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APRIL 2023

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NATURAL VS. ORGANIC

Deciphering Skin Care Terminologies

Holistic Tools for Masking

Gua Sha, Gemstone Mushrooms and More

Keeping an Eye Out

5 Brow Trends

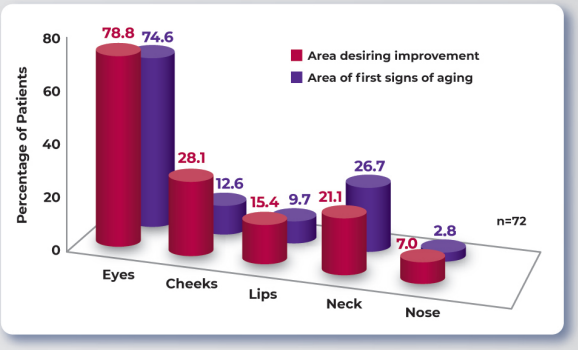
Allured business media

The eyes are the central feature of beauty

According to a survey of patients visiting a practice for a minimally invasive facial rejuvenation procedure (botulinum toxin or soft tissue filler injection)[1]:

79%
express interest in improving the appearance of their eyes

75%
say that their eyes show the earliest signs of aging



Facial areas desiring improvement and patient-perceived facial area demonstrating the first signs of aging.



A tired appearance is created most dramatically by low-lying lids (acquired ptosis)[2]

- In more severe cases, low-lying lids can lead to impaired vision and physical discomfort (headaches, neck pain, and brow pain)[3]



90% of patients proceed with the recommended treatment after consultation[4]

Scan for resources for your office to help assess your patients' eyelids

Assessing Lids Only Takes A Moment



1 Obstructed Iris

Does the lid margin hang below the edge of the iris?[2,5]

2 Asymmetry

Does one eye appear smaller than the other?[3,6]

3 Lid Platform

Is there a noticeable gap between the lid margin and the lid fold?[7]



Images are of actual patients.

Low-lying upper eyelid position may affect one or both eyes in adults of all ages and can contribute to an asymmetrical appearance.[3,6]

Low-lying eyelid(s) can be a sign of a more serious underlying condition such as stroke and/or cerebral aneurysm, myasthenia gravis, chronic progressive external ophthalmoplegia (CPEO), Horner's syndrome, cranial nerve III palsy, orbital infection, and orbital masses.

The following are some of the signs that may indicate a more serious condition:

- New onset unilateral ptosis
- Double vision
- Unequal pupils
- Lack of mobility in one or both eyes

If a serious underlying cause is suspected, refer patient to an ophthalmic specialist.

The appearance of your patients' eyes is very important to them.
Take a moment during every eye examination to assess your patients' eyelids.

References: 1. Sobanko J, Taglienti A, Wilson A, et al. *Aesthet Surg J*. 2015;35(8):1014-20. **2.** Knoll B, Attkiss K, Persing J. *Plast Reconstr Surg* 2008;121(5):1793-1802. **3.** Finsterer J. *Aesthetic Plast Surg*. 2003;27:193-204. **4.** Ramirez S, Scherz G, Smith H. *Clin Cosmet Investig Dermatol*. 2021;14:197-207. **5.** Prantl L, et al. *J Craniomaxillofac Surg* 2019;47(1):73-79. **6.** Bacharach J, Lee WW, Harrison AR, Freddo TF. *Eye (Lond)*. 2021;35:2468-2481. **7.** Vaca EE, et al. *Aesthetic Surg J*. 2019;39(8):824-834.

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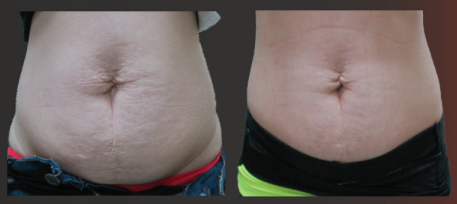



Clinicaltrials.gov (NCT03811093)
Double-Blind (Randomized)
Outcome Measures:

1. Body Fat % Lost:
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The Event for Serious Spa Professionals & Owners

EDITORIAL

EDITOR IN CHIEF	Katie Anderson | 630-344-6077/kanderson@allured.com
ASSOCIATE MANAGING EDITOR	Maggie Walker | 630-344-6044/mwalker@allured.com
CONTENT DIRECTOR	Jeb Gleason-Allured | 630-344-6069/jallured@allured.com
ASSOCIATE EDITOR	Marisa Sobotka | 630-344-1890/msobotka@allured.com

SOCIAL MEDIA

SOCIAL MEDIA SPECIALIST	Naidine Ramirez | 630-344-1821/nramiez@allured.com

ADVERTISING SALES

BUSINESS DEVELOPMENT MANAGERS

SKIN INC MANAGER	Perri Polowy | 630-344-6075/ppolowy@allured.com
FACE & BODY MANAGER	Kelly Smykal | 630-344-6041/ksmykal@allured.com
ADVERTISING PRODUCTION MANAGER	Kasia Smialkowski | 630-344-6025/ksmialkowski@allured.com
ADVERTISING PRODUCTION ASSISTANT	Kristie Lavaud | 630-344-6039/klavaud@allured.com

AUDIENCE DEVELOPMENT

MARKETING SPECIALIST	Nicolette Ferengul
CUSTOMER SERVICE	847-559-7551/customerservice@skininc.com

DESIGN

ASSISTANT DESIGN MANAGER	James Fergus
GRAPHIC DESIGNER	Haley Gottardo
DIGITAL PRODUCTION SPECIALIST	Kyle Torain

CORPORATE

PARTNER & CEO	George Fox
PARTNER & PRESIDENT	Janet Ludwig
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For both US and international, telephone: 1-847-559-7551
(8 AM-4:30 PM Central, Mon-Fri) Fax: 847-291-4816
E-mail: customerservice@skininc.com
Address: *Skin Inc.*, PO Box 3009, Northbrook, IL 60065-3009

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On My Radar



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

Happy B-EARTH-Day

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

My birthday just so happens to fall on April 22, which means, you guessed it, I get the lovely honor of sharing my birthday with the Earth. One way that I absolutely love celebrating this glorious holiday would have to be by visiting spas, and I have visited my fair share of spas over the years. For this month, I decided to gather some of my favorite eco-friendly and nature-driven spa visits I've had the pleasure to experience. Happy B-EARTH-Day to me!



1 Lena Rose Day Spa

This was one of the first spas I ever visited that really had sustainability at its forefront. When I visited this spa in 2020, they were working on a program with the goal to be plastic free by 2024. If that wasn't enough, the founder, Jenny Duranski, started this spa because she felt like no one was shining a light on the toxicity used in products, especially for nail technicians. She made it her mission to leave the spa world better than she found it. Not to mention, the added touch of getting a freshly mixed up body scrub and body mask during my treatment, made for an incredibly unique experience.



2 Sundara Inn & Spa

I actually visited Sundara Inn & Spa during a time where their outdoor pools were shut down due to weather, and it still stuck out as one of the most memorable spas I visited. John Morris, general manager, explained how the concept behind their many pools is to "take in the waters." The whirlpools and purifying bath rituals provide therapeutic relief and tranquility for all spa guests, and let me tell you, this was incredibly true for the indoor pools. While visiting, I received their Purely Organic Facial that not only left my skin glowing, but had me snoozing on my esthetician's table.



3 The Spa at Palms

This was my first ever experience exclusively visiting a spa before its opening. I remember walking into this spa and my breath being taken away. When it came to decor, this spa knew exactly what they were doing with gorgeous greenery and flower decorations adorning it. While interviewing the spa manager and retail director, Brandy Ashford, she shared that they were very eco-conscious and did a lot of research on non-toxic brands to make it so that almost every product a client could touch would be clean, sustainable and organic. Where there was beauty in this spa, there were also to die for treatments, mine was specifically tailored to my zodiac sign! How fun is that?



4 Kohler Water Spas in Lincoln Park

Now. Kohler is very well known for their hydrotherapy thermal suites, and for very good reason. But, Kohler stuck out to me specifically because when I first went I was able to receive the Digital Detox Wrap that was off of their location-specific spa menu. Andrea Argy, regional spa manager, explained that the City Life Massage, City Life Facial and Digital Detox Wrap were all focused on helping the local clients who are prone to more pollution, stimulation and stress from the city. This was a very unique way to craft spa services, in my opinion.

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Luxury Lash

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Décollete Sheet Mask

Bel Mondo Beauty

www.belmondobeauty.com

The product transfers a nourishing blend of ceramides, antioxidants, peptides, and humectants that replenish and seal moisture, brighten tone, smooth lines and soften texture.



Spa Kimonos

Essenavita

www.essenavita.com

Essenavita introduced their new disposable Kimonos that are available in a pack of 10 or 100, with three color options including black, white or pink.





Bluephoria Chill-Out Super Moisture Mask

FarmHouse Fresh

www.farmhousefreshgoods.com

Infused with full spectrum hemp extract with CBD and cooling FHF-grown spearmint, this mask resets tired skin to its plumpest, quenched state.



Multi-Factor Brightening Créme

Reviva Labs

www.revivalabs.com

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

Bioxygène Mask

Guinot

www.guinotusa.com

Bioxygène Mask helps keep skin healthy by eliminating harmful particles from the environment, while protecting and purifying.



Micellar Water

La Verte

www.vertecompany.biz

Micellar Water is a multipurpose skin care product that is a gentle facial cleanser, toner and make up remover.





Vitamin C Lactic Biocellulose Brightening Treatment Mask

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www.drdennisgross.com

This rejuvenating mask features biodegradable, gel-like coconut fibers that deliver a concentrated dose of L-ascorbic acid, lactic acid, and niacinamide to instantly brighten, calm redness and seal in hydration.



Mandelic Acid Gentle Resurfacing Peel

emerginC

www.emerginc.com

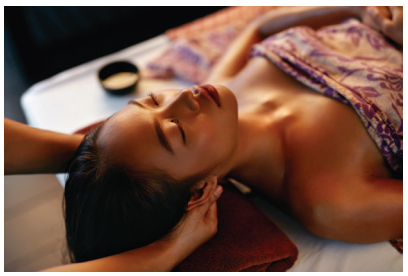
This gentle peel infused with mandelic acid, citrus, bilberry and soothing plant extracts helps remove dead skin cells, cellular debris, control breakouts and improves the appearance of pigmentation issues.

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 REPORT



Demand for Spa Services Increases as Market Size Booms

The global professional spa services market is estimated to be worth U.S. $114.88 billion in the 2023 fiscal year, up from U.S. $109 billion in 2022, according to a study by Fact.MR. From 2022 to 2023, the market is estimated to grow at a 5.4% CAGR, reaching a value of U.S. $194.39 billion by the end of 2033. Professional spa services that offer personalized premium perspectives through numerous wellness programs and therapies are gaining prominence, as they broaden their client base to include individuals who desire to relax in a soothing environment.



Demand for Skin Care Devices Grow with Market Increases

The skin care devices market is projected to be a valued at U.S. $23.8 billion in 2023, and is estimated to grow to U.S. $101.5 billion by 2033, according to a report by Future Market Insights. The market is anticipated to record a significant CAGR of 15.6% during the forecast period.

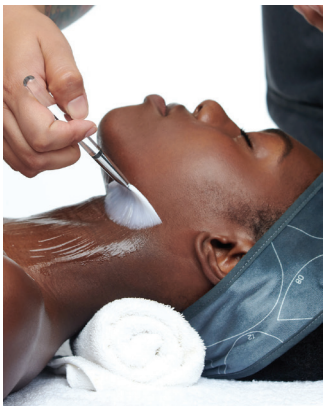
REGULATION ALERT



Bill Reintroduced Regarding Additional Microneedling Training Requirements

Assembly Bill 2548, concerning esthetician and cosmetology licenses, was re-introduced into the legislature on Jan. 26, 2023. The bill allows the previously stated beauty professionals to practice microneedling upon completion of a five hour course. If this bill passes, requiring additional training for non-medical microneedling devices and/or FDA-approved medical devices, a precedent will be set, according to the NCEA.

EDUCATION UPDATES



Dermalogica's Treating Melanin-Rich Skin Course Bridges the Gap in Skin Inclusivity

Dermalogica launched "Treating Melanin-Rich Skin," a course for skin therapists and future industry professionals to strengthen their foundational knowledge of understanding and treating melanin-rich skin. The free course is comprised of three self-led modules. The course is open to the professional skin care industry, and currently offered in seven languages: English, German, Spanish, Italian, Vietnamese, French and Mandarin. A certificate of completion is available to print out or share digitally.

TREATMENT MENU INSPO



Spa La Quinta Highlights Recovery with Healing Spa Menu Additions

La Quinta Resort & Club's spa and wellness center, Spa La Quinta, launched a series of recovery focused treatments that helps guests renew their health and wellness goals for the new year. Spa La Quinta's recovery driven-menu of fitness options add to an already developed list of treatments, ranging from seasonal offerings, citrus infusions and traditional skin and bodywork. Additionally, the spa has debuted a new Stretch and Roll fitness class, utilizing vibrating massage technology.

Photos courtesy of companies featured.

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While you might know UltraSlim® penetrates the soft tissue up to 4 inches into the body to help open fat cells and release their content, do you know what else is happening to the body?

Why should this matter to you, a professional esthetician?



If we have learned anything over the last few years, we have learned that we need to do more to help our clients on a cellular level because the skin is the largest organ of the body. As we mentioned in last month's article, skin rashes are on the rise, primarily because of low immunity. This is important for estheticians to understand.

Even though we are not doctors, and we can not prescribe or treat any condition, we do need a basic understanding of the tools we have and how they affect the skin and the entire body.

With each modality and tool, we need to understand whether it will help calm the skin down or increase activity, which can irritate it. More importantly, we need to understand how to combine the most effective tools for a Cellular Optimizing Facial Experience to rejuvenate, detoxify and beautify on a cellular level. Once we truly understand how to help our clients from the inside out during their facial treatments, we then become proficient Advanced Skin Therapists.

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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.

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The Power of Exfoliation

By Tracey Beeby, Global Education Technical Training Manager at Ultraceuticals

Achieving Younger-Looking Skin With Ultraceuticals Gentle Formula



Lack of radiance and uneven skin tone are common concerns for many guests. Due to buildup of dead skin cells on the surface, skin can appear dull and uneven, feel rough or bumpy to the touch, and give the skin a blemished appearance. In addition, there are other lifestyle and environmental factors that can contribute to the appearance of a dull and uneven skin tone such as UV damage caused by the sun, smoking, dehydration and a poor skin care regimen.

What is one of the most effective ways to address dead skin cell buildup and help treat dull and uneven skin? Exfoliation. However, when it comes to exfoliation, there is never a one size fits all approach and estheticians must provide each guest with a personalized approach before they embark on this journey both inside the treatment room and at-home.



