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JULY 2023

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EMBRACING DIVERSITY

Combining Education and Entertainment at **Face & Body**

Waxing Trends You Can Expect This Summer

Allured business media

Sun Glowi

What is everyone's skin care goal during summer? Sunkissed, glowing skin of course!

We all know the damaging effects from too much sun exposure, but everyone wants to have the perfect tanned complexion. There are some great ways to achieve that "glow" without worrying about spending too much time outdoors or applying a product that may use questionable ingredients and preservatives.

Our IllumiColour Mineral Finishers and Powders provide the perfect color and coverage for skin.

STEPS TO SUNKISSED SKIN

Step 1 - Exfoliate

Gentle exfoliation and hydration are two keys to radiant skin. For your face you want to be sure to change your RA rejuvenators to a lifestyle-friendly option, like Pro Youth -10 Mandelic Rejuvenator and Stem Cell A.

Exfoliating your body is also important so be sure to incorporate one of our body scrubs, like the Brown Sugar Glow with its organic lime and coconut essence, perfect for summer!

Step 2 – Hydrate

Keeping skin hydrated helps to maintain that supple radiance. Incorporate one of our nourishing lipid-based serums formulated with organic oils, EFA's, antioxidants and vitamins into your daily regimen.

Looking for an option for the body? Your serums and moisturizers you use on your face can be perfect for the body too! Another option is our Nude Therapies Nurture Balm and Energizing Peptide Spritz loaded with growth factors and antioxidants, leaving skin silky-smooth and younger looking.

Step 3 – Hint of Color

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kissed
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Skin



APPLICATION TIPS FOR BODY

- Exfoliate skin several times per week to soften texture, reduce cellular buildup for a smooth application.
- Select the perfect shade by going one to two shades darker than your natural color.
- Apply a couple of pumps of Mineral Crème by massaging into skin with your hands.
- For a more airbrushed look, apply a couple of pumps of Mineral Crème using the IC Elegant Brush.
- For fuller coverage, mix the Mineral Crème and Powder together with Mist and apply with the IC Elegant Brush.

APPLICATION TIPS FOR FACE

- Apply your daily serums and hydrator – note that you may not need as much hydration due to the nourishing lipids in the Mineral Crème.
- Select the perfect shade to match with your body application.
- For light coverage, apply one to two pumps of Mineral Crème with hands and gently massage into skin.
- For fuller coverage, mix the Mineral Crème and Powder together with Mist and apply using the IC Elegant Brush.

"Reveal healthier, glowing, radiant skin from head to toe, all summer long!"

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For more information visit RAIllumiColour.com or RhondaAllison.com

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Savanna Boda Aesthetics
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"Face Reality helped me change my clients' skin and lives by giving them the tools that they need to be acne-free. The Face Reality Acne Training has made me very comfortable with treating acne when it comes to the protocols, products, lifestyle changes, diet—literally anything you can think of. I've learned that while the products we're putting on acne-prone skin are incredibly important, it's also about lifestyle. Lifestyle changes need to be made and we need to consider extrinsic and intrinsic factors that could be contributing to a client's acne.

Becoming Certified with Face Reality has changed my business by helping me assert myself as an Acne Expert in this industry.

With Face Reality, I've been able to clear thousands of clients in clinic and virtually this program has helped me really tackle stubborn acne. This program is foolproof, it's so easy to do, and it helps so many people."

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SKIN INC. CREATORS OF FACE & BODY
The Event for Serious Spa Professionals & Owners

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On My Radar



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

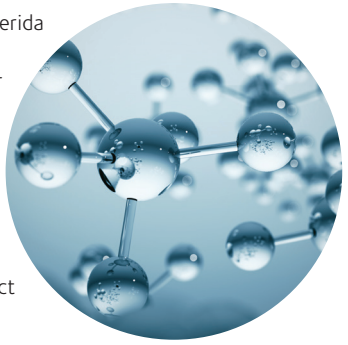
Fun at Face & Body

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

We are very excited about our upcoming Face & Body Northern California show, and if you haven't heard the news, we are moving this year's show to Sacramento, CA. Even more thrilling than our change in scenery, is the amazing advanced education lineup we have! We've got some truly fantastic speakers and classes for you to collect your continuing education credits at.

1 Science

Getting down to the nitty gritty of skin physiology is something we are great at, and this is made clear with our lineup of topics at our show. Michael Pugliese, CEO of Circadia, is discussing the roles of probiotics and prebiotics in his class "The Mighty Microbiome." Meanwhile Nerida Joy, esthetician, will dive into broken down barriers and how to fix them in her class "Fixing Broken Down Barriers." Want to learn more about men's skin in particular? Lashelle Ullie, LE, skin health professional, will be covering this topic in his class "Normalizing Men's Skin Health." This is just a taste of some of the science tracks you can expect to see at our show.





2 Business

We love to help you take your spa to the next level. That is why we have Bianca Edwards, founder of Beauty EQ, coming in to discuss how to diversify your business in her class "The Importance of Diversifying Your Business." Meanwhile, Jacquelyn Rodriguez, founder and owner of the Clean Beauty Biz Method, is going to take a deep dive into what clean beauty means in 2023 in her class "The Future of Clean Beauty: Implementing the C.L.E.A.N Principles." Curious about what is happening in terms of trends in the industry? Annet King, VP of Business Development at Bio-Therapeutic, will cover just that for you in her class "Top Trends in Beauty."

3 Treatment

Our treatment track is always a fun one to check out, with many classes having fantastic live demos. One such class will be with Alex Hernandez, lead educator for Face Reality, where she will be going over all things acne in her class "Acne Treatment Best Practices." When it comes to a trending brow treatment Jaclyn Peresetsky, Owner/CEO at Perfect Company Brands, has got you covered in her class, "Perfecting Your Brow Lamination Technique." Elaine Sterling, owner of Elaine Sterling Skin Care, will be covering another incredibly popular treatment and how you can incorporate it into your spa in her class "Mastering the Dermaplaning Facial."





4 Wellness & Nails

A couple of bonus tracks we will also have going on will be our Wellness and Nails tracks. Our wellness sector will be covering topics like lymphatic drainage, organic beauty, body wraps and so much more. Another great class in the wellness section that I am excited for is with Katherine Stribakos, owner at Scrub Me Skin Care, who will be hosting a class on "What Facial Massage Can Bring To Facials." If you're interested in learning more about nails you can step into classes like "The Russian Manicure," "Why Regular Foot Care is Important," "Perfecting Your Natural Nail Overlays" and so much more.

Click here to check out the **Face & Body education page** at *faceandbody.com*

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FactorFive
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FactorFive Night Retinol Cream combines retinol and human stem cell factors at the cellular level to calm inflammation, smooth, tighten and promote youthful skin regeneration.

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

Tuning In

Sounds Like Spa

Don't Miss the Latest Episodes of Skin Inc.'s Sounds Like Spa Podcast



- Major Microneedling Updates
- Wedding Planning for the Spa Professional
- All About Acne Part 1 & Part 2

Editor's Picks

We attended the 2023 ISPA event and shared all of our experiences on our Instagram! Make sure to tune in and check it out!

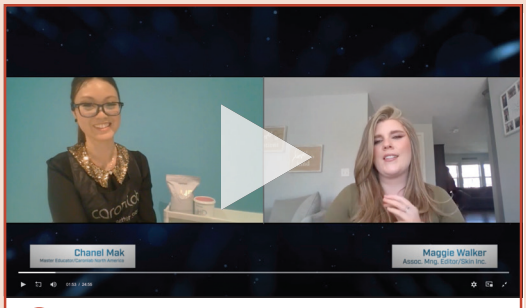


The Latest in Video Interviews

Don't Miss...

- Top Ingredients and Treatments to Treat Stress on the Skin
- Amplifying Skin Regeneration with Nighttime Skin Care
- **Shown Below:** Transforming Your Hair Removal Services into a Waxperience

Upcoming video interviews with Rhonda Allison in July



CLICK ABOVE TO PLAY

Turn to our multimedia page for all of our latest video interviews!

