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JUNE 2023

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Holistic Innovations in Treating the Neck & Dec

Glowing Skin is in for 2023's **Bridal Beauty**

Taboo Treatments
Turning Tides in Aesthetic Services

Allured business media

5 REASONS WHY

MEDICAL LIGHT THERAPY (MLT) IS THE ULTIMATE MODALITY FOR YOUR AESTHETIC PRACTICE



1) FDA-Cleared

UltraSlim® is FDA-cleared for noninvasive fat reduction and is indicated for use in dermatology to treat superficial, benign vascular, and pigmented lesions. This versatile device allows for various treatments, making it a valuable addition to any aesthetic practice. This FDA-clearance also showcases the safety and effectiveness of the device, making it an attractive option for physicians and clients alike.

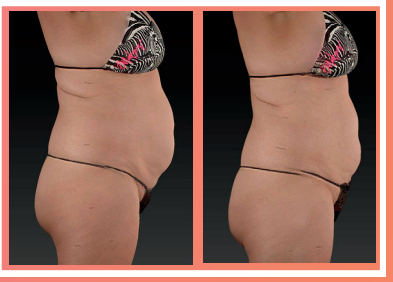
2) Proprietary Modulation

UltraSlim® stands out from other MLT devices in the market due to its specific frequency, output, and modulation. The device operates at the optimal frequency of 635 nm (+/- 2) for maximum efficacy and uses patented LEDs to deliver a powerful dose of light to the treatment area. Additionally, UltraSlim® offers precise and controlled modulation, ensuring consistent and effective results.

3) Proven Results

Studies have shown that Medical Light Therapy (MLT) is an effective, noninvasive way to reduce fat and improve skin tone and texture. UltraSlim® is particularly effective in this regard, with clients seeing an average loss of 3.5 inches in just one, 32-minute treatment (K160880, K150336, and K180338). The device also improves skin tone and texture, reduces the appearance of cellulite and stretch marks, and helps improve overall skin health.

6 UltraSlim® Treatments



Before & After

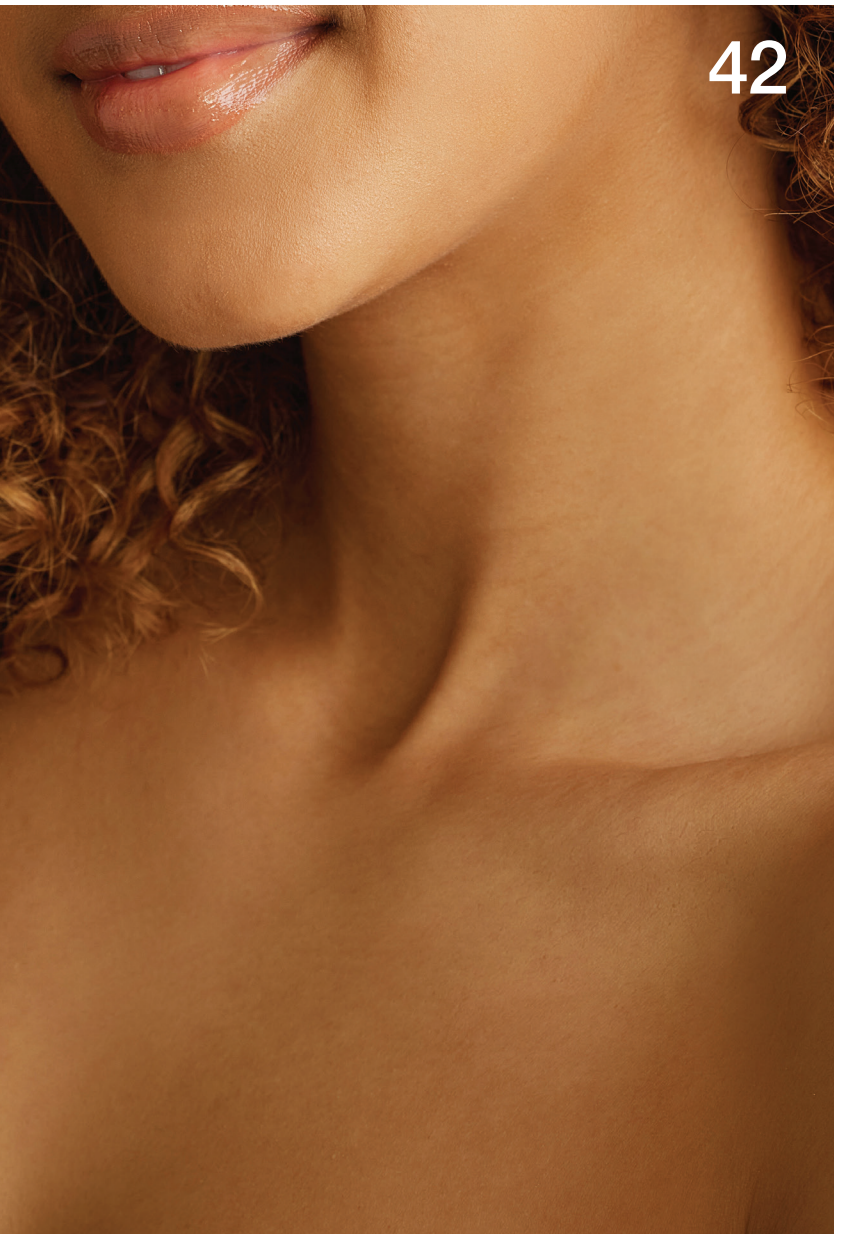
4. Increasing Profits from New & Existing Clientele

Thanks to its versatility, FDA-clearance, and proven results, UltraSlim® is increasingly sought after by clients looking for noninvasive, effective treatments. By offering the treatment in your aesthetic practice, you can attract new clients and retain existing clientele looking for a range of services. This, in turn, can lead to increased profits through repeat business and word-of-mouth referrals.

5. Elevate Your Services

By adding Medical Light Therapy to your aesthetic practice, you are offering a cutting-edge, in-demand treatment that sets you apart from the competition. With UltraSlim®, you are providing your clients with a safe, effective, and precise treatment, showcasing your commitment to quality and excellence in service. This, in turn, can help elevate your practice and attract clients looking for the latest and greatest in noninvasive aesthetic treatments.

MKT-230505-04







CONTENTS

JUNE 2023 | VOLUME 35, NUMBER 6

Neck & Dec

17 Treatment Takes: Everywhere But the Face
By Marisa Sobotka

22 7 Tips for Anti-Aging Neck Care
By Brian Goodwin

42 Holistically Treating the Neck & Dec
By Dr. Ben Johnson

Wedding

6 On My Radar: Wedding Bells
By Marisa Sobotka

26 Married to Skin
Products perfect for pre-wedding skin prep.

28 The Perfect Skin Prep
By Brittany Waugh

47 *Industry Input*: Wedding
Read industry experts' top tips on prepping clients for their big day.

48 The Ultimate Glow
By Alex Hernandez

Makeup

34 Trendsetting 2023
By Tara Hill Hanover

52 Taboo Beauty
By Erika Lauren

64 Ask the Esty: Makeup
By Deedee Crossett

Business

12 [VIDEO] How to Make Your Brow Lamination and Tinting Services Versatile
By Refectocil

SPONSORED
18 Spa Snapshot: Skn Bar Rx
By Maggie Walker

SPONSORED
32 Advancing Acne Education
By Face Reality Skincare

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CONTENTS

JUNE 2023 | VOLUME 35, NUMBER 6



Business

38 **Now Trending: Oil Bathing/Showering**
By Marisa Sobotka

SPONSORED
40 **Fighting Skin Stress with Science**
By DermaConepts

46 ***Protocols in Practice*: Summer**
Check out some top notch protocols perfect for getting clients ready for summer.

46 **[VIDEO] Tropical Berry Refresher**
By Circadia

DM7 **[VIDEO] Protocol to Use Alkaline Wash**
By DMK Skincare

DM8 **[VIDEO] Summer Lovin Protocol**
By Sorella Apothecary

58 **Jar Deconstructed: Water Lily**
By Rachel Grabenhofer

In Every Issue

8 New Products
10 Happenings
12 Tuning In
62 Advertisers' Index

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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.

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On My Radar

Wedding Bells



MARISA SOBOTKA
Associate Editor
msobotka@allured.com

SKIN INC. ASSOCIATE EDITOR, MARISA SOBOTKA, SHARES WHAT'S ON HER MIND THIS MONTH.

Hello esty besties! If you didn't already notice, our associate managing editor, Maggie Walker, is taking a break on this month's On My Radar for me to pop in to talk all things wedding. As an October 2023 bride, I am in the trenches of wedding planning. With only four months until the big day, not only am I fine-tuning the details, but also continuing and starting to map our my pre-wedding esthetic treatments to help me get the ultimate bridal glow. The June issue is the perfect opportunity for me to share my wedding treatment timeline, which is exactly what this month's magazine is helping your do with your bridal clients. I've compiled a few of the treatments I can't wait to receive before I say "I do," and I hope it serves as inspiration for your wedding service menu!



1 Hydrafacial

Now that I have been a skin care editor for over two years, I have finally gotten into a regular schedule of receiving facial treatments. Because I have been maintaining my skin, I have managed to keep any acne or aging concerns under control. My main goal for my wedding is to have the bridal glow from within, and Hydrafacial is going to help me achieve that. I plan to receive this service a week, to a few days, before the wedding as a non-invasive method to rejuvenate my skin, leaving me with the perfect canvas for my wedding makeup!



2 Body Sugaring

As someone with a relatively low pain tolerance, body waxing has never been my favorite treatment. While I usually avoid this service, hair removal for my body is something that I want to book before my wedding day. Body sugaring is the perfect alternative because it is relatively no pain, and it uses all natural sugaring ingredients. I can guarantee that I will have smooth and glowing skin in my dress, and on my honeymoon (in Greece)!



3 Teeth Whitening

This is a service that I knew I wanted to book from the beginning of my wedding planning process. I have never had a huge issue with the color of my teeth, but when I thought about how many photos will be taken of me on the big day, a whiter smile didn't sound so bad. I have begun the process of whitening my teeth, and will continue to receive these services until my wedding. If you perform these services, or know any colleague in teeth whitening, wedding season is the perfect time to offer treatment pairings for your brides!



4 Spray Tan

I don't think that this treatment needs much explaining. Who doesn't want to have the perfect bronzy glow on their wedding day? I typically use at home self tanning products throughout the year, but my application isn't as seamless as a professional. You can bet that I will be booking a full body spray tan a few days before the big day. I am hoping to still have a bit of a summer tan, but we all know that cold temperatures are possible in October in the Midwest. Thankfully, I will be glowing no matter what!

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www.drdennisgross.com

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www.pro.maskad.com

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ProCorrective Clear-Control Exfoliator

Pevonia

www.pevoniapro.com

The product is a dual-action cleanser and gentle exfoliant containing a clinically proven signature blend of multi-functional ingredients.



PRO Brite-Plus Serum

Lira Clinical

www.liraclinical.com

The serum treats dull, fatigued skin to reverse aging, minimize pore appearance and naturally hydrate while supporting healthy skin barrier function.

Blooming Bath Oil

Pure Fiji

www.us.purefiji.com

The Blooming Bath Oil protects skin against free radicals, and is anti-bacterial and anti-inflammatory.





Refixion Sans Retinol Crème

Sonäge Skincare

www.sonage.com

The Refixion Sans Retinol Crème was developed for those looking for an effective anti-aging moisturizing treatment, but without the negative side effects of retinol.

Clearly Zinq Organic SPF 30 Mineral Sunscreen Mist

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www.sonreiskin.com

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Smoothing & Contouring Cream

Induction Therapies

www.inductiontherapies.com

Smoothing & Contouring Cream is a skin conditioning body cream that targets the look of cellulite and uneven texture for a smoother, softer and more toned skin appearance.



Pink Dust Illuminating Peptide Serum

FarmHouse Fresh

www.farmhousefreshgoods.com

The silky, serum-like texture melts seamlessly into the skin while superfine, light-reflecting mica minerals provide a instantly dewy, luminous finish.



Charcoal Milk Clarifying Mask & Activator Set

Circadia

www.circadia.com

The Mask and Activator Set is detoxifying, relieves acne congestion and prevents future breakouts.



Tropical Superfood Collection

Éminence Organic Skin Care

www.eminenceorganics.com

The collection includes the Pineapple Refining Tonique, Superfood Booster-Powder and Yuzu Solid Body Oil.



Brighten Therapeutic Blackberry Mask

PCA SKIN

www.pcaskinpro.com

The mask is formulated with a blend of PHA and clays to help clients achieve brightening and resurfacing benefits for a glowing, healthy-looking complexion.

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

ESTHETICS AWARDS



Bellus Academy Student Awarded Defy Impossible Scholarship

Aleta Smith, an esthetics student at Bellus Academy, is the recipient of a $15,000 Kate Sommmerville's "Defy Impossible" scholarship. The tuition scholarship is funded through Kate Sommerville, celebrity esthetician and founder of the Kate Somerville line of skin care products, in partnership with Foster Nation. The Defy Impossible scholarship awards tuition funding for California residents served by the foster care system who are pursuing careers in professional skin care. The scholarship honors the perseverance and tenacity demonstrated by those who have pushed through hardships.

ANNUAL CELEBRATIONS



Celluma Light Therapy Celebrates Second Annual National Celluma Light Therapy Day

Biophotas Inc., manufacturer of the award-winning Celluma SERIES of light therapy devices, is planning celebrations for its second annual National Celluma Light Therapy Day on June 20, 2023. Celluma Light Therapy established this day to increase awareness of the science behind the technology and the benefits of light therapy, a non-toxic, non-invasive alternative to prescription drugs and invasive surgery. Like last year's celebrations, Celluma will offer free educational webinars, interviews with real Celluma practitioners, giveaways, special guest emcees and more.

JOIN THE MOVEMENT



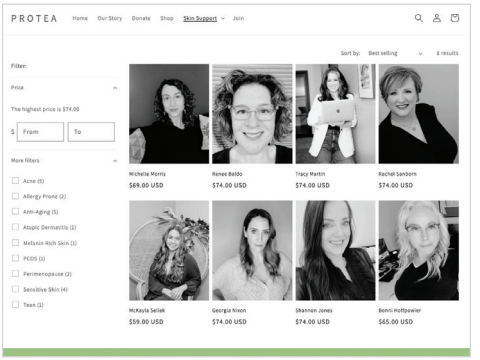
Nancy Griffin Starts #ExposeAgeism Movement

Nancy Griffin, the host of the Glowing Older podcast, announced the launch of #ExposeAgeism, a movement to create awareness about ageism in the spa, wellness and beauty industries. A dozen companies from the around the world have taken the pledge to promote positive aging. Efforts include representation of older adults in Diversity, Equity, and Inclusion (DEI) programs, and eliminating the phrase "anti-aging" in product descriptions and marketing by 2025. The founding companies include: Ayuna, Beauty for Real, Beauty Heros, Beekman 1802, Better Not Younger, Body Bliss, Brand Uncover, LaFlore Live Probiotic Skincare, Pietro Simone Skincare, Skin Authority, Spa Technologies and Stemulation.

EMPOWERING EDUCATION

Protea Launches Virtual Skin Care Consultations Platform

Protea, a skintech brand, announced the launch of their Skin Support Consultations, a virtual consultation platform that connects clients with licensed and vetted estheticians from all over the country to provide personalized, unbiased advice on skin care products and routines. The founder, Mackenzie Jorns, founded the brand after she was diagnosed with advanced Lyme Disease. The experience required her to learn about the connection of body ailments presenting as skin conditions. She personally experienced acne and eczema, and realized the products she needed didn't exist.



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Tuning In



Sounds Like Spa

Introducing our brand new podcast Sounds Like Spa. Find this exclusive podcast on Spotify, Amazon Music and the *Skin Inc.* site. Keep up-to-date on what is happening in the industry and stay at the cutting edge of the latest trends, treatment techniques and more. Tune in the first and third Thursday of every month to check out the latest episodes.

Editor's Picks

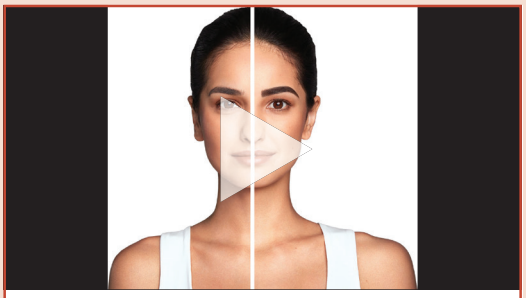
Each week the *Skin Inc.* team is giving a shout out to our current favorite content on our Instagram stories. Make sure to tune in to see what we are loving!

The Latest in Video Interviews

Don't Miss...

- How to Successfully Incorporate Private Label Skin Care Into Your Business
- Hair Removal Tips & Techniques To Create the Ultimate Waxperience
- **Shown Below:** How To Make Your Brow Lamination and Tinting Services Versatile

Upcoming video interviews with Environ Skincare and Ultraceuticals in June!