Exfoliation 101

Exfoliation is the process of removing old, dead skin cells that cling to the skin's outermost surface, helping to improve the quality and tone of the skin. Mechanical exfoliation involves physically scrubbing the skin with a mild abrasive, and mechanical friction with abrasives exfoliates the outer corneocytes that comprise the stratum corneum. Results vary depending on the amount of friction and the nature of the abrasive used. Therefore, it's important to choose the proper exfoliation formula and method for each guest's skin, as using an abrasive formula or performing a method incorrectly can lead to adverse effect such as redness, inflammation and irritation.

Fortunately, there are gentle and effective exfoliating products available, both inside the treatment room and at home, such as Ultraceuticals's PHA Refining Solution used in the Refine and Hydrate professional treatment, and Ultra Granule-C Microfoliant, which can be used both backbar and at-home.

The Beauty of PHAs

For guests experiencing their first chemical peel or who are prone to sensitive skin, the PHA Refining Solution, which is used in the Refine and Hydrate professional treatment, is the ideal treatment to recommend guests in the treatment room. This mild, hydrating peel contains a skin-identical acid (gluconolactone) that rejuvenates all skin types, including sensitive skin. PHA Refining Solution helps to refine the surface of the skin, leaving it looking plumped, rejuvenated, brighter and glowing. A great alternative to BHA or AHA chemical peels, this treatment is suitable for all Fitzpatrick's and skin types and requires no-to-minimal downtime.



> "Ultraceuticals offers formulations that are results-driven without compromising on texture and aroma." —*Dr. Geoffrey Heber*

Home Care Exfoliation

It's important to educate guests on the importance of regularly exfoliating skin safely at-home. Ultraceutical's Ultra Granule-C Microfoliant, a transformative cream-to-serum formula, contains granules of vitamin C that exfoliate and melt into the skin upon massaging. It is the perfect product to recommend guests to use at-home in between professional skin treatments. In addition to vitamin C, the product also contains powerful antioxidants and vitamin E, leaving skin not only polished, but glowing.



Progressive Not Aggressive

Ultraceuticals believes in taking a progressive, not aggressive approach to skin care, especially when it comes to exfoliation. As with all of its products, the Ultra Granule-C Microfoliant and the PHA Refining Solution contain ingredients obtained from sustainable resources where possible, and are formulated without propylene glycol and parabens. An in-house extensive panel testing of end formulations tests the efficacy of new products, as well as product attributes, such as skin texture and aroma.

"In-house R&D formulating and consumer testing are critical to enabling us to efficiently create highly effective products with appealing consumer characteristics," says Geoffrey Heber, MD, founder of Ultraceuticals. "We are able to obtain quick feedback as to how effective a product is and make changes, if necessary. We offer formulations that are results-driven without compromising on texture and aroma, and that's what I feel makes us unique."

To learn more about Ultraceuticals, visit *www.ultraceuticals.com/us*.



Stories of Success

Emily Sindlinger,

Co-Founder of Sorella Apothecary

by Marisa Sobotka

Not many can say that they knew their true passion in life from a young age, but Emily Sindlinger, co-founder of the infamous Sorella Apothecary, knew she was meant to be an esthetician after receiving her first facial. Through her years in the spa industry, purchasing endless products, she realized that there wasn't one skin care brand that offered everything she needed for her services. Her husband then prompted the idea of creating her own line of products, and with the marketing genius of her co-founder, Danielle Munley, the popular brand was created. Now, she gets to spend her days working on product development, training, researching ingredients and attending events. The skin care maven has built a brand that goes beyond the traditional skin care company, and works to support their partners. Sindlinger sat down with *Skin Inc.* to discuss how to create a product that provides an at home experience that takes clients back to the treatment room, the importance of supporting spa partners through innovative techniques, and tools for navigating the growing issue of supply chain shortages and delays.



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Emily Sindlinger (left) and Danielle Munley (right), co-founders of Sorella Apothecary.

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

Emily Sindlinger (ES): When I was 16, I received my first facial and immediately went home to tell my mom I wanted to be an esthetician when I grew up. She told me getting a facial and giving a facial are a lot different. Looking back, she probably thought there was no way I had decided my career choice at such a young age. After four years of college and getting a degree in recreation management, I couldn't stop thinking about that first facial. I had an amazing college experience, but as soon as I gave my first facial, I was completely in love with being an esthetician!

_SI_: What were some of your first jobs out of school?

ES: I completed esthetician school in Las Vegas and finding a job was challenging. At the time if you wanted to work on the Las Vegas Strip they were requiring five years of experience. It was a really competitive job market and those positions were coveted. Feeling discouraged, I decided to move home to Reno where I rented a treatment room for $185 a month. It was the size of a closet, but this is where my first business began, and I was thrilled. Things didn't go exactly as planned and after three years of struggling to build my clientele, I got a part-time job at one of the casino spas to help pay my bills. I even applied at MAC only to be turned down for the job.

_SI_: What opportunity taught you the most?

ES: At my first trade show, I was able to attend various business classes and came to the realization that in order to properly grow my business I needed to be a salesperson first, and an esthetician second. These classes taught me how to approach sales in a genuine way by creating skin care regimens to address my client's goals and target their skin concerns. I quickly learned by creating purposeful treatment plans, I was setting up my clients for success and we worked together towards long-term goals.

_SI_: What prompted you to create Sorella with Danielle Munley?

ES: It started off as just an idea. I was walking around a trade show with my husband (Sorella CEO), and he was baffled as to why I had to stop at 14 different booths for products. I explained to him that each line had different products that I liked and I couldn't find a line that had it all. Cue the light bulb–he asked "why don't you create your own line?" Yes, he gets the credit for prompting the initial idea. I already knew what products I wanted to create to ensure the success of a solo esthetician or spa, but when it came to packaging, I didn't have any ideas. Danielle gets credit for the packaging. Her background in marketing helped with the design of all our products. She has always had a good eye and an incredible attention to detail. We laugh now, but it took her almost three months to decide on our shade of gold because she's so meticulous. This makes it sound so simple, but this was just the original idea. So much work and love has been poured into this line!

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

ES: In the beginning, I was wearing a lot of hats including answering phones, placing orders, packing orders, etc. People may not realize it, but starting a skin care line is a lot of grit and not a ton of glamor. At the time, I was still

running my day spa and had a new baby. Our first trade show had us boxing products and selling at the counter. Thanks to hard work and an amazing team, today looks a bit different. Currently, I'm responsible for product development, and I oversee our education department. I have weekly meetings with my team and management to discuss new products, education topics, on-site trainings and events. I love testing new products in the office and doing research on specific ingredients, and working with our chemist and witnessing the products come to life is my favorite part of the job.

***SI*: How do you keep your knowledge of the industry fresh?**

ES: I attend trade shows that focus on product development and are geared towards chemists. There are opportunities to see all of the up-and-coming ingredients and trends in the beauty industry. I am like a kid in a candy store when I walk the show floor because there is always more to learn and new, exciting advancements and ingredients in our industry. I also make sure I'm reading the trade magazines to stay up to date on industry news

***SI*: What does education mean to you?**

ES: Education is so important at Sorella. When I was working in the treatment room and had products that were collecting dust on my shelves, I would always text my sales representative to ask for additional training. I learned that as the provider when I'm confused about a product, that confusion is passed onto the client and leads to missing a sale. At Sorella, we believe in providing more than just products for our wholesalers. We understand that it's important for our spa partners to feel supported and so we go above and beyond product knowledge. We host collaborations with other brands, business building and retail webinars. We also just implemented a new process where Sorella spa partners can request a Zoom call with a member of our education team to address any questions they have about products or services.

***SI*: What do you think is the biggest hurdle for skin care suppliers today?**

ES: Definitely the supply chain. In current times, we continue to face challenges Covid-19 had on manufacturing. It ranges from packaging to ingredients to staffing, but we are adapting. When developing new products we have had to adjust timelines and formulations because a certain ingredients are not available.

***SI*: Where do you see the future of the skin care industry headed?**

ES: With end consumers becoming more aware of ingredients and paying closer attention to what they are putting on their skin, it's forcing brands to reevaluate their formulas. This is a great advancement for the industry! Consumers want results in their skin care, so chemists and formulators are working hard on advanced ingredients and delivery systems. I sampled a new firming ingredient recently and was amazed at the results.

***SI*: What does Sorella have planned for the rest of the year?**

ES: 2023 is going to be a big year for us! We have several new product launches that will support the retail side of our spa partner's businesses, as well as new professional offerings. The Sorella community is amazing, and we are focusing on unique events in different regions to ensure everyone in our community (and those looking to join) have the opportunity to engage. We love hosting events where they come together and help each other advance. Our internal team continues to grow so we have invested in a larger home office that we are excited to host our annual team training in March. It's going to be our best year yet!



Emily currently looks over education and product development for Sorella.

SPA SNAPSHOT:

The Fairmont Spa Century Plaza

By Maggie Walker

When it comes to a luxurious spa experience, the Fairmont Spa Century Plaza in Los Angeles, CA, has mastered this art. Designed with soft lighting, high ceilings, warm woods and sleek black accents, this 14,000 sq. ft. spa crafts a completely unique experience for all of its guests. Adorned with amenities like a Himalayan salt room, rainfall-style shower and aromatherapy steam room, it's hard not to feel at ease immediately upon entering this space. To dive deeper into the comprehensive spa menu that brings a modern approach to ancient practices and learn more about how the spa chooses to partner with brands like Ultraceuticals, Skin Inc. interviewed Alison Kirsten, director of spa and wellness at The Fairmont Spa Century Plaza.


Alison Kirsten

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

Alison Kirsten (AK): I started after college working for Hyatt Hotels as a sales assistant. I really enjoyed working in hotels and meeting people from all over the world. I was always very active and was a competitive swimmer throughout my college years. I started working part time at a health club in Newport Beach, CA and fell in love with the industry. I worked my way up into several management roles and ran several clubs for The Sports Club/LA Brand in LA, Orange County and NYC. I was presented with a spa corporate role with that company in 2002 and oversaw that division for many years. I have worked with Four Seasons, Ritz-Carlton, the Peninsula Beverly Hills and most recently was the Spa Director at The Eau Palm Beach Resort and Spa.

Photos courtesy of Fairmont Spa Century Plaza

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***SI*:** Why did The Spa at Fairmont decide to bring in the Ultraceuticals brand?
AK: We were looking for a line that provided a personalized approach to skin care that could treat a variety of skin care concerns, while also ensuring optimal and progressive skin results for our guests. Ultraceuticals not only has efficacious formulas, but also has ingredients that are obtained from sustainable resources and is free of parabens, which was very important to us. Lastly, Ultraceuticals works well with the technology used inside the treatment rooms at the Spa, which together, produce healthy, radiant skin for our guests.

***SI*:** How does the spa at Fairmont train their staff?
AK: Training needs to be an on-going process. Our onboarding training is the most thorough, and is about two weeks, which includes a hotel orientation, our spa departmental standards and protocols, service and hospitality training, product knowledge and treatment training, retailing and mock runs.

***SI*:** What do you love about the spa industry?
AK: I love that the spa and wellness industry can and often does feel very family oriented, with close bonds and great synergy. Spa and wellness is deeply rooted in human connection.

***SI*:** What is the spa's most popular treatment?
AK: Our recovery massage is a blend of deep tissue and sports massage that releases sore



Product Potency With Key Ingredients

Founded in 1998 by cosmetic physician Dr. Geoffrey Heber, Ultraceuticals is a cosmeceutical brand with an Australian heritage and a mission to empower everyone it touches around the world. It was created out of a passion for innovation and the desire to produce effective skin care with proven results for consumers while supporting estheticians to deliver the highest level of care.

Products to Stand Behind

Ultraceuticals's professional-grade products and in-clinic treatments address key skin concerns including acne, fine lines and wrinkles, surface discoloration and uneven skin. What's more, Ultraceuticals products are not tested on animals; fragrance is created with natural aromas extracted from plants; ingredients are obtained from sustainable resources where possible; and are formulated without propylene glycol and parabens.

Commitment to Scientific Ingredient Formulations and Panel Testing

Dr. Heber leads an in-house team of highly skilled scientists dedicated to creating effective formulations that are consumer-tested and shown to deliver visible results. Using a combination of sophisticated, patented delivery systems, and potent anti-aging ingredients, like vitamin A and C and AHAs, Ultraceuticals products help reveal a healthier, firmer and more radiant complexion.

Ultraceuticals internal research and development laboratory conducts clinical testing on willing human participants to test for efficacy and product attributes including skin texture and aroma. The feedback provides insights on how effective and appealing a product is and if there are any changes that need to be made.

Results Driven Brand

With its strong commitment to the professional skin care industry, powerful scientific ingredient formulations and exceptional panel testing, Ultraceuticals is a brand that spas and their clients can feel confident using to help achieve life-changing results. "Our philosophy is a progressive rather than aggressive approach to a consumer's skin journey, offering formulations that are results-driven without ever compromising on quality," says Dr. Heber.

To learn more about Ultraceuticals, visit ***www.ultraceuticals.com***.

An Ultraceuticals Experience

By Laura Waldon



The newly renovated Spa at Fairmont Century Plaza in Los Angeles was hosting an intimate event about Ultraceuticals, one of its luxe lines of skin care, and I was so excited to attend. After learning more about the Ultraceuticals brand, I got the chance to experience an Ultraceuticals facial treatment. I met my esthetician, Cindy, and headed to the treatment room, where I relaxed on a comfy table with an incredibly fluffy blanket.

Cindy guided me through a short breathing exercise and thoroughly cleansed my face using some amazing face massage techniques. She then inspected my skin and we discussed my areas of concern. Cindy and I agreed that exfoliation was in order, and she also noted that I was a little red and dehydrated in general. She came up with a tailored plan to deeply cleanse and exfoliate my face to get rid of all that built-up congestion and dead skin.

She started by applying some exfoliating lactic acids, followed by a salicylic treatment that she infused deeper with the UltraSonophoresis, Ultraceuticals' low frequency ultrasound device. Next was a replenishing mask to add hydration and nutrients back into my skin. Cindy performed a truly divine neck, shoulder and upper back massage before laying a hot towel over my face, performing relaxing compressions and wiping away the mask.

Now it was time for correctives—all of those potent ingredients that would nourish, treat and protect my complexion. Cindy layered on the serums with UltraSonophoresis infusion after each one, delivering actives like hyaluronic acid and vitamins A, B and C deep into my skin. Next, was the moisturizer and eye cream, followed by SPF. Cindy then performed a final scalp massage and breathing exercise to close the treatment.

What really set the experience apart was the quality customer service. Cindy didn't just apply products to my face; she used massage techniques to work them in, clearly paying special attention to relaxing pressure points that made my entire body relax. In addition, Cindy checked in about my current skin care regimen and advised me about what I should keep doing and what I should add. I left the spa completely glowing, outside and in, and my skin is still looking great after all that TLC!



The Fairmont Spa Century Plaza has a host of amenities including an experiental shower and heated benches.

muscles and relieves tension with manual therapy, stretching, myofascial release and optional "tech" approach with a percussive massage tool. This blend of modern and traditional massage aids in alleviating chronic patterns of stress, muscle fatigue and overall assistance with increased circulation, mobility and recovery.