Webcast Watch

- The Future of Medicine Looks Bright with Ward Photonics
- Combine Microcurrent with Gua Sha for Ageless Skin with 7eWellness
- Acne Series: Treating Non-inflamed Acne with Face Reality
- ***Keep an eye out for:*** Face Reality, Celluma and Solta Medical Webcasts in July and August!

Stay tuned in at www.skininc.com/multimedia/webcast and watch them on demand.

Follow us *@skinincmedia* or find us by searching *Skin Inc.*

HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

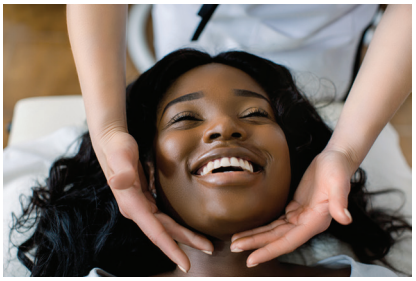
BUSINESS RESOURCES



Myndstream Streaming Service Tailors Spa Music to Treatments
Myndstream launched a cloud-based spa music streaming service that offers a simple and intuitive system that delivers an audio experience for wellness and spa guests. The easily accessible solution promises to transform the way spas and wellness facilities approach music and sound in the treatment room and beyond. The service will provide highly curated and intentional audio soundtracks that provide a relaxing environment for guests.

Leo SPA & Salon Management System Introduces Customizable Features for Spa Owners
Leo SPA & Salon Management System released new and improved features that aid salon owners in running and growing their business. The management system prioritizes feedback and tailors its features to each client's individual business needs. Leo's salon management platform features a user-friendly interface, scheduling services, customer and employee management, online payment integration, AI-driven customizable marketing and more.

RESEARCH UPDATES



Spa Industry Revenue at All-time Record High with $20.1 Billion in 2022
The International SPA Association (ISPA) shared the findings of their 2023 ISPA U.S. Spa Industry Study, which revealed continued industry growth after the previous year's initial recovery from a Covid-19-era downturn. The study found that U.S. Spa Industry revenues increased from $18.1 billion in 2021 to $20.1 billion, growing more than 11%. The revenue statistic sets a new all-time industry record, outpacing the previous high of $19.1 billion in revenue in 2019.

TECHED UP TREATMENTS



Glo2Facial Enters Professional Facial Category with Oxfoliation Technology
Glo2Facial debuted as a new rejuvenating facial service to enter the professional market, according to an article by Glossy. The service provides exfoliation with oxygenation, trademarked as "Oxfoliation."



Massage Heights Introduces LED Light Therapy Facial Service
Massage Heights announced the launch of its new facial service, LED Light Therapy, available at select retreats nationwide. Partnering with LightStim, the service features two treatments designed to reduce wrinkles and treat acne and inflammation.

Photos courtesy of companies featured.



Stories of Success

Melinda Sykes,

Franchise Owner of Waxing The City

by Marisa Sobotka

When it comes to running a successful spa business, filling a need in your area can be a great asset to provide your clientele. This is exactly what Melinda Sykes, franchise owner of Waxing the City, found when she opened her own waxing studio. Being a business owner was always in the plans for Sykes, but it was her own personal need for a waxing studio in her area that prompted her decision to open a location. Being the first waxing service in her market, lead to her branch quickly leaping to success. Now, the entrepeneur motivates her staff by empowering them to further their education, streamline their offerings and excel in customer service. One of her most critical roles is facilitating a company culture that supports its staff and clients. Sykes sat down with *Skin Inc.* to discuss what being a business owner in a female driven industry really means, how running a waxing studio differs from traditional spas, and how to create loyal customers through boosting self-esteem and providing results.

Photos courtesy of Melinda Sykes

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

Melinda Sykes (MS): The timing was perfect. I just moved to a new city and there was no waxing studio nearby. With my own personal need for a local waxing studio, I knew right away that this could be my next career move. The ability to be the first to market, combined with my underlying desire to become an entrepreneur, was exactly what I needed to take a leap into opening my own waxing studio. I visited the Waxing City headquarters and opened my first studio months later.

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

MS: Since high school, I've held a variety of retail jobs. My first job out

of college was with an engineering firm where I transitioned into roles focused on procurement. It was through this career that I ended up in Dothan, Alabama, and well, the rest is history.

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

MS: Throughout my career, I've learned just how important leadership is within your business. Having leaders that motivate team members and keep them enthused directly affects your client service level. I'd say it's especially critical working in the people business to ensure your employees are aligned with the company culture and satisfied in their roles, as this has a direct ripple effect on your client's satisfaction.

***SI*: What first sparked your interest in being a franchise owner?**

MS: I've had a desire to become an entrepreneur and run my own business for a while now. After much research and meeting with the Waxing the City team, I knew it was the right opportunity to pursue and timing was everything!





Sykes at the opening of her Waxing The City studio in Alabama.

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

MS: Every day is different. Typically, I check in with my managers and leadership team and review our business analytics and social media presence. Like many entrepreneurs, I'm also always looking for ways to optimize my business, whether that's finding new ways to attract clients, different marketing strategies or new service levels we can provide. You can often find me joining a webinar or taking part in a mastermind group to learn from others and improve on my own business.

***SI*: Tell me about your experience being a female entrepreneur in the spa industry?**

MS: The spa industry is unique because it's one of the more female-dominated industries. There's a high level of camaraderie in the space. I've been so fortunate getting to work with so many wonderful women over the years that have such a deep passion for helping people feel great in their skin!

***SI*: How does running a waxing business differ from a classic esthetic practice?**

MS: Running a full-body waxing business can be a deeply personal experience, as you're often dealing with areas that some people are more self-conscious about. We're able to truly boost people's self-esteem through a practice that offers immediate results.

***SI*: What are the best methods for creating and marketing hair removal services?**

MS: We focus on highlighting the benefits of continued use of our services and showcasing how they are inclusive and can be enjoyed by everyone. Between social media and referrals, we've had a lot of success spreading the word!

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

MS: Education is instrumental to what we do at Waxing the City. It's the avenue to best articulate our service offerings to our clients. Our staff must be educated on our services and retail products in order to easily communicate the benefits to our clients. Also, given that this industry is ever-changing with new products, serums and advancements, education is the foundation of how we do business.

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

MS: I'm always trying to stay abreast of what's new and what advancements are out there, as well as what others are seeing improvements and benefits from. My Waxing the City team is also super active in the space. We're constantly going to

different trade shows. Even if it's a facial-focused trade show, we still attend because we know there are likely takeaways that we can apply to our waxing business.

***SI*: Where do you see the future of the esthetics industry going?**

MS: I think it will continue to expand and push more toward overall wellness. While we may provide waxing services, people will be looking for services and practices that will help them with overall wellness, such as giving them time back or making them more health conscious.

***SI*: What advice do you have for entrepreneurs looking into becoming a franchise owner in the esthetics industry?**

MS: From my personal experience with Waxing the City and its parent company, Self Esteem Brands, franchise ownership is a proven method. For me, it was important that I found a partner that aligned closely with my personal values and interests. Self Esteem Brands' vision of improving the self-esteem of the world was a priority for me as I embarked on a career in this industry. Since our partnership began over five years ago, Self Esteem Brands has offered me unwavering support while giving me the flexibility to run my own business.

***SI*: What do you like to do in your free time?**

MS: I love traveling, reading and cooking. Lately, I've been trying new Thai and Japanese dishes with lots of flavors!

***SI*: Any parting words?**

MS: If you've ever considered becoming an entrepreneur, go for it! Be persistent! Surrounding yourself with people and communities that support this dream will be key to unleashing your potential!





Shining Light On Innovative Skin Care

Innovative skincare treatments such as Medical Light Therapy (MLT) are revolutionizing how aesthetic professionals approach their craft in a world where technology and biology collide. As a result, the world of aesthetics is undergoing a significant transformation, culminating in innovative approaches like MLT. Its non-invasive nature, minimal downtime requirements, and wide range of applications offer incredible benefits for clients and professionals alike. Undoubtedly, more and more aesthetic professionals are incorporating MLT into their practices.