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- Discover the Benefits of Chemical Peels with Dermaconcepts
- The Future of Medicine Looks Bright with Ward Photonics
- Combine Microcurrent with Gua Sha for Ageless Skin with 7eWellness
- *Keep and eye out for:* Brunch & Learn sessions with Face Reality in June, July and August!

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INDICATION

Upneeq® (oxymetazoline hydrochloride ophthalmic solution), 0.1% is indicated for the treatment of acquired blepharoptosis in adults.

IMPORTANT SAFETY INFORMATION

WARNINGS AND PRECAUTIONS

- Ptosis may be associated with neurologic or orbital diseases such as stroke and/or cerebral aneurysm, Horner syndrome, myasthenia gravis, external ophthalmoplegia, orbital infection and orbital masses. Consideration should be given to these conditions in the presence of acquired ptosis with decreased levator muscle function and/or other neurologic signs.
- Alpha-adrenergic agonists as a class may impact blood pressure. Advise Upneeq patients with cardiovascular disease, orthostatic hypotension, and/or uncontrolled hypertension or hypotension to seek medical care if their condition worsens.
- Use Upneeq with caution in patients with cerebral or coronary insufficiency or Sjögren's syndrome. Advise patients to seek medical care if signs and symptoms of potentiation of vascular insufficiency develop.
- Upneeq may increase the risk of angle closure glaucoma in patients with untreated narrow-angle glaucoma. Advise patients to seek immediate medical care if signs and symptoms of acute narrow-angle glaucoma develop.
- Patients should not touch the tip of the single patient-use container to their eye or to any surface, in order to avoid eye injury or contamination of the solution.

UPNEEQ®
(oxymetazoline hydrochloride ophthalmic solution), 0.1%

The only FDA-approved prescription eyedrop proven to lift upper eyelids in adults with acquired blepharoptosis (low-lying lids)[1]

Examples of positive results after the first dose of Upneeq



Request FREE samples for your patients.

Images are of actual patients. Individual results may vary.
Average upper eyelid lift with Upneeq in clinical trials was 1 mm.[2]

ADVERSE REACTIONS

Adverse reactions that occurred in 1-5% of subjects treated with Upneeq were punctate keratitis, conjunctival hyperemia, dry eye, blurred vision, instillation site pain, eye irritation, and headache.

DRUG INTERACTIONS

- Alpha-adrenergic agonists, as a class, may impact blood pressure. Caution in using drugs such as beta blockers, anti-hypertensives, and/or cardiac glycosides is advised. Caution should also be exercised in patients receiving alpha adrenergic receptor antagonists such as in the treatment of cardiovascular disease, or benign prostatic hypertrophy.
- Caution is advised in patients taking monoamine oxidase inhibitors which can affect the metabolism and uptake of circulating amines.

To report SUSPECTED ADVERSE REACTIONS or product complaints, contact RVL Pharmaceuticals at 1-877-482-3788. You may also report SUSPECTED ADVERSE REACTIONS to the FDA at 1-800-FDA-1088 or www.fda.gov/medwatch.

Please see next page for Brief Summary of full Prescribing Information.

References: 1. Upneeq® (oxymetazoline hydrochloride ophthalmic solution), 0.1%. [Prescribing Information]. RVL Pharmaceuticals, Inc; 2022. **2.** Data on file. RVL Pharmaceuticals, Inc.

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UPNEEQ® (oxymetazoline hydrochloride ophthalmic solution), 0.1%, for topical ophthalmic use

BRIEF SUMMARY: The following is a brief summary only; see full Prescribing Information at https://www.upneeq.com/Upneeq-PI.pdf for complete information.

1 INDICATIONS AND USAGE

UPNEEQ is indicated for the treatment of acquired blepharoptosis in adults.

2 DOSAGE AND ADMINISTRATION

Contact lenses should be removed prior to instillation of UPNEEQ and may be reinserted 15 minutes following its administration.

If more than one topical ophthalmic drug is being used, the drugs should be administered at least 15 minutes between applications.

4 CONTRAINDICATIONS

None.

5 WARNINGS AND PRECAUTIONS

5.1 Ptosis as Presenting Sign of Serious Neurologic Disease

Ptosis may be associated with neurologic or orbital diseases such as stroke and/or cerebral aneurysm, Horner syndrome, myasthenia gravis, external ophthalmoplegia, orbital infection and orbital masses. Consideration should be given to these conditions in the presence of ptosis with decreased levator muscle function and/or other neurologic signs.

5.2 Potential Impacts on Cardiovascular Disease

Alpha-adrenergic agonists may impact blood pressure. UPNEEQ should be used with caution in patients with severe or unstable cardiovascular disease, orthostatic hypotension, and uncontrolled hypertension or hypotension. Advise patients with cardiovascular disease, orthostatic hypotension, and/or uncontrolled hypertension/hypotension to seek immediate medical care if their condition worsens.

5.3 Potentiation of Vascular Insufficiency

UPNEEQ should be used with caution in patients with cerebral or coronary insufficiency, or Sjögren's syndrome. Advise patients to seek immediate medical care if signs and symptoms of potentiation of vascular insufficiency develop.

5.4 Risk of Angle Closure Glaucoma

UPNEEQ may increase the risk of angle closure glaucoma in patients with untreated narrow-angle glaucoma. Advise patients to seek immediate medical care if signs and symptoms of acute angle closure glaucoma develop.

5.5 Risk of Contamination

Patients should not touch the tip of the single patient-use container to their eye or to any surface, in order to avoid eye injury or contamination of the solution.

6 ADVERSE REACTIONS

6.1 Clinical Trials Experience

Because clinical trials are conducted under widely varying conditions, adverse reaction rates observed in the clinical trials of a drug cannot be directly compared to rates in the clinical trials of another drug and may not reflect the rates observed in practice.

A total of 360 subjects with acquired blepharoptosis were treated with UPNEEQ once daily in each eye for at least 6 weeks in three controlled Phase 3 clinical trials, including 203 subjects treated with UPNEEQ for 6 weeks and 157 subjects treated with UPNEEQ for 12 weeks. Adverse reactions that occurred in 1-5% of subjects treated with UPNEEQ were punctate keratitis, conjunctival hyperemia, dry eye, blurred vision, instillation site pain, eye irritation, and headache.

7 DRUG INTERACTIONS

7.1 Anti-hypertensives/Cardiac Glycosides

Alpha-adrenergic agonists, as a class, may impact blood pressure. Caution in using drugs such as beta-blockers, anti-hypertensives, and/or cardiac glycosides is advised.

Caution should also be exercised in patients receiving alpha adrenergic receptor antagonists such as in the treatment of cardiovascular disease, or benign prostatic hypertrophy.

7.2 Monoamine Oxidase Inhibitors

Caution is advised in patients taking MAO inhibitors which can affect the metabolism and uptake of circulating amines.

8 USE IN SPECIFIC POPULATIONS

8.1 Pregnancy

Risk Summary

There are no available data on UPNEEQ use in pregnant women to inform a drug-associated risk for major birth defects and miscarriage. In animal reproduction studies, there were no adverse developmental effects observed after oral administration of oxymetazoline hydrochloride in pregnant rats and rabbits at systemic exposures up to 7 and 278 times the maximum recommended human ophthalmic dose (MRHOD), respectively, based on dose comparison. [see Data]. The estimated background risks of major birth defects and miscarriage for the indicated population are unknown. All pregnancies have a background risk of birth defect, loss, or other adverse outcomes. In the U.S. general population, the estimated background risk of major birth defects and miscarriage in clinically recognized pregnancies is 2-4% and 15-20%, respectively.

Data

Animal Data

Effects on embryo-fetal development were evaluated in rats and rabbits following oral administration of oxymetazoline hydrochloride during the period of organogenesis. Oxymetazoline hydrochloride did not cause adverse effects to the fetus at oral doses up to 0.2 mg/kg/day in pregnant rats during the period of organogenesis (28 times the MRHOD, on a dose comparison basis). Oxymetazoline hydrochloride did not cause adverse effects to the fetus at oral doses up to 1 mg/kg/day in pregnant rabbits during the period of organogenesis (278 times the MRHOD, on a dose comparison basis). Maternal toxicity, including decreased maternal body weight, was produced at the high dose of 1 mg/kg/day in pregnant rabbits and was associated with findings of delayed skeletal ossification.

In a rat prenatal and postnatal development study, oxymetazoline hydrochloride was orally administered to pregnant rats once daily from gestation day 6 through lactation day 20. Maternal toxicity was produced at the high dose of 0.2 mg/kg/day (28 times the MRHOD, on a dose comparison basis) in pregnant rats and was associated with an increase in pup mortality and reduced pup body weights. Delayed sexual maturation was noted at 0.1 mg/kg/day (14 times the MRHOD, on a dose comparison basis). Oxymetazoline hydrochloride did not have any adverse effects on fetal development at a dose of 0.05 mg/kg/day (7 times the MRHOD, on a dose comparison basis).

8.2 Lactation

Risk Summary

No clinical data are available to assess the effects of oxymetazoline on the quantity or rate of breast milk production, or to establish the level of oxymetazoline present in human breast milk post-dose. Oxymetazoline was detected in the milk of lactating rats. The developmental and health benefits of breastfeeding should be considered along with the mother's clinical need for UPNEEQ and any potential adverse effects on the breastfed child from UPNEEQ.

8.4 Pediatric Use

Safety and effectiveness of UPNEEQ have not been established in pediatric patients under 13 years of age.

8.5 Geriatric Use

Three hundred and fifteen subjects aged 65 years and older received treatment with UPNEEQ (n = 216) or vehicle (n = 99) in clinical trials. No overall differences in safety or effectiveness were observed between subjects 65 years of age and older and younger subjects.

10 OVERDOSAGE

Accidental oral ingestion of topical intended solutions (including ophthalmic solutions and nasal sprays) containing imidazoline derivatives (e.g., oxymetazoline) in children has resulted in serious adverse events requiring hospitalization, including nausea, vomiting, lethargy, tachycardia, decreased respiration, bradycardia, hypotension, hypertension, sedation, somnolence, mydriasis, stupor, hypothermia, drooling, and coma. Keep UPNEEQ out of reach of children.

PATIENT COUNSELING INFORMATION

Advise the patient to read the FDA-approved patient labeling (Instructions for Use).

RVL PHARMACEUTICALS, INC.

Manufactured for: RVL Pharmaceuticals, Inc. Bridgewater, New Jersey 08807
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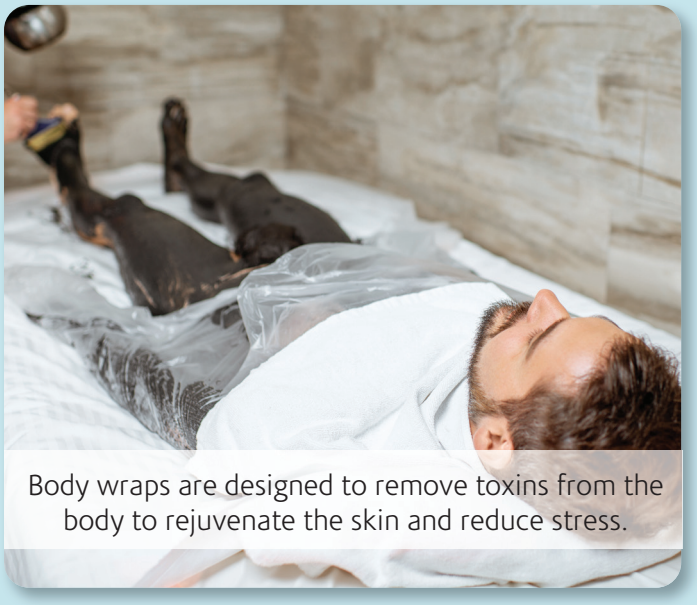
TREATMENTS TAKES

Everywhere But The Face

Looking for new treatments to add to your menu? We've got the perfect additions for your body services!

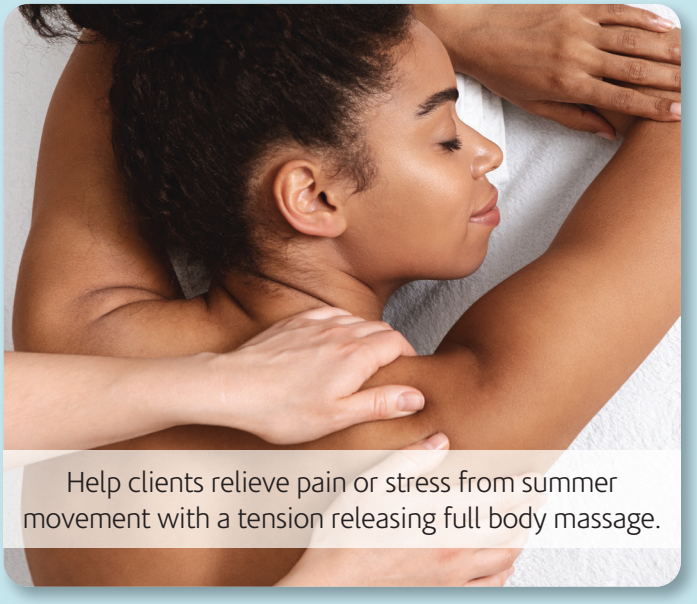


Body Wrap



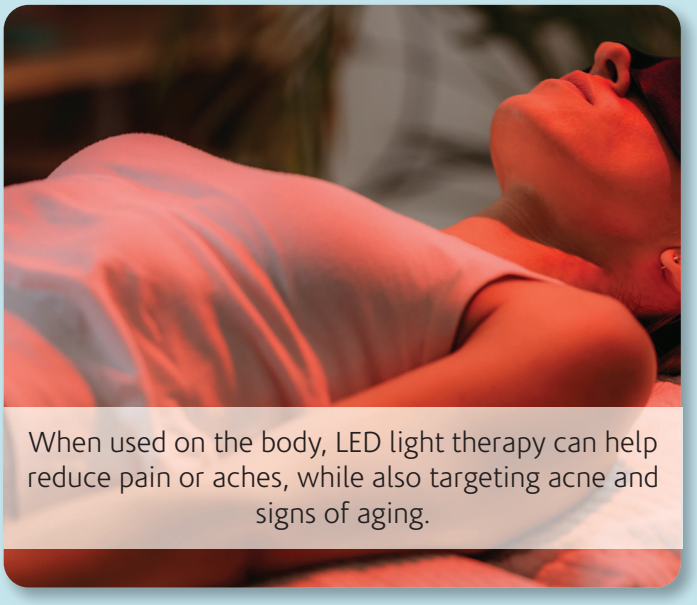
Body wraps are designed to remove toxins from the body to rejuvenate the skin and reduce stress.

Full Body Massage



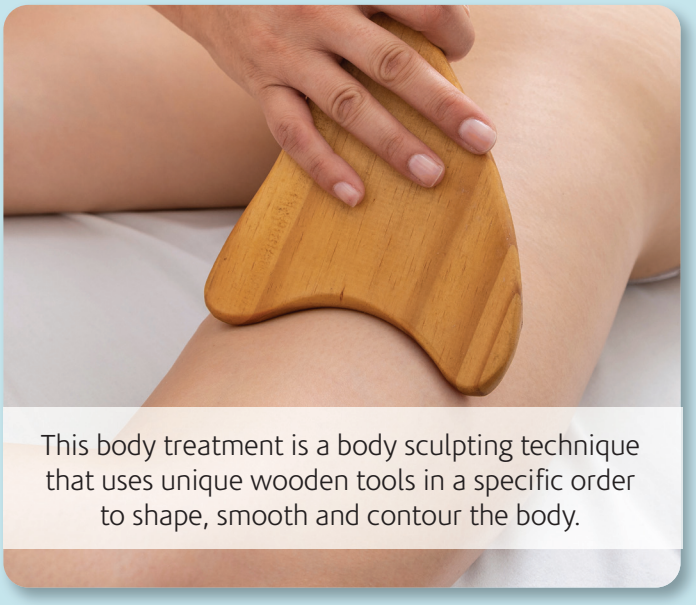
Help clients relieve pain or stress from summer movement with a tension releasing full body massage.

LED Light Therapy



When used on the body, LED light therapy can help reduce pain or aches, while also targeting acne and signs of aging.

Wood and Ice Therapy



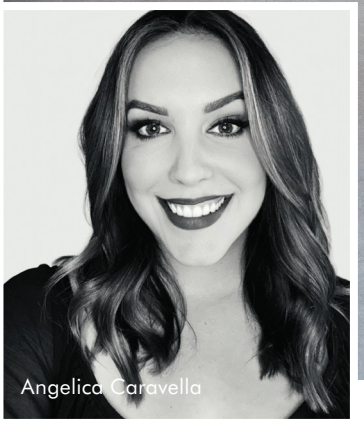
This body treatment is a body sculpting technique that uses unique wooden tools in a specific order to shape, smooth and contour the body.

