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The Beautifier

By Callie Luna

Callie Luna

Sheila C. Barbarino, M.D.

In recent years, industry professionals have shifted toward using noninvasive treatments like Medical Light Therapy (MLT). With its reputation as a safe and effective alternative to more traditional methods, MLT has become increasingly popular among providers. As more people begin to see the many benefits of MLT, providers are adapting to the industry shift. One of the most popular noninvasive treatments is UltraSlim®, a revolutionary technology that uses LED light to penetrate the skin and promote tissue repair.

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Recently, LED has become a big forefront in aesthetic medicine; it is a modality we have heard a lot about. It's just not something we routinely used until now," Dr. Barbarino stated when talking about her experience including noninvasive procedures in her practice. She explained that while she has offered many non-surgical weight loss procedures in the past, they either did not work consistently or did not provide her patients with the results they expected to see. She was ecstatic to bring UltraSlim® into her office to use in conjunction with other services.

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Sheila C. Barbarino, M.D.
Cosmetic Surgeon

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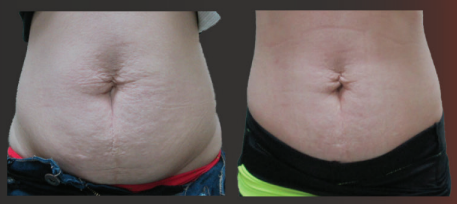



Clinicaltrials.gov (NCT03811093)
Double-Blind (Randomized)
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SKIN INC. CREATORS OF FACE & BODY
The Event for Serious Spa Professionals & Owners

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On My Radar



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

Retinol vs. Bakuchiol

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

➤ **With the retinol sandwiching trend blowing up on TikTok**, many consumers have been seeking out retinol products for their home care regimens. Going toe-to-toe with retinol, bakuchiol has also taken the spotlight as a natural alternative to retinol. Thanks to a few extra wrinkles creeping up on me, I have taken a special interest in my anti-aging routine, and these have become the go-to ingredients when it comes to anti-aging. So, I gathered some of my top product picks in the ongoing retinol versus bakuchiol battle.

Retinol



1 Glycolic + Retinol Pads
Skin Script's retinol pads are designed to gently and progressively renew the skin while brightening, clarifying and restoring it.
www.skinscriptrx.com

2 Advanced Retinol and Ferulic Intense Wrinkle Cream
Dr. Dennis Gross' cream intensely hydrates the skin with a Phyto-Retinol Blend to provide anti-wrinkle and barrier repair benefits for a youthful complexion.
https://drdennisgross.com





3 Retinol Booster
This retinol boost is a part of Sorella Apothecary's chemical peel back bar collection and enhances the peel results while reducing pigmentation and aging.
https://sorellaapothecary.com

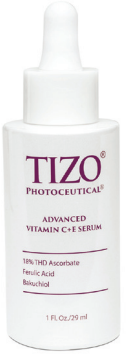
Bakuchiol



1 Time Sensitive
This Bioelements serum targets age progression and nourishes the hydrolipidic barrier with deep-penetrating hydrators while decreasing redness intensity.
https://pro.bioelements.com

2 Restoring Face Oil
This targeted face oil by Whish provides restorative omegas and antioxidants to the skin to maintain elasticity, smoothness and a youthful appearance.
https://whishbody.com





3 Vitamin C + E Serum
TiZo's advanced serum delivers ferulic acid and bakuchiol to the skin to help firm and visibly reduce the signs of premature aging.
https://tizoskin.com

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Dermalogica

www.dermalogica.com

Dermalogica's Dynamic Skin Retinol Serum is an easy-to-use retinoid serum that harnesses an advanced 3.5% Retinoid Complex, plus a booster that helps transform the appearance of skin.





ProCorrective Clear-Control Blemish Treatment

Pevonia

www.pevoniapro.com

This acne spot treatment features a lightweight, fluid formula that targets active acne lesions and breakouts while preventing blackheads and clogging.

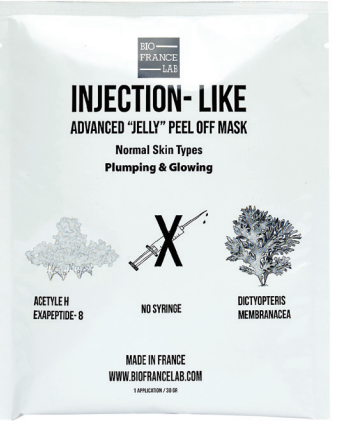


Serum C20

Yon-Ka Paris

www.yonka.com

Yon-Ka Paris Serum C20 is an anti-aging stabalized Oleo-serum that uses 20% vitamin C to brighten skin complexion, boost radiance, improve elasticity and smooth wrinkles.



Injection Like Advanced "Jelly" Peel-Off Mask

Bio France Lab

www.wholesale.biofrancelab.com

This Injection Like Advanced "Jelly" Peel-Off Mask is a natural approach to filler that prevents the formation of fine lines and wrinkles.

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Multi-Factor Brightening Créme

Reviva Labs

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Multi-Factor Brightening Créme improves the appearance of skin discoloration, dark spots and textural surface.



AquaBoost Professional Hydrodermabrasion Facial Machine

Universal Companies

www.universalcompanies.com

This Professional Hydrodermabrasion Facial Machine deeply cleanses, extracts impurities, and infuses skin with nourishing serums in one 30-minute session.



Founder's Vault Bakuchiol Boosting Drops

Whish

www.whishbody.com

Founder's Vault Bakuchiol Boosting Drops provide moisture, gently exfoliate the skin and act as an all-natural retinol substitute.



Ray Reverse

LIFTLAB

www.liftlabskincare.com

Ray Reverse is a moisturizing SPF 50 that protects from UVA/UVB and blue light damage while revitalizing skin.



Pearl and Jasmine Clay Mask

Crystal Hills Organics

www.crystalhills.com

The mask is formulated with pearl powder to rebuild collagen production, kaolin clay to cleanse and purify, and microfine botanicals to gently nourish and exfoliate the skin.



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

HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

RESEARCH ROUNDUP



Which Generations Continue to Prioritize Cosmetic Beauty Procedures?

The MedSpa 2023 Outlook Survey published by Weave, a small business communication platform, found that more than a quarter of millennials (27%) and Gen X (26%) would still prioritize spending on medical spa cosmetic procedures.



Men's Skin Care Market Grows with Increased Demand for Anti-Aging & Natural Products

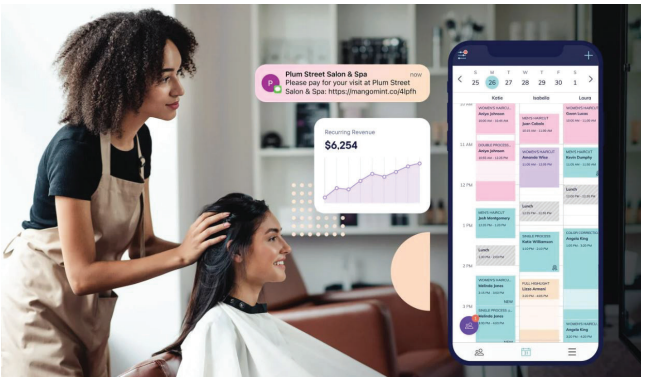
2023 is the ideal time to focus marketing and treatments efforts in men's skin care offerings. The global men's skin care products market is expected to reach $28 million by the end of 2029, according to a research study by Future Market Insights (FMI). The market is projected to witness growth at a double digit CAGR through 2029.

INDUSTRY INNOVATION



Aescape AI Massage Therapy Experience Receives $30M Series Funding

Aescape announced its $30 million Series A funding round led by Valor Siren Ventures and Valor Equity Partners, with participation from new and existing investors. This funding brings Aescape's total funding to date to $47.5 million.



Spa Software Mangomint Raises $13M to Aid in Post-COVID Labor Shortage

Mangomint, a booking platform for beauty professionals, raised $13 million in funds for its Series A round, which was led by Open View Venture Partners, as well as startup300 and existing angels. Mangomint's capabilities include automated booking, point-of-sale services, employee payroll and customer relationship management.

To stay up-to-date on what's happening in the industry and for additional industry news, log on to *www.skininc.com/business/industry-news*

Photos courtesy of companies featured.

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Stories of Success

Terrance Bonner,

Founder and Owner of the Bonner Institute

by Marisa Sobotka

We've got a success story that is sure to inspire any esthetics students struggling to find a job right out of school. Terrance Bonner, the founder and owner of the Bonner Institute, and specialist in multiple industries like esthetics, waxing, lashes, threading and permanent makeup, struggled to secure a job after graduation. This industry veteran and trailblazer in esthetics education, is here to let you know that his experience molded him into the esthetician he is today. He began his career by attending as many trade shows as possible, in efforts to soak up information and network with leaders in skin care. Now, his booth is the one garnering attention at events. The beauty all-star



Photos courtesy of Terrance Bonner

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opened his education institute in 2020 to help spa entrepreneurs turn their dream into a reality. He also became the first male lash artist and brow threader in his city and surrounding cities. The esthetics innovator sat down with *Skin Inc.* to discuss how to market spa services to male clientele, the importance of continuing education after school, and how to view fellow estheticians as a network of support, rather than competition.



Bonner is a celebrated esthetician with many specialities including lash services.

Skin Inc. (_SI_): How did you get started in the industry?

***Terrance Bonner (TB)*:** I first began as a massage therapist. While in massage school, my instructors spoke about esthetics and how it complemented massage therapy. After getting with my license in massage therapy, I began working in a spa setting, and I noticed how often clients would schedule both a massage and a facial. I then pondered on my goal of opening my spa one day and how it would be great if I could offer both, being a dual license therapist. Then, my clients wouldn't necessarily have to go across town to different spas to get their services done.

***SI*: What were some of your first jobs out of school?**

***TB*:** My first job straight out of massage school was at a spa called Jon Ric' International Salon and Spa. I learned a lot, not willingly, but I'm grateful for the experience. After graduating esthetic school, my experience with job hunting was the worst. I figured now that I'm a dual licensed therapist I would be top pick! It was the opposite. I get asked often on why I thought this happened to me. My answer is always, I have no earthly idea. However, it was the best thing that could have happened to me because I don't think I would be where I am today if I was hired then.

***SI*: What opportunity taught you the most?**

***TB*:** The opportunity to work the trade shows taught me so much! Beginning in 2018, I trained and became a wax educator for Se-Brazil Wax. Even as a massage therapist, I would always attend different educational shows, and once I became an esthetician, it wasn't any different. I remember my first massage conference in Atlanta in 2011, to my first esthetic show in 2014 in Dallas. I learned early on the more I know, the more I can help my clients. Every chance I got I was at a show. So, I would see the different vendors at the shows and always wondered how awesome it would be to actually work a show. That thought came true a few years later, since then my company has been the one with its name on the booth.

***SI*: What prompted you to start the Bonner Institute?**

***TB*:** I began teaching continuing education in 2014, and I launched Continuing Education with Terrance Bonner shortly after. I had an epiphany while I was in massage school sitting in my chair. My instructor walked past me, and I saw myself doing the same exact thing. When it happened, I brushed it off. It wasn't until I actually received my massage therapy instructor license in 2018, and I began teaching in a school setting that it hit me. I had this vision already, and I cried while teaching business class. The pandemic opened my eyes to the vision I wanted for my education business. So, I revamped my business and changed the structure and name. I completed my 1,000 hours in 2021 for my Esthetic Instructor license.

***SI*: What does a typical day at work look like for you?**

***TB*:** Early on when I opened my spa back in 2015, I pondered on whether I should have certain days that I do certain services on. My esthetic instructor quickly gave me my answer. She said, "Clients want what they want when they want it." If you choose to do just massage on Tuesdays and you get asked to do other esthetic services, are you going to turn down the money? I said, "No I'm not." So, my schedule is open to all my services that I offer which includes massage therapy, skin care, waxing, lashes, threading and permanent makeup.

***SI*: Tell me about your experience in threading and lash services.**

***TB*:** After my experience with no one hiring me, I had to prove myself right and open my own doors. I honed in on my skills, and in 2014, I became the first male lash artist in my city and surrounding cities and the first male threader. I quickly made a name for myself. No, my work in the beginning wasn't very good, but I stuck with it, and I began getting clients from two to four hours away from me. I often got the look(s) or question(s), "Wait you're going to do my threading," or "You're goin to be the one doing my lashes?" Yes ma'am, I am. I'm Terrance nice to meet you. I have a 94% retention rate.

***SI*: What are the best methods for catering services to men?**

***TB*:** My experience with men has been to always educate. A lot of time we tend to brush things off until the last minute, whether it's a haircut, or dropping clothes off to the cleaners for a special occasion. Although, I've realized that oftentimes they just don't know where to go and the word "doctor" scares them off. So, I've shared that I offer services to men struggling with ingrown beard hairs, as well as brows and "manzilians."



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SI: What does education mean to you?
***TB*:** Education is key to me. I said it earlier and I'll say it again; I can't get enough. The more I know, the more I can help my clients; not just on a specific product, but actual knowledge regardless of a specific product. Moreover, when a client is dealing with acne or hyperpigmentation, I let them know how to address it, where it might be coming from, and how to effectively treat it intrinsically versus extrinsically.



Bonner often teaches at trade shows or classes at his institute.

SI: How do you keep your knowledge of the industry fresh?
***TB*:** I do this by staying in the know. This is an ever-evolving industry from ingredients to devices, attending trade shows, professional skin care in person and webinar classes, esthetic summits and massage festivals. Again, I am a forever learner. I couldn't get this far if I wasn't. It is imperative that we all continue our education after school.

SI: Where do you see the future of the spa industry going for men?
***TB*:** I see it continuing to evolve. Men are getting more and more services. Whether its brows, a facial, even manscaping, more men are getting laser hair removal as well.