This article delves into the advantages of integrating light-based technology into your practice, exploring how to choose the suitable device for your client's needs, and showcasing the power of MLT with Tiffany Andersen's Clean Cosmeceuticals™ line, highlighting the safe and effective results achieved by using this technology in combination with quality products.

It's a real game-changer for clinicians looking to expand their service offerings beyond traditional treatments. With its versatile technology, MLT can be used on various areas of the body. It's an ideal option for patients wary of painful treatments or lengthy recovery times. The treatment is quick, painless, and highly successful, making it a desirable option for patients and clinicians. With its proven effectiveness and versatility, MLT is a cutting-edge treatment that can fit seamlessly into any practice.



Cellular Optimization: Enhancing Medical Light Therapy (MLT) with Clean Cosmeceuticals™

Tiffany Andersen - a renowned figure in the field which utilizes MLT technology in conjunction with her skin care products, Clean Cosmeceuticals™, has personally experienced the effectiveness of this technology and understands the importance of providing consumers with safe and effective skincare solutions that are free of any harmful chemicals. Tiffany Andersen stresses that it is essential to have a thorough understanding of the technical terminology associated with light therapy devices to make informed decisions regarding skincare treatment procedures.

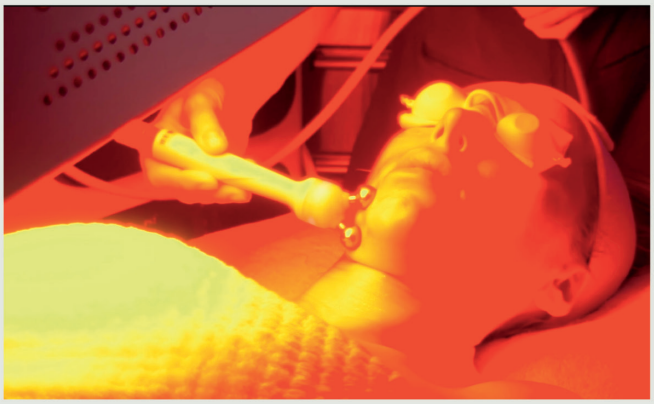
Understanding terms such as output, wavelength, and modulation can significantly impact treatment efficacy, states Tiffany. Output refers to the amount of power or energy emitted by the device, measured in milliwatts (mW). The wavelength, measured in nanometers (Nm), refers to the distance between two consecutive peaks of light waves and can significantly affect the depth of penetration into the skin and the spectrum of light being emitted. Modulation, which refers to the light emission pattern, can also impact the treatment's effectiveness. Joules (J/cm2) is another unit of measurement that indicates the dose of energy delivered to the skin tissue over time.

Light-based therapies are a powerful tool for enhancing your patient's experience and achieving results. However, with so many options available, it can be challenging to choose the right one. Fortunately, industry leaders Tiffany Andersen and Judson Ward II are coming together to share their knowledge of light-based therapies and detail what you need to know to make an informed decision with an in-depth webcast that provides comprehensive guidance for aesthetic professionals.

6 UltraSlim® Treatments



Before After



(Tiffany Andersen administering UltraSlim® & Medicreations)



We focus on educating people on cellular health through therapies like red light -specifically the high-powered energy of UltraSlim, utilizing UltraSlim in conjunction with a 7-in-1 facial aesthetic device for a Cellular Optimizing Facial Experience to focus on both the skin and the production of inner health.

- Tiffany Andersen, Clean Cosmeceuticals™

The use of harmful products during skin treatments is common among aesthetic professionals. These products often contain carcinogens, hormone disruptors, and neurotoxins which can be absorbed into the skin and bloodstream. This can lead to significant health risks for clients if not handled with the utmost care.

However, implementing MLT technology with Tiffany Andersen's Clean Cosmeceuticals™ has allowed her to provide effective treatments without sacrificing safety. These contaminant-free products nourish the skin, but MLT technology enhances their absorption and efficacy. By incorporating these two innovative solutions into her practice, Tiffany has found this technology to provide her patients with optimal results without compromising safety or innovation.

WardPhotonics.com 800-392-5950

The world of aesthetics will continue to evolve, and your patients expect the best when they come to your clinic to receive treatment. That's why you must stay ahead of the curve regarding biology and technology.

Our webcast is your chance to gain valuable insights and expand your knowledge of effective light-based technologies. You will have access to cutting-edge research and insights from leaders in the field to enhance your aesthetic services and keep your clients glowing inside and out!

Scan to Register & Watch On-Demand Webcast Featuring Tiffany Andersen & Judson Ward II



The Fitzpatrick Phototyping Scale

By Ntuthu Dlamini, DermaQuest Clinical

A lot goes into providing effective facial treatments to a client to achieve their skin care goals. Estheticians are not only required to have thorough knowledge and understanding of the physiology and histology of the skin and ingredient chemistry, but also require tools and techniques to gather information to establish the best treatment to achieve optimum results.

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Fitzpatrick Phototyping

The Fitzpatrick phototyping scale is a numerical classification model that was developed in 1975 by American Dermatologist, Dr. Thomas B. Fitzpatrick. It is used to classify the skin based on its response to sun exposure, according to the amount of melanin in the skin and whether the skin burns or tans. Are there other skin typing scales? Absolutely! However, the Fitzpatrick scale has been the gold standard tool and most referred to. Information derived from completing the questionnaire is used to predict how the skin is likely to respond to a treatment. Conducting a thorough and investigative consultation and skin analysis are the best methods to acquire information that is required to develop a comprehensive skin care treatment plan.

The Fitzpatrick phototyping scale consists of a series of questions with the answers being translated to numeric scores, which when summed up, yield the total score. The total score is then correlated with six categories used to determine a client's Fitzpatrick skin type.

The questionnaire is made up of three Identification forms to be completed by the client. It is recommended that they are included in the client intake packet to make the consultation efficient.

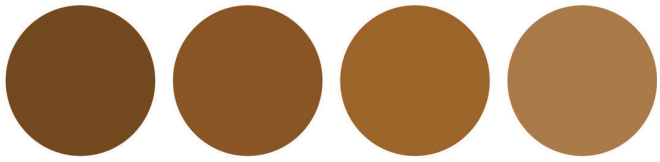
The forms includes:

