Le Mieux's Ionized Oxygen Infuser. This infuser dispenses an ultra-fine, line filling mist for instant volume and a "glass skin" glow (perfect for being bejeweled).
https://lemieuxskincare.com



5 You Need to Calm Down

I have definitely had moments like this with my skin, when it's in desperate need of some serious rescue. Hale & Hush's Bio Relief Powder is the perfect product for helping your skin calm down with a blend of eight botanical extracts to relieve skin of redness, itchiness and irritation.
www.haleandhush.com



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Caffeine ~ Increases Blood Flow + Calming
Beeswax ~ Protects Barrier + Heals Skin
Shea Extract ~ Powerful Anti-inflammatory
Mango Seed Butter ~ Restorative + Hydrating
Cocoa Seed Butter ~ Antioxidant + Skin Barrier Support

BODY NECTAR KEY INGREDIENTS

Apricot Oil ~ Soothing + Anti-inflammatory
Squalane ~ Balances Oil Production + Improves Elasticity
Avocado Oil ~ Moisturizes + Heals Dry Skin
Jojoba Oil ~ Balances Natural Oil Levels
Honeysuckle Flower Extract ~ Boosts Antioxidants + Soothes Skin

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Medical Barrier Cream

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D-E-J Daily Boosting Serum

Revision Skincare

www.revisionskincare.com

The serum is formulated with patent-pending sunflower sprout extract technology that has been clinically proven to impact the visible effects of glycation on skin.





Hydro Pure Tinted Serum

Jane Iredale

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Hydro Pure Tinted Serum is a hydrating tinted serum with hyaluronic acid that plumps, soothes, blurs lines and evens skin tone with sheer coverage for a dewy, youthful look.



Green Fixer Calming Elixir

Farmhouse Fresh

www.farmhousefreshgoods.com

Farmhouse Fresh Green Fixer Calming Elixir is infused with matcha to reduce redness, restore the barrier and replenish moisture.



Multi-Lipid Replenishing Moisturizer

Clinical Skin

www.clinicalskin.com

Multi-Lipid Replenishing Moisturizer contains a rich formula of essential lipids, peptides, antioxidants and hydrating agents designed to help skin retain moisture.



PRO Brightening Masque

Lira Clinical

www.liraclinical.com

PRO Brightening Masque efficiently delivers exfoliating enzymes that allow peptides and three different forms of vitamin C to penetrate deeply, for a smooth and healthy skin structure.



Vagus Nerve Bath Oil

OSEA

www.oseamalibu.com

Vagus Nerve Bath Oil is a soothing bath oil that promotes a sense of serenity while moisturizing the skin.

Medical Plasma IQ

Suneva

www.sunevamedical.com

Medical Plasma IQ uses microbeams of plasma in a focused energy treatment, resulting in tightening and retraction of the skin tissues through controlled skin damage.





Brazilian Blueberry Ultra Film

Mancine USA

www.mancineusa.com

Brazilian Blueberry Ultra Film is an ultra-thin spreading wax. The wax is formulated with blueberry and the soothing properties of jojoba.

Resurfacing Serum

PCA Skin

www.pcaskin.com

Resurfacing Serum gently exfoliates dull skin and other imperfections for a more radiant-looking complexion.





Vitamin C Serum

Kari Gran Skincare

www.karigran.com

Vitamin C Serum is a concentrated, stable, waterless 10% vitamin C oil-based serum that moisturizes, evens skin tone, brightens and fights free radical damage.

Glycolic Acid Pro Peel

Murad

www.muradpro.com

Glycolic Acid Pro Peel was designed to address clients' more serious skin concerns such as melasma, hyperpigmentation, deeper lines and wrinkles.



For more detailed descriptions of each product shown and for additional products, log on to *www.SkinInc.com/products*.

SPA SNAPSHOT:

Sense Spa at Rosewood Sand Hill

By Maggie Walker

When it comes to skin care, it is no secret that there is no "one size fits all solution," so why would receiving spa treatments be any different? There has been a driving force in the spa industry for customizable and personalized spa treatments and home care routines, and Sense Spa at Rosewood Sand Hill in Menlo Park, CA takes this concept very seriously. Their entire spa menu is dedicated to customized facials that provide relaxation and rejuvenation. Recently, they incorporated the QMS Medicosmetics brand into their menu and combined the Sense Spa's core techniques for wellness offerings and facial massages with the cosmeceutical line to make a completely unique and customizable experience, depending on the guests' needs. With 16 acres of gardens and courtyards, this hotel and spa has mastered the art of becoming an escape to paradise.

To learn a little more about the spa, it's customized treatments and how it keeps its edge in a very competitive market, *Skin Inc*. sat down with Deborah Marron, lead esthetician at Sense Spa at Rosewood Sand Hill.

Photos courtesy of Sense Spa at Rosewood Sand Hill

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Skin Inc.: How did you get started in the industry?
Deborah Marron: I actually started off in construction, but because of the unfair pay gap between men and women, I eventually ended up going to beauty school. I decided I would go the opposite of the industry I was in. In beauty school, I started off in nails, but I kept getting distracted by the esthetician program happening in the same building. Thirty-two years later and I haven't looked back.

SI: How does Sense Spa at Rosewood Sand Hill go about training their spa staff?
DM: We start with the new protocols that are brought to us from brand trainers. The esthetician leads, then follow up with reworking the protocol to fit our brand, as well as the needs of our clients.



THE RUNDOWN:

SENSE SPA AT ROSEWOOD SAND HILL



Address:	**2825 Sand Hill Road Menlo Park, CA 94025**
Phone:	**650.561.1500**
Web:	**www.rosewoodhotels.com/en/sand-hill-menlo-park/wellness/qms**
Instagram:	**@rosewoodsandhill**
Facebook:	**@rosewoodsandhill**
Hours (daily):	**7:30 am - 7:30 pm**
Capacity:	13 treatment rooms, full service salon, indoor and outdoor lounges
Skin Care Line:	QMS Medicosmetics, Lola's Apothecary, Cosmedix, Intraceuticals, Kerstin Florian
Amenities:	Pool, Steam room, Sauna, hot tub, Indoor and outdoor relaxation lounges

SKIN INC. EXPERIENCES THE SENSE SPA



Maggie Walker, managing editor of *Skin Inc.*

Arriving at Sense Spa at the Rosewood in Sand Hill was nothing short of arriving in paradise. The sun was shining, the weather was warm, and there was the beautiful sounds of water trickling everywhere. Upon being greeted and given a recyclable can of water (we love a sustanability moment), it was time for one of my favorite parts of any spa vist;robe time. I slipped into the amazingly comfy robe and my swimsuit to go enjoy the amenities before my spa treatment. As any sane person would do, I started by making my way to the outdoor hot tub, where I let the warm water soothe all of my muscles that were tense from traveling. When I did finally decide to skip over to the sauna, I was able to grab a cooling towel from outside to bring in and place on the back of my neck. This was a lovely touch, as it allowed me just a little more time in the warmth. When there was only 15 minutes left before my treatment, I decided to make my way to the outdoor lounge, which was basically heaven on earth. Complete with the serene sounds of running water and chirping birds, this outdoor lounge got me in the perfect headspace before receiving my relaxing treatment.

When Deborah finally came to come get me, I was completely relaxed and ready for my facial. My QMS Collagen Renewal Facial began with a double cleanse, and the cleanser smelled absolutely heavenly and glided across my skin. From here, Deborah moved into a double exfoliation that started with a 7% enzymatic peel and moved into a gentle exfoliation with a facial massage. Deborah's expert fingers practically put me to sleep with this massage, and as an added bonus, a 5% enzyme exfoliation was also put on my arms to work their magic. Since I had a tiny breakout at this time, Deborah performed light extractions when the exfoliation was all done, and then we jumped into the really fun part.

Deborah applied a collagen serum that felt like silk gliding across my skin, and an algae peel off mask was applied on top of this. While that peel off mask set on my skin, Deborah performed a transcendental back and neck massage that lifted me into a space between being asleep and awake. After the algae mask was peeled off, my relaxation hit an even deeper level as Deborah used her expert fingers to perform a lifting massage that felt like a workout for my skin. After this, Deborah applied what she liked to call "literally Botox in a bottle," a.k.a a power firm mask. On top of this mask she applied the plaster mask that provided a completely unique sensation. While the plaster mask set on my face, Deborah went back to work on my arms using a combination of hot towels, firming body lotion and her expert massage skills to actually send me right to sleep.

Unfortunately, as all spa treatments have to eventually do, my treatment came to an end with Deborah topping my skin off with an alpine marine and rose stem cells eye mask, antioxidant moisturizer and sunscreen to keep me hydrated and protected for the rest of the day. This treatment left me with undeniable spa brain and my skin looked bright and alive, whish was impressive since I had just come off a plane. One thing was for certain, there was no lack of luxury at the Sense Spa.



Sense Spa's has an outdoor lounge with a tranquil stone waterfall.



Sense Spa's outside entrance.



SI: How does Sense Spa stay competitive with other spas in the area?
DM: We stay competitive by bringing in innovative and exclusive skin care brands into our spa and treatment rooms.

SI: How did Sense Spa and QMS Medicosmetics work together to develop the treatments brought into the spa?
DM: A lot of our clients are locals and repeat clients, so the protocols we have produced are in an effort to meet the need for a buildable, robust and result driven routine for them.

SI: What is the biggest trend you are currently seeing in the spa industry?
DM: We seem to be in a rebranding era. A lot of the brands we have worked with for years have been changing their formulation or updating their outlook on self-care. This is a huge trend I have been seeing and expect to continue to see.

SI: How does Rosewood Sand Hill decide when to bring in new brands and what brands to bring in?
DM: Change is made when the need to evolve is evident. We ask ourselve if we are getting too comfortable and if we are being current? This helps us decide what brands we might need to bring in.

SI: What is Sense Spa's at Rosewood Sand Hill most unique treatment?
DM: Our most unique treatment is our Fire and Ice treatment. This is a great treatment because it is suitable for all skin types, from the most sensitive to most complicated.

SI: What is Sense Spa's at Rosewood Sand Hill most popular treatment?
DM: Collagen Renewal has been our most popular treatment by far. The treatment uniquely combines algae and plaster in a face mask that is applied, and this is paired with deep face firming massage to give guests a lifted and hydrated glow. Our clients love it!

SI: What is your favorite treatment from the spa?
DM: My favorite treatment we offer is the Front to Back. This is the only treatment within the spa that has the esthetician performing a cleanse and exfoliation before applying the algae mask on the back. This treatment also provides the benefit of a full 90 minutehydrating and contouring facial.

CELL SALTS

BY TIFFANY ANDERSEN CLEAN COSMECEUTICALS™

Last month I briefly introduced you to cell salts. We learned that they are key to cellular health because they make up 75% of our blood tissue, similar to salt water.



Did you know that cell salt deficiencies show up on your skin as pigmentation, wrinkles, acne and collagen depletion? I believe our clients see great improvements with acne because of the cell salts in our formulas. I did not create the Clean Cosmeceutical™ collections specifically for acne, but we quickly discovered the positive effects during our clinical studies.

Dr. Wilhelm Schuessler (1821-1898) pioneered the facial diagnosis of cell salt deficiencies in nineteenth-century in Germany. Dr. Kurt Hickethier (1891-1958) and other proponents later verified and expanded on Dr. Schuessler's research.The below indications for analyzing one's health have been used with great success for over 100 years.