SI: What advice do you have for students starting out in the esthetics industry?
***TB*:** Use your resources. Continue to build on the knowledge you learned in school. Find a mentor and listen. Preferably work for someone else first before opening your own business. Learn the ins and outs of the business.

SI: Any parting words?
***TB*:** I encourage my fellow estheticians to reach out and connect with other professionals. I've gotten many referrals from others in the industry doing the same thing as myself and vise versa. We tend to think because someone else is doing the same thing we are doing that it's competition. Network with each other and you'll see how much easier and fun it can be.



Key Waxing Ingredients for Successful Hair Removal

By LYCON Wax



Not all waxes are made equal. Although there are many wax brands available in the marketplace today, they are not all made with the same quality ingredients and as a result can perform differently. Additionally, added ingredients can make a wax perform and effect the skin in a particular way. When you are considering the best wax for your business and clients, it is a good idea to do your research and become knowledgeable on the base ingredients and the added ingredients that compose each wax. Each of LYCON's wax is created to solve a problem and to be used on various hair types.

Hard Wax vs. Strip Wax

Hard (or Hot) wax is a type of depilatory wax that is applied and removed without a strip whereas strip (or Soft) wax is applied and removed with a strip. Hot wax is perfect for smaller area waxing such as face, bikini, Brazilian, underarm and even around sensitive areas like the neckline. LYCON's LYCOjet wax is excellent for sensitive area waxing and can pull those super short stubborn hairs whereas LYCOdream can still pull the hair, but also has added soothing ingredients such as Aloe Vera, Arnica and Argan Oil.

Strip wax is great for larger areas such as legs, back and chest. It is most economical and efficient for larger areas as you will use less wax and you can remove the hair fast and efficiently. LYCON's Lycotec White or Active Gold Strip wax are among LYCON's most popular as they can be applied super thinly and removed without leaving sticky residue behind.

Both hard and strip wax are composed of various ingredients which can include beeswax, hydrogenated rosin, gum rosin, plus added active ingredients that specifically target certain skin concerns or serve a purpose such as reducing redness.

Key Waxing Ingredients

Micro mica which adds a metallic shine to the wax. It helps with the wax gliding onto the skin and leaves less residue.

Titanium dioxide is great for sensitive areas and sensitive skin clients as it helps to soothe the skin and reduce redness. It will also give a wax a "creamy" appearance.

Soothing ingredients such as chamomile or rose are excellent as they act to further soothe the skin after a wax. Aloe Vera or Argon oil are also quality ingredients to look for in waxes especially when selecting a wax for clients with sensitive skin.

A few of LYCON's wax that contain these active ingredients include LYCOdream Hybrid, LYCOtec White Strip, Rosette Hot, Soberry Hot, and Soyummy Hot. LYCON's Soyummy Hot wax, LYCOtec White Strip, Active Gold Strip, Soberry Strip all contain Micro Mica. PINKINI Hot Wax is formulated with Argan Oil, Calendula and Chamomile for added soothing ingredients.

Post Waxing Products

In terms of post waxing products, LYCOtane Cleanser is recommended for use before all waxing and immediately after. Made with Jasmine and Chamomile to soothe the skin and not dry it out. Tea Tree is known for its powerful antiseptic properties and healing abilities. When LYCON's Tea Tree Soothe lotion is applied to the skin after waxing, it soothes, and reduces inflammation.

Knowing which products to avoid and when to use certain ones, will allow you to provide the best possible waxing service each time while reducing the potential for irritation or skin reactions.



NOW TRENDING
GLASS FACIAL



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

What You Should Know:

This injectable cosmetic treatment involves skin booster micro injections of hyaluronic acid (HA) with a microdose toxin. The Glass Facial uses resurfacing modalities combined with nutrients and PRFM (plasma) in small quantities through fine micro-needles that infuse solution through a mini injector. This process helps the solution to micro-inject to the depth of the correction, without losing the product benefits.

Benefits:

The injected ingredients hydrate the skin, leaving it more plump, glowing and smooth. This anti-aging and hydrating treatment reduces pore size, improves skin aging or crepiness and has a mild tightening effect. Plasma injection has been shown to stimulate collagen, help fine lines and wrinkles and treat pigmentation.

Tips

1. Most clients go through three monthly treatments to see the desired results.
2. Recommend your client to wait at least one to two weeks before receiving any additional esthetic treatments.
3. Let clients know that this procedure is minimally invasive and will not cause the same bleeding or pain as microneedling can sometimes cause.

Check out this article **The Glass Facial Treatment is the Latest Microneedling Trend** at *www.SkinInc.com*

Go Beyond the Shave with Dermaplaning





Notice visible results with one treatment. Improvement in fine lines, skin texture, and no downtime!

Men are often overlooked when it comes to offering dermaplaning treatments because not many estheticians are familiar with how to adjust their technique for men's skin. While more and more men are getting facials to enhance their social or professional endeavors, these services are a little slower in being incorporated into treatment menus. But men *can* be dermaplaned and this can increase your treatment offerings if it is incorporated into your Men's Facials, Couple's and Wedding Packages, or any other treatments men often choose.

Men's skin is approximately 20% thicker than women's skin due to containing androgen testosterone and more collagen, accounting for why men's skin ages differently than women's skin. Men also tend to have larger pores and oilier skin than women, making them more prone to acne and needing extractions. Add facial hair into all of that and you'll see that dermaplaning men requires some modifications to your technique. Learning to properly dermaplane men's skin can improve extractions, product absorption, and your results, without causing irritation, discomfort or downtime.

DermaplanePro is introducing a Men's Protocol; a quick course to guide you in the most effective way to work with men's skin. You'll learn the three main rules to follow when dermaplaning men's faces, how to work with bearded or clean-shaven faces, and best practices for dealing with hairlines for any hair pattern on the Norwood scale.

Be part of the premiere dermaplaning community for professional and student estheticians, DermaplanePro Professional Community.

Access the content library where you can browse DermaplanePro's world-renowned dermaplaning certification courses, get tips on how to grow professionally, and connect with others in the skincare industry in a positive environment.
Find out more at www.dermaplanepro.org

THE MAIN CAUSE OF ALLERGIC REACTIONS

BY TIFFANY ANDERSEN CLEAN COSMECEUTICALS®



Recently we were asked to share our safety data guide to show that our products are free of common allergens such as soy, nuts and gluten. While I understand that large aesthetic providers, hotels and spas should be concerned about such things, I wondered when they might also start asking for a CLEAN certificate as a common practice.

Most people still do not know that the majority of allergic reactions are not caused by allergens like soy, nuts and gluten.

The real offenders are toxic fillers.

Chemical fillers are the most common skin irritant. A dermatology study in 2010 reported that more than 300 out of 900 participants had an allergic reaction to chemical fillers in products.

When you couple the biggest offenders with a double exfoliation, followed by high energy modalities that increase circulation and product penetration, you are at a higher risk of allergic reactions after lasers. Use caution when using high output energy modalities that stimulate the skin for intense product penetration.

WHAT ARE THE BIGGEST TOXIC OFFENDERS IN SKINCARE TODAY?

#1 PRESERVATIVES

Preservatives are necessary in certain formulas, and while there are many green-friendly preservatives, watch out for these:

+ Phenoxyethanol
+ Formaldehyde
+ Parabens
+ Imidazolidinyl urea
+ Quaternium-15
+ DMDM hydantoin
+ Methylchloroisothiazolinone

#2 SYNTHETIC FRAGRANCES

Synthetic fragrances can be extremely aggravating. Save your favorite fragrance products for home use, not for blending in with a double exfoliation treatment and high energy output modalities such as you see with the Medispa, a seven-in-one facial aesthetic device. We recommend avoiding synthetic fragrances of any kind when using high-powered energy modalities. This is especially important in today's world with the increase of skin rashes due to the low immunity that many people now experience.

Reference: Medically Reviewed by Debra Jaliman, MD on March 15, 2021

EXFOLIATION AND HIGH-POWERED PRODUCT CIRCULATION



Gentle exfoliation is amazing for the skin. However, by removing dead skin cells you open up the top layers of the epidermis and expose it to a greater risk of irritation by applying products with chemical fillers. Follow exfoliation with high output energy modalities—like the Ultrasound handpiece on the Medispa®—if you have a proper understanding of how the skin reacts when performing multiple treatments in one sitting.

This is one of the reasons I was asked by Medicreations, a top-of-class technology manufacturer, to create a customizable Clean Cosmeceutical™ collection that would work for all skin types and help improve the effectiveness of the Medispa® without aggravating the skin.



I am honored to say our products meet the strict criteria Medicreations was seeking for over five years. Medicreations could have partnered with any big name skincare company or paid a big celebrity to increase their own marketing efforts. However, their goal was to raise ethical beauty standards in part by using Clean Cosmeceuticals™ when increasing product penetration with multiple energy modalities to best protect their customers and their clients.

Tiffany Andersen Clean Cosmeceuticals® are toxicology certified and proven to be CLEAN of all aggravating factors. They are also dermatologically tested and clinically proven to be hypoallergenic.

It is not enough to be vegan, gluten free or organic.

What matters most is that the entire formula is clean AND contains clinically proven percentages of active ingredients that achieve results.

Please scan the QR Code to learn more about the Medispa facial aesthetic device.

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/medispa



10 Waxing Bewares

Top Tips on What to Avoid When Waxing

By Cali VanAelst, Cirépil by Perron Rigot

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It's no secret, estheticians typically don't receive quality waxing education in school, and most have not performed a Brazilian wax until post graduate education is achieved. Very basic waxing, usually utilizing strip wax, may be part of the curriculum for most esthetic or cosmetology schools, leaving you to learn actual waxing techniques beyond graduation. To learn hard wax and advanced waxing techniques, you need to seek out education.

Where do you learn if you want to offer waxing professionally? Many estheticians and cosmetologists head to YouTube, social media or sift through professional articles and online sites to find out how to wax in a professional setting. In the search for how to wax clients effectively, don't miss an important piece of the puzzle — what not to do regarding professional waxing.

1. Don't Use Slang

First things first, learn the proper names of the human anatomy, and always refer to the part of the body with the correct anatomical name in a professional setting. As professionals, we need to refer to body parts in a respectable manner. It's nails on a chalkboard when I hear an esthetician refer to the labia as "kitty," "down-there," or "vajayjay."

Imagine a doctor referring to your anatomy with these slang terms. A girl's night out? Carry on. But in a professional setting, keep it professional. While we are speaking about the labia, when we do a Brazilian wax, we are not waxing the vagina. The vagina is internal. We also are not waxing the vulva. The vulva is the entire female external genitalia, the mons pubis, labia majora, labia minora, clitoris and the vaginal opening. We do not wax the clitoris or the vagina. We are waxing the pubis and the labia. Other examples are saying "underarm" instead of "arm pit," "upper lip" instead of "mustache" and "bikini or intimate area" instead of "vagina." And we tweeze our client's hair, we don't pluck, unless it's a chicken.

2. Don't Replace Education With YouTube

Do not get your professional education from social media videos. If you like to learn from online videos, investigate the source to be sure you are learning from a brand or individual with a solid reputation. Invest in hands-on education. We must invest in ourselves and our future by learning safe and effective techniques. Maybe there are videos that offer valuable take-aways, but hands-on training is superior. Focus on learning basic waxing techniques before diving into Brazilian waxing. Focus on your technique, and the speed will come. Remember, videos are highly edited and may not show the reality of the service being provided.

3. Don't Skip Consultations

Do not skip the waxing consultation and the client release form. It is crucial to protect yourself and your business. No matter how educated and cautious you are, things happen. Clients might not disclose products they are using on their skin, or they may not understand what ingredients are in the products they are using. The client should sign a client release form at every visit either online or in person.

Do not forget liability insurance. Clients may inadvertently make a movement that negatively impacts the waxing service. They may itch their forehead just as you are applying wax to the eyebrow area and wax falls in their eye. They might close their legs while wax is applied to the outer bikini line. Maybe a client falls off the massage bed. Although rare and unlikely for these incidents to occur, it is possible. Other issues can arise as well. Did wax get on the client's Louis Vuitton bag or on their Dolce & Gabbana sweater? Also, limit client involvement in the waxing process to zero. If they help you, things can go wrong, and you need to protect yourself by being proactive.



4. Don't Put Your Comfort First

Client comfort comes first. The temperature of the room and the level of the music are what may come to mind first. But, client comfort comes in many forms. Offering a sense of reassurance that the waxing service will be swift and perfectly executed to remove every hair while making it a(n) (almost) pain free experience goes a step further. The cherry on top? A judgement free zone. These are the reasons clients return again and again. Making people look and feel good is the rewarding part of our job. Understanding that clients are human and offering a bit of empathy along with their waxing is the bonus, and they will feel it.

We do not know what people deal with in life. Why they tried to fit in a desperately needed workout, but didn't have time to shower before their wax appointment. Why they weren't able to totally grow out their hair, or why it helps their anxiety to be distracted on their phone. Why they gained a few pounds, or why they lost a lot of weight. Regardless of the situation, try to remember that life happens and empathy goes a long way.



Double dipping during waxing causes risk for bacteria to spread in the wax.

5. Don't Get Tied Up

Do not get wax on a tampon string. Yes, a client can get waxed if they have their period. Explain that they might be a bit more sensitive. Ask them to insert a fresh tampon and tuck the string inside slightly. However, sometimes the tampon string comes out and one small move and the tampon string is now attached to the wax. If this does happen despite your best efforts, simply cut the string so the tampon will not come out when the wax is removed. Problem solved.