1. Genetic Disposition
2. Reaction to Sun Exposure
3. Tanning Habits

Treating the Fitzpatricks

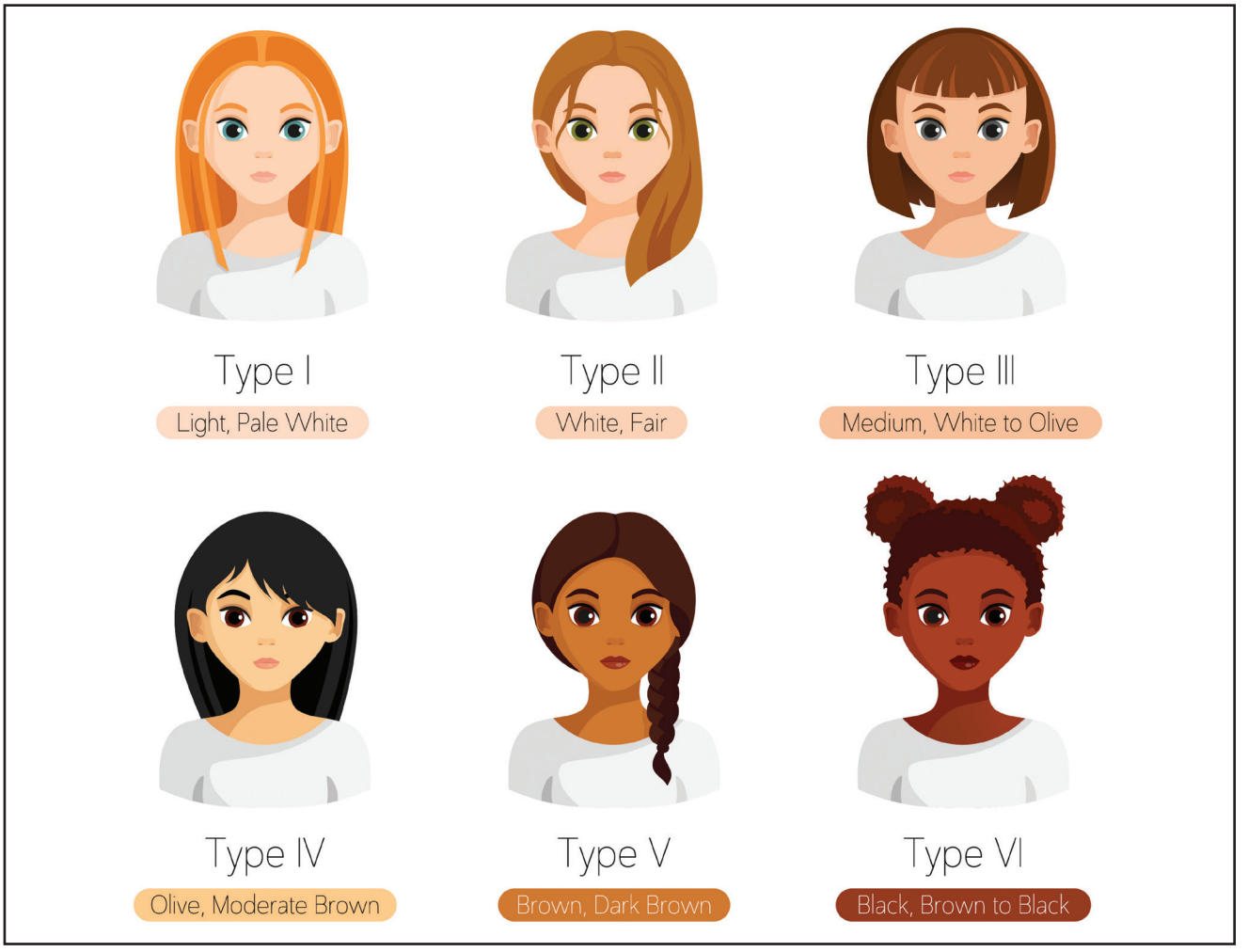
This exercise can be daunting, as it requires the client to be completely honest about their natural hair and eye color. The results must be accurate to ensure the best treatment. It is important to reassure clients that no judgement is passed in this process because any discrepancies will affect the outcome of a treatment. Discrepancies can be detrimental to the client, as they can cause further damage such as hyperpigmentation or hypopigmentation. This client journey also requires proper pre-conditioning, to be discussed later. To put it a different way, prevention is better than correction.

Once an esthetician has determined a client's Fitzpatrick skin type, they will know which home care products to recommend to effectively prepare the skin for next-level treatments. Next-level treatments are more active than enzymes and include, but are not limited to, resurfacers, chemical peels and laser treatments, which are most likely to cause significant damage if the skin is not properly pre-conditioned.



FITZPATRICK SKIN TYPE	CHARACTERISTICS	COMMON ETHNIC CATEGORIES
TYPE I	White (blonde hair, green eyes) always burns, never tans	English, Scottish
TYPE II	White (blonde hair, green/blue eyes) usually burns, tans with difficulty	Northern European
TYPE III	White (blonde/brown hair, blue/brown eyes) mild burn sometimes, gradually tans to a light brown	German
TYPE IV	Brown (brown hair, brown eyes) rarely burns, tans with ease to a moderate brown	Mediterranean, Southern European, Hispanic
TYPE V	Dark brown (brown/black hair, brown eyes) very rarely burns, tans very easily	Asian, Indian, some African
TYPE VI	Black (black/brown hair, black eyes) never burns, tans very easily (very pigmented)	African

THE FITZPATRICK PHOTOTYPING SCALE



The Fitzpatrick Types

There are six Fitzpatrick skin types, I to VI in Roman Numerical, which consider ethnicity.

Fairer skin types I-III display trauma and inflammation in the form of redness such as broken capillaries, telangiectasia and couperose. Darker skin types IV-VI display inflammation in the form of hyperpigmentation and sometimes, hypopigmentation. Skin types I-III can receive deeper treatments quicker than skin types IV-VI, which requires the incorporation of tyrosinase inhibitors or melanin suppressants to prevent trauma.

To achieve optimum results, all Fitzpatrick skin types must undergo the process of pre-conditioning to ensure that the skin is healthy enough to receive next-level treatments. As a precaution, when in doubt treat clients as a higher Fitzpatrick skin type.



A Great Tool

The Fitzpatrick Phototyping Scale is an incredible resource to skin care professionals, as it can almost guarantee successful results every time. It's better to do it right the first time during the client consultation, so that you do not have to spend time and resources correcting an error that could have been avoided.

The Fitz Quiz

Part I: Genetic Disposition

QUESTION	0	1	2	3	4	SCORE
What color are your eyes?	Light blue, gray, green	Blue, gray or green	Blue	Dark Brown	Brownish black	
What is the natural color of your hair?	Sandy red, Blond	Chestnut/Dark brown	Dark brown	Black		
What color is your skin (unexposed areas)?	Reddish	Very pale	Pale with beige	Light brown	Dark brown	
Do you have freckles on unexposed areas?	Many	Several	Few	Incidental	None	

Genetic Disposition Score Total_____

Part II: Reaction to Sun Exposure

QUESTION	0	1	2	3	4	SCORE
What happens when you stay too long in the sun?	Painful redness, blistering peeling	Blistering followed by peeling	Burns sometimes followed by peeling	Rare burns	Blistering followed by peeling burns	
To what degree do you turn brown?	Hardly or not at all	Light color tan	Reasonable tan	Tan very easily	Turn dark/ brown quickly	
Do you turn brown with several hours of sun exposure?	Never	Seldom	Sometimes	Often	Always	
How does your face react to the sun?	Very sensitive	Sensitive	Normal	Very resistant	Never had a problem	

Reaction to Sun Exposure Total_____

Part III – Tanning Habits

QUESTION	0	1	2	3	4	SCORE
When did you last expose your body to the sun (or artificial sunlamp, tanning or cream)?	12 months ago	More than 3 months ago	2-3 months ago	Less than a month ago	Less than 2 weeks ago	
Did you expose the area to be treated to the sun?	Never	Hardly ever	Sometimes	Often	Always	

Tanning Habits Total_____

Total Scores

Genetic Disposition_____
Reaction to Sun Exposure_____
Tanning Habits_____
Total Skin Type Score_____

SKIN TYPE SCORE	FITZPATRICK SKIN TYPE
0-7	I
8-16	II
17-25	III
25-30	IV
Over 30	V-VI

**The Questionnaire is provided by Milady Standar: Advanced Esthetics*



Ntuthu Dlamini is has been an accredited licensed advanced esthetician, massage and lash technician for over 17 years. Ntuthu brings passion and a wealth of knowledge and technical experience from basic aesthetics education to advanced treatments and modalities. She uses her communication skills in content and curriculum creation, program development and implementation to train skin care professionals. A former Master Aesthetics Educator and I.T.E.C. Examiner, Ntuthu strives to elevate treatment standards to empower the skin care professional on a global scale.

TIFFANY ANDERSEN CLEAN COSMECEUTICALS®

MEDICAL RED LIGHT THERAPY



Medical red light therapy helps achieve some of the most powerful cellular optimization effects on the human body that one can imagine:

+ Instant fat loss
+ Skin tightening
+ Relief from pain
+ Increased tissue regeneration
+ Decreased inflammation

WHY SHOULD I INVEST IN MEDICAL RED LIGHT THERAPY?

With a basic understanding of the power of photomodulation, we know Low Level Laser Therapy (LLLT) utilizes red and near infrared light. It is used for injuries, lesions, soft tissue regeneration, decreasing inflammation and relieving the body of chronic pain almost immediately. As someone who suffers from chronic pain from a 30-year-old spinal cord injury and autoimmune challenge, I can honestly say this has been life changing for me. Not only does it keep me from using pharmaceutical medications, it also helps increase my energy, strengthens my immune system, minimizes hair loss and improves every skin condition.