SPA SNAPSHOT:

SKN BAR RX

By Maggie Walker

When it comes to skin care customization SKN BAR RX, located in Shorewood, WI, knows exactly what they're doing with their extensive customizable cosmetic treatment plans. The soft colors, gorgeous window lighting and use of sustainable bamboo provides a renewing and inviting feel immediately upon entering the medical spa, which is the perfect preparation for any treatment experience. Oftentimes, when I think or hear "medical spa" a very clinical image comes to mind, but SkN BAR RX does a fantastic job of keeping the entire environment feeling cozy, yet luxurious, even going as far as to have a crackling fire set up on each TV in the treatment rooms. From laser hair removal, to injectables to skin treatments, there is little that this medical spa doesn't offer their guests. Skin Inc. sat down with Angelica Caravello, regional educator for Edgeless Beauty Pro, to learn more about the spa's unique treatment options, how they train their staff and how exactly they go about making each treatment so customizable.


Angelica Caravella

Photos courtesy of SKN BAR RX

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

Angelica Caravella (AC): My aunt owned a salon in Laguna Beach, CA where I was growing up. There, I worked as a receptionist as one of my very first jobs, and I fell completely in love with the beauty industry from the atmosphere, the smells, the way clients would feel after receiving a service. I knew at that age of 16 that I would be a part of the beauty industry. In college, I was the friend everyone came to do their makeup for a night out or shape their eyebrows. After graduating college, I obtained my esthetician license, and I've been working in the treatment room ever since for more than 15 years.

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SI: Why did this spa choose to incorporate the Ultraceuticals brand?
AC: Ultraceuticals is a leading cosmeceutical grade skin care line in Australia and promises clients real visible results in 90 days. One of the many reasons our spa chose this brand is its philosophy on taking a progressive, not aggressive approach to the skin. The philosophy of corneotherapy, or building the health of the skin's natural barrier function first, then treating the skin with actives is also a focus of the brand. Ultraceuticals is very particular about the ingredients they choose to use in the products, and everything is formulated and extensively tested in-house. Ultraceuticals is paraben free, SLS and SLES surfactant free, and made without petroleum-based ingredients.

SI: What is your favorite part about the spa industry?
AC: My favorite part about the spa industry is the relationship and bond that is created between the esthetician and the client. Also, the impact I have on how a client feels after a service is so rewarding. I am lucky to be the best part of their day, to make people look and feel their best.

SI: What is your greatest accomplishment?
AC: My true passion is education. I was a trainer for new estheticians for more than 10 years at the day spa I work at. My greatest accomplishment came when I was given the opportunity to be Regional Educator on

ADVERTORIAL

Ultraceuticals' Point of Difference

Achieving Real Visible Results in 90 days



Skin care goals are different for every client, so treatment plans should be customized. With Ultraceuticals's RVR90™ program, a treatment and skin care regimen is prescribed and specially tailored to individual skin care concerns, whether it be acne, pigmentation or textured skin. Following this 90-day plan, the RVR90™ program forms a consistent and planned approach to help clients achieve and maintain real visible results.

Progressive Not Aggressive Results

Ultraceuticals trains estheticians to provide appropriate treatments to help their clients achieve maximum benefits that are progressive, not aggressive. The program starts with a skin expert consultation using a high-resolution digital camera. The skin's condition is captured and provides an understanding of each client's potential skin care and professional regimen. Guests are then recommended an ULTRA performance facial treatment with more advanced ingredients such as Lactic Peel, Mandelic Peel, A-Zyme™ peel and Brightening Accelerator Mask, with matched home care products to follow. Through extensive panel testing of end formulations in-house to test the ef¬ficacy of new products, Dr. Geoffrey Heber, founder of Ultraceuticals, discovered that 90 days was the ideal benchmark in seeing optimal visible results, with an improvement in skin condition being seen in as little as 30 days.

Home Care is Key



To achieve results takes daily and consistent commitment. The RVR90™ program includes the recommendation of home care products that are formulated to help clients continue the progressive journey of healthier-looking skin at home. According to Tracey Beeby, Global Education Technical Training Manager at Ultraceuticals, "About 80% of results are due to home care skin care routine, so what guests are using in between treatments is critical." By following the skin expert's recommended customized 90-day home care and professional facial treatment plans, clients can expect to achieve the best possible results for their skin.

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

Ultra Customized with Ultraceuticals



One thing that caught my eye immediately when I entered SKN BAR RX was the Observ 520x skin analysis machine. I could not wait to get my face in there and truly see an in-depth analysis of what was going on with my skin. And boy did I see a lot! After we took the scans of my skin, Angelica sat me down and thoroughly went over what those scans were telling her, and what course of treatment she was going to take for my signature Ultraceuticals facial. At the time, it's safe to say the winter weather had taken its toll on my skin, so hydration was a key aspect to my treatment, but we were also focusing on some pesky pigmentation. Angelica did a fabulous job at thoroughly educating me on what my skin was showing from the conslutation and why we were taking the course of treatment we were.

The treatment started off with a pre-cleanse using the Ultra B² Micellar, which was followed up with the Ultra Balancing Gel Cleanser. During this cleansing process, Angelica actually used a sonophoresis machine that was designed by Ultraceuticals to be paired with these products. I had never experienced sonophoresis before, so it was a very unique experience. I remember the warm and tingly feeling the machine gave when it was used on my skin. Angelica moved right into using the sonophoresis to apply the peel prep solution.

For what my skin needed, Angelica chose to customize my peel using a lactic peel with a booster peel to target more hydration and aging, which were the concerns we originally noted at the beginning of my treatment. While we let that peel do its thing on my skin, Angelica gave me a scalp massage. One thing about me is that I love me a good scalp massage, and this one was heavenly. It was a beautiful pairing with the mild peel, because it really provided a nice relaxing distraction from the tingling the peel caused. It was so relaxing in fact, that it even brought me into that blissful state where I wasn't fully asleep, but I definitely wasn't fully awake either.

After removing the peel, Angelica moved into the Ultrasonophoresis infusion stage of my treatment. She combined a brightening and B² hydrating serum, which was an amazing pairing because my skin was feeling mildly prickly, but the hydrating serum overtop of it immediately calmed that sensation. It was time to move into my favorite part of any facial-masking! Angelica chose to use the B² hydrating sheet mask, which further calmed any leftover sensations my skin was feeling. I could feel the hydration seeping into my skin from this mask, and it felt very comfortable on the face. While giving the ingredients in the mask time to penetrate my skin, Angelica moved into a hand, arm, shoulder and neck massage. This truly sent me over into sleepytown. Angelica's hands expertly removed any and all tension that might have been hanging out in my back and shoulders.

After removing the sheet mask, Angelica infused any leftover serum into the skin using sonophoresis before applying the finishing products, which consisted of a hydrating mist, moisturizing eye cream, moisturizer, antioxidant complex and SPF 50, with some light facial massage. I left the spa with an absolutely glowing complexion.

Ultraceuticals with Edgeless Beauty Pro. I absolutely love visiting spas and skin centers that have recently become an Ultraceuticals account, and share my passion for the brand. It's always exciting to see the diverse experiences in how other businesses operate and work with the brand. To be in a mentoring role brings me so much joy, not only because I am able to help others, but I learn so much from it as well.

SI: What is your top piece of advice to give new estheticians?
AC: To be successful, keep an open mind, ask lots of questions, and continue to advance your post-graduate learning. Invest in yourself and your craft. We are in an industry that is continuously evolving with new techniques, technologies, tools and trends. Also, be open to receiving feedback, even if might be negative. It will only make you stronger and more confident in your skills.

SI: What is your favorite Ultraceuticals treatment?
AC: My favorite Ultraceuticals treatment is the PHA peel. It is a gentle yet effective peel for anyone and everyone! There is little to no downtime involved with this peel, which makes it ideal for anyone who is new to peels or has sensitive skin. I love to perform dermaplaning prior to this peel for some added exfoliating and hydrating benefits.

SI: What is the most popular treatment in the spa?
AC: I would say microneedling or our Skn Bar Signature Facial are the most popular.

SI: What is the spa's most unique treatment?
AC: Our medi spa is unlike any other!



The concept behind this location was to provide guests with a medical spa experience with the comforts of a spa. The Skn Bar Signature Facial is the most unique, which features Ultraceuticals products. With this treatment, guests experience the luxuries and comforts of a spa, including comforters on the treatment tables and a massage incorporated into the facial.
The medical aspect to the service is incorporated at the start with pictures taken of the skin with the Observ 520X, a skin diagnostic device that looks deeply under the surface layers of the skin to provide a more professional and detailed consultation of the skin. A customized chemical peel is also incorporated into this unique treatment.

SI: How do you train your staff?
AC: Product training is sometimes arranged with the reps for the different brands and devices we carry. Shadowing is used to train as well. We try to have the new esthetician shadow as many of our current estheticians as possible to see the different types of approaches. The new esthetician then practices each of the services we offer, and 'tests out' on each once they are comfortable and feedback on the services is good. The staff members can book in during these 'model' times and fill out a feedback form which the esthetician reviews with the trainer.

SI: What trends are you seeing emerging in the spa industry?

AC: 'Glowy', hydrated skin, dermaplaning, skin care tools (gua sha stones, jade rollers), on the medi-spa side, skin services that provide results for anti-aging that are even more minimally invasive than injectables, including microneedling and skin tightening treatments like radio frequency.

SI: What is your top ride or die skin care product?
AC: Although it's constantly changing, I am a big Ultraceuticals fan. All the products I use on my skin are Ultraceuticals. Right now, I am obsessed with the new Ultra DNA^3 Complex Recovery Night Cream. The science behind it, with encapsulated enzymes that work with your body's own natural repair process while you sleep to repair and deeply rejuvenate, combined with the subtle rose aroma and silky feel of it when massaged into the skin, makes this my absolute must have!





7 Tips For Anti-Aging Neck Care

By Brian Goodwin, Éminence Organic Skin Care

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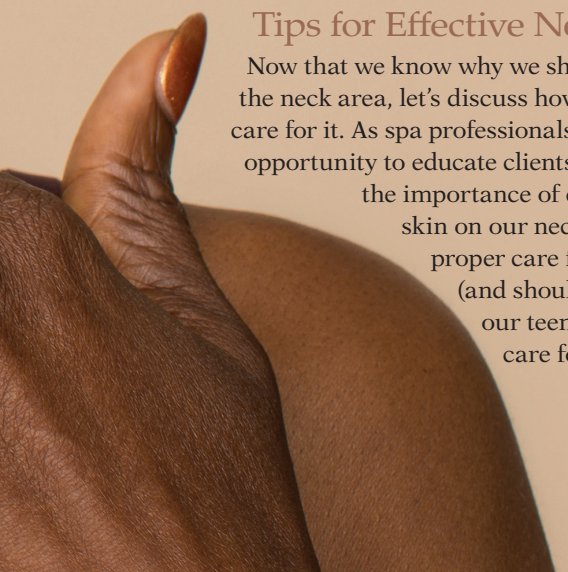
When people think about skin care and aging gracefully, many generally tend to focus on the care of the skin on their faces. However, there are other areas of skin that require just as much, if not more, care and attention. One of these areas is the neck, and while this area is just below our face, it is frequently neglected in skin care routines. Giving at least equal attention to the neck as the rest of the face is critical, as this area is one of the first places to show signs of aging. While the aging process is a natural, inevitable part of life that should be celebrated, there are steps we can all take to help keep our skin radiant, healthy and aging well. First, let's explore why it is important that we care for the delicate skin on the neck.

Why the Neck?

As we age, our skin begins to lose elasticity and collagen, resulting in common signs of aging like fine lines and wrinkles. The skin on our neck, chest and shoulder area is some of the thinnest skin on our bodies, which is why age-related changes appear more quickly than in other areas of our bodies.

According to Dr. Jaimie DeRosa, our necks show early signs of aging because the "framework," or the subcutaneous fat and bones that sit under the neck's skin begin to diminish.1 As they diminish and volume is lost, it causes the area to sag and become lax. Dr. DeRosa also explains that the skin on our neck succumbs to wrinkles quicker than that of the face because our neck's skin has fewer sebaceous or oil-producing glands, and as a result, fewer natural oils are produced that moisturize the skin of this delicate area.[1]



Tips for Effective Neck Care

Now that we know why we should care for the neck area, let's discuss how to effectively care for it. As spa professionals, we have the opportunity to educate clients of all ages about the importance of caring for the skin on our neck and chest, as proper care for this area can (and should) start as early as our teenage years. Proper care for the skin of our neck includes adjusting various lifestyle habits, avoiding certain ingredients and starting targeted product usage. Here are my top tips to effectively care for the skin on our necks.

1. Extend Skin Care onto the Neck

Many products used on the face should be extended for use on the neck. Use a gentle cleanser at least once daily to remove any dirt, oil or makeup from the neck and chest. Serums, facial oils, masks and moisturizers can all be extended onto the neck and chest for extra protection and nourishment. As we know, this area of the body is prone to dryness and dehydration, so incorporate products that are gentle yet deeply hydrating with ingredients like hyaluronic acid, shea butter and coconut oil to maintain the skin's moisture barrier. Incorporating a targeted treatment specifically formulated for the neck and chest can further combat specific concerns like collagen loss and deep-set wrinkles.

2. Remember Your Sunscreen

In addition to the steps and skin care products mentioned above, we must not forget to apply and reapply SPF to the neck and chest. The neck and chest area often experience daily sun exposure, which increases the likelihood of hyperpigmentation and wrinkles. Encouraging clients of all ages to incorporate a full spectrum SPF into their daily routine is the best way to prevent signs of aging. Recommending cosmetic products like foundation, tinted moisturizer and lip balm with SPF built into the formulation will make for easier SPF application. Wearing extra preventative layers like loose, baggy clothing, or clothing items with an SPF rating, during sun exposure is an added measure to avoid the harmful effects of UV damage.

3. Use Gua Sha Tools

If you have social media, then you've likely seen the impressive sculpting and tension-relieving results that this small tool delivers. Gua sha is designed to minimize the appearance of fine lines and wrinkles, reduce inflammation and sculpt the face and neck, which is why it has become such a popular addition to daily skin care routines. In addition to helping reduce deep-set neck lines, gua sha can also be used to reduce

tension in our necks, while relieving puffiness by moving fluids and improving lymphatic flow. This is a great technique for targeting the fine lines and wrinkles on the neck and chest, as it can easily be incorporated in the treatment room or in an at-home routine.

4. Incorporate Potent, Targeted Ingredients

On top of applying your regular facial care to the neck, there are neck-specific products that can be added into routines to effectively target signs of aging associated with the neck area. The neck and chest can take longer to show results of lifting and diminishing wrinkles, but incorporating ingredients into your routine that are rich in antioxidants like vitamins C and E and ferulic acid can speed up results. This is achieved through these antioxidants moderating inflammation, protecting against sun damage and supporting collagen production.

Products rich in bamboo can also benefit clients concerned about collagen loss and sagging skin, as the naturally occurring silica found in bamboo is packed with healing and regenerative ingredients like fiber, minerals and proteins that protect against common factors that contribute to aging skin.[2] Clients looking for a more instant result should look for products rich in ingredients like non-GMO soy protein, acacia gum and Swiss green apple stem cells. These ingredients provide an instant lifting effect, plump up any fine lines and wrinkles, and support the skin's natural collagen and elastin fibers to reinforce the skin's framework.[3]



Ingredients like bamboo and Swiss green apple stem cells are great for targeting aging on the neck.



Looking at your phone for a long time can cause "tech neck."

5. Keep Your Head Up

"Tech neck," or the neck, back and shoulder pain caused by looking at our electronic devices for an extended period, also wreak havoc on our neck. The act of constantly looking down at our devices is a major contributor to deep set lines and wrinkles on our necks, and it is only bound to get worse with increased technology use. One way to combat these lines is to literally keep your head up while using your favorite devices. Hold your phone at face level or prop your computer or tablet up on a riser to keep these devices at eye level. After a long day of screen time, take a moment to practice some simple neck stretches to tighten weak muscles, stimulate blood circulation and allow greater oxygen flow into your skin cells.[4]

6. Gently Exfoliate

While almost all skin care products can be extended onto the neck, avoid frequent usage of aggressive exfoliants and peels, as they can cause dryness, irritation and scarring on this already vulnerable area. Instead, opt for a gentle liquid exfoliator designed for frequent use that contains mild levels of exfoliating acids, or gently use a cleansing brush with a soft head a few times a week over the neck area.