6. Don't Double Dip

Do not double dip the waxing spatula or applicator! While some theorize that the wax is too hot to maintain bacteria, others say the warm environment is a perfect breeding ground for bacteria to grow. Unless you are going to put wax samples under a microscope to ensure no dangerous bacteria is present, it's just not worth the risk.

Double dipping is applying wax to a client using a wax applicator, and then dipping the same applicator back into the wax pot to retrieve more wax to apply to the client. The risk is that bacteria is now in the wax pot and the bacteria could spread to the next client. Basically, the wax pot is now contaminated. Aside from STDs like herpes or genital warts, there are many types of bacteria spread through skin contact such as MRSA, ringworm, fungus, cold sores and staph infection.

Also, while we are talking about sanitation, always wear gloves. Nitrile is nice, but wax adheres to nitrile. Wax lifts off vinyl easily so it won't slow you down. Don't opt for latex, many people have allergies to latex, plus the wax sticks to it.









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Nufree® is a non-wax hair removal process that will remove hair from any part of the body—virtually pain-free. Because Nufree isn't a wax, clients won't experience the pain, redness, or swelling that often happens with wax-based products. Scientifically tested, Nufree is a self-preserving antibacterial and antimicrobial, ensuring that it's both safe and effective. Nufree is so gentle that clients can apply makeup, swim, and tan once finipil® has been applied after their treatment. finipil our patented* and FDA registered antiseptic lotion kills 99.999% of germs, cools, soothes, and protects the skin from ingrown hairs and irritation!

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7. Don't Over Wax

Do not apply strip wax over the same area more than once. Hard wax is gentler by adhering to the hair and not the skin. You may go over an area more than once if the skin is not compromised or sensitive. Strip wax is wax that is applied thin and removed with a cotton, pellon or muslin strip of cloth. Hard wax, sometimes referred to as hot wax, is applied and removed without a strip. But strip wax adheres to the skin and the hair and is much stronger. For this reason, only wax over an area one time. Going over an area more than once with strip wax can lift the skin.

8. Don't Position Your Client Uncomfortably

There is a lot of discussion regarding the correct body position to wax between the cheeks for a Brazilian wax. Having the client on their hands and knees is not ideal for the client. It may be easier for you, but your client's don't like it, even if they seem like they don't mind. However, if you must ask the client to be on their hands and knees, do not refer to the body position as doggie-style, ever.

Any position that is difficult for the client is a no. Use a variation to wax the area. Clients may have back, neck, shoulder or hip injuries that prevent certain body positions. Do your best with a variation of the body position to wax the area. Especially for pregnant woman who can't lie on their stomach, they can lie on their side for a leg wax or to wax around to the back for a Brazilian.

9. Don't Pull Away

Do not remove wax by pulling up or away from the skin. This can cause broken hair, bruising and redness. When removing both strip and non-strip hard wax, stay close and parallel to the body and following the natural contour of the body. Stay close to the body and remove the wax swiftly by holding the skin taut and removing the wax in the opposite direction that it was applied.



Make sure you keep your client's comfort in mind when positioning them.

10. Don't Underestimate Revenue Opportunities

We love ingredients, chemical peels, facials and making our clients look and feel their best. Skin care and facials may be your passion, but don't shy away from waxing. It can buffer your bank account in the easiest way with the lowest overhead. Imagine you offer a waxing service to four existing clients priced at $60, that equates to $240 additional income for one day. Do that every day for a week, and that translates to $1,200 and $4,800 for one month. Totaling a whopping $57,000 for the year! That is huge and easy to do with a simple add-on service.

Add waxing to your menu, invest in education and follow these tips for continued success in your business!



Cali VanAelst, L.E. has been a licensed and practicing cosmetologist and esthetician since graduating from Pivot Point in 1989. She is currently the training director for Cirépil by Perron Rigot. She was selected by New City as the "Best Waxer in Chicago" and has been featured in both *Allure* and *Chicago* magazines as one of Chicago's best.

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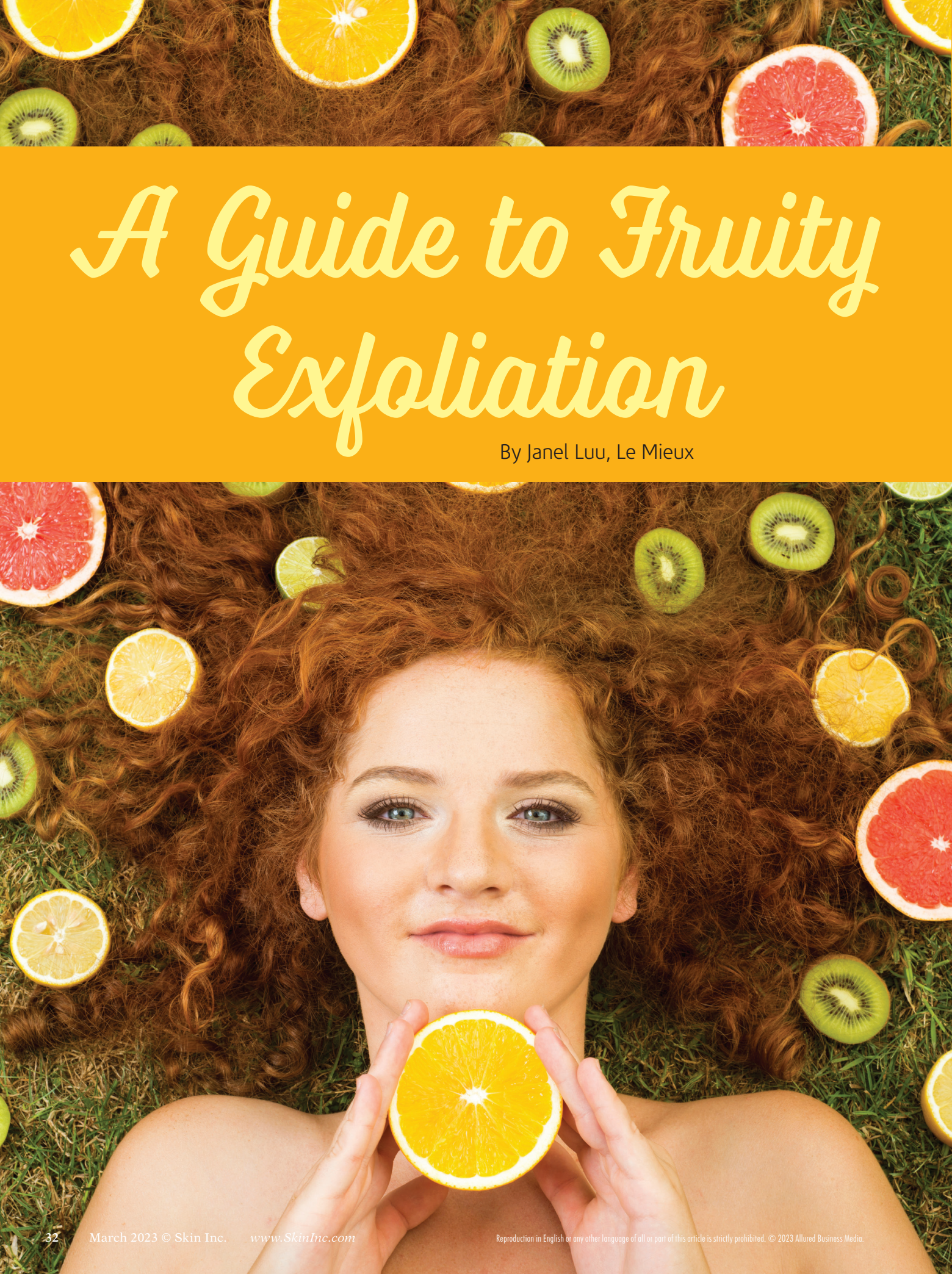
A Guide to Fruity Exfoliation

By Janel Luu, Le Mieux



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Dead skin; everyone is covered with it and sheds bits of it all day, every day. Each week, the body discards approximately a third of an ounce of dead skin, comparable to the weight of a car key.[1] Over a lifetime, sloughed-off dead skin cells can add up to half the body weight of an average person.[2] During the shedding cycles, it is estimated that people re-grow about 1,000 new skins throughout their life.[3]

These statistics illustrate why exfoliation matters in skin care regimens. Layers of dead skin cells block skin care products from effectively penetrating the skin surface. The result? Hydrating ingredients, nutrients, antioxidants and anti-aging actives might be left knocking at the door, trying to get in and do their work. Exfoliants prep skin, clearing the way for maximum absorption of nutrients like moisture-boosting molecules, protective antioxidants, fatty acids and skin-transforming growth factors, stem cells and peptides. When active ingredients get past the skin's surface, the stage is set for youthful-looking radiance and skin renewal.

Professional estheticians have countless choices of exfoliants. But, what if scrubs or face brushes are too harsh for dry or sensitive skin? What about acne-prone or inflamed skin? What if clients prefer "clean beauty?" In most cases, fruit acids and fruit enzymes provide the solution.

Fruit Acid 101

Some fruit acids used in skin care include tartaric, malic and citric acids, which belong to the alpha hydroxy acid family (AHAs). These water-soluble acids are usually derived from foods or plants (See **Fruit Acid Breakdown Sidebar**). They weaken intercellular bonds between corneocytes, or "cellular glue" that makes dead skin cells stick together. After acids loosen those bonds, dead cells slough off, creating a smooth surface. Skin is prepped to absorb nutrients and anti-aging actives.

Exfoliating fruit acids have additional benefits. They promote cell turnover, encourage collagen synthesis, smooth lines and wrinkles, improve sun-damaged skin, suppress hyperpigmentation and help blemish-prone skin.

Each one produces slightly different results while exfoliating. Mild, over-the-counter exfoliants containing fruit acids typically range from three to five on the pH scale and are used regularly in home care. However, it is recommended that concentrations over 15% only be applied by trained, licensed professionals and be buffered to minimize risk of skin irritation.

Fruit Acid Breakdown

A few fruit acids include the following:

- **Tartaric acid.** Derived from grapes, tartaric acid smooths roughness while providing antioxidant benefits.
- **Malic acid.** Derived from apples, malic acid brightens skin tone, encourages collagen production and improves skin's "bounce-back" quality.
- **Citric acid.** Derived from fruits including oranges, lemons and caviar lime, citric acid is a natural astringent that balances excess sebum production while brightening skin and fading dark spots.

When is a Fruit Acid Not A Fruit Acid?

Certain alpha hydroxy acids are called "fruit acids," but are not derived from fruit per se, such as the following:

- **Mandelic acid.** Derived from bitter almonds, this acid's large molecular size and anti-bacterial properties make it ideal for all skin types, even sensitive skin and acne-prone skin. Mandelic acid reduces wrinkles, brightens, improves tone and treats acne-prone skin.
- **Azelaic acid.** Derived from wheat, barley, or rye, azelaic acid brightens, reduces inflammation and clarifies pores.
- **Glycolic acid.** Derived from sugar cane, glycolic acid absorbs more deeply than other AHAs due to its low molecular weight. This multi-tasker smooths lines and wrinkles, fades hyperpigmentation and discourages breakouts.
- **Lactic acid.** Derived from milk, this acid works well with salicylic acid, which is a beta hydroxy acid (BHA) derived from willow bark. Lactic acid improves tone, minimizes discoloration and balances oiliness.





The Undercover Fruit Acid

Gluconolactone is a polyhydroxy acid (PHA)that naturally occurs in fruit. It is an excellent choice for sensitive skin because gluconolactone has a larger molecular structure than AHAs and BHAs, preventing it from deeply penetrating skin. Gluconolactone also provides a moisturizing effect, attracting water molecules to hydrate and strengthen the skin barrier. As an antioxidant, gluconolactone combats damage caused by environmental stressors. Another plus? Studies have shown that gluconolactone mimics the efficacy of benzoyl peroxide in treating acne-prone skin.[4]

Talking SPF

Should SPF be applied after using fruit acids? Yes. Skin should be protected with a broad-spectrum sunscreen every day. When using fruit acids, skin may become more sensitive to UV exposure, photodamage and post-inflammatory hyperpigmentation, so it is mandatory to apply a sunscreen of at least 50 SPF, even on overcast days.

Fruit Acids vs. Fruit Enzymes

Fruit acids are ideal for exfoliation while targeting skin issues like fine lines, dullness, acne-prone skin and hyperpigmentation. However, if acid exfoliation is too harsh, fruit enzymes are the solution.

Enzymes boost skin's chemical reactions to "eat up" or "digest" keratin protein found in dead skin cells, uncovering new, smoother skin (See **Fruit Enzyme Breakdown Sidebar**). Fruit enzymes work on the surface, whereas fruit acids absorb more deeply. For that reason, fruit enzymes are good choices for sensitive, inflamed or acne-prone skin, since they can dissolve dead skin cells without causing irritation.

Fruit Enzyme Breakdown

A few fruit enzymes include:

- **Kiwi fruit extract.** This extract contains the enzyme actinidin. It helps prevent dead skin cell buildup, improves moisture levels, brightens and fortifies stressed skin.
- **Pumpkin ferment.** This has enzymes derived from the fermentation process. Pumpkin ferment exfoliates, smooths lines, hydrates and improves texture.
- **Papain.** Derived from papaya, papain speeds up exfoliation, promotes skin elasticity, boosts collagen production and improves radiance.
- **Bromelain.** Derived from pineapple, bromelain eliminates dead skin cells, soothes and provides anti-bacterial and antioxidant benefits.

Fruit Frequency

How often should fruit enzymes be used? For home care, although fruit enzymes are gentle exfoliators, the enzyme product should be introduced to the regimen once or twice a week for sensitive skin and build up to more frequent use. In the spa, enzymes can be used on all Fitzpatrick skin types, but effects will not be as visible as those from fruit acids in professional peels.