However, with all the different red light therapies on the market today, it's important to understand the difference between LED Light Therapy and Medical Red Light Therapy.

Medical Red Light Therapy is the gold standard for safety and efficacy. Advanced technologies such as UltraSlim® have undergone rigorous clinical trials to ensure clients receive safe and effective treatments. UltraSlim's proprietary modulation technology enables practitioners to produce consistent, precise results in a fraction of the time required by other treatments. These results are backed by clinical evidence, offering clients real, visible results with minimal risk and downtime. By investing in medical-grade devices that are FDA-cleared, aesthetic professionals can offer their clients reliable treatments that produce long-lasting outcomes.

DOES IT REALLY MATTER WHICH RED LIGHT THERAPY I USE?

Yes. If you want profound, clinically proven results at the cellular level.

The difference is really quite simple. In order to have profound cellular optimization, you need the energy to penetrate four inches (10cm) into the soft tissue of the body. That ensures you can affect the mitochondria in the cells and obtain the strongest effect red light therapy can provide.

Stimulating the cells at this depth will open the fat cells, allowing them to release their content and provide an instant volume loss in one treatment.

If medical red light has the power to push out fat content from the cells in one treatment as UltraSlim does (1), imagine what it can do for the soft tissue of the lungs, the heart and the brain.

ADVANCED THERAPIES WITH MEDICAL RED LIGHT

HOW DO I COMBINE THESE THERAPIES WITH SKINCARE?

One of the biggest mistakes technicians make when doing treatments—often unintentionally—is increasing the absorption rate of products that contain carcinogens, hormone disruptors and neurotoxins. One study in the *American Journal of Public Health* reported the skin absorbs 64% of the total contaminant dosage (2). We know the skin absorbs prdoducts into the bloodstream immediately. We also know that red light treatment increases the efficacy of the products used.

When using a medical red light during a facial or body treatment it is imperative to understand that you are enhancing the active ingredients contained in the products. You are increasing their penetration depth and boosting their effectiveness.

If, however, the products contain chemical fillers, synthetic fragrances, PEGs, formaldehyde or irritating preservatives, the risk for irritation to the skin also increases. Don't use them.

Gently exfoliate before performing the red light treatment to help lift dead skin cells and promote even greater skin rejuvenation.



(1) Patients lose an average of 1,580cc of fat in just 32 minutes (3.5"combined waist, hips and thighs) with UltraSlim® as proven in 2018 multi-site clinical trials (NCT02867150 at ClinicalTrials.gov).

(2) Brown et al. The role of skin absorption as a route of exposure for volatile organic compounds (VOCs) in drinking water. Am J Public Health. 1984 May; 74(5): 479–484.

SCAN THE QR CODE FOR THE CLASS SCHEDULE AND TO SIGN UP FOR OUR COURSES!

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

GGAMA.com

Waxing While Expecting



By Cali VanAelst, Cirépil by Perron Rigot

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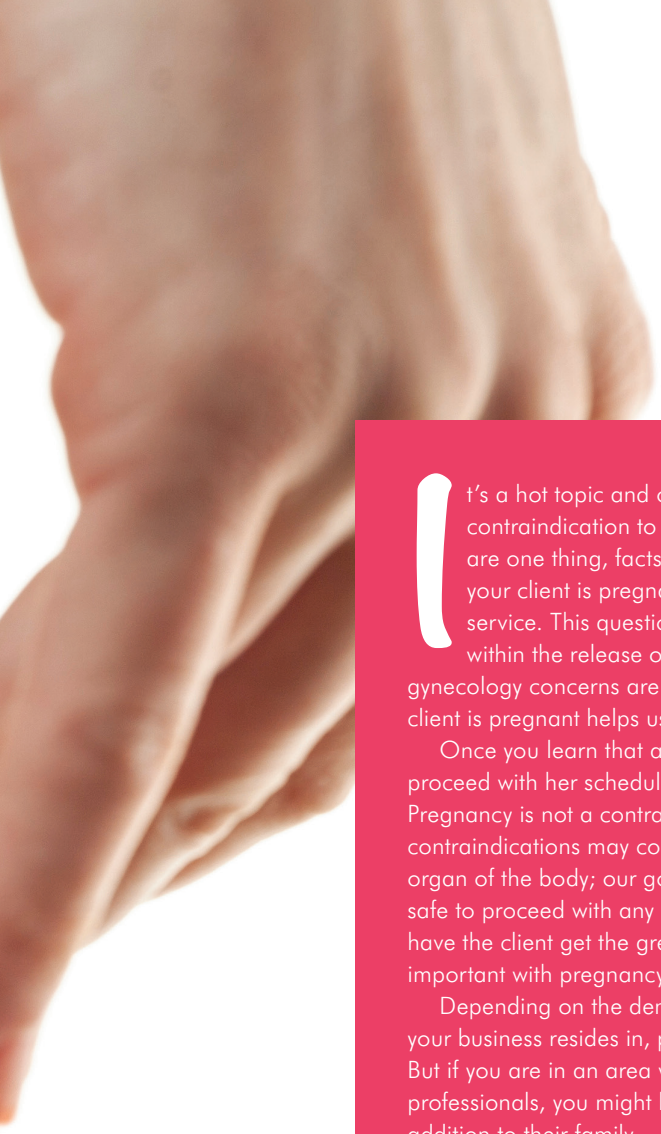


It's a hot topic and one of controversy, is pregnancy a contraindication to waxing? Everyone has an opinion. Opinions are one thing, facts are another. First and foremost, knowing if your client is pregnant is important for any waxing or skin care service. This question should be included in the consultation and within the release or waiver form. While pregnancy, obstetrics and gynecology concerns are not within our scope of practice, knowing if a client is pregnant helps us to know which products to use or not to use.

Once you learn that a client is indeed pregnant, can you proceed with her scheduled Brazilian wax? To keep it simple, yes. Pregnancy is not a contraindication to waxing. However, some waxing contraindications may come with pregnancy. The skin is the largest organ of the body; our goal is to keep it healthy. If you are unsure if it's safe to proceed with any skin care or waxing services, you can certainly have the client get the green light from their doctor and this is especially important with pregnancy.

Depending on the demographic of your clientele and the area that your business resides in, pregnant clients may be a rare occurrence. But if you are in an area with a high density of newly married young professionals, you might have many clients who are expecting a new addition to their family.

Pregnancy Contraindications

Not every pregnant client will want to brave a Brazilian wax during this time, but many do. In the same vein, while some clients choose to continue their waxing routine throughout their pregnancy, others may opt for their first time Brazilian wax, as it gets harder to see and reach the area to shave as the pregnancy progresses. Laser hair removal and depilatory creams are not permitted during pregnancy, leaving few options. Additionally, with frequent doctor visits that come with pregnancy, wanting to keep up with hair removal maintenance for the bikini area becomes a priority.

It's important to know what to look for when deciding if you can proceed with a waxing appointment and to determine that no contraindications are present. As a refresher, a contraindication is any condition that is present that makes a service or procedure inadvisable. For waxing, this may be skin conditions, products or medication being used, recent procedures and other health issues. Some contraindications or conditions may be present specifically with pregnancy.

Here are some things to look out for. Let's delve in.