Calcium Fluoride - cracked lips, wrinkles, deep set eyes

Calcium Phosphate - translucent lips and teeth, waxy appearance around the eyes and nose

Calc Sulph - paleness to skin, acne breakouts

Ferrum Phosphate - facial paleness, black circles under the eyes

Kali Mur - sunken temples, gray coloring, dull eyes

Kali Sulph - yellow jaundice-looking facial features, brown spots on the face

Mag Phos - chronic redness on the face

Nat Mur - thinning eyelashes, reddish chin

Nat Sulph - green coloring, bags under the eyes

Silicea - wrinkles, sunken eyes, crow's feet

When you see these signs in your skin you may want to consider a skincare line infused with cell salts.

QUICKLY IMPROVE ACNE WITH THE MEDISPA®

There has been a lot of hype over the years about how well hydradermabrasion works for the skin, specifically acne.

We know that hydrating the skin while gently exfoliating and suctioning out debris works to improve the skin.





How much better will a treatment like this work when combined with a CO2 BUFFING TIP to aid in gently buffing away dead skin cells while increasing oxygen to fuel cell metabolism?

Adding a HOT WAND to open the pores for extractions?





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To purchase the Medispa® Facial Aesthetic Device or Tiffany Andersen Clean Cosmeceuticals™, please contact us at support@tiffanyandersen.com.

Article written by Tiffany Andersen CEO and National Educator for Tiffany Andersen Clean Cosmeceuticals™, overseeing the company's strategic growth and product formulations using first-to-market ingredients.

tiffanyandersen.com



2023 COLLECTION

MEDISPA

PEPTIDE'S Function in TREATING ACNE

By Susan Wade, M.Ed., L.E., Viktoria De'Ann Peptides



Acne vulgaris is a chronic inflammatory condition affecting approximately 85% of adolescents.[1] However, influences such as bacterial overgrowth, decreased cellular communication and increased inflammation must be considered when treating acne. The skin has its own microbiome and relies on a balance between commensal bacteria, fungi and viruses. Understanding the bacterial role in the microbiome is the first step towards successful treatments for many types of acne. Antimicrobial peptides and host-defense peptides provide advanced scientific technology with a significant impact to improve the success rate of treatment outcomes. This article will explore how particular peptides are able to assist the skin's own natural response to combat acne, inflammation and skin barrier imbalances.

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UNDERSTANDING ACNE

Acne is a disorder of the pilosebaceous unit which consists of the hair and its follicle, the arrector pili muscles and the sebaceous gland.[2] What causes this disorder? The dead cells (corneocytes, keratinocytes) shed into the hair follicle instead of desquamating to the stratum corneum, causing a buildup and eventually forming a plug. This plug blocks oxygen from entering the pore, creating an anaerobic environment. Bacteria such as Propionibacterium (P. acne) is a common commensal bacterium and thrives in this anaerobic environment. Bacteria then adheres to the sebum promoting colonization and growth. The dead keratinocytes, combined with sebum and other cellular fluids, create a food source for the bacteria as well as creating a protective structure to guard against the immune system.[2]



Antimicrobial peptides disrupt quorum signaling to stop bacteria from multiplying.

CELLULAR COMMUNICATION

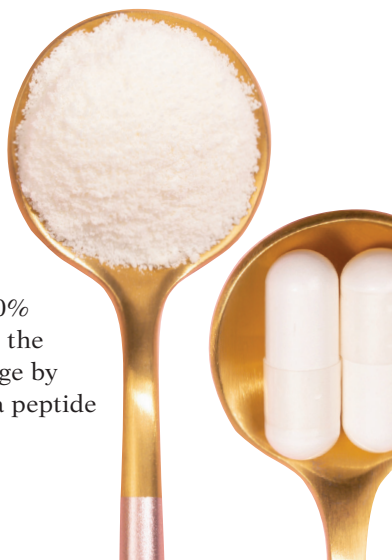
Cellular communication is critical for cell turnover, energy promotion, mitochondrial function, quorum sensing in bacteria and cellular and tissue repair. Cellular communication was once thought to be a one-way street with messages stemming from the DNA. However, it was discovered that the internal cellular communication is multi-directional from the DNA and from the cells to the DNA. As cellular health improves, the DNA's chronological clock is slowed or reversed to an earlier set point, which is reflected in the cells.[3]

PEPTIDE FUNCTIONS

A peptide is a chain of two or more amino acids naturally joined together during the digestive process. Amino acids are the small components of protein. Peptides are key messengers to cells and play many important roles contributing to the proper functioning of cells. One specific peptide role is to disrupt bacterial growth. Specific peptides have antimicrobial-like actions. Other peptides can assist with the repair and reconstruction of skin remodeling after injury or during inflammation.

Keep in mind the various terms for peptides, specifically bio-peptide and bio-active peptides. A bio-peptide is a term used for biologically active compounds that are chemically altered from protein fragments. Pharmaceutical grade or L-forms of amino acids are considered biologically active. Peptides can be of a natural substance or chemically engineered. Bio-active peptides are peptides that complement and assist the normal biological processes of the cell.

Additionally, it is important to note that plant-based peptides are not the same and do not function the same as human peptides. The breakdown is in the sequencing or coding of the peptide. In plant peptides, the sequencing of amino acids may only be 60-70% the same as of the amino acid sequence of a human peptide. The remaining 30% of the amino acid message makes the peptide an unrecognizable message by the human cells. For example, if a peptide



message to a cell states, "cells reproduce," but only 70% of that message was comprehensive, it would send a message something like, "cels eprodu." The letters of the words in the message are 70% identical, but the message is still unrecognizable because 30% is not understood.[3] If the letters of a word were not exact, the word changes, as does the meaning. This results in miscommunication or sometimes, no communication at all to the human cells.

BACTERIAL COMMUNICATION

Bacteria uses a communication system as well. This communication system is called "quorum sensing" or "quorum signaling." This communication is needed to coordinate certain behaviors. Some of these behaviors are biofilm formation (the ability to adhere to an object with a moist environment), reproduction (virulence) or to resist antibiotics. Bacteria uses quorum sensing to signal molecules for communication to grow in strength and number. As this population increases in numbers and strength, it produces density within the cell.[4]

If a quorum is not reached, bacteria will not divide as quickly or cannot defend itself when the body's immune cells respond. Adequate supplies and support must be present in the immediate environment for a higher chance of survival for the bacteria.

ANTIMICROBIAL PEPTIDES

Antimicrobial peptides are a unique class of peptides found to be effective in modulating quorum signaling. The specific function of an antimicrobial peptide is to interfere with the messages of the bacterial colonies. The bacterial colonies communicate to reach a point of saturation or density.

The communication confusion prevents the quorum from being reached and, in turn, prevents bacteria from dividing and multiplying. The bacteria do not have the proper supplies or support present to survive. By interrupting the communication signals, antimicrobial peptides confuse the bacteria. Consequently, the bacteria quorum perceives the environment as hostile because of a lack of necessary quorum signaling from surrounding bacteria. The body's immune responses can ultimately gain the upper hand in fighting the bacteria by destroying it naturally.[3]



A common question is how antimicrobial peptides can specifically target the invading pathogen or destructive bacteria while sparing the commensal or good bacteria. The answer lies in the composition of the electrical change of the cellular membrane between the pathogenic and the commensal bacteria cells.

Let me unpack this concept. The cellular membrane is largely composed of phospholipids. Some phospholipids are positively charged, while others are negatively charged. For example, phosphatidylcholine is normally uncharged, while others, such as phosphatidylserine, is negatively charged. Interestingly, phosphatidylserine is the phospholipid found in bacteria. Bacteria carry many negative charges, increasing the electrostatic interaction. Consequently, the antimicrobial peptides are targeted or drawn to interact with the negatively charged membrane.[5] Antimicrobial peptides are a novel and innovate approach in the treatment of acne.

PEPTIDES AND INFLAMMATION

Inflammation is the common culprit of acne and many skin disorders. It is an important consideration when combating acne breakouts. When toxins, allergens or pathogens emerge, inflammation is the body's first line of defense. The immune system has an arsenal of tools to defend or neutralize the toxemic effect of microbial pathogens. Inflammation is the cell's reaction to call in the first responders. It is a highly coordinated, biochemical sequence of events that begin with the rapid migration of leukocytes, cytokines and other immune cells.[6] Inflammation can be constructive and beneficial; however, chronic inflammation becomes detrimental to the skin. When the cells are continually burdened by toxins or pathogens, the cells send a signal to alarm the immune system.

Host defense peptides are a class of peptides that assist with immune functions of the cells. When cells



are damaged or dying, a unique molecular pattern emerges. This pattern informs the defense peptides to respond. According to a research study, "Expression and Function of Host Defense Peptides," these specific peptides are multifunctional and aim to maintain homeostasis.[6] The message to the cells is the same healing message naturally produced when skin is injured and begins the healing process.

During the healing process, some cells respond with inflammation and others respond by contracting the blood vessels. During the reconstruction phase of healing, collagen is replaced or re-assembled to repair at the injured site. This is a regular occurrence during inflammatory acne sites. Collagen is altered during the scar phase because the cells are patching the proliferation as quickly as possible. Over time, new collagen replaces the temporary collagen. The reconstruction phase can last from several weeks to several years. This is dependent upon the available resources at the time of healing and if the host defense peptides are working optimally.

APPROACHING ACNE

There are many considerations of the skin when working with acne, inflammation and skin repair. Understanding how antimicrobial peptides interfere with bacterial quorum sensing amidst the repair process using host defense peptides, provides a new platform for more natural treatment outcomes. In addition, understanding the function of cells and how peptides fulfill the natural role of cellular communication and microbiome balance provides estheticians, doctors, nurses and naturopathic professionals another tool to treat acne, chronic inflammation and compromised skin barrier conditions.



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Breakout Banishers

Relieve acne with these powerful products

1. **Green Tea Clay Poultice**
   BiON Skincare
   www.bionresearch.com
   Green Tea Clay Poultice blocks the action of five alpha-reductase, has powerful anti-inflammatory benefits and reduces irritation.

2. **Acne Advanced Clarifying Masque**
   Éminence Organic Skin Care
   www.eminenceorganics.com
   This two-in-one mask and spot treatment utilizes potent anti-acne ingredients to treat active acne and prevent future breakouts.

3. **Loume Advanced HA Serum**
   Loume Skincare
   www.loumeskinecare.com
   Loume Advanced HA Serum is known for its restorative benefits for aging skin and can help reduce redness and the visible appearance of acne.

4. **Facial in a Bottle Serum**
   Sorella Apothecary
   www.sorellaapothecary.com
   This azelaic serum uses plant-based retinol alternative, bakuchiol, to reduce the appearance of hyperpigmentation, fine lines and breakouts.



To read more about treating acne turn to Page 36.



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Shedding Winter's Coat

How to exfoliate with enzymes & acids to shed skin's winter coat

By Brian Goodwin, Éminence Organic Skin Care

Exfoliation should be an essential step in everyone's skin care routine! Whether you are blessed with clear skin, prone to acne or rosacea, or suffer from hyperpigmentation, exfoliation assists with both preventing and treating numerous skin conditions. Exfoliation has evolved substantially since the days when the skin was scrubbed with pumice stones or sand, and it's progressed significantly in the past few years as newer ingredients have been discovered.

Throughout this article, we'll examine exfoliating enzymes and some newer, novel acids that are effective in helping shed the dry, dehydrated skin associated with winter just in time for spring. We'll differentiate between their properties and benefits, and identify the ideal candidates for their use, including even the most sensitive skin types.

Choosing the Ideal Exfoliant

Though exfoliation can be beneficial to everyone, utilizing the correct exfoliants for each skin type and skin condition with the appropriate frequency is critical to achieving the best results. Doing so will prevent over-sensitizing the skin or worsening the conditions you are trying to treat. Though the focus of this article will be on exfoliating enzymes and newer, novel acids, understanding all categories of exfoliants is critical in choosing the best treatment for your clients. Let's examine the other categories of exfoliants further.