On the other hand, for fruit acids, frequency of application depends on type of product, concentration of acid, and how the product is formulated, since some products combine more than one type of acid. For home care, fruit acids in over-the-counter exfoliants may be used up to three times a week for non-reactive skin. Exfoliating more than three times a week with fruit acids may cause chronic irritation, strip skin of natural oils or cause skin thinning.

In a spa treatment, before selecting acid peels, it is important to assess the client's potential for inflammation by analyzing skin barrier integrity, reactivity and Fitzpatrick Phototype. Phototypes 3-6 have a higher potential for post-inflammatory hyperpigmentation, which should be considered when selecting peel strength and frequency of treatments in a peels series. Post-care regimens with mineral solutions and growth factors are highly recommended for rapid recovery, since it's not so much the peel as the heal.

Putting Exfoliants to Work

Exfoliating fruit acids and fruit enzymes can also be found in cleansers, toners, masks and even moisturizers. Look for them in products used for the following:

- ***Oily, blemish-prone skin.*** Use pore-clearing exfoliants with AHAs, masks with mineral-rich clays, and non-comedogenic moisturizers. Note that salicylic acid is often used for acne-prone skin, but anti-bacterial enzymes like bromelain, AHAs like glycolic acid and mandelic acid and gluconolactone (PHA) are good options for acne-prone skin, depending on sensitivity.
- ***Mature, aging skin.*** Exfoliate with glycolic acid or a high concentration of mandelic acid (30%). For age spots, citric acid, mandelic acid or alpha arbutin (bearberry extract) help prevent melanin formation while brightening skin. After a professional peel, apply moisture-boosting masks and serums containing minerals, growth factors, stem cells, peptides and antioxidants to protect skin from environmental damage.
- ***Dry, dehydrated skin.*** Use formulations containing fruit enzymes or a PHA such as gluconolactone to gently exfoliate. Soothe, hydrate, and seal in moisture with products containing botanical oils or butters with anti-inflammatory properties.
- ***Dark spots, hyperpigmentation.*** Start by exfoliating with mandelic, azelaic or ascorbic acid (vitamin C). Use serums that contain natural tyrosinase inhibitors to block the conversion of amino acid tyrosine to melanin, which is responsible for many hyperpigmentation issues.

Delivery Technology

Alpha and beta hydroxy acids can now be encapsulated in liposomes or phospholipids and delivered into skin with a lowered chance of skin irritation. Fermentation also delivers ingredients while minimizing the risk of irritation. The fermentation process converts compounds into acids, enzymes and amino acids. These compounds exfoliate skin and allow for easier absorption of vitamins, antioxidants, peptides and proteins. For aging skin, this helps hydrate, brighten, ward off environmental damage, encourage collagen synthesis and combat lines and wrinkles. For younger skin, fermented ingredients help maintain skin's proper pH balance and minimize sensitivity and breakouts.

Dead Skin: The Bottom Line

Countless research studies report on the alarmingly high percentage of dead skin cells in household dust. Let's deal with the matter—starting with facial skin. Fruity exfoliants are a natural choice for sweeping away dead skin cells as well facilitating the absorption of skin-transforming active ingredients—helping facial treatments and home care regimens bear much fruit.

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(All websites accessed Jan. 17, 2023)



Founder and CEO of Le Mieux Cosmetics and PurErb, **Janel Luu** has over 38 years of experience in the beauty industry as an educator, researcher, and formulator. She has taught over 40,000 skincare professionals and physicians on topics ranging from the latest anti-aging cellular technology to centuries-old Meridian gua sha techniques. Janel firmly believes that every day, you have the opportunity to learn new things, re-create your vision, and change your destiny.

Ditching Gender Exclusivity in Hair Removal

By Summer Vasilas, Waxing the City



As the industry grows, how can brands keep up with an evolving customer base? As people become more in tune and perhaps conscious of their appearance, the perception of self-care continues to evolve. What we define as health and wellness has advanced to include everything from going on a jog or unwinding with a book, to keeping up with regular services like pedicures and waxing. This shift has also grown beyond gender divides, resulting in a rise in the men's self-care industry, which is estimated to be worth $81.2 billion by 2024. While historically women have been the focus and target in the beauty and wellness space, it's time we rethink our strategy to attract men and earn their business and loyalty.

Looking specifically at waxing and hair removal, our industry has been almost exclusively female-driven, but that's quickly changing. As men look beyond traditional grooming services, they have turned to waxing and hair removal, creating more equal representation across the industry. Having smooth, radiant skin that is free of hair is no longer seen as a luxury, but instead, a necessity. As hair removal and waxing play a more central role in overall health and wellness, how can providers make sure they are reaching and appealing to all possible customers?

Building Accessibility

As a start, hair removal and waxing studios should at the minimum offer services for men. This might seem obvious, but not every hair removal provider offers waxing for men. In fact, some studios focus solely on women. As the overall direction of the waxing industry recognizes the opportunity to offer services regardless

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of gender, studios classified under today's standards of beauty and wellness should be open to offering services for everyone, regardless of one's gender.

For salons that currently don't offer male services and are looking to integrate more inclusive offerings, I'd suggest taking several approaches. First, start small and build. Begin by offering facial waxing and move into body waxing and eventually towards more intimate services such as the male Brazilian. Next, let current clients know that you're offering male services and build through word of mouth. You have trust and rapport with these clients, so work the referrals!

Also, salons should make sure they are creating an approachable environment. Take a good look at your surroundings and ask yourself if men would feel comfortable there, and make small changes to the salon's décor to appeal to male clients. If you're integrating male services at your studio, make sure you are offering the right products including the actual wax and post-wax retail items. Men typically have more vellus hair, so having a good wax that can remove this hair effectively is important. Men also tend to have more breakouts from body waxing, so make sure to have products that treat skin after the wax. Finally, client education is a must. With male waxing on the rise, we're likely going to have clients that are new to waxing. Making sure we educate our clients on how to properly wax through a routine, as well as proper pre and post products so they receive the best results, will be key to building trust with new clients.

Gender Neutral Pricing

Another way spa professionals can meet changing expectations in our industry is modernizing their pricing menu and getting rid of "gender-exclusive"



services. This change will create more inclusive offerings that cater to all customers and ultimately drive more business. Offering "gender-neutral" pricing is often associated with hair salons, where men typically have paid less on average for a haircut. Recently, hair salons have shifted away from gender-specific pricing and begun to focus on hair length and the time needed to complete the service. While hair salons have adapted to the evolution of how men see and care for themselves, waxing studios have been much slower in their response to that change.

It's time waxing and hair removal studios take note from hair salons and adjust pricing based on labor, time, or specific service provided.

For example, hair removal procedures that take roughly the same time to perform regardless of gender, such as leg, facial and underarm waxing, should be charged the same. Brazilian waxes that focus on the "P and V" regions can still be charged different rates given the varying complexity and time needed to perform the wax.

We've found that to stay relevant to our current customers and attract new ones, we can appeal to a larger client base by offering gender-neutral services. Not only can this open the door for more growth and business, but brands that follow suit can more accurately charge for services based on factors that have a meaningful impact on one's business, such as time and labor.



Evolving to Build Self-Esteem

Just as the pandemic brought about significant changes in the ways people practice self-care, we can anticipate there will be further advancements and changes in the future. In the years to come, service industries should expect to create an environment that is not only welcoming, but also accommodating to consumers with diverse backgrounds and needs.

Working in an industry that aims to help people achieve their beauty and wellness goals, I've tried to prioritize creating an environment that makes everyone feel welcome and hopefully improve the self-esteem of the world. While gender has historically divided or separated individuals into a certain mold or category, spas can ensure their services are open to everyone no matter one's gender identity. Whether a hair or nail salon, waxing or tanning studio, or a type of spa, it's important as a business leader to stay focused on your company's original purpose of providing a service that makes your clientele look and feel their best. As long as beauty and wellness service providers stick to their core focus, we'll continue to grow no matter the changes our industry might face.

While consumer needs and priorities are continuously shifting, brands that stay ahead of the evolution will win. Companies that provide equal services regardless of gender and focus on building the self-esteem of their clientele, will ultimately position themselves for success and rapid growth. It's something we've been focused on for some time and it'll be exciting to see the industry continue to meet these changing expectations.



Summer Vasilas is the cofounder and director of training of Waxing the City, a 140-unit franchise devoted to the art of waxing, catering to both women and men, and a top-ranked franchise 500 company 6 years in a row. She has 25+ years of experience in the beauty industry and has been a licensed esthetician since 1999.

Before & After

Prep and heal skin with these pre and post hair removal products.

1. **The Prep**
   Sorella Apothecary
   www.sorellaapothecary.com
   Perfectly prep the skin for any professional treatment. This product removes bacteria and excess oil to allow products and treatments to penetrate more evenly.

2. **Stone Crop Hydrating Gel**
   Éminence Organic Skin Care
   www.eminenceorganics.com
   Apply Stone Crop Hydrating Gel 24 hours after a hair removal treatment to soothe, heal and even out the skin tone.

3. **Clarifying Toner Pads**
   Skin Script Skin Care
   www.skinscriptrx.com
   Clarifying Toner Pads can be used before or after hair removal services to purify and improve the clarity and quality of the skin.

4. **Ultra Zinc SPF 40**
   TiZO
   www.tizoskin.com
   Protect and soothe skin post-procedure with TiZO Ultra Zinc SPF 40, a moisturizing mineral sunscreen that is sheer and invisible on all skin tones.



Click here to read more about hair removal tips and tricks



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Peeling with PHAs

By Tracey Beeby, Ultraceuticals

When speaking to first time clients about chemical peels, their minds can sometimes go to that infamous "Sex and the City" episode where Samantha receives a chemical peel that leaves her face red, inflamed and peeling. Ashamed by the dreaded downtime, she's forced to cover her face with sunglasses, a hat and a scarf. Safe to say, it was not a good look for her, nor did it reassure the viewers watching the show at home that chemicals help promote healthy skin. To this day, I'm still having to explain to clients that not all chemical peels will produce this result, nor is it the result that you want to gain from this kind of professional treatment. Education really is the key here when it comes to understanding chemical peels, and it's something that as skin care professionals, we must ensure we do every single time a guest visits us in the treatment room and is considering a peel.

Fortunately, chemical peels have come a long way since, and we now can offer our clients options that are suitable for every skin type and condition, even for sensitive skin. Which brings us to this exciting topic of polyhydroxy acids (PHAs), which I like to refer to as the next generation in chemical peels. Before we can dive into this new frontier, let's first take a step back to properly define hydroxy acids and the different types.



PHAs provide hydrating and exfoliating benefits.

Hydroxy Acids 101

Hydroxy acids, which contain one or more hydroxyl groups in a molecule, in addition to that present in the acid group itself, are known to have incredible benefits when used in skin care. Examples of hydroxy acids include alpha hydroxy acids (AHAs) and beta hydroxy acids (BHAs), which are used in skin care to exfoliate and help clear pores.

AHAs are a group of plant and animal-derived acids used in a variety of skin care products. These include daily anti-aging products such as serums, toners and creams, as well as concentrated treatments via chemical peels.



Examples of AHAs include citric acid (found in citrus fruits), glycolic acid (found in sugar cane), lactic acid (found in sour milk), malic acid (found in apples) and tartaric acid (found in grapes). Each AHA provides slightly varying benefits in the skin depending on their chemical structure and molecular size, as well as to help soften and loosen the desmosome bonds (the intercellular calcium bonds) that hold our dead skin cells together within the stratum corneum. In doing so, they assist the skin's natural cell turnover, helping to remove the dead cells, allowing new skin cells to become visible.

While AHAs are water-soluble acids derived from plants, BHAs are oil-soluble acids. In skin care products, BHAs penetrate the skin and unclog pores, which can help those with oily skin prone to breakouts. The most common BHA in skin care is salicylic acid, a popular ingredient known for its exfoliating properties, making it very useful for acne-prone skin. Like all BHAs, it helps loosen dead skin cells to enable more efficient exfoliation.

Both AHAs and BHAs are important in treating a variety of skin concerns such as build-up of dead skin, the signs of skin aging, surface discoloration and overall skin tone and texture concerns.

Hydroxy Acids in the Treatment Room

So, why do we suggest hydroxy acids in professional treatments? Hydroxy acids, particularly AHAs, are very common in skin treatments such as peels due to the fact that they restore radiance and luminosity. Depending on the AHA used, they may also provide hydration, cleansing and clearing benefits, as well as significant anti-aging benefits. Different types of AHAs, such as glycolic, lactic, mandelic and citric, all vary in molecular size. The molecular size of an AHA affects the speed at which it can penetrate the skin. The larger the molecular

size, the slower the AHA molecules are able to penetrate the skin. However, the longer an AHA takes to penetrate the skin, the less irritating they will be.

So we know of AHAs and BHAs, but what is this new PHA peel and why should we care about it? If we have a client who is new to chemical peels, is hesitant to experience one or suffers from skin sensitivity, PHA is a fantastic hydroxy acid alternative to suggest them. Let's dive a little deeper on this breakthrough and revolutionary chemical peel.

PHA Treatments

PHAs really are the new generation of AHAs. Poly, means there are multiple hydroxyl groups providing incredible hydrating benefits as well as very gentle exfoliating benefits. In fact, they are so gentle, they can be used on very sensitive skin. There are several types of PHAs that include gluconolactone, maltobionic and lactobionic acid. The PHA is a mild hydrating peel containing a skin-identical acid (gluconolactone) that rejuvenates all skin types, including sensitive skin and is suitable for all Fitzpatrick classifications. The benefits include refining the surface of the skin, leaving it looking plumped, rejuvenated, brighter and glowing. This is a gentle treatment, and is ideal as an introduction to first-time peel guests with minimal to no downtime.