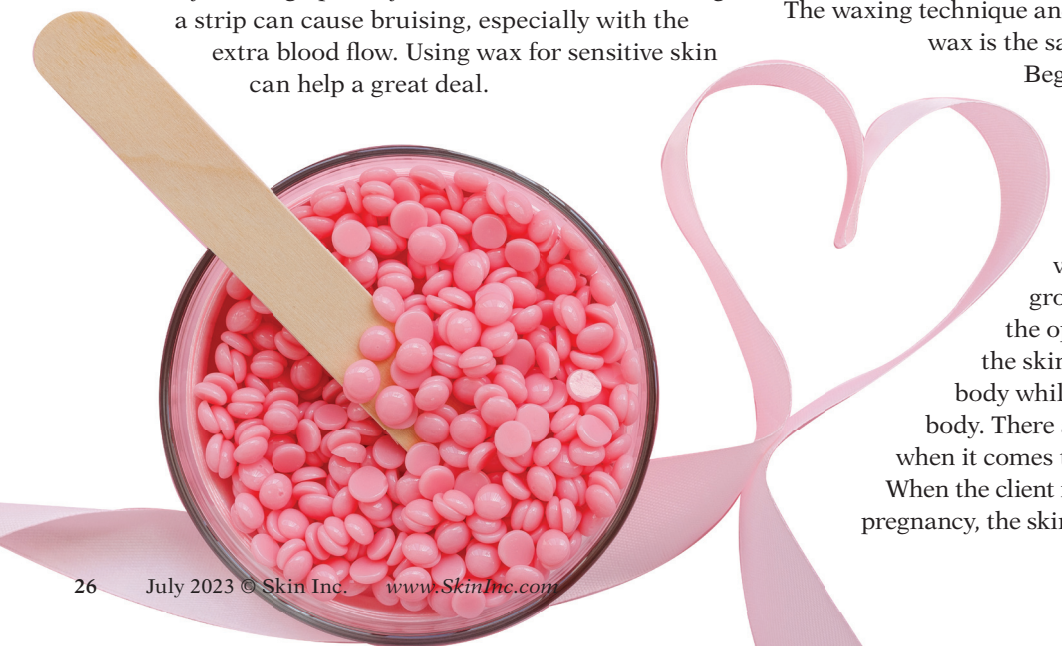
Hormone Changes

Obviously, pregnancy can wreak havoc on the body. Late night cravings, nausea and lack of energy are common, but there are more issues that may arise during pregnancy, especially with the skin. Melasma is one issue that can be caused by hormonal changes. Melasma appears as brown patches or hyperpigmentation on the face around the cheeks, nose and forehead. Linea nigra is a dark line, or hyperpigmentation that runs down the center of the abdomen caused by hormonal changes. It typically appears in the first trimester and will fade in the weeks and months post-partum. While hyperpigmentation isn't a contraindication, waxing over the darker pigment can cause further issues. Avoid waxing any area of hyperpigmentation to avoid post-inflammatory pigmentation, which could intensify the issue.

It's common to have sensitive skin during pregnancy. This is due to increased hormone levels. The skin might be red or swollen, itchy, irritated, tight or tender. Skin conditions you had before you were pregnant, such as eczema, may become worse. Eczema is a contraindication to waxing for the area being waxed, but if the skin on the bikini area is not compromised you can offer the Brazilian waxing service.

Extra Blood Flow

The blood volume in a pregnant woman increases up to 45% in total volume and continues to increase throughout the pregnancy. This may make her feel warmer, she may become dizzy or lightheaded, and the greater volume brings more blood to the vessels and increases oil gland secretion, which can lead to acne, but might also put the client at risk of bruising when the wax is removed. Use extra caution upon removal of the wax strip by holding the skin extra taut and staying very close to the body while following the contour of the body. Pulling up, away or outwards when removing a strip can cause bruising, especially with the extra blood flow. Using wax for sensitive skin can help a great deal.



Varicose Veins

Varicose veins are a contraindication to waxing. Anywhere on the body that a varicose vein is present cannot be waxed. Waxing over a varicose vein can cause the vein to rupture and a blood clot within the vein could travel to the lung. Varicose veins must be treated by a doctor, as they do not go away on their own. However, in pregnant woman there is a condition called vulvar varicosities, these are swollen veins on the vulva, typically the labia minora, that may appear during pregnancy. They can appear without symptoms or pain, or a feeling of fullness might be present. Typically, the swollen vein will appear on one side of the labia, but could be on both. They usually go away once the pregnancy has ended. These are a contraindication. Be sure to take a look before laying a strip of wax on the labia. The client may not know it is there or if this is a first time Brazilian wax, the hair may be too dense to notice without taking an extra look.

Chaffed Skin

Any skin that is sensitive and compromised is a contraindication to waxing and waxing should be avoided. Chaffed skin is compromised skin and typically appears on the inner thighs or underarms, where skin rubs together, but may also be anywhere tight clothes rub against the skin. It is common in the hot summer months, but also for runners, bikers or in those who participate in other activities where sweat and friction cause a rash on the skin. Waxing over a chaffed area can lift the skin. Lifted skin looks and feels like a burn. The area will be raw and can appear shiny sometimes, followed by scabbing. Waxing prior to chaffing is ideal. Waxing while the skin is healthy can help prevent this. For example, if a client is training for a race, wax first.

Application Adjustment

The waxing technique and application for a Brazilian wax is the same for a pregnant person. Begin from the outer bikini line and move your way towards the center, extending each strip to a hair free area, even if you must divert the strip outwards slightly. Apply the wax in the direction the hair is growing and remove the wax in the opposite direction while holding the skin taut and staying close to the body while following the contour of the body. There are a few subtle differences when it comes to a pregnant client. When the client is in the later stages of pregnancy, the skin will be swollen and tight,



Wax the top of the bikini area slightly lower in case your client will need a C-section.

remove the wax swiftly, but gently staying extra close to the body to avoid bruising. If the person is carrying the baby low, the top of the bikini area will create an almost 90-degree angle. The wax is applied vertically, meaning you must have control of the wax to avoid dripping the wax where you didn't intend.

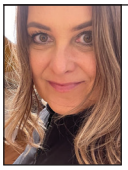
Be sure to leave a wipe for the client to prepare for the waxing by wiping the area. This is always good practice, but especially with a pregnant client. Keep the wax slightly cooler for client comfort, as the body tends to be warmer due to hormonal changes. Also be sure to keep the client's heart above the baby, this means the head of the bed will be elevated slightly more than normal and check it to be sure they aren't overheating or nauseous. To wax between the cheeks, have the client lay on their side and bring the top leg forward towards their chest versus laying on their stomach or on their hands and knees. Make sure this position is comfortable for the client. Be sure to stay close to the client to keep them safe while on the waxing table. Client safety and comfort are top priorities.

C-section

Even if a client opts for a basic bikini, it is smart to wax the top on the bikini slightly lower than normal just in case they may need a c-section. It has proven to be beneficial through the years and clients are very happy not to be shaved dry in the delivery room, only to then have irritation and hair growing back through stitches. After the delivery and c-section, many doctors will give the green light to receive a Brazilian wax at the six to eight week post-partum check-up. Not so fast! Wait until the c-section scar is completely healed. The bright red skin will gradually fade to a lighter and whiter shade. At this point, which could take three to eight months, you can wax over the scar. But beware, the scar may be numb, but will also be extra sensitive and will take a few appointments for the client to get used to the sensation of the wax.

Caution Ahead

Just like it is not ideal to ask someone if they are pregnant, once the client informs you that they are expecting, do not ask the client at future appointments how the pregnancy is going. In the unfortunate event that the pregnancy did not go as expected, they will not want you to ask about it, unless of course they confide in you with this information.



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





GATHERING GAME CHANGING TESTIMONIALS

By Kimberly Watkins-Swenk, Swenk Social

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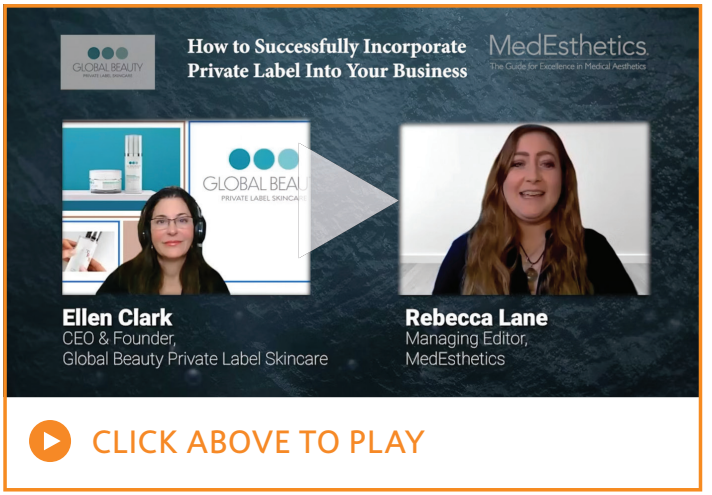
Have you ever heard the saying, "You are only as good as your reputation?" Well, there is some truth to that, especially in beauty. People go to beauty professionals to look better, not worse. Putting aside budget hunters willing to risk their appearance to bottom basement prices, most people need proof you can deliver the results you promise.