SI: How did you craft your spa menu?
AK: I take a look at the value proposition. In a competitive spa world, you have to define what makes you unique and why you would be the best choice in the market. Questions I consider when crafting a spa menu include the following:

- How is your business different from your competitors?
- What is your unique selling proposition?
- How do your services cater to the target market differently?



- Why should the clients choose you?
- How do you attract clients to your spa?

***SI*:** What amenities does the spa provide?
AK: We have a sauna and steam room, experiential rain showers and heated benches in each male and female area, and a modern Hammam and Himalayan salt room in our female space.

***SI*:** How do you approach customer service?
AK: For each guest, we strive to create a personalized journey made of unique customer experiences that are tailored to the guest's individual needs and preferences. Personalization often makes customers feel more valued, which inspires greater brand loyalty.

***SI*:** How do you make your retail stand out?
AK: I think it's important to tell a story that is relatable to customers.

***SI*:** What is your most unique treatment?
AK: Our Biohacking Power Nap. Using neuroscience technology, meditation and modern massage tools, biohacking offers an all-natural solution to improve sleep quality, resolve stress and support mindfulness.

Nestled on an anti-gravity bed, all pressure on your body's joints are removed while the HigherDose Mat supports your body's natural recovery process with Pulsed Magnetic Field Therapy, heat and healing crystals. Once settled and supported, a variety of recuperation techniques are curated to suit your body and needs before melting into a Binaural Meditation Journey.

***SI*:** How do you stay cutting edge in the ever changing industry?
AK: I am constantly reading and staying up to date on the latest technology, ingredients and techniques that are currently available on the market. Many of my counterparts and peers are also in the spa and wellness space, so we are always sharing information with each other on the industry's latest trends.

***SI*:** What is your favorite kind of spa treatment?
AK: I love a hot stone massage!



The Recovery Massage is the most popular treatment at the Fairmont Spa Century Plaza.



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Holistic Tools for Masking

By Shawna Rocha, Hale & Hush



Masking is definitely a given in any facial treatment. Masks have a higher concentration of active ingredients that are needed to improve skin's health. Because of this concentration of active ingredients, face masks act quickly and results can be seen almost instantly. Face masks can help deliver moisture to dry or dehydrated skin, use hydroxy acids to remove dead skin cells, remove excess oil, clear clogged pores, reduce large pores, improve skin texture, help with aging skin, but most importantly, masks help deliver glowing skin.

Adding holistic tools to any mask is a great way to take your client's treatment to a new level. Facial tools are skin care devices that help improve the effectiveness of skin care products. They help products penetrate better, improve circulation, relax facial muscles, reduce wrinkles, tone skin and more. Using tools and devices during treatments can also help increase the price of services and retail sales.

Facial Rollers

Facial rollers are the most popular of all tools in the treatment room and for retail sales, due to their simplicity and affordability. They are easy to use, offer many benefits, and work great over most mask types. They are usually cool to the touch, making the rolling experience soothing and refreshing. Everyone can appreciate the ease and efficacy of this double-sided tool. The larger of the two ends is great for rolling along areas such as the jawline and neck. The smaller side can be used to combat puffiness under the eyes or minimize the look of pores around the nose.

Many of these tools come in a variety of gemstones. Regardless of which gemstone is chosen for the facial roller, there are benefits of using these massaging devices regularly. Studies show that rolling the face for five minutes daily can stimulate blood flow, increase lymphatic drainage, aid in deeper penetration of skin care products, ease muscle tension and provide a mild skin toning effect. Facial rolling is also a great way to relieve stress and relax facial muscles.

HOLISTIC TOOLS FOR MASKING



Gua Sha

Gua sha is a modality of Traditional Chinese Medicine (TCM) that uses a tool, such as a stone, and runs it over the skin to break up tension due to stagnation from water retention, muscle tightness or other congestion. Not only do they feel cooling and soothing, they can also help boost lymphatic drainage to reduce puffiness and inflammation, instantaneously. Using gua sha long term can help stimulate collagen production to fill in fine lines and boost skin elasticity.

There are many shapes, styles, sizes and types of gua sha tools to choose from. Always try to find ones that fit comfortably in the hand and can be maneuvered with ease across the skin. No matter what type of tool is chosen, the benefits are all the same.

Gua Sha Spoon

The gua sha spoon deserves a shout out all on its own. While this obviously looks different than most other gua sha tools, the spoon-like shape is a favorite to use around the eyes. One can easily target puffiness around the inner eye, swelling under the eye, laugh lines and nasal ridges. Along with the rounded edge, however, there's also a flat edge, so it can still do double-duty for the more standard scraping or gliding motions on the cheeks, forehead, jawline and neck. This tool can be used most easily with thicker eye masks or creams and gel-type masks, as it is important to have continual movement and not drag on the skin.

Gemstone Mushrooms

Mushrooms are in a class all by themselves. Gemstone mushrooms can help apply and penetrate product, be used as a pressure point tool and be gracefully used for facial massage. Of course, these come in different colors and gemstones, too. So, just pick a favorite. The shape of this tool is very smooth, but the mushroom-shape has a curve in the middle, which can be convenient for the user to grasp. For clients with bags and inflammation under the eyes, gemstone mushrooms are absolutely great. The eye area can be massaged with the mushroom scraping tool to reduce puffiness and effectively remove wrinkles, fine lines and dark circles. It can be used on the neck to reduce neck circles and promote lymphatic circulation in the neck area to keep the body and mind healthy. Apply to cheeks to get a perfect jawline and contour. These are also great to help target acupressure points in the face.



Kansa Wand



The kansa wand has found renewed popularity the last few years, especially on Instagram and other social media platforms. The ironic part is that it's been used for centuries in Ayurvedic practice to balance the skin's pH level as well as the doshas and chakras. It's designed to stimulate blood flow, encourage lymphatic drainage, drain toxins and sculpt the facial muscles. It also helps to reduce puffiness and increase blood circulation to the face.

Even if one doesn't believe in the Ayurvedic benefits, recent studies show that external application of copper assists in keeping a good balance of bacteria on the skin and can increase activity in the dermis, which can stimulate new skin cells. The kansa wand is also very relaxing if done in the proper motion on the face. It reduces stress and anxiety through its movements for calming, detoxifying and soothing the skin. Some clients see more definition around the cheekbones and jawline as well.

Gemstone Mask

Gemstone facial or eye masks are making their way into facial treatments. They are a weighted, intricately handwoven pattern of stones that feature a cooling and calming design that can help minimize the look of dark circles, puffiness and wrinkles, as well as relieve sinus pressure. These masks can be made from a variety of gemstones and simply lay over the face or eyes. The weighted face mask placed over another mask can soothe post-treatment redness and promote relaxation and reduce anxiety during a treatment.

Cryo Globes

Ice globes, cubes, wands and facial sticks are fun-looking face massage tools. Depending on the brand, they can be also called cooling globes, ice balls, cryo globes, chilly spa globes, skin icing

tools or cryo sticks. They can also come in cubes, wands and sticks, but they all complete the same goal. Facial massage with these tools is great for reducing puffiness, refreshing tired skin, soothing inflammation, irritated skin and relieving tension or pain. Moreover, ice globes benefits also include relieving pain like headache, muscle tension, sinus pain, sunburn or skin irritation. Additionally, ice globe facials help soothe and calm skin after harsh skin care procedures like extractions, chemical peels, microdermabrasion, microneedling, waxing or injections. These can be used at room temperature, cooled in a refrigerator or even frozen.



Ice Roller

Ice rollers stimulate the lymphatic system and massage the face to get rid of puffiness and toxins, stimulate blood flow and reduce muscle tension. Anything 'cryo' is anti-inflammatory, slows the effects of aging, speeds up healing and can stimulate collagen production. Ice rollers may also help constrict blood vessels, thus decreasing inflammation and reducing the appearance of broken capillaries.

Similar to gua sha tools, ice rollers help increase lymphatic drainage, just at a colder temperature. Work towards the outer edges of the face to aid lymphatic drainage and allow the body to flush out those toxins. It also works great for break outs, acne and inflammation, or those clients with sensitive or sensitized skin. The increase blood circulation and cold temperatures help to kick the skin's natural defenses into reaction, calming any irritation, redness or areas of sensitivity.

Mask Away!

Overall, it is great to add any holistic tool over any mask (See **Mask Tool Guide Sidebar**). It feels awesome for the client, has many benefits for the skin and is not much extra work or time for the esthetician. The best part is that they can also be added on as a retail sale and treatment that the client can use at home to reduce inflammation, redness, increase toxin release and help with contouring the face.



Mask Tool Guide

In the treatment room, certain mask tools pair best with specific mask types.

- **Thick, creamy masks.** Facial rollers, gua sha spoon, gemstone mask and cryo globes
- **Thin, creamy masks.** Facial rollers, gua sha, gua shap spoon, gemstone mushrooms, kansa wand, cryo globes and ice rollers
- **Gel masks.** Facial rollers, gua sha, gua sha spoon, gemstone mushrooms, kansa wand, gemstone mask, cryo globes and ice rollers
- **Hydrojelly masks (once set).** Facial rollers, gemstone mask, cryo globes and ice rollers
- **Sheet masks.** Facial rollers, gemstone mask, cryo globes and ice rollers
- **Clay masks (once dried).** Facial rollers, gemstone mask, cryo globes and ice rollers
- **Facial oil.** Gua sha, gua sha spoon, gemstone mushrooms and kansa wand



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



Busting Brow Myths

From Microblading to Brow Lamination

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By Leah Simon-Clarke, Refectocil

We are in the golden era for eyebrow transformation. When it comes to eyebrow trends, and the expanding evolution of the artistry of eyebrow shaping, it can be difficult to know which services to add to your own professional arsenal and which to leave to other experts. Whether you are considering broadening your service offerings or need to know how to guide your customers to other experts, it's important to know the facts.

I've enlisted eyebrow masters in their given fields to share insight and clear-up some of the myths associated with the work they provide. When it comes to trends, the further a fad strays from what is innate to a person's natural features, bone structure and brow alignment, the quicker the trend will fade.

Eyebrow Hair Transplant

Let's start off with a lesser-known field of eyebrow enhancement: the eyebrow hair transplant. It's a thing and it's fascinating. So, what is it? I sat down with Ron Shapiro, MD, of Shapiro Medical Group, Hair Transplantation Clinic, to learn more.

Eyebrow "hair" transplants are similar to scalp hair transplants. With eyebrow hair transplants, you are surgically moving hair in the form of one to two hair follicular grafts from a donor area (usually the occipital scalp) to an eyebrow that needs hair. It can be used in different situations to recreate either a portion or the entire eyebrow.

The follicular grafts are live grafts (like any other organ graft) and contain a tiny amount of skin and intact hairs. These grafts must come from the same person (autograft), so there is no chance of rejection. Other people's hair cannot be used. If an eyebrow is entirely bald, it takes about 300 to 400 hair grafts to recreate it.

It is one of the more complicated hair transplants procedures (See **Top Considerations for Eyebrow Transplant Sidebar**).

MYTH: Anyone can receive an eyebrow transplant.
FACT: It is excellent for scar repairs or lost eyebrows from trauma, including over-plucking.

It is less valuable to use this as a method to thicken up thinning eyebrows. Not everyone, however, is a good candidate. They must be done right, or they will not look natural. This procedure is good for covering scars. It is not suitable for people with thinning eyebrows, and it is better for patients who have lost their eyebrows from trauma, overplucking, a burn or a cut. It is not suitable for diseases like alopecia areata because the hair would just fall out again.

MYTH: You can use any hair from any part of the patient's body.
FACT: If the angle and direction of transplanted hair is off just a little bit, the hair can look wirey. The hair has to flow in the same direction as the hair that it is replacing, as well as exit the skin very flat. This is not always easy to do. In addition, the hair will need to be trimmed every two to three weeks because it is likely to grow more rapidly than eyebrow hair. Sometimes, fine hairs formed between the pubic bone and the belly button are good sources of graft hair. This hair does not typically grow long and may not need trimming. If the hairs do not lay perfectly, people may need to trim them or use eyebrow wax.

Top Considerations for Eyebrow Transplant

1. The physicians must know the eyebrows' normal shape and borders.
2. The hairs must be placed at the perfect angle and direction, or they may look unnatural.
3. Sometimes the donor hair has a different characteristic (curl, caliber, color) than the original eyebrow hair, so even if it is done well, it may look different than what the patient expects.
4. It will grow longer than normal eyebrow hairs because it often comes from the occipital scalp and needs constant trimming.

PHOTO COURTESTY OF REFECTOCIL VIA CBON GROUP



Photo Credit: Leah Simon-Clarke



This is an example of an eyebrow transplant.

MYTH: If you do an eyebrow transplant you can not receive any other form of eyebrow enhancements.
FACT: Permanent eyebrow makeup underneath a transplant helps the transplant look thicker and is often a good adjunct.

It is often better to do transplants in combination with pigmenting techniques because a bit of hair over a perfectly recreated eyebrow from pigmentation can be complementary.

Battle of the Brows

With an abundance of cosmetic tattoo variations on the market, it's enough to make your head spin. Consumers have to sort through endless information on the internet and decide which option is best for them. Jonelle Salzman, founder and artist at The Archery, a cosmetic tattoo facility, helps break it down for us. She shared decriptions of various cosmetic tattoo procedures.

Microblading. The process of inserting pigment into the skin via a sterile handheld tool, which has a tiny blade on the end of it in order to enhance the brow in a way that simulates the appearance of natural hairs.

Powder Brows. Also known as ombré brows, this technique of brow tattooing involves using a machine with a cartridge containing a needle or group of needles that injects ink into the skin in a manner that shades in the brow, resembling brow makeup. It can be done very softly or very boldly, or anything in between.

Nano Brows. This new technique of brow tattooing involves using a machine with a cartridge containing a needle (usually one tiny, single needle), that injects ink into the skin in a formation of tiny dots that ultimately create a hair like stroke.

MYTH: Anyone can get microblading.
FACT: Managing guest expectations is the biggest difficulty that I think professionals offering cosmetic tattoo services face. Microblading was the leading trend and buzzword for quite a long time, and as a service, it is really only suitable for maybe 20% to 30% of skin types we see. Microblading is best for clients who have normal to slightly dry, non-reactive skin with small pores. Nano or powder brows are best for anyone with sensitive, oily skin, rosacea or acne-prone skin.

MYTH: Cosmetic tattoo procedures are semi-permanent.
FACT: One very common misconception is that microblading, or other forms of cosmetic brow tattooing are "semi permanent" and not "permanent." This is not true. Anytime you put ink inside of the skin, it has the potential to stay there forever. Your brows will need maintenance after a certain amount of time. We never tell our clients that we can guarantee their brows will completely fade away if they choose to not keep up with them. Even if they are very light and barely visible, there will likely always be remnants of ink inside of your brows.