7. Avoid Fragrance with Sun Exposure

Though most people enjoy a spritz of their favorite perfume, cologne or essential oil throughout the day,

avoid applying them on the neck or chest area before sun exposure, as the ingredients in these products can make the skin more sensitive to sunlight. When certain alcohols and essential oils, like those found in fragrances, are exposed to sunlight, they can cause skin burns, irritation, and hyperpigmentation.[5]

Neck & Wellness

While we should be encouraging clients to give their necks some well-deserved attention by practicing the above tips, we should also share the importance of general wellness practices that can keep our skin in tip-top shape and radiant for years to come. Some examples include:

• Exercise Regularly. We know that regular exercise is important for our general health, but did you know that it can also improve the appearance of saggy skin? Regular exercise increases blood flow throughout the body, pushing more oxygen to our major organs and extremities while eliminating waste in the process.[6] This excess oxygen helps nourish skin cells while keeping them healthy, which in turn, will slow the aging process. Activities that encourage muscle mass and toning minimize the amount of skin by burning calories and enlarging muscle size in the neck area.[7] Resistance training and Pilates can also improve the appearance of the skin through toning and tightening exercises. Face yoga is a new and emerging practice that is especially beneficial for improving the fine lines and wrinkles on the neck, and it can be easily incorporated into any daily routine.

• **Avoid Skin Aging Habits.** While we can follow every skin care tip to keep the skin youthful and radiant, it will not work if we are practicing unhealthy habits that harm the body. Things like smoking, excess alcohol consumption and increased sun exposure contribute to a host of issues like inflammation and dehydration that will ultimately speed up the aging process of the skin. If we want our skin to look and feel healthy, we also need to be mindful of what we're putting into our bodies.

• **Eat a Healthy Diet.** The phrase "you are what you eat" could not be more accurate when it comes to achieving healthy, youthful skin. Because the skin on our neck naturally lacks moisture, keeping hydrated internally through the consumption of water and water-rich foods like cucumber and lettuce will reduce inflammation and keep the skin plump. Foods that are rich in antioxidants like blueberries, kale and broccoli provide the body with the tools it needs to help protect against environmental damage while increasing cell turnover. Beautiful skin can truly be found in the cornucopia of superfoods that nature offers.



Incorporating healthy habits can help with general anti-aging.

Nothing But Neck

While we may be guilty of not paying enough attention to the delicate skin around our neck and chest, it's never too late to teach clients about the importance of caring for the skin in this area and start giving this area the care it deserves. It is critical to practice preventative care and adjust lifestyle habits from a young age because the neck is often the first area of the body to show signs of aging. Doing so will help keep the neck's skin youthful and radiant for years to come.

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(All websites accessed Apr. 17, 2023)



Brian Goodwin is an award-winning international educator for Éminence Organic Skin Care. As a master medical esthetician, master herbalist and consultant, Goodwin leverages over 10 years of spa industry experience to bring fun, engaging education to spa professionals around the world.

Married to Skin Care

Help brides get wedding ready with these products.

1. **Deluxe Heated Eyelash Curler**
   Chella Beauty
   www.professional.chella.com
   The Deluxe Heated Eyelash Curler is the perfect pro tool for wedding makeup artists to safely and gently curl lashes.

2. **Full Moon Dip**
   FarmHouse Fresh
   www.farmhousefreshgoods.com
   This peptide whip melts into the skin and is a favorite of makeup artists for wedding day prep, as it provides a subtle, hydrating glow to skin.

3. **UltraSlim**
   Ward Photonics
   www.myultraslim.com
   UltraSlim is a medical light therapy (MLT) device that helps achieve immediate, non-invasive fat reduction and skin revitalization just in time for wedding season.

4. **Tinted Dew Drops SPF 50**
   Sorella Apothecary
   www.sorellaapothecary.com
   This tinted, broad spectrum SPF 50 provides light to medium coverage, and is filled with hydrating squalane and antioxidants including green tea for wedding day rejuvenation.

5. **Body Sculpting**
   DMK Skincare
   www.dannemking.com
   Body Sculpting cream is a contouring and tightening topical treatment designed to reduce the appearance of cellulite by smoothing and firming loose body skin.

6. **IllumiColour Natural Mineral Collection**
   Rhonda Allison
   www.raillumicolour.com
   IllumiColour Natural Mineral Collection is created with scientifically-proven, all natural ingredients and chemical free UV protection to give brides a radiant glow, and a balance of color and coverage.



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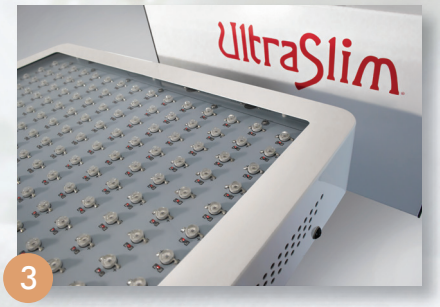


3



4



5



6



To read more about getting that wedding glow turn to page 48.



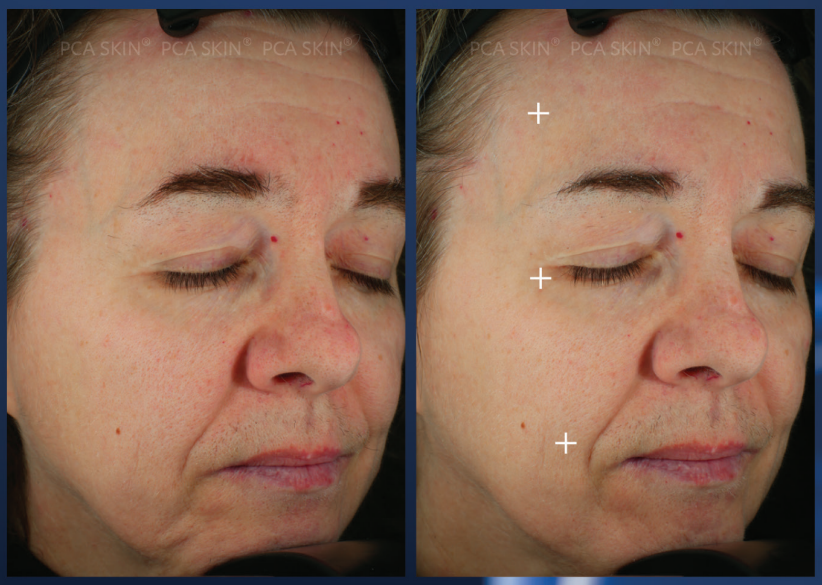
PCA skin®

Next-level lifting

Breakthrough anti-aging serum with Micro Growth Factor Technology that penetrates deeper than conventional growth factors[1] to help enhance collagen production.

CLINICAL RESULTS STARTING IN 1 WEEK

- Clinically proven to lift and firm skin by 60%[2]
- Visibly fuller skin, with 58% improvement in plumping[2]
- Smooths visible lines and wrinkles by 40%[2]



BASELINE AFTER 24 WEEKS

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[1]24-week data on file at PCA SKIN. N=47
[2]Defined as conventional growth factors with average of 155 amino acids (17 KD molecular weight)



THE PERFECT SKIN PREP

By Brittney Waugh, LE, M. Ed

Clients come to us as their professional makeup artists with different skin types and conditions wanting the same outcome for their makeup – beautiful and flawless. You can invest in the best products for makeup; however, the process for a great complexion starts with the proper skin care and skin prep. There are certain tips you can share with your makeup clients, so they can properly prepare their skin for their makeup appointment. There are also preparation steps you can take the day of your clients makeup application, so your client's makeup is successful regardless of their skin condition and type.

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General Skin Preparations

Clients usually book their makeup application weeks or even months in advance. Communication is key. I like to have a consistent process of providing information and tips by giving myself a checklist of items to send to clients at the time of booking, the week of their makeup application, and the day before their application. I even recently made graphics to send to clients. For instance, I'll send a booking reminder graphic at the time of booking with helpful tips, which include skin care prep suggestions.

I advise clients not to switch up their skin care close to their appointment time. In fact, I ask them to keep their same skin care routine the month leading up their makeup application, especially if it is for a wedding or special occasion. This helps avoid any potential breakouts someone may experience when switching up their skin care routine. I also ask they avoid anything abrasive such as professional exfoliation one to two weeks before the makeup application. No one wants a breakout right before their big day. Lastly, I always recommend that they hydrate, hydrate, hydrate. Applying moisturizer and drinking plenty of water before the makeup application will help the skin not appear flaky or dry for the wedding. Supple skin will also make the foundation look so much better than a dull, dehydrated complexion. These tips are for all skin types and conditions. Now, let's take into consideration specific concerns the day of the makeup application.

Day Of Preparations

I always ask clients to come to their makeup appointment with cleansed skin that has been prepped with their normal skin care routine. I then will evaluate the skin by looking and feeling the texture of it. This helps to see if there is anything visible that we will need to remedy and prepare for prior to applying makeup. We want to look at the skin and prep it according to how it is that day. For instance, a client may be normally oily, but experiencing dryness. It is important that we improve the texture of the dryness before moving forward. This is sometimes a challenge for us as professionals because we want to jump in with active ingredients to correct the actual skin condition. We have to remember that active ingredients are for their normal routine, and their skin prep products are all about how they will affect the skin and makeup throughout the day.

The goal is for the skin texture to be as smooth as possible, hydrated, color-corrected, and ready for the products to effectively adhere and stay on the skin. From experience, and a trial and error process, I have compiled tips and tricks to share with you for common skin conditions that you may see on clients on the day of their makeup appointment.

Dry skin. This skin type is very common and can really hinder your efforts as a makeup artist to create a flawless makeup look. The texture can be rough looking which doesn't create a smooth surface for the foundation, and it leaves the skin looking patchy. Oftentimes, it can even make the foundation look "cakey," as foundation and powders grip to these dry areas. We know from our study of skin care types and conditions that there is a difference between oil deprivation and dehydration. Sometimes the skin is lacking oil, and sometimes it is lacking water. To combat both of these, I first apply a gel or serum depending on their skin type that instantly hydrates the skin. There are many different serums on the market that work great. Remember to use your serum first before your moisturizer.



Hydration is important for all skin types before a makeup application.

Next, I take a moisturizer and apply it to the skin like a mask. I let it sit on the skin for about five minutes. Usually on dry skin types and conditions, it will absorb most of the moisturizer. For areas that don't absorb as much, that just means that area isn't as dry. I then work the remaining moisturizer into the skin by manipulating it to the areas that were dryer. If there is still an excess amount of moisturizer left on the skin, I blot it with a tissue so that the skin is left nice and hydrated without excess product left on it. It is also very important to take into consideration the under-eye area. The under-eye area tends to dry on many individuals. I find it beneficial to use a lightweight under-eye cream for this area.

For dry skin types, the final step before foundation is to find a primer that is formulated for dryer skin types. I personally like a heavier silicone primer, so that it sits on top of the skin, which helps create a smoother surface even if there is textural areas.

Oily Skin. As skin care professionals, we may want to treat the skin especially if it is oily. It is in our nature and expertise to correct skin conditions and concerns. However, as a reminder, skin care needs to be done prior to the appointment, and the day of the makeup booking is to strictly prepare the current skin conditions so that the foundation adheres properly. Oily skin conditions and types will look different among clients. You may have an oily skin client that also experiences some dehydrated and dry areas on the face. You can use a combination of tricks when you come across this.

The idea for oily skin is to prepare the skin so that the foundation stays on the face. Oils will produce and try to break up the foundation and other makeup products. On cleansed skin, I will use a water-based serum. Hydration is important for all skin types. Fluids and gels are better for oily skin types. Next, I apply a gel-like moisturizer. The tackiness of the gel moisturizer I use has proven beneficial in gripping products. Next, you will want to find a lightweight primer that has "gripping" properties. These primers usually feel more "tacky" because they help the foundation stick to the skin.

Once the skin is prepped, apply the foundation. Look at how the skin looks. If it doesn't seem to be applying well, there might have been too much moisturizer. Again, every skin type and condition is a little different. Therefore, it is important to see how the skin does as products are applied. Once you get to a point where the foundation is applied evenly, you will want to use a powder. Consult with your client to see their comfort level with powders. You will find that some clients are comfortable with less powder where some clients feel the need to have more powder. At the very least, you will want to powder and set their oily-prone areas that they point out. I also use a setting mist that helps lock and seal the makeup at the very end.

Covering Breakouts

When there is a breakout present, there are multiple concerns to address. Often, the breakout can be red and dry. So, not only are we concerned with texture, but we are also concerned with color. It is important to include this in your consultation with your client at the time of booking. You can mention that if they are prone to breakouts, or if they experience a breakout before the appointment, to not pick at their skin and continue to moisturize. This will help prevent scabbing and further breakouts. We have probably all experienced clients that want to overcompensate when they breakout by applying aggressive products that dry out the area or pick at the skin. By avoiding this, the texture is usually easier to prep and conceal.

If there is a dry scaly texture, I will take a moisturizer and spot treat it like I do with the dry skin regimen. I leave it on the spot for a few minutes. This will soften the area and make the spots a bit smoother. Then, it will be important to use a primer to smooth over the top of it. This is where it gets tricky. Sometimes acne prone skin doesn't like primers because of the occlusive properties. I encourage looking at ingredients and experimenting to find a primer that will smooth the texture, but is also non-comedogenic. Depending on the redness, you may want to color correct before the foundation. I usually will go ahead and apply foundation, then conceal areas that may need some extra coverage. I find that the biggest concern is texture when it comes to a breakout, and that the foundation usually does an adequate job at covering the actual redness.

Prepping Fine Lines and Wrinkles

It is important to understand that less is sometimes more when it comes to many things including fine lines and wrinkles. As a makeup artist, we have to remember



The goal is to leave the skin texutre as smooth as possible when prepping it for makeup.

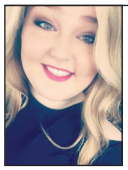
we are doing what we can for that day. There are plenty of prevention and correctional treatments our clients can do beforehand. However, for the sake of this topic, we will discuss what you can do the day of to not draw attention to fine lines. First, be sure to hydrate the skin with a serum. Next, use a moisturizer appropriate for their skin type.

Do not forget the under-eye area. This is an area that has fine lines that products will settle into, which makes the fine lines more obvious. I like to use a small amount of under-eye cream, or I have found it beneficial to take a very small amount of facial oil and press into the under-eye area. Be sure there is not any excess. This will help offer some softness and flexibility in this area, which can prevent the product from gathering in fine lines creating a softer look. Sometimes products do not grip in this area, and it is more difficult to offer coverage for darker under eyes. If this is the case, you can use a very small amount of eyelid primer on the under-eye area so the foundation or concealer will grip more easily.

Priming is also essential. This will allow the foundation to lay on top of the skin without creasing into fine lines. You can still use powder on top of the foundation, but I advise to only use it in areas you need to. For instance, if the client gets oily on the nose and chin, apply in those areas. You don't want to over do it with the powder, or else it will set into the fine lines, which could make them more pronounced. I have also found that adding illuminating foundation or additives to a regular foundation is very nice for clients that are worried about fine lines and wrinkles. It helps the skin look more luminous and hydrated rather than dull and flat.

Consultation is Key

Consulting and educating your client ahead of time is essential for best results. This allows them to take the proper skin care steps before their special occasion. It is important that we stay focused on what their present conditions are for the day of makeup application, and use our skills to smooth texture and correct color so that the foundation is applied in a flawless way. It is also important to take steps to ensure the makeup lasts. Practicing different techniques with different products is important in finding a routine that works best for you as a makeup artist. Once you find a routine, you will have the confidence that each of your makeup clients will leave your chair with a flawless, longlasting makeup look they will come back to you for again and again!



Brittney Waugh is a licensed esthetician and makeup artist. She is the owner of Blushed by Brittney Waugh and co-owner of Willow Spa Suites. She has been a licensed instructor since 2012, and she recently earned her Master's degree in educational leadership. She was voted Best Esthetician of OKC in 2011 by Oklahoma Magazine and Best Makeup Artist of OKC in 2019 by So6ix Magazine. Contact her at blushedbybrittney@gmail.com.



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ALEX HERNANDEZ
Lead Educator of Face Reality Skincare

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(Pictured: Alex Hernandez, leading her Extraction Master Class to excited new estheticians.)

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4 CHANGE LIVES

As estheticians, we know how our skin makes us feel every day, especially with acne. Treating acne has a profound effect on mental health. Acne treatment fosters a shared sense of pride and accomplishment between esthetician and client that is unlike anything else.

5 BUSINESS GROWTH

Adding an acne program to your business brings a dedicated client base. As stated by the incredibly successful esthetician **Savanna Boda**:

"One thing that I feel is so important as a business owner is to have a niche and acne is that for me. With Face Reality, I've been able to clear thousands of clients in clinic and virtually."





Savanna Boda,
Acne Expert & Face Reality Ambassador,
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Trendsetting 2023

This year's makeup trends have something for everyone.

By Tara Hill Hanover, The Gem Shopping Network

Last year we saw trends of the 90s coming back in style and sources say they are not going anywhere. In fact, many of the eras of the past are returning in full force when it comes to fashion and beauty trends overall. Many of us grew our hair out during the pandemic and are now having fun with it. Long chunky layers like "The Rachel Cut" is back in full swing! *Allure* summed up the 2023 style trend in one sentence, "where grunge meets glamour." We're breaking all the rules in 2023!