Beauty professionals also have another battle beyond proving they can deliver their promised results. Battling the wild, wild west that is social media and the beauty industry.

WADING THROUGH SOCIAL

TikTok trends, the thorn in the side of all beauty professionals, can create fake results and set up a false narrative around beauty products and services. There needs to be more clarity about what services and products are truly worth a client's money. With all the coupons, over-promised results, pop-up beauty experts and influencers, skepticism among the public is understandably high.

Clients want to make wise, informed decisions about skin care. Your job is to cut through all the noise and educate clients on the truth behind your products and services, which is not the easiest thing to do. The best, most cost-effective way to educate people on your products or services is through testimonials. Yes, testimonials. People listen to people. A picture may be worth a thousand words, but testimonials are worth money in the bank.



WHAT IS A TESTIMONIAL?

A testimonial is an in-depth review of your services from an actual client and someone with first-hand experience with your client journey, from booking their appointment to checking out. The end goal of a testimonial is to prompt someone to start or continue spending money with you, and there is a specific science behind gathering and using testimonials. You can't ask a client to "write me a testimonial" and post it on social media.

You have a limited amount of time to get a good testimonial from a client, so you need to make gathering their feedback as easy and efficient as possible. You need to ask specific questions with a particular end game in mind (See **3 Testimonial Reminders Sidebar**).

3 Testimonial Reminders

Here is what you need to remember when asking for a testimonial:

1. The service or product covered in the testimonial must be clearly stated.
2. The results/outcome of the service or product must be highlighted.
3. The best testimonials also cover the emotional benefits of the product or service.

GATHERING A TESTIMONIAL

The most common way to gather testimonials is by sending a survey and asking for feedback. I suggest you either use Typeform or Google Forms, and you can also put the questions in an e-mail. The most important part of a testimonial is stating up-front that you want to use any positive feedback in your marketing materials. Here is an example of a disclaimer (you should consult a lawyer for a proper release).

"By submitting this survey, you consent to your testimonial responses being used in {insert your name/company name} marketing materials. I may lightly grammatically revise your answers (i.e., fixing typos, re-ordering sentences for legibility, etc.), but I will not change the overall message or context of your testimonial."

I suggest you put this wording at the end of your survey. If someone e-mails you a testimonial, and you are uncertain if they know you may use their responses in marketing materials, reply and ask for permission.

TESTIMONIAL QUESTIONS

Keeping in mind to include the service, results and emotion, make sure to formulate your questions to address these three elements.

First, you need their basic information.
Basic up-front questions:
What is their name?
What service did they receive?
Esthetician/service provider

You will also need some more in-depth questions.
In-depth Questions:
What issue/problem did the client come to you for help with?
Were they happy with the results?
How was their overall experience at your business
Would they recommend this service to a friend?

TESTIMONIAL DOS AND DONT'S

There are ethical issues when it comes to editing testimonials. We all know a little word-smithing is okay as long as the message of the testimonial isn't



Example Testimonial Questionnaire

Thank you for being a valued client of XYZ Spa. Please tell us about your recent experience. Please go into as much detail as possible, so we can get the correct impression of your experience with us.

Your Name:

What service did you receive?

What areas/issues were you looking to improve with this service?

What was the best part of your experience with us?

How was your check-in experience?

Were you satisfied with the outcome of your service?

Did you find your service provider professional and focused on your comfort?

What is the best outcome of your product or service with us?

How was your check-out experience?

Would you recommend us to your friends and family? Please explain why in detail (we value your opinion).

What is one thing you would like us to know about your experience at XYZ Spa?

Is there anything else you want us to know?

* By submitting this survey, you consent to your testimonial responses being used in XYZ Spa's marketing materials. We may lightly grammatically revise your answers (i.e., fixing typos, re-ordering sentences for legibility, etc.), but we will not change the overall message or context of your testimonial.

altered. Clients often provide simple one or two-word responses, so you must edit the testimonial for it to make sense.

Some examples of what you can alter in someone's testimonials:

- Misspellings, errors in punctuation and grammar
- Incorrect usage of terminology (think freckles versus age spots)
- Improper description of a product or service (think HydraFacial vs. Aquagold)

Some examples of what you cannot ethically do to someone's testimonial:

- Twist words
- Take statements out of context
- Exaggerate facts or statistics

Feel free to ask for clarification from the client if you aren't 100% sure. You can break it up to highlight different parts of their experience. For example, you can create one testimonial about their



check-in experience, one about their experience with the esthetician, and one about the actual product or service. Also, you may have to piece together a testimonial based on the client's responses. Clients often don't go into details, and you may have to put their words into paragraph form.

Here is an example of a good testimonial, with the different parts of the testimonials in brackets.

"I now have a comprehensive plan on how to scale my beauty business {immediate results} using her industry know-how and tools in her Client Activation Lab {the product used}. She's introduced me to using lead magnets, e-mail marketing, customized hashtags for my Instagram, and time-saving e-mail templates {benefits of purchasing product}. Kimberly is your one-stop-shop for all of your beauty business marketing needs." {why others should purchase the product}
—Elizabeth Donat, Owner EMD Skin Solutions, NY & Internationally Licensed Aesthetician

WHERE TO SHARE

There are many places you can share your testimonials. Consider prioritizing testimonials from the most expensive/highest margin to the lowest-cost item when

using them in your marketing materials. Here are some good options.

1. Your website. A website is a great place to put your testimonials to draw clients in and hold their attention. Placing testimonials on the booking or checkout page helps overcome any nagging doubt and avoid the abandoned shopping cart syndrome.

2. Product & service description pages. Many spas and salons use materials sent to them by manufacturers. While this is a good source of marketing materials, they only promote the product or service - NOT YOU. This is why you need to use customer testimonials because they promote YOU. They educate and convince someone why they should choose YOU over all the other service providers there.

3. Social media platforms. Use Canva to create cute, on-brand posts. Make sure you post across platforms using multiple platforms to reach a greater audience.

4. E-mails. Include a testimonial in each newsletter you send and testimonials in any promotional e-mails.



GATHERING TESTIMONIALS

Medical-based procedures and services usually take a longer sales cycle and require more results-based proof. The more invasive and expensive a product or service, the more evidence you need. Keep this in mind when you feel yourself getting frustrated at the whole testimonial process. It can take time to gather testimonials, and you will likely need to follow up with the client.

One way to incentivize clients to complete their testimonials is to offer a reward (See **Testimonial Reward Suggestions Sidebar)**. People are motivated by simple prizes and recognition, so feel free to be creative. You can do a whole promotion around gathering testimonials.

Testimonial Reward Suggestions

1. A dollar or percentage amount off a product or service.
2. A free travel or sample size of a product.
3. A drawing for a free service.
4. Offer an add-on service.

Another way potential clients research your business is through Google and Yelp reviews. You can encourage clients to leave reviews by incentivizing them just like you did with their written testimonials. You should also have a QR code at checkout, so people can just scan the code and go straight to Google Reviews for your business.



Kimberly Watkins-Swenk is the Founder CEO of Swenk Social, a digital marketing agency for aestheticians and spa and salon owners. She helps beauty professionals manifest the beauty business of their dreams through social media and digital marketing. With 15+ years of experience, Kimberly saves beauty professionals time, money, and energy when marketing their passion.

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Summer Snacks

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

Watermelon



Reflections Spa at Crystal Springs Resorts
Watermelon Hydrating Facial ($175, 50 min.): This facial was designed to hydrate, stimulate and brighten skin with a soothing watermelon mint hydrating mist, along with hyaluronic acid and antioxidants.

Cucumber



SPA Cenvaree
After Sun Recovery ($63.13, 105 min.): This treatment is inspired by local traditions in Bangkok and utilizes a soothing wrap of red rice and ground herbs cooked in milk. These ingredients are applied to the sun-exposed skin, followed by an aloe vera and cucumber massage and the treatment finishes with a foot massage.