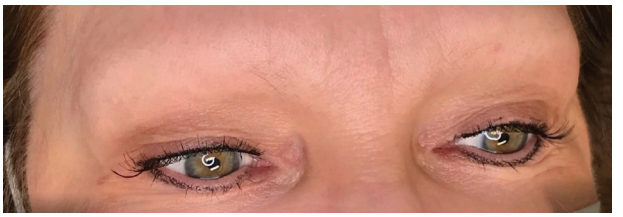

Photo Credit: Jonelle Salzman, the Archery Cosmetic Tattoo



Microblading can be an excellent eyebrow treatment option.





Photo Credit: Jonelle Salzman, the Archery Cosmetic Tattoo



Microblading Treatment. Top: Before, Middle: After, Bottom: Healed

MYTH: Powder brows are a less natural approach to cosmetic tattoo.
FACT: Another common misconception is that microblading is the most natural form of cosmetic tattooing and that powder brows will look unnatural. Powder brows are customizable, and can be done ultra softly to give just the slightest wash of color behind the natural hairs to pull together the brow shape without being intense. Microblading can look natural when done on the right skin type.

Brow Lamination

Now that we have the tools to achieve beautiful full brows, we may want to recommend a brow lamination service to pull the entire look together. Chrissie Paraschos, lead Refectocil trainer for Refectocil, CBON North America, broke it all down.

Brow lamination is basically a perm for your brows, as it gives them a set, uniform shape for an extended period of time. A setting lotion helps brow hair stay brushed and lifted upward for about four to six weeks. You can give your clients the brows they have always wanted in less than an hour.

MYTH: Brow lamination is harmful for my skin and brow hair.
FACT: When done correctly, the treatment is completely safe for both the brows and the skin. Make sure you don't over treat the area during the procedure. If you do not follow the correct timing of each solution in the manufacturers instructions, this can lead to the brow hairs becoming over processed and potentially dry. During the application process, make sure you're careful and avoid any solution dripping into the eyes. Always do a patch test before beginning the treatment. This will help measure allergic reactions from the onset, avoiding any side effects later.

MYTH: My brow hairs will curl up or stick out.
FACT: Thanks to the chemicals in the neutralizer solutions, the process of brow lamination has the hairs looking longer and flattened. The hairs also become flexible after treatment, so you can taper them together to achieve a clean shape without worrying about that one oddly stuck out hair. Professionals consider brow lamination a great service for curly, unruly and stubborn brows.

MYTH: My brows will be big and bushy every day, lasting a long time.
FACT: Even though brow lamination lasts four to six weeks, it's not a permanent makeup treatment. The wet and glossy initial look of laminated brows is not going to last forever. After the first 24 hours, the brows hairs will settle into their new shape and look soft and natural.

Building Beautiful Brows

Many, if not all of these treatments provide ample opportunity to perfect your clients' eyebrows. Look to our online exclusive to learn more about the importance of adequate education, certification and training, and what to do to course correct when things don't go as planned.



Leah Simon-Clarke is a licensed aesthetician and consultant with 24 years of experience in the industry. Her success has been driven by honing her skills in customer service, service innovation, marketing and public relations. Find Simon- Clarke through Instagram @LeahSimonClarke or Linkedin by name.

5 Tips For a Safer Spa Environment

By Milica Petkovic, Prevention
Disinfectants by Virox Technologies, Inc.



There are many facets to running a successful spa, and one stone that can absolutely not go unturned is properly disinfecting your space to keep it safe for you and your clients. Cleaning and disinfecting your spa space goes much farther than spraying and wiping down your tools and treatment beds. Considerations like spa sanitation best practices, proper protocols and the right cleaning and disinfection products can all play a factor in making sure your spa space is properly disinfected between your clients. We gathered five great ways to renew and refresh your spa routines that will contribute to environmental sustainability, your personal safety and your professional development. By incorporating these practices into your treatment areas, you can start every day feeling confident and ready to tackle any challenges that may come your way.

1. KEEP IT CLEAN



While household products may seem like a convenient and cheaper option for cleaning and disinfecting your surfaces and equipment, they have several drawbacks; starting with the type of pathogens your spa might have that household cleaners don't kill. Professional disinfectants are formulated to be effective against germs like *staphylococcus*, influenza virus, hepatitis B and C viruses, HIV, coronavirus and many others that are unlikely to be encountered in your home. Prevention disinfectants are specifically formulated to quickly kill spa relevant pathogens in only one minute, which is crucial for keeping up with the fast-paced turnover of your clients. For this reason, it's best to keep household cleaners at home and professional-grade disinfectants in your treatment areas.

2. EMBRACE SUSTAINABILITY



Incorporating eco-friendly disinfectants into your spa can enhance its sustainability while appealing to environmentally conscious clients. Consumers aren't just looking for spas that perform good treatments anymore, especially the younger generation coming in. They are looking for spas that align with their morals, especially when it comes to sustainability.

By choosing Prevention, which contains a biodegradable active ingredient that breaks down into oxygen and water, you can take an important step towards improving your business and protecting the environment. Considerations like spa sanitation best practices, proper protocols, and the right cleaning and disinfection products can all play a factor in making sure your spa space is properly disinfected between your clients. Additionally, Prevention is the first in the industry to offer Refill Wipes that reduce plastic packaging by 90%, making it a more sustainable option. With these eco-friendly disinfectants, you can ensure a greener future for your spa while making yourself stand out to your eco-conscious clients and meeting their needs.

3. PRIORITIZE SAFETY

Think about how often you are cleaning your spa space throughout the day. Some disinfectants contain harsh chemicals that can expose you to harmful side effects. However, Prevention uses a new development in disinfectant technology that is formulated to be gentler on you; it is non-irritating to the eyes and skin and does not come with a strong chemical odor. Meaning, you can effectively eliminate germs that can lead to infection and illness without compromising your health and safety in the process.



4. SAVE TIME WITHOUT COMPROMISES

A major challenge in a busy spa is making sure you adhere to the contact time of your disinfectant. Contact time is the duration a surface must remain wet to eliminate germs. Some disinfectants require up to 10 minutes and multiple applications, which may result in ineffective disinfection or non-compliance with health inspections. Not to mention, when your book is full of back-to-back clients, you don't have time for all of that waiting.

Think of it this way, if you have to take an additional 10 minutes out of your day between each client and you have eight clients booked for the day, that is 80 minutes wasted. Which, could fit an extra client and even some quick add-on services resulting in a potential loss of hundreds of dollars per day. That is a lot of time and money wasted. Make sure you read the label carefully and opt for fast-acting disinfectants, like Prevention, that can kill bacteria, viruses and fungi in only one-minute contact time.

5. STAY WELL INFORMED

Staying up-to-date with the latest developments and trends is essential for spa professionals. Prevention provides a complimentary online Infection Prevention Certification Course, which has enabled thousands of beauty experts to deliver their treatments and services with the confidence of maintaining a germ-free and safe environment. In just 30 minutes, this course provides tailored best practices for your role or services and concludes with a personalized certificate you can proudly display in your spa.

By keeping work spaces clean, integrating eco-friendly products, prioritizing personal and client safety and enhancing your understanding of spa sanitation, you can confidently look after your clients and grow your business.



To learn more, visit: ***PreventionDisinfectants.com***

Nature's Essence

Get skin glowing with these natural products

1. **Pineapple Refining Tonique**
   Éminence Organic Skin Care
   www.eminenceorganics.com
   Designed to exfoliate, brighten and hydrate, this mild exfoliating tonique can be used daily on all skin types.

2. **Golden Honey Nourishing Mask**
   Skin Script Skin Care
   www.skinscriptrx.com
   This hydrating mask contains honey and Royal Epigen P5 to increase regeneration of skin for soft, smooth, hydrated skin.

3. **Daily Greens Moisturizer**
   Sorella Apothecary
   www.sorellaapothecary.com
   Skin gets a daily dose of vitamins A, B, C, E, and K, plus hydration and lightening from effective extracts and face-friendly antioxidants.

4. **Compromised Barrier – Grape Seed Replenish Serum**
   Rhonda Allison
   www.rhondaallison.com
   This 100% organic hydrating serum infuses skin with nourishing antioxidants. In addition to its enticing aroma, it reduces redness, calms irritation and improves capillary strength.









Read more about natural and organic products in the article ***Understanding Organic***



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5 Questions to Build Your Skin Business

By Dawn Gantt, Bioelements

Ready to boost your bookings and retail sales? It doesn't matter if you're an independent booth renter or a mega day spa, every skin professional should know how to tap into the buying power of today's highly connected clients, identify their individual expectations, and understanding what influences their purchasing decisions. Here are five questions you should consider when approaching the business of skin that will take you on a journey from client discovery to closing the sale with a professional recommendation.

1. Do You Have a Strong Online Presence?

Your business' visibility, credibility and reputation is directly tied to your online presence. If you have a strong online presence, it makes it easy for future customers to discover you, since 97% of customers search online for local products and services.

Most customers rely on multiple sources or channels for research, so the more places you appear online, the more credibility you have. Having current and informative digital channels like a business website and social media platforms allow you the opportunity to educate potential clients about your spa brand and share your point of view, which builds your reputation. Let's focus on three online channels: Google, your spa website and social media.

Google. Your Google My Business Profile is like a new homepage for your business; it's what potential customers will see when they search for a spa in their area. Once you have access to your Google Business Profile, there are a few things you can do to help your listing rank higher in search results. Select a primary business category, such as day spa, and add additional categories to further describe your offerings. Maintain accurate business hours and write a business description that mentions your location, services and words you want your business to be found for. Don't forget about reviews! The more five-star Google reviews you have, the higher you'll rank against competitors. Check reviews often and respond promptly.

Spa Website. Your spa website should be user-friendly, visually appealing, informative and it should exemplify your spa brand's voice. Make sure it has a descriptive spa menu with detailed pricing, current promotional offers and address details. If you have online booking, ensure it is functioning with available openings. If you don't have online booking, make your phone number prominent.



A good pre-treatment consult can extend expertise beyond the treatment room.

Social Media. The content you share on your social media should highlight your esthetics expertise to build trust with clients. Share (with client consent) before and after photos, along with the treatment and products used. Spotlight your services and promotions, personalize your bio in your profile, and include a link/linktree, so clients can conveniently book. Be sure to follow and interact with other businesses near you to expand your reach.

2. Do You Deliver an Exceptional Spa Experience?

What do you offer clients that goes above and beyond their expectations? The relationship you build with your client makes all the difference, one visit at a time. These checkpoints can help manage whether you are delivering a unique and exceptional experience to your clients.

Pre-visit Communication. The pre-visit communication is the first touchpoint of an exceptional experience. It's a form of genuine customer service that extends your expertise beyond the treatment room. Clients are less inclined to cancel or no-show when you confirm appointments. If it's a return customer, review their previous retail purchases and determine if they are ready to repurchase. Let the client know that you will have these products ready for them at the time of their appointment.

Before Treatment. Before the treatment begins, ask yourself if there is focus on your client the minute they walk through the door. Is there a system in place for the front desk to alert you that the next client has arrived? Do you provide a robe, slippers, gown and changing room amenities? Is your facial room prepped?

After greeting your client, begin with a personalized skin reading consultation before removing makeup, and hand them a mirror so they can see their skin as they describe their concerns. Let the client know you will be making a professional recommendation for their at-home agenda based on these concerns and how their skin responds to treatment, and that you are happy to answer questions any time during the service.

During Treatment. During the treatment, do you go through generic steps of a facial, or do you offer sensorial experiences that make the service stand out? Signature techniques that incorporate aromatherapy, acupressure and massage sensorial movements make a facial not only effective, but memorable. Look for a skin care line with protocols that have these personalized, sensorial techniques built right in. Signature techniques should serve a purpose like: assisting in product application, penetration, removal, stimulation and relaxation. They'll set your services apart from the competition.

Most importantly, do you offer personalized facials? Clients want personalization, and one of the best ways to deliver it is via custom blending, which gives you the ability to constantly evaluate the skin and adjust the treatment. Custom blending also demonstrates your expertise, as you can discuss exactly what you are adding to their formulas, and how it will target their skin concerns and improve results.

After Treatment. Your post-facial communication is just as important as your pre-consult. Ask how their skin is feeling, allow them to ask questions, and take the opportunity to educate them on how to maintain and extend results at home. It allows you to point out the improvements you want them to see, mimicking the language they used to describe their concerns. For example, say something like "I want you to see that the crow's feet you told me about look less visible. Do you see the lines around your mouth are softer now, too?" Don't forget to follow up. Provide your contact info so they can reach you with questions. This helps cement your relationship and maintain an emotional

Client and Team Rewards Programs

Click here *to read about building a loyal client and employee base.*





Retail Language Guide

Worried about objections or resistive clients? Here is some helpful language to close the sale:

They say: "I am already using a different product line. I'm just here for a facial."

You say: "I know that you like Brand A, but based on your skin reading, this product is right for you. I'm so confident you'll see a difference that I am going to give you a custom blended mini size that will target your skin concerns. Use this for a week, and I'll follow up with you on the results."

They say: "I'm on a budget and don't want to make the investment."

You say: "This value set has budget-friendly savings built right in. It includes the essential AM + PM products for your skin type, and if you purchase today, I'd be happy to custom blend the moisturizer at no charge."

They say: "I already get my products somewhere else."

You say: "If you purchase from me, I can custom blend your at-home product for your skin concerns. I have customer appreciation discounts, deals and ongoing promotions that I can offer exclusively to my clients."

connection. It also gives the client security. They'll leave your spa feeling taken care of, and they will want to experience it again.

3. Do You Provide Expert Professional Recommendations?

Your professional recommendation should be a part of every service. A retail tool like an "At-Home Agenda Form" makes it easy (See **Retail Language Guide Sidebar**). Mark it with the retail products you professionally recommend the client use to maintain results, and ask "Which formulas would you like to purchase today?" Products presented as a system protocol make it likely a client will purchase more than one. Let them know what they should purchase now, by circling essential formulas.

4. Do You Build Successful Promotions?

One of the easiest, most effective ways to build a promotion is to rely on your professional skin care manufacturer. The best ones will offer ongoing promotions on retail formulas. When you take advantage of these offers, you can pass the savings onto your customers. This is how you compete with other spas and online sellers. You do not lose margin when you take advantage of these promotions. And, when your manufacturer launches new formulas, there should be exclusive introductory offers that include free support tools, so you can successfully promote it in your business.

In addition, you should partner with a skin care manufacturer who rewards your loyalty with a bonus of free seasonal support tools, GWPs, new launch support and other business-building materials for your treatment room and retail areas. Use these free tools to create new, exciting promotions clients will love.

5. Do You Carve Out Time For Personal Growth?

The most successful skin care pros continually evolve their skill-set to stay competitive in the industry. Take the time to attend educational webinars or virtual classes to improve your skills. Learning is a continuous circle, and esthetics evolves as new machines, products and techniques are developed. Start with your product manufacturer, who should offer classes covering the latest advancements. Look for private social media groups (the best product manufacturers will have these), so you can engage with a community of professionals like you. Don't forget to read industry content (like Skin Inc.) to stay engaged with what your competitors are doing for their clients.