PHYSICAL EXFOLIANTS. This is the oldest form of exfoliation that physically "buffs" off dead skin cells, and is most appropriate for non-sensitive skin without active, open blemishes. Additionally, little to no pressure should be used when working with physical exfoliants on the skin. Natural physical exfoliants that are gentler on the skin include poppy seeds, olive seeds, tagua nut powder and rice powder.

ALPHA HYDROXY ACIDS (AHAS). Alpha hydroxy acids are water-soluble acids of varying molecular size, which affects their rate of penetration into the epidermis. AHAs and their common sources include glycolic (sugar), lactic (dairy), malic (apples), tartaric (grapes), citric (citrus fruits) and mandelic (bitter almonds) acids. Generally, AHAs are most effective at treating dehydrated, hyperpigmented skin, or skin with fine lines and wrinkles.

AHAs exfoliate the skin by breaking down the skin's water-based intracellular cement (desmosomes), increasing cellular turnover rates.[1] Many AHAs also have humectant properties, attracting water to the skin, which can improve barrier function and hydration. Some AHAs such as mandelic acid have also been shown to effectively treat blemish-prone skin, due to their anti-bacterial and anti-inflammatory properties.[2]



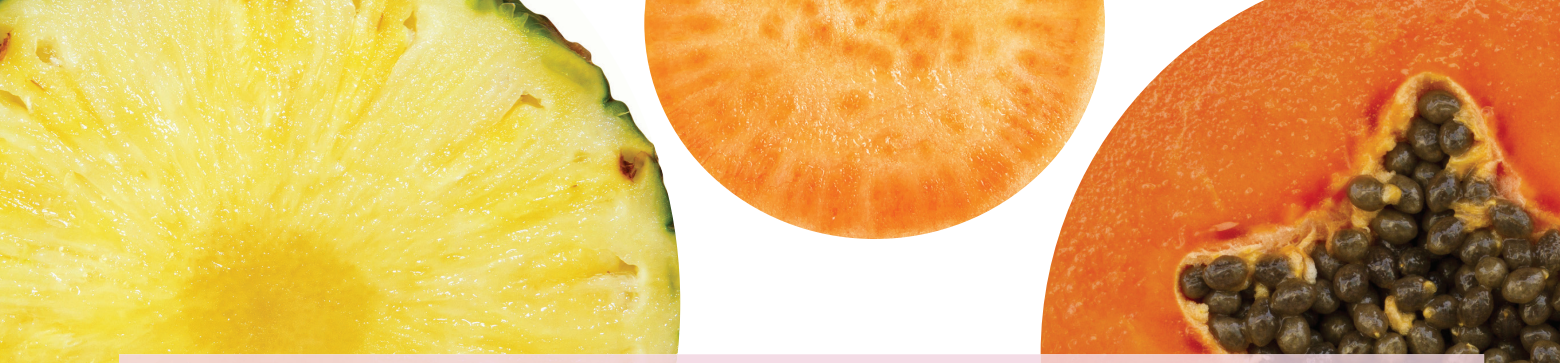
Enzymes can help treat dryness, dehydration, wrinkles and hyperpigmentation.

BETA HYDROXY ACIDS (BHAS). Salicylic acid is typically the only BHA utilized in skin care and is generally best suited for oily, inflamed and blemish-prone skin, including oily rosacea. Salicylic acid is an anti-inflammatory, oil-soluble acid that is desmolytic, meaning it encourages individual corneocyte desquamation. It is also comedolytic, which means it prevents and resolves existing comedones.[3] These actions prevent and treat blackheads and congestion in the skin, as well as reduce redness and swelling associated with acne and rosacea. Salicylic acid also contains anti-inflammatory and antiseptic benefits, further helping to treat the symptoms and causes of acne.

Enzyme Ingredients

Enzymes are a perfect way to break down your skin's dry, dehydrated winter coat because they digest and dissolve any excess, accumulated skin cells. Our skin is primarily composed of a protein called keratin. As we age, the top layer of our epidermis (the stratum corneum) thickens due to decreased cellular turnover rates and increased cellular cohesion.[4] The chill and dryness of winter weather can also slow down the turnover of our skin cells, creating a similar appearance on the skin to that of aging. You could liken this thickened state of the stratum corneum to a callous on the skin, which results in the skin looking dull and dehydrated, as well as wrinkles and hyperpigmentation becoming more pronounced.

Enzymes are proteolytic, meaning they digest these proteins, often likened to a Pac-Man, breaking down the increased keratin. Through this digestion, dead skin cells are softened and removed, revealing more radiant, hydrated cells underneath. Fine lines and wrinkles are also diminished, and collagen and



Enzyme Ingredients

Let's discuss each of these ingredients, the enzymes they contain, and their beneficial properties further:

- **Pineapple.** The enzyme found naturally in pineapples is bromelain and is generally viewed as the mildest of enzymes in its action of exfoliation. Bromelain also provides anti-inflammatory benefits to the skin, making it generally appropriate for use on all skin types, including sensitive skin.
- **Papaya.** Papaya naturally contains an enzyme called papain. This enzyme is similar to bromelain from pineapple, but it is viewed by some as being more active in its proteolytic action.
- **Pumpkin.** Pumpkin's proteolytic enzymes are viewed as more active than other enzymes. Pumpkin enzymes are also particularly effective in treating hyperpigmentation, latching onto pigment deposits, dead melanosomes and other components that lead to uneven skin tone, helping to turn them over and brighten the skin.
- **Yam.** Yam produces an enzyme called amylase which softens and conditions the skin for a smoother, more hydrated appearance.

elastin are stimulated. Additionally, enzymes assist in accelerating the turnover of dead melanocytes and abnormal pigment deposits in the skin, thus reducing the appearance of hyperpigmentation.

The primary sources of enzymes used in skin care are pineapple, papaya, pumpkin, and yams, which each have their own beneficial properties (See **Enzyme Ingredients Sidebar**).

Can these enzymes be used together in skin care? Yes, they absolutely can! When various enzymes are combined, keratin digestion increases, providing stronger exfoliation to the skin. Additionally, if skin care products include the whole fruits and vegetables that enzymes are sourced from, rather than just their enzymes, even more benefits are provided for the skin.

This includes increased antioxidant protection and nourishment through the various vitamins these ingredients contain, as well as their naturally occurring exfoliating acids. For example, pumpkins also contain alpha hydroxy acids and retinoic acid, which further assist in increasing cellular turnover rates and inhibiting hyperpigmentation caused by UV-rays and other free radical sources. Pumpkin also contains vitamins A, C and E which nourish and protect the skin from oxidative damage.

Controlling Enzymatic Exfoliation

As with any exfoliant, one of the most important considerations in incorporating enzymatic exfoliation into the treatment room or our client's home care routine, is controlling any enzyme's levels of exfoliation. Here are some ways we can control the exfoliation action of enzymes in a professional treatment or in our client's home care routine.

- **Cleansers.** A cream-type cleanser contains higher amounts of lipids and emollients than their foamy counterparts, thus leaving protective salves on the skin after their removal. These leftover lipids and emollients limit the exfoliating action of any enzymes applied afterward. Conversely, a gel or foamy cleanser will strip the skin of any surface lipids, leading to stronger exfoliation action of enzymes when the exfoliation is performed.
- **Toners & Pre-Peels.** Additional steps you may consider to increase the strength of an enzymatic exfoliant is applying a pre-peel solution or a more astringent toner onto the skin with a cotton round. This further strips the skin of lipids and pre-exfoliates dead skin cells, facilitating a more intense exfoliation from any enzyme applied to the skin.
- **Heat and Moisture.** While the activity levels of acid-based exfoliants and peels are dependent on a product's formulated pH, most enzyme-based exfoliant activity is not. Instead, enzymes are activated and amplified by heat and moisture. One way of increasing levels of heat and moisture to amplify enzyme activity is by using a steamer machine on top of the exfoliant. If the client has sensitive skin or if it is their first time receiving an enzymatic exfoliation treatment, avoiding heat and moisture is recommended.

These general rules can be recommended for our clients to incorporate enzymes in their home care routines. As spa professionals, we must make necessary adjustments in clients' routines based on their skin types and conditions, and how their skin responds to incorporating enzymatic exfoliants.



Enzymes are typically sourced from fruits and vegetables.

Novel Acids for All Skin Types

Although enzymatic exfoliants like bromelain are generally safe to use on every skin type and condition (depending on their formulation), clients with the most sensitive skin and allergens won't be able to utilize enzymes in their professional facials or home care. Newer, novel acids like polyhydroxy acids (PHAs) and tranexamic acid are alternatives that can be used on almost all skin types, providing multiple benefits like: diminishing hyperpigmentation, refining the skin's texture, boosting hydration, smoothing the appearance of wrinkles, and reducing inflammation without increasing the skin's sensitivity.

POLYHYDROXY ACIDS. PHAs offer similar benefits as AHAs, including refining the skin's texture, increasing hydration, reducing hyperpigmentation and providing antioxidant protection.[5] The main difference is that these benefits are achieved without increasing sensitivity or reactivity in the skin, even when compared with lactic acid. This lowered reactivity is due to PHAs' larger molecule size, which causes shallower, more delayed penetration into the skin. Some examples of PHAs include lactobionic acid, gluconolactone and galactose. These PHAs offer an opportunity to sprinkle gentle "doses" of exfoliation through various steps of skin care, both in the professional treatment and clients' home care routines. This staggered dosing helps achieve a similar result without any increased sensitivity, rather than only applying a high percentage using professional peels.

TRANEXAMIC ACID. Though tranexamic acid is not typically utilized as the primary acid for exfoliation, it can work as a beneficial supporting acid in peels, exfoliants and serums, providing an effective approach to improving all forms of hyperpigmentation. It is believed that tranexamic acid achieves effective treatment and prevention of hyperpigmentation by inhibiting melanin synthesis.[6]

Shed Winter Skin

In summary, all skin types can benefit from appropriate exfoliation, especially after the effects of the winter weather on the skin. Enzymes offer a remarkable, yet practical solution to this challenge by digesting and dissolving dead, dry skin cells, refining the texture of the skin and revealing radiant skin underneath. In addition, PHAs can effectively boost hydration, reduce hyperpigmentation and refine the skin – all without increasing sensitivity, and may be used as an effective alternative exfoliant for those clients that are extra sensitive or those who present with allergies to enzymes.

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Enzyme Versatility

Read more about using enzymes in the treatment room in your January Digital Magazine



NOW TRENDING
SKIN CYCLING



Listen up esties! Here is what's buzzing in the spa industry.

What You Should Know

Skin cycling is a four-part, nighttime skin care routine that is designed to help even skin texture and clear acne. The trend was introduced by dermatologist, Dr. Whitney Bowe. The four-day routine uses active ingredients in the morning and recovery ingredients during the nighttime skin care routine. The trend utilizes the benefits of using exfoliants and retinol while also preventing inflammation and irritation. The goal of this trend is to simplify the skin care application process, and to provide balance amongst ingredients when reacting with skin.

Skin Care Benefits

One of the main benefits for skin cycling is its ability to lessen skin irritation, so that clients with sensitive skin can build a tolerance for harsh ingredients like retinol. This trend also helps the skin absorb ingredients while initiating the healing process to prevent a negative reaction. This routine will provide your clients with a safe method for trying out new skin care products without damaging their skin barrier. Skin cycling will increase treatment benefits and aid in overall skin health in between services.