2023's Fashion and Beauty

Baggie jeans, oversized blazers, drop waist dresses and skirts took over the runways at fashion week. We also saw lots of sequins and leather. Jewelry, footwear and handbags are all following a similar theme this upcoming year: accessorize boldly! From statement hoops and necklaces, to shoulder duster earrings to piles of pearls, when it comes to accessorizing in 2023, more is more.

But why does this matter to you? As an industry professional, you need to be aware of all the trends, so you can speak as an expert to your clients. The trends we see on the runways will always influence the designs and trends of the season in salons, spas and local retailers. While your clients may not walk around town sporting the over-the-top trends of the runway, many still want to know what the top trends are, and even more than that, they want to know that you know.

70s, 80s and 90s Nostalgia

Very similar to what is trending for hairstyles, for clothing and accessories we are seeing a flashback to decades of the past in makeup as well. If you grew up in the 90s, like I did, you'll be no stranger to the "glazed brownie lips." That iconic brown lip liner and frosty cappuccino lip will be back in full force.

Maybe you're more of a 70s or 80s fan? Then, playful pastels and rainbow hues for the eyes will inspire you! With this trend, the brighter the better, *Vogue* says. If you've always struggled with eyeliner, then you are in luck! "Invisible eyeliner" is all the rage, as light shadow and concealer is replacing bold liner to give a more natural lift to the eyes.

When it comes to the fashion trends of the season, our clients look to us as the expert. Below are the top trends in makeup for 2023.

Eyes, Lips, Face

From eyes to lips, makeup in 2023 is ranging from big and bold to soft glamour. Below is the breakdown of the different trends for the eyes, lips, face and skin.

All About Eyes

With eyes being the focus of most makeup applications, here is some good news, 2023 has many trends for the season.

- **Pastel Shadow.** The iconic blues, pinks and purples are back and being smudged across the eyelid.
- **Cool Tones.** Dusty mauves and smokey greys are making their way on the eyes this year.
- **Siren Eyes.** This look requires a sharp winged eyeliner to accentuate the eyes.
- **"No Makeup" Makeup.** This includes invisible eyeliner and skin toned shadows, and many have even stopped shading in their eyebrows, creating a concealed brow look.
- **Next Level Lashes.** Regardless of if you use a strip of false lashes, lash extension or lash serum, big bold lashes are in high demand.
- **Upside Down Shadow.** This keeps eyeshadows beneath the eyes. It's a fun way to add a pop of color to your look without seeming like you're wearing too much makeup. You can even rim the lower lash line with a colored pencil.

Let's Talk Lips

As I mentioned above, the brown lip is back in full force, but if that is not your thing, don't worry because the iconic statement red will never go out of style. However, if you are into the 80s pastels, hot pink may be your go-to. With lips this season, go big or go home.

Got Us Blushing

"Blush is a huge focus in 2023," claims *Cosmopolitan*. In fact, one of the biggest trends we're seeing right now is what TikTok is calling "mid-tone blushing," a technique for blurring together your blush and undereye makeup for a seamless finish (See **Blurring Blush How-To Sidebar**). One tip when trying out the blurring blush makeup trend would be to use a powder blush to achieve a more pigemented blush look, or use a liquid or cream blush for a more neutral finish.

Blurring Blush How-To

1. Finish your base makeup
2. Lightly bake under your eyes with a fluffy blending brush
3. Dust a second blush (one shade lighter than the blush on your cheeks) over the edges of the undereye to diffuse the translucent powder into your blush.

Show The Skin

Many experts are advising that we "ditch" the full coverage foundation and go to more of a light skin tint. However, if you feel you need more full coverage in certain areas, try to spot-check with a concealer in the specific areas and keep the rest of the face light and dewy. Also, try a cream or powder highlighter to add a youthful glow to your t-zone. Look for lightweight foundations and concealers in radiant, skin-like finishes to achieve this trendy look.



Going For The Glow

One more trend this season is for the entire face, and we are assuming it has been influenced by the influx of new technology by using colors identified as "futuristic metallics" or "futuristic beauty." It's called the hyper glow. This look takes the glowy trend to an entirely new level, almost blinding shimmer.

Anything Goes

Regardless of your client's style, 2023 has something to offer for everyone. It's truly the year of anything goes. My advice for you is to start your own social media outlet where you direct your clients on your latest tips, tricks, trade secrets and tutorials. This is the best way that your clients feel like you are not only keeping up with the trends, but they can always go to you for tips when they need them.



The hyper glow is the latest skin glowing makeup trend.

One last tip I would give would be to make a monthly appointment where you "go live" on the social media platform of your choice, then send out reminders throughout the month so no one misses out. This keeps your clients engaged and gives them something to look forward to between visits.

It is more important than ever that we as beauty professionals not only stay on top of industry trends, but also stay current ourselves with our makeup, and style, as well as technology. Remember beauty is our business and we are our own walking advertisement. Practice what you preach my friends, we are the trendsetters.



Tara Hill Hanover has spent over 20 years in the media, and she is currently the national television host for The Gem Shopping Network, as well as a celebrity stylist and magazine publisher. She is also a makeup artist for CNN, and many talents have also been featured on TBS, Cartoon Network, The Weather Channel, ESPN, FOX and HBO. She has been featured in 1st Hold and On Make-up and her work is displayed in many well-known magazines. Follow her at *@tarahillhanover.*

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NOW TRENDING

OIL BATHING/ SHOWERING



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

What You Should Know

Oil showering or bathing is a full body treatment that can be a solution for dry skin and the newest at home remedy to recommend. To get started with an oil shower or bath, clients should apply a generous amount of oil to the skin or hair before stepping into the shower or tub. The oil should then be massaged into the skin or scalp to help it absorb better. Clients should then hop in the shower or tub to rinse off the body. Inform your clients to use a gentle, sulfate-free shampoo and conditioner to help remove any excess oil.

Skin Care Benefits

This wellness ritual offers many physical and mental benefits. As for the physical skin, this practice hydrates skin, treats dryness or irritation, reduces inflammation and can help with skin texture. Oil bathing/showering has also been shown to increase hair health and help those struggling with dandruff or dry skin on their scalp. This trend is also the perfect self-care ritual to recommend to clients. The action let's clients take time to focus on relaxation, while taking in the soothing scent of the oil and practicing manifestation or self appreciation.

Tips

1. Retail oils for your clients to take home for their own oil bathing ritual.
2. If your clients are also using glycolic acid or TCA on the skin, recommend applying an oil as a part of their shower/bathing routine to help combat over drying and add a glow.
3. Recommend oils like sunflower oil, coconut oil, jojoba oil or olive oil to clients interested in natural skin care options.

Read more about oil bathing/showering on our website... **7 Surprising Body Benefits of Oil Showering/Bathing**

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FIGHTING SKIN STRESS WITH SCIENCE

Key Ingredients That Reduce The Impacts Of Stress On The Skin

By DermaConcepts

There are four major skin sins that should be avoided at all costs: smoking, sugar, sun and stress. Now, one of these major sins can be a little bit harder to manage than the rest. When it comes to stress and the skin, it's not as simple as a meditation a day keeps the stress away (even though it can help). There are many factors ranging from environmental pollutants to poor sleep that can be a major factor in skin stress.

Just like there can be a variety of causes of stress to the skin and body, there can also be a variety of ways it impacts the skin. Stress breakouts are a very real thing, attributed to the increased amount of sweat the body produces when stressed out. On top of that, prolonged exposure to high concentrations of cortisol, the stress hormone, has been shown to threaten skin barrier function, which can result in a dull, fatigued appearance as well as signs of aging like fine lines, wrinkles and loss of elasticity.

"The sympathetic nervous system responds to stress, leading to an increase in inflammatory cytokines that can cause a reactive skin that is easily sensitized and may appear red, similar to blushing when embarrassed. Oxidative stress is the end stage of free radical damage and can lead to cellular membrane and mitochondrial damage, decreased cellular health, and ultimate cellular senescence," explains Candace Noonan, Director of Education for DermaConcepts. She continues to elaborate on how unhealthy cells are then unable to perform optimally, which can ultimately lead to various skin conditions.

At the end of the day, stress is unavoidable to a degree, but that does not mean that our skin is doomed. Specific ingredients and products, like DermaConcept's Environ Focus Care Youth+ Seriénce Night Serum, can be incorporated into the treatment room and client's home care regimens to target the negative long-term effects of stress on the skin.

The Many Faces of Stress

With skin being our largest organ, it is susceptible to a myriad of sources of stress. Apart from the outward exposures like UV rays, free radical damage and pollution, stress can also come from harsh products, exposure to chemicals, and, most often forgot about, the subtle ways our bodies can induce stress on the skin.

"Simple metabolic processes within the skin can cause free radical damage, if not kept in check by a brigade of readily available antioxidants within the skin and systems. But more recently, neuroscience has confirmed a fascinating concept we have already been aware of: the brain-body connection. And, even more specifically: the brain-skin connection! When we stress, our skin's keratinocytes release cortisol, a stress hormone!" says Noonan.

It was these advances in neuroscience that in-part led to the concept and creation behind the Environ Focus Care Youth+ Seriénce Night Serum. This serum helps to address those signs of fatigue and aging caused by cortisol and reveal the appearance of serene, luminous and youthful-looking skin.



Key Ingredients to Topically Reduce Stress

- **Vitamin A.** Supports healthy-looking skin, reduces the effects of stress
- **Antioxidants.** Reduce the effects of free radicals
- **Malachite-Neuropeptide Complex.** Improves the appearance of expression lines, enhances luminosity and radiance
- **Neurophroline.** Used in Ayurvedic tradition, breaks down the effects of cortisol production
- **Argireline.** All-in-one peptide, targets the effects of fatigue and post expression muscle relaxation
- **Matrixyl Morphomics.** Smooths the appearance of frown lines, marionette lines, nasolabial folds and crow's feet; re-establishes the benefits of vital skin connections, rebuilds the effects of an optimally functioning network



The latest trial shows Environ's Seriénce™ Night Serum significantly improves the appearance of redness, a known and common inflammatory response to stress and high concentrations of cortisol.

The Topical Approach

One of the key attributers to this break-through formula in the Seriénce Night Serum is the Malachite-neuropeptide complex. This complex has been scientifically proven to boost the effects of skin immunity and defense, counteract long-term effects of stress hormones, improve the signs of stress-inducing aging and reboot the benefits of vital skin connections. But this isn't the only star ingredient used in this formula, and it's not the only ingredient that can help with skin stress.

Noonan etches out a few different ingredients that can make a huge impact on healthy skin appearance, when it comes to stress, ranging from vitamin A to Neurophroline (a plant native to India).

The specified ingredients in the Key Ingredients to Topically Reduce Stress Sidebar, can all be found in the Seriénce Night Serum, and for good reason. This combination of ingredients works to take on and help improve the negative effects of stress on the skin.

Sit Back and Relax

While stress may be unavoidable, it is very far from untreatable.

"As professionals, we believe that the power of touch can be a valuable tool in helping our clients achieve the optimal look and feel of skin health and overall well-being. We know that the act of massage can activate slow nerve fibers and potentially reduce the effects of stress hormone levels. By combining this with carefully selected ingredients for the benefits of stress-reduction, we strive to provide an enhanced experience that supports our clients' skin appearance and overall well-being," shares Noonan.

Learn more about Environ's treatments and products at ***dermaconcepts.com***.



Holistically Treating the NECK & DEC

By Ben Johnson, MD, Osmosis

The neck and décolleté have been notoriously challenging to improve for skin professionals. There are a variety of reasons for this including internal factors, the neck's relative sensitivity to aggressive treatments and the myriad of complex concerns that often present together. Traditional approaches to resolve conditions like deep neck folds, poikiloderma and laxity often leave us with less than satisfying outcomes. But, there are exciting new approaches that make significant, long-term improvements possible.

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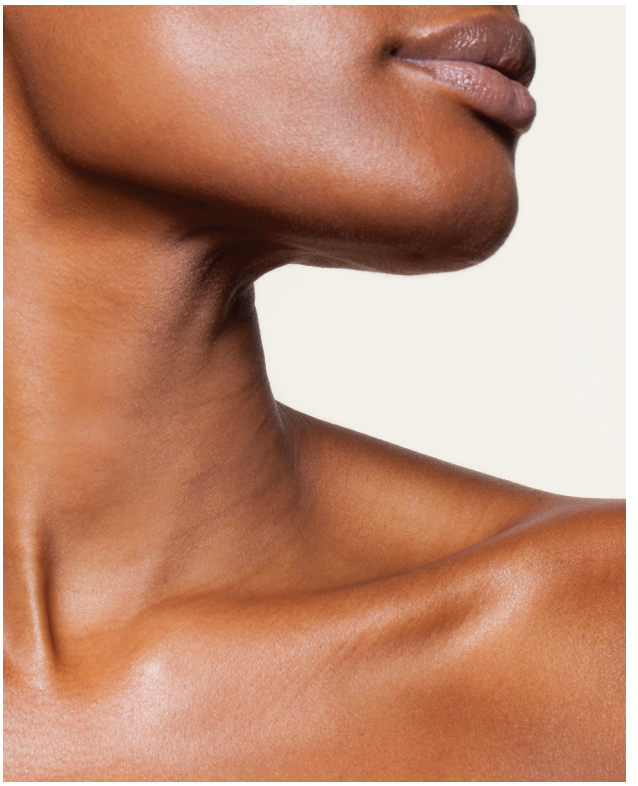
The Anatomy of the Neck

Anatomically speaking, the neck faces a few specific challenges. The skin is less resilient than the skin on the face because of less subcutaneous fat and the benefits it provides; it has less overall circulation leading to slower healing times and more rapid aging from sun excesses. The neck is a toxin storage location for pesticide exposure, and it contains structural fat pads that, when diminished, lead to more obvious signs of laxity than the face. Skin professionals will typically be less aggressive when it comes to acid peels, as a result of the compromised nature of this area of skin. Medical laser treatments have had varied success, but physicians will often shy away from heating the surface skin and focus more on heating the deeper layers to improve laxity. Let's address these areas and the recommended treatments by the specific signs of aging or conditions, since each sign is derived from a combination of events.



Sun vs. Pesticide Exposure

Deep neck folds are one of the most challenging problems today. Through my experience, these are not the result of lost collagen, as that would create smaller lines and wrinkles and is heavily dependent on the amount of sun damage. Sun exposure is a funny thing, modest sun actually increases collagen production. It is the accumulated sunburns that cause a net loss of collagen with each event. This means that individuals who present with deep neck folds in their 30s and even 40s do not often meet this criteria. This is especially true in today's overkill of sunscreen use and sun avoidance.

Deep folds in this age group are primarily due to the swelling of the subcutaneous fat. The cause of this is pesticide exposure, typically in childhood, but can be from adulthood as well. These estrogenic toxins are dumped into the neck fat as a protection mechanism and tend to stay there for decades, if not a lifetime, because of repeated exposure and immune weakness that make it an unsafe environment for the body to release them back into circulation for removal. The connection between estrogenic pesticide exposure and stubborn weight gain is very strong, so one might be tempted to classify the folds as the result of obesity. However, the neck is often one of the last places to gain weight if the weight is from overeating or another source. America has the highest pesticide use of any country in the world by far.

Topical peptides, retinols or other ingredients for collagen production will not touch the deep lines. Acid peels and laser treatment will also be ineffective since the problem is not a collagen problem, and neither of those have ever proven to create long-term increases in collagen density. In theory, you could use a device that increases lipolysis, but the inability to precisely control how much and how even the fat loss would be makes that a questionable choice.

My Treatment Approach:
Remove the toxins through supplements that bind or accelerate the liver's processing of them. These ingredients include DIM, activated charcoal, glutathione and more. The process takes time and requires that they remove themselves from repeated exposures.



Poikiloderma Problems

Poikiloderma is a very challenging but related condition, as it is also caused by estrogenic pesticides. While I have not completely identified the reason that these individuals develop diffuse telangectasias and related pigmentation instead of swelling fat cells, my guess is it depends on the type of toxin involved. The reason for the capillaries is the skin is requesting vascular support due to the toxicity of the poisons stored in the subcutaneous fat. The reason for the pigmentation is that the skin in this area now becomes compromised, so it creates an umbrella of protection for itself over the region.

The treatment options have included a lifetime of lightening through tyrosinase inhibitors, laser or acid peels and little else. None of these have produced satisfactory results and they often leave the skin patchy and damaged. Telangectasias are not "broken." They are a support mechanism for skin trauma to improve circulation in damaged areas.

My Treatment Approach:
Through an independent clinical trial using zinc finger technology, I have been able to heal and clear over 60% of them. You do not want to close capillaries in the skin as loss of circulation is the primary cause of aging. It is important to note that this condition cannot be healed if the pesticides are not removed, so the same process of supplements mentioned above is required to make that possible over several months.