A licensed esthetician and makeup artist for 30+ years with a degree in education, Bioelements Education & Success Manager **Dawn Gantt** knows professional skin care from every angle: esthetician, educator, spa business developer and author. She's certified in aromatherapy and manual lymphatic drainage, and is a sought-after authority in the industry. *www.Bioelements.com/pros.*

PROTOCOLS IN PRACTICE
SPRING

SPRINGTIME GLOW PROTOCOL

LE MIEUX

This floral-inspired, oxygen-infused regimen counteracts winter skin and reawakens a natural spring time glow.

Step 1. Cleanse face and neck with Brightening Cleanser.

Step 2. Swipe Perfect Renewal pads over skin to exfoliate.

Step 3. Spray Iso-Rose Hydrating Mist 2-3 times onto your hands and pat onto client's face.

Step 4. Fill Ionized Oxygen Infuser mini-flask halfway with Iso-Rose Hydrating Mist. Add 2-3 drops of Oh My Glow Serum and 2-3 drops Vita-C Serum. Shake flask gently. Pull trigger switch and mist face and neck.

Step 5. Combine 2-3 scoops of Bulgarian Rose Age-Defying Mask with 1-1 ½ scoops water, according to preferred consistency. Use spatula to blend until mixture becomes a smooth jelly and apply. After mask has dried, remove by slowly peeling from face.

Step 6. Apply Bio Cell Rejuvenating Cream to the face.

Step 7. Pat Eye Wrinkle Corrector around the eyes.

Step 8. Finish with mineral-based Just Glow BB Cream Apply SPF50 to finish.

ENZYME MASQUE #1

DMK SKINCARE

DMK's signature Enzyme Masque enhances skin function by triggering cells to increase circulation, oxygenation and activity.

Step 1. Using a DMK bowl and brush, combine the cleanser of your choice with water until a soapy mixture forms. Cleanse the face, neck and décolleté with circular brushstrokes or gloved hands, gently massaging into areas of impaction. Rinse thoroughly or remove with a warm towel and pat dry.

Step 2. Exfoliate the skin using Exoderma Peel, Desquamate, Cryo Pro-X, Quick Peel, Prozyme or Pro Alpha #1, depending on the client's skin condition(s). Use your discretion and consider each client's unique skin condition(s).

Step 3. Pre-treat the skin with appropriate products.

Step 4. In a DMK bowl, mix 2 heaping tablespoons of Enzyme Masque #1 with either Aqua D'Herb, Exoderma Peel or the Desquamate. Create a fluffy consistency using the DMK fan brush. Mix until lumps disappear; the final product should resemble cake batter and run off the brush. (Note: Aqua D'Herb is suitable for all skin conditions, Exoderma Peel is designed for hyper-reactive, inflamed or dry skin, and the Desquamate is designed for thicker, oilier skin).

Click here *to continue reading Steps 5-9*

ADDITIONAL PROTOCOLS FROM:

FACE REALITY
ENVIRON SKIN CARE
ULTRACEUTICALS
BODIPURE
BIOELEMENTS
KM HERBALS

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INDUSTRY INPUT
BROW TIPS

TOP TIPS, TECHNIQUES AND ADVICE FOR MAKING THE MOST OUT OF YOUR BROW SERVICES

1 PERFECT YOUR CONSULTATION & EDUCATION

The key to building a successful brow business lies in the art of the brow experience. Whether you schedule appointments in 15-, 30- or even 45-minute intervals, you should always focus on including these two things in each session: consultation and education. Both are key to retaining your clients. There are a lot of talented artists out there that can create beautiful brows, but unless you can connect with your client to find out and satisfy their needs, there's no guarantee your clients will remain loyal to you.

—Summer Vasilas, Co-Founder of Waxing the City.

2 OFFER BROW ENHANCEMENTS AS AN ADD-ON SERVICE

There is nothing more powerful and easy as a natural 'Complimentary Brow Enhancement' for your clients, taking less than one minute at the end of any service. With or without makeup, the client will look younger, feel more complete and still themselves. The human eye uses the eyebrow as an anchor point for the face: you have just shown them why.

—Chris Kolodziejski, CEO and Founder of Chella

Click here *to keep reading top tips all about brows from industry experts.*

Enzyme Masque #1

(Continued from Page 42)

DMK SKINCARE

DMK's signature Enzyme Masque enhances skin function by triggering cells to increase circulation, oxygenation and activity.

Step 5. Start at the base of the décolleté using upward and outward strokes, or a "V" formation. Cover the entire neck and bring the brush up behind the ears. Divide the face in half, making strokes upwards and outwards on the jawline and moving up the cheek to just under the eye. Complete the circle by taking the brush up on the forehead and down on the noise.
Note: Do not allow formulation into the eye, nostrils, or mouth corners.

Step 6. Leave the mask on for 45 minutes. Then, soften the mask by applying a hot, moist towel.

Step 7. Remove the mask by mixing warm water and cleanser into the skin. Use circular strokes and massage with water to soften further. Use a light touch, as pressing the hardened mask into the client's skin may pinch. Keep a warm, wet towel on the chest area while working on the face, and vice versa, to make removal easier.

Step 8. Repeat until the mask is completely removed. Feel the skin with your fingers for any rough patches indicating leftover mask. Use damp 4x4s to clear any residue.

Step 9. Perform the Transepidermal Finishing Treatment Protocol with the appropriate products for the client's skin condition(s).



Focus-On Texture

ENVIRON SKIN CARE

This spring renewing facial removes texture and smooths skin.

Step 1. Massage Pre-Cleansing Oil into skin.

Step 2. Apply Eye Make-Up Remover onto cotton wool and remove eye make-up.

Step 3. Cleanse with Cleansing Gel and remove with a compress.

Step 4. Apply Toner Forte onto cotton wool and tone.
Advanced option: Perform microneedling for 1 minute prior to serum application.

Step 5. Apply an even layer of 5% Lacitc-Acid Cream for 10 minutes, and neutralise with Neutraliser Cleanser or apply 5% TCA Cream to focus area(s) for 10 minutes before removing with a compress.

Step 6. Follow with Peptide Serum or Retinol Serum to focus area(s).

Step 7. Treat the focus area with the sonophoresis probe (SONO only or Dual Tech) for the required time (15 seconds per position), before massaging any remaining serum into the skin.

Step 8. Conclude with Essential Moisturiser and protect with sunscreen.

Step 9. Discuss the at home and professional treatment plan.

Spring Forward Facial

KM HERBALS

The facial service exfoliates, soothes and renews skin.

Prep: Add just a few drops of Bergamot Essential Oil into your aromatherapy diffuser to freshen and uplift your treatment room.

Step 1. Pre-Cleanse using the lightly lathering Chamomile Facial Gel Cleanser to remove any makeup or debris. Wipe away with wet cotton pads. 4x4s or warm, damp cloth.

Step 2. Apply the creamy exfoliant Illuminating Facial Polish to damp skin. Massage into skin gently, paying special attention to the area around the nose, mouth and brow. Remove with a warm, damp cloth.

Step 3. Gently mist Rose Geranium Hydrosol & Toner over the face, neck and décolleté and allow skin to remain damp.

Step 4. Dispense a pea-sized amount of Cellular Renewal Complex Facial Serum and apply all over face, neck and décolleté with upward circular massage strokes.

Step 5. Layer on a small amount of Rosehips Ultra C Moisture Complex. Evenly apply from the forehead down to the collarbone and massage into skin gently until absorbed.

Step 6. Gather a half-pea sized amount of Azulene Reparative Eye Creme and lightly apply to under eye area, gently sweeping upwards towards temple and outer brow.

Luxurious Keratin Gloves & Socks All-In-One Hand and Foot Treatment

BODIPURE

This hand and foot treatment exfoliates away dead skin for increased softness and improved texture.

Step 1. Place Keratin Gloves and Socks in towel warmer for 10–20 minutes.

Step 2. Remove Keratin Gloves and Socks from towel warmer.

Step 3. Place Keratin Gloves and Socks on each hand and foot.

Step 4. Leave on during facial/body massage treatment.

Step 5. For a final massage step, massage fingers and cuticles first and peel off gloves inside out, massage excess Keratin cream onto hands and arms (same process for the feet).

Renew & Refresh

ULTRACEUTICALS

This professional treatment stimulates cell renewal and brightens the skin, revealing a glowing, refreshed complexion.

Step 1. Perform first cleanse by applying 1-2 pumps of Ultra Calming Cleanser to face and eyes. Remove with warm towel or 4x4s.

Step 2. Perform second cleanse with Ultra Balancing Gel Cleanser (avoiding eyes). Create lather, massage into the skin and remove with UltraSonophoresis in "clean mode." Remove any excess with 4x4s.

Step 3. De-grease the face with 3 pumps of Pre Peel Skin Preparation dispensed onto a folded 4x4. Remove with UltraSonophoresis in "clean mode."

Step 4. Protect the eye area and lip line with a light coating of Ultra Moisturiser Eye Cream.

Step 5. Apply 1 1/2 tsp. of Brightening Accelerator Mask to the face. Massage upon application and repeat massage every 5 minutes for up to 15 minutes of processing time. A slight tingling sensation is to be expected. Remove with cool, damp 4x4s.



Step 6. Infuse 1 tsp. of Ultra C Firming Serum into the face using UltraSonophoresis in "lead in" mode. Perform a second infusion with 1 tsp. of Ultra B2 Hydrating Serum.

Step 7. Apply 1 tsp. of Energising Mask to face and under eye and leave on for 10 minutes. Perform hand and arm or scalp massage. Remove excess product with 4x4s.

Step 8. Spritz Ultra Hydrating Skin Mist over the face.

Step 9. Apply Ultra Brightening Moisturiser Cream.

Step 10. Apply Ultra Protective Antioxidant Complex.

Step 11. Apply Ultra Daily SPF Protection.

Step 12. Sit the guest up and finish with a warm towel and gentle pressure on the back.

Acne Hydrating Treatment

FACE REALITY

This treatment provides renewing hydration for all skin types.

Step 1. Cleanse the entire area to be treated with a moderate amount of Ultra Gentle Cleanser and rinse thoroughly with warm water.

Step 2. Moisten a cotton round and swipe over the entire area to be treated thoroughly and evenly using the Calming Facial Toner.

Step 3. Using a fan brush, apply a thin layer of the Hydrating Enzyme Mask to the area to be treated. Leave on for 7 to 10 minutes (5 minutes for inflamed acne) as tolerated and remove completely with a warm towel (steam is optional).

Step 4. Massage a generous amount of the Hydrabalance Gel into the skin to prepare for extractions.

Step 5. Perform extractions, and when finished, wipe the face thoroughly with Sal-C Toner (use Calming Toner for pregnant or nursing clients).

Step 6. You may perform Hi-Frequency and/or LED Light Therapy at this step.

Step 7. Finish by gently applying Daily SPF 30 during the day or Cran-Peptide Cream at night.

Bioelements Barrier Repair + Relax Facial

BIOELEMENTS

This corrective facial triple-targets sensitivities and nourishes skin's barrier.

Step 1. Pre-heat steamer, then perform the Aromatherapy Breathing Signature Technique. Apply a few drops of a Bioelements Aromatherapist Oil in your hands, then cup them a few inches over client's nose as they take three deep breaths.

Step 2. Pre-cleanse skin with Sensitive Skin Cleansing Oil. Apply eye pads and perform Bioelements SkinReading.

Step 3. Apply Sensitive Skin Cleansing Oil under steam, and perform the Bioelements Cleansing Massage. Brush Kerafole across lips. Remove all product and blot skin with Soothing Reset Mist.

Step 4. Choose the Corrective Activity Tier for your client based on SkinReading (Advanced Tier featured here). Apply EnzymeTherapy + Softening Gel to face and neck. Exfoliate for 5 minutes (no steam), then remove with gauze and chilled water, working from forehead down.

Step 5. Apply a skin sedation mask of Softening Gel and Emergency Soothing Powder and leave on for 5 minutes. Perform comedone removal if necessary.

Step 6. Blend up to 6 drops of an Aromatherapy Blend into a massage product and apply to face, neck and v-area. Perform a 10 minute Calming Acupressure Massage.

Step 7. Apply a Power Treatment of Softening Gel custom blended with Deeper Hydration and Inflammation Inhibitor. Leave on.

Step 8. Apply a Power Mask of Gel Therapy custom blended with Deeper Hydration and Inflammation Inhibitor. Leave on for 10 minutes. Remove and blot with Soothing Reset Mist.

Step 9. Finish with Barrier Fix Daily Hydrator, and follow with a RayDefense SPF 50 if daytime.



3 MAKE A PLAN

Confidently emphasize the importance of putting full faith in you and your skills. To truly commit to their brow rehab, you'll need to fully inform your guest of the full plan during your thorough consultation. Meet their expectations and desire for change with how you plan to get them to the end goal. Use this as an opportunity to pre-book several appointments and set up a full retail regimen for them. Make sure they know to keep their hands off of their brows in between visits with you, aside from the post-care recommendations. They came to you as the artist and expert, this is your time to shine!

—Claire Larsen, Global Master Educator for RevitaLash
Global Master Educator



4 THE BASICS OF HYBRID TINTS

For clients who may be considering microblading, powder brows or permanent makeup, hybrid tints offer a "preview" allowing the client to assess if they will like the result, before committing to an expensive and lengthy service. For clients who would like a fuller brow, hybrid tints offer brow professionals the opportunity to expand their services by mastering new application methods. Full Brow Technique is for those clients who desire a strong filled in brow - the combination of skin staining plus hair coloring guarantees an intense look. The Ombré Technique is for clients who want a softer result while still incorporating skin staining for a filled in look. This is accomplished by using the spoolie at the front end of the brow to achieve a powdery look, and then switching to a brush to achieve the desired intensity for the back half of the brow. Develop your artistry and always use a Brow Mapper!

—Chrissie Paraschos, Lead RefectoCil North America Trainer



UltraSlim® - The Swiss Army Knife of the Medical World

More medspas are integrating UltraSlim® as it can be used in conjunction with a variety of other modalities such as IV hydration, vitamin therapy, metabolic weight loss, botox, and fillers. It provides clients with a comprehensive approach to treating their aesthetic needs that can help them achieve the look they desire comfortably and quickly. This powerful combination of treatments helps improve skin tone and texture while reducing fat deposits. UltraSlim® also works great for targeting stubborn areas of fat that are resistant to diet and exercise alone. By combining UltraSlim® with these other treatments, patients will experience smoother skin, improved body contours, reduced wrinkles, diminished stretch marks, and more youthful-looking skin overall.

UltraSlim® is worth considering for any spa that focuses on quick and painless treatments. With no downtime or pain associated with this powerful modality, patients can quickly resume their day-to-day activities or move on to the next modality without having to worry about soreness or healing times. Patient-focused clinics are integrating UltraSlim® because it offers the best user experience of any fat loss technology. Patients are never touched, experience a gentle warmth like lying on the beach, and see results the same day, making it the preferred choice for patients who want to slim down quickly and effectively. **Providers like Tiffany Andersen** have taken notice of the benefits...