Acids and Sensitive Skin

The molecule of a PHA is larger than AHAs and BHAs, making it more gentle and less irritating on the skin. This makes it ideally suitable for sensitive skin or skin that does not require the degree of exfoliation that an AHA gives. The PHA treatment has minimal to no downtime (unlike an AHA treatment) and requires no specific pre or post treatment care, other than the use of daily SPF protection.

When approaching a client about chemical peels, it's always important to first conduct a thorough skin care analysis to determine the best treatment plan for their skin type and condition. These types of professional peels, when accurately prescribed, can have incredible skin care benefits including minimizing fine lines and wrinkles, addressing skin discoloration, smoothing texture and targeting acne.

Provide your clients with the assurance they need to feel comfortable with the decision to move forward



in experiencing a chemical peel, and suggesting a PHA treatment might just be the solution they are ready for. Share with them the process, the products' key ingredients and benefits, and what to expect post treatment. If you have any before and after images provided by either the professional brands you carry or from clients that have allowed you to document their skin care journey while experiencing PHA Peel, consider sharing them. After all, pictures are worth a thousand words and are powerful tools, especially before and after images, as they show the results and the efficacy behind the ingredient formulation and consistent use.

The PHA Peel

The PHA peel really is designed for the uneasy or first-time guest, as well as those prone to skin sensitivity. With virtually no downtime at all while still producing incredible skin care results, it truly is the next evolution in chemical peel technology. Your clients can now say goodbye to red, inflamed skin (and the hat, sunglasses and scarf to cover it all up), and say hello to radiant results! Now that is something you and your clients can glow about.



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.

PROTOCOLS IN PRACTICE
MEN'S

GENTLEMAN'S EXPERIENCE

REDMETHOD

This facial offers men the ultimate treatment to rejuvenate their skin.

Step 1. Cleanse skin with Blue Agave. Steam may be used during enzyme treatment. Rinse thoroughly with warm water and 4x4 gauze.

Step 2. Perform second cleanse with Blue Agave depending on skin and pat skin dry.

Step 3. Saturate 2x2 gauze with ReZone and apply to face and neck using firm, even pressure. Let absorb and remain on skin.

Step 4. Dispense 1 tsp. of Mint Papaya Enzyme into glass beaker and apply evenly to face and neck with firm, square brush. Steam may be used during enzyme treatment. Rinse thoroughly with tepid water and 4x4 gauze and pat skin dry. Perform extractions if needed.

Step 5. Stipple one pump of Wrinkle Diminisher around eyes.

Step 6. Apply one to two pumps of Power Antioxidant Serum to face and neck and massage into skin. For more slip, add one to two pumps of Nutrient Massage Oil. Apply hot compress for 5 min. Remove compress and pat skin dry.

Step 7. Dispense 1 tsp. of Rosemary Basil Mask into glass beaker and apply evenly to face and neck with firm, square brush. Lay two unfolded 4x4 gauze, dampened with cool water, over the upper and lower portion of the face. Roll chilled Ice Globes or Ice Rollers over gauze for several minutes. Let mask remain on skin for 10 min. Apply hot compress for last 5 min.

Step 8. Rinse with warm water and 4x4 gauze and pat skin dry.

Step 9. Apply one to two pumps of Stone Power into hands and tap into face and neck. Let absorb and perform gentle tapotement.

Step 10. Apply one to two pumps of Power Antioxidant Serum and one to two pumps of Firming Peptide and massage into face and neck. Let absorb and remain on skin.

Step 11. Finish with a thin layer of EnviroProtect SPF22 for daytime protection.

MEN'S SIGNATURE BEARD FACIAL

GM REVOLUTION

The men's facial is particularly effective for treating acne, sun damage or dry skin.

Step 1. Apply a small amount of GMR Signature Cleanser in the palm of your hand, add water, lather, cleanse and rinse well.

Step 2. Add a very small amount of GMR Signature Cleanser in the palm of your hand, add water to dilute, and work into the client's beard with fingertips. Be sure to also cleanse the skin under the beard using a circular motion.

Step 3. Rinse thoroughly with a hand towel several times to ensure no residue of the cleanser remains on the skin.

Step 4. Apply Purifying Mask evenly on the entire face and neck avoiding directly under the eye using a facial applicator brush.

Step 5. With fingertips apply Purifying Mask by massaging it into the beard.

Step 6. Allow the mask to dry for approximately 15 min. There may be a few spots that are not completely dry, continue with the removal.

Step 7. Remove with warm water and a washcloth or cleansing pads for the face and neck area.

Step 8. For the beard, remove with a wet, warm hand towel. Rinse several times. If the client has a full beard, you may wish to add water to your hands and begin the softening process of the mask and then continue with the warm hand towels.

Click here to continue reading Steps 9-14 and other companies men's protocols

ADDITIONAL PROTOCOLS FROM:

SKINBETTER SCIENCE
PEVONIA
SKIN PERFECT SPAS

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INDUSTRY INPUT

BRAZILIAN WAX TIPS

TOP TIPS, TECHNIQUES AND ADVICE ON HAIR REMOVAL FOR YOUR SPA.

1 PREP YOUR FIRST TIME WAXERS

For first-time waxing clients, or for those who have had waxes but have not seen you before, explain the ins and outs of the hair growth cycle to them before their service. Filling them in on the importance of adhering to the body's hair cycles and understanding how hair removal is performed amidst this will guarantee they return for a minimum of two more visits.

When waxing a client for the first time, target each hair cycle that lasts for three months, and let clients know that after three consistent visits, their hair will become finer and regrowth will slow down. Educating your clients as to what to expect from their wax, their results, and hair regrowth gives them confidence in you and your professionalism and will keep them coming back. It will also educate them on their own cycles and fill any awkward silences!

—Liz Lugo, Creator of Nova Wax

2 HAVE CONFIDENCE IN YOURSELF

Quick, swift and confident pulls when removing the wax will help to make the waxing service more comfortable for your client. If you show hesitation in the wax room you may cause your client to feel unsure or fearful. Your client may already be nervous, which is why it is important to be aware of your energy and work to reassure them rather then raise their anxiety level. Firmly support the skin in the opposite direction to which you intend to pull. This will help reduce any possible discomfort and make your client feel confident in your waxing ability.

-Lindsay Miller, President of LYCON

Click Here to keep reading top tips from industry experts on Brazilian waxing.

Men's Signature Beard Facial

(Continued from Page 44)

GM REVOLUTION

The men's facial is particularly good for treating acne, sun damage or dry skin.

Note: After the removal of the Purifying Mask, the skin will be pinker in tone and can even be red depending on the client's Fitzpatrick skin type. This is normal as this mask increases vascular activity within the skin. The increased blood flow in the skin will last only a few minutes.

Step 9. Perform a facial massage for 5-10 min.

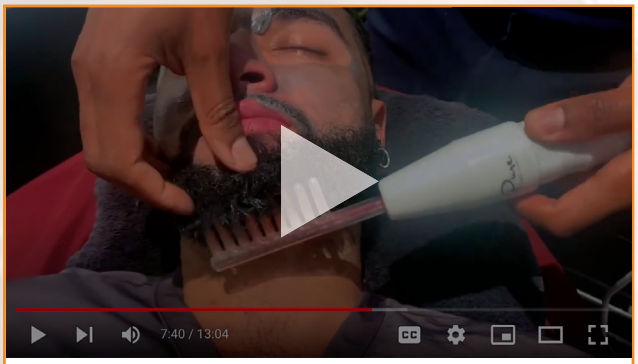
Step 10. Apply a few drops of GMR Moisturizer highly-refined oil and one full pump of Anti-Aging Serum over the entire face and neck area including under the eye area.

Step 11. Perform a facial massage for 5-10 min.

Step 12. After the massage, apply a small amount of Hyaluronic Acid over the entire facial area including under the eyes.

Step 13. Apply a few drops of Moisturizer oil to the palm of your hand and massage into the beard starting at the root. This step can be repeated as needed.

Step 14. Finish the facial with a Replenishing Moisturizing Treatment. Saran Wrap will be used to protect the skin from the steam of the hot towel, at the same time allowing the heat of the towel to move the product into the skin and stimulate circulation.



CLICK ABOVE TO PLAY



Men's Skin Care Regimen Protocol

SKINBETTER SCIENCE

This routine helps men who prefer to keep their daily grooming routine as simple as possible.

Step 1. Morning and night, cleanse the face with Skinbetter Science's Oxygen Infusion Wash.
Note: For sensitive skin, instead opt. for the Cleansing Gel.

Step 2. Apply the Solo Hydrating Defense Men daily post shave.

Step 3. Apply the Sunbetter Sheer 56 Sunscreen Sick for daily SPF protection.

Step 4. Finally apply AplhaRet Overnight Cream during nighttime routine to protect against aging.

SkinFit Myoxy-Caviar Mask Treatment For Him

PEVONIA

This treatment is designed for all men with aging skin as a preventative treatment.

Step 1. Apply Facial Cleanser All Skin Types. Work it in to the skin gently and lift off the cleanser with pads wet with warm water. Follow with Facial Lotion All Skin Types.

Step 2. Cover eyes and eyebrows with eye pads moist with Anti-Stress Eye Lotion.

Step 3. Apply the Enzymes Powder Mask with mask brush all over the nose, upper cheeks and forehead, ½ an inch away from the eyes.

Step 4. Apply steamer, and leave on for 5-10 min. according to skin type.

Step 5. Remove Enzymes Powder with pads moist with warm water.

Step 6. Use Phyto-Gel Cleanser to remove any residue of enzymes. Remove the Phyto-Gel Cleanser with dry pads first, then with moist pads, making sure that all enzyme residue is removed.

Step 7. Mix the prepared Escutox Freeze-Dried thoroughly and apply over face and neck. Proceed with massage. To facilitate hand motion, keep Escutox moist with water. Massage for 8-10 min.

Step 8. Measure 1 ½ teaspoon of SkinFit Myoxy Caviar Repair Mask and apply over face and neck, ¼ inch away from the eyes. Leave the mask on for 10 min.

Step 9. Rinse mask with pads wet with cool water and blot dry. Cover the eyes and eyebrows with eye pads moist with Anti-Stress Eye Lotion.

Step 10. Empty one powder pouch of SkinFit Myoxy-Caviar Powder Mask into a mask bowl. Add 1/3 of a cup of cool water to the powder. Use spatula to mix well until creamy.

Step 11. Apply the mask with an even, medium thickness, covering the face and neck.

Step 12. Leave the mask on for 15 min. Remove mask by loosening the perimeter with fingers, lift off upward by rocking the mask side to side, and then lift off gently. The mask will life-off in one piece.

Step 13. Remove mask residue, if any.

Step 14. Wipe the skin with cool water and then follow with Facial Lotion All Skin Types.

Step 15. As a final step, apply the Collagen Boost Face Balm around the eyes and all over the face and neck.



Men's Skin Perfect Medi-Facial

SKIN PERFECT SPAS

This men's facial includes a peel and enzyme treatment for acne-prone skin.

Step 1. Cleanse the skin utilizing tepid water, Skin Perfect Enzyme Sal Cleanser and 4x4 gauze med cleansing technique. Remove any residual cleanser with a warm steamed towel.

Step 2. Degrease the skin with Skin Perfect Preconditioner and a 2x2 gauze pad. Pay special attention to the T-zone area. Be sure to give the client a handheld fan to use to diffuse the smell.

Step 3. Begin physical exfoliation with microdermabrasion. Using vertical strokes then horizontal strokes, avoiding any active acne or sensitive areas. Gently go over shaved area in the direction of the hair growth to gently exfoliate.

Step 4. Apply a Skin Perfect Blue Tidal Enzyme with a fan brush, then wet your fingertips and gently massage into the skin preparing for steaming. Adjust steamer to the face to target congested areas and steam the face for 7 min. During steaming, do a hand massage to relax your client. At completion time, remove enzymes with a warm steamed towel.

Step 5. Use Ultrasonic Skin Scrubber to loosen and purge dead skin cells and sebum that is clogging the congested areas of the face, typically the nose and chin.

Step 6. Apply 30% Skin Perfect Mandelic Acid Peel with a 2x2 gauze pad all over the skin to gently dissolve surface dead skin and brighten the skin. Be sure to give your client a fan to use so they feel less stinging, and they don't inhale the fumes of the peel.

Step 7. Apply 10% Skin Perfect Salicylic Acid Peel with a 2x2 gauze pad all over the skin to clarify the pores and decongest the skin.

Step 8. Allow the client 2-4 min. with the fan for the skin to self-neutralize the peel. Then use a form of cryotherapy to cool the skin, reduce inflammation, reduce pore size and firm the skin. Liquid nitrogen or cold hammer style of modality work well for this step.

Step 9. After completing 5 min. of cryotherapy, apply Skin Perfect Skin Soothing Mask. Perform a declotte massage to relax and renew your client. Offer a specific essential oil to add to the massage cream to create an aromatherapy effect.

Step 10. Remove the mask with a warm towel and apply Skin Perfect Skin Recovery Hydrator with hydrocortisone and Skin Perfect Oil Free Sunscreen to complete the treatment.

Step 11. Be sure to advise your client to use a post care regimen for five days after their med facial. It is recommended to use Skin Perfect Skin Recovery Cleanser and Skin Perfect Skin Recovery Hydrator twice a day for the five days.