Tips

1. To practice skin cycling, your clients will need a chemical exfoliator (salicylic or glycolic), retinoid and a moisturizer.
2. On night one, client's will exfoliate. On night two, clients will apply retinol, and on night three and four clients will focus on recovery. Then repeat.
3. Skin cycling should also be avoided by clients who are hypersensitive, or are prone to allergies or rashes.

Check out this article **Skin Cycling: The Buzz Behind TikTok's Skin Care Trend** at *www.SkinInc.com*

ATTRACTING GEN Z CONSUMERS

BY TRACEY BEEBY, ULTRACEUTICALS



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As skin care professionals, it's important to understand and have the knowledge to care for not only all skin types and conditions, but also all age groups. As a growing segment of the consumer population, Gen Z are often categorized as having a short attention span and being less than enthusiastic about working. Why should we pay attention to this age group? According to *Business Insider*, Gen Zers are 40% of the global consumer population, with a spending power of more than $140 billion, and they are expected to make up more than 41 million of U.S. digital buyers by the end of 2022. So, when a few accounts and colleagues within the industry reached out to me for advice on how to specifically address Gen Z, I was inspired to share a few key takeaways and best practices that might be helpful.

DIGITAL FIRST

Did you know that the average Gen Z consumer spends approximately one to five hours a day on social media? A generation born from an uber digital age where within a few clicks, they have everything at their fingertips. The professional skin care industry and what we do every day is so intertwined with high touch and tactile experiences, but if we can find a way to merge the physical and digital experiences together, then you have found a way to truly and effectively connect with the Gen Z customer.

Creating and updating your social media channels like Instagram, TikTok and YouTube is a given, along with your owned digital platforms including website and email marketing. Taking this a step further, consider creating short form and long form skin care tutorials that are timely and relevant to your client. Perhaps, it's learning how to adapt your skin care routine at home for the winter season, or, properly control acne from the inside and out in between professional skin treatments. Creating compelling and visual content is another way to stay connected with your Gen Z clients.

Also, user generated content (UGC) created by other people who have frequented your spa is probably the most compelling content that will attract Gen Z clients. Watching reviews, especially in the form of videos, is the most powerful endorsement you could have for your business. Say yes to clients who want to capture

content during their service treatment, and ask that they tag you and your business when they post. Once you are tagged, immediately share it across your own social media channels, so people can see you and your work in action.

Since we know this generation spends quite a bit of time on their phones pursuing their various social feeds, consider dabbling into paid advertising. Perhaps you start with boosting a few pieces of content, which can easily be done from your phone and does not require a huge investment to start. Then, you may want to gradually start creating social ads that are targeted for users who are within your geographic areas. Ensure your ads have compelling visual content that quickly answers these questions:

- What is this service or product?
- Why do I need it?
- How will it benefit me?

When working with new customers, be sure to ask them how they heard of you, so you can learn firsthand which of your digital marketing strategies and tactics are resonating and attracting new customers.



Gen Z are often called "digital natives," since they grew up with technology.

CORE VALUE & TRUST

Gen Zers can recognize inauthenticity when they see it. If you want to connect with your Gen Z clients, transparency is everything. It's important to be well educated and informed on the skin care issues and trends that matter to them most. This goes beyond having a firm knowledge on key ingredients, products and treatments, but understanding what's popular as well as the myths that are trending on social media. If you can provide the facts and honest feedback, you are one step closer to gaining their trust.

It's important to note that Gen Zers are the most diverse generation, so it's no surprise that diversity and inclusivity are really at the core of their beliefs. To establish trust with this generation, it's important to speak their language and understand their values. Focusing on more inclusive advertising and working with people who are part of the Gen Z community is important to consider, which means being mindful of the staff you hire, the visual in-store displays you install and the brands you carry, both in your back bar and front retail areas.

Additionally, Gen Zers pay close attention to the brands you carry and see them as a reflection of your values. Are the brands you carry cruelty-free? Are they sustainable, and if so, in what way? Be specific on how these brands are sustainable (i.e. their packaging, recycling programs, water usage, philanthropic initiatives to nonprofit organizations, etc.). Celebrating the inclusive and sustainable aspects to your business and the brands you carry will be something the Gen Z customer will notice.

IN-PERSON CONNECTIONS

Now, we know how much Gen Zers love and consume technology; however, they still value in-person community and connection. Spa professionals should consider focusing on providing hybrid experiences through customer-first, cross-channel marketing. Maybe it's hosting a yoga event with like-minded wellness brands or a makeup tutorial event with local makeup artists. Bridging the high touch aspects of our world to their digital first mindset will ensure it's a memorable experience that will compel them to follow you on social media and stay connected.

Gen Z customers consume a lot of their content from the influencers they follow. Do some research and find out who the influencers are in your local

community. Follow them on social media and invite them to experience your services. If they enjoy the experience and learn from your expertise, they will want to support you with organic content, tagging you and your business. This will result in your own digital channels' organic growth and will surely attract new clients as well.

SMART SHOPPING

Contrary to common belief, Gen Z customers are not impulsive shoppers. The majority of them won't buy something until there is a need, and they will have done a lot of research ahead of time before making the purchase. In order to effectively create the need, be sure to provide information in your retail store area that answers the questions "why do I need this product or service" and "what are the benefits?"

This generation also knows how to search for a great discount and are not a big fan of retail prices, so spas will need to tailor their sales strategies accordingly. Creating special bundled or added value gift sets, carrying limited edition items and providing referral discounts and loyalty programs are all great ways to connect with this age group with retail. For your loyalty program, ensure it's one that is digitally based (associated with their phone number or credit card). Not only will they most likely lose the paper loyalty card, but avoiding printing on paper goes back to their commitment to sustainability.

HOME CARE ROUTINE

We all know the importance of a proper and consistent at-home routine. For the Gen Z group, I always recommend that skin care professionals prescribe a



simple routine, which of course can be a challenge when we know there are so many fantastic products out there for different purposes. But, if we make it too complicated, this customer will get distracted or feel overwhelmed, causing them to abandon their skin care routine altogether.



Gen Z Home Care Routine

Cleanser. Choose a cleanser that is right for their skin type.

Moisturizer. Pick a good moisturizer for their skin type to use during the day.

Sunscreen. So important! Make sure you recommend a daily sunscreen for them to use.

Specialized Products. Once they have their initial regimen down, then you can start adding in specialized products like a vitamin C serum for the day and hyaluronic acid for night.



SERVICE OFFERINGS

Just as the at-home routines should be simplified, I recommend providing treatments that cater to this specific population. Between school, jobs, side hustles, and starting families, it's safe to say that Gen Zers are busy people. Providing a reason as to why they should experience your services, along with options that fit their busy schedules are the strategies you'll need to implement in order to attract this segment. Consider providing 20-minute targeted skin treatments, or a 15-minute makeup application service. Think about two-in-one services where nails and a skin treatment can be done together in 30 minutes. Thinking creatively to provide targeted, effective services at a value without sacrificing on results will be a guaranteed recipe for success in attracting and retaining a Gen Z customer.

360 APPROACH

Truly understanding the Gen Z consumer requires taking a full 360 approach from the product services and retail offerings you provide, to the impactful marketing strategies you implement, to understanding their core values and speaking to them with authenticity and transparency. If you can successfully capture this segment, it will be a customer that could potentially be with you throughout their various life stages, referring you along the way to their friends, family and later, their own children. Following these steps can ensure your business is set up for growth and success for years to come.



Tracey Beeby is an acknowledged expert within the skin care industry. Having worked in the industry for more than 35 years, Beeby's professional experience extends from owning and running her own salons, to training doctors, business owners and skin technicians for the past 17 years. As Global Technical Training Manager for Ultraceuticals her focus is on raising the brands profile globally, and her work in advanced facial treatment development and clinical trials means that she knows how to achieve the very best results.



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PROTOCOLS IN PRACTICE
VALENTINE'S DAY

KISSABLE SKIN & LIPS HOME CARE REGIMEN

KARI GRAN

This simple home care treatment replenishes moisture and promotes healthy, happy (and kissable) skin for your clients.

Step 1. At night, apply eight to 10 pumps of the Essential Cleansing Oil into dry hands, then onto dry face.

Step 2. Massage face for 2 min. or more to remove makeup, then leave on for up to 20 min.

Step 3. Wipe off Essential Cleansing Oil with a warm, clean washcloth. Repeat if necessary.

Step 4. Mix three pumps Essential Hydrating Tonic and one pump Essential Serum and apply to skin. Note: clients can switch up how you blend the serum and tonic based on the skin's unique needs. More tonic can be used for dehydration and more serum for dryness. When feeling super dry, use four pumps of Essential Serum to five pumps of the Essential Hydrating Tonic.

Step 5. Use Essential Serum Balm as a spot treatment on extra dry spots, such as around the nose or eyes. The Essential Serum Balm is very concentrated, so you only need a little bit to start with.

Step 6. For the daytime, after the serum and tonic has fully absorbed, shake the Essential SPF well until the product is opaque. Apply at least one pump to the face with additional pumps to the neck and chest.

Step 7. Pat a small amount of Essential SPF on the under-eye area.

Step 8. Finish the treatment by smoothing the Naked Lip Whip - Peppermint onto the lips using a brush.

CHOCOLATE & CHAMPAGNE FACIAL

CIRCADIA

This indulgent facial includes the perfect Valentine's Day combo of ingredients.

Step 1. Cleanse in circular motions with Amandola Milk Cleanser. Remove thoroughly and pat skin dry.

Step 2. Mix ½ tsp. of the Chocolate Enzyme Powder and 1 ½ tsp. of the Chocolate Enzyme Activator into a portion cup. Apply with a fan brush to the face and neck.

Step 3. Apply damp 4X4 compress over entire face, followed by either steam or hot towel for 5-10 min.

Step 4. Thoroughly remove with warm towel or 4X4 gauze and pat the skin dry.

Step 5. Empty Powder Vial & Gel Blister Pack into portion cup.

Step 6. Stir carefully and quickly until powder is dissolved. The mixture will become white and foamy.

Step 7. Apply mixture to the face and neck with fan brush.

Step 8. Massage for 2 min. with gloved hands.

Step 9. Apply three to five sprays of Enzyme Activator to face and neck.

Step 10. Massage for 2 min. with gloved hands.

Click here to continue reading Steps 11-18 and other companies Valentine's Day protocols

ADDITIONAL PROTOCOLS FROM:

KM HERBALS
SKIN SCRIPT
FARMHOUSE FRESH

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INDUSTRY INPUT
GEN Z

EXPERT ADVICE AND TIPS ON WHAT IS TRENDING NOW IN THE SPA INDUSTRY

TIP 1: SPEAKING THEIR LANGUAGE

From the age of 20, we start losing collagen types I and III at the rate of 1% every year. That means the strong, fibrous and elastic matrix of Gen Z skin is beginning to weaken, inhibiting skin cell turnover and contributing to hyaluronic acid, elastin and collagen depletion. It's the perfect time to teach these clients how to establish an effective skin care agenda, so they see a visible payoff in their 30s, 40s and beyond. Gen Z loves "hero" and "holy grail" formulas, so use that language to stress the importance of broad spectrum sunscreen, hyaluronic acid and monthly custom blended facials.

Debbie Jones, Bioelements

TIP 2: CUSTOMIZED EXPERIENCE

Gen Z consumers are insistent on a combination of authentic experiences and uncompromising results. They demand that their time spent receiving a service be memorable, educational, efficacious and highly tailored to them all at the same time. We believe that their dream service is unlocked with a bespoke combination of technology and touch – highly personalized, authentic hands-on and sensorial experiences, enhanced with the latest skin care technology used throughout each step to address their specific skin concerns and preferences.