All About That Neck... Damage

Neck lines and laxity of the neck are the most common signs of aging and, again, extremely challenging to address. I tend to stand alone in believing that this has little to do with collagen losses in the dermis. Instead, this is a structural fat loss problem. Structural fat pads are not only in the face; they are also found in the neck. We lose these skin-firming and gravity-fighting structures as we age, but the losses are accelerated by having a body fat composition below (roughly) 15% in women or below 7% in men. These individuals often exercise, and since the body uses fat for fuel, it will steal from the fat pads once the subcutaneous fat reaches these low levels. I estimate its effect to be about 80% of the cause of wrinkles in the skin. Obviously, it does not help things if someone has had many sunburns over their lifetime as well.



Ingredients for Collagen Deposition

- Retinaldehyde
- Chlorella
- Stem cell derived growth factors
- Niacinamide
- Asiatociside

The loss of structural fat pads is the primary reason fillers have been so prevalent. However, fillers in the neck are not a great option. Acids and lasers can be attempted, but the neck is not tolerant to a lot of heat. The primary options being used are lasers or injections that scar the loose skin to the underlying structures. This can produce temporarily satisfying results, but it often does not do well as the client ages. Topically, due to the delicate nature of the neck skin, a low trauma, high fibroblast targeting approach is required (See **Ingredients for Collagen Deposition** Sidebar).

My Treatment Approach:
Restore their fat pads through unique strategies that involve specific blends of sea buckthorn oil. As it turns out, with the right mixture of fatty acids, you can provide your body with the fats that it uses in the structural fat pads, which are distinct from the fats that it puts into subcutaneous fat cells.

Décolleté Damage

The décolleté is no different, in that it needs products that address sun damage primarily. It does not have a structural fat pad, and it is not a deposition zone for pesticides. However, if you have rashes or acne in that region, then the cause is chlorine exposure, which the primary source of that is tap water ingestion. This is another toxin that can be bound and removed with the ingredients highlighted above.

The most common issue is sun damage, and since this skin is a little more tolerant to heat, there are many procedures that can lighten pigmentation. Once again, I advise against traumatic procedures, since they will increase the likelihood of a worsening of the pigmentation over time. The ingredients discussed above for aging skin are the same that I would recommend for the chest.

Taking a Holistic Approach

Most skin conditions, including aging, have a combination of internal and more superficial structural concerns. My preference is a holistic approach that does not involve trauma and addresses the problem from the inside out. Permanent improvements to these skin conditions are possible when you address the real source of the problem.



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

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PROTOCOLS IN PRACTICE
SUMMER

TROPICAL BERRY REFRESHER FACIAL

CIRCADIA

This summer treatment brightens, soothes and adds hydration while repairing and rejuvenating the skin.

Step 1. Apply ½ pump Vitamin Veil Cleanser. Cleanse in circular motions and remove thoroughly.

Step 2. Apply 1 pump Lipid Replacing Cleansing Gel and cleanse in circular motions. Remove thoroughly and pat skin dry.

Step 3. Dispense 1 tsp. of Caviar Lime & Passionfruit Enzyme into a portion cup. Apply with a fan brush to face and neck. Massage into the skin for 3 min. Apply a warm towel and leave on for 5-7 min. Remove with warm towel and pat skin dry.

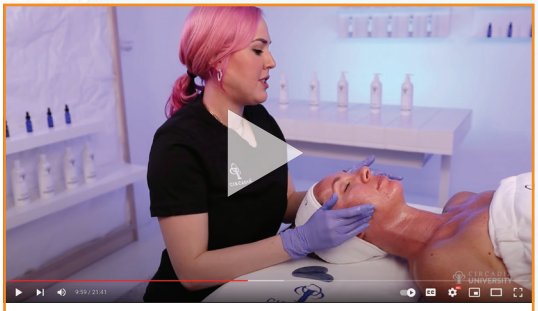
Step 4. Spray 3-4 mists of Blueberry and White Tea Hydrating Mist on the skin. Apply 1 pump of Vitamin C Reversal Serum, followed by light tapotement.

Step 5. Combine 1 pump Hydralox with 1 pump of AquaPorin Hydrating Cream and emulsify in your hands. Perform Gua Sha Stone massage for 5-10 minutes. Begin on the right side of the face and neck and repeat strokes on the left side using gentle pressure. Remove excess products with a 4x4 cotton or a warm towel.

Step 6. Dispense ½ tsp. of Snow Algae and Spirulina Cooling Mask and ½ tsp. of Australian Super-Berry Antioxidant Mask into portion cup. Apply evenly to face and neck with fan brush. Massage the mask into the skin gently using fan brush strokes, followed by massaging the mask into the skin, by hand, for 3 min. Apply a warm towel and leave on for 5-7 min.

Optional: For those with more inflamed or sensitive skin, perform a cooling massage using Cooling Ice Globes in place of warm towel for soothing and calming benefits. Remove mask with warm towel and 4x4 gauze and pat skin dry.

Step 7. Apply 1 pump of Light Day Sunscreen Broad Spectrum SPF-37 and apply to face and neck.



CLICK ABOVE TO PLAY

REFINE & HYDRATE

ULTRACEUTICALS

This professional treatment refines and hydrates the surface of the skin leaving it looking plumped, rejuvenated and bright.

Step 1. Perform first cleanse with Ultra Balancing Gel Cleanser (avoiding eyes). Remove with warm towel or 4x4s.

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

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

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

Step 5. Dispense 1 tsp. of PHA Refining Solution into a dish. Using fingertips, apply ½ tsp. to the face and massage into skin until "slip" is lost. Repeat with remaining ½ tsp. and repeat movements until "slip" is lost again. Leave to process for up to 10 min. from initial application. Remove with cool, damp cloth or 4X4s. Repeat a minimum of more times.

Click here *to continue reading Steps 6-13*

ADDITIONAL PROTOCOLS FROM:

SORELLA APOTHECARY
CONTROL CORRECTIVE SKINCARE SYSTEMS
IMAGE SKINCARE
LAFLORE PROBIOTIC SKINCARE
DMK SKINCARE

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INDUSTRY INPUT
TIPS FOR BRIDES

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

TIP 1: CREATE A TREATMENT TIMELINE

Create a bridal skin care regimen for the bride. Start with monthly facials ranging from detoxing to brightening. Purge the skin's metabolic waste, then hydrate and brighten the skin. Developing healthy skin takes time, so I recommend a six-month skin protocol. In addition to monthly facials, I would have the bride on an at-home skin care regimen that includes weekly masks. You can also create a skin care sample/travel size set for your bride on her honeymoon; one less thing for her to worry about. Doing this shows you are committed to her having the healthiest skin and being an excellent esthetician, so she will trust and continue to see you.

—Lisa Stewart, Owner & Founder of Solia Spa

TIP 2: KNOW THEIR EXPECTATIONS

As a spa professional providing brow services to brides and the bridal party, it's essential they feel an enhanced and confident version of their beautiful self, not overdone. Leading up to the big day, take the time to consult with the bride about her preferences for their brows. Ask about their desired shape, color and any concerns they may have. This provides a truly customized experience, so they are pleased with the final result. During the service, be sure to use long wearing, buildable products and a light hand. Provide them with detailed instructions on how to use the products and any tips

—Sarah Siegel, Chella Beauty

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

Refine & Hydrate

(Continued from Page 46)

ULTRACEUTICALS

This professional treatment refines and hydrates the surface of the skin leaving it looking plumped, rejuvenated and bright.

Step 6. Infuse ½ tsp. of Ultra A Booster into the face using UltraSonophoresis in "lead in" mode.

Step 7. Apply Ultra B2 Hydration Mask and leave for 15 minutes. Perform hand and arm or scalp massage.

Step 8. Remove Ultra B2 Hydration Mask. Infuse any remaining mask serum into the skin using UltraSonophoresis in "lead in" mode. Spritz Ultra Skin Hydrating Mist if more slip is needed.

Step 9. Spritz Ultra Hydrating Skin Mist over the face.

Step 10. Apply Ultra Hydrating Lotion.

Step 11. Apply Ultra Protective Antioxidant Complex.

Step 12. Apply Ultra Daily SPF Protection.

Step 13. Sit the guest up and finish with a warm towel and gentle pressure on the back.

Hydrating Sun Recovery Facial

LAFLORE LIVE PROBIOTIC SKINCARE

This deeply hydrating LIVE probiotic treatment is ideal for all skin types.

Step 1. Dampen skin and use 2-3 pumps of LaFlore Enzymatic Cleanser and massage into face and neck. Remove with cool towel.

Step 2. Combine one pump of Enzymatic Cleanser with an equal amount of water in a rubber bowl and whip with a fan brush until foamy. Apply and massage into the skin for 90 seconds. Using a towel or sponges, gently remove the cleanser.

Step 3. Mix 1 tablespoon of LaFlore Hydrating Masque and one full dropper of Live Probiotic Booster. Apply layer of mixture to the face, neck and décolletage. Be sure to avoid the eye area. Let the masque sit on the skin for 10-15 min.

Step 4. When the masque disappears (becomes clear), this is an indicator that the skin is dehydrated in those areas. Apply additional product to the skin, on the clear patches, through the duration of this step. Use a warm, damp towel to remove product.

Step 5. Use 2-3 drops of LaFlore Longevity Concentrate. Perform a 10-min. pressure point facial massage. Remove excess with a warm, steam towel.

Step 6. Use 2 pumps of LaFlore Daily Defense Moisturizer and evenly distribute onto the skin. Apply one drop of Eye Cream Complex to ring fingers, tap together, pat under the eyes and gently massage in.

Microbiome Summer Reset Facial

IMAGE SKINCARE

Refresh skin and protect its microbiome with this summer facial.

Step 1. Remove eye and lip makeup with I Beauty Refreshing Facial Wipes.

Step 2. Apply Biome+ Cleansing Balm and cleanse for 1-2 min. Remove with sponges and tepid water or aromatherapy steam towels.

Step 3. Apply Ormedic Balancing Facial Cleanser and cleanse with wet fingertips for 1-2 min. Remove with sponges and tepid water or aromatherapy steam towels.

Step 4. Dispense Ormedic Balancing Gel Polisher into a medicine cup. Apply with an I Swab in a circular motion to entire area of treatment. Massage gently for 1-3 min., steam optional. Remove thoroughly with sponges and tepid water or aromatherapy steam towels.

Step 5. Dispense Pre-Extraction Emulsion into a medicine cup and mix with an I Swab or fan brush until product reaches a whipped consistency. Apply to areas of congestion and leave on for 7-10 min. under steam. Remove with sponges and tepid water prior to performing extractions.



Step 6. Combine one full dropper of I Enhance Hyaluronic Acid Facial Enhancer with Biome+ Smoothing Cloud Creme and massage face, neck and and decolletage for 5-10 min. Perform IMAGE facial massage.

Step 7. Apply The Max Masque combined with one full dropper of I Enhance of choice with an IMAGE Masque Brush. Leave on skin for 5-10 min. Remove with sponges and tepid water.

Optional: Perform arm and hand massage with Vital C Hydrating Hand and Body Lotion while masque sits.

Step 8. Customize by combining one full dropper of I Enhance of choice with Biome+ Dew Bright Serum and apply to entire treated area.

Step 9. Apply Vital C Hydrating Eye Recovery Gel to orbital area.

Step 10. Apply a generous amount of Prevention+ Daily Hydrating Moisturizer SPF 30 to entire treated area.

Step 11. Apply I Conceal using Foundation Brush to create a flawless finish.

Step 12. Apply Ormedic Balancing Lip Enhancement Complex to entire lip area.

Step 13. Offer client a complimentary sample of Yana Daily Collagen Shots.

Therapeutic Summer Refreshment: Control Corrective's Botanical Soothing Facial

CONTROL CORRECTIVE SKINCARE SYSTEMS

The Botanical Soothing Facial is a gentle yet effective treatment that reduces inflammation and calms sensitive skin.

Step 1. Apply Gentle Facial Wash and cleanse the face, neck and décolleté. Rinse and remove.

Step 2. Spray a small amount of Soothing Chamomile Eye Makeup Remover on a tissue or cotton pad and remove eye makeup.

Step 3. Spray onto a tissue or cotton pad and then apply the Sensitive Skin Tonic to the entire face, neck and décolleté.

Step 4. Perform Skin Analysis.

Step 5. Mix one teaspoon of Zyme Peel Powder with enough Zyme Peel Activator to create a creamy paste. Mix with a semi-stiff fan brush and warm up under steam. Test on yourself to make sure it is not too hot, then apply to the skin.

Step 6. Spray Sensitive Skin Tonic on round cotton pads and rest on the eye area, and over the enzyme mixture, in areas where a client may be highly sensitive to steam. Steam the skin for 7-10 min., then remove with gentle cotton pads or towels.

Step 7. Perform extractions, high frequency and LED light therapy, if appropriate.

Step 8. Spray Sensitive Skin Tonic on a cotton pad and apply it to the skin to restore the skin's pH, balance, hydrate and soothe.

Step 9. Start facial with hands then integrate stones.

Step 10. To chill your Aqua Cold Stones, place them in a bowl of cold water with a cloth or washcloth on the bottom so the stones do not "clank." (Do not use ice cubes, as the water will be too cold).

Step 11. Apply several drops of the Hydra Calm Facial Oil to the face and begin the cold stone massage. Perform 2-3 min. with hands only before incorporating the stones at the end of the massage. Be creative with your stones. For example, if the client has eye puffiness, spend more time massaging that area.

Step 12. Select two small stones. Place them on the chin and slide them up to the ears and down the side of the neck. Repeat three times.

Step 13. Place two small cool stones on the neck and slide them down. Repeat three times.

Step 14. Place two small cool stones on the chin, slide them up the jaw line up to the ears, and come down on the sides of the neck, ending along the shoulder.

Step 15. Place the small stones at the corner of the mouth and slide them outward towards the ears and downward on the sides of the neck, ending along the shoulder. Repeat three times.

Step 16. Place the small stones on the side of the nose and slide them outward towards the ears and downward on the sides of the neck, ending along the shoulder. Repeat three times.

Step 17. Place the stones below the eyes and slide them outward and downward towards the ears and downward on the sides of the neck, ending along the shoulder. Repeat three times.

Step 18. Place the stones on the forehead and slide them outward toward the temple and down in front of the ears and downward on the sides of the neck, ending along the shoulder. Repeat each of the three movements three times.

Step 19. Place the cool stones on the chin, and slide them along the jawline up to the ears, and then down on the sides of the neck, ending along the shoulder. Repeat three times.

Step 20. Place the cool stones under the chin and slide them up to the ears and down the side of the neck. Repeat three times. Finish the massage with the hands for several final minutes. Tissue off excess oil (not necessary to remove completely) then apply the mask.

Step 21. Apply a teaspoon of the Balancing Thermogel Mask liberally with a fan brush. Leave it on for 7-10 min. It is recommended that additional shoulder, neck and scalp massage be performed at this time for approximately 5 min. while the mask is on the face. It is also recommended that cooling eye compresses be made with the Sensitive Skin Tonic and left sit on the eyes at this time to further calm the eye area. Remove the mask with towels and sponges or cotton pads. For this skin type, super soft baby diapers or other gentle towels may be used.

Step 22. Apply Redness Relief Serum to your hands and then massage into the client's face, neck and décolleté.

Step 23. Finish the facial with Collagen Eye Defense, and Botanical Soothing Cream SPF 30.

Step-by-Step Protocol to Utilize Alkaline Wash

DMK SKINCARE

The Alkaline Wash gets the body ready for bikini/swimsuit season.

Step 1. Cleanse the treatment area. Rinse thoroughly or remove with a warm towel and pat dry.

Step 2. Add Alkaline Wash powder to a bowl and incrementally pour small amounts of DMK Aqua D'Herb or distilled water. Combine with a spatula or synthetic brush until the mixture comes together into a creamy, easy-to-spread consistency. Apply solution to concern areas.

Step 3. After 3 min., gently manipulate the solution (1–3 gentle circle motions). If skin experiences any tingling or discomfort, remove immediately and neutralize with DMK Exoderma Peel.

Step 4. Once the skin is red, rubbery, shiny or the client experiences a change in sensation, remove Alkaline Wash as quickly and gently as possible. Remove Alkaline Wash with a cool towel or in the order and direction you applied it.

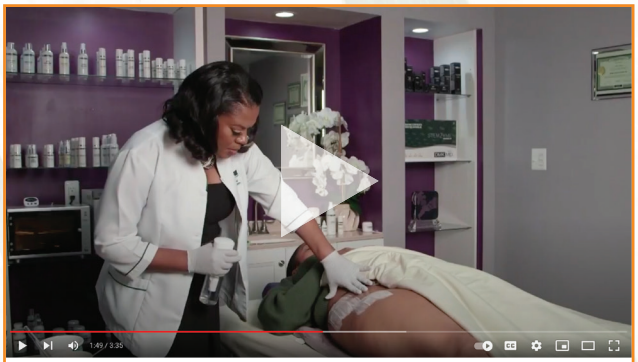
Step 5. Immediately apply a generous amount of Exoderma Peel or Epitoxyl with a synthetic brush to neutralize the area. Leave on for 2-3 min.