Strawberry



Omni Rancho Las Palmas Resort & Spa
Strawberry Rhubarb Facial ($150, 45 min.): This treatment begins with a light exfoliation using a Strawberry Rhubarb cleanse, which is followed by an application of Strawberry Hyaluronic Serum and Botanical Hyaluronic Acid Complex. To end the treatment, Strawberry Body Cream is applied to face and arms. This treatment helps to brighten the skin while causing a youthful glow.

Coconut



YHI Spa
The Coconut Pampering Treatment ($84.83, 120 min.): The treatment begins with a 60 minute coconut body polish to exfoliate dead skin cells and soften the skin, followed by a 60 minute aromatherapy massage with virgin coconut oil to prevent dry skin and protect against aging. A warm cup of YHI's coconut charcoal tea will round out the treatment.

Fun In the Sun

Here's our favorite summer skin care products!

1. **Purifying Powerclay**
   Sorella Apothecary
   www.sorellaapothecary.com
   This cooling mask combines bentonite and kaolin clay to draw out impurities while improving breakouts.

2. **UltraSlim**
   Ward Photonics
   www.myultraslim.com
   UltraSlim reduces the appearance of aging and tightens the skin by increasing the production of collagen and elastin.

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

4. **Sun Reflect - Daytime Defense**
   Rhonda Allison
   www.rhondaallison.com
   Daytime Defense provides a natural sun barrier using zinc oxide, shielding skin from harmful UVA and UVB rays.

5. **Strawberry Rhubarb Hyaluronic Hydrator**
   Éminence Organic Skin Care
   www.eminenceorganics.com
   With a fresh, dewy finish, this vegan gel-cream rejuvenates the appearance of dull skin.

6. **Fruit Enzyme Scrub**
   BiON Skincare
   www.bionresearch.com
   For radiant summer skin, use this fruit scrub with its three sizes of jojoba beads and added pineapple enzymes to enhance exfoliation.

7. **Hydramatte**
   PCA Skin
   www.pcaskin.com
   This gel moisturizer, with a powdery-matte finish, quickly absorbs into the skin to help promote a clear complexion and refined texture.















5 Client and Staff Safety Tips For The Ideal Skin Care Experience

By Prevention Disinfectants

When clients come in for their well-deserved treatment, the last thing they want to think about is germs, which is why infection prevention should be top of mind for skin care professionals. Cleaning and disinfection play a critical role in preventing infections during skin care treatment, as equipment and surfaces used during the service may be harboring germs, also known as pathogens, that can cause illness in clients or staff. By following five simple tips, you can feel confident that you are doing your part to keep your facility germ-free and safe.



Tip #1: Use the Right Disinfectant

Cleaning and disinfecting surfaces and equipment are important not only to keep clients and staff healthy, but also to be in compliance with state board requirements. State boards require that spas have measures in place to prevent infections, which includes ensuring that workstations and equipment are disinfected between clients, using an EPA-registered disinfectant. While household disinfectants may be sufficient for home use, skin care professionals should ensure that they are using a hospital-grade disinfectant designed for professional spa environments. Prevention Disinfectants are effective against viruses, bacteria and fungi in only 1 minute and can be used on surfaces and skin care equipment

Tip #2: Put Your Safety First

When some people think about disinfectants, an image of harsh chemicals might come to mind. While disinfectants used to rely on harsh chemicals in order to be effective against pathogens, modern disinfectants such as Prevention are tough on germs but gentle on people, your surfaces, equipment and the planet. Prevention is non-irritating to eyes, non-corrosive to skin and is not associated with any health hazards. While no personal protective equipment (PPE) is required to use Prevention safely, gloves are recommended as a precaution to protect against cross-contamination when cleaning and disinfecting.

Environmental footprint is important for professionals in the beauty and wellness market, and many spa owners are on the lookout for opportunities to reduce their environmental footprint, and their choice of disinfectant has a role to play in this effort. In addition to looking for products with biodegradable ingredients, skin care professionals can choose a disinfectant that is available in more sustainable packaging options to reduce plastic waste. Prevention is available in an eco-friendly Refill Wipes format, which contains 90% less plastic compared to a regular wipe canister, while also offering easy storage and cost savings. A win for the environment as well as your business!

Tip #3: Don't Spray and Wipe

Contrary to popular belief, disinfectants don't kill pathogens on a surface as soon as they are applied; in fact, the disinfectant solution needs to stay wet on the surface for a certain length of time in order to be fully effective. This is known as the disinfectant's contact time, and can be found on the product label. As such, spraying disinfectant onto a surface and immediately wiping it dry is a surefire way to prevent effective disinfection. Choosing a product such as Prevention with a rapid 1-minute contact time against viruses, bacteria and fungi is important for two reasons. The first is the most obvious: being able to disinfect quickly means less waiting in between appointments, leaving more time to focus on your clients. Another equally important reason is that disinfectants with long contact times often evaporate before the contact time has been reached, meaning that multiple applications will be required for confidence that the surface is being disinfected properly (e.g. high alcohol products). With Prevention, you can feel confident that pathogens will be eliminated quickly with a single application.



Tip #4: Have Sanitation Protocols

As a skin care professionals, you likely perform a variety of different treatments on any given day. Just as you would tailor your treatment to meet the needs of each client, the same goes for disinfecting surfaces and equipment throughout your facility. Not all surfaces are the same when it comes to disinfection, and there is no "one size fits all" when developing cleaning and disinfection protocols. For instance, workstations and high-touch surfaces may be sprayed or wiped with disinfectant, whereas certain skin care tools may be pre-cleaned and then immersed into the disinfectant solution, depending on state board requirements. Visit PreventionDisinfectants.com for downloadable protocols for various spa and salon applications.

Tip #5: Educate & Communicate

Infection prevention can be simple, but don't make the mistake of assuming that cleaning and disinfection best practices are common knowledge. Taking the time to learn, educate and train your staff on the proper protocols for each surface will go a long way in ensuring that everyone is on the same page and that nothing gets missed. You can sign up for a complimentary online certification, offered by Prevention, that has helped thousands of facilities take their sanitation protocols to the next level.

It isn't only staff that should be made aware of your commitment to infection prevention. Clients are more aware than ever before of the dangers posed by pathogens, and have high expectations that their spa is invested in keeping them safe. By printing and displaying your infection prevention certificate along with other communication tools such as tent cards, window decals, and door hangers, you're letting your clients know that their health comes first.

Clients come to you in search of a relaxing, worry-free experience. With these five infection prevention tips in mind, you can provide yourself and your clients with the comfort of knowing that you're maintaining a healthy and safe environment.



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

NOW TRENDING
FAST FACIALS



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

What You Should Know

Fast facials typically last 30 minutes and are designed to provide efficient, personalized facial treatments for client's on-the-go. The overall goal of these treatments are to improve the skin and garner results without the added touches of a luxury or hotel spa experience. The typical services offered during a fast facial include a deep exfoliation with extractions, as well as hydrating and calming benefits and more. This is also an opportunity to learn more about your client and work with them to develop a home care regimen.

Benefits

Fast facials are designed to regularly fit into your client's schedules weekly or monthly. Because these treatments are typically more targeted and shorter in time, they are often a more affordable and feasible option for clients. This facial trend also prompts your clients to receive consistent skin treatments, yielding most results and achieving your clients' skin goals. Fast facials are also the most inclusive option, as they offer treatments that easily fit into busy schedules and tight budgets. Don't forget the added benefit of offering these services as a membership option at your spa.

Tips

1. Make sure your staff is trained in this facial technique and ready to ask clients questions, in efforts to reach their goals in a quicker timeline.
2. Build custom memberships or treatment timelines that fit your client's specific needs.
3. Don't include any surprise charges or add-ons; this should be a straight forward skin treatment.

Check out this article **Are Fast Facials the Latest Consumer Craze?** at *www.SkinInc.com*



Experience a Whole New Kind of Edutainment at FACE & BODY®

By Maggie Walker

"The measure of intelligence is the ability to change." Albert Einstein said it best