3 EDUCATE YOUR CLIENTS

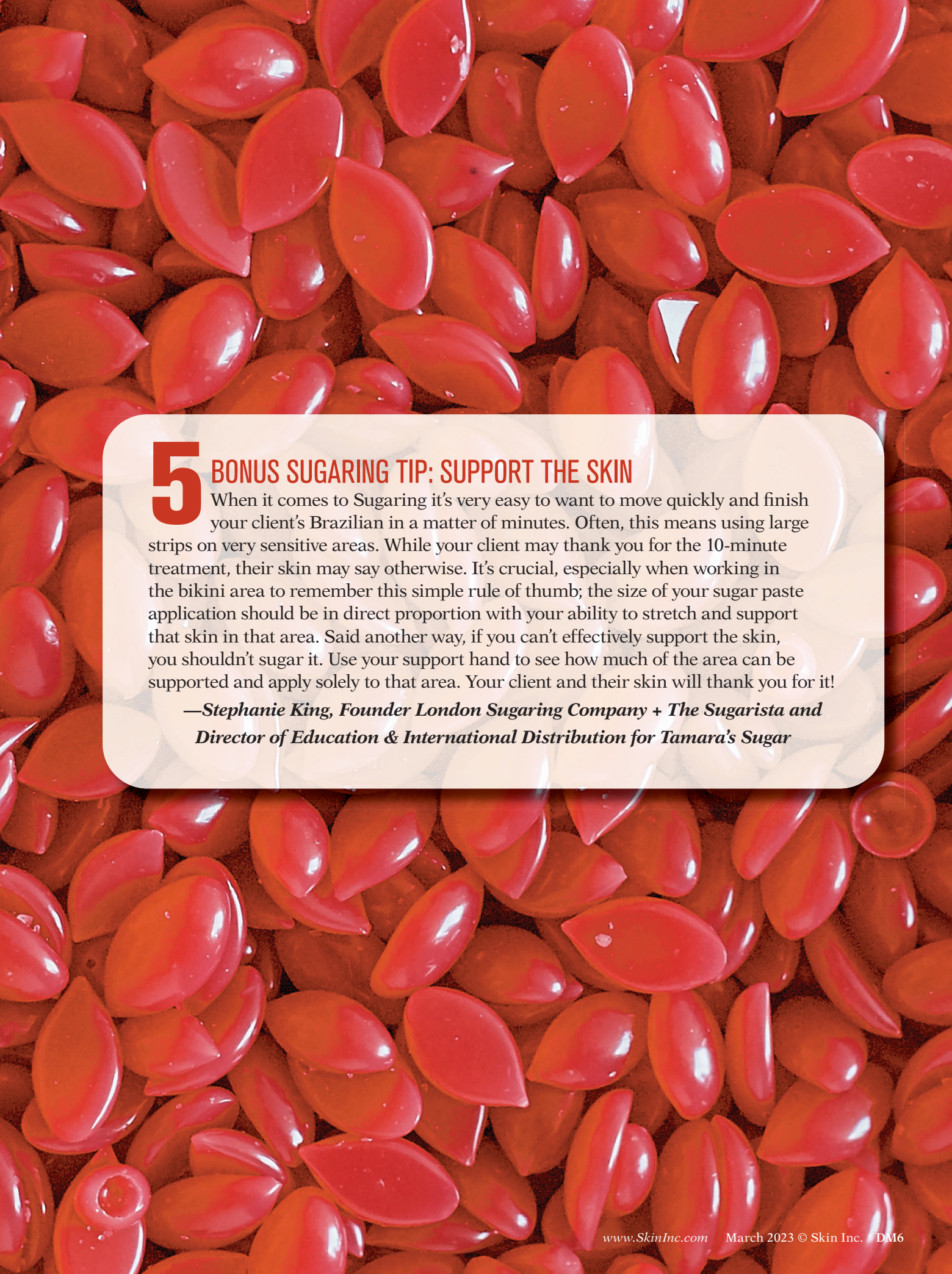
Besides letting them know after-care procedures, educate your clients on hair growth cycles, proudly let them know all about the wax and the products you are using at their visit. Discuss with them how you can help them achieve their goals, and how their schedule needs to be set to book their next appointment.

—Chanel Mak, Master Educator of Caronlab

4 PREPARATION MATTERS

When it comes to Brazilian waxing, preparation is the key to success. Educate the client on how to be prepared before their waxing appointment. This will ensure the appointment goes smoothly. First, the client should stop shaving or other forms of hair removal for three to five weeks prior. It's hard to let the hair grow in for that long, but they will only need to do this one time. Once the client has successfully completed a few consecutive waxing appointments, they will remain hair free for three to four weeks between appointments. Next, no sun exposure on the area for a day or so before their appointment. If the skin is sunburned or even slightly pink, the service will not be able to be performed. The client should exfoliate the skin prior to their appointment. However, they should avoid any exfoliating products that include acids such as glycolic, salicylic, lactic or other exfoliating ingredients for a few days or longer before their waxing appointment. Limiting alcohol and caffeine is advised. Some pain relievers thin the blood such as aspirin and ibuprofen; these should be avoided prior to waxing to avoid bruised skin. Finally, recommend a quick shower before the waxing procedure.

-Cali VanAelst, National Training Director of Perron Rigot, Inc.



5 BONUS SUGARING TIP: SUPPORT THE SKIN

When it comes to Sugaring it's very easy to want to move quickly and finish your client's Brazilian in a matter of minutes. Often, this means using large strips on very sensitive areas. While your client may thank you for the 10-minute treatment, their skin may say otherwise. It's crucial, especially when working in the bikini area to remember this simple rule of thumb; the size of your sugar paste application should be in direct proportion with your ability to stretch and support that skin in that area. Said another way, if you can't effectively support the skin, you shouldn't sugar it. Use your support hand to see how much of the area can be supported and apply solely to that area. Your client and their skin will thank you for it!

—Stephanie King, Founder London Sugaring Company + The Sugarista and Director of Education & International Distribution for Tamara's Sugar



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Peels 101:

The History and Basics of a Novel Treatment

By Candace Noonan and Rob Trow, DermaConcepts

Chemical peels have been in use for over 3,500 years, from Cleopatra to today. Yet, during the centuries, some basics remain as evident today as in ancient Egypt. They have been designed to help remove dead skin and accelerate the skin's natural rejuvenation process. It is true that skin peeling can enhance the skin's appearance by improving the damage caused by sun, acne and aging. But, one must be careful, as it can also cause, in and of itself, material short and long-term damage.

It is surprising to note that men were the initial advocates of skin peeling and used animal oils, sour milk, salt, fruit acids and a myriad of other irritants all with the goal of obtaining a more youthful appearance.[1] Deep peels were achieved, as people reportedly had to go into hiding for up to two weeks to recover.

Today, we have at our disposal several types of peeling agents, all designed to remove the upper part of the epidermis, enhancing regrowth of surface skin. However, unless one is careful, skin peeling can inflict material damage to one's appearance. Deep, uncontrolled peels can lead to bacterial infections, cause hypo or hyper-pigmentation or leave you with scarring.



AHAs and BHAs

The hyper-keratinization of the skin is at the foundation of multiple skin conditions and disorders. The corneocyte intercellular connection is weakened by water, and further diminished by the use of retinoids and alpha hydroxy acids (AHAs). Interestingly, the lack of water or a vitamin A deficiency will increase corneocyte cohesion leading to a multitude of other skin disorders. So, it seems management and the correct use of chemicals on and for the skin is key to its homeostasis and healthy cellular turnover.



AHA's history is rich, with Cleopatra famously bathing in milk. The lactic acid in the milk was the key to the result of a smoother, more luminous and hydrated appearance.[2,3]

Dr. Eugene Van Scott and Dr. Ruey Yu were honored with the discovery of the unique benefits of AHAs in 1974.[4] It was through their research on inherently dry skin, that they found the scientific benefits of the use of AHAs.

Alpha hydroxy can be from citrus fruits (citric acid), sugar cane (glycolic acid), apples (malic acid), grapes (tartaric acid) or it can be synthesized as well. AHAs are also naturally occurring in our skin, like lactic acid, and contribute to hydration levels, as well as keeping the skin even looking in its tone.

Unlike AHAs, beta hydroxy acids (BHAs) are oil soluble. This helps them achieve slightly better penetration via the hair follicles and skin pores. Naturally occurring in our skin or derived from fruits or the bark of the willow tree, they can also be synthesized. MD-Health.com explains thatBHAs are great for oilier skin types, which will benefit from their ability to break down the skin cohesion inside the oil-filled pores.

Peel Guide

Let's discuss each of these ingredients, the enzymes they contain, and their beneficial properties further:
See which peels are best for different skin conditions.

- **Mild Peels.** active acne, superficial dyschromias, actinic keratosis, skin texture improvement
- **Medium Peels.** acne scars, deeper wrinkles, uneven skin tone
- **Deep Peels.** deep wrinkles, scars, precancerous growth

Generally, we can classify peels into the following categories: mild, medium and deep. The results will depend on the actual chosen chemical, the percentage used, the pH and the exposure time. The skin's condition at the time of the peel will also largely dictate the effect of the peel, as well as how the skin was prepped for the procedure.

pH and Peels

The importance of pH cannot be overstated. On the surface, the skin's natural pH is between 4.5 and 5.5.[5] An interesting note is that unhealthy skin tends to be more alkaline in nature. This natural pH is important to the skin's microbiome and forms part of its natural barrier function. The acidic pH is contributed to by P.Acne bacteria, eating up triglycerides in our sebum and expressing free fatty acids which are acidic in nature.[6] The acidity of the skin changes as we delve into its layers, finding the epidermis at almost neutral-around pH 7.4.[5]

This is an important note because more recent developments in peels strive to keep the epidermis intact, reducing peel risks in favor of changing the neutral epidermal pH to a more acidic pH, stimulating growth factor release prior to causing a wound healing cascade. This wound healing cascade may include the release of inflammatory cytokines, which in turn, increase the risk for hyperpigmentation, especially in darker Fitzpatrick types.[7]

When looking at peels, the lower the pH, the stronger it is. Knowing the percentage of a peel is important, but understanding the pH will help understand its strength. As an example, each whole pH value below 7 is ten times more acidic than the higher value. A solution with 20% AHA, and a pH of 5, is 100 times more acidic than a solution at the same percentage, but at a pH of 3. So, one



Peels can vary in strength from mild, to medium to deep.

could say that the classification of mild, medium or deep is also largely dependent on the pH (See **Peel Guide**).[8]

Mild Peels

The depth of the wound created by this level of chemical peel is superficial; it penetrates only the epidermis. For treatment of medical conditions like active acne, superficial dyschromias, actinic keratosis or for simply the improvement of the appearance of skin texture, superficial peels are highly advantageous. Since these peels are so superficial in their nature, they are appropriate for all skin and Fitzpatrick types and even suitable for sensitive skin.

Medium Peels

Medium depth peels may damage the entire epidermis through to the papillary dermis. Examples of these are chemicals such as TCA, Jessner's solution or Resorcinol. Indications for medium depth peels are acne scars, deeper wrinkles or uneven skin tone.

This depth peel increases the risk for hyperpigmentation in darker Fitzpatrick types of 3 and higher. Therefore, caution needs to be taken when selecting clients. A thorough understanding of ethnicity and propensity to tan will guide the practitioner as to the risk factor associated with this skin type. The darker the skin can tan, the more likely and higher the risk is for hyperpigmentation.

Deep Peels

These peels create a wound to the level of the mid-reticular dermis. A physician would determine if this level is right for someone by assessing risk factors for their skin type. Typically, only Fitzpatricks 1 and 2 would be good candidates, as the risk for pigmentation is lower for these groups. An example of a deep peel is Phenol.[3] Research describes the first use of Phenol as a chemical peeling agent to William Tilbury Fox (1836-1879) in 1871.[4] As a deep peel, it can destroy the entire epidermis including the basal cell of keratinocytes and melanocytes.

Medsafe in New Zealand's article, published in 1999, reported a death following a serious cardiac adverse reaction believed to be attributable to the use of a Phenol face peeling solution.[9] When using a Phenol peel, one would need a local anesthetic or sedative prior to application.

Downtime can be up to two weeks post procedure with the skin never regaining its ability to tan. Antibiotics may be prescribed to avoid infections and one may expect to be red, swollen or develop crusts on the skin that last for several days. Although the re-surfacing results may be impressive, the risks associated with this depth peel has de-popularized the use of Phenol in modern day peeling.

Pre and Post Procedure

A skin that is well prepared on vitamin A will have a healthy cellular turnover. This skin may not need any harsh or physical exfoliation. However, this skin will respond better to medical treatments including chemical peels because it will have less downtime and faster healing with less risk for scarring or pigmentation. Prior to the peel, if the vitamin A formulation is an ester, you can safely continue to use the product's



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Post-Peel Recommendations

Avoid:

- Excessive sweating
- Sun exposure
- Saunas
- Swimming pools
- Jacuzzis
- Swimming in pools or the ocean

Encouraged:

- Moisturize and hydrate
- Wear SPF 30 or higher
- Wash with cold water
- Use gentle skin care
- Listen to your peel provider

recommended for your skin type, up to the day of treatment. If the levels of that products' ingredients are at milder concentrations, one could continue to use that regimen immediately. If the patient is using retinol or prescription retinoic acid, the products should be discontinued for at least five days prior to treatment and not resumed for at least a week post. Other ingredients like vitamins C, E, peptides and growth factors, pre and post treatment, are important inclusions.

Avoid AHA/BHA use for at least 24 hours post peel and do not pick, scratch or otherwise irritate the skin. If flaking should occur, the use of a mild, non-abrasive exfoliator, such as Kaolin is recommended to help smooth the dry skin. The use of a vitamin-infused moisturizer, post procedure, will ease the recovery period. Care should be taken to avoid sun exposure and the use of a SPF 30 sunscreen is highly recommended to protect the fresh new layer of skin (See **Post-Peel Recommendations**).