Annet King, Bio-Therapeutic

Click Here *to keep reading top tips from industry experts on Gen Z consumers in the Digital Magazine.*

Chocolate & Champagne Facial

(Continued from Page 34)

CIRCADIA

This indulgent facial includes the perfect Valentine's Day combo of ingredients.

Step 11. Apply 3-5 sprays of pH Neutralizer to the face and neck.
Step 12. Massage for 1 min.
Step 13. Remove excess with spatula.
Step 14. Apply 3-5 sprays of pH Neutralizer to the face and neck.
Step 15. Remove product using COOL damp towel.
Step 16. Apply 3-5 sprays of the Citrus Spray.
Step 17. Apply 2-3 drops of Vitamin C Reversal Serum to the treated area.
Step 18. Spray Blueberry & White Tea Hydrating Mist to the treated area.
Step 19. Apply 2 pumps of Light Day Sunscreen Broad Spectrum SPF 37 to the treated area.



Glow For It! Date Night Facial

KM HERBALS

This hydrating facial provides the perfect date night glow.

Step 1. Set the tone of the treatment by adding desired number of drops of Joy Blend to your aromatherapy diffuser.

Step 2. Apply creamy Lavandin Cleansing Milk to remove any makeup and debris and prepare the skin for deeper exfoliating.

Step 3. Using gentle massage strokes, apply the exfoliating treatment Illuminating Facial Polish, concentrating on congested or dull areas. Remove thoroughly with a warm towel.

Step 4. Mix Nutritive & Rehydrating Mask powder with wet base (water, hydrosol, yogurt, honey, oils, or experiment with other liquid, gel, and cream product bases), and apply evenly with fan brush. Leave on for 15-20 min. and remove with a warm towel.

Step 5. Lightly spray Bulgarian Rose Hydrosol & Toner across the face and décolleté (or apply with soft cotton pad).

Step 6. Apply the Rosehips Ultra C Moisture Complex with gentle massage strokes to face, neck and décolleté.

Step 7. Finish by applying Sapphire Eyes to the delicate eye area.

Cherry Chocolate Facial Protocol

SKIN SCRIPT SKIN CARE

Love is in the air with this "made-for-each-other" cherry and chocolate duo.

Step 1. Cleanse once with Green Tea Cleanser using damp fingers in a circular motion. Remove with aesthetic wipes or sponges.

Step 2. Cleanse a second time with Glycolic Cleanser using damp fingers in a circular motion avoiding the eye area. Remove with aesthetic wipes or sponges.

Step 3. Using a fan brush apply an even layer of the Cherry Enzyme to the face, neck and décolleté for 7-10 min. To dilute the effect of the enzyme, blend one part Cherry Enzyme and one part hydrating mask (such as Goji Berry Yogurt Mask). (Optional: Apply steam to enhance the enzymatic effects). Using fingertips, manipulate the enzyme into the skin for best penetration. Note: Due to the salicylic in this product, the client may experience a tingle factor of 4-5 on a scale of 1-10.

Step 4. Remove with a warm barber towel for normal/combination skin or with cool aesthetic wipes for sensitive skin.

Step 5. Optional: Perform a light pass with microdermabrasion, dermaplaning or mechanical exfoliation. Be careful not to over exfoliate the skin in this step.

Step 6. Perform extractions if necessary.

Step 7. Optional Eye Treatment: Using your fingertips, pat the Peptide Eye Serum onto the upper and lower eye area. Then apply the Tri-Peptide Eye Cream using a circular massage motion.



Step 8. Apply and manipulate Vitamin C/Green Tea Serum and Ageless Hydrating Serum into the face, neck and décolleté before applying the mask.

Step 9. Using your fingertips, apply the Dark Chocolate Mint Mask and massage for 10-15 min. (This mask can cause flushing to the skin, which is normal. If you don't want flushing of the skin, consider using the Goji Berry Yogurt mask in lieu of the Dark Chocolate Mint Mask.)

Step 10. Remove with a warm barber towel for normal/combination skin or with cool aesthetic wipes for sensitive skin.

Step 11. Tone with Cucumber Toner.

Pro tip: Have your clients close their eyes and spritz the Cucumber Hydration Toner into the air so it gently falls on the face, neck and décolleté. Using a cotton round dampen with Cucumber Hydration Toner and swipe entire face.

Step 12. Apply Açai Berry Moisturizer (or appropriate-weighted moisturizer) over the face, neck and décolleté.

Step 13. Using a tapotement method, apply the Sheer Protection SPF 30.

Step 14. Apply Mint Lip Hydrator to the lips using a q-tip.



Fire & Ice Fruit Acid Brightening & Refining Facial

FARMHOUSE FRESH

Chill out with your loved one or gal pal as you love your winter-parched complexion back to life!

Step 1. Apply Make It Melt Cleansing Balm using upward effleurage strokes beginning with the décolleté, up the neck, covering the entire face – and finishing with the forehead.

Step 2. Dip your hands into the small bowl of warm water and glide your hands up the guest's décolleté, neck and end with the forehead. Remove with a damp towel.

Step 3. Apply New Groove Hi-Bio Hemp Gel Cleanser using the same upward effleurage strokes. Start with the décolleté, move up the neck, covering the entire face and finish with the forehead.

Step 4. Add water and continue to massage. The cleanser will turn into a milky, white emulsion. Remove cleanser with a warm, damp towel. The entire pre-cleanse and cleanse process should take about 5 min.

Step 5. Mist the face and décolleté three times with your facial tonic.

Step 6. Steaming is optional during exfoliation, based on guests' needs and product selected. To begin exfoliation, apply Illumination Fruit Acid Peel Facial Mask using very gentle circular motions to the neck and face.

Step 7. Allow the mask to sit on the skin and use this time to perform a scalp treatment. Remove with warm damp towel. The exfoliation process should take about 5 min.



Step 8. Perform extractions based on our client's needs.

Step 9. At this point, treat your guest to a neck and shoulder massage with Red Hot Sparkling Body Oil using your preferred massage method. Remove any excess product used during the massage with a warm damp towel.

Step 10. Using a fan brush, apply the Guac Star Avocado Hydration Mask. Hold the bowl and rest on guest's shoulder to always maintain contact. With long, smooth strokes, begin with the décolleté, move upward and finish at the forehead.

Step 11. Cover the eyes with the pre-treated cotton eye pads.

Step 12. Remove Infinite Chill Facial Massage Globes from the bowl of ice and perform light massage movements beginning at the bottom of the neck and sliding all the way to the forehead.

Step 13. Repeat your steps three times.

Step 14. While allowing the mask to dry, perform a hand and arm massage on your guest with selected oil or moisturizer.

Step 15. Wrap your guest's hand and arm with a warm, dry towel. Repeat process on other hand and arm. (Optional: use heated mittens instead of a warm, dry towel). Remove the mask with a warm damp towel.

Step 16. Mist the face and décolleté three times with Super Lettuce Facial Tonic.

Step 17. Apply Eternal Light Illuminating Serum, beginning with the décolleté, moving upward and finishing with the forehead.

Step 18. Apply Watercress Hydration Cascade Gelee moisturizer using the same application method.

Step 19. Apply Crow Catcher Eye Serum, using the Figure 8 method.

Step 20. For the finishing touch, treat your guest by applying a warm, damp towel across their shoulders and apply medium compressions for about one minute. Gently remove towel and inform guest it's the end of their treatment.



TIP 3: DOUBLE CLEANSING

One of the most useful tips for working with our Gen Z clients is to start getting them in the habit of double cleansing at night, regardless of skin type. Double cleansing at night helps to break down SPF, makeup, dirt and excess oils. Also, since most people use their heavier serums, creams and retinoids at night, cleansing every morning is super important as well. A bonus tip would be, that with all the oil and debris from our skin and hair that build up in our beds, washing your pillow cases and bed sheets at least two to four times a month will also help to avoid breakouts.

-Jade Penera, DermaQuest



TIP 4: TRANSPARENT SKIN CARE

Some of the top values for Gen Z shoppers include transparency and sustainability, and when it comes to beauty, they will choose "clean" beauty over anything else. In our research, we have discovered that the "clean beauty" category is set to be valued at $11.6 billion by 2027, a 114% increase from 2020, so it's a no-brainer that any beauty product being targeted towards this younger demographic should focus on clean, effective ingredients that are transparently sourced. We've also found that Gen Z are willing to spend more on a product that is sustainable. So, my other piece of advice would be for brands to take their sustainability efforts seriously, and to consistently share the impacts of those efforts with their audience. Show the strides your brand is making, but also be open about the fact that you are always learning and seeking to improve. Customers appreciate seeing behind the scenes and hearing honestly from brands about the work that goes into creating new products and approaches.

-Janna Ronert, IMAGE Skincare



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Battling Breakouts

The Do's and Don'ts of Treating Acneic Clients

By Alex Hernandez, Face Reality Acne Clinic

Acne is one of the most complex skin conditions skin care professionals deal with every day. According to the American Academy of Dermatology Association, acne is the most common skin condition in the U.S., affecting up to 50 million Americans annually. It is also estimated to affect 9.4% of the world's population, making it the eighth-most prevalent disease worldwide.[1]

There are many misconceptions about what causes acne, but at its core, acne is a chronic disorder of the pores, formally known as retention hyperkeratosis. Retention hyperkeratosis is defined by an accelerated production of skin cells within the pores and increased retention of dead skin cells. Normal pores shed a single layer of dead skin per day, while pores experiencing retention hyperkeratosis shed up to five layers of skin daily. This leads to an overabundance of skin cells that then mix with sticky sebum, which creates a microcomedone, the beginning of all acne lesions. While acne is hereditary, there are many factors that can exacerbate the condition, like pore-clogging makeup, hormonal imbalances, and frequent consumption of trigger foods like dairy.

Acne-prone individuals will experience breakouts no matter what, and those breakouts can range from mild to severe. When this natural predisposition is combined with outside factors known to worsen acne, it can be extremely difficult for clients to clear their skin. A solid understanding of what acne is and the factors that can make it worse is the foundation for anyone to treat acne successfully. You will then need to know how to coach your client through some necessary changes to their skin care, cosmetics or lifestyle. Though there is no cure for acne, it can be kept under control.

Lifestyle Low Down

There are many things that clients do every single day that can exacerbate their acne breakouts. From using comedogenic hand lotion to regularly swimming in a chlorinated pool, there is an abundance of normal things that are not typically associated with acne. Below are some simple tips for trouble shooting your client's breakouts and coaching them on acne lifestyle best practices.

TIP #1: Avoid Touching Your Face

This is a straightforward concept that most people assume is a good practice for clear skin. But, this is also something that people do without realizing when they are at work or school, talking on the phone, or sleeping. This is made worse when using a phone that is not wiped down daily with alcohol or when using a comedogenic hand lotion.

Your client may be experiencing breakouts in a specific area like the cheek that they are not used to. Ask them about their lifestyle: what kind of lotion do they use, do they rest their cheek on their hands often, how often do they clean their phone? This is also a good time to remind clients who like to inspect their breakouts in the mirror to leave the extractions to you.

TIP #2: Avoid Using Scented Detergent and Fabric Softener

Artificial fragrances can be irritating for clients experiencing acne and other skin conditions like folliculitis and eczema. Fabric softener and dryer sheets can contain both fragrance and comedogenic

ingredients. They tend to leave a waxy substance on clothing, towels and pillowcases that can clog pores.

TIP #3: Apply a Thin Layer of Vaseline Before Swimming

Swimming pool disinfectants contain iodides and chlorine that can cause skin issues for frequent swimmers. If you have a client who swims regularly for sport or recreation, advise them to apply a thin layer of Vaseline over their sunscreen before getting in the pool. The Vaseline will act as an occlusive barrier to protect their skin from irritants.