Learn How to Become a Provider of UltraSlim® Today!

WardPhotonics.com

800-392-5950

MKT-230307-01

UltraSlim® & TIFFANY ANDERSEN



CEO - Gracious Glow







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As someone who has been in the aesthetics industry for more than thirty years, Tiffany Andersen is well aware of the importance of keeping your inner health as refreshed as your outer health. She is an entrepreneur, a business owner, and an innovator, paving the way for health through the optimization of cellular health. Andersen has many products under her line, Gracious Glow, as well as several medispas across the U.S. which promote both inner and outer health.

"We focus on educating people on cellular health through therapies like UltraSlim® - as well as IV hydration, vitamin therapy, ozone technology, and all the traditional spa treatments like botox, filler and laser services."

"UltraSlim® has become the centerpiece of my therapeutic lineup. No one therapy can meet all of my patient's needs, but I couldn't imagine not having UltraSlim®. The service has repeatedly exceeded my expectations and, more importantly, my patients."

"If you are just starting out or are well established, like me, I suggest you consider adding UltraSlim to your services. "

— Tiffany Andersen

CEO - Gracious Glow



Photo Courtesy of DMK Skincare

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NEW SEGMENTS OF SKIN

By Danné Montague-King, DMK Skincare and Jayant Lokhande, MD

Ever since I can remember, the epidermis has been touted as the body's largest organ. I used to feel uncomfortable hearing this because I kept thinking, "What about fascia?" It not only lies totally under the skin, but is surrounds every organ.

There is the superficial fascia that unrolls under the epidermis and around the muscles, and the deep fascia that wraps around the visceral organs. In all, there are three basic layers in the body. The fascia also has a "memory storage" capability of storing our emotions below the conscious level as a protective mechanism. Only lately has fascia been recognized as an actual organ, yet I have always treated it as such in any kind of skin revision, recognizing its many capabilities and defense mechanisms to skin anomalies.



The quanta dermis, microdermis and acid mantel make up the three segments of skin.

Alternative medicine and holistic practices have been aware of the importance of fascia for decades. I think the medical world ignored it mostly because of early anatomy drawings in textbooks. In the old days, when cadavers were cut up to help medical researchers draw pictures of our organs, the fascia under and in dead tissue would appear as dust, but it is important for any real skin revision work.

There are three other segments or "layers" of the skin we have to be aware of to make a successful diagnosis and prognosis of skin and how we are going to treat it. If these segments are addressed properly, most skin disorders go into a homeostasis state and almost all problems vanish.

SEGMENT 1: **QUANTA DERMIS**

The Quanta Dermis is the skin's interaction with light (solar) sound waves: electricity and magnetism. Back in the 1980s, I was working with the Norwegian works league in their government on what I had labelled "PC SKIN." There were reports that many people working in basement offices with no windows were suffering with rosacea-like flareups, pustules and other dermatitis disorders.

One reason was the lack of windows and metal rebar in the cement blocks the buildings were constructed with. This means no varying harmonics of natural electromagnetic waves passing through the rooms. You can reset your own electromagnetic field, a physical field, just by standing bare foot on earth or grass at high noon with the sun directly overhead.

Personal computers or office computers put off about 600 gausses of "throw away" positive electromatic waves, which are the "bad" waves that depolarize the membrane's cell walls if the skin has an overload. Many scientists argue that the body can take about 900 gauss every day, no problem. Meaning, the positive waves coming off a device would be negligible, but, in my opinion, it was "negligible," but accumulative—day after day bombardment!

All of the people recorded in the study were working in what was basically a Faraday cage office building with little EMW harmonics changes and in front of a computer for hours! All had irritated, almost rosacea type skin conditions. We treated them accordingly and everyone's skin cleared up in a week or so. This was years ago when I first learned the immune boosting powers of a little potent polysaccharide family known as Beta Glucans.

Light and sound can also affect the skin. Apart from solar damage creating lipofuscin, ultrasonic range sound at 20 kHz can react with three nerve endings and interfere with the skin's normal pH. This can also accelerate skin cell proliferation in cases where there is inflammation (i.e. rosacea, psoriasis, cystic acne, etc.).

SEGMENT 2: **MICRODERMIS**

I predict that in the year 2023, skin treatments, both professionally and at home, will involve gene mapping and skin revision protocol-based thereon. The Human Genome Project started in 1990 and concluded its findings in 2023. The primary goals were to discover the complete set of human genes and discover the complete sequence of DNA bases in the human genome. One of the stunning findings was that most genes expressed in our bodies as not human. This led to the NIH's five-year, $150 million Human Microbiome Project launch in 2007, which set out to understand the microbial flora present in our skin and body, and how it all influences both health and disease.

Fortunately, advances in DNA sequencing have made it easy for us in product R&D work to identify microbes down to their species level, despite the fact there are

trillions of microbial organisms, and they outnumber the human cells by more than 10.1, accounting for up to 3% of our body weight.

The actual numbers of human cells are about the same as the number of microbial organisms, but by mass, we are still predominantly human cells. The skin microbiota contributes to the barrier function of the skin and insures skin homeostasis. Other roles of the microbiota include the production of biofilms, bacteriocins and quorum sensing. Also, the skin microbiota plays a vital role in protecting against pathogenic microorganisms such as Malassezia fungi and other "bad guy" invasions involving yeasts and molds. There is some solid anecdotal evidence that the specific strain of Staphylococcus epidermis was shown to produce 6-N-hydroxy aminopurine.

A tincture formulated along these lines was given to 88-year-old hollywood royalty, Julie Newmar. She and her surgeon were as surprised as we were that three potential basal scar carcinoma (she had a long history of having these removed) disappeared after a week! I realize that even to suggest this as a cancer protocol would take years of trials and vast investment, plus tons of medical red tape, but you cannot tell Newmar this, and her doctor concurred.

SEGMENT 3: **ACID MANTLE**

Nature's moisturizer is what I have always called this segment of the skin. The very word "moisturizer" is a misnomer invented in the 60s by a New York advertising firm to sell beauty cremes. Cremes, if formulated properly, are great delivery systems, and they can indeed hold water in the skin once it is there. But, nature endowed every human being on the planet from birth with our own natural moisture system. It is the natural blending of secretions from our own sudoriferous and sebaceous glands.



When we are young with fresh, bouncy, dewy skin these secretions rise to the surface of the epidermis every few hours, providing our skin with a protecting and hydrating acid mantle. As we age and cornified cuticle becomes redundant (i.e. dead skin cells), this causes a tight, dry feeling barrier often misdiagnosed as dry skin. It isn't dry skin though; it's just dead skin, still attached. The secretions from our secretive glands cannot flow evenly on the surface like a "mantle" anymore, often backed up by this dead cell barrier. Thus, it bursts out copiously in areas where the skin is thinnest and tightest on the face, nose and forehead (a.k.a the T-zone).

To correct this, professionals need to perform a non-traumatic removal of the cuticle build up, then mock the natural acid mantle. It takes two simple steps to do this. A spray mist that replicates sudoriferous secretion as close as possible and a highly fractionated oil blend that is basically sebum in a bottle. At this point, the skin is truly moisturized and can be controlled all day long as needed.

SKIN SEGMENT HEALTH

All the segments of the skin working in homeostasis optimize skin health simply by being aware of what nature has already endowed us with and copying it as close as scientifically possible! I've always said for 56 years, my lab is the human body and its dictations.



Danné Montague-King is the founder of DMK Skin Care, which is based on his "remove, rebuild, protect, maintain" concept. He is a known educator, author and presenter.



Jayant Lokhande, M.D. BDP, is an Indian system of medicine practitioner and the chief scientific officer for Indus Extracts. He has formulated more than 50 dietary supplements, OTC drugs and functional foods and beverages worldwide. Lokhande earned both a M.D. BDP (botanical drug product) and a MBA in biotechnology. He has published two books, *Handbook of Metallonutraceuticals* and *Botanical Drug Products: Recent Developments and Market Trends*.



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Understanding Organic

Deciphering The Terminology in Organic Skin Care

By Ben Johnson, MD, Osmosis

Organic skin care began to grow in popularity a few decades ago and remains very popular today. In this article, we will look at advantages and disadvantages with organic skin care certification. Natural skin care is also a common term used by skin care companies, so it is important to know how these terms can be abused and what limitations they may require.

The Organic Hype

The main driver of the organic skin care hype amongst consumers has been the attention that organic food has rightfully received. The reality of the world today is that we are being bombarded with toxins in our food. The most hazardous food toxins include bleach (chlorine), fluoride, pesticides, dyes, preservatives, plasticides and chemical stabilizers.

Many of these chemicals are unregulated and are carcinogenic, hormone disrupting, microbiome damaging and inflammatory. Eating organic food can make a real difference in your health through the reduction of exposure to these toxins.

Skin care does not have these same risks and, therefore, using organic products is not necessarily keeping us protected. Most chemicals that qualify under NOP or USDA organic certification tend to be non-inflammatory. That is important. However, most ingredients used in skin care are 99% pure and do not contain the toxins that we find in non-organic food, which means there is not the same benefits we think of with that certification. In other words, the only time a certified organic product contains an ingredient where organic matters (there are fewer toxins) is when it comes from plants or fruits. Though, it is still important to find products that do not contain inflammatory ingredients, but that is also the trend for many skin care companies that are not organic.

Organic Terminology

Why not make organic products whenever possible? The reason comes with understanding the limitations. Before discussing the limitations, know that the oversight of using "organic" on a label is lacking (See **Certified Organic Product Categories Sidebar**).

Using any of the organic product category terms means you are selecting from a limited group of ingredients and, most importantly, a limited group of ingredients that can actually improve skin health. Certified organic products can contain no more than 5% of non-organic ingredients as discussed below. This means that with the needed non-organic ingredients to stabilize a formula, very little can be added to correct the skin. This limitation begs the question of why organic is the right choice when so many companies offer products that have much more corrective activity, and also use non-inflammatory ingredients in their formulas.

The specific rules on the non-organic ingredients allowed include the following:

1. No genetically modified ingredients (GMO's)
2. No irradiated ingredients
3. Plant materials cannot be grown in sewage
4. Some processed agricultural ingredients are okay (i.e. guar gum, corn starch, gelatin)
5. Some synthetic ingredients are allowed if made from biological or plant material (magnesium sulfate, citric acid, ascorbic acid, ethanol, isopropanol)
6. True natural ingredients that are not organic (i.e. calcium chloride, carrageenan)

The Organic Downfalls

The reality is that the list does not allow for almost all of our favorite anti-aging or otherwise skin correcting ingredients. While it is great that they restrict many bad things as well, the truth is that whether or not a chemical is bad for the skin rarely has anything to do with our normal "organic no-no's" like pesticides and plasticides.

Jar Deconstructed: Mastic

Click here *to read all about the amazing benefits of Mastic.*



Certified Organic Product Categories[1]

- **100% organic.** Product must contain (excluding water and salt) only organically produced ingredients. Products may display the USDA Organic Seal.
- **Organic.** Product must contain at least 95% organically produced ingredients (excluding water and salt). Remaining product ingredients must consist of non-agricultural substances approved on the National List or non-organically produced agricultural products that are not commercially available in organic form, also on the National List. Products may display the USDA Organic Seal.
- **Made with organic ingredients.** Products contain at least 70% organic ingredients and product label can list up to three of the organic ingredients. Products may not display the USDA Organic Seal.
- **Less than 70% organic ingredients.** Products cannot use the term "organic" anywhere on the principal display panel. However, they may identify the specific ingredients that are USDA-certified as being organically produced on the ingredients statement on the information panel. Products may not display the USDA Organic Seal.

There are a lot of companies that formulate with little thought to the growing list of no-no ingredients like: parabens, sodium lauryl sulfate, artificial fragrances, aluminum, phthalates, BHA, BHT, EDTA, ethanolamines (MEA, DEA, TEA), hydroquinone, benzalkonium chloride, octinoxate, avobenzone or oxybenzone.

There are a variety of ingredients that can be harmful based on the particular form or quantity in my experience: dimethicone (harmful to skin over 3%), PEG's (not harmful when larger because they do not pass through the barrier), alpha and beta hydroxy acids (harmful over 5%) and retinols (all forms are harmful except retinaldehyde). Avoiding these ingredients is much more important than using, as an example, organic isopropopanol versus regular isopropopanol.

The main reason for most people wanting organic skin care has been to get the best of both worlds; great results and healthy skin. Unfortunately, the reality is most organic skin care satisfies the first requirement, but it cannot possibly achieve great results due to the limitations described above. Using quality active ingredients that are modified from nature (but are not on their list) like chlorella, centella asiatica, niacinamide and hyaluronic acid are not allowed.



Going Au Naturel

What about natural skin care? Well, while often used in marketing, the reality is there is no such thing. The majority of skin care ingredients are produced synthetically. That being said, you can fabricate bio-identical ingredients like L-ascorbic acid, glutathione and most other vitamins and antioxidants, and their function will be close to the same. My preference is the term "holistic skin care," meaning that even though the ingredient may not have an organic certification and may be modified from its natural state or be bio-identical, it does not harm the skin. For example, dimethicone is not natural, but it is also large enough to stay exclusively on the skin's surface. The only reason it causes harm is when it suffocates the skin by creating a diffuse layer over the pores and this only occurs in amounts above 3%, in my experience. L-lactic acid damages the barrier above 5%, but below 5% it is a natural moisturizing factor.



Looking at the Big Picture

For the spa owner, the esthetician and consumer, the picture remains confusing. In skin care, there are certainly a lot of toxins being used and very few of them can be used in products labeled as organic. However, there are not any toxins that could be avoided using an organic version of each individual ingredient, since they are already separated and purified during their formation and therefore do not contain impurities.

The best of both worlds in skin care is looking for products that avoid using the no-no list of harmful ingredients above, while including the most potent and corrective ingredients without restriction. I call this category "holistic medical skin care." If your clients are drawn to organic products naturally, then prepare yourself with some of the facts included in this article so that you can offer products that create the best results, but also offer similar, non-harmful formulas. In the end, results are what bring the customers back and generate word of mouth business.

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(All websites accessed Feb. 21, 2023)



Ben Johnson, MD, is a physician, inventor and entrepreneur who has spent the last 25 years dedicated to solving some of the world's most challenging skin and health conditions. He holds multiple patents related to skin care and wellness as a result of his research and philosophies pertaining to the skin-body connection. Dr. Johnson founded Osmosis Beauty with a revolutionary approach that is changing the direction of skin care away from excessive exfoliation and renewing the focus of dermal remodeling, barrier and DNA repair, and detoxification.



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Brow Bonanza!

5 Brow Treatment Trends to Look Out For

By Leah Lynch, Beautique

The term bonanza is used to describe a situation or event that creates a sudden increase in wealth, good fortune, or profits. With these trending services in brows on the rise, it's safe to say this is going be a brow bonanza kind of year! If you haven't already started dabbling in the vast variety of budding brow services, now is your year to skyrocket your profits by bringing in some of these hot new techniques (See Top Brow Service Benefits Sidebar)!