Re-Peel Safety

The skin should be completely recovered from the previous peel with no redness or dryness. Mild peels may be repeated weekly. For problematic skin, one may even repeat the peel as often as three to four days, as long as the skin remains comfortable. For anti-aging benefits, mild peels every two weeks will help soften the appearance of fine lines and skin tone. Deeper peels should only be repeated when the skin shows no signs of irritation from the previous peel.

Chemical Considerations

Chemical peels can be a wonderful and most useful tool to improve the appearance of problematic skin, redness, sun damage, lines and wrinkles or even to enhance cosmetic surgery. Care should be taken to ensure that the skin is thoroughly prepared for the best outcome and has the corrective home care post peel to support the healing process. The client needs to be informed of their responsibility to ensure the best outcome regarding sun exposure and activities post peel.

With a new found understanding of how peels work on the skin; one can approach peels with the idea of "less is more" in mind. It is not necessary to torture the skin to get the best result. We can simply coax it into a response with a series of milder peels offering less risk and downtime, but yielding greater results.[10]

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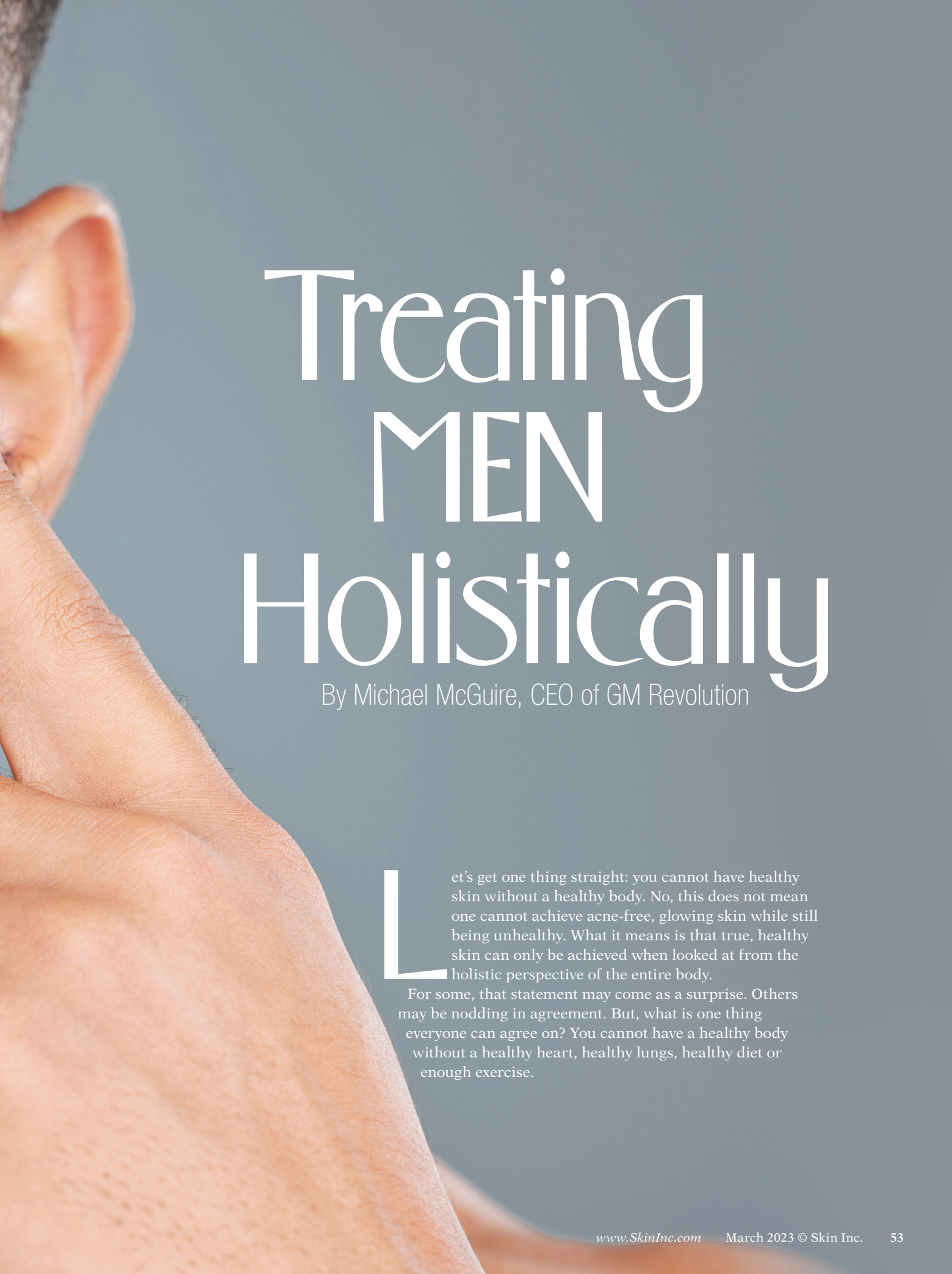


Treating MEN Holistically

By Michael McGuire, CEO of GM Revolution

Let's get one thing straight: you cannot have healthy skin without a healthy body. No, this does not mean one cannot achieve acne-free, glowing skin while still being unhealthy. What it means is that true, healthy skin can only be achieved when looked at from the holistic perspective of the entire body.

For some, that statement may come as a surprise. Others may be nodding in agreement. But, what is one thing everyone can agree on? You cannot have a healthy body without a healthy heart, healthy lungs, healthy diet or enough exercise.

Why would the skin be any different? The existence of millions of skin care and cosmetic products on the market has led consumers to believe that healthy skin is a product to be applied or something they can buy. The reality is that skin is an organ of the body; in fact, it is the body's largest organ.

Since everyone knows how an unhealthy heart, lung, kidney, etc. is connected to the rest of the body, it must be accepted that the health of skin is too dependent on the system as a whole. This concept applies to men as well and even begs the question on how to get men to care about skin care.

Connecting Health and Skin

Like any other organ, our skin has certain requirements to maintain its health. The skin itself is living and breathing, as it is comprised of millions of cells. These cells are the basic unit of life, each requiring water, oxygen and energy. When we fail to deliver these requirements to our cells, our bodily response is immediately impacted.

Any health practitioner will tell you the key to a healthy body is a lifestyle designed with a healthy diet, regular exercise and proper rest and relaxation. But, what is this really saying at the cellular level? This means that we need to give cells the right nutrients (diet), we need to have healthy blood flow (exercise), and we need to alleviate stress on our cells (rest).



As skin experts, you need to make the connection on skin concerns that your clients aren't making.



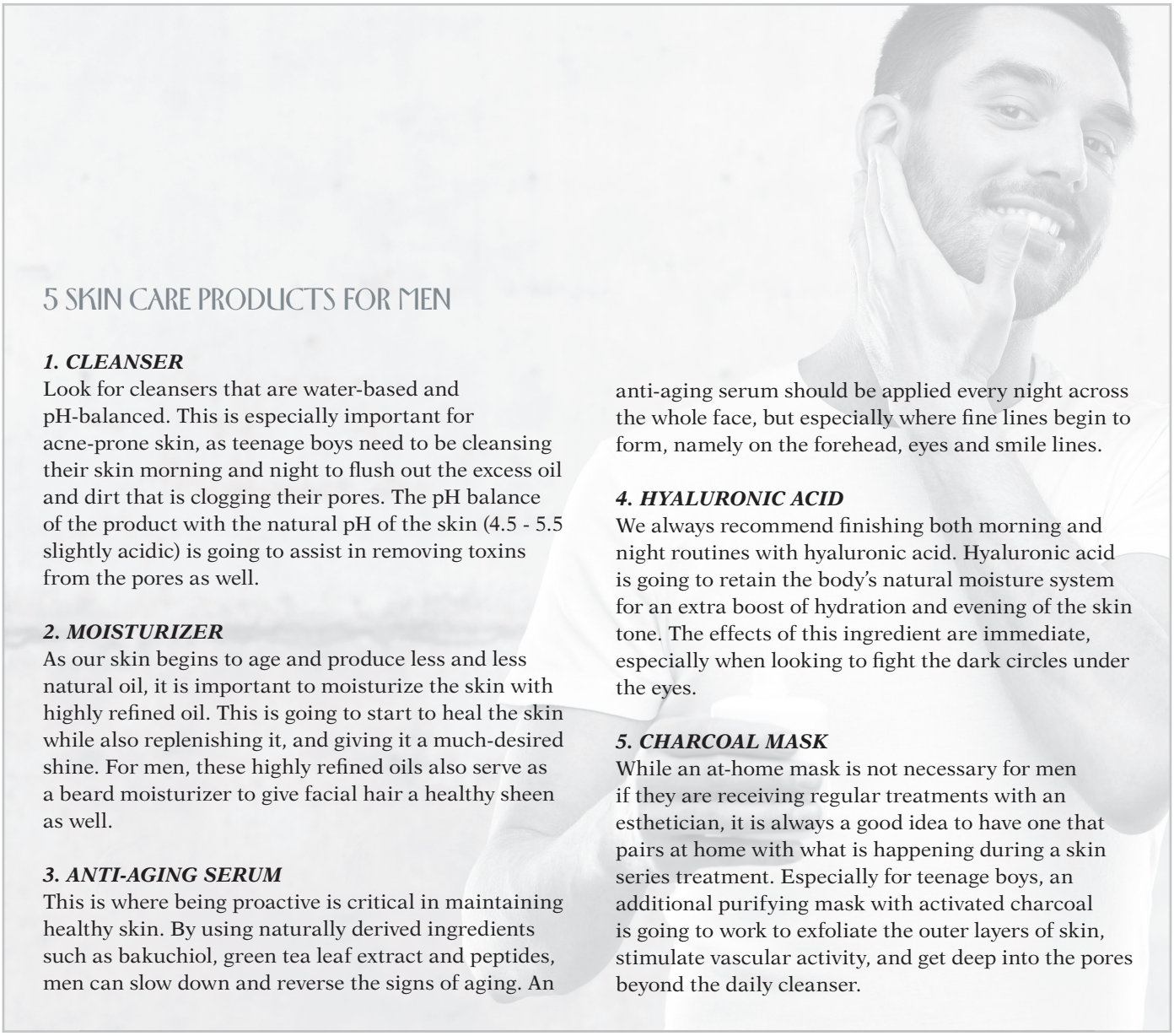
Charcoal masks are a must in men's home care regimens.

Outside of the medical reasons for how our skin is connected to the rest of our health, we can anecdotally relate to the feeling of just one of these requirements being out of balance. How do you feel after (not during) an overindulgent meal? How do you feel after long periods without movement or activity? How do you feel after just one sleepless night? It does not take a doctor to diagnose the cause of any of these common ailments. Not only do we feel the effects, but they are written across our faces, quite literally.

Holistic Health

Every esthetician should be starting any treatment with a proper skin consultation. Before topically applying products to the skin, estheticians must understand the whole of the person they are treating. Only when the whole body is fully considered, can one align external skin issues with their underlying internal causes. For example, how can one treat and prescribe products for dark circles under the eyes, if they do not actually know the cause of them in the first place? If estheticians are not taking the time to get to the root of skin problems, then their solutions will only be Band-Aids that attempt to cover what is truly going on underneath.

As skin experts, estheticians must be able to make the connections that consumers are not making. Dark circles under the eye are a red flag for poor blood flow. Think of all the other effects this has on every other body system. Dry skin— are your clients drinking enough water? Are their oil glands not producing as much oil as they age? An esthetician in today's industry must be able to connect the dots to have the impact that they set out to create. All of this could not be more true than when working with male clientele.



5 SKIN CARE PRODUCTS FOR MEN

1. CLEANSER
Look for cleansers that are water-based and pH-balanced. This is especially important for acne-prone skin, as teenage boys need to be cleansing their skin morning and night to flush out the excess oil and dirt that is clogging their pores. The pH balance of the product with the natural pH of the skin (4.5 - 5.5 slightly acidic) is going to assist in removing toxins from the pores as well.

2. MOISTURIZER
As our skin begins to age and produce less and less natural oil, it is important to moisturize the skin with highly refined oil. This is going to start to heal the skin while also replenishing it, and giving it a much-desired shine. For men, these highly refined oils also serve as a beard moisturizer to give facial hair a healthy sheen as well.

3. ANTI-AGING SERUM
This is where being proactive is critical in maintaining healthy skin. By using naturally derived ingredients such as bakuchiol, green tea leaf extract and peptides, men can slow down and reverse the signs of aging. An anti-aging serum should be applied every night across the whole face, but especially where fine lines begin to form, namely on the forehead, eyes and smile lines.

4. HYALURONIC ACID
We always recommend finishing both morning and night routines with hyaluronic acid. Hyaluronic acid is going to retain the body's natural moisture system for an extra boost of hydration and evening of the skin tone. The effects of this ingredient are immediate, especially when looking to fight the dark circles under the eyes.

5. CHARCOAL MASK
While an at-home mask is not necessary for men if they are receiving regular treatments with an esthetician, it is always a good idea to have one that pairs at home with what is happening during a skin series treatment. Especially for teenage boys, an additional purifying mask with activated charcoal is going to work to exfoliate the outer layers of skin, stimulate vascular activity, and get deep into the pores beyond the daily cleanser.

Getting Men to Care About Their Skin

On a large scale, most men are not prioritizing their skin. Of course, there are those that have had healthy skin care routines for years, but the main difference in these men is their education. They know why it is important to care for their skin. Unfortunately, most men were simply never taught this. This lack of education opens up a world of opportunity for estheticians. When you can be the source of expert information to someone that has no prior knowledge, they will become your most loyal clients. For those that are already treating men's skin, you can empathize with the loyalty they have to your services.