Pore-clogging Ingredients

Comedogenic products are one of the leading causes of new or worsening breakouts. Pore-clogging ingredients can be found in virtually everything a client uses, including, but not limited to, skin care, cosmetics and hair care products. There are many different pore-clogging ingredient lists that can be found by doing an internet search, some more strict than others. It will be very important to have a thorough consultation with your acne clients to get an idea of what kind of products they are using. Comparing these products to a pore-clogging ingredient list can be tedious work, but only needs to be done once to determine whether a product should be thrown out or kept.

Then, the work begins on finding safe alternatives to replace comedogenic products. A common best practice among estheticians is to put together a list of cosmetic, hair and laundry products that are acceptable for acne clients to use. If you do not already have something like this put together, provide your client with a list of pore-clogging ingredients to avoid and they can work on shopping for replacements in their own time. Many estheticians create Instagram infographics,and following a few Acne Experts on social media may provide useful tools to pass onto clients, as well.



Coconut oil is one example of a pore clogging ingredient.

Knowing Nutrition

You never want to put someone on a "diet" for their skin and you never want to practice outside of your scope. Some skin care professionals have continued their education to become nutrition specialists, but those who have not will need to tread carefully when it comes to discussing nutrition with clients. As licensed estheticians and cosmetologists, we can provide clients with guidance and information, then it is up to them how they implement that in their day to day lives.

Hormone disruption and inflammation are common issues stemming from a client's diet that can lead to worsening breakouts. A very well-known factor here is dairy, especially cow dairy. Cow's milk contains the IGF-1 hormone that causes a spike in insulin, resulting in inflammation in the body. A lesser-known trigger is peanut butter. Peanuts are high in androgen hormones, which in excess leads to increased sebum production and inflammation. When speaking to your clients about foods that can be potential triggers, be careful to not overwhelm them. There is a big difference between asking someone to try cutting back from consuming something six days a week to three days and asking

Moderate or Replace? Acne Safe Alternative Guide

Use these "this or that's" to trouble shoot your client's breakouts.

- Whey Protein swap with Pea Protein
- Peanut Butter swap with Almond Butter
- Canola Oil swap with Olive Oil
- Iodized Salt swap with Sea Salt
- Shellfish swap with Fresh Fish

them to remove something completely (See **Moderate or Replace? Acne Safe Alternative Guide Sidebar**). Moderation is key when it comes to living an acne-safe lifestyle.

Customizing Treatments

When it comes to treating acne, there are several customizable treatments that can be performed ranging from gentle enzymes to corrective peels. Your acne treatments should always offer antibacterial, anti-inflammatory and exfoliating benefits. They can be used to prepare the skin for extractions, but also to soothe inflamed lesions and correct the scarring and pigmentation left behind.

Some ingredients to look for include: mandelic, salicylic, kojic, TCA and azelaic acids. Ideally, clients with moderate to severe acne will come in every two weeks for treatments to speed up their clearing process with professional treatments and optional extractions. With a combination of lifestyle, professional treatments and proper home care usage, clients typically see visible results within 90 days.

Home Care

Home care is a critical factor in getting a client clear. Salicylic acid, benzoyl peroxide, mandelic acid and retinol are all very well-known ingredients when it comes to acne care. However, to use them successfully, you need to pair them with the appropriate skin type. In addition to these corrective ingredients, you'll need to make sure that every routine is balanced with plenty of hydrating and moisturizing ingredients. Many clients and professionals make the mistake of intentionally drying out acne-prone skin, but this ultimately delays the healing process. If you are not using a skin care line that is dedicated to treating acne, be sure to review ingredient decks to ensure that the products are free of comedogenic ingredients and contain acne fighting ingredients instead.

The acne client's routine will consist of a cleanser, toner, corrective serum, moisturizer and sunscreen just like any other client. When dealing with a moderate to severe case of acne, the client will also benefit from adding a preventative product like a benzoyl peroxide gel that will remain on the skin (See **Ingredient Pairs for Skin Conditions Sidebar**).



Proper home care is crucial in acne treatments.

Ingredient Pairs for Skin Conditions

Mandelic Acid: Inflamed acne, noninflamed acne, post inflammatory hyperpigmentation, all skin types

Salicylic Acid: Acne rosacea, inflamed acne, oily skin

Retinol: Stubborn non-inflamed acne, hyperpigmentation, texture

Benzoyl Peroxide: Moderate to severe cases, non-inflamed acne, inflamed acne

Successful Treatments

There is no one size fits all approach when it comes to successfully managing acne. There are numerous lifestyle, nutrition and topical factors that come into play, so it is important for professionals to be properly educated on acne treatments. The best thing you can do for your clients is to create a safe, judgement-free zone that is full of confidence and education.

REFERENCES

1. *https://pubmed.ncbi.nlm.nih.gov/25597339/ (website accessed Nov. 23, 2022)*



Alex Hernandez is a licensed esthetician and the clinic manager and lead educator at the Face Reality Acne Clinic in San Leandro, CA. She became a Face Reality Certified Acne Expert in 2018 and has worked with hundreds of acne clients in her esthetics career.



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5 Ways Social Makes The World Well

By Sherrie Tennessee, SpaSOS

When we think of social media, often wellness isn't the first thing that comes to mind. On the contrary, it is probably the last thing, and rightfully so. Heavy social media use has been linked to depression, anxiety and loneliness. However, as with life, there are negatives and positives, which is the focus of this article.

1. Finding A Tribe

Surprisingly or not, research has shown a connection between social media and increased user motivation to achieve life and wellness goals. The success is due, in part, to the community and social networks developed on the various platforms.

There are an estimated 4.62 billion social media users as of March 2022. As such, people can find their tribe in various groups chats and conversations to truly connect with others. That connection is so vital, especially with 60% of the world's population living alone. I would be remiss not to mention the challenges of the past two years; the ability to interact became essential for all our mental health. Social media was the bridge bringing people together from cooking classes, sewing sessions, or one of my favorite CQ parties with DJ Nice. Social media provides the opportunity to connect with others in the comfort of our homes and has allowed us to beat back the sense of loneliness plaguing many. With loneliness at an all

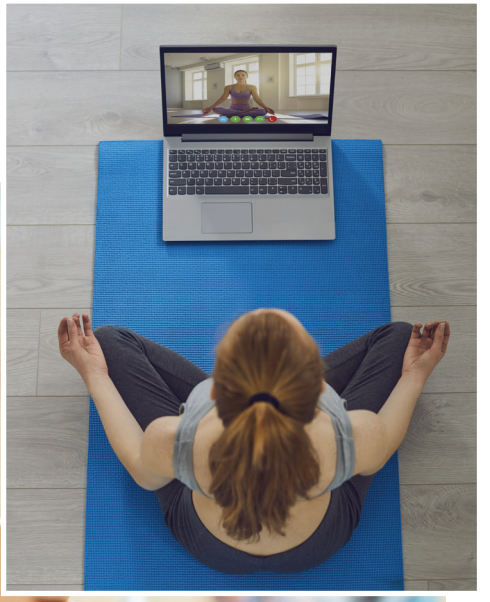
time high and on the verge of becoming an epidemic, it seems social, in moderation, is useful in good times as well as not-so-good times.

2. Self Expression And Support

If used in moderation, social media serves as a support system. Who doesn't love the positive and encouraging comments from friends, family, colleagues and even strangers on a site like LinkedIn? Speaking of strangers, the anonymity of social media allows users to express thoughts, feelings and experiences in a "safe space" without fear or judgment. Reddit is sought after for the ability to engage and share in a space and be rewarded for such. This aspect of self-expression creates a more profound sense of openness and social connection.

3. Employee Engagement

Individuals aren't the only ones taking advantage of the social connection, support, and wellness provided through social media. Companies are jumping on the bandwagon as well, to use social media as a method to engage employees in a variety of ways, including wellness programs. Motivation and connection factor heavily into strengthening the bond between team members. Studies have shown increased success with everything from weight loss and team engagement, to stopping smoking with social media, which can be more important moving forward as many companies are allowing remote working opportunities.



Social media can motivate employees to connect and engage with team members.



4. Raising Awareness

May is mental health month, a concept many times stigmatized. Though, after the pandemic, the conversation has become mainstream. So much so, that the hashtag #mentalhealth on Instagram has over 36 million posts. Similarly, June is Men's Health Month, and there is also Wellness Month (August), Self Care Month (September), and even Global Wellness Day (June 11). The posts related to the various topics increases year to year. The purpose of which is to raise awareness on the topic of wellness, for all.

5. Increasing Inclusivity

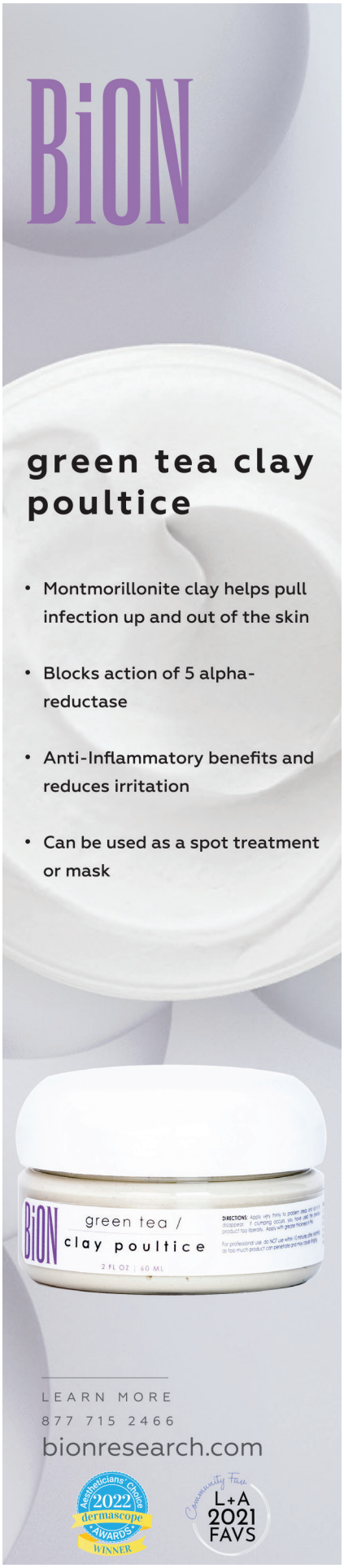
Though 40% of spa, beauty, and wellness are Caucasian women, it was noted in a Nielsen study that Black women spend nine times more in the sector. Social media gives a platform, accessibility and inclusion to those often overlooked in traditional media. Sites such as *WellSpa360* (@wellspa360), *Skin Inc.* (@skinincmedia), The Well (@thewell), Healhaul (@healhaus) and Black Girl Yoga (@blackgirlyoga) now actively engage participants in the wellness world with people who look like them.

Creating a Conversation

The concept of representation doesn't end in the classroom, and it applies to the board room, as well as the yoga room. Social media has been and continues to be the bridge that fills the gap in wellness, as well as creating a broader conversation and access to many more consumers.



Sherrie Tennessee has almost 20 years of experience in the spa industry including the role of a massage therapist, nail tech, spa owner, speaker, professor, educator and author. She is the founder and education director of SpaSOS. Prior to that, she served as spa director for Mandarin Oriental in Washington D.C. and education manager for Sandals Resorts International-Red Lane Spas.





Enzyme Versatility

Getting creative with enzymes in the treatment room

By Shawna Rocha, Hale & Hush



Most of the enzymes used in skin care products are proteolytic, meaning they break down proteins in the skin and body. These proteolytic enzymes are mostly sourced from fruits and vegetables such as: papaya, pineapple, pomegranate, kiwi, blueberries, cranberries, green tea, fig, apple and pumpkin. They are a type of protein that breaks down other proteins. In skin care, fruit enzymes are meant to help break down those keratins and facilitate the shedding of dead skin cells. Enzymes are gentler and just as effective than other chemicals in skin care products.