Step 6. Pre-treat with DMK Melanotech Drops and Pore Reduction Plus. Allow a few seconds to absorb.

Step 7. In a DMK bowl, combine Body Masque with Aqua D'Herb. Mix with a DMK brush until a thin paste forms.

Step 8. Apply the mixture to the treatment area with a DMK Body Brush, directing brushstrokes towards the heart.

Step 9. Leave on for 30 min. before softening with hot towels. Remove Body Masque.



CLICK ABOVE TO PLAY

Summer Lovin'

SORELLA APOTHECARY

Refresh summer skin with a boost of hydrating and rejuvenating ingredients.

Step 1. Cleanse with Apricot Mango Cleansing Milk and remove with warm towel. Perform a second cleanse with Orange You Jelly Cleanser and remove with warm towel.

Step 2. Spray Spiced Wine Toner onto cotton pads and wipe to remove excess cleanser and impurities.

Step 3. Apply a thin layer of Cherry Pepper Peel and allow to sit for 8-10 min. *If using Glow Boost: Mix together 2-10 drops with Cherry Pepper Peel before applying. Remove with cool towel.

Step 4. Apply a thin layer of Pore Primer Extraction Solution to any areas you intend to perform extractions. Allow to sit for a minimum of 3 min., no longer than 10 min. Gently wipe the area before performing extractions.

Step 5. Spray Spiced Wine Toner onto cotton pads and wipe to remove excess Pore Primer and impurities.

Step 6. Using Massage Butter perform Signature Sorella Facial Massage. Remove with a warm towel.

Step 7. Apply a thin layer of Purifying Powerclay. Allow to sit on the skin for 8-10 min. Remove with tepid towel.

Step 8. While mask sits, perform shoulder, arm and hand massage using Body Balm. For an added barrier boost layer Body Nectar over the top.

Step 9. Mist Watermelon Mint Hydrating Mist over face to prep skin for finishing products.

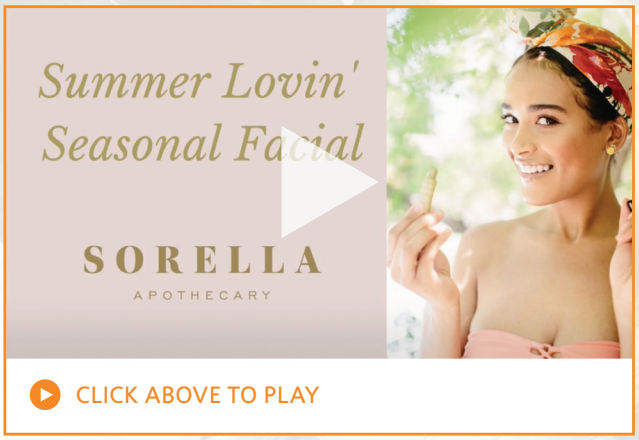
Step 10. Lightly massage Main Squeeze Hydrating Serum into skin until fully absorbed. Then apply a thin layer of Pomegranate Acai Antioxidant Serum and press into the skin until fully absorbed. Follow with a thin layer of Lemon Lightening Serum and press into skin until fully absorbed.

Step 11. Gently apply Aloe Cucumber Eye Gel around the eye area.

Step 12. Apply Daily Greens Moisturizer or Blueberry Milk Moisturizer, based off of skin type. Massage and press into skin until fully absorbed.

Step 13. Apply Tropical Topical Matte SPF 30 or Quench and Protect SPF 30, or Tinted Dew Drops SPF 50 and press into skin until fully absorbed.

Step 14. Apply Avocado Oil Lip Hydrator to the lips to finish the facial.





TIP 3: CREATE A TREATMENT ROADMAP + PERSONALIZE AT-HOME REGIMENS

You are going to have the most success by laying out a treatment road map; bridal skin prep is not a one size fits all. Aligning on the client's goals and budget and then coming up with an action plan that the patient plays a part in is key. The treatment plan should consist of a cocktail of lasers targeting key concerns over the course of months leading up to the wedding. We all know there is no magic bullet when it comes to professional treatments. Finally, ensure this roadmap includes an at-home skin care routine. This will help amplify in-office results and protect the progress done in your office. When creating an at-home regimen, it is extremely important to take into account the client's lifestyle and level of comfortability with skin care. For example, if your client doesn't even wash their face, starting them off with a 10 step regimen is going to be challenging and often ends in incompliance, which means you aren't getting the results you are after.

—Dr. Dennis Gross, Founder of Dr. Dennis Gross Skincare



TIP 4: AVOID ANY DAY OF SURPRISES

If you are looking to get into this business there are a few tips I'd strongly advise you to follow to enjoy this thriving business.

- A makeup run through is a must for the bride only! Start with a full consultation and ask direct questions. Make sure your bride brings inspiration photos, so you can see her interpretation of a dramatic versus natural makeup look. Make sure to charge for the run through or build the price into the final application.
- Create a clear and precise contract. Get everything in writing including the date, time of arrival, time of departure, number of people you are providing services for, price per person and method of payments accepted.
- Create a day of schedule starting with the time the bridal party has to be ready and set appointments from there. Go back until you reach your start time and first appointment of the day. If anyone is late for their assigned appointment, they get what you can do in the time left in their appointment slot.

—Tara Hill Hanover, National Television Host for Gem Shopping Network, Celebrity Stylist and Publisher

THE ULTIMATE GLOW

By Alex Hernandez, Face Reality Skincare

Who doesn't want their client to walk out of the treatment room with glowing, radiant skin? Performing hydrating treatments is a sure-fire way to have a selfie ready client post service! Beyond the selfie, this can also be great for special event or wedding prep as well. Dehydrated skin tends to have a dull and crepey appearance. You can assess your client's hydration during the skin analysis. When doing this, look for an exaggerated number of fine lines and a shine when moving the skin around while examining. Most people, even those with oily skin types, will have some dehydration present, so it's important to include a hydrating step in every service. When it comes to giving your clients the ultimate glow, there are so many different treatments, products and routines that can be used. So, where do we start?

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EVERYTHING EXFOLIATION

Get the glow started with exfoliation! As we age, the natural desquamation cycle slows, which leaves us, more often than not, with a layer of dull corneocytes sitting on the surface of the skin. Performing some type of chemical or physical exfoliation at the beginning of the service will clear away that layer of dull, dead skin cells to pave the way to fresh new skin (See **Chemical Exfoliation vs. Physical Exfoliation Sidebar**). This exfoliation will also allow the rest of the products you use during the service to penetrate the skin more efficiently.

Physical exfoliation includes treatments like dermaplaning or microdermabrasion that work by physically removing the outermost layer of dead skin cells. Depending on your state, you may be able to combine physical exfoliation with chemical or enzyme exfoliation. Examples of those include chemical peels and enzyme masks.

Enzyme facials are especially helpful for creating that post treatment glow. They work by breaking down the keratin molecules in the outer layer of the skin to allow those cells to gently slough off. Since this is a gentle treatment in comparison to microdermabrasion or a chemical peel, you will typically not see a bothersome amount of erythema, that you will then need to combat during the service. Once the enzyme is removed, you should already see a difference in the radiance of your client's skin.



PHYSICAL EXFOLIATION VS. CHEMICAL EXFOLIATION

- Dermaplaning
- Microdermabrasion
- Scrubs
- Sonic scrubber
- Hydrodermabrasion

- Enzyme exfoliation
- Chemical peels
- AHAs
- BHAs
- PHAs

MASKING A GLOW

Now that your client's skin is freshly exfoliated, it's time to hydrate and soothe. This can be done a number of different ways by using either various masks or various finishing products under an alginate mask. During a longer service, several masks can be applied and removed before finishing products are applied. Some helpful products include clay masks, nutrient rich, hydrating masks and antioxidant rich, brightening masks.

Clay masks should be done first, so they can pull any excess impurities out of the skin. These masks will typically feel cold once applied, beginning the soothing process immediately. After removing the clay masks, we want to nourish the skin with hydrating ingredients or hydrating masks. Once the hydrating mask is on, facial massage or cold globes can be used to promote product absorption. Finish with an antioxidant rich mask made for brightening. Since the skin is already optimally hydrated, this mask will be able to work more efficiently. If your service does not allow for the use of multiple masks, that's okay too! Going straight to a hydrating mask post exfoliation will still deliver beautiful results.

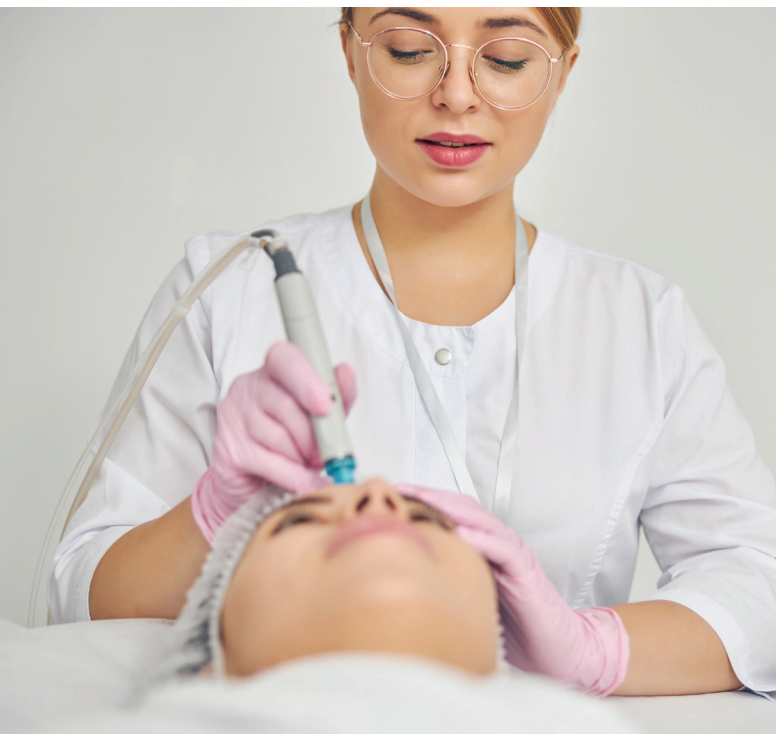
Another trendy way to create glowing skin is by applying serums or ampoules and then applying an alginate or "jelly" mask. These masks will firm after being applied to the skin, pushing the products applied underneath directly into the skin. In addition to promoting product penetration, these masks will also typically feel cool once applied further soothing any erythema. Serums to apply prior to an alginate mask include hyaluronic acid, vitamin c, CBD and any other nourishing formulas.

It's important to also apply the right sunscreen for your client's skin and Fitzpatrick type after the service. There's nothing worse than getting a client glowing, then applying a sunscreen with an ashy white cast over all your hard work. A lightweight chemical or hybrid sunscreen that has the texture of a moisturizer makes a great finishing product for most skin and Fitzpatrick types.

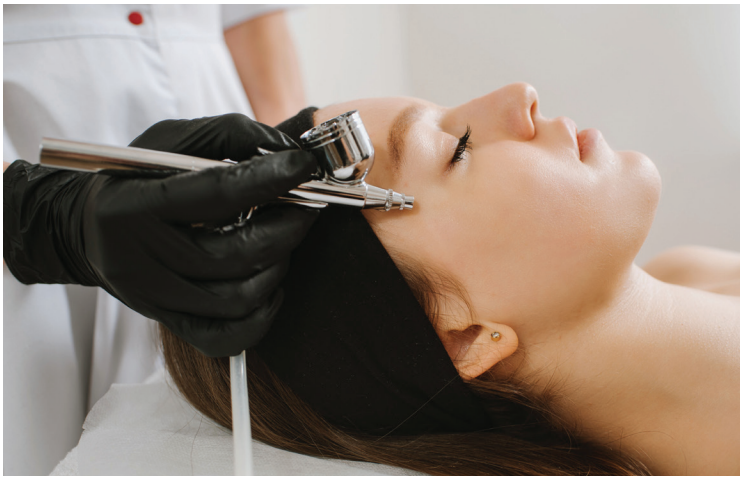
MODALITY MAGIC

There are so many modalities that can be used for glowing skin. These can be stand-alone services or add-ons to your existing facial protocol. There is a modality for every budget, so even if you cannot afford the most expensive hydrodermabrasion machine or oxygen dome, there are still tools that you can use to enhance your client's results.

Hydrodermabrasion services result in radiant, smooth and rejuvenated skin instantly. It is highly effective in improving the skin's overall texture, reducing fine lines and wrinkles, and providing deep hydration to the skin. Hydrodermabrasion is great for boosting cellular turnover by removing excess sebum and dead cells on the skin's surface. Pricing on these devices can vary greatly depending on the brand.



Hydrodermabrasion, high frequency and other modalities can help give clients that glow.



Oxygen facials help to instantly hydrate the skin and make it glow.

LED therapy makes a great addition in the treatment room for glowing skin. Some of the many benefits of LED include the reduction of inflammation, improvement of tone, texture, and clarity and increased circulation.

High frequency is a low cost and quick way to reduce inflammation, increase circulation and renew the skin. This is especially helpful if you had to perform extractions. High frequency is a go-to modality to soothe post extraction erythema.

Oxygen facials are one of the best ways to get your clients glowing, as these treatments lead to instantly renewed, hydrated and balanced skin. These devices can be on the pricier side, so they will not be an option for everyone.

Cold globes or cold rolling is another quick, low-cost way to soothe the skin. Ideally, this would be performed over a hydrating mask to improve product penetration, soothe residual erythema and increase circulation. All of which will aid in giving your client that healthy post facial glow.

Remember, hydrated skin is glowing skin!



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



Taboo Beauty

By Erika Lauren, LE, Art + Sol

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My stylist said to me the other day, "Today I have a lash fill; tomorrow I have to get my nails done and next weekend is my Botox. I feel like I never have time for myself anymore." Wait, wasn't the spa built around "me-time?" I knew the sentiment was not supposed to match the declaration, but it did. Even as an esthetician, I could relate.

Beauty standards are vast and ever-changing. The desire for enhancements is accelerating post-pandemic following the "Zoom Boom," time spent on social media, filters and the work-from-home option for surgical recovery. More people want to achieve the look they see in the media and the face they see with filtered effects. With these changes come much more maintenance, and suddenly, appointed rituals can feel like expectations or chores instead of that special visit to the spa to refresh ourselves.

When did "I can't wait to" turn into "I have to?" And when did some treatments, such as Botox, transfer from a taboo extreme to the normalized skin care routine of today?

Changing the Beauty Scale

If beauty standards were on a scale today, we might observe something that has a range that looks like this: Expected-Routine-Daring-Taboo.

Take a moment to decide which beauty appointments fall into which category. How much of your decision is influenced by society or culture? How have your decisions changed over the years?

For instance, we could agree that showering has been expected for decades, along with cutting your nails, shaving, brushing your hair, etc. Today, the "expected" bin may overflow depending on your perspective. You may observe an expectation of white teeth or a full face of makeup. Once "daring," tattooed brows are now just routine microblading for many. Not long ago, injectables were considered taboo. As treatments slide down the scale, the question arises of what even remains taboo?

Accepting Cosmetic Procedures

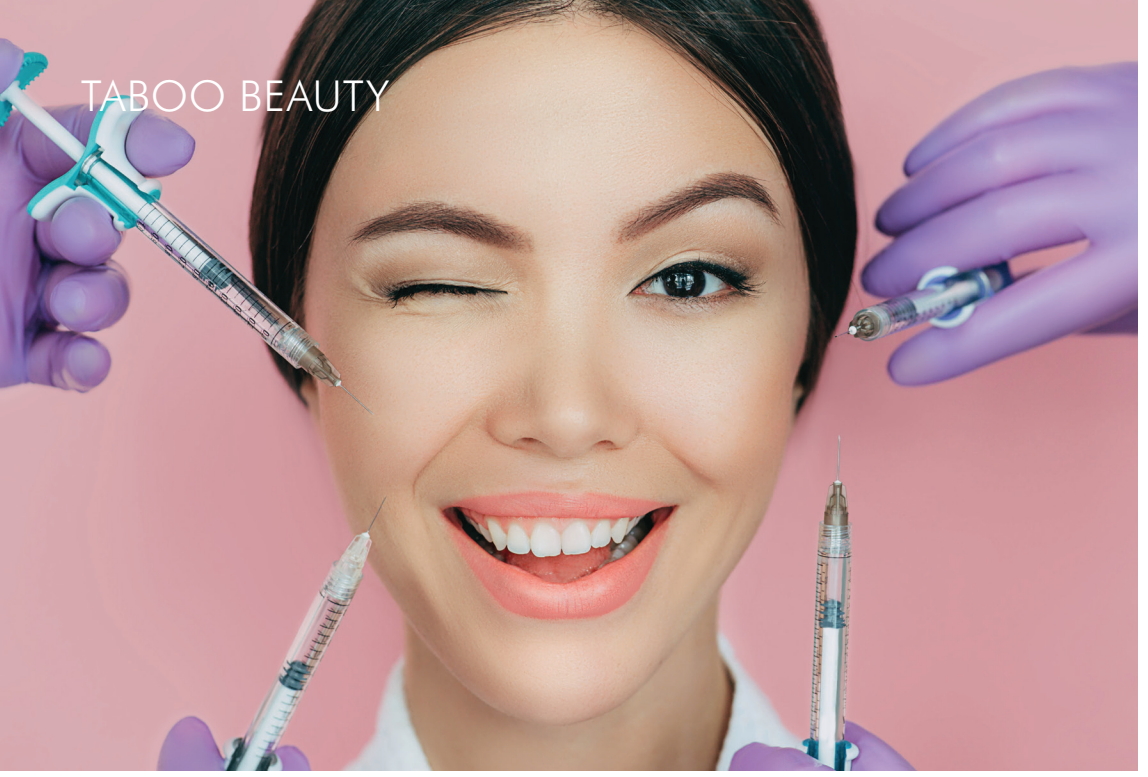
Cosmetic surgical and non-surgical procedures have become more sophisticated, safer and more accessible, changing society's attitude toward it. This acceptance contributes to why surgical procedures have doubled over the last decade.