So, how do we get them to care in the first place? The good news is that most men are predisposed to care about their health. They go to the gym, are active in sports and like everyone else, they care about how they look. Their passion for their health is what we are tapping into. Men already know about diet, exercise and rest. But, they don't know that their body will never be as healthy as they want without caring for their skin as well. Someone that is very active and produces a lot of sweat, but does nothing about it will face severe breakouts. Men who are burning the candle from both ends will see dark circles and discoloration.

By connecting the dots for men on how their skin applies to the rest of their lifestyles, they can then make decisions to align their holistic goals. As an esthetician, this starts with a skin consultation, but extends much further into their at-home maintenance.



Michael McGuire grew up in the skin care industry and has had a personal mission to introduce men to the physical and mental benefits of skin and self care. In 2020, GM Revolution was born. Michael co-founded GM Revolution Professional Men's Skincare as a way to educate men on holistic health with a focus on treating men's skin from the science standpoint.



Sandalwood

By Rachel Grabenhofer and Katie Anderson

Sandalwood has been valued for thousands of years, used for spiritual practices and incorporated in perfumes, soaps, candles, incense and folk medicines.[1,2] The ancient Egyptians (circa 3,100 B.C.) applied it in mummification, embalming the dead with it, and in ritual burning to honor the gods.[2] In India, it also was utilized during funeral ceremonies, where it was placed in a censer at the feet of the deceased to allow the soul to rise.[3] In fact, the aroma of the oil and the wood is esteemed by people belonging to three major world religions: Hinduism, Buddhism and Islam.[2]

The word *Santalum* is originally derived from the Sanskrit *Chandana*, meaning "word for burning incense."[4] The tree is indigenous to tropical regions of India, Malay Archipelago and northern Australia but it made its way to other regions through incense trade, among other means.[4] Sandalwood trees reach approx. 33 feet (10 meters) in height, have leathery leaves that grow in pairs, and are partially parasitic on the roots of other tree species.[1]

Sandalwood refers specifically to wood from trees of the genus *Santalum* and differs from other aromatic woods in that it can retain its fragrance for years, even decades. The unique, familiar scent is described as soft, warm, smooth, creamy and milky, and is emitted by both the wood and its extracted oil.[4] Both the tree and roots contain the fragrant yellow oil,[1] which typically is extracted by steam distillation of the heartwood powder.[2] It takes at least 15 years or more for trees to produce high levels of fragrance oils and consequently, some species have suffered from over-harvesting.[4]

Of all the species, *Santalum album* is considered to have the best original quality for religious and traditional medical although it is a threatened species. As an alternative, Australian sandalwood, *Santalum spicatum*, is marketed for its stable sourcing and is used by aromatherapists and perfumers.[4]

Traditional and Modern Uses

In addition to incense, the wood is used by spiritual practitioners as a paste that is applied to the necks,

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forearms and chests to protect the skin. The paste is prepared by grinding wood by hand against granite slabs and adding water. It is then mixed with saffron or other pigments, herbs and perfumes.[4]

According to Healthline, East Indian sandalwood oil has been used in ayurvedic medicine and traditional Chinese medicine alongside other therapies to help manage the common cold, urinary tract infections, liver and gallbladder problems, and treat digestive and muscle issues, mental disorders, hemorrhoids and scabies.[5] Ayurveda describes its use for ailments such as diarrhea, vomiting, urticaria, eye infections and more.[6]

In more modern times, it has been used for its sedative effects and astringent activity, making it useful as a disinfectant, and as a diuretic, expectorant and stimulant. Additional applications include as a tonic for heart, stomach and liver, an anti-poison, for fever and memory improvement and a blood purifier.[6,7] Recent research suggests sandalwood may provide anti-inflammatory, anti-anxiety, wound healing, anti-skin cancer and antibacterial benefits.[5, 8]

Active Constituents

The therapeutic effects of sandalwood are attributed to its richness in phytochemicals.[6] The tree is rich in terpenoids, saponin, phenolics and tannins. Studies have identified the presence of sesquiterpenes, including α and β-santalol, sesquiterpenoids, geraniol, (+)-α-nuciferol, (+)-citronellol and lignans from the heartwood; also flavonoids from the leaves.[7]

The sesquiterpenes α-santalol and β-santalol, along with santenone, are main constituents of the sandalwood oil and provide the most activity.[6] α-Santalol, in particular, has been investigated for its health benefits and ability to modulate signaling pathways involved in the development of malignant disease. For example, it has demonstrated anti-tumor and cancer-prevention effects through apoptosis and cell cycle arrest in various cancer models.[9]

Skin Benefits

In terms of skin care, sandalwood demonstrates benefits in treatments ranging from anti-aging to psychodermatology. One article published in the *World Journal of Pharmaceutical Research* reviewed the anti-wrinkle benefits of sandalwood, attributed to the ingredient's antioxidant and anti-inflammatory activities.[10]

Similarly, research published in *Cosmetics & Toiletries* describes the antioxidant and anti-inflammatory benefits, as well as wound healing, skin brightening and anti-aging effects of sandalwood. Here, the authors found its performance was comparable to CBD oil and proposed sandalwood as an alternative.[11]

Cosmetics describes Indian sandalwood oil to condition and brighten the skin, in addition to its antioxidant, anti-inflammatory and anti-proliferative activities.[12] The same source also demonstrated the protective and anti-aging effects of Indian sandalwood oil in scavenging reactive oxygen species after exposure to oxidative stress such as blue light and cigarette smoke.[12]

Cosmetic ingredient suppliers are leveraging the virtues of sandalwood, too. In one case, an ingredient was developed[a] that was found to reduce skin cell senescence and help to mitigate air pollution-induced skin damage. It was clinically proven to encourage skin regeneration, firmness and anti-wrinkle effects.

The same company reported that inhaling forest VOCs including from sandalwood can impart antioxidant and anti-inflammatory effects in the human airways, and potentially improve brain functions by decreasing mental fatigue, inducing relaxation and improving cognitive performance and mood. Said ingredient[a] is said to capture such selective forest VOCs from the sandalwood.

Furthermore, in 2013, a patent was issued for sandalwood to treat skin disorders such as acne, rosacea, psoriasis, eczema, dermatitis, dandruff, diaper rash and fungal infections.[13]



[a] *Santalwood is a product of Ashland*



The transdermal absorption of East Indian sandalwood oil has even been shown to impart physiologically relaxing properties,[14, 15] which could counteract the negative impacts of stress in skin such as impaired wound healing, skin barrier function and immunity.[16]

In the Spa

It would be easy to highlight the myriad of treatments and products in which sandalwood is used for its scent, but check out the ways the spa industry also uses sandalwood for its skin and overall health benefits.

Sandalwood is a star ingredient in the Turmeric and Sandalwood Body Wrap (75 min., $135) at the Skincare Lounge Spa in Philadelphia. The two hero ingredients are said to bring alkalinizing, antioxidant, relaxing, stimulating, toning and smoothing benefits to the skin. The treatment starts with a scrub, followed by an application of a Hungarian herbal mud. During the wrap, a face mask is applied, followed by a Vichy shower rinse and body moisturizer.

The Four Seasons Resort Hualalai also combines sandalwood and turmeric, this time as a scrub, in its Iliahi Scrub/Wrap (80 min., $305). The treatment starts with the application of a warm coconut oil. The Iliahi scrub containing rose powder, Royal Hawaiian sandalwood powder, oat bran, pikake flowers and turmeric, is then worked into the skin. The wrap is then applied while the face scalp and feet are massaged, and it is finished with an aromatherapy oil.

For a facial treatment with the ingredient, look to Heartwood Natural Harmony in Cottesloe, Australia. A number of treatments at the spa feature sandalwood, including its Heartwood Signature Facial (60 min., $180). The facial features a custom blend of sandalwood elixirs as well as a gua sha and roller facial massage to promote lymphatic drainage and reveal a radiant, glowing complexion.

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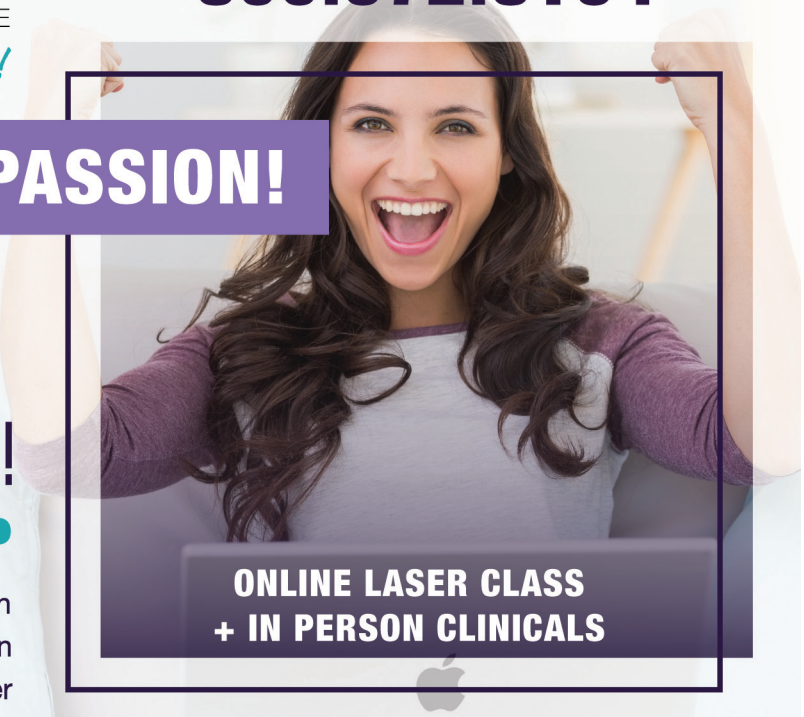

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Sandalwood is used as an essential oil.

Given the amazing anti-aging, anti-inflammatory and antioxidant benefits of sandalwood, it is no wonder plenty of professional product manufacturers are using this ingredient.

Shaffali formulates with sandalwood in its Sandalwood + Geranium Body Moisture. In the product, sandalwood contributes calming and skin clearing benefits, while geranium soothes the skin.

Sandalwood is also included in Mask Skincare's Luminouss Hydrating Serum. Sandalwood oil is used in this case to load the skin with antioxidants, preventing wrinkles and free radical formation. It also reduces dryness and replenishes the moisture in skin, increasing elasticity.

If you are looking to offer a massage with sandalwood, Moor Spa's Purifying Massage Balm incorporates the ingredient. Though the main ingredients are olive oil, avocado oil, shea butter and beeswax, the balm contains a purifying blend of nutmeg, jasmine, rose and sandalwood essential oils.

For a light, refreshing application of sandalwood, look to KM Herbal's Hawaiian Sandalwood Hydrosol and Toner. Due to its astringent property, sandalwood allows the toner to clarify congested, oily, damaged and sensitive skin. Its soothing properties also protect the skin from irritation.

Conclusions

The skin care industry has embraced sandalwood as the ancient answer to many of today's maladies—and with good reason: its healing reputation has endured even longer than its scent.

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Milk + honey's founder, Alissa Bayer, sat down with *Skin Inc.* to discuss creating an interior that is a perfect marriage of function and beauty, with no compromises.

1. What is the aesthetic of your spa's interior and the emotion you are looking to evoke from customers?

Our interior is minimal and modern with clean lines. We like to keep our decor to a minimum. A blank, white wall is something we embrace; it's soothing to your nervous system and with the right complementary decor, can be very warm and cozy.



2. What inspired your design components and process?

Personally, I love clean lines and modern design. However, I love both the mid-century and contemporary design from the Nordic region and Scandinavia, such a beautiful marriage of function and beauty with no compromises! To me, the most beautiful things are not fancy or ornate. My favorite materials are raw steel and concrete, beautiful, warm unstained wood, natural stones and natural and breathable fabrics.

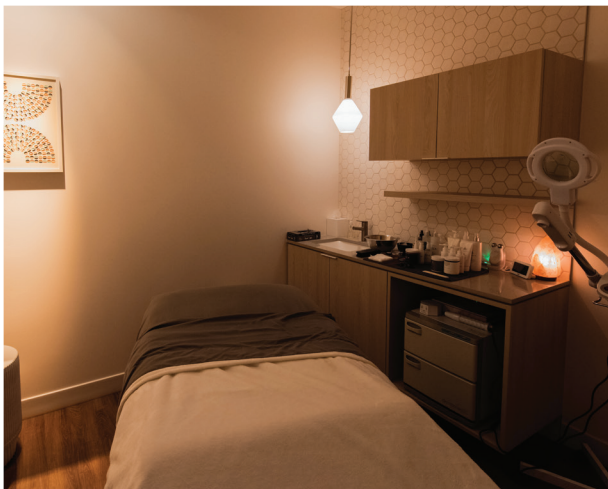


3. What is most important to remember when designing a successful spa space?

Milk + honey is about a full experience, not just providing a commodity massage or facial. Architecture and design are fundamental to our brand. We utilize architecture to enhance the spa experience. When you enter the spa, we want you to feel at ease immediately. The music is soft, there is a greeting of lavender and eucalyptus essential oils as soon as you open the door, and the lighting is warm and inviting. All of this is designed to further reduce stimulation to your nervous system and get you into relaxation mode.

4. Does your spa have any unique features or design aspects?

We want all of our spas to be unique yet relate to one another, think siblings not identical twins. It's a specific style but also flexible. I'm highly involved in designing all of our locations, so even though we've been around 17 years, you can see they are related. It allows us to evolve, be creative and pay homage to the locale we are located in.



5. What advice would you give to someone who is designing their spa's interior?

Your spa should be thoughtfully designed around your client's experience, but also your team's. Be sure to think carefully about what will enhance your employees' experience working there, making it easy to navigate and ensuring the floor plan supports the flow of your business are essential. Opt for timeless materials that will hold up to wear and tear, and don't overdo it. Select a few key areas to splurge, and don't be afraid to use very basic materials in new ways.

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