Beyond the typical papaya, pineapple and pumpkin enzymes, occasionally we see other enzymes in products that have even more powerful benefits of soothing

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and skin softening. Others have antioxidant effects, although they usually won't have the ability to exfoliate. Let's take a deeper dive into enzyme versatility in the treatment room.

Proteolytic Power

Exfoliation is the most common reason to use enzymes in the treatment room. Enzymes aid in the removal of dead skin cells, which allows for the skin to regenerate more quickly, and can also help with a variety of skin issues including premature aging and acne. Enzyme exfoliation cleans and unclogs pores resulting in skin free of blackheads, roughness and blemishes. The other benefit of enzyme exfoliation is that it allows other skin care products to penetrate into the skin more quickly and thoroughly, which improves their overall skin function.

Other enzyme benefits include their ability to increase skin elasticity and plumpness by maintaining natural moisture in the skin. Enzymes not only speed up cellular function, but can also fight against free radicals and oxidation, protecting skin from environmental damage.

Enzymes vs. Acids

In backbar and retail products alike, there are product lines that mix enzymes with exfoliating acids. This makes the products stronger, which can cause sensitivities and irritations with some more aggressive treatments and modalities.

Exfoliating acids include alpha hydroxy acids (AHAs) and beta hydroxy acids (BHAs), which are found naturally in sugar, milk and plant-based products. Popular acids include lactic, glycolic and salicylic. These exfoliators work to dissolve dead skin cells and speed up the skin's natural cellular turnover to uncover the newer, fresher cells underneath. Exfoliating acids can also tackle a variety of skin concerns.

Enzymes can differ from acids in a number of ways (See **Exfoliation Guide Sidebar**). Enzymes are more gentle than AHAs because they affect only the outermost layer of skin. AHAs and BHAs strong potency can bring more dramatic results, but can result in potential irritation.

The pH of enzymes and acids also matters. Chemical exfoliants based on AHAs like glycolic or salicylic acid can be very pH-dependent. If the product is formulated at the wrong pH or if the skin is too alkaline, the exfoliation will not be as thorough. Enzymes, on the other hand, function at a wider pH range since they work specficially on the surface of the skin, so formulation and product order don't have to be as big of a concern.

Enzymes are less exfoliating than acids like glycolic, lactic or salicylic acid by a magnitude, so they are more appropriate for skin that is highly sensitive, reactive, medically compromised or thin and prone to over-exfoliation. Introducing enzymes into treatments is a great idea for those who are also pregnant or breast feeding, and are especially useful for advanced modalities and more aggressive treatments.



Exfoliation Modalities

Enzymes are a great choice when planning for a client who may need a higher level of exfoliation or more aggressive treatments. They are also beneficial when trying to combine physical and chemical exfoliation in the treatment room. There are a few ways to combine enzyme exfoliation with physical exfoliation in the treatment room.

Dermaplaning. Dermaplaning is a skin treatment that uses an exfoliating blade to skim dead skin cells and vellus hair from the face. Dermaplaning can be used for any skin type and can reduce acne scars, dull skin, dry skin, sun-damaged skin and fine lines and wrinkles. Using enzymes after this treatment will likely not trigger any negative reactions or sensitivities, and can further the exfoliation power.

Microdermabrasion. Microdermabrasion treatments use a minimally abrasive instrument to gently sand the skin, removing the thicker, uneven outer layer. Microdermabrasion can improve age spots, blackheads, fine lines, wrinkles, enlarged pores, acne scars and hyperpigmentation, resulting in a refreshed appearance. Using enzymes prior to this treatment will help eliminate dead skin and debris and will enhance the exfoliation process.

Hydrodermabrasion. Hydrodermabrasion is a new procedure that differs from microdermabrasion because it employs a specialized solution and oxygen rather than microcrystals. With hydrodermabrasion, the device sprays a supersonic jet of water droplets, which peels away the top layer of the skin. The result is similar to a microdermabrasion treatment, but it also has the added benefit of improving circulation and hydrating the skin. This procedure also boosts collagen production, which has an anti-aging effect on the skin. Hydrodermabrasion increases in efficacy when enzymes are used prior to this treatment.

Ultrasonic Skin Scrubber. Skin scrubbers use sound waves and vibrations that shoot through the upper layer of the skin. The vibrations combined with the pushing motion of the spatula vibrate the pores and dead skin to the surface, where they can be quickly and cleanly wiped away. Skin Scrubbers deeply clean, shrink the appearance of pores, improve texture, tone and circulation, reduce clogged pores and reduce fine line and wrinkles. Using enzymes prior to this treatment enhances the benefits of this ultra-cleansing treatment.

Nano-infusion Facials

Enzymes are effective in exfoliating and prepping the skin before product infusion by nano needling. This allows the product to penetrate even deeper into the skin during the facial. Nano-needling involves the use of a pen to create microchannels in the skin

Exfoliation Guide

Enzymes

- Mostly sourced from fruits and vegetables (pineapple, papaya, pumpkin, apple, etc.)
- More gentle exfoliation
- Function at a wider pH range
- Exfoliate the stratum corneum
- Less likely to cause irritation
- Digest dead skin cells

Acids

- Mostly sourced from sugar, milk and plant-based products
- More aggressive exfoliation
- Can be very pH dependant
- Deeper exfoliation
- Speed up skin's natural cellular turnover
- Dissolve dead skin cells



to then infuse serums into it. There are a ton of benefits that come from nano-infusion facials. These include reducing fine lines and wrinkles, blemishes, sunspots, age spots, uneven skin tone and texture, increasing hydration and giving a youthful rejuvenation to the skin. Also, it will improve collagen production, and can help with hyperpigmentation and acne breakouts. Enzymes can be used to prep the skin for microneedling and laser treatments by licensed estheticians, within their scope of practice, as well.



Enzymes help to prep the skin before treatments like nano infusion facials.

Microcurrent

Microcurrent is a low-level current that mimics the body's natural ionic flow, and at various outputs and waveforms can: stimulate the recovery of damaged tissue, re-educate the muscles, improve muscle tone, contour the face and neck, temporarily improve local circulation, aid in lymphatic drainage, enhance product penetration, reduce fine lines and wrinkles and firm and tighten the skin. Microcurrent replenishes and boosts ATP (adenosine triphosphate), as well as collagen and elastin. Microcurrent can be performed with gloves or probes with conductive fluid. The use of enzymes before a microcurrent treatment can lighten and brighten the skin. Another benefit of performing an enzyme exfoliation before a microcurrent treatment is that it won't cause additional sensitivity.

Hair Removal

Many clients ask for hair removal services on the face prior to a facial treatment. Many times, after hair removal from waxing, sugaring or tweezing, the skin can be red, inflamed and sensitive. Typical treatments with AHAs and BHAs could irritate the skin even further—enter enzymes to the rescue. Since enzymes are used for sensitive skin, a facial treatment after any hair removal treatment is safe from further reactions or irritations.

A vajacial is typically a professional service for the vulva. The treatment includes a cleanse, exfoliant and extractions of ingrown hairs, followed by a soothing mask and completed with an oil or moisturizer. This service focuses on the mons pubis, bikini line and outer labia. A vajacial that includes enzymes as the exfoliant provides the vulva with post-care love after hair removal. It helps with dead skin cells, ingrown hairs, razor burns, hyperpigmentation, dark spots and skin texture around the bikini line, to maintain healthy and hydrated skin.

Enzymes For The Win

Who wouldn't want the versatility of enzymes in their treatment room? By including enzymes in their treatments, you can increase your client base. Treating sensitive skin, pregnant clients and those clients who are medically compromised means no clients are turned away. Enzymes can increase efficacy of so many other treatments by adding extra exfoliation, helping product penetration or being gentle on the skin when using advanced modalities. Using enzymes can even add services to the current service menu like intimate brightening, for example, and increase income. Needless to say, that enzymes are a win in any treatment room!



Shawna Rocha is the owner of Awaken Day Spa in California and Washington. She loves helping clients with compromised and sensitive skin. Since becoming an esthetician, Rocha completed multiple advanced courses in Oncology Esthetics and Immuno-Esthetics, and she specialized in training in sensitive skin and holistic therapies. She holds several certifications, including one in NCEA and has become the director of education for Hale and Hush Skincare.



Chocolate

By Rachel Grabenhofer and Katie Anderson

We are in the full swing of winter, when the mention of chocolate conjures visions of a warming cup of cocoa on a cold day, fresh-baked cookies at grandma's or a sweet treat for a loved one on Valentine's Day. Of course, do we really need a reason to talk about chocolate?

It is well-known that the history of chocolate and its predecessor, cacao, can be traced to the ancient Mayans—but even earlier, to the ancient Olmec civilization (approx. 1,600-400 B.C.E.) of southern Mexico. According to *History.com*, it is unclear how cacao was first discovered, but ancient Olmec pots and vessels from around 1,500 B.C.E. were found containing traces of theobromine, the stimulant in chocolate and tea.[1]

It is believed that cacao was used by the Olmecs for ceremonial drinks. Although there is no recorded history of this, the knowledge of cacao was apparently passed down to the Mayans (approx. 900 B.C.E. to 1,500 A.D.), who revered it and wrote about its use for celebrations.[1] The beverage was prepared by grinding fermented and shelled cacao seeds into a paste, mixing this with a corn "gruel" and water, and beating this mixture until foamy.[2] The resulting thick and frothy beverage often was combined with chili peppers, water or honey—not as a sweetener, but to ferment the cacao.[1, 3]

Much later, the Aztecs (approx. 1,300-1,521 A.D.) cherished cacao as a gift from the gods. They used it for currency; in fact, cacao beans were considered more valuable than gold. In Aztec culture, chocolate or xocolatl was reserved for the upper class whereas in Mayan culture, it was consumed by nearly everyone with daily meals. By the 1500s, traders brought chocolate to Spain, from which its popularity spread across Europe, giving rise to newer, often sweeter recipes.[1]

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Uses and Active Constituents

The *Theobroma cacao* tree, from which cacao seeds are derived, is native to the Amazon rainforest. As stated, the seeds are typically dried and fermented, from which cocoa solids and cocoa butter can be derived.

Traditionally, cacao was used as a sacred food, in social relations and as a sign of prestige.[3] The Aztec ruler, Montezuma II, allegedly drank gallons of the beverage for energy and as an aphrodiasiac.[1,3]

The Spanish explorer Hernández reported that since cacao bean had cold and dry qualities, chocolate should be recommended to treat hot diseases such as fevers. He also reported native uses for cacao including to treat liver disorders and dysentery, and again, in aphrodisiac concoctions.[4]

Beyond religious uses and folklore, however, the health benefits of cacao were long debated. Reports emerged of its ability to cure "hypochondriac melancholy," as well as to help patients gain weight, stimulate the nervous system and improve digestion. Additional uses were as an expectorant and diuretic, among others.[4]

In the late 1900s, the benefits of chocolate focused on its richness in carbohydrates, fat and phytonutrient flavonoids[4]. Like many natural extracts, cocoa contains phytochemicals including epicatechin, procyanidins and other flavonoids, as well as the aforementioned theobromine, which gives cacao a bitter taste.[5] Such constituents support the reported benefits of dark chocolate for cardiovascular diseases, gastrointestinal and respiratory disorders, and mental health as well as antioxidant and anti-inflammatory properties.

