www.SkinInc.com

MAY 2023

# SKIN INC.®

The Choice for Serious Spa Professionals & Owners



## THE FUTURE OF FREQUENCIES

Adding LED Services to Your Treatment Room

The Pathway to Understanding **Pigmentation**

**Stress & Skin**
What's the Connection?

Cover sponsored by Ward Photonics

Learn more about using LED in the treatment room on Page 22.

Allured business media




# Power to the Peel

Award-winning Acne Peel #1 reduces acne, brightens skin, and smooths fine lines.

With a potent acid blend:

- TCA (Trichloroacetic Acid)
- L-mandelic acid
- L-lactic acid
- Kojic acid



face reality®

SKINCARE

# Treat Acne. Change Lives. Grow Your Business.







"One thing I would tell other estheticians is to specialize in something you're passionate about and run with it. Becoming a Certified Face Reality Acne Expert has been a game changer for my business and the long-term results I am able to provide my clients."




## Cara Dempsey

2022 ACNE EXPERT OF THE YEAR

crueltyfree

90 VISIBLE RESULTS IN 90 DAYS.*

VOTED BEST ACNE LINE BY ASSOCIATED SKIN CARE PROFESSIONALS

Join the #1 Professional Acne Brand

*Based on using both professional treatments and home care products under the guidance of a trained face reality aesthetician (Certified Acne Expert). Results may vary.

© 2023. Face Reality, LLC. All Rights Reserved.

# OCEANIC VITALITY SERUM

## ANTIOXIDANT RADIANCE




HOLISTIC APPROACH TO
HYPERPIGMENTATION



PIGMENTATION
– SOLUTIONS –

# OCEANIC VITALITY SERUM

## THE MISSING LINK FOR AM PROTECTION & LIGHTENING SUPPORT

With over two years of research, Pigmentation Solutions' newest formula, Oceanic Vitality Serum, uses advanced technology with a marine-lightening agent similar to seaweed to work on both melanosome transfer and tyrosinase activity. A powerful ally against unwanted pigmentation, it's perfect for sun-induced pigmentation and photo-aging skin.

## **OCEANIC VITALITY SERUM** IS YOUR AM ANSWER FOR PROTECTIVE ANTIOXIDANTS AND BRIGHTENING BENEFITS.

With a gentle enzyme-like action, it draws on valuable benefits from the ocean's resources, tapping into the power of brown algae to inhibit pigmentation. Ascophyllum Nodosum (a.k.a. Norwegian Kelp) is rich in naturally-occurring polyphenols. These micronutrients are extremely high in antioxidants and produce several skin-health and brightening benefits:

- Reduces melanin synthesis by inhibiting tyrosinase and dendrite function.
- Provides gentle exfoliation by stimulating the stratum corneum chymotryptic enzyme (SCCE).
- Supplies free radical protection against aging skin and the appearance of dark spots.
- Rich in vitamins, minerals and amino acids.
- Restores hydration and a natural pH balance.
- Aids the healing process in sun-damaged skin.

**BISABOLOL (L-ALPHA)** – a potent antioxidant that inhibits melanin synthesis and provides a significant lightening effect in pigmented skin, decreases inflammation, provides antimicrobial support and reduces the visible signs of aging.

**PLANTAIN LEAF EXTRACT** – powerful plant stem cells that repair the loss of firmness and elasticity and prevent melanin overproduction by strengthening and soothing inflammatory properties; protects against oxidative stress and UV radiation, prevents decline in protein synthesis, promotes a longer, healthier lifespan for skin cells and reduces fine lines and wrinkles.

**GREAT MULLEIN FLOWER** – a soothing botanical with phytochemicals and strong antioxidant properties; reduces skin sensitivities and oxidative stress, moisturizes, provides antibacterial support, enhances skin elasticity and resistance and aids healing during tissue regeneration due to its anti-inflammatory effect.




This is a great addition to any brightening program to reduce redness and inflammation, brighten skin and provide free radical-fighting antioxidant support.

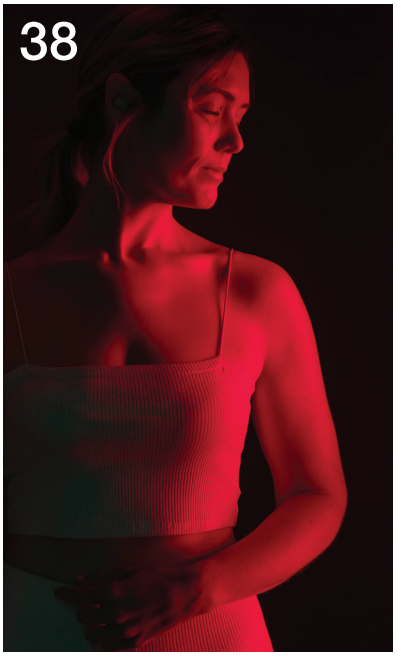
RHONDA | Ra | ALLISON

For more information visit RAPigmentationSolutions.com or RhondaAllison.com










# CONTENTS

MAY 2023 | VOLUME 35, NUMBER 5

## Hyperpigmentation

16 **Inclusive Sun Care**
By Irene Macabante

32 **Pathways to Pigmentation**
By Shannon Esau

36 **The Bright Side**
Brightening and illuminating products

42 ***Protocols in Practice*: Brightening**
Get inspired by these brightening protocols.

DM3 **[VIDEO] Diamond Luminous Facial Protocol**
Video showcasing the full protocol of this brightening facial.

48 **Seeing Red**
By Ering Madigan-Fleck

54 **Jar Deconstructed: Strawberry**
By Rachel Grabenhofer

## Body

SPONSORED
22 **The Future of Aesthetics Lies in Frequencies**
By Ward Photonics

38 **Treating the Body with LED**
By Brenda Stevens

43 ***Industry Input*: Body Wrap Tips**
Read industry experts' top tips on body wrap treatmetns.

## Self Care

SPONSORED
26 **Global Wellness Trends**
By Sherrie Tennessee

44 **Connecting Stress & Skin Conditions**
By Susan Wade

64 **Ask the Esty: Prioritizing Self-Care**
By Deedee Crossett

# POWERED BY SCIENCE.

## LOVED WORLDWIDE




★★★★★

**OVER 36,000 5-STAR REVIEWS/RATINGS***

PHYSICIAN DEVELOPED

Physician-developed lash, brow, and hair solutions with a global following–for good reason. Game-changing, proprietary technology delivers unprecedented results for lush, natural lashes, brows, and hair.

To learn how to save 10% on your first order when you become an authorized RevitaLash® Cosmetics reseller, and gain free access to our retail growth-driven loyalty program, please call 877.909.5274 or email customerservice@revitalash.com. Limited time offer expires June 30, 2023.

REVITALASH®
COSMETICS

ETERNALLY PINK®– RevitaLash® Cosmetics honors the courage and strength of our Co-Founder, Gayle Brinkenhoff, and that of women everywhere by supporting breast cancer awareness, research and education initiatives year-round, not just in October. This is our Eternally Pink pledge.

*An aggregated total of all five-star reviews/ratings globally as of 10/6/2022. RevitaLash® Advanced and RevitaLash® Advanced Sensitive not available in CA. ©2023 Athena Cosmetics, Inc.

# CONTENTS

MAY 2023 | VOLUME 35, NUMBER 5




## Business

8 On My Radar: Adventure Awaits
By Maggie Walker

14 SPONSORED
3 Ingredients for Boosting Lash and Brow Health
By Rocasuba, Inc.

30 Now Trending: Skin Flooding
By Marisa Sobotka

60 Spa Interior: Leaf Spa
By Marisa Sobotka

60 [VIDEO] Cleansing vs. Disinfecting
With Virox Technologies, Inc.

## In Every Issue

10 New Products
12 Happenings
62 Advertisers' Index

SKIN INC. CREATORS OF FACE & BODY
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
DIRECTOR OF EVENTS — Christine Meehan
MARKETING & CREATIVE DIRECTOR — Kim Fry
DIGITAL PRODUCTS DIRECTOR — Rose Southard

Allured business media

### OTHER ALLURED PRODUCTS

*Face & Body* Skin Care Show
*Cosmetics & Toiletries* magazine
*Cosmetics & Toiletries* magazine: *Portuguese edition*
*Global Cosmetic Industry* magazine
*Beauty Accelerate*
*Perfumer & Flavorist* + magazine
*Flavorcon*
*World Perfumery Congress*
*Beauty Launchpad* magazine
*Beauty Go Pro Show*
*MedEsthetics* magazine
*Wellspa 360* magazine
*Wellspa 360 Expo*
*Nailpro* magazine
*Nailpro Show*

**For subscriptions:** Subscribe online: ***www.SkinInc.com/subscribe***

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

Print subscriptions: Available free to qualified individuals located in the United States.
All other countries may subscribe to the digital edition.

**Change of address:** In ordering a change of address, give both the old and new addresses. Allow two months for change to become effective. The publisher will attempt to handle unsolicited articles with care, but the magazine assumes no responsibility for them. Materials will be returned only if accompanied by a self-addressed envelope with return postage. Address inquiries regarding editorial policy and writer guidelines to the editor. The acceptance of advertising does not necessarily carry the endorsement of the publisher.

*Skin Inc.* (ISSN 0898-6525) is published monthly by Allured Business Media.
Address: *Skin Inc.* magazine, 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403.
*www.SkinInc.com*
All correspondence regarding business, editorial, advertising and production should be sent to *Skin Inc.* magazine, 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403. Periodicals postage paid at Carol Stream, IL and additional mailing offices.

**Postmaster:** Send address changes to *Skin Inc.* magazine, PO Box 3009, Northbrook, IL 60065-3009.

Allured Business Media makes all attempts to publish accurate information; however, this publication may contain technical inaccuracies or typographical errors. The reader assumes all risks concerning the suitability and accuracy of the information within this publication. Allured Business Media assumes no responsibility for and disclaims all liability for any such inaccuracies, errors or omissions in this publication and in other documentation referred to within or affiliated with this publication.

**Copyright 2023** Reproduction in whole or in part without permission is strictly prohibited.

*Skin Inc.* is a registered trademark of *Allured Publishing Corporation.*



bioelements

# oh so bright

NEW clinical treatments to brighten dark spots, even tone, deliver radiance + fight visible signs of photoaging

BIOELEMENTS SIGNATURE VC10 CONCENTRATION OF 10% VITAMIN C
TRIPLE-SOURCED FROM C DERIVATIVES + ACEROLA CHERRIES




## vc10 nightly bright™

overnight brightening creme

a blend of perilla frutescens + alpha arbutin, licorice root + niacinamide

**89%** brightens skin tone
**91%** complexion is more radiant
**95%** skin feels hydrated
**97%** skin feels nourished

based on a 56-day consumer perception study of 105 women, 35-52 years of age. subjects recruited were from all races, ethnicities and skin types to the extent possible.

## vc10 pro bright™

power treatment for all treatment room activity tiers

niacinamide, mandelic acid + an azelaic acid derivative

get started with bioelements in your treatment room today. apply to be an authorized reseller or shop on bioelements.com/pros

# On My Radar

## Adventure Awaits



**MAGGIE WALKER**
Associate Managing Editor
mwalker@allured.com

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

**May is going to be a very busy month for me,** filled with a lot of travel. At the beginning of May, I am going to be heading to warmer, sunnier tides in Italy and right after I get back, I will be heading straight to ISPA in Las Vegas. Much like how I am going on an adventure, my skin also tends to go through a journey whenever I travel. At this point, I have mastered the products I need to bring to make my skin love me, even with all of the changes. Here are my go-to grabs when it comes to what my skin and body need when I travel.

### 1 Bath Soak




One thing both of these trips have in common is that I am going to be on my feet A LOT. I absolutely love to bring some bath salts with me when I plan to do a lot of walking, just to soak my feet specifically. The Crystal Hills Organics Crystal Dreams Bath Salts are an excellent option while traveling, as they are infused with essential oils like lavender, ylang-ylang and geranium, as well as amethyst crystals to help manifest more zen.
*www.crystalhills.com*

### 2 Hydrating Mist




I swear something about the air on a plane just sucks all of the moisture out of the skin, so having a wonderfully hydrating mist to apply during the flight, as well as after you land, is key to keeping the skin hydrated. The Circadia Blueberry and White Tea Hydrating Mist is just what the doctor ordered for this. While this mist is not in a travel size, I like to (very carefully) pour the mist into my travel size spray bottle, so I can bring it with me on the plane and spritz my skin whenever it is feeling dry.
*https://circadia.com*

### 3 Sheet Mask

When it comes to traveling, I still love to get my mask time in, but traveling with masks can be tricky. That's why my go-to move is to grab a few sheet masks that I can use during my vacation. The I MASK Hydrating Hydrogel sheet mask from Image Skincare is perfect for this. As we know, I am a dry skin girly, so I love the hydrating aspect of this mask, as well as its cooling and soothing properties and its small size makes it ideal for traveling.
*https://imageskincare.com*




### 4 Sun Protection




There are two things you should know about me: I am incredibly pale, and I love to glam myself up. However, as we all know, makeup does not provide nearly enough SPF coverage, so you can see how this might cause some issues when I'm doing my outdoor excursions on my vacation trips. That's why I turn to the Seriously Fab Zinc It Over SPF Mist. My favorite is the Fresh Greens because it provides a nice cucumber scent that is even more soothing when out in the hot sun. This mist can be used as a setting spray, while keeping me wonderfully protected.
*https://seriouslyfab.com*

### 5 Squeaky Clean

You might be thinking, duh Maggie, you need to cleanse your skin while on a trip, but finding a travel friendly cleanser can be a bit of a challenge. However, the 4-in1 Cleansing Sponge by Alana Mitchell is my favorite cleanser to bring on my trips because it is so travel friendly. These little cotton balls are small, and all you have to do is add some water to get a nice deep clean that brightens the complexion and is hassle free, mess free and easy to throw in your travel bag.
*www.skincarebyalana.com*



Discover the

# Tropical Superfood *Collection*

Potent Botanicals for Bright, Healthy-looking Skin




Build a lasting partnership with Éminence Organics! Scan this code to learn about partnership features.

ÉMINENCE 14 YEARS in a Row FAVORITE SKIN CARE LINE Voted by Spa Professionals

É ÉMINENCE ORGANIC SKIN CARE
HUNGARY · SINCE 1958

www.eminenceorganics.com

FORESTS FOR THE FUTURE
ÉMINENCE WILL PLANT A TREE FOR EVERY PRODUCT SOLD

# NEW PRODUCTS

Highlighting the very latest in skin care products and equipment

## High-Performance Sheet Masks

**Lalele Phytoactive Skincare**

*www.lalele.com*

Lalele Phytoactive Skincare launched four high-performance sheet masks including the Ageless Mask, the Ultimate Indulgence Mask, the Sensitivity Rescue Mask and the Blemish Defense Mask.




## BIOME+ Collection

**Image Skincare**

*www.imageskincare.com*

The eco-friendly collection is formulated to protect the skin microbiome and defend against visible signs of stress.







## Black Girl Sunscreen

**Make It Pop**

*www.blackgirlsunscreen.com*

Formulated with Broad Spectrum SPF 50, hyaluronic acid, tripeptides, and jojoba, this sun gloss hydrates and nourishes lips, while also providing vital sun protection.

## Retinal .02% Serum

**ilike organic skin care**

*www.szepelet.com*

The serum helps cell reproduction by exfoliating the skin, promoting collagen production and reducing the appearance of wrinkles.







## Deep Moisturizing Oil

**Cellex-C Botanicals**

*www.cellex-c.com*

The Deep Moisturizing Oil is formulated with a combination of botanical extracts and lipids, which nourish, de-stress and detoxify the skin, while providing the ultimate deep moisturization.




## DNA³ Complex Recovery Night Cream

**Ultraceuticals**

*www.ultraceuticals.com*

The night cream contains Dynamic Night Activator3 Complex, a triple-enzyme complex that works with the skin's natural night-time renewal cycle to deeply rejuvenate the appearance of the skin.




## Masque Age Refill Summum

**Guinot USA**

*www.guinotusa.com*

The mask is a nighttime intensive anti-aging treatment meant to be used three nights in a row every other week to stimulate the epidermal regeneration process.

## Serum 71

**Circadia**

*www.circadia.com*

Serum 71 has an immune-boosting, nutrient-rich formulation with a powerful trio of tranexamic, mandelic and azelaic ac







## Bye Acne

**Solawave**

*www.solawave.co*

Solawave Bye Acne is a three-minute blue and red light therapy spot treatment that is FDA-cleared to treat mild to moderate acne.

## Chella Drama & Shade Mini Mascara Set

**Chella**

*www.chella.com*

Chella Drama & Shade Mini Mascara Set includes four Mini Good Drama Mascaras in black, brown, burgundy and blue, providing bold, long-lasting looks on the go.







## Clarifying Enzyme Exfoliating Scrub

**Kerstin Florian**

*www.kerstinflorian.com*

Kerstin Florian Clarifying Enzyme Exfoliating Scrub uses a trio of all natural brighteners to refine and renew the skin.

## Oceanic Acne Defense Line

**Elina Organics**

*www.elinaorganics.com*

Elina Organics' Oceanic Acne Defense line features its Oceanic Resurfacing Mask, Oceanic Face Cooling Infusion and the Oceanic Acne Defense Lotion.




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

## INDUSTRY UPDATES



**DermTech Melanoma Test Now Covering 9M Additional Lives with Veteran's Health Association**

DermTech announced that the U.S. General Services Administration has recommended the company's foundational assay included in the DermTech Melanoma Test (DMT) for coverage by Veterans Health Administration (VHA). This coverage recommendation makes the foundational assay of the DMT available to the VHA's over nine million enrolled Veterans.

## TREATMENT INSPIRATION



**Meliá Chiang Mai Celebrates First Anniversary with Coconut Spa Experience**

Meliá Chiang Mai is celebrating it's one year anniversary in April of 2023. To celebrate, the resort is offering a variety of experiences to mark the milestone including a spa journey dedicated to coconuts. YHI Spa will kick of festivities by offering a new package dedicated to coconuts designed to detoxify and rejuvenate the skin.

## OPENINGS, MOVES & GROWTH



**Augustinus Bader Opens First Standalone Skin Lab to Provide Its Signature "The Method" Facial**

Augustinus Bader announced the opening of its first standalone "Skin Lab" in the U.S., located inside of the luxury multi-brand retailer, The Webster in Soho, New York. The top-floor spa treatment space will feature a dedicated Augustinus Bader esthetician providing a variety of treatments, in addition to a personalized skin analysis and skin care consultation, utilizing the brand's signature "The Method" facial.

## COLLABORATIONS



**Hydrafacial & Omorovicza Partner on Booster that Provides Curative Powers of Budapest's Thermal Baths**

Hydrafacial announced the global launch of a new booster co-created with Hungarian skin care brand, Omorovicza. The booster leverages Omorovicza's patented Healing Concentrate to unlock a youthful complexion, leaving skin feeling rejuvenated.



**SkinCeuticals Partners with Cavendish Clinic to Open 9th SkinLab Location**

SkinCeuticals announced the opening of the brand's tenth SkinLab location, SkinCeuticals SkinLab by Cavendish Clinic, located in Santa Monica, California. The clinic is an integrated skin care destination the offers advanced, doctor-approved services. The new location, in partnership with SkinCeuticals UK partner, Cavendish Clinic and overseen by double board-certified facial plastic surgeon, Dr. Keith Marcus, is the latest addition to the SkinCeuticals SkinLab network.

*Photos courtesy of companies featured.*

# Treat the **Entire** Body from **Head** to **Toe**



Body care is often an overlooked aspect of skincare, but why? The skin on the body is just as important. It experiences the same issues as the skin on the face. And, as most professionals know, skin on the neck, décolletage, and hands can be quite telling--even when the skin on the face looks good. With DiamondTome, taking care of your client's skin from head to toe is possible with our beautiful diamond-tip body wands. Our body wands come in various grits, sizes, and shapes. They glide beautifully around the natural curves of any body part and provide instant results. With our wands, you can soften elbows, knees, and heels. You can exfoliate shoulders, backs, arms, and legs. With DiamondTome, full-body treatments have never been easier or more effective; add them to your treatment menu and become an #ExfoliationExpert today!

DIAMONDTOME®

THE EXFOLIATION EXPERTS




Contact us today for more information:
1-866-325-8247 | info@diamondtome.com
diamondtome.com |




# 3 Ingredients For Boosting Lash and Brow Health

By ROCASUBA, Inc.

When it comes to treating the skin, hair health can often be forgotten about, but being knowledgeable on lash, brow and scalp health can elevate your services to the next level for your clients. There are a myriad of treatments that can lead to clients asking questions about improving their lash and brow health including eyebrow waxing, lash lifts, lash extensions, microblading, brow lamination, lash tinting and many more.

Educating yourself on the proper products and ingredients is key to helping your clients achieve their lash and brow goals. RapidLash®, a pioneer in lash and brow innovations, is one such brand that has products from lash serums, to mascara, to brow serums and beyond that are all formulated with vital ingredients crucial to maintaining hair health. To understand, what ingredients to turn to, it's important to understand what could be causing your client's brittle or sparse brows and lashes.




## Hair Damage Causes

When clients are experiencing brittle or thin hair in the lashes and brows, there are a lot of contributing factors that can be accounted for. For example, a lot of women experience lash loss after pregnancy, and many clients notice their lash health begins to falter after having lash extensions for an extended period of time. "As a board-certified dermatologist, I actually do not encourage my patients to get lash extensions, primarily because frequent applications and removal of the extensions can result in loss of lashes over time," said Lian A. Mack, MD, board certified dermatologist.

Modern day factors that can contribute to more brittle hair include environmental and light pollution. "While there are no studies looking at pollutants and their effect on the hair, many theorize that pollutants affect the hair follicle and growth of the hair negatively in a manner similar to the other cells of the body. One theory suggests that pollutants directly attack the proteins that hair is made of, causing hair loss and decreased growth," said Dr. Mack.

No matter what is causing the frail hair, knowing the ingredients and products that can help will make a world of difference.

## Ingredient 1: Biotin

Found in RapidLash®, RapidBrow®, RapidGlam™ and RapidShield®, biotin is definitely a major contributor for lash and brow hair support. This ingredient is an essential

factor in maintaining the look of healthier, youthful lashes and brows.

"B based vitamins like pro-vitamin B7, vitamin B5, B6 and B12 are important for stronger, healthier lashes. Lash serums enhance the hair by keeping the hairs in the anagen phase of the hair cycle longer," shared Dr. Mack.

## Ingredient 2: Polypeptides

Featured in the iconic RapidLash® and RapidBrow® serums, polypeptides are comprised of a beneficial blend of amino acids that help to support the youthful appearance of brows and lashes. RapidLash® and RapidBrow® are designed to enhance the appearance of lashes and brows, respectively.

"When looking at key ingredients for a lash or brow product, look for the following polypeptides and vitamin B derived molecules. One of my favorite lash serums by RapidLash® contains polypeptides, Panthenol (a B5 derivative), amino acids, soybean oil and pumpkin seed extract. These ingredients, combined result in longer-looking, healthier appearing lashes with a one-time nightly application in as little as eight weeks," said Dr. Mack.

## Ingredient 3: Panthenol

Just as Dr. Mack mentioned above, Panthenol (a B5 derivative) is another great ingredient to look for when it comes to hydrating brows and lashes. When used in RapidLash®, panthenol helps to coat the lashes to seal in moisture and nourishment to help prevent breakage.

Meanwhile, when used in RapidGlam™, the world's first mascserum as a primer, mascara and lash enhancing serum combined, this same ingredient improves the overall appearance of the lashes, while still sealing in that moisture and nourishment. This nourishing ingredient is also great in the RapidShield® lash conditioner that protects and primes the lashes under mascara.






## Retail Roundup

Now that you know what to keep an eye out for, it's time to bring it all together to incorporate it into your spa space. "The ultimate goal of providing proper guidance on lash and brow health should be to see results with increased enhancement. If proper instruction is given and followed with clients seeing results, this will ensure follow-up and result in a higher retention rate of clients returning to receive treatments or purchase products, ultimately increasing revenue," said Dr. Mack.

When offering these different brow and lash services, having a retail section that pairs with treatments can help to significantly boost business. Dr. Mack explains how it's important to know how to properly pair products with the services you're providing. For example, if you are providing lash extensions to your clients, it is incredibly beneficial to pair it with a lash serum, but you will want to make sure the serum does not contain oils that might mess with the lash extension adhesive. Similarly, Dr. Mack explains how if you are providing brow tinting services, you will want to pair with a brow serum that will not remove the tint.

RapidLash® is celebrating their 15-year anniversary by giving it back to Project Purple, an impact-driven organization dedicated to creating a world without pancreatic cancer and will be donating a portion of every RapidLash® purchase to fund early detection and treatment research as well as patient financial aid through 2023.

***https://rapidlash.com/***




Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

# INCLUSIVE SUN CARE

SPF can be tricky for dark skin; reassure your clients with inclusive sunscreen options.

By Irene Macabante, Citrine Consulting

Every time I visit a spa, I am always excited to check out the retail. I expect a lot from spa retail. I want to see the latest and greatest in resort wear, whether I can buy my favorite high-end hair care, body soap and lotion to replace the stuff in my hotel room, and I also want a lot of options when it comes to sun care.

Sun care for people with ethnic skin is a bit of a tricky proposition. Not only do we have to worry about whether or not it's going to cause breakouts and hyperpigmentation, but we also want to avoid any that will leave a white cast, while also making sure they have enough coverage to avoid sun-related hyperpigmentation or sunburns. If I'm in places like Hawaii or the Caribbean, I also need to have reef safe sun care options.

BiON

Mandelic 8% Serum
Mandelic 15% Serum

- Award winning formula
- Suitable for all skin types
- Dark spot correction
- Brightening effects
- Encourages exfoliation
- Alcohol FREE




LEARN MORE
877 715 2466
bionresearch.com

Cosmetics by Fax
L+A
2021
FAVS

# INCLUSIVE SUN CARE



## Inclusive Retail

I can tell how inclusive a spa is by the retail they carry, and this is something that means a lot to me. It's important for me to feel like the retail director thought about people of color and what we need and want in our spa experience, and I'm not alone in this.

Skin care clients today are super diverse with a wide range of ethnic skin types that require treatments and results specific to their skin care needs or concerns. The U.S. Census predicts that the country will become "minority white" in 2045.[1] Skin care professionals who ignore the ever-increasing ethnic skin population will miss the opportunity to learn how to work successfully with these skin types, and will negatively impact their careers (and the businesses they work for) in the process.

So, if you aren't already doing so, adding inclusive beauty and skin care to your knowledge base and retail area will be the key to authentically serving and retaining your diverse clientele.

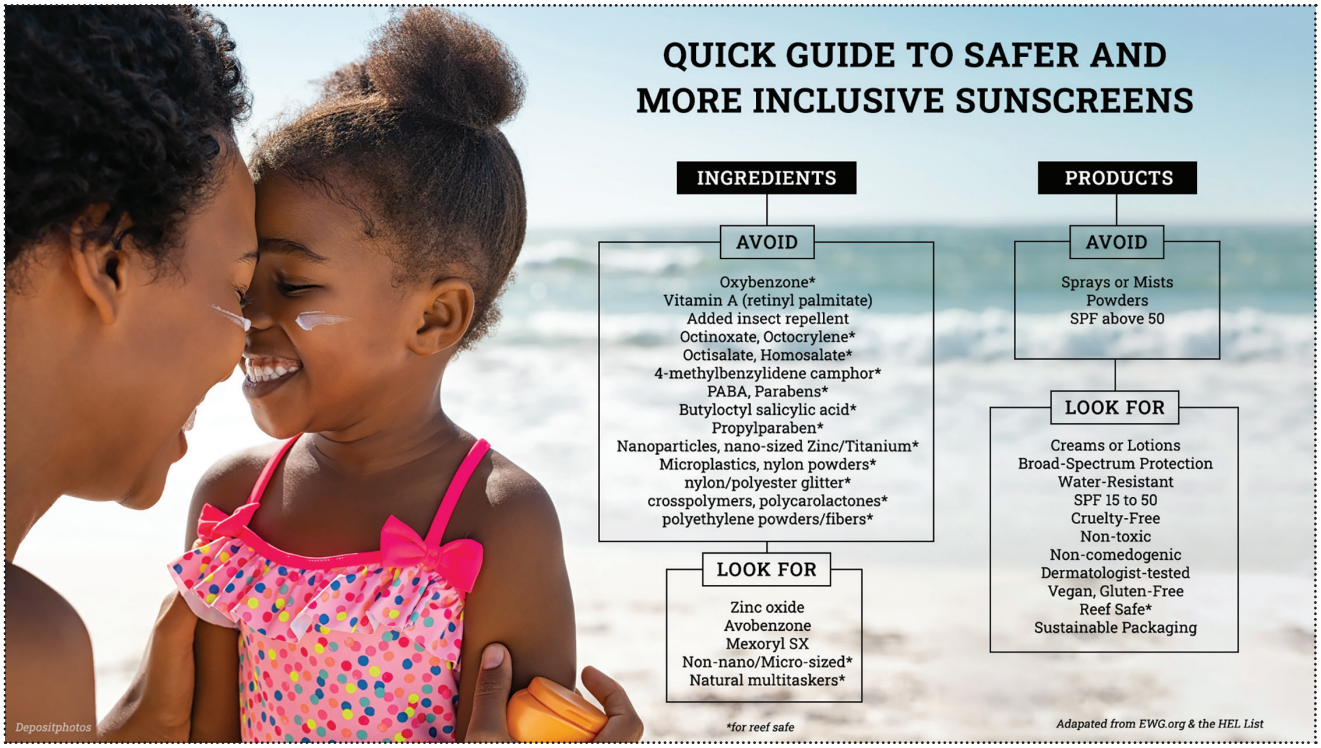
## SPF Importance

One of the most pervasive sunscreen myths is that those with darker skin tones don't need daily SPF. The truth is that while melanin does give darker complexions some sun protection, it's not enough to ward off damaging UV rays. This means that anyone, no matter their skin tone or ethnic skin type, can get skin cancer. According to a recent dermatological study, the outcome is even worse for Black women because cancer tends to be diagnosed at a later stage.[2] Skin cancer in Black people, particularly melanoma, is associated with higher risks of illness and death, as well as delayed treatment.[3]

Aside from protecting yourself from cancer, SPF is a critical part of any skin care routine because "with cumulative sun exposure, you can see increased fine lines, decreased elasticity and hyperpigmentation," says dermatologist, Dr. Meena Singh, MD.

You're probably already aware that dark skin is more susceptible to hyperpigmentation, due to higher amounts of melanin, but did you know that many products are tested on lighter skin tones, ignoring their efficacy for people with different skin tones entirely? When it comes to sunscreens, historically SPF products were not made with melanated skin in mind, so they end up looking chalky and unflattering.

In the past few years that has changed dramatically. Thanks to recent advances in innovative textures (like clear SPF sticks and serums, tinted creams and non-greasy gel formulas), more skin care companies are offering sunscreens that won't leave behind any white residue. When the products are made by and for people of color, these SPF products tend to also be fabulous multi-taskers, addressing a wide range of ethnic skin type concerns from brightening to hyperpigmentation.




## Safer Sunscreens For Everyone

Every year the Environmental Working Group (EWG) publishes a Guide to Sunscreens and ranks sunscreens (sold in the U.S.) based on efficacy and low ingredient toxicity. Carrying SPF products that have little-to-no ingredient toxicity is paramount for spa and wellness businesses who are promoting healthy skin and overall wellness.

Each and every year for the past 10 years, the EWG recommends that everyone avoids spray sunscreens because they are difficult to apply properly, they all are potentially toxic and inhaling them can cause irreparable damage to the lungs. EWG also recommends avoiding powders (due to concerns about inadequate sun protection) and SPF above 50, which are not actually more effective and may pose greater health risks due to the higher concentration of sun-filtering chemicals.

The main ingredients in sunscreens that are troublesome for everyone, and especially kids, are oxybenzone, vitamin A (retinyl palmitate) and added insect repellent. Some key ingredients to keep an eye out for that are amazing for sun protection and skin health include: zinc oxide, octinoxate, octisalate, homosalate, avobenzone, octocrylene, ethylhexyl salicylate and titanium dioxide. Other bonus ingredients that can be found in sun care products and are great for the skin are: coconut oil, sunflower oil, aloe vera, avocado, jojoba, hyaluronic acid, niacinamide, sodium hyaluronate and shea butter.

What are the best sunscreens that don't leave a white cast and multitask in the meantime for melanated skin? Consider offering your clients sunscreens that are inclusive to melanated skin and best for daily use (i.e. not swimming, surfing or snorkeling). These SPF products are also free from oxybenzone, vitamin A (retinyl palmitate) and added insect repellent (**See Melanated Skin Friendly Sunscreens Guide**).

### MELANATED SKIN FRIENDLY SUNSCREENS GUIDE

- Black Girl Sunscreen
- EltaMD UV Clear Broad-Spectrum SPF 46 Facial Sunscreen
- Fenty Hydra Vizor Invisible Moisturizer Broad Spectrum SPF 30 Sunscreen with Niacinamide + Kalahari Melon
- Bolden SPF 30 Brightening Moisturizer KINLÒ Golden Rays Sunscreen SPF 50+
- Urban Hydration Moisture-Locking Sunscreen Face Lotion SPF 30 for Dry & Eczema Prone Skin
- Unsun Mineral Tinted Sunscreen SPF 30



## To see if a sunscreen is reef safe, check the label for the following harmful substances:

- Oxybenzone
- Octinoxate
- Octocrylene
- Homosalate
- 4-methylbenzylidene camphor
- PABA
- Parabens (Methyl, Ethyl, Propyl, Butyl, Benzyl)
- Butyloctyl salicylic acid
- Propylparaben
- Octisalate
- Any nanoparticles or "nano-sized" zinc or titanium (if it doesn't explicitly say "micro-sized" or "non-nano" and it can rub in, it's probably nano-sized)
- Any form of microplastic, such as "exfoliating beads" or spheres
- Any of the nylon powders used in cosmetics and personal care products, such as Nylon-6 (polyamide 6), Nylon-10, Nylon-11, Nylon-12 , all of the Orgasol polyamide product lines, any of the polyester plastic powders such as polyester-8, polyester-25, nylon glitters, polyester glitters, HDI/trimethylol hexyllactone crosspolymers, any of the polycarolactones, and any of the polyethylene powders or fibers

From the HEL List (https://haereticus-lab.org/protect-land-sea-certification-3/)

## Save the Reefs

Some sunscreens made for and by POC (people of color) are also reef safe or "reef friendly," meaning they use physical UVA and UVB filters, as opposed to chemical ones that have been connected to coral reef deterioration. These reef friendly products also tend to be lotions instead of sprays (or mists), which usually contain titanium dioxide that can cause irreversible damage to your lungs when inhaled (**See Reef Safe Sunscreens for Melanated Skin Guide**).

These are especially important to keep stocked if you're located in a region that has protected marine sanctuaries like Hawai'i or the Caribbean. Hawai'i passed the first ever statewide ban on oxybenzone and octinoxate sunscreens in 2018. Soon after, island nations including Palau, Bonaire and Aruba followed suit. The Florida Keys were also able to pass an oxybenzone and octinoxate sunscreen ban in Key West.






## REEF SAFE SUNSCREENS FOR MELANATED SKIN GUIDE

- Black Girl Sunscreen
- EltaMD UV Clear Broad-Spectrum SPF 46 Facial Sunscreen
- Fenty Hydra Vizor Invisible Moisturizer Broad Spectrum SPF 30 Sunscreen with Niacinamide + Kalahari Melon
- Bolden SPF 30 Brightening Moisturizer
- KINLÒ Golden Rays Sunscreen SPF 50+
- Urban Hydration Moisture-Locking Sunscreen Face Lotion SPF 30 for Dry & Eczema Prone Skin
- Unsun Mineral Tinted Sunscreen SPF 30

## Don't Forget the Lips

Lips need SPF love without the white cast too (**See Melanin Friendly Lip Protection Guide**). This is an area that can often get neglected, especially when it comes to a day out in the sun, but it is just as important to protect your lips as it is to protect the rest of your face and body. Thankfully, there are some amazing options for people with dark skin tones to protect their lips without a white cast.



## MELANIN FRIENDLY LIP PROTECTION GUIDE

- KINLÒ Sunscreen Stick SPF 30
- Soleil Toujours Mineral Ally Lip Masque SPF 15
- Coola Mineral LipLux Organic Tinted Lip Balm SPF 30
- Salt & Stone Sunscreen Lip Balm SPF 30
- Sun Bum SPF 30 Mineral Sunscreen Lip Balm
- Colorescience Sunforgettable Total Protection Color Balm SPF 5032
- Unsun Mineral Tinted Sunscreen SPF 30

## All Aboard

At the end of the day, stocking your retail with sun care products that people of all skin tones can use is a no brainer and something everyone should be on board with. Plus, items that are inclusive, safe for the skin and safe for the reefs and planet is a win for you, your business and your clients.


REFERENCES

1. *https://www.brookings.edu/blog/the-avenue/2018/03/14/the-us-will-become-minority-white-in-2045-census-projects/*
2. *https://www.jaad.org/article/S0190-9622(16)30380-2/fulltext*
3. *https://www.ewg.org/news-insights/news/2021/09/staying-safe-under-sun-how-melanin-levels-can-significantly-affect-skin*

*(All websites accessed April 3, 2023)*





A lifelong spa-goer and wellness product devotee, **Irene Macabante** uses her 25+ years of branding and marketing experience to create memorable spa experiences. As founder and CEO of The Citrine Consulting Collective (citrinecc.com), she ensures that its mission and vision are carried out with integrity, efficiency and transparency.


MKT-230327-01

# The Future of Aesthetics Lies in Frequencies

By:Brandon Simms & Kedren Ferrero

The potential benefits of Medical Light Therapy (MLT) make it an appealing option for patients looking for noninvasive treatments that pose fewer risks and side effects than surgery or medications. As the trend towards MLT increases, medical practices also see their revenue increase. **The International Society of Aesthetic Plastic Surgery (ISAPS) Global Survey reveals that noninvasive treatments have steadily increased since 2019, with 17.5 million cases in 2021. The aesthetic market size has grown and is projected to continue doing so, estimated at USD 69.9 billion in 2022 and up to USD 155.67 billion globally by 2030.** As more people become aware of the potential benefits of MLT, practices that offer this type of treatment will see their revenue continue to grow steadily over time.

It is important that practitioners keep up with the trends in order to provide the best possible services for their patients. Offering state-of-the-art medical light therapies will allow practitioners to stay ahead of the curve when it comes to treating their patients' needs effectively and efficiently without any major risks or side effects.

Sources: International Society of Aesthetic Plastic Surgery (ISAPS) Global Survey (2022); Precedence Research Aesthetic Medicine Report; Aesthetic Plastic Surgery National Databank Statistics (2021-2022)




## Zoom Effect & The Impact on Aesthetics

Nonsurgical aesthetics such as LED therapy have seen an unprecedented surge in demand since the onset of the COVID-19 pandemic (2019). According to a Hamilton Fraser Cosmetic Insurance survey, providers displayed an inspiring level of resilience and fortitude. Despite these challenges, 83.92% were not impacted by their existing clients, and 33.67% even acquired new customers – indicating an unexpected positive outcome from this difficult period! This growth can be attributed to the "zoom effect" and the rise of self-care. The zoom effect refers to the desire for zoom-ready facial aesthetics, which have been amplified with more time spent on video conferencing platforms such as Zoom and Google Meet. In response, many are turning to medical light therapies (MLT) because of the advancements in LED-based technologies/devices.

In addition to zoom-readiness, there is also a growing trend toward self-care in our pandemic era (2019 - 2021). More people are taking this opportunity for personal renewal by investing in noninvasive treatments that bring out their best selves. MLT offers a safe and effective way to address your patients' body concerns such as wrinkles, fine lines, and unwanted without undergoing surgery or other invasive procedures.

**"Recently, LED has become a big forefront in aesthetic medicine; it is a modality we have heard a lot about. It's just not something we routinely used until now," says Dr. Sheila Barbarino, MD, FAAO, FAACS, FACS**

LED therapy is popular for those looking to refresh their look without going under the knife. The procedure uses specific wavelengths of light to target certain layers of skin, helping reduce redness, inflammation, acne scars, wrinkles, hyperpigmentation, age spots, and so on. Unlike traditional laser treatments, LED therapy is noninvasive and nonablative--meaning it doesn't damage the surface layer of skin--making it ideal for those with sensitive skin types or who would like visible results fast without sacrificing safety or comfort levels. The growth in demand for nonsurgical aesthetics like LED therapy is an exciting development in medical aesthetics today. With more people seeking zoom-ready looks and improved self-care habits at home, these treatments offer a safe and effective way to achieve desired results without costly or risky operations.

Sources: Survey Shows Impact of Covid-19 on Aesthetic Practitioners; Non-Invasive Aesthetic Treatment Global Market Report 2023

### Difference Between Home Units & MLT

One major difference between home units and medical light therapy devices such as UltraSlim® is in the quality of the light they emit. Medical Light Therapy (MLT) devices like UltraSlim® produce far more intense and uniform light than what you will find with home units. This makes them better suited for medical applications such as treating the skin or fat reduction.

**"I let my clients know, if you want this kind of result, if you're looking for toning or weight loss, you'll need to use medical grade light versus just your everyday red light that you can buy on Amazon." - Melissa Morgan owner of UltraSlim® of Vancouver, WA.**

Another difference between home units and MLT devices is their safety. MLT devices like UltraSlim® undergo rigorous testing to ensure they meet strict safety standards before being FDA-cleared for use by medical professionals. On the other hand, home unit devices may not have undergone any sort of safety testing, making them potentially dangerous if used incorrectly or in excess, putting your patients at risk of being electrocuted or burned.

It's important to understand that all LED-based technologies are not created equal. Because of its unique output and modulation, medical-grade light such as UltraSlim® requires less time to get results. Investing in medical grade can have significant benefits over regular Home units regarding red light therapy. You will be safer from burns and electric shock and will also see faster results!

### Why UltraSlim®

UltraSlim was designed to be superior to existing technologies. Its high-powered light stimulates the natural process of lipid metabolism and reduces the fat layer by 3.5" on average, with additional drainage of fat content for up to 72 hours. Proven effective in multi-site clinical trials, 98% of patients lost at least 2" of fat immediately. It works with all body types, has no BMI restrictions, is painless and noninvasive, and carries FDA clearance with a risk group 1 safety rating.



photo by : UltraSlim of Alexandria

UltraSlim® is particularly beneficial for those looking to target specific areas of their body as it allows practitioners to precisely deliver light energy where it's needed. UltraSlim® also helps boost collagen levels, which can help reduce signs of aging, such as wrinkles and fine lines. UltraSlim® technology is also beneficial for reducing fat with no pain or downtime while providing immediate results.

UltraSlim® technology is revolutionizing the spa industry and giving spa owners a great opportunity to increase their income. The beauty of this procedure is that it requires no downtime and can be done in under an hour. Plus, there are no needles or awkward gadgets involved - just light energy that revitalizes the skin and body with ease.

The treatment is becoming increasingly popular because it offers immediate results. During the UltraSlim treatment, areas of unwanted fat will be exposed to proprietary wavelength and modulation, which penetrates deep into the tissue.

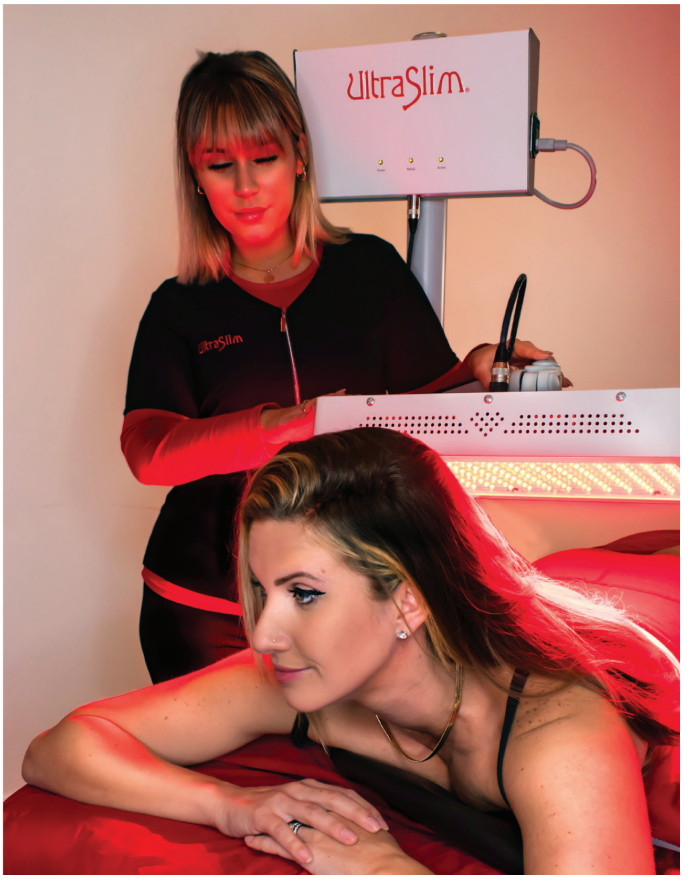
This energy stimulates the fat cell membrane to release its contents into circulation and triggers a natural metabolic process that helps your body remove it from your system over time. The result is long-lasting and natural without any adverse outcomes.

**"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."**
**- Tiffany Andersen**

Also, Clients can expect smoother, softer skin with fewer wrinkles, making you look younger and more vibrant after just a few sessions. Many clients return regularly to keep their skin looking its best, helping spas build repeat business and new customers who love the results they get from UltraSlim® technology.

### The Clear Choice

In addition to growing consumer demand and technological advancements, several key drivers have fueled this industry's remarkable growth, including increasing disposable income worldwide, rising awareness of aesthetic treatments among consumers, and evolving attitudes towards physical self-care and beauty routines - especially amongst younger generations. Furthermore, a wide range of cost-effective treatment options has made aesthetic procedures more accessible than ever before, allowing them to attract a wider population of potential customers who can now avail of these services at reasonable prices. All these factors are expected to contribute to the continued expansion of this exciting and fast-growing industry over the coming years.



# Global Wellness Trends

*By Sherrie Tennessee, Spa SOS*




Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

The COVID-19 pandemic fast-tracked the conversation around wellness from an idea to required action, globally. The increase in at-home wellness experiences exploded, as clients flocked to purchase items like the Mirror, which allows those unable to go to the gym to have that same experience at home or in hotels. The uptick in sales of brands such as Peloton and Fabletics, as well as the implementation of drop shipping skin care products to consumers all resulted from the increased demand for wellness. The United States is one of the largest providers of wellness experiences and set many of the trends. The concept of wellness expanded in definition and application over the past two years. Wellness now includes finding ways to add to self-care, mentally, physically and emotionally, combined. The trend is set to continue in 2022 and for years to come. A few areas generated the most buzz and revenue in the wellness sector—wellness and healthcare, wellness technology and mental wellness.

## *Wellness, Health and Healthcare*

The focus on the infusion of wellness practices during the pandemic shined a light on the need for better health, which has built the bridge between wellness, health, and healthcare, from customer-centered wellness experiences to patient-centered healthcare programs, such as telehealth and online therapy sessions. Globally, the context of wellness, health, and healthcare have converged. The charge is being led by baby boomers and Generation X, who have held tight to the notion that aging is a choice. The cohorts have flipped the wellness and healthcare industry to meet their needs with telehealth apps, complementary modalities, lifestyle changes and the fusion of wellness into every aspect of life. That expands to where and how they live. Multi-generational plans, similar to those at Serenbe, located outside of Georgia, are developing around the U.S. and the world. Wellness real estate is one of the fastest-growing sectors, especially in the past two years.

The Global Wellness Institute (GWI) notes that wellness real estate has grown tremendously over the past five years and is valued at $275 billion.[1] Consumers are now building for health and wellness and seeking to improve and incorporate preventative healthcare practices into the home. Wellness communities allow for daily rituals, from spa services of facials and massages, to walking trails, fitness centers, culinary experiences, and yoga and meditative practices. The idea of bringing wellness home and living it every day is the driving force behind the surge in wellness real estate, which goes beyond the notion of Peloton, Mirror and home sauna experiences. At the helm is The Mandarin Oriental, leading the way in wellness living with the launch of The Residences Mandarin Oriental Boca Raton, with golf courses and meditation spaces. In addition, the Spa at Mandarin is world-renowned for its offerings and experiences. Residents can incorporate those wellness components into a daily ritual, enhancing health, well-being and quality of life. The concept of wellness real estate is being applied across all income brackets and experiences. Agrihood, a wellness community centered around farming in Santa Clara, CA, offers affordable housing to seniors and veterans, as well as traditional pricing options. Six Senses offers residential opportunities at many of the brands luxury properties. As a leader in the wellness space, Six Senses infused wellness, technology and opulence into spaces and locations that have buyers paying prices that are unfathomable by most. Which again blurs the lines of wellness experiences and healthcare, and creates a whole new lifestyle, experience and opportunity. Along the same lines, Canyon Ranch Spas are branching into to new concept of Wellness Clubs, with the first launching in Fort Worth, TX. Canyon Ranch, who also offers world-renowned wellness experiences, added residential components well before it was a trend to add to wellness and health experiences for those unable to travel to the famed locations. The merging of wellness, health and healthcare will be the standard in the next few years, and everyone will (hopefully) benefit from the trend.

## *Wellness Technology*

Wellness technology is a concept leading the wellness world from spa locations, facial bars, wellness centers to home; the inclusion of wellness technology is setting the tone for things to come.

Wearable technology from smartwatches to fitness trackers is expanding to embed chips in clothing and sensors in tattoos on the skin. Wearable technology is expected to generate $118.16 billion by 2028.[2] With the inclusion of health care apps, the convergence of wellness and healthcare continues. The spa industry has welcomed and even embraced wellness technology. The concept of wellness technology has expanded to benefit service providers and consumers. It is



common to see LED technology such as Celluma's devices in treatment rooms and on social media. With the applications of the equipment addressing acne, anti-aging, pain management, and event wound treatment, this out of world technology was actually developed by NASA. In addition, the application of wellness technology at home accelerated at an unprecedented rate during the pandemic, with clients unable to get to locations. The consumer demand led to the development of consumer-user friendly devices, such as DRx SpectraLite FaceWare Pro LED Light Therapy Device, one of the most popular pieces on the market. Of course, not the only product on the market with innovation, it is a leader with space. There are also products such as NuFace Trinity to tighten the skin and includes the red-light LED apparatus. Beyond the inclusion of technology in facial services at home, there are also options to improve your smile, including GLO Brilliant Deluxe Teeth Whitening Device Kit with Patented Blue LED Light.

Now that the world has opened up again, spa and wellness goers are flocking to spas for services and experiences.

However, there are still safety concerns. And this is where the most significant impact of wellness technology is being experienced–touchless experiences. With locations such as the Carillon Resort in Miami, FL, offering a variety of touchless services, an explosion of these types of experiences will be commonplace. The spa director at the location partnered with Gharieni, and the Spa Wave table, and offered a meditative experience on the table. The menu also includes Prism Light Pod, an infrared sauna, a

NATIONAL LASER INSTITUTE
Over 18 Years of Excellence!
800.972.8164
FOLLOW YOUR PASSION!
BECOME A COSMETIC LASER TECH!
2 WEEK BOOTCAMP
Laser Hair Reduction • Photofacial Skin Rejuvenation • Laser Wrinkle Reduction Radiofrequency Skin Tightening • Laser Tattoo Removal • Cellulite Reduction Body Contouring • Coolsculpting
ONLINE LASER CLASS + IN PERSON CLINICALS
nationallaserinstitute.com • info@nlionline.com

cryo-room and salt floatation devices with natural healing benefits. The location also offers the popular Somadome, a meditation vessel that allows users to take a multi-sensory journey, 20 minute session. Using "LED color and light therapy, binaural beat meditation, and magnetic therapy," the pod it is touted as a transformative experience. There is a home version available as well to create a unique daily wellness practice. A similar concept is the Good Vibration Music Company's VFT Sound Table (Vibrational Frequency Technology). The table experience, for both centers and home, provides massage and meditation sessions with the inclusion of vibration, frequency and music. It is an excellent escape and can be as close as the next room.

All of the products and services described here are available in locations or at home. However, a new product from the Massage Robotics organization was featured at the Consumer Electronics Show in January 2022 in Las Vegas. As the name states, this new wellness technology takes the concept of the massage experience to a new level by offering a robot massage. The prototype provides massage arms that roll, petrissage, and knead the body to a state of relaxation. It is truly a novel concept, and with the labor shortage and the demand for touchless experiences, this could be the next frontier in wellness technology.

## *Mental Wellness*

The concept of mental wellness has been in development for centuries, dating back to labyrinths, pilgrimages and meditation to calm the mind. What brought the topic of mental wellness to the forefront in recent years, of course, was the global pandemic. Thankfully the conversation and research into the issues continue. The Global Wellness Institute "Defining the Mental Wellness Economy" noted almost 15% of the population in the world suffer from a mental health disorder.[3] The issues can range from stress, loneliness, sadness to burnout, leading to more severe mental and physical complications if left untreated. Mental wellness aims to address and reduce the conditions with a resource that allows for a different and broader way of thinking, feeling and connecting. This is an opportunity for the spa, facial, and wellness community to add to the conversation. Clients bare their souls and issues in the treatment rooms. As services providers and owners, we have to create the space first for team members to address and heal their mental wellness, enabling the opportunity to provide the space for clients to do the same. Before we can address the clients' issues, the internal client, team members and



workplace wellness have to be addressed. The ability to create connected, functioning, emotionally supportive workspaces in the industry give way to mental wellness for providers and, ultimately, clients. Thus, allowing in context the movement from wellness to well-being, the place of joy, pleasure and satisfaction, with the focus of mental wellness at the core of such emotions. This is more important now, and moving forward than ever before and the most significant impact for change.

## *Unforeseeable Opportunities*

The global trends for wellness have a broad stroke touching many aspects from health and healthcare, to technology and the ever-important notion of mental wellness. All of which add to the provider and client experience. The push for innovation leads the industry and creates an ever-changing landscape with unforeseeable opportunities and connections. I look forward to what the next few years will bring in regards to wellness global trends. Stay tuned, as we navigate all the wonderful things to come.


REFERENCES

1. *https://globalwellnessinstitute.org/press-room/press-releases/wellness-real-estate-market/*
2. *https://www.businesswire.com/news/home/20220104005806/en/Global-Wearable-Technology-Market-Trends-Analysis-Report-2021-2028-Adoption-of-Fitness-Trackers-and-Health-based-Wearables-is-Anticipated-to-Propel-Growth*
3. *https://globalwellnessinstitute.org/wp-content/uploads/2021/01/GWI_mentalwellnessresearch2020.pdf*





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

# NOW TRENDING
# SKIN FLOODING



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

### What You Should Know

This trend is centered around layering and applying different moisturizing products to the skin to aid in hydration. Skin flooding works best when applied to damp skin to minimize water loss for a fully moisturized complexion. This product layering application can be used on all skin types, and is helpful for those dealing with dry skin. When used in an at-home routine, let clients know they should layer two separate skin serums on top of each other. The first serum should be a hyaluronic acid and the second a niacinamide.

### Benefits

This skin care trend helps to maximize product absorption and penetrative efficacy. The application of hydrating ingredients, through the use of serums specifically, helps to not only moisturize the skin, but also take the hydration a level deeper. Then, the use of moisturizer on top of it all provides surface-level protection. Skin flooding can also provide skin hydration without clogging pores or causing breakouts. For your clients experiencing dry skin, this technique is a useful tool to hydrate skin without irritation.

### Tips

1. For extra hydration, layer on a moisturizing mist in between each step.
2. Offer a hyaluronic acid and niacinamide product duo in your retail area for an easy selling opportunity.
3. Post about the skin flooding on your socials to garner attention from your clients interested in TikTok trends.

Check out this article **How TikTok's Skin Flooding Trend Optimally Hydrates Skin** at *www.SkinInc.com*

# SKIN SCRIPT™

YOUR PRESCRIPTION FOR SKIN CARE

# OCEAN MIST FACIAL

SKIN SCRIPT™ *Limited Edition!*




## Blue Aqua Enzyme

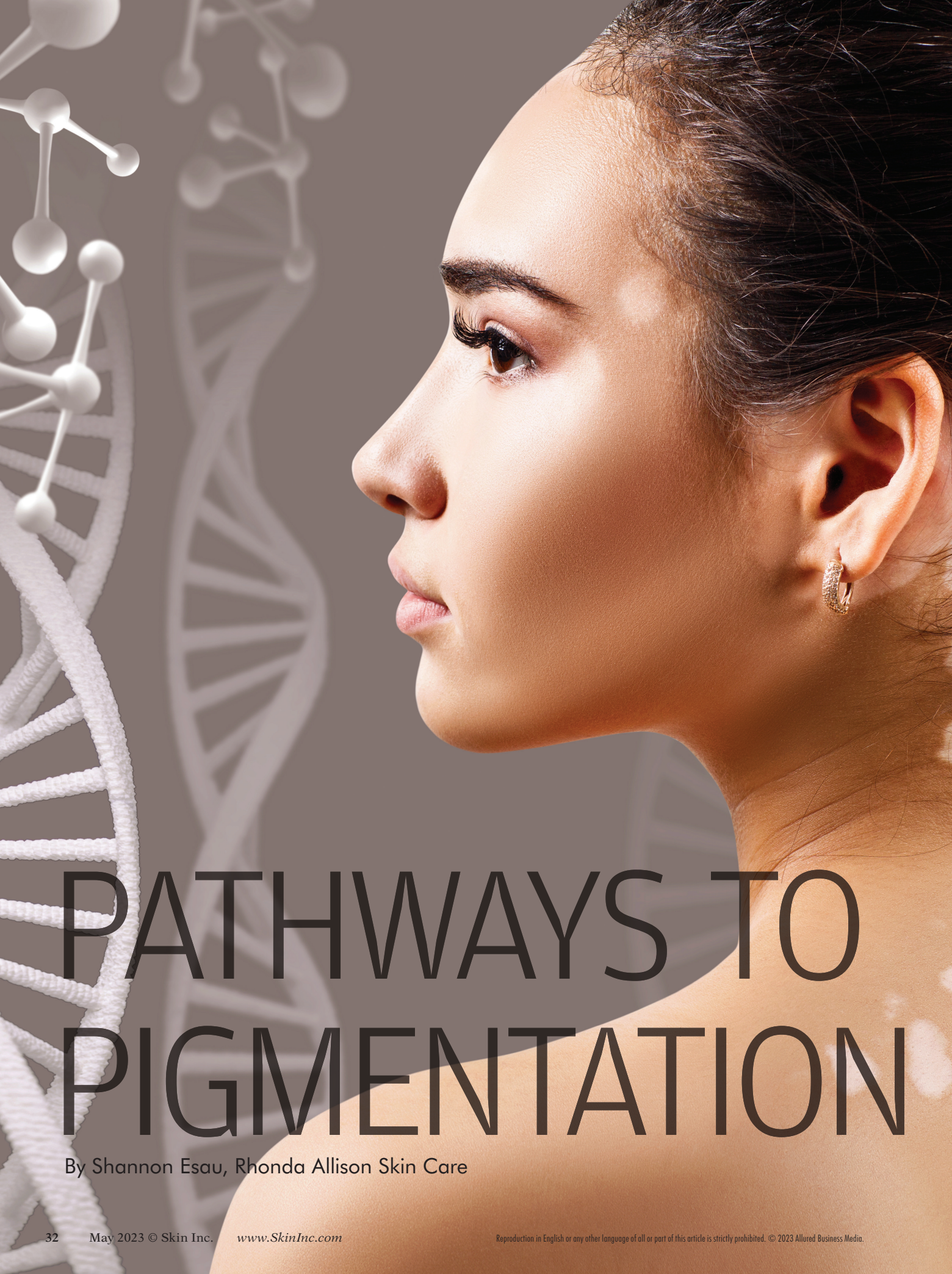
contains MariMoist, often referred to as "aloe of the ocean", provides water balance, hydration, and is soothing, while Azeloglicina® illuminates the skin.

## Seaweed Mask

is bursting with lipids, proteins, minerals and vitamins. Highlighted by wakame extract, a vitalizing blend that supports the regeneration of skin cells and defends against environmental stressors.

480.543.1121
SKINSCRIPTRX.COM
INFO@SKINSCRIPTRX.COM

*scan to shop Skin Script*



# PATHWAYS TO PIGMENTATION

By Shannon Esau, Rhonda Allison Skin Care



Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.



Like many functions within the skin, the process of creating pigment is extremely complex. Melanin protects our skin, and it is responsible for determining the color, which is created by the skin's melanocyte cells through a process called melanogenesis. We have approximately 2,000 melanocytes per millimeter of skin. Naturally, the sheer number of these cells and the complexity of the process also means there is great susceptibility for issues to occur.

An important thing to keep in mind, however, when thinking about pigmentation is how our melanocytes are there for protection of the cell initially. We need this process to happen in order to help fight against the impact of UV rays. Our melanocytes cell, when it comes to protection, is considered our second line of defense—antioxidants being the first. It is important to understand the pathways of pigmentation when dealing with damage or wanting to prevent damage.

## KNOWING YOUR PATHWAYS

Knowing the pathways to pigmentation can make all the difference in figuring out the best ingredients to use for optimal results and brighter skin.

### TYROSINASE ENZYME

The frequency of melanin production, pigment that is synthesized by melanocyte cells deep in the dermis layer, is determined by the enzyme tyrosinase. This copper-containing enzyme controls the production of melanin. The pathway to melanin production is impacted by every pigmentation concern and becomes key when reducing or balancing pigment.

### MELANOSOME TRANSFER

Melanosomes, organelles inside the melanocyte cell, essentially store and transport melanin pigment to the epidermis (the top layer of skin). Once these organelles reach the top, they transfer or dump pigment into the skin.

### MELANOCYTE STIMULATING HORMONE

Melanoctye-stimulating hormones (MSH) are a part of melanogenesis and the entire creation of melanin. MSH are a group of peptide hormones found by the base of the skull or brain area. When MSH is initiated, it begins to circulate in the blood and then binds to the melanocyte cell, causing melanogenesis to begin.

Each of these pathways are important in healthy melanin synthesis and protect our body and skin from UV Rays

and certain hormonal imbalances. Melanocyte responsibilities fall as a second line of defense, but this can break down with over exposure of UV rays, stress, age and diet. When this damage occurs, our cells often over produce melanin creating darker pigment on the skin, or they can lose the ability to create pigment leading to lighter skin.

## PIGMENTATION TYPES AND CAUSES

We primarily have four types of pigment changes:

1. Hyperpigmentation (darkened pigment),
2. Hypopigmentation (a lack of melanin in the skin),
3. Demarcation (uneven pigment from procedures, picking or scratching), and
4. Melasma (dense, larger patches).

But, what causes the damage in the first place? Unwanted pigmentation is the result of both internal and external causes. Excess exposure to the sun (UVA and UVB rays), hormonal fluctuations, inflammation, certain medications, scarring, and trauma to the skin can all cause cellular damage resulting in pigmentation issues.

UV exposure is the No. 1 cause of hyperpigmentation. When the skin is exposed to the sun, it increases tyrosinase activity and over works MSH. Repeated exposure leads to damage, as the melanocyte cell is over producing to protect the epidermis. Hormonal fluctuations also trigger the MSH, which then increases tyrosinase activity. This will often display as melasma and can be further stimulated by inflammation and UV exposure. Finally, inflammation can increase histamines, Langerhans cells and melanin production, which can lead to pigment being trapped in the papillary layer.

There are also a few key pathway inhibitors that can come into play with pigmentation.



Triggered MSH will increase tyrosinase activity, which will often display as melasma.

## TYROSINASE INHIBITORS

Treating almost every form of hyperpigmentation, especially sun-induced pigmentation, tyrosinase inhibitors are chemicals that help prevent or slow down the production of melanin in the skin. When it comes to tyrosinase inhibitors, there are numerous botanical sources to look for that inhibit tyrosinase and reduce hyperpigmentation.

***Daisy Flower Extract.*** This naturally-sourced ingredient is highly effective in clinical studies, demonstrating the same lightening properties as 2% hydroquinone, but it is gentle enough that it will not over dry the skin. This powerful flower extract influences different pathways associated with melanin formation, which also gives it an edge in lighteners available in cosmetic formulations seen today.

***Alpha Arbutin (L).*** Extracted from bearberry leaves, this chirally-corrected, plant-based hydroquinone has potent tyrosinase inhibiting properties, but is more stable and creates less sensitivities in the skin. It is perfect when blended with other natural lighteners to deliver a brighter, more even complexion.

Kojic Acid. Derived from Japanese mushrooms or a by-product in the production of sake, this naturally-occurring ingredient is popular among those looking to brighten and lighten pigmented areas on the skin. This impressive tyrosinase inhibitor has been safely used for years on those struggling with uneven skin tone and "age" spots.

Azelaic Acid. A natural tyrosinase-inhibiting ingredient found in wheat and barley, azelaic acid does more than just leave skin with a lighter and brighter complexion. This ingredient also reduces inflammation in the skin; a must-have for those struggling with post-inflammatory hyperpigmentation (PIH). It is also ideal when used in conjunction with other tyrosinase inhibitors.

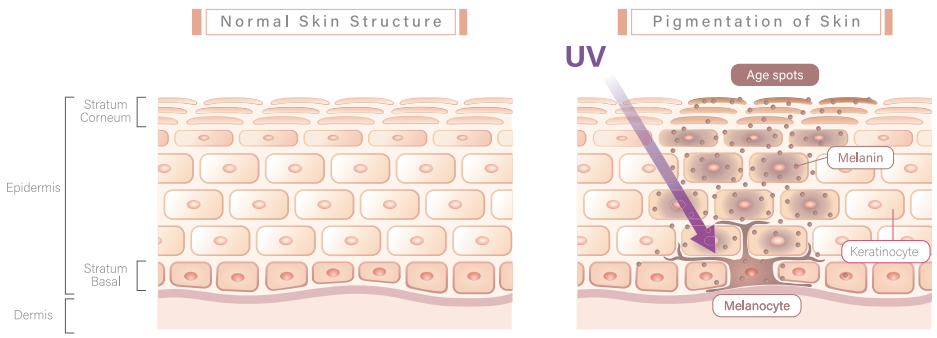
## MELANOSOME TRANSFER INHIBITOR

A melanosome inhibitor essentially blocks the melanin transfer and tyrosinase pathways, allowing for less pigment to come to the surface of the skin.

Niacinamide, also known as B3, is a potent vitamin that does many things for the skin, such as firming skin tone, reducing

fine lines and wrinkles, as well as lightening dull complexions. This powerful, natural ingredient reduces the amount of melanin transferred into skin cells, providing faster skin-brightening results, especially when combined with other tyrosinase-inhibiting ingredients.

How UV exposure causes pigmentation in the skin.




## MELANOCYTE STIMULATING HORMONE INHIBITOR

Pigmentation caused by MSH is becoming more common due to various methods of hormone therapy, birth control and other medications that may lead to hormonal fluctuations within the body. Melasma, also known as pregnancy mask, may be defined by areas of dense pigment. This is commonly seen above the lip, on the cheeks or on the forehead.

Melanin production may be increased due to these fluctuations in hormones, which in turn, triggers an increase in MSH. Another possible link are toxins in the liver from medications and other harmful agents. In either case, an increased exposure to UV rays will cause more pigment to surface. When dealing with melasma, it is important to discuss the internal changes and causes, as well as applying ingredients topically.

Resveratrol is a potent antioxidant from red wine. The ingredient inhibits the transfer of the MSH to combat free radicals and the breakdown of collagen and elastin, essentially brightening and lightening the skin. In recent studies, this ingredient has shown its ability to reduce the impacts of the melanocyte stimulating hormone on pigmentation, specifically those struggling with melasma and hormonal pigmentation.

## DIET AND PIGMENTATION

Another way to reduce unwanted pigmentation is through your diet. Incorporating a healthy number of antioxidants in your diet can help reduce inflammation and excessive melanin deposits. During inflammation flare-ups, your immune system is triggered, which send signals through your melanocyte pathways to make more melanin. Grapes, berries, citrus and super fruits like pomegranates, as well as vegetables like carrots, spinach, beetroot and broccoli can all reduce inflammation and lessen unwanted pigment.

## PROCEED WITH CAUTION

Inhibiting melanin synthesis can backfire, as this is an important process for healthy skin and a healthy body. Our skin is intelligent, and cells will find alternative paths if they are experiencing too much blocking. This can happen overtime and primarily with ingredients that have the ability to shut down production. An example of this would be high doses of hydroquinone. Recommending spot treatments and understanding if the ingredient is slowing down or shutting down the production is critical. A good rule of thumb is to rotate out every three to four months, giving the skin a break and using spot treatment versus full skin or body treatments.



**Shannon Esau** the CEO and national educator at Rhonda Allison Cosmeceuticals. She brings more than 20 years experience in the esthetic industry. Esau owned skin care salons in the Dallas/Ft. Worth area, has studied chemistry in skin care formulations and has been mentored by Rhonda Allison for decades. www.RhondaAllison.com and www.REDmethod.com. For more information about Pigmentation Solutions, go to rapigmentationsolutions.com.

# The Bright Side

## Brighten clients' skin with these products

1. **Lemon Lightening Serum**
   **Sorella Apothecary**
   ***www.sorellaapothecary.com***
   Watch sunspots, hyperpigmentation, redness and inflammation fade away thanks to this serum's lightening trifecta approach. Natural lighteners and skin brighteners leave you with calm and even skin.

2. **Pineapple Enzyme**
   **Skin Script Skin Care**
   ***www.skinscriptrx.com***
   The Pineapple Enzyme contains bromelain, a naturally occurring enzyme, which provides a gentle softening and brightening exfoliation.

3. **Superfood Booster-Powder**
   **Éminence Organic Skin Care**
   ***www.eminenceorganics.com***
   Supercharge skin care with Éminence Organic Skin Care's vitamin-rich booster-powder. Packed with superfoods, this ultra-fine powder targets uneven skin tone and reduces the appearance of dark spots.

4. **Oceanic Vitality Serum - Antioxidant Radiance**
   **Rhonda Alllison**
   ***www.rhondaallison.com***
   This potent pigment-reducing vitality serum taps into the power of the ocean's resources to infuse skin with powerful antioxidant protection and lightening support for younger-looking, radiant skin.

5. **UltraSlim**
   **Ward Photonics**
   ***www.wardphotonics.com***
   UltraSlim is a device that uses Medical Light Therapy (MLT) to revitalize the skin, reduce fat and improve the appearance of collagen.




To read more about brightening the skin turn to Page 42.

# TURN ON YOUR SKIN




**NEW!**

with

## PRO **Brite-Plus Serum**

Stabilized Vitamin C,

**5**% **Tranexamic Acid,** Ferulic Acid

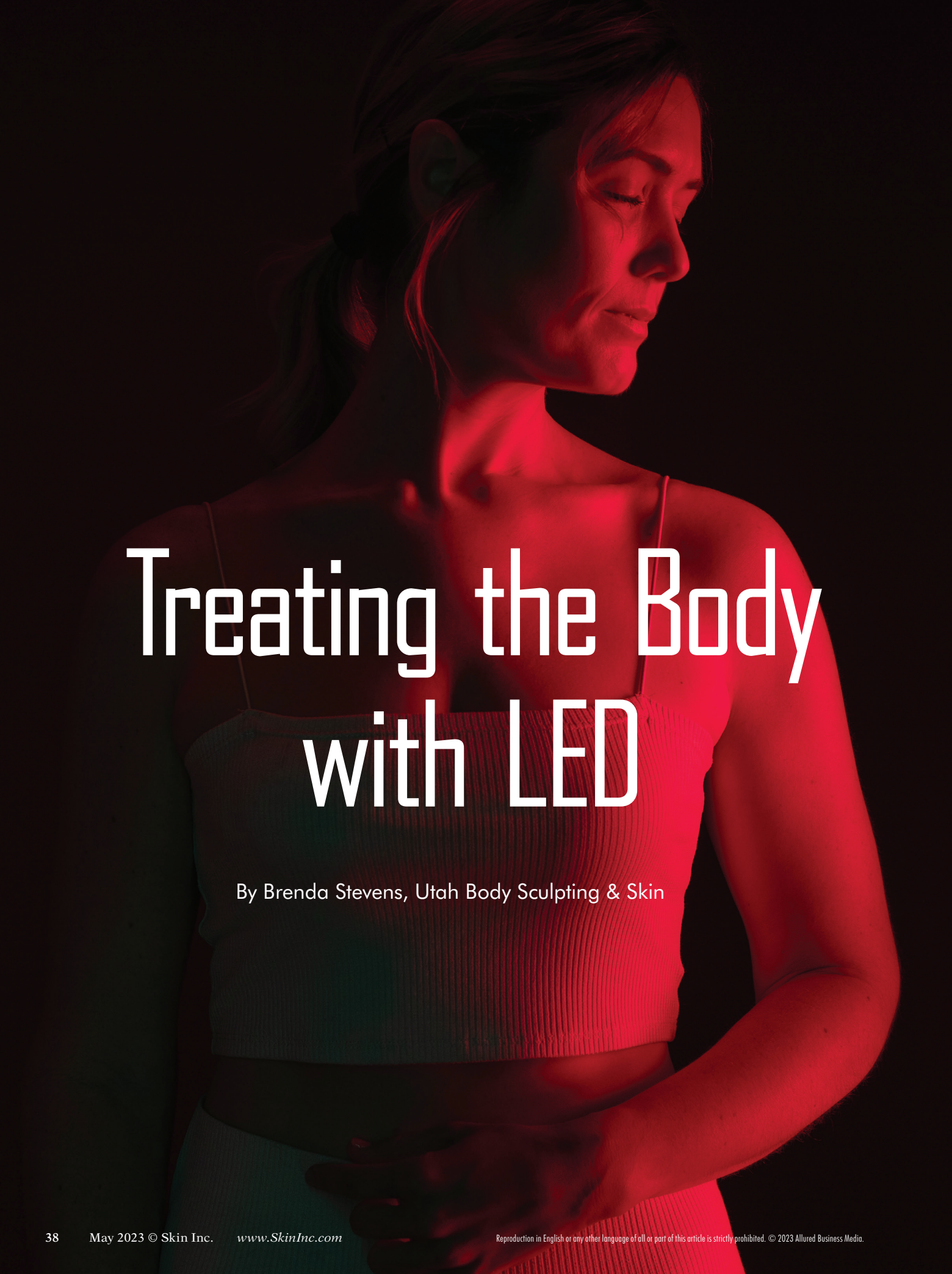
and exclusive MASQ-tech™

Scan QR Code to Learn More!

Lira™ CLINICAL

**Be Bright. Be Beautiful.**

liraclinical.com | 877.440.5472

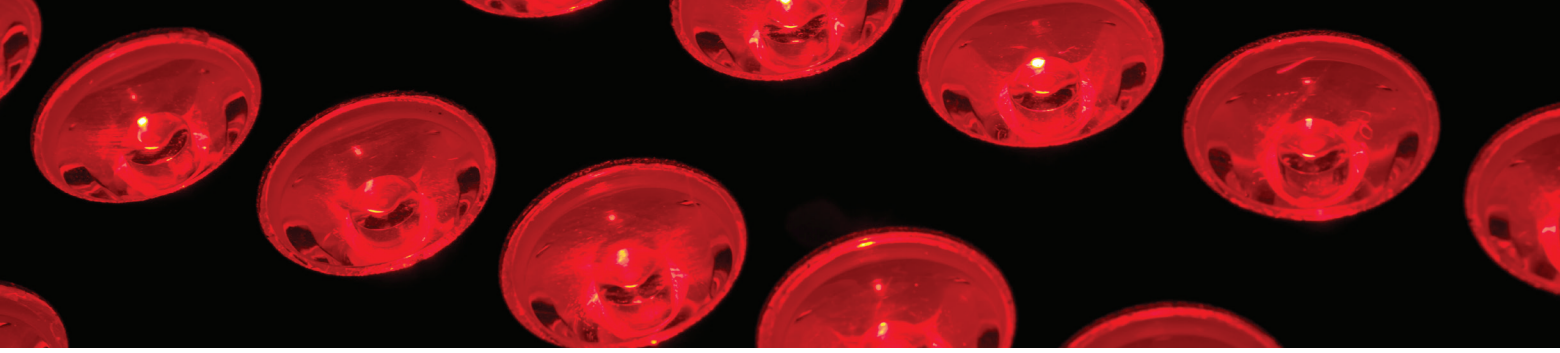


# Treating the Body with LED

By Brenda Stevens, Utah Body Sculpting & Skin



Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.



As body contouring treatments continue to gain popularity, LED red light therapy is emerging as a leading add-on or standalone treatment option for many beauty professionals. This therapy is being recognized for its potential benefits in enhancing the results of body sculpting procedures, as well as improving the overall appearance and health of the skin.

Although light therapy has been widely used for pain relief, wound healing and hair growth, specialists are now discovering that its ability to activate the lymphatic system can be especially beneficial for body contouring and sculpting practices. The potential benefits of lymphatic drainage, such as reducing swelling and improving circulation, are becoming increasingly recognized and sought after by beauty professionals.

## LED Body Sculpting

LED light therapy may be used as an adjunct treatment to enhance the benefits of body sculpting procedures. While it is not considered a primary treatment for body sculpting, it can help improve the overall appearance of the skin and support the body's natural healing processes. The light wavelengths used in LED red light therapy typically range between 630-660 nanometers (nm). These wavelengths are within the visible red-light spectrum and are sometimes referred to as "red light therapy" or "low-level light therapy." Some devices may use a combination of red and near-infrared (NIR) wavelengths, which can range from 810-850 nm. The specific wavelengths used may vary depending on the device and the intended application of the therapy.

Some studies have suggested that wavelengths in the 600-700 nm range, such as those used in red light therapy, may be effective for promoting lymphatic drainage, which is an important part of body sculpting. Additionally, some devices may use a combination of red and NIR wavelengths, which have also been shown to have potential benefits for lymphatic drainage.

## Red Light Research

A preliminary study published in *Lasers in Medical Science* in 2018 investigated the effects of red and near-infrared LED light therapy on lymphatic function and swelling in a group of 25 healthy volunteers. Participants received 30 minutes of LED light therapy (with wavelengths of 630 nm and 850 nm) applied to the lymphatic vessels in their legs, twice a week for four weeks.

The results showed that the LED light therapy led to a significant improvement in lymphatic function, as measured by lymphoscintigraphy imaging. Additionally, participants reported a reduction in swelling in their legs following the therapy. While this study was relatively small and focused on healthy individuals, it provides some evidence to suggest that LED light therapy may have potential benefits for lymphatic drainage.

After a body sculpting procedure like liposuction or cryolipolysis, LED light therapy can be used to help reduce inflammation and promote healing. The therapy works by increasing circulation and lymphatic drainage, which can help remove excess fluids and improve the appearance of the skin.

## How Does It Work?

Red light therapy works by penetrating the skin and stimulating cellular activity, which can increase blood flow and lymphatic drainage. This can help reduce inflammation and swelling in the body, which can be particularly helpful after a body sculpting procedure or during recovery from an injury or illness.

The distance between the red light device and the skin may depend on the specific device being used and the manufacturer's recommendations. In general, most red light therapy devices should be placed within a few inches of the skin to ensure that the light is absorbed effectively. However, it is important to follow the instructions provided with the specific device being used, as well as any guidance from a qualified healthcare professional or the client's acting physician.

Some devices may come with attachments or stand-off spacers to help maintain a consistent distance between the device and the skin. Additionally, you may use a combination of direct skin contact and a small distance between the device and the skin to achieve the desired results.

## The Body and Beyond

LED light therapy can be used on the face to reduce fine lines and wrinkles, improve skin texture and tone, and promote collagen production. It can also be used on the neck, chest, abdomen, hips, arms and legs to reduce



sun damage, improve skin texture and tone, promote lymphatic drainage, contour, improve circulation, reduce inflammation and promote healing.

The specific area of the body being treated with red light therapy may depend on the individual's treatment goals and the specialist's recommendations. In some cases, the therapy may be targeted to a specific area of the body that is being treated for a particular condition such as a cellulite, volume reduction, surgical incision or an area of inflammation. In other cases, the therapy may be applied more broadly to larger areas of the body such as the back or the legs or torso. Some providers may also use full-body red light therapy beds or panels, which deliver light to the entire body at once.

Treatments are typically painless and non-invasive, and most people find them to be quite comfortable and relaxing. During the treatment, you may lie down or sit comfortably while the red light is directed at the treatment area. The light may feel warm or slightly tingly on the skin, but should not cause any discomfort or pain.

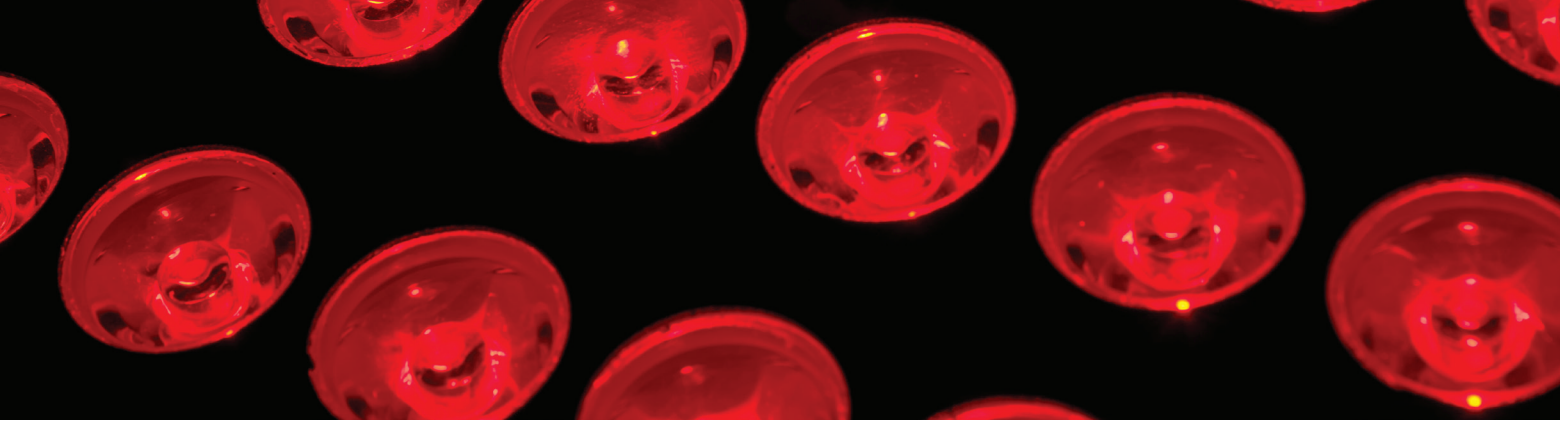
The duration of the treatment may vary depending on the device and treatment goals, but typically lasts between 15 and 30 minutes. Some devices may also include other features such as vibration or massage to enhance the treatment experience.

Investing in a professional-grade device may seem expensive, but the versatility and range of benefits it offers can make it a valuable tool for treating a variety of different conditions and concerns.

## Cellulite Reduction

Studies have also shown that red light therapy can help reduce the appearance of cellulite by increasing collagen production and improving skin elasticity. This can help smooth out the skin and reduce the dimpled appearance of cellulite.

A treatment for cellulite may involve targeting the affected area with a device that emits red light at a specific wavelength of 630-660 nm. The treatment will typically last around 20 to 30 minutes per session and



be performed one to three times per week for several weeks, depending on the severity of the cellulite and the individual's response to the therapy.

During the treatment, the red light may penetrate the skin and stimulate the production of collagen and elastin, which can help improve the texture and firmness of the skin. The light may also help increase blood flow and lymphatic drainage in the affected area, which can aid in the removal of excess fluids and toxins that contribute to the development of cellulite. After the fluids are broken down, they are naturally eliminated from the body through sweat glands, urine and stool. Some clients may experience symptoms such as headaches or nausea, in which case it is important to remind them to increase their water intake, as the treatment is aiding in detoxification.

## Incorporating More Modalities

Pairing red light therapy with other modalities can help to optimize results (See **Modality Pairings with Light Therapy Sidebar**). Using complementary therapies can enhance the benefits of red light therapy and provide a more comprehensive approach to addressing a wide range of conditions and concerns.

The order of combining LED light therapy with other modalities may vary depending on the specific goals of the treatment. However, in general, it is recommended to perform LED light therapy as the first step to prepare the skin and improve circulation. This can be followed by massage therapy or wood therapy to further enhance lymphatic drainage and stimulate blood flow. Cryotherapy or cold therapy can then be applied to reduce inflammation and promote tissue healing. Finally, skin care treatments performed by a licensed esthetician can help to nourish and hydrate the skin.

For body sculpting and cellulite reduction, it is recommended to receive LED light therapy treatments two to three times per week for at least four to six weeks to see optimal results. In general, it is safe to use LED light therapy on a daily basis, although the treatment time and intensity may need to be adjusted based on the person's skin type and sensitivity (See **Red Light Therapy Contraindication Sidebar**).

### Modality Pairings with Light Therapy

- Massage therapy
- Wood therapy
- Cryotherapy
- Acupuncture
- Infrared sauna
- Cold plunges

### Red Light Therapy Contraindications

Red light therpay treatments may not be suitable for your clients who are/have:

- Pregnant
- Epilepsy or a history of seizures
- Photosensitivity
- Skin cancer
- Specific medications
- Active infection
- Open wound
- Thyroid conditions

## Noticeable Results

Red light therapy has been shown to be a highly effective treatment option for lymphatic drainage and body contouring, demonstrating its potential for improving client outcomes. By using specific wavelengths of light, this therapy can activate the lymphatic system, reduce inflammation, and promote the production of collagen and elastin.

Red light therapy is a safe and non-invasive alternative to traditional body contouring methods, and can provide noticeable results with consistent treatment. As with any treatment, it is important to have a thorough consultation with your client and possibly their treating physician to determine if red light therapy is the appropriate, safe and effective treatment for their healing process. Overall, the benefits of red light therapy for lymphatic drainage and body contouring are numerous, and make it a valuable addition to any beauty or wellness routine.



**Brenda Stevens**, owner of Utah Body Sculpting & Skin, is a master esthetician and body sculpting educator residing in Central Utah. Since becoming an educator, Stevens has been able to work with and train countless licensed professionals across the U.S. and Canada, all searching for the best body sculpting tools, treatments and protocols for their clients.

# PROTOCOLS IN PRACTICE
# BRIGHTENING

## 45 MINUTE HYDRA PEELING WITH HYDRA PH BRIGHTENING FACIAL

### GUINOT USA

**This brightening facial treats discoloration and hyperpigmentation.**

**Step 1.** Remove makeup from eyes with the eye makeup remover. Remove makeup from lips.

**Step 2.** Cleanse face with the lotion or cleanser best suited to your client's skin. Rinse off with damp wash cloths. Apply toner and blot with a tissue.

**Step 3.** Protect fragile areas and apply Longue Vie Eye and Longue Vie Lip to the lip and eye contours. Place cotton pads over the eyes.

**Step 4.** Apply a thin layer of Hydra PH Peeling to the entire face using the brush.

**Step 5.** Leave on for 7 minutes. Sweep the face brush over the face every 2 minutes to boost product effectiveness.

**Step 6.** Remove with spatula. Rinse off with damp wash cloths. Blot with a tissue.

**Step 7.** Apply Hydra Neuve Massage to the face and massage for 10 minutes.

**Step 8.** Mix Hydra Beaute Mask in a bowl making sure the product is fully incorporated.

**Step 9.** Apply Hydra Beaute Mask to the entire face with a spatula. Leave on for 10 minutes.

**Step 10.** Gently peel off Hydra Beaute Mask.

**Step 11.** Apply toner and blot with a tissue.

**Step 12.** Apply the skin care products best adapted to the client's beauty goals.

**Step 13.** Confirm the result using a mirror.

## BRIGHTENING FACIAL

### ALASTIN SKINCARE

**This facial is designed to target pigmentation in the skin.**

**Step 1.** Review the patient's medical history and physician notes, as well as any medications that the patient may currently be using. Thoroughly explain the procedure and products utilized during the treatment.

**Step 2.** Apply Ultra Calm Cleansing Cream to treatment area and massage the skin for 1-2 minutes.

**Step 3.** Remove the cream from the treatment area.

**Step 4.** Apply Gentle Cleanser to treatment area and massage the skin for 1-2 minutes.

**Step 5.** Remove the cleanser from the treatment area.

**Step 6.** Apply ReSURFACE Skin Polish and gently scrub for 1-3 minutes and remove.

**Step 7.** Steam the skin for 10-12 minutes.

**Step 8.** Perform all necessary extractions.

**Step 9.** Gently wipe the skin with a toner, paying particular attention to extracted areas.

***Click here*** *to continue reading Steps 10-17*

## ADDITIONAL PROTOCOLS FROM:

SKIN SCRIPT SKIN CARE
NATURA BISSE
FARMHOUSE FRESH
EMERGIN C
HALE COSMECEUTICALS


Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

# INDUSTRY INPUT
# BODY WRAP TIPS

TOP TIPS, TECHNIQUES AND ADVICE FOR MAKING THE MOST OUT OF BODY WRAPS IN YOUR SPA.

## TIP 1: GENERATE EXCITEMENT WITH UNIQUE OFFERINGS

Offer a variety of body wraps, including seasonal options. It is a good idea to have standard body wrap treatments, such as detoxifying or de-aging, but offering unique seasonal body wraps will pique interest from your consistent clients and will stand out from your service menu. For example, pair different body wrap services with different seasons like a soothing summer wrap or tropical escape wrap in the winter. Think outside the box to keep the ideas fun and include a cross promotion with correlating retail products for best results.

***—Melissa Morris, Director of East Coast Education for Pevonia Natural Skincare***

## TIP 2: STAY CLOSE TO OFFER COMFORT

It can feel strange for a guest to be all wrapped up, and they may suffer with claustrophobia. It is really important to never leave the treatment room. Provide a nice neck and scalp massage or offer additional upgrades such as a mini facial, eye or lip treatment, or hair and scalp treatment.

***—Kimberlee Geng, Director of Education and Training for Pure Fiji USA***

***Click here*** *to keep reading top tips about body wraps from industry experts.*

# Brightening Facial

*(Continued from Page 44)*

## ALASTIN SKINCARE

**This facial is designed to target pigmentation in the skin**

**Step 10.** Mask as appropriate/Massage/Facial Massage.
**Step 11.** Apply HA Immerse Serum to treatment area.
**Step 12.** Apply Regenerating Skin Nectar or Restorative Skin Complex to treatment areas.
**Step 13.** Apply Ultra Light or Nourishing Moisturizer and gently massage into the skin.
**Step 14.** Lightly pat Restorative Eye Treatment onto the skin around the eyes.
**Step 15.** Apply one layer of HydraTint SPF 36 or SilkShield SPF 30.
**Step 16.** Review the recommended home care regimen with patient.
**Step 17.** Schedule subsequent follow-up visits.

# Mandelic Express Brightening Peel

**EMERGIN C**

**The Mandelic Express Brightening Peel helps to improve fine lines and wrinkles, breakouts, pigmentation and skin texture.**

**Step 1.** Apply kombucha cleanser on dampened skin. Perform cleansing techniques. Add water and cleanse skin.

**Step 2.** Remove with warm towel (steam is optional). Cleanse the skin twice if needed.

**Step 3.** Apply spirulina toner to cotton and gently wipe over skin.

**Step 4.** Apply a thin layer of mandelic acid peel on skin with a fan brush, large cotton swab or cotton round. Apply to face in horizontal motions first. Then, apply vertically to ensure thorough coverage.

**Step 5.** Leave on the skin for 3-5 min., then remove with cool water.

**Step 6.** Apply water lily mask on the face, neck and décolleté. Leave on for 10 minutes and remove with esthetic wipes or preferred method of removal.

**Step 7.** Apply eyelight cream to eye area.

**Step 8.** Apply phytocell cream to face, neck and décolleté.

**Step 9.** Apply tinted sun SPF 30 to face, neck and décolleté.

# Diamond Luminous Facial

**NATURA BISSÉ**

**The facial addresses dark spots to provide a rejuvenated complexion.**

**Step 1.** Perform Welcome Ritual with inhalation and body alignment.

**Step 2.** Remove makeup from the eyes and lips with NB Ceutical Eye & Lip Makeup Remover.

**Step 3.** Cleanse the skin with Diamond Luminous Expertise Rich Luxury Cleanse. Apply on face, neck and décolleté using Natura Bissé Cleansing Maneuvers.

**Step 4.** Remove the product with the Natura Bissé cleansing sponges moistened in warm water.

**Step 5.** Apply Diamond Luminous Expertise Clarity Toning Lotion and dry skin.

**Step 6.** Apply the three-step peel, Glyco 3 Peel (15 min.). Apply G3P phase 1. Leave on for 10 min. and do not remove.

**Step 7.** Apply G3P phase 2 (powder) and 3 (activator) to create an effervescent effect on the skin.

**Step 8.** Remove with warm water and Natura Bissé facial cleansing sponges.

**Step 9.** Apply the Diamond Luminous Expertise Brightening Concentrate with "eraser" technique focusing on pigmented areas, then apply the product on the face, neck and décolleté until completely absorbed (10 min.).

**Step 10.** Perform a lifting massage with Diamond Experience Essence (2 min.).

**Step 11.** Perform a balancing Shiatsu face massage (8 min.).

**Step 12.** Apply a thick layer of Diamond Luminous Perfecting Glowing Mask on face, neck and décolleté. Remove with warm water after 15 min.

**Step 13.** Apply Diamond Luminous Expertise Clarity Toning Lotion with your hands on face, neck and décolleté.

**Step 14.** Apply a small amount of Diamond Experience Extreme Eye around the eyes, and Diamond Cocoon Sheer Cream on face, neck and décolleté (5 min.).

**Step 15.** Perform Final Body Alignment.



CLICK ABOVE TO PLAY



# Brightening Facial

## FARMHOUSE FRESH

**This refreshing facial brightens skin with natural ingredients.**

**Step 1.** Apply Make it Melt cleansing balm from the décolleté all the way up to the forehead. You will see it change to an oil to break down dirt and makeup. Next, wet fingertips to turn the oil into a milky cleanser for easy removal.

**Step 2.** Apply C the Future foam cleanser from the décolleté all the way up to the forehead. You may use steam during this step based on your guest's needs. Cleanse using effleurage strokes, add water to allow cleanser to foam up even more. Remove with warm towel or sponges.

**Step 3.** Mist Illumination Juice Facial Tonic three times above the guest allowing the mist to rain down.

**Step 4.** Apply Illumination Fruit mask with a brush to spread it evenly from the décolleté up to the forehead. This fruit acid mask will tingle and cause the skin to flush so let your guest know they should expect it and it is a good thing. It will increase cell turnover and circulation.

**Step 5.** You may choose to add manual exfoliation by wetting your fingers and using circular motions, or you may just leave the product on the skin and perform a scalp and shoulder massage. Treatment time ranges from 2-15 min. based on your guest. Remove with cool towel or facial sponges.

**Step 6.** Apply Bluephoria mask with a brush to spread it evenly from the décolleté up to the forehead. This mask is the perfect option to follow a tingly exfoliator, it instantly cools and hydrates the skin.

**Step 7.** The Facial Globes may also be used during this step to add additional chilled relief and calm down redness.

**Step 8.** Mist Illumination Juice Facial Tonic three times above the guest allowing the mist to rain down.

**Step 9.** Apply three drops of our Vitamin C Booster and press into skin as you slide your hands from the décolleté to the forehead.

**Step 10.** Apply three drops of Pink Dusk using light effleurage strokes from the décolleté up to the forehead.

**Step 11.** Apply Moon Dip from the décolleté up to the forehead using light effleurage strokes.

**Step 12.** Dab three dots of Stunning Dawn above and below each eye then lightly pat to blend.

**Step 13.** Press Elevated Shade into the skin as you slide your hands from the décolleté up to the forehead.

# Lemon Zest/Honey Facial Protocol

## SKIN SCRIPT SKIN CARE

**This illuminating facial treatment is designed for dry, mature skin with pigmentation.**

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

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

**Step 3.** Using a fan brush apply an even layer of the Lemon Zest Enzyme to the face, neck and décolleté for 7-10 minutes. (Optional steps: Apply steam to enhance the enzymatic effects; however, if you are working with melasma omit the steam. You may also add ½ pump of Lactic Lightening Peel. Using fingertips, manipulate the enzyme into the skin for best penetration).

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

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

**Step 6.** Perform extractions if needed.

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

**Step 8.** Apply and manipulate Citrus-C Nourishing Cream into the face, neck and décolleté before applying the mask, so the cream penetrates deeper into the skin.

**Step 9.** Using your fingertips, apply the Golden Honey Mask and massage for 10-15 minutes (add spritzes of Cucumber Toner if you need more slip).

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

**Step 11.** Tone with Cucumber Toner.

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

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

**Step 13.** Using a tapotement (press and release) method, apply the Sheer Protection SPF 30.

**Step 14.** Apply Mint Lip Hydrator to the lips using a cotton bud or lip applicator.

# Brightening Protocol

## HALE COSMECEUTICALS

**This brightening protocol revitalizes skin and provides SPF protection.**

**Step 1.** Pump a quarter size amount of Dermist GSL Clarifying cleanser in your hand and add a little bit of water to the palm of your hand.

**Step 2.** Mix and gently wash the face for 15-30 seconds.

**Step 3.** Apply one Lucent Power pad to the face area. Wipe the entire face with the pad and let dry.

**Step 4.** Apply 2-3 drops of Supreme C & E with ferulic acid to the face and rub in gently covering the entire face.

**Step 5.** Take SB-7 Skin brightener and add 1 pump to the hand and then add 1 pump of the Dermist M3HA on top of it.

**Step 6.** Mix the two together in your hands and apply to the face.

**Step 7.** Finally, apply 1-2 pumps of Surya SPF 35+ to the entire face area.



## **TIP 3:** CUSTOMIZE WRAPS TO FIT MAIN TREATMENT

"Body wraps are fantastic treatments to enhance your clients' spa experience. In addition to providing full body relaxation and rejuvenation, the potent ingredients in body wraps deeply penetrate the skin and offer a range of benefits such as hydration, exfoliation, minimizing the appearance of cellulite and improving elasticity in the skin. When introducing body wraps into your treatments, take the extra time to discuss the benefits with your client, and choose a body wrap that will provide the best results for the skin concern or condition that they are looking to target. For clients who are new to body wraps, be sure to review the various steps of the body wrap treatment with them, and highlight the benefits that each step provides to their skin. Performing an extra treatment during the body wrap like a mini facial or neck, face and scalp massage is an added service that will further enhance your clients experience, which is a surefire way to create customer loyalty."

***—Natalie Pergar, Lead Skin Care Trainer at Éminence Organic Skin Care***



## **TIP 4:** CREATE AN EXPERIENCE

"When it comes to body wrap treatments, professionals should produce not only results, but also a sensorial journey. Use the products curated for that particular wrap, heated beds, a room scent and the room should give the client a feeling of being wrapped in a cocoon. It could be something as simple as a half hour body wrap, and that client will feel as if they just returned from a vacation. We believe the key is results, plus a relaxation for the mind and body."

***—Beth Ann Maloney, Thalgo Southeast Trainer and Swissline National Trainer***




Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

# Connecting Stress & Skin Conditions

By Susan Wade, M.Ed., L.E.,
Functional Medicine Practitioner

Understanding the consequences of stress on health, illnesses and skin disorders is crucial, as stress permeates so many aspects of our daily life. What role does stress play in many skin conditions? Aging skin exhibits several unfavorable symptoms including depletion of collagen, increased lines and wrinkles, age spots and glycation. Other unwanted skin conditions including rosacea, psoriasis and acne share a connection to gut microbial imbalances brought on by long-term stress.1 Understanding how stress impacts illnesses and skin conditions is vital, as these conditions are persisting and on the rise.

What skin conditions related to stress are estheticians able to evaluate topically? To assist clients to restore optimal skin function and healthier skin, the solution lies in comprehending the physiological and biological processes of the cells when chronic stress is present. This article will offer information to help identify the physical abnormalities on the skin that are linked to stress. As a foundation, let's begin with a brief overview of the physiological and biological components of stress.

## Physiological Effects of Stress

The body follows a biological feedback loop termed the HPA axis (hypothalamus, pituitary and adrenal glands). When the brain (hypothalamus) senses stress or a threat, a message is sent to the pituitary gland. The pituitary gland responds and sends a message through a hormone termed adrenocorticotropic (ACTH) to the adrenal glands. The adrenal glands, located just above the kidneys, respond with a release of cortisone and cortisol.

Overall, stress-related substances such as adrenaline, cortisone and cortisol are synthesized by the adrenal glands.[1] When cortisol is released, other hormones and systems take a back seat until the threat or source of stress dissipates. Digestive enzymes, melatonin, sex hormones and insulin functions are all influenced during stressful times.

## Glycation

Aging, the loss of collagen and elastin, dehydration and elevated blood sugar have all been linked to glycation. Due to elevated cortisol levels, stress can also be considered a covert cause of glycation. For instance, insulin is prompted to act when the hypothalamus signals the release of cortisol. Blood sugar is delivered to the muscles through insulin. The body uses this as a means of supplying energy to the muscles. However, due to the insulin response, ongoing stress adds to elevated blood sugar levels.

The normal formation of collagen fibers is hampered by high blood sugar levels. High blood sugar increases inflammation and oxidative stress and alters the production of strong collagen. The collagen fibers become stiffer and more fragile when too much sugar (glycogen) is present. Hence, when dealing with glycation cases, consider the insulin response brought on by diabetes or long-term stress.

As previously indicated, when cortisol takes over in reaction to an immediate threat, digestion is significantly slowed down or momentarily interrupted. Malnutrition and malabsorption result from impaired digestion. More severe digestive illnesses can be a result of conditions like SIBO (small intestine bacterial overgrowth), IBS (irritable bowel syndrome), leaky gut and microbial imbalances. Poor digestion prevents cells from absorbing and utilizing the nutrients they require to operate. Dehydration and diminished cellular energy contribute to the loss of collagen, elastin and hyaluronic acid, resulting in the aging of cells.

Significant weight gain in the middle, despite regular exercise and a healthy diet are typical symptoms of chronic stress. According to one study, oxidative stress and inflammation are clinically connected to increased abdominal fat accumulation. According to the study's findings, substances that accelerate cellular aging are largely generated by visceral fat or the fat around the organs.[2,3]



Aging is the loss of collagen and elastin in the skin.

## Hormone Imbalances

When hormones such as cortisol are in charge, the other hormones must take a backseat and wait for instructions. Estrogen, testosterone, progesterone, insulin and melatonin will have to shift performances once cortisol is reduced. Keep in mind that there are complicated interactions among and between all hormones. Progesterone diminishes with high cortisol levels.[4]

Other symptoms such as chronic fatigue syndrome, impotence, anorexia, panic disorders, PMS, infertility, osteoporosis and heart disease may appear when increased cortisol levels are linked to menopause or andropause. DHEA is a hormone that the body naturally produces in the adrenal gland which is increased by stress. DHEA aids in the synthesis of several hormones such as estrogen and testosterone. But persistent stress stops the body from producing DHEA.

Melatonin is superseded by cortisol when cortisol is in charge. Remember, if your body is sensing a threat, it will not allow you to sleep! Cortisol levels are the highest in the morning (this is what wakes us up) and lowest in the evening. However, if our brain is under a threat, it will initiate cortisol production and suppress melatonin.

**"Stress reduction or daily stress release is an important aspect of skin health. The first step is to recognize and acknowledge that stress is affecting the health of the skin."**

The tissues, cells and organs repair and regenerate during restful sleep. Chronic stress slows down cellular respiration, minimizes melatonin and sex hormones and increases insulin. When the body struggles continuously to maintain hormonal balance during stress, conditions such as sleep deprivation, elevated blood sugar and inflammation occurs. In the end, lack of sleep over time weakens the body's defenses against invaders like bacteria, viruses, yeast and other external invaders.

## Toxicity and Hyperpigmentation

Another effect caused by excessive stress is the level of toxins that accumulate in the body. Stress can lead to reduced bile production or a shortage of digestive



Stress can trigger glycation, hormone imbalances and hyperpigmentation in the skin.

enzymes. Bile is produced in the liver and stored in the gall bladder. The gall bladder releases bile to help with digestion and to break down fats. Bile is also used significantly for the body's detoxification process. The lack of bile products sets the stage for toxic build-up in cells, tissues and organs.

Toxins come in many forms such as heavy metals, chemicals and trans fats. A few examples of heavy metal toxins are aluminum, iron, copper, zinc, mercury and oxidized trans fats. These toxins start to build up if the liver is unable to fully detoxify them. Heavy metals may also travel through the epidermis. Lipofuscin, also referred to as liver spots or age spots, is one of its symptoms.

Lipofuscin is a compound made up of oxidized, partially metabolized lipid and protein particles. They oxidize because of the widespread usage of trans fats in fast foods, fried foods and preserved foods. With extreme heat, hydrogenated oil degrades and turns hazardous to cells. These fats are most frequently found in quick, easy, deep-fried dishes made with vegetable, canola and seed-based hydrogenated oils. Through pigment, the hazardous fat enters cells and builds up in the cytoplasm. Non-excreted toxins will circulate in the blood and eventually deposit in cells, tissues and organs.

The capacity for intracellular antioxidants is also hampered by excessive toxins or hazardous chemicals. Heavy metals can interfere with antioxidant function, harm mitochondria and prevent cellular respiration. When toxins accumulate and are deposited in the body, oxidative stress, organ malfunction and inflammation take place. The mitochondria are consequently impacted, which affects how energy (ATP) is produced. Cells that produce less energy or ATP are less able to defend themselves, which makes for the optimal conditions for the buildup of toxins.

## Stress Free Skin

All hormones, digestion and toxin clearance are impacted by cortisol when under stress. These elements all have a role in glycation, hormonal abnormalities and excessive toxicity. Each of these causes collagen production to suffer, cells to produce less energy and cells to age. Acne, rosacea, eczema and weakened barrier conditions that are apparent on the face, back and chest are largely caused by elevated cortisol levels that are affecting the intestines' and epidermis' healthy microbiome.

In some circumstances, stress can be beneficial, but prolonged stress can cause several skin and health problems. Cells break down or become too sensitive to this signal in a persistently alarmed condition. As further indications of stress overload, keep an eye out for symptoms including weariness, low blood pressure, sensitivity to light and sleeplessness.

Stress reduction or daily stress release is an important aspect of skin health. The first step is to recognize and acknowledge that stress is affecting the health of the skin. If strategies are put into place, over time, the body will release and stop producing too much insulin when cortisol levels drop again, and melatonin levels will stabilize. After sleep and recovery, balancing effects take place and the skin becomes restored and healthy again.


REFERENCES

1. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9311318/
2. https://www.nahypothyroidism.org/thyroid-hormone-transport
3. https://www.a4m.com/assets/pdf/bookstore/aamt_vol7_41_smith.pdf
4. https://pubmed.ncbi.nlm.nih.gov/19269917/

(All websites accessed March 23, 2023)





**Susan Wade** holds a Master's in Education Administration, is a licensed esthetician, functional medicine practitioner and certified precision nutrition specialist. She is also the director of education for Viktoria De'Ann Peptides. Wade's passion is learning and writing about the complexities of the human body and how it rejuvenates, avoids diseases, and regains energy.



# Seeing Red

## Decoding the Redhead Factor

By Erin Madigan-Fleck NMD, CDT, LE, LEI



Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

Contrary to what is often believed, individuals with red hair and freckles did not originate in Scandinavia, Ireland or Scotland, but instead in central Asia. History depicts numerous regions throughout the world that have exhibited individuals with red hair and freckles, pink or even red hued complexions including the Slavic region, the Volga region in Russia, Eastern Europe, Italy, Morocco, Algeria and all regions of Asia.

Red hair has also been discovered in ancient humans around 30,000-80,000 years ago aligned to the early migrations out of Africa. Early scientific concepts believed that red hair evolved to help people produce vitamin D in climates that were cold with little sunlight.[1] Today, the modern geographical representation of both red haired and freckled individuals are recorded at their highest occurrence throughout the northern and western countries of Europe. Ireland claims the highest number of redheaded individuals per capita at 10%, followed by Great Britain and Scotland. Approximately 6% of the Scottish population have red hair, with the highest concentration of red head carriers in the world found in Edinburgh, making it the red head capital of the world.[2]

Red hair has been described in illuminating tones of auburn, ginger, deep red, rose gold, deep ginger and strawberry blonde, and there have been as many as 50 shades of red hair celebrated in imagery at international Redhead Festivals.[3] Folklore, fable and mystique have captured the beauty and persona of red-tressed women. Redheaded maidens have been depicted in great works of art as goddesses, muses and the like: "The Soul of the Rose" by pre-Raphaelite artist John Waterhouse (1872-1916) captures the romanticism of the period and pays homage to ultra-femininity, roses and red tresses.

## The Science of Freckles

Freckles are as unique as the individual who has them! No one is born with freckles, no two freckles are the same, not all redheads have freckles, and any ethnicity can develop them. Skin freckles, or ephelides, are variable, hued, pigmented lesions that may be yellow, tan, light brown, reddish, brown or brown-black, and render darker than the surrounding skin they appear on. Ephelides appear in early childhood, are most visible in summer, may fade with age, and are generally associated with lighter Fitzpatrick skin types with reddish blonde or red hair. They have a defined macule border and coloration characteristics that distinguish them from the surrounding non-freckled skin.

Freckles are said to contain more dendrite's and contain about 40% fewer melanocytes per square millimeter than the adjacent skin. One pathology study showed that the rete ridges of ephelides are elongated and clubbed, and that there is a general increase in melanocytes along the rete peg ridges, with increased melanin in the basal epidermal unit. Melanocytes are significantly more frequent in ephelides than in non-freckled areas, and electron microscopy showed that ephelides' melanocytes contain multiple large melanosomes characteristics of dark-skinned individuals, whereas non-freckled areas contain fewer, smaller and less-pigmented granules. This suggests that ephelides have melanocytes which exhibit two types of behavior, namely highly pigmented melanocytes of ephelides with large melanosomes, and less-pigmented melanocytes with smaller melanosomes in non-freckled areas. Why the melanocytes behave differently in the two areas of the same individual is not clear.

Solar lentigines (not to be confused with ephelides) appear as multi-hued lesions ranging from light golden red to deeper reddish brown that frequently appear with increasing age and are directly associated with, and are a general sign of photodamage. As both lesions generally appear with fair skinned individuals, increased and long-term exposure to the sun potentiate the risks for melanoma and non-melanoma skin cancers. Solar lentigines have a hyperpigmented basal layer and elongated epidermal ridges the epidermis is thicker, and the keratinocytes accumulate melanin pigment. It has been suggested that both melanocytes and keratinocytes proliferate excessively in the solar lentigines lesions, leading to extended length of the basal layer, longer epidermal rete ridges and a disrupted and disorganized dermal-epidermal junction.[4]

## Pigments in Motion

The actual color pigments exhibited in human skin are the result of diverse combinations of four chromophore molecules: melanin, hemoglobin, oxyhemoglobin and caroteniods. We observe these colors due to various combinations from an individual's pigment volume and density, the visible light spectrum, and the quality of the skin's textural surface. Photons of light are absorbed or

## Genes Associated with Ephelides[4] An Adaptation

| Gene | Phenotype |
|---|---|
| MC1R | Red hair, fair skin, UV sensitivity, freckles |
| IRF4 | Blue eyes, brown hair, freckles, sun sensitivity |
| ASIP | Red hair, freckling, sun sensitivity |
| TYR | Blond hair, blue eyes, freckles |
| BNC2 | Freckles, skin color saturation |

reflected by different molecules within the skin, and its surface renders the overall appearance of the skin's color.

Skin pigment chromophores are mainly represented by melanin in the epidermis and by hemoglobin in the dermis. Other molecules such as bilirubin, amino acids, nucleic acids, porphyrins and carotenoids may participate at different levels to influence the absorbing and reflecting process of the light. Melanin and its color variations are directly responsible for the intensities of deeper skin tones, tanning and other pigmentation conditions. Carotenoids help to develop yellow-orange pigmentation, and various mixtures of multiple pigment combinations can create other hues.

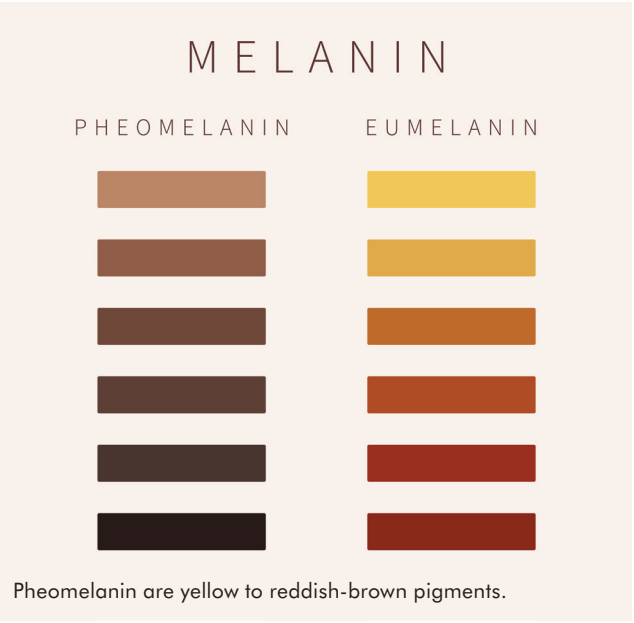
Black and brown melanin feature a biochemical mediated photoprotective mechanism in the skin, and it has the ability to absorb or dissipate detrimental UV radiation via a rapid internal conversion process. This is achieved by reducing a portion of the UV damaging rays into heat before harmful reactions impact tissue.[5] As the sun instigates DNA damage from UV radiation, it triggers cytokines' various growth factors, and other inflammatory mediators that stimulate melanin production. Melanocytes in the basal layer of the epidermis and underlying dermis increase the production of intracellular nitric oxide. Nitric oxide is a necessary free radical in the body that we produce naturally as a result of nutrient components including vitamin C.

Nitric oxide, along with histamine, are also considered melanogenesis co-factors, which are released from cells surrounding melanocytes, following ultraviolet irradiation exposure. A unique cascade of biochemical events initiates the process of melanogenesis via a complex series of oxidative reactions involving the amino acid tyrosine and the enzyme tyrosinase. The various contents of melanin in the keratinocytes produce the wide spectrum of human skin colors, and is related to the quantity and density in the keratinocytes. Hemoglobin located within the dermal microvasculature contributes to the overall skin color with a red dominant for oxygenated hemoglobin and bluish red for reduced hemoglobin.

Two classes of melanin are observed:

**Eumelanin.** These are light brown or brown-to-black pigments.

**Pheomelanin**. These are yellow to reddish-brown pigments that are present in all skin tones in varying degrees and intensities, and they have the potential of inducing free radicals in the skin, which can increase skin damage including skin cancer.[6]




Pheomelanin are yellow to reddish-brown pigments.

### The Red X Factor

Genetics determine constitutive skin color, which is reinforced by the melanogenesis process and tanning reactions, aspects of pigmentation ratios, and the number of freckles and their placement on the body are linked to familial traits. Melanin is mostly regulated by gene expression, along with the production of melanocytes and melanin ratio factors influencing the photo protective potentials of each individual. The tyrosinase enzyme is primarily responsible for

the genetic mechanism in human skin pigment, and is programmed via biochemical processes along with inherited genetic factors. Scientists have analyzed and identified more than 80 gene variants in the MC1R gene, along with over 150 additional variants identified as having a direct or indirect effect on skin color. Redheads with freckles have an 85% chance of having one mutant MC1R gene allele, with some alleles also being discovered in albinism, vitiligo, skin cancer, heat sensitivity and birthmarks.

Mutations in the MC1R gene are quite frequent in Northern European populations, with overall carrier prevalence of 50% in the United Kingdom and 25% overall in the U.S. Some of these gene variants are strongly associated with ephelides formation in people from various ethnicities. Empirical research has demonstrated that ephelides are a heritable trait and the MC1R gene is implied. However, the pigmentation coloring of ephelides may develop as a combination of genetics and environmental exposures.

## The Role of MC1R

Redheads produce more pheomelanin due to variants in genetic changes involving the MC1R gene. The MC1R gene is located on melanocytes and is responsible for the type of melanin produced. Along with melanin factors, MC1R regulates skin pigmentation, UV responses, melanoma risk and other cellular interactions. The MC1R protein communicates via cell signals by detecting specific cellular communications. If the response is triggered, the MC1R gene initiates a cascade production of eumelanin and prompts increased melanin coloration in the skin. The production quality of eumelanin and pheomelanin is dependent on the viability of the MC1R signaling and the availability of the amino acid cysteine.

When MC1R signaling is strong, production of pigment precursors dominates cysteine's availability and facilitation of eumelanin melanin is productive. When MC1R signaling is weak, pheomelanin appears as a dominate factor in the body. The deeper melanin pigment precursors then replicate slowly, which leads to the formation of cysteine-dominant pheomelanin rather than eumelanin. Additional changes in the MC1R gene also contribute to the hallmarks of the Fitzpatrick 1 skin type, UV sensitivity, inability to block UV light and increased skin cancer risk, and it may impact the ability of repair mechanisms to address mutations



Freckles are also called ephelides.

caused by UV exposure. Research suggests that the most common MC1R variants linked with red hair, pale skin and freckles are associated with up to a four-fold increased lifetime risk of skin cancer, but the molecular mechanisms are not well understood.[7] Vitiligo and the development of nevus has also been linked to the MC1R gene and the RHC (red hair variant) and other alleles and polymorphisms.

## Feeling Sensitive?

There appears to be a connection between pain and cold tolerances in redheads. Pain sensitivity has been linked to the MC1R gene, and a mutation in MC1R may modulate pain responses in general. Human studies have shown that women with non-functional MC1R's were sensitive to experimental induced cold and heat pain. Another study demonstrated that females with red hair required higher doses of anesthesia than females with dark hair to experience analgesia.[8,9]



Additionally, the Alpha MSH hormone has the ability to interact with pain sensitivity. The alpha melanocyte stimulating hormone is a neuropeptide belonging to the melanocortin family, and is well known for its anti-inflammatory effects and shares several characteristics with antimicrobial peptides besides activating in tandem with MC1R in melanogenesis. There are ample citations in the medical and pharmacological community regarding the connection between the MC1R and redheads reputed to having a decreased pain tolerance.

A 2017 resident report article further explored the connections between redheads and anesthesia in use during surgical and dermatological procedures finding that "when performing procedures on redheaded patients, practitioners should anticipate decreased response to topical and local anesthetics, and should be prepared for increased sensitivity to thermal pain during procedures such as cryosurgery, cryolipolysis, electrosurgery, radiofrequency, microwave technologies and ablative resurfacing."[10]

The ambitious MC1R gene may also address a wide range of immune activities, including anti-inflammatory modulation, and the initiation of inflammatory transcription factors such as the downregulation of NFkB (nuclear factor kappa B). NFkB is a collection of cellular behaviors that work with inflammatory responses, cellular growth and apoptosis. This cytoprotective role for MC1R is important for protecting skin cells from exogenous stress, such as ultraviolet radiation (UVR), exposure to biological agents or oxidative stress.

## A Gene Worth Researching

The unique role of the MC1R extends far beyond skin and hair pigmentation and includes modulation of the immune system, cell viability and cell differentiation.[11] The MC1R remains one of the most heavily researched genes in science, since its discovery in the 1990s.

REFERENCES

1. https://www.23andme.com/topics/traits/red-hair
2. https://academic.oup.com/hmg/article/10/16/1701/582138
3. https://gingerparrot.co.uk/calendar-of-redhead-events
4. https://onlinelibrary.wiley.com/doi/10.1111/pcmr.12232
5. https://link.springer.com/referenceworkentry/10.1007/978-3-319-32383-1_5
6. https://www.pnas.org/doi/10.1073/pnas.2212343119
7. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4033715/
8. https://medicover-genetics.com/health-risks-for-people-with-red-hair/
9. https://www.degruyter.com/document/doi/10.1016/j.sjpain.2010.08.005/html?lang=en
10. https://practicaldermatology.com/articles/2014-mar/beware-the-redheaded-patient-fact-or-fiction-in-cosmetic-and-surgical-dermatology
11. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2732336/

(All websites accessed Mar. 17, 2023)



**Erin Madigan-Fleck**, NMD, CDT, LMC, LEI, has more than 35 years of experience in the aesthetic and natural health industry. She is a naturopathic medical physician with a private practice, Naturophoria, in Atlanta. She is a member of the American Society for Nutrition and serves on the Education Commission for the International Association for Applied Corneotherapy. She the owner and founder of DermaEducationTV Post Graduate Esthetic Training and the Scientific Esthetics Symposium.



*discover the*

# BENCHMARK OF BEAUTIFUL SKIN

Environ Professional treatments combine decades of scientific research, a deep understanding of skin, effective formulations and innovative technology. These, in the hands of the skincare professional deliver healthy-looking and beautiful skin.

Powerhouse Formulations + DF Technology = Performance Intelligence

**Discover** Environ's scientifically formulated products
**Discover** Environ's extraordinary treatment protocols
**Discover** Environ's pioneering electro-sonic technology
**Discover** Environ's unique peeling system
**Discover** Environ's expert education
**Discover** a brand like no other!

**BECOME A STOCKIST NOW**

Contact DermaConcepts at 877-337-6227 or info@dermaconcepts.com, and help make a real, lasting difference to the appearance of your client's skin.

*Interested?*
Scan to connect with a Consultant

ENVIRON®
a beautiful skin for a lifetime

www.environskincare.com EnvironSkinCare environskincare_us



# Strawberry

By Rachel Grabenhofer and Katie Anderson

In Native America, a Cherokee legend tells of the first wild strawberries being sent to land to mend a marriage. After an argument, the wife took off, angry at her husband. The husband felt sorry and missed her, wanting her back. The Sun placed different fruits along her path to slow her down so the husband could catch up to apologize. It was not until she came to the unknown strawberries that she stopped, paused to pick them and looked back, starting to miss him. She eventually started back to share the berries and he met her along her path. Strawberries are therefore a reminder to be kind to one another.[1]

Strawberry appears in ancient Roman texts as well, but for medicinal purposes, which spread to Greece. In the 14th century, the French brought strawberries from the forests into their gardens for harvest. In fact, the French King Charles V (1364-1380) was said to have 1,200 strawberry plants in his royal garden.[2] Strawberries are also native to North America and the first colonists are said to have sent large strawberry plants back to Europe as early as 1600.[3]

With some discrepancy in dates, several sources report the garden strawberry was first bred in Brittany, France, in the 1750s as a cross between Fragaria virginiana from Eastern North America and Fragaria chiloensis. The latter originally was cultivated by the Mapuche and Huilliche Indians of Chile and brought to Europe by the Spanish conqueror, Amédée-François Frézier in 1714.[2]

## Traditional and Modern Uses

According to the American Botanical Council, strawberries were historically believed to cure gout and help with digestive problems. Thomas Culpeper, the medieval herbalist, noted strawberries were "good


Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

for the healing of many ills." The leaves were used as a mild diuretic and astringent due to their high tannin content and have been used as a laxative. The leaves, fruit, crowns and roots were reportedly applied in ointments, medicinal teas and syrups. The pulp and juice of the berry also were incorporated in cosmetic preparations, including treatments for teeth whitening, skin whitening and healing sunburns.[4] Interestingly, from a botanical point of view, the strawberry is not technically a berry, but an aggregate accessory fruit, meaning the fleshy part is derived not from the plant's ovaries, but from the receptacle that holds the ovaries.[2]

Strawberry is rarely used as a medicine today, although a tea prepared from the leaves is sometimes ingested to treat diarrhea and dysentery. Strawberries are widely appreciated for their characteristic aroma, bright red color, juicy texture and sweetness, and are primarily consumed as food; e.g., in baked goods, desserts, gelatin and jellies, soft drinks, syrups, wines and liquors.[4] Artificial strawberry flavorings and aromas are also used in products such as candy, soap, lip gloss, perfume, etc.

## Nutrients and Phytochemicals

Raw strawberries consist of approximately 91% water, 8% carbohydrates, 1% protein and a modest amount of essential unsaturated fatty acids in the achene (seed) oil. They are a rich source of vitamin C, a good source of manganese and they provide several other vitamins and minerals in small amounts. Garden strawberries contain polyphenols such as anthocyanins, flavanols, flavonols and phenolic acids, e.g., hydroxybenzoic acid and hydroxycinnamic acid. They contain higher levels of the flavonoid fisetin than other fruits. Although achenes comprise only approximately 1% of the total fresh weight of a strawberry, they contribute 11% of the total polyphenols; achene phytochemicals include ellagic acid, ellagic acid glycosides and ellagitannins.[2]

According to WebMD, the antioxidants in strawberry may keep cancer cells from multiplying, while other chemicals might slow down aging of the nervous system. For this reason, some researchers are interested in strawberry to potentially help prevent or treat Alzheimer's disease or other diseases that involve progressive loss of nerve function. Strawberry also is reported to help with diabetes, high cholesterol, high blood pressure, osteoarthritis and other conditions, although there is little scientific evidence to support these uses.[5]

## Strawberry and Skin Benefits

According to Healthline, the vitamin C in strawberries could help to brighten skin.[6] A recent paper published in the Traditional Medicine Journal (TMJ) concurs, which demonstrated the anti-tyrosinase activity of strawberry extract.[7] Vitamin C also is known for anti-inflammatory effects, which may reduce inflammation associated with acne. One study of sodium ascorbyl phosphate (SAP), the water-soluble version of vitamin C, showed such initial results for acne.[8] Similarly, research published in Food and Chemical Toxicology demonstrated strawberry extract could counteract induced inflammatory stress.[9]

Topical products containing strawberries may counteract the effects of aging as well. A study in 2019 found that microneedle treatments on the skin using a vitamin C serum containing strawberry improved hydration and elasticity, although these improvements could have been due to the microneedles and vitamin C.[10] The same paper in TMJ, however, also





Strawberries can be used in all different skin care products including masks, scrubs and serums.

demonstrated the anti-elastase and anti-collagenase benefits of strawberry extract, suggesting anti-wrinkle and anti-aging effects.[7]

Anthocyanidin, the flavanoid pigment that gives strawberry its red color, was the subject of study several years ago by scientists at the Università Politecnica delle Marche, The University of Barcelona, the University of Salamanca and the University of Granada.[11] They observed the pigment's ability to protect the fruit against UV damage and explored its benefits for human skin. Results suggested it decreased DNA damage thanks to its antioxidant activity; the TMJ paper concluded the same.[7, 11] Furthermore, a study published in the Journal of Horticulture found that a water-based strawberry extract imparted a slight SPF value of 2.145.[12]

## In the Spa

Strawberries often bring forth a feeling of romance as well as summer, but they can also be used in so many ways in the treatment room. The Avalon Spa and Salon in Texas features a seasonal Purifying Strawberry Facial (60 min., $90) that really utilizes strawberries to unclog the pores and remove excess oil and sebum. This facial features high amounts of vitamin C and is ideal for targeting blemishes and acne.

Keeping their strawberry treatments extra sweet, The Spa at The Hershey Hotel has three different strawberry treatments including their Strawberry Hydrating Wrap (50 min., $160), Strawberry Smoothie Immersion (90 min., $235) and (my personal favorite) Chocolate-Dipped Strawberry Immersion (90 min., $235). The Chocolate-Dipped Strawberry Immersion is actually a spin on their iconic Chocolate Immersion treatment, where they replace a chocolate scrub with their Strawberry Parfait Scrub, and this is followed up by their Chocolate Fondue Wrap. Essentially, this treatment turns you into a chocolate covered strawberry, and the use of the Strawberry Parfait Scrub exfoliates the skin and reveals a healthy glow.

Éminence Organic Skin Care has a special love for strawberry, which is shown in their ever popular Strawberry Rhubarb Dermafoliant. They expanded on their strawberry line in 2022, launching their Strawberry Rhubarb Hyaluronic Acid Serum, Hyaluronic Eye Gel and Body Lotion. This entire line features their Botanical Hyaluronic Acid Complex that combines cica, strawberry and rhubarb to deeply hydrate the skin while firming and smoothing as well. Éminence even features a Chocolate and Berry Antioxidant Facial protocol that utilizes their Strawberry Rhubarb Dermafoliant to gently exfoliate, as well as a mix of their Chocolate Mousse and Strawberry Rhubarb Hydrating Masks to really seal in the deal of firming and plumping the skin.

However, chocolate is not the only ingredient that strawberry mixes well with. Skin Script Skin Care showed this in their Strawberry-Spearmint Mask. Spearmint and strawberry come together in this mask to provide



# *Meet* OUR BESTSELLERS

ONE-STEP FACIAL FOR YOUR SKINCARE REGIMEN




A NOURISHING DEEP CLEAN THAT WON'T LEAVE YOUR SKIN DRY




A GENTLE EXFOLIATING DEEP PORE TREATMENT THAT RETRAINS YOUR SKIN




ULTRA HYDRATING LIGHTWEIGHT SERUM INFUSED WITH SNOW MUSHROOM EXTRACT AND PEPTIDES







INTENSE HYDRATION WITH POWERFUL HEALTHY AGING INGREDIENTS IN A LUXURIOUS BALM

# SORELLA

APOTHECARY

PROFESSIONAL SKINCARE.
FOR THE ESTHETICIAN, BY THE ESTHETICIAN.

IF YOU'RE INTERESTED IN PARTNERING WITH SORELLA APOTHECARY,
PLEASE REACH OUT TO THE FOLLOWING:

hello@sorellaapothecary.com
www.sorellaapothecary.com
1.800.253.0450



The vitamin C in strawberries help to brighten the skin.

the ultimate astringent and antibacterial properties. This kaolin clay based mask is ideal for treating acneic and oily skin, due to its ability to absorb oil without irritation. The use of strawberry also helps to tone, combat wrinkles and soothe the skin.

As a kind of hidden gem in BiON's Salicylic Glycolic Gel, strawberry is used as one of the ingredients to provide powerful anti-inflammatory benefits. At this point, it is no surprise that we are finding strawberry being used in another acne fighting product. Strawberry combines with salicylic, glycolic and willow bark extract to eliminate undesirable bacteria and their acne-causing lipases.

KM Herbals uses the astringent, soothing properties of strawberry in their Close Shave Gel. Strawberry is combined with aloe vera and seaweed extract to tone and balance the skin and hair, while calming and soothing the skin. This shave gel allows for a close shave without any irritation. It's safe to say that strawberry is much more than a delicious treat, and provides a lot of varying benefits to the skin.

## Conclusions

Strawberries are ripe with benefits beyond their juicy burst of flavor beloved by so many. Just as they slowed the Cherokee wife of folklore, they deserve our second look for skin and health care applications.


REFERENCES

1. *colorincolorado.org/book/first-strawberries-cherokee-story#:~:text=Seeing%20that%20man%20is%20sorry,be%20kind%20to%20each%20other*
2. *en.wikipedia.org/wiki/Strawberry*
3. *thespruceeats.com/history-of-strawberry-1807668*
4. *herbalgram.org/resources/herbalegram/volumes/volume-12/number-5-may/food-as-medicine-strawberry-fragaria-ananassa-rosaceae/food-as-medicine-strawberry/*
5. *webmd.com/vitamins/ai/ingredientmono-362/strawberry#:~:text=The%20fruit%20is%20eaten%20and,evidence%20to%20support%20these%20uses.*
6. *healthline.com/health/beauty-skin-care/strawberry-skin-benefits#purported-benefits*
7. *journal.ugm.ac.id/TradMedJ/article/view/59194*
8. *pubmed.ncbi.nlm.nih.gov/19134126/*
9. *sciencedirect.com/science/article/abs/pii/S0278691518301030*
10. *pubmed.ncbi.nlm.nih.gov/29663691/*
11. *cosmeticsandtoiletries.com/research/literature-data/article/21835011/in-sightuva-protection-through-strawberry-anthocyanins*
12. *journal-hfb.usab-tm.ro/2020/JHFB%202020%20Vol%20I/14Cretescu%20Iuliana%20et%20al%20publishing.pdf*

(All websites accessed on March 22, 2023.)




**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.

FACE & BODY
SKIN CARE SHOW

August 20-21, 2023 www.faceandbody.com

# *Face & Body* has all of the essential ingredients:

- World Class Spa Education
- Networking with Like-Minded Professionals
- The Latest protocols & Products in the Expo Hall
- Live "Edutainment" on the *Skin Inc.* LIVE! Stage

**Join in and Register Today!**



PRESENTED BY SKIN INC. WellSpa 360 MedEsthetics

# Leaf Spas

## Chicago, IL + Miami, FL

Leaf Spa's co-founder, Craig Carter, sat down with *Skin Inc.* to discuss designing a spa interior that connects clients to their own natural rhythm and provides a path to healing.

**1. Tell us about the aesthetic of your spa's interior and the emotion you are looking to evoke from customers?**
Our mission at Leaf Spa is to create a space in which our guests can reconnect with nature and their own natural rhythm; to help them find the season in which they experience the most joy. So, you will find elements of that woven throughout the experience. For example, we have a giant and beautiful willow tree that greets all visitors.

**2. What inspired your design components and process?**
Nature, nature and more nature. Our other brand, K'Alma, is all about finding your roots and grounding with Mother Earth. One fall day we were on a nature walk near our home and were in awe of the beautiful changing leaves and the cool air. That experience began the conversation that eventually led to the creation of Leaf. Ultimately, how does one stay connected to the seasonality of their life? We wanted to create a nature sanctuary in the city.

**3. What is the most important thing to remember when designing a successful spa space?**
It's important to remember that it's not about us. It's important to understand that everyone is going to experience our spaces in different ways based on their personal perception and how they view themselves in the world. We are simply setting the stage for our guests to create their own journeys of healing.

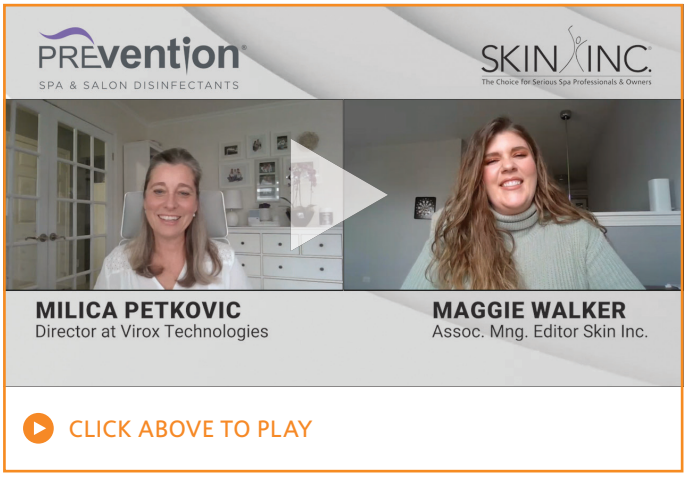
**4. Does your spa have any unique features or design aspects?**
Well, a giant willow tree in the middle of the lobby. We have an apothecary bar full of fauna, teas, dried herbs and roses at which our clients can make their own scrubs. My favorite is the house of knowledge walking meditation hall. It's lined with mesmerizing slow dance machines that really pull you into the moment. A highlight for couples treatments is our giant Kholer, waterfall infinity soaking tub.

**5. What advice would you give to someone who is designing their spa's interior?**
Don't get too attached to what you think it should be or mean to others. Always create from a place of joy, love and be clear on your intention. Then, make sure you can execute at the highest level to make it all come alive.







SKIN INC.®

The Choice for Serious Spa Professionals & Owners

# Tune In!



*Skin Inc.'s*

## Multimedia

www.skininc.com/multimedia

# ADVERTISERS' INDEX

| ADVERTISER | PHONE | E-MAIL | WEBSITE | PAGE |
|---|---|---|---|---|
| Altair Instruments Inc/ Diamondtome/NewApeel | 866-325-8247 | info@newapeel.com | *www.altairinstruments.com* | 13 |
| Bioelements | 800-433-6650 | bioelements@bioelements.com | *www.bioelements.com* | 7 |
| BiON Research | 402-438-5929 | larrylockhart@bion-research.com | *www.bionresearch.com* | 18 |
| Danné Montague-King | 888-326-6348 | info@dannemking.com | *www.dannemking.com* | CV4 |
| Éminence Organic Skin Care | 888-747-6342 | info@eminenceorganics.com | *www.eminenceorganics.com* | 9 |
| Environ Skin Care | 508-539-8900 | info@dermaconcepts.com | *www.dermaconcepts.com* | 53 |
| Face Reality Skin Care | 510-351-1842 | pros@facerealityacneclinic.com | *www.facerealityacneclinic.com* | CV2–1 |
| Fallene, Ltd. | 800-332-5536 | | *www.tizofusion.com* | CV3 |
| Lira Clinical | 877-440-5472 | info@liraclinical.com | *www.liraclinical.com* | 37 |
| National Laser Institute | 800-982-6817 | info@nlionline.com | *www.nlionline.com* | 28 |
| RapidLash | 877-760-6677 | rocasuba@comcast.net | *www.rapidlash.com* | 14–15 |
| RevitaLash | 877-909-5274 | info@revitalash.com | *www.revitalash.com* | 5 |
| Rhonda Allison Clinical Enterprises | 866-313-7546 | information@rhondaallison.com | *www.rhondaallison.com* | 2–3 |
| Skin Script | 480-543-1121 | info@skincriptrx.com | *www.skinscriptrx.com* | 31 |
| SoGeCos/Cosmoprof Las Vegas | 702-297-1060 | daniela.ciocan@sogecosamerica.com | *www.cosmoprofnorthamerica.com* | 63 |
| Sorella Apothecary | 800-253-0450 | hello@sorellaapothecary.com | *www.sorellaapothecary.com* | 57 |
| Tamara's Professional Body Sugaring | 775-721-7540 | tamarasbodysugaring@gmail.com | *www.tamarasprofessionalbodysugaring.com* | 20 |
| Ward Photonics LLC | 407-558-4835 | Info@WardPhotonics.com | *www.wardphotonics.com* | CV1, 22–25 |

The Advertisers' Index is published as a service to our readers. Allured Business Media is not responsible for any errors.

# COSMOPROF

NORTH AMERICA
LAS VEGAS | MIAMI




**THE LEADING B2B BEAUTY EVENT IN THE AMERICAS, DEDICATED TO ALL SECTORS OF THE BEAUTY INDUSTRY**
COSMOPROFNORTHAMERICA.COM

**LAS VEGAS**
LAS VEGAS CONVENTION CENTER

**JULY 11 – 13, 2023**

**NEW IN 2024!**
LAUNCHING COSMOPROF NORTH AMERICA MIAMI, A GATEWAY TO THE SOUTH AMERICAN MARKET

**MIAMI**
MIAMI BEACH CONVENTION CENTER

**JANUARY 23 – 25, 2024**

**SALES OFFICE THE AMERICAS**
USA Beauty LLC
Orlando, FL, USA
P +1 800 335 7469
cosmoprofsales@informa.com

**SALES OFFICE AFRICA, EUROPE, ISRAEL, LEBANON, TURKEY**
BolognaFiere Cosmoprof S.p.a.
Milan, Italy
P +39 02 796 420
F +39 02 795 036
international@cosmoprof.it

**SALES OFFICE ASIA, OCEANIA**
Cosmoprof Asia LTD
Hong Kong
P +852 3709 4988
cosmoprofasia-hk@informa.com

**SALES OFFICE INDIA**
Cosmoprof India LTD
Mumbai, India
P +91 98 3389 8098
F +91 22 6172 7273
cosmoprof-india@informa.com

**ORGANIZER – USA BEAUTY LLC**
informa markets
Bologna Fiere
PBA Professional Beauty Association

**A NEW WORLD FOR BEAUTY** BOLOGNA, HONG KONG, LAS VEGAS, MUMBAI, BANGKOK, MIAMI

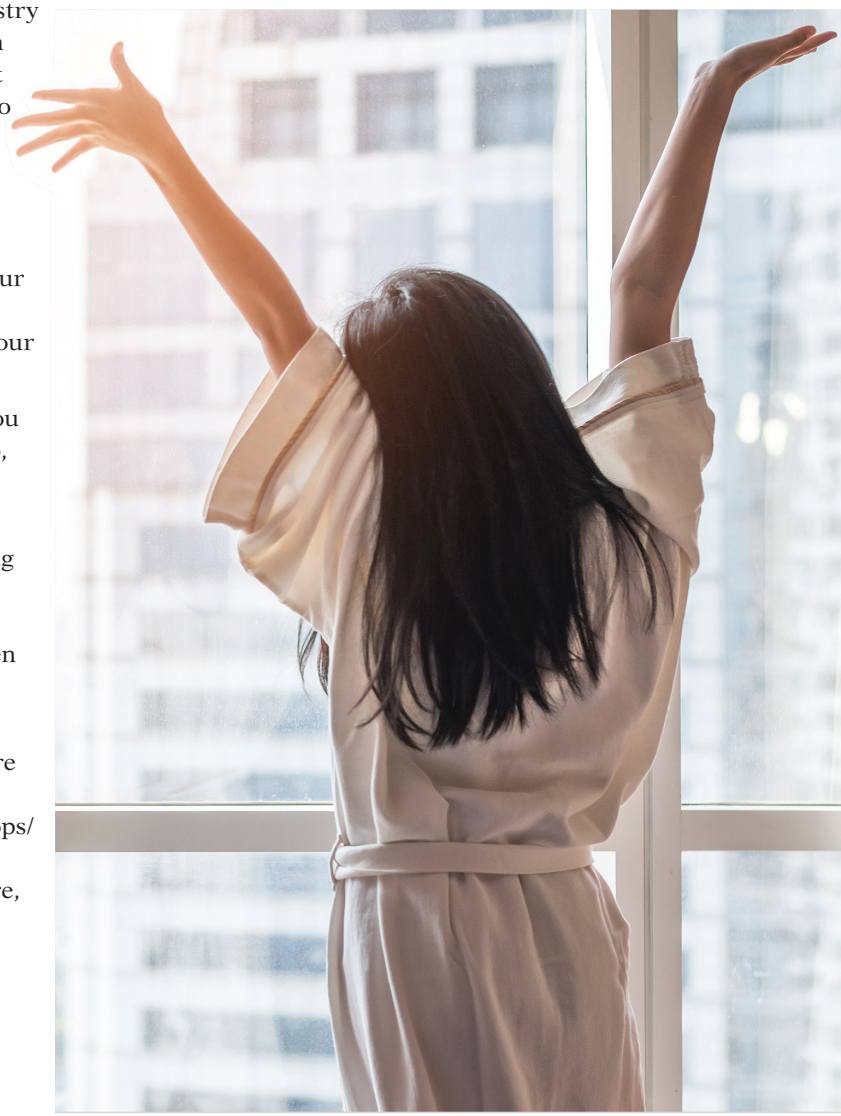
# Ask The Esty

*With Deedee Crossett*

**Industry pro, Deedee Crossett, answers your burning questions about the industry every month.**

## Q: What are the best methods for the skin professional to unwind and prioritize self-care?

**A:** As a mom, wife, business owner, industry speaker, community member and skin therapist, I understand how difficult it is to find time for self-care! The way to make self care happen is to plan.



1. **Create rituals with friends.** Plan walks, yoga or treatment swaps with your friends.
2. **Make self-care a priority.** Schedule self-care on your calendar for as far out as you can. Just like we ask our clients to "pre-book," you need to "pre-book" your fitness classes, hair appointments, massages, etc.
3. **Make your self-care time count.** For example, if you are taking a bath at home, have a glass of Prosecco, listen to a meditation, light a candle or add some luxury bath salts. Treat yourself!
4. **Partake in a digital detox.** Self-care includes letting your brain be free from digital media. Music and nature sounds are both healthy ways to calm your brain. Make sure to turn off your notifications when you are taking your self-care time. The world can wait 20-60 minutes.
5. **Find a sacred space.** Create space in your life where work doesn't enter. My wife and kids created this agreement, no phones at the kitchen table, no laptops/work projects in bed and Sunday mornings are for coffee and donuts. This may not sound like self-care, but creating boundaries in your life will create healthy habits for you and your family.

When you practice self-care, you will be equipped and energized to model the process for your clients, employees and family.



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.



Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.



# TiZO®

## Mineral Sunscreens & Skincare

*Sheer, Silky, All Mineral Protection*




*Ask us about our Private Label program!*

Antioxidants · Preservative Free · No Animal Testing · Reef Friendly · Mineral Sunscreen

**For more information or to place an order:**

800.332.5536 info@tizoskin.com

**Need to open an accout?**
Scan to get started:

www.tizoskin.com @tizoskin

DYNAMIC FORMULAS *for* *Dramatic Results*

## BALANCE & PROTECTION WITH OUR 3 PART

# *Enbioment System*™

**MICROBIOME PROBIOTIC SYSTEM RESTORES BALANCE IN THE SKIN'S MICROBIAL FLORA.**




## *Enbioment*™ *Cleanser*

This formula is a pH-neutral cleanser that utilizes gentle yet effective coconut-based surfactants to wash away pollution, dirt, and debris, without stripping the skin or interrupting good bacteria.

## *Enbioment*™ *Mist*

Mist can calm skin and reduce inflammation that may trigger the growth of opportunistic bacteria. It also provides the necessary

## *Enbioment*™ *Serum*

**DESIGNED FOR ALL SKIN TYPES**

This probiotic emulsion reintroduces healthy bacteria and encourages the reestablishment of existing symbiotic bacteria essential to maintaining skin health. By rebalancing the skin's microbiome, we help ensure the skin's immune, barrier functions, and enzymatic processes are performing optimally.



BEFORE



AFTER

SCAN FOR MORE INFO

EXCLUSIVELY FOR CERTIFIED DMK SKIN THERAPISTS

DMK MD™

CREATING CONFIDENCE *from the* OUTSIDE IN®

www.dannemking.com