For this article, I've gathered, in no particular order because it's impossible to choose a favorite, the hottest money-making brow trends on the market this season.

1 Brow Dye/Henna vs. Brow Tinting

Brow tinting has been tried and true for years. Gentle formulations subtly tint the hairs to make the brows come alive. However, companies are now making a brow dye that can be strategically applied to both the hair and the skin. After removal, a soft shadow stays behind on the skin that creates the perfect shape. With a little practice, you can create soft ombré effects and a look that is similar to cosmetic tattooing.

Another popular option in the same vein as this is brow henna. No longer available in just the red tones that we have seen before, but custom blended shades that can match any hair color have now hit the market. This particular service does take a little bit more time on the skin to work. Therefore, it would be a higher price for your clients, but the results do last a little longer than the dye.

2 Brow Threading

You know those clients that have brow hairs that grow so close to the surface of the skin that even after waxing you wind up tweezing away? Threading is perfect for this, as it creates a gorgeous crisp line and some of the more defined and perfect brow shapes. This technique is moderately challenging and professional certification is recommended, but it's something that you could easily practice at home removing some of the extra hair from your upper legs until you master the technique. Since people are looking for threading by name, it opens up a whole new client base once you advertise this service on your menu!

Hot Tip: Stretching of the skin is essential for mastering this technique.



3 Brow Lamination

Another service that clients are now seeking out by name is brow lamination. By using lash lifting solutions, you can artfully design and comb through the brows to set them into a full and gloriously perfect shape. Say goodbye to wild and unruly hairs, brows that grow down, up, over and across! Clients who have thinning brows, brows that look sparse and unshapely can be completely transformed. It is truly amazing what can be done with this service and the before and after transformations are always hard to believe! By simply combing these solutions through the hairs and setting the brows in place, you can fill in gaps and create more fullness and shape. Once you're done, this shape will be locked in place for up to six weeks. Most lamination services also include a tint or a dye for the perfect finish.

Hot Tip: You always want to comb the hairs in the direction of their natural growth. Sometimes you will see brow laminations shown as extremely fluffy where the hairs are brushed straight up. This can be damaging to the natural hair and cause breakage. When you are setting the brows into place, make sure to pay attention to where the hair comes out of the follicle, and see that you are not encouraging the hair to make an unnatural bend before setting it in place.

Top Brow Service Benefits

- Boosts profit margin as costs for the products are low.
- Allows for added revenue in downtime due to smaller appointment times.
- Creates an opportunity for add on treatments for facials or hair services.
- Attracts clients who are very loyal and repeat often when they find a brow expert.
- Builds more revenue from existing clients, which is easier and less expensive than finding more new clients.
- Provides the opportunity to design a whole business around brow services as they are now being enjoyed by such a wide demographic with all types of ranging tastes.

4 Microblading vs. Powder Brow

Some clients may be ready to take it all the way with cosmetic tattooing. Cosmetic tattooing requires specific training and licensing. The licensing requirements are separate from the board of cosmetology; these laws are governed by the Board of Health. It is important to check your local laws before signing up for a class to make sure that you can offer cosmetic tattooing in your area.

Microblading hit the scene almost a decade ago and made a huge impact. People were clamoring to learn this new service left and right and microblading quickly became one of the most highly requested cosmetic tattoo services. However, as the years go on and people begin to book their touch up appointments, we are noticing that after several touch ups, microblading strokes can tend to blend together into what we are ultimately calling a powder brow.



Retail opportunities are very high with brow services.

Powder brow is a machine work technique that can be done in a soft ombré effect to create the look of powder on the skin. This is a better choice for those with oily skin, as microblading can have poor retention. It's also a good option for clients who don't like the individual hair effect with space in between. There is also an advanced form of machine work called nano brows, which, similar to microblading, creates a very realistic looking hair-by-hair effect. Although the cost for professional training could be steep, the products last a long time and supplies are not too expensive. Cosmetic tattoo services can easily fetch up to $750 for your time, making them one of the most profitable brow services you can offer!

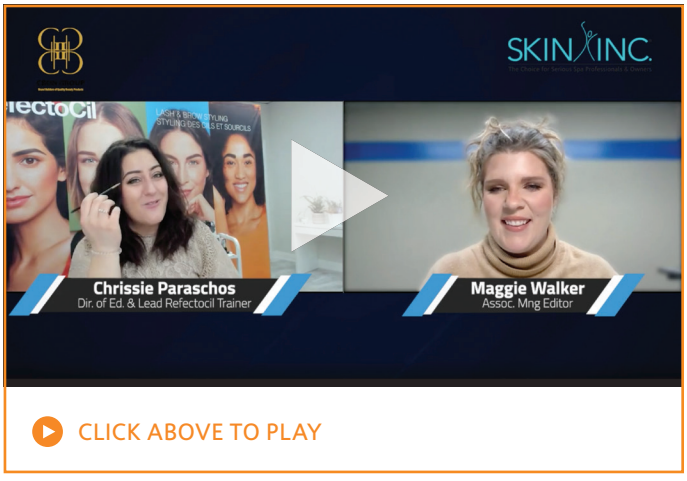
5 Brow Mapping

This can be an add-on service or an included service in some of the options you provide. Classes on mapping the brows go in depth into the precise measurements that may be necessary when trying to make the most symmetrical and natural looking enhancements possible. With the use of string colored with black or white marking, you can learn ways to map out the designs you are going to create to consult with the clients before the service. This option can take some time, so additional costs may need to be involved, as you get more comfortable. However, brow mapping can be done quite quickly and efficiently.

Retail Opportunities

Each of these services provides a great opportunity for retail as well. Brow growth serums, brow pencils, sculpting gels, aftercare kits for laminations with a take home castor oil in a mascara tube, brow brushes, the list goes on! Once clients have put their trust in you as their brow guru, they will also trust all of your home-care and retail suggestions.

Concealer, highlighter and brow soap make for the most picture-perfect finish. Brow soap can show clients what a lamination could look like and gets them excited about this as an option for next time. Stock these products in your brow back bar and also offer for retail as well.



CLICK ABOVE TO PLAY

Finishing Treatment Touches

At the end of some of these services, you could build your business even further by adding a light massage of the brow area with a calming lotion as a special touch. Slow your hands, circle the eyes and lightly pinch along the brow muscles. You can then say; "Do you ever get facials? Because we could do this for a full hour." I can't tell you how many facial clients I have gained from that one, well-placed line.

Don't forget to take your before shots when doing brow services! Before and after brow transformations are always a big hit on social platforms and make for great video content for reels and highlights.

Brow Business Boost

Have fun with it! Practice till you're perfect and price your time and services appropriately for profitability, and you can't go wrong. The world is your demographic! Male, female, young and old, everyone deserves beautiful brows. Let the bonanza begin!



Leah Lynch is an award-winning lash artist, master trainer, industry speaker, lash competition judge and the owner of Beautique. She is also the creator of Lash Mastery Academy, where lash artists can take their career to the next level by utilizing Lynch's advanced materials, manuals and curriculums to become a trainer in their area. *lashmasteryonline.com*



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Client and Team Reward Programs

20 Tips to Crafting Client and Team Loyalty

By Maritza Rodriguez and Erin Lorow, Pevonia International

Loyalty programs are not a new strategy. In fact, they are used successfully by many brick and mortar, as well as online retailers across all industries. Often, our decisions on how to invest our money are driven by our connection to a specific company, brand or location. Although we all love perks and incentives, it's important to remember that the people we connect with draw us in, creating authentic bonds that are not easily broken.

Building authentic loyalty is not simply about bringing that customer back into our doors or retaining that team member; it's primarily about offering unique memorable experiences and connectivity that clients and staff alike elect to remain part of our business' community. This is incredibly important since we know there are extensive choices when it comes to spas, shopping and employment opportunities.

Here are ten ideas to help you implement a loyalty program for clients and staff, empowering your spa to stand out within your community and remain top of mind.

10 Tips For Client Reward Programs

As a seasoned sales leader, I love creating client loyalty programs. I feel it is really a great way to achieve a better retention rate and ensure clients will remain loyal in purchasing retail from your spa. Discounts work because we all want to save money, but they're not, nor should they be, your only option. Everyone loves to receive something for free, which is why loyalty programs work so well. Why not reward spa guests so that they are loyal to your business and inspired to spend money with you? You can select which tips work best for you, and in turn, they can help increase your client retention and profitability.

1. Pick a Platform.

Not all loyalty programs are created equally depending on what platform you are using to manage your clients, which will determine what you are able to do when creating your loyalty program. Great part though, even without an operating system, you can still create a fun program that tracks your guests' purchases for a reward.

2. Establish Loyalty Cards

Don't have a tracking system? No worries, as you can still offer a fun way for your guests to earn rewards and track how much they spend. A simple loyalty card that you give to each guest, and you stamp every time they spend a certain amount of money works fantastically. Once the guest reaches a final total, they get a free retail cleanser or toner. A loyalty card is fun and an easy way to have this kind of program when you do not have the computer system in place that will track it for you. Who doesn't like to get those stamps and see how close they are to their free product? Plus, it will work to help market your business through word of mouth when they show their friends the loyalty they get from their local spa.

3. Ask Your Vendor for Help

Ask your vendor if they can create or design this card for you. It will save you on the operating budget and help to promote your vendor's brand by increasing retail purchases. It's a win-win where any brand should love the opportunity.



Reward spa guests to boost client loyalty.



4. Use Loyalty Cards for Services

You can use the loyalty card for services as well. Instead of stamping the card based on the dollars spent, stamp the card every time they come in for a service. After so many services, the guests can earn an express facial or enhancement service for free.

5. Create Loyalty Status Tiers

Another way you can create a loyalty program that will attract the spa guest to purchase more retail is to track the total amount of retail purchases all year and create loyalty status based on the level of retail investment. You can have three different loyalty status tiers (think bronze, silver and gold). Each tier gives the spa guest a different set of rewards, which increases with each tier.

6. Start With the Basics

Let the lowest amount purchased per year be level one and that level earns one free facial, and maybe their favorite skin care moisturizer at no charge.

7. Offer Tier Based Rewards

Consider offering a percentage of their retail purchases off for your higher tiers, additional free services and even spa swag to help promote your business. The tiered loyalty program is great to motivate people to earn the next level, so they get more perks.

8. Create a Point-Reward System

One of my favorite loyalty programs to offer will track the spa guests purchases, and for every dollar spent, they earn a number of points. These points are banked and can be redeemed toward at-home skin care, services or other retail purchases you offer in the spa. You can even use this type of program to help increase spa traffic on slower months by offering double points when booking a service for that month.

9. Offer Service Rewards

Increase your service bookings with a simple rewards program that is based off the number of services you book and complete. For every 12 services the guest books, give them a spa day for two at no charge. This can include a facial or hand treatment and massage, smoothie and lunch, and a spa relax kit with trial sized products that can be used during the day at the spa to enhance their relaxation. Bonus, it will help promote other services, introduce the spa to another potential guest, boost retail sales by exposing the guest to new products and earn their unwavering loyalty.

10. Tap Your Skin Care Vendor

Starting any loyalty program can be a scary undertaking, but when you choose the right vendor, these tasks can seem less overwhelming, as input and programs designed for easy implementation should be offered in some capacity by your skin care vendor. This can help take the stress off you and to find common ground on promoting the spa brand and product brand, while using very little operating costs.



Consider adding a tier based rewards program to your retail.



10 Tips for Team Loyalty

As a veteran marketer, I understand the importance of employee loyalty and how crucial every team member is to one's overall success. You can offer incredible products and services, but unless your team fully understands and shares your vision for customer service excellence, retaining clients and staff can be an uphill battle.

1. Listen

The most important part of your loyalty program is listening to your staff. This can be challenging during economic challenges, understaffing, shortages and peak times, so open communication is necessary. This can be done in numerous ways with opportunities for open feedback, a suggestion box, anonymous surveys, "no judgement" team meetings and more. If team members feel heard and understood they are more likely to stay. It's statistically proven that many employees quit because they feel under appreciated by management and not because they do not like their job.

2. Recognition Program

Everyone appreciates being recognized for their efforts. Consider building an employee recognition program with a mix of micro, informal and formal recognition (See **Recognition Example Program Guide**).

Micro recognition. Use micro recognition to build loyalty in a quick and straightforward way.

Informal recognition. This is also a terrific way to inspire longevity. It can be done with a low budget and should be spontaneous.

Formal recognition. This is also a wonderful way to reward loyalty. This is a more structured approach to recognize staff and requires more planning.

3. Birthday and Social Media Shout Outs

Celebrate employee birthdays and recognize special achievements and loyalty via your spa's social media channels. This shows your team that you appreciate their loyalty and support to the spa. It is a simple, yet effective way to show that you are proud of them and their accomplishments and want others to know.

Recognition Example Program Guide

Micro recognition examples: thank you cards, surprise treats, sticky notes or posting on a bulletin board for day-to-day recognition.

Informal recognition examples: given to individuals or teams when projects are completed, milestones are reached or goals are achieved.

Formal recognition examples: a ceremony or event to recognize staff.

4. Digital Wall of Fame

Use a digital photo frame to recognize team members who have achieved loyalty milestones (e.g. work anniversaries). If you prefer a bulletin board, you can create the graphics using Word, Powerpoint or Canva. Just include a nice selfie of the employees, employment anniversary dates and a few fun facts about each. Print, frame and display these on a board or a wall where the team can see them.

5. Employee Appreciation Event and Professional Development Opportunities

Host a special event where it is all about your team. This can be done on a day and time when the spa is normally slower or on a day where you block a few

hours for the event. Be sure to include a team-building experience. If you want to include the staff's family, host it on a weekend or on a day the spa is closed at either a local park or fun venue. Include food, refreshments and activities for the entire family. Offer professional development opportunities so that staff know there is a path to growth within your spa.

6. Rotating Trophy

Purchase a performance excellence trophy. Select a team member each week that has outperformed with management, clients or peers. Present the next winner during weekly team meetings and ask the previous winner to do the honor of passing it on.

7. Gratitude Box

Encourage clients and staff to express written gratitude. This can be as simple as creating small strips of paper with "Grateful To (Name)," "Grateful For (Reason)," "From (Client or Peer Name)." The strips can be placed in a nice basket with pens at the front desk and in the breakroom. Clients and team members can fill these out any time and then drop them into the respective gratitude box. This helps your team recognize daily wins and sets an environment of praise and appreciation.

a. You can use beautiful hat boxes or gift boxes and just cut out a slit at the top of it.
b. Place a flyer in a frame or acrylic holder with the spa logo and the message: "Use our Gratitude Box to Give Praise"! Or you can just place a label on the hat/gift box.
c. Check boxes weekly and then call out praise during weekly staff meetings. Assign five points for every gratitude slip and then reward staff when they reach a certain number of gratitude slips with selections from tip No. 8.



8. Treasure Chest and Drawings

Purchase a treasure chest and fill it with all kinds of cool goodies. These can include gift cards, products from vendors, cool accessories, beauty tools and more! Team members can select from the treasure chest when they reach a number of gratitude slips. You can also hand out raffle tickets and host fun giveaways during team meetings.

9. Loyalty Points

Offer team members opportunities to earn loyalty points. Establish your point system (on time = X points, gratitude slips = X points, rotating trophy = X points, no unexcused absences = X points, etc.). Staff can redeem loyalty points towards spa time, extended breaks, tickets to a special event, an extra day off, etc. These perks can go a really long way because they show your team that you care about them beyond their role. Create a Loyalty Points document and list all of the rewards and the number of points needed for each (i.e., Extended break = 100 points, Museum for 2 = 200 points, Concert for 2 = 300 points, Spa Time = 500 points, etc.). Place it in the breakroom and allow team members to redeem their points monthly, quarterly or annually.

10. Share Enthusiastically

Once you have defined your loyalty program, be sure to share it with great enthusiasm. Include it with all onboarding documentation. Schedule a team meeting to present the program and speak to your vision and key milestones. Ask a few long-term team members in advance if they would be willing to share what they love most about being part of the business and their role.



Maritza Rodriguez is the global vice president of marketing and communications for Pevonia International and its related brands. She has worked with some of the most renowned professional skin care brands on image and marketing.



Erin Marano has worked in the spa industry for over a decade, consulting high-end spas for enhanced success. She is currently the national director of sales for Pevonia Natural Skincare, and she works directly with the Executive Team on innovative strategies for market and revenue growth.



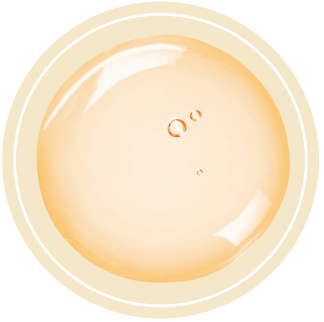
WHAT'S MY ROUTINE?

BRIAN GOODWIN

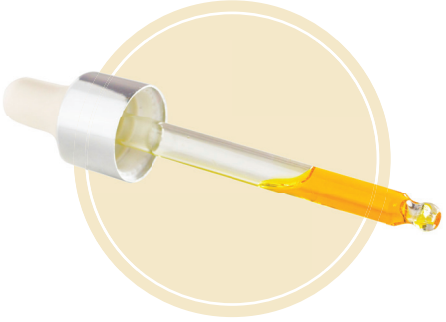
INTERNATIONAL EDUCATOR FOR ÉMINENCE ORGANIC SKIN CARE

CORRECTIVE SKIN CARE ROUTINE

My skin has been through the gamut of pesky problems over the years, including acne, sensitized areas, extreme oiliness, desert-level dryness, as well as allergic reactions caused by natural allergens and various chemicals used to scent the air and wash linens. If there's anything I've learned through my efforts to protect the skin and prevent these challenges (and treat any symptoms), it's that successfully curating a skin care routine all comes back to helping the skin to do its job and function through a strong protective barrier. Here is my current routine that has improved the health and resilience of my skin.

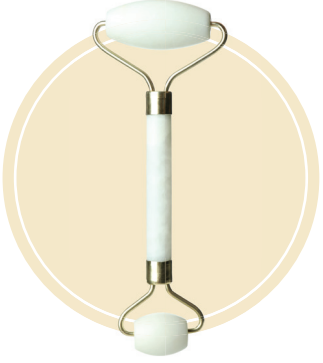


Step 1. Gentle Cleansing: Dare I say it—as I've aged, my skin's need for a foamy cleanser has diminished and it functions much better with cream cleansers. However, I mentally need to see foam when I'm cleansing to believe it's working, which is why I use Éminence's Stone Crop Gel Wash to satisfy that need.



Step 2. Multi-tasking Treatments: Two times a week, I use our Turmeric Energizing Treatment to brighten and refresh my skin. I also love using this before going to a special event—my skin looks and feels like glass, and it instantly increases radiance —even if I only leave it on for two minutes in the shower with steam!

Step 3. Pollution Protection with Potent Antioxidants: With the amount of traveling that I do, protection against pollution is essential in my routine. This is why I use Éminence's Citrus & Kale Potent C+E Serum daily.



Step 4. Facial Massage: I've recently started using the Rad Face Roller after applying my serums, especially in the morning when I wake up a little puffy. I'm in love with it; it's like a super gua sha that helps increase circulation and encourages lymphatic drainage.

Step 5. Whether I'm traveling or not, a protective daytime moisturizer and restorative nighttime moisturizer are essential steps in my routine. During the day, SPF is a must (for everyone I might add), and I use Éminence's Lilikoi Mineral Defense Moisturizer SPF 40 to protect my skin from harmful UV rays as well as other environmental stressors. In the evening, I turn to two trusted products to deeply hydrate and repair my skin while I sleep. First, I use our Echinacea Recovery Cream. Then, I use Éminence's Camellia Glow Solid Face Oil, which I either mix with the Echinacea Recovery Cream or layer on top. I will often use this face oil with my Rad Face Roller for some extra pampering before bed.

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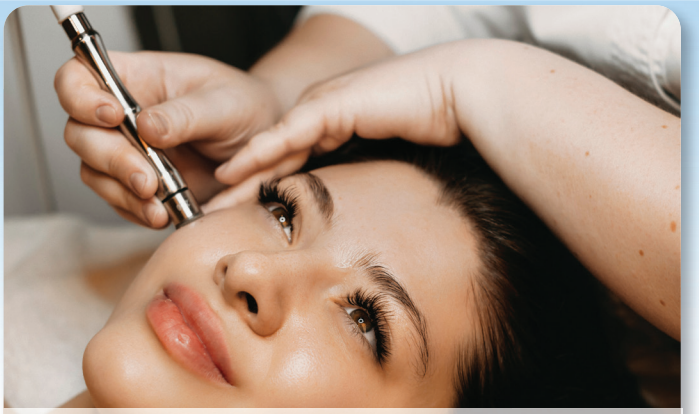

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Mastic

By Rachel Grabenhofer and Katie Anderson

Herbal remedies rooted in Ayurveda and Traditional Chinese Medicine have attracted consumers for decades, especially now, amidst the trends for slow beauty and self-care. Despite modern medical and technological advances, traditional medicine speaks to a primal desire to find solutions in nature and to make a nostalgic connection with the ancient past. This demand for herbal medicine will only grow larger – the market is expected to expand from $165.66 billion in 2022 to $347.50 billion by 2029 (a CAGR of 11.16%).[1]

Mastic has a place within this space. This aromatic resin from the *Pistacia lentiscus* or mastic tree has captured the attention of the Ancients throughout history.[2] For example, as far back as 5,000 years ago, Egyptians used mastic to flavor a type of sausage called Mombar Mahshy, which has been found in ancient tombs.[3]

The mastic tree traditionally grows on the island of Chios in Greece. The oozing sap or residue from this plant forms tear-shaped droplets, earning mastic the nickname *tears of Chios*. Upon extraction, the mastic dries and forms translucent pieces of resin that, when chewed, soften and become a bright white, opaque gum with a pine or cedar flavor.[2] In fact, the word *mastic* has the same roots as the English masticate, which means "to gnash one's teeth."[3]

The first mention of mastic "tears" was in ancient Greece by Hippocrates, the father of medicine, who reportedly used the material to prevent digestive

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problems and colds, and as a breath freshener. The Romans used it with honey, pepper and egg in the spiced wine *conditum paradoxum*. The Roman physician Galen prescribed it for bronchitis and to improve blood, and in India and Persia, it was used to fill dental cavities.[3] Mastic is also still used as a flavoring agent mainly in bakery products, confectionery, jams, ice cream, chocolate, beverages, tea and liquors.[4]

Beauty and Health Applications

Mastic has had many medicinal uses throughout antiquity, but was also used in beauty applications. Dioscorides, writing in the first century A.D., reported Greek women using the resin to attach false eyelashes. During the Ottoman Empire, members of the sultan's harem were said to have freshened their breaths and whitened their teeth with it.[3] It was additionally used as a cosmetic agent for cleaning the face and body, as an active ingredient in: creams, ointments, cosmetic waters/perfumes, masks, mouthwashes, dietary supplements (tablets, digestive capsules, powders, etc.), and other pharmaceutical formulations.[4]

One source recently reported there is substantial evidence linking mastic's benefits to its anti-inflammatory and anti-oxidative properties.[5] Additional claims include acting as an oral antiseptic by targeting harmful bacteria, reducing cholesterol, and imparting antimicrobial, antifungal, antioxidant, anti-inflammatory and anti-cancer properties.[3,6] Recognizing its therapeutic value, the European Medicines Agency even included mastic in the category of traditional herbal medicines, approving its use for mild dyspeptic disorders and for inflammation or minor lesions of the skin.[6,7,8]

Active Constituents

The exact composition of mastic is not known and can vary in nature. The resin is said to consist of more than 80 active and aromatic ingredients, which explains its global utility in food, pharmaceuticals, medicines, etc. These ingredients include: natural polymers, volatile and aromatic substances comprising the essential oil, terpenes. phytosterols, polyphenols, arabinogalactan proteins, and a number of other substances, some of which reportedly have been discovered for the first time in nature.[4]

In one study, the essential oil and gum of *Pistacia lentiscus* were examined for its natural antimicrobial properties. Here, the major components identified included alpha-pinene, beta-myrcene, beta-pinene, limonene and beta-caryophyllene. In addition, several trace components appearing to contribute to mastic's antibacterial activity were identified: verbenone, alpha-terpineol and linalool.[9]

However, the bioavailability of these entities is not fully understood. Furthermore, the precise mechanisms underlying mastic's benefits remain largely unknown.[5]

Skin Benefits

According to one consumer source, mastic gum is known for its ability to improve the health of skin by controlling sebum to reduce oiliness and the associated acne and breakouts.[8] It also can act as an astringent, tightening and toning skin and visibly improving the appearance of pores.

In relation, one cosmetic ingredient supplier launched a product a few years ago based on mastic and touting these properties.[10] The company claimed it "minimizes the appearance of pores and reduces skin impurities, and mattifies the skin by reducing sebum production



while increasing skin hydration." The ingredient also was reported to fight shine, blemishes and clogged pores, create a smooth, matte finish, and manage imperfections to keep skin clear. Around the same time, the company additionally launched a retinol alternative based on mastic with "strong anti-aging effects."[a]

The same consumer source reports that mastic gum also boosts collagen production in skin, reduces fine lines and wrinkles, and improves the clarity and radiance of skin.[8] A recent study published in the *Indian Journal of Forensic Medicine & Toxicology* seems to support this statement. Here, a wound treated with mastic gum resin formed a normal epidermis, and in the dermis, collagen fibers were found to be thicker and denser.[11]

[a] *Poreaway (INCI: Pistacia Lentiscus (Mastic) Gum (and) Lecithin (and) Glycerin (and) Alcohol (and) Water (Aqua)) and b NovoRetin (INCI: Pistacia Lentiscus Gum/Pistacia Lentiscus (Mastic) Gum (and) Hydrogenated Lecithin (and) Phenethyl Alcohol (and) Ethylhexylglycerin (and) Caprylic/Capric Triglyceride (and) Water (Aqua)) are products of Mibelle AG Biochemistry.*

Finally, mastic is reported to clear, refine and sooth irritated skin, reducing redness to even out and balance skin tone.[8] As a result, the skin is said to appear smoother and matte. A study published in *Phytomedicine* appears to concur. This work demonstrated that topical treatment with mastic significantly ameliorated inflammatory and pruritic responses in allergic dermatitis.[12]

In the Spa

This plant resin has found its way into many spa products thanks to its skin tightening and clearing properties. This ingredient is found in a myriad of treatments ranging from anti-aging to clarifying to hydrating.

The Spa E in Miami, FL features this ingredient in its Say Goodbye to Dry facial (60 min., $195), which aims to restore the moisture barrier and reduce dryness while enveloping the skin in a rich layer of moisture. The Eden Roc Spa utilizes mastic in a completely different way in their Natura Bisse Diamond Experience Life Infusion Ritual facial (90 min., $250), which aims to renew, firm and revitalize the skin. In this facial, mastic targets fine lines and wrinkles to reduce premature aging and increase elasticity in the skin.

When it comes to mastic though, we would be remiss if we didn't mention Lira Clinical—a brand truly dedicated to the ingredient. Their MASQ-tech method is based on understanding how mastiha works best in specific skin care formulations, and you can find this represented in their MYSTIQ and ICE Lines. The MYSTIQ line aims to bring illumination and radiance to the skin by brightening it,



Mastic can be found in anti-aging, hydrating and clarifying skin care products.



Mastic gum resin flows from the mastic tree, traditionally found from the Chios island in Greece.

while the ICE line focuses on reducing redness and inflammation and preventing future pigmentation.

The acne-fighting benefits of this ingredient really comes into play in OM4 Men's Oil Balancing and Breakout Brew. This gel-based serum combines mastic with salicylic acid and St. John's Wort to balance oil production, while also calming the skin to help achieve an overall healthy and balanced complexion. The use of mastic in this product keeps the skin calm and reduces inflammation while targeting and treating breakouts.

Mastic's versatility is shown when it is used in Amarte's Wonder Cream. This product helps to diminish freckles and sunspots, reduce wrinkles and exfoliate the skin for a healthy complexion. Working alongside star ingredients like pearl powder, mushroom and caviar extract, mastic aids in achieving a youthful appearance while boosting collagen.

Conclusions

Mastic is an ingredient of many uses. It plays a fantastic role in pairing well with numerous active ingredients to make for a healthier and more balanced complexion. Whether dryness, aging or acne is of concern, this is an ingredient to help treat skin of all ages. Ancient wisdom and traditional medicine are not such a far cry as they might seem for modern skin care issues. The tears of Chios are a prime example.

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

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Ask The Esty

With Deedee Crossett

Q: "How do we market services to Gen Z, a generation that many of us struggle to understand?"

A: Keep this in mind: Gen Z cares about the planet, they don't think money and working hard is "everything" and they are influenced by their peers.

If you are looking to attract this new generation, make sure your product line is gender neutral, recycled packaging and ideally has some community based focus. For example, if every product sold or facial offered plants a tree that is motivating. Your consultation card, retail space and promos should avoid gender stereotypes. For example, you don't need to ask the client if they are male or female to ask if they are pregnant or expecting.

Marketing should be visual and direct. They will not spend time reading marketing material until they are invested into a brand. If you are not familiar with TikTok, Instagram or other social media platforms find someone to do it for you. Having a poor media presence will damage your brand more than not having one at all.

Finally, focus on skin concerns like acne and sensitive skin. Provide health tips along with product offerings. If you are only "selling," this generation will be turned off to your brand quickly! This generation, when committed, will bring a following and will market for you. Enjoy expanding your client base!





Founder and owner of the San Francisco Institute of Esthetics and Cosmetology since 2002, **Deedee Crossett** is an industry pioneer for raising the bar of undergraduate education for cosmetologists and estheticians. She can be reached at *www.facebook.com/deedee.crossett* and Twitter @DeedeeCrossett.

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