Skin Benefits

Phytochemicals in cacao translate to skin in various ways, although the manner in which seeds are processed can affect their chemistry and activity. One report in *Nutrients* highlights the ability of consumed cacao to reduce inflammation by downregulating cytokines. The antioxidant capacities of cocoa are said to be higher than other phytochemical-rich sources.[6] In addition, a report in *Critical Reviews in Food and Science and Nutrition* points to consumed cocoa phytochemicals as modulators of chronic human diseases including aging.[7]

In topical applications, a recent study in the *Journal of Physics: Conference Series* explored the antioxidant capacity and stability of a cocoa facial mask. Findings suggested the bioactive compounds could positively affect skin health and apply to skin care.[8]

The polyphenols in cacao can protect against UV damage and photoaging, and positively affect skin tone and elasticity—specifically collagens I, III and IV, and glycosaminoglycans.[6] A paper published in *Molecules* specifies the xanthine derivatives caffeine and theobromine in cacao contribute antioxidant action. In addition, the alkaloid theobromine has been shown to prevent photodamage, reducing wrinkle formation, dermal connective tissue alteration and collagen accumulation.[9]



Several years ago, researchers from the Hershey Center for Health and Nutrition published an article describing cacao seeds a *superfruit*. Their work showed that cacao seeds contained high levels of antioxidants and "more polyphenols and flavanols than fruit juice."[10]

The report in *Nutrients* additionally calls out renewed interested in cacao seed extract, possibly due to its potential to protect against blue light.[9] The ingredient contains cocoa peptides, which according to one cosmetic ingredient supplier, were shown in vitro, under blue light stress, to decrease the production of reactive oxygen species and maintain opsin photoreceptors while increasing collagen I, fibrillin-1 and syndecan-4.[11]

Cocoa butter is another well-known cacao-derived topical treatment. It is quickly absorbed because its melting point is lower than that of skin, and the material's composition is similar to skin. Cocoa butter is used in everything from lipstick, hand and body lotion, to shampoo and sunscreen. It has been shown to improve moisture and oil content in skin, to impart smoothness and increase skin elasticity.[12]



In the Spa

While we may all want a daily dose of chocolate, what is good for the lips may not be as beneficial for the hips. To give your chocolate-loving clients their cocoa fix while boosting their skin moisturization and luminosity, consider adding a chocolate treatment to your menu.

K'Alma Spa at Hotel Victor in Miami taps traditional Peruvian healing rituals for its chocolate-based treatment. The Andean Cacao Soother (90 min., $235) pampers the body with chocolate in three different ways. It starts with a cacao and sugar scrub to exfoliate and hydrate. A creamy mask is then applied to help tone and sculpt the body. The treatment is concluded with a cacao oil massage.

At the Spa at Squaw Creek in Olympic Valley, California, the Melt Your Stress Away Body Treatment (60 min., $220) utilizes chocolate for its skin moisturizing benefits. The treatment begins with a shea butter body polish to purify and exfoliate the skin. A chocolate souffle mask is then applied, followed by a vitamin E sweet cream moisturizer for ultimate hydration. The client can choose to add on a 30 minute massage to the treatment for an additional $115.

We would be remiss if we discussed chocolate treatments without mentioning the Spa At The Hotel Hershey, a property that has cornered the market on indulgent chocolate experiences. The Cocoa Facial (75 min., M-Th $215/ Fr-Su $225) is considered the most unique Hershey facial experience. It incorporates an edible chocolate facial mask and is said to bring both the hydrating and antioxidant benefits of cacao to the skin.

Speaking of chocolate masks, there are a number of professional manufacturers formulating with chocolate in novel mask concepts. The Chocolate Invigorating Advanced Jelly Peel-Off Mask by Bio France Lab utilizes cocoa to increase blood flow and hydration of the skin for improved radiance. The mask is rich in omega-6 fatty acids to help heal and skin, while reducing scars. Antioxidant flavonoids repair the skin



while other natural ingredients are toning, tightening and hydrating.

Éminence uses cocoa in its Chocolate Truffle Body Wrap, which reduces the signs of aging and increases skin radiance. In addition to cocoa's antioxidant and hydrating benefits, the formulation also contains macadamia, jojoba and almond oils for softening and hydration.

Cocoa is combined with papaya and pineapple enzymes in Circadia's Cocoa Enzyme Mask, which gently exfoliates and prepares the skin while reducing inflammation and reducing oxidation.

Farmhouse Fresh offers two products formulated with chocolate. Its Sundae Best Chocolate Softening Mask is a best-seller for good reason. The mask softens skin while reducing inflammation and the signs of aging. However, the company combines chocolate with fig in its Chocolate Fig Vitamin Recovery Serum, which employs a plethora of vitamins and antioxidants from cacao, fig and honey to flood the skin with hydration and protection.

Conclusion

Cacao seed extract offers many skin benefits, lending its weight in gold to nature-based products. If that isn't enough reason to talk about chocolate, we don't know what is.

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Rachel Grabenhofer is the managing scientific editor of *Cosmetics & Toiletries*, *Skin Inc.*'s sister brand for cosmetic chemists. She's a member of the Skin Microbiome Council and Society of Cosmetic Chemists, and for several years, led judging panels to honor the best ingredients in cosmetics.

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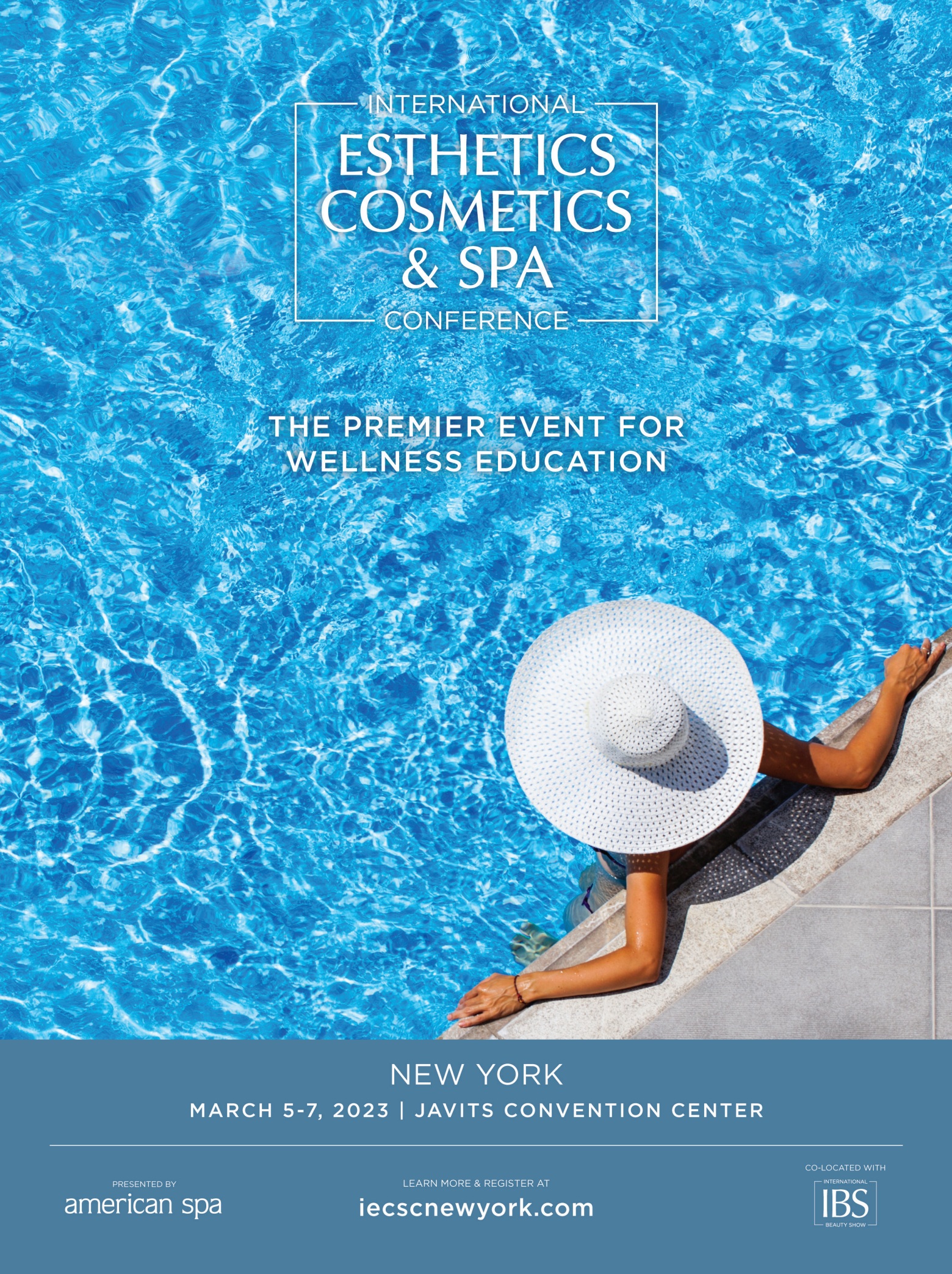
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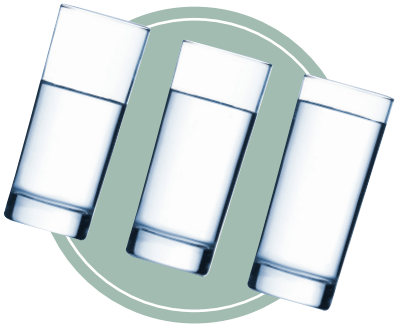
WHAT'S MY ROUTINE?

ERIN MADIGAN-FLECK, N.M.D

OWNER OF NATUROPHORIA AND DERMAEDUCATIONTV ADVANCED ESTHETIC TRAINING

SKIN HEALTH AND WELLNESS ROUTINE

As an advocate of skin beauty beginning with health, my personal beauty routine begins from within!



My Core Concepts:

1. My overall health and wellness is a priority.
2. Achieve balance between work, family, solitude, enrichment and exercise.
3. Select foods that represent my nutritional balance and needs.
4. Use vitamin supplementation as necessary.
5. Sleep restfully and undisturbed for eight hours.
6. Drink plenty of water, and get fresh air and 15 minutes of sunlight daily.
7. Take a brisk 45 minute walk at an incline daily.



AM Daily Beauty Routine:

I begin with Elina Organics Botanical Cleanser and use warm water and a bamboo face mitt to cleanse. I follow with Dermaviduals Lotion AM Facial toner spray before applying Dermaviduals Eye Gel Plus and Dermaviduals ECGC Liposome serum to my entire face and neck. I then apply a hybrid serum that I customize using Dermaviduals Base Gel, High Classic Plus Moisturizer, Vitamin C Liposome Concentrate and Kigelia Liposome Concentrate and apply that over the EGCG serum. Then, I use a stainless-steel face roller that I have had in the freezer before finishing my routine with Dermaviduals Day Cream S (sun protection).



PM Beauty Routine:

I begin my nighttime routine with the Dermaviduals Cleansing Milk with DMS, and I use warm water and my bamboo face mitt to cleanse my face. If my skin requires a deeper cleanse, I will then apply the Dermaviduals Cleansing Gel – lightly cleanse and remove with water and bamboo mitt. I follow my cleanse by spraying the Dermaviduals Lotion M Spray Toner, and apply Dermaviduals Eye Cream to the entire eye area. I then follow with my custom blended hybrid PM serum; Dermaviduals Base Gel, High Classic Plus Moisturizer, Hyaluronic Acid Liposome Plus, Vitamin C Liposome Concentrate and Evening Primrose nanoparticles and apply to my face and neck area. I then apply my iced stainless steel face roller before applying Dermaviduals Vitamin Cream Mask on my neck and décolleté. I finish this routine off with the Dermavidual Body Cream after bath or shower and Dermaviduals Hand Cream on my hands and feet.

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