According to the annual statistics released by the Aesthetic Society, Americans spent $14.6 billion on cosmetic procedures in 2021.[1] Non-surgical procedures increased by 44%, with Botox and fillers taking the reins making up over 5.5 million procedures. As were surgical procedures, up by 54% from 2020, with the leading procedures being liposuction, breast augmentation, abdominoplasty (tummy tuck), mastopexy and blepharoplasty.[1]

Surgical Procedures

The U.S. registers the highest number of cosmetic procedures worldwide, with millions of annual operations. That could include everyone in your social circle or no one you know. Of course, this influences the general perception of beauty standards and what one is willing to do to attain their image.

Even though surgical procedures are more common than ever, they can still be taboo, depending on whom you talk to. How one decides how routine or taboo a procedure is can vary. Reasons include the perception of invasiveness, cost, recovery time, expected results, or how one's social circle views it. For example, in a poll among my clientele and social circle, facelifts and liposuction ranked as "most extreme," despite being highly requested. Botox ranked as "routine," but only a quarter of those polled reported having it done. While influence creates new trends, I have observed that trends may not equate to general perceptions.



While Botox used to be hushed, it is now a popularly discussed minimally invasive beauty treatment.

For example, in 2010, Botox was on the rise, and breast augmentation was the most performed surgical procedure, followed by rhinoplasty.[2] That year, I worked in a salon and spa north of Boston with over 60 colleagues. Of them, I knew of only one having a breast augmentation, which was kept quiet. Botox was "grounds for divorce" for another. With equal parts of joy and shame, I was scheduled for a long desired rhinoplasty. Even in a beauty-oriented work environment, it was taboo in this circle at the time. It was so taboo that my colleagues urged me to cut bangs as a distraction so I wouldn't lose clients over my nose job. I obliged, but as time passed, I knew I was doing a disservice to my clients by blaming my je ne sais quoi on a haircut and good skin care. I found a way to share carefree honesty with them and guided many on their augmentation journeys. It takes specific procedures to yield certain results. More of this honesty can spare so many people from the fruitless frustration that they feel when they don't simply age into beauty or change it with low-level enhancements like the media portrays.

Non-surgical Procedures

If you think celebrities don't share much truth in their images now, 25 years ago, it was even more secretive. Then, Botox was hushed. Speculation was buzzing, but it was something celebrities didn't admit to, so socializing about it wasn't done. The ANN reported that providers only performed 157,439 Botox procedures compared to 3.6 million in 2021. More people got liposuction than Botox in 1998. It is currently the most popular non-surgical procedure among every age group in the U.S. and is no longer limited to a more mature demographic. We credit millennials with utilizing Botox as a preventative measure and normalizing the use of fillers.[3] Botox is discussed casually in younger generations; they proudly bare and share it all, which acts as the driving factor behind awareness and acceptance.

You could call lip filler the gateway filler. Once clients have a positive experience with lip filler, they are more likely to try it elsewhere. In addition, better formulas and innovative techniques for various parts of the face are now widespread among providers, making filler a more comfortable pursuit than before. For example, in 2021, trailing just behind lip filler is dermal filler in the nasolabial folds, followed by under the eyes, the chin and cheeks.[4] This experience of full-face rejuvenation is becoming increasingly popular and, in some instances, a fascinating alternative to surgery.

Clients see that Botox and dermal filler can look natural and beautiful with instant gratification and little-to-no downtime. So, the tweaks are "in," but it doesn't mean we have to push that standard.

Spa Treatments

Spa culture can benefit from paying attention to society's perception of beauty trends. For example, if more clients are receptive to injectables and surgical augmentation at your spa, this creates space for advanced treatments or paired enhancements—sensible investment protection. There are some treatment pairings you may want to consider in your spa that show your inclusivity and knowledge of cosmetic procedures (See **Taboo Treatment Pairings**).

Some examples of good pairs would be teaming up freeze and erase with botox and microdermabrasion. Statistics reveal blepharoplasty makes the top five surgical procedures performed. The new focus on the eyes pairs so well with perfectly crafted brows, so consider pairing together this eye treatment with a brow treatment like microblading. When it comes to surgical treatments, pairing those with lymphatic drainage is excellent for healing surgical inflammation.

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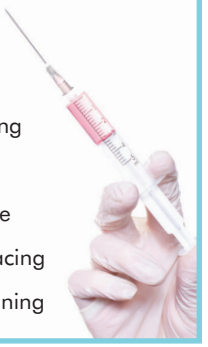
Taboo Treatment Pairings

- Botox *paired with* microdermabrasion
- Filler *paired with* microneedling
- Blepharoplasty *paired with* microblading
- BBL *paired with* booty facials
- Surgery *paired with* lymphatic drainage
- Mole removal *paried with* laser resurfacing
- Mole removal *paired with* airbrush tanning



There are so many options for pairing treatments together, even pairing rhinoplasty with bang trims. Kidding! However, a sunglasses selection is excitingly ceremonious for this occasion, and who doesn't love leaving the spa in great shades?



Filler pairs great with microneedling treatments.

The Client Conversation

When it comes to removing obligatory feel from your clients' visits, start by creating a culture that supports all ideas of beauty. You can tailor the intent of your client's visits by inquiring if their appointment is to relax, to accompany a procedural investment, to get advice on a new look, or to freshen up a look they love.

Mindful conversations are essential. No one should feel expected to do any beauty treatment. We want clients to build relationships with reputable providers for procedures beyond our realm, but we also want to be wary of fueling any dysmorphia or creating "chore appointments." For example, if you genuinely don't see an imperfection your client sees, it's okay to tell them. Try saying something like "If it's of any reassurance, what you're describing is not visible socially." If the client is set on change, support them. One way is to pair your expertise with treatments that excite them.

The Future of Beauty Standards

If 25 years ago, it was considered a big deal to get Botox, whereas now it's accepted as routine, what will the future look like? I hope we can begin to think about things in terms of "I want to do," things "I'd like to do at some point," and things "I don't care to do," and that the term "taboo" fades away. To read the room today, we're a little closer to being taboo-free. With that, excitement can prevail as we look forward to our beauty appointments, just the way we want to.

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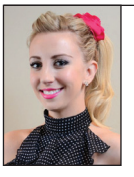

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Water Lily

By Rachel Grabenhofer and Maggie Walker

Water lilies, or Nymphaea, evoke the vision of decorative water gardens topped by thick, green, drifting round pads with pops of white and spiky flowers. They symbolize purity, fertility, hope, rebirth, wellness and peace, and nearly all ancient cultures have associated the white lilies with gods and spirituality.[1]

The scientific name, Nymphaea, comes from the Greek word nymph that according to mythology, refers to a feminine spirit inhabiting water bodies such as wells, waterways and springs. Another legend reports the water lily was once a star that fell from the sky onto the water and changed into a flower.[2]

Nymphaea refers to a genus of aquatic plants that grows in shallow water, characterized by floating leaves at the surface, large root-like stems beneath and solitary flowers of various colors. There are 74 species found in temperate and tropical regions, of which many are cultivated;[3] the common North American white water lily, or pond lily, is N. odorata, while the European white water lily is N. alba.[3] Nymphaea are closely related to Nelumbo (lotus) plants, both of which are symbolic in ancient and modern times, celebrated for their beauty and represented in art and religion.[4]

Long History

Water lilies have been classified as paleoherbs, with a history that long pre-dates humans. Fossilized seeds from the genus Barclayopsis have been found from as early as the Maastrichtian (Late Cretaceous) period – approximately 100.5-66 million years ago (Ma, or mega annum). Fossils from the Eocene (~55.8 to 33.9 Ma) and Miocene (~23.03 to 5.333 Ma) periods of the leaves and flowers also have been identified. [5]

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Water lilies appeared in ancient Egyptian temples atop columns, and priests and rulers were often buried with necklaces of water lily blossoms, as the flowers symbolized resurrection from the dead.[6] Some Nymphaea species have also reportedly been used as hallucinogens; records have highlighted their uses in Egyptian and Mayan rituals.[7]

Hindu and Buddhist traditions regard the lotus as the womb of gods and as a symbol of the spiritual ideal. At the beginning of the nineteenth century, when water gardens gained popularity in Europe, water lilies were often featured in them. The plants also were depicted in art; for example, in the artist Monet's iconic painting.[6]

Traditional Uses

Besides their religious and cultural significance, water lilies can provide an important source of food and other economic products. The seeds and rhizomes of Nymphaea plants can be eaten.[8] The tubers and lotus are edible when properly prepared, and have been an important starch crop in Asia and North America. The seeds of many species have a fleshy outer covering that is also edible.[6]

Additionally, the tubers have been used as a source for dye and medicinal benefits.[6] Indeed, water lilies have a history in traditional medicine, where all parts were used. The root was taken by monks and nuns for hundreds of years as an anaphrodisiac by crushing and mixing it with wine. Other uses range from reducing pain and inflammation, to acting as an astringent, cardiotonic and demulcent. It also is reported to have sedative and calming effects on the nervous system and can be used to treat insomnia, anxiety and similar disorders.[9]

The dried roots and rhizomes of white water lily are taken orally to treat gastrointestinal issues such as diarrhea, genital and bronchial conditions, and for burns and boils, although limited scientific evidence supports these uses.[9,10] The leaves and roots have been used externally as infusions to treat lesions and inflammation associated with mucous membranes, and as poultices to treat dermatological conditions.[9]

Active Constituents

A review published in Applied Food Research[11] reports that water lilies and lotuses contain several bioactive compounds including: phenolics, flavonoids, saponins, tannins, triterpenes, glycosides, carbohydrates, steroids and other compounds. An analysis of the boiled rhizome extract of N. nouchali showed several antihyperglycemic and antioxidant compounds. Additional metabolomic components detected in water lily rhizomes are alkaloids, terpenoids and nymphayol (a steroid), among others.[11]

Interestingly, the blue lotus flower, N. caerulea, is an Egyptian water lily that contains apomorphine and nuciferine. Apomorphine has been described as a psychoactive alkaloid and is used to treat Parkinson's disease, as it stimulates dopamine receptors and improves motor function. Nuciferine is an alkaloid associated with dopamine receptor blockade. Today, blue lotus flower is used as a sleep aid and anxiety reliever.[12]

Skin Care Applications

Several consumer sources report the benefits of white water lily for skin. In one, the ingredient is said to moisturize and reinvigorate the skin, detoxifying impurities and reducing irritation. Some of its active constituents also are claimed to improve skin radiance and brighten skin tone.[13]

A paper from Procter & Gamble researchers, published in the Journal of the European Academy of Dermatology and Venerology, supports these detoxifying and brightening claims, as it found that N. alba, as well as sucrose dilaurate, could activate the cell's waste removal system, or autophagy mechanism, reducing the accumulated advanced glycation end products (AGEs) in keratinocytes to improve a dull appearance.[14]





Another consumer source notes the relaxing effects of the ingredient for anti-inflammatory conditions, relieving heat or irritation caused by rashes, wounds and burns.[15] In relation, research published in BMC Complementary Medicine and Therapies showed an ethanolic extract of N. lotus L. leaves imparted antioxidant effects in vitro, and anti-inflammatory and cytotoxic effects against cancer test cells in vivo.[16]

In relation, a few years ago, a cosmetic ingredient supplier[a] developed a cosmetic ingredient combining two lotus extracts to reduce factors involved in the over-production of sebum. Additional effects included reductions in shine, inflammation and blemishes.[17]

Another cosmetic ingredient supplier[b] developed a single water lily botanical extract with reported uses ranging from: emollience, hair shine, hair thickening and moisturizing effects, to regenerating, rejuvenating, scalp health, sensitive skin, skin brightening, soothing and toning effects.[18]

In the Spa

Often seen in soothing or after-sun treatments, water lily tends to make quite the hydrating splash in spa treatments. Better yet, this star ingredient can be utilized in both face and body treatments.

Botanica Day Spa in Florida, for example, uses water lily as the call out ingredient for their Water Lily Soothing Body Wrap (40 min., $105) that they brought into their spa in 2021. This treatment is designed to soothe irritated, red and sunburned skin. Water lily is paired with green tea and chamomile to hydrate and nourish the skin. Adding a little more luxury to their water lily treatment, the Garza Blanca Resort and Spa in Cancun pairs their water lily body treatment with a chakra experience in their Aromatic Water Lily Massage Invigorating the Second Chakra (90 min., $314) treatment. This treatment uses the hydrating benefits of water lily to nourish and soothe dry skin from being out in the sun too long. Taman Air Spa in Indonesia also loves to use water lily in a series of their body treatments that specifically include water lily for its hydrating and moisturizing benefits to help give the skin a more radiant appearance.

Water lily can be equally beneficial for treating and nourishing the skin on the face as well, and this is shown in the Cinque Mondes Balinese Flower and Fruit Massage facial treatment (80 min.). This is a purifying facial treatment that specifically uses water lily during the cleansing and exfoliation process for its soothing and protective properties. The treatment leaves the skin looking radiant while deeply cleansing and purifying it.

Safe to say water lily is no stranger to the spa, and this is definitely shown in how many different types of skin care products it makes its way into. Take the



[a] *Nelupure (INCI: Nymphaea Caerulea Flower Extract (and) Nelumbo Nucifera Flower Extract (and) Propanediol (and) Glycerin) is a product of Provital Group.*
[b] *Actiphyte Water Lily GL80NP (INCI: Glycerin (and) Nymphaea Odorata Root Extract (and) Water (Aqua)) is a product of Lubrizol.*



Circadia Aloe and Calendula calming mist for example, where water lily acts alongside elderflower, seawhip, aloe, calendula and rose to help calm discomfort associated with sensitive skin and rosacea. Sticking with the sensitive skin theme, M.A.D. Skincare also uses water lily in their Red Rescue serum, which is designed to help soothe red and irritated skin as well.

On the other hand, water lily is used to reduce redness and brighten the skin in Skinprint's Bamboo Papaya Refining Polish. Water lily also makes a guest appearance in Cirépil by Perron Rigot's Sublime Moisturizing & Reviving Lotion where it tag teams with aloe vera to deeply moisturize the skin and helps to redefine tattoos after waxing.

We can't ignore the absolutely amazing benefits water lily provides to sunburned skin as well. This is why Pevonia features this ingredient in both their professional Water Lily After Sun Soothing Wrap and their retail After-Sun Soothing Gel. Both of these products target the soothing, nourishing and hydrating properties of waterlily to help alleviate and heal sunburns. Another key aspect to the use of water lily in these products is its ability to inhibit growth of microorganisms and prevent infections.

Conclusions

Water lilies are a manifestation of vitality, longevity and purity between worlds, flourishing at the air/water interface for millions of years, and grounding the stars of the heavens on Earth. Just imagine what they can do for skin.

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A: Good news for makeup artists… the opportunities are available! Weddings, public speaking, head shots, virtual and in-person red carpet events and fundraisers are makeup artists' bread and butter!

To prepare, educate yourself on airbrushing. Make sure to use professional products and equipment. If you watched any award shows this season, you could see who had a professional makeup artist and who didn't. The cameras are very high quality, and the lighting is so bright; you need to understand your color theory and have a professional-grade product line. Remember to airbrush the face, neck and décolleté to give clients a flawless look on and off camera.

Building clients through your social media and client referral will be your best resource. Make sure to get signed permission from your clients as part of the contract that photos are okay to be shared. Use a digital platform for booking and payments. Keep these payments separate and part of your business account. Avoid having clients pay you via a personal Venmo or Zelle account (it makes tax season very difficult). Create a payment system that is for your business only.

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

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Source: https://iapam.com/2023-aesthetic-medicine-trends-LED Light Therapy; LED Light Therapy Market Size 2023 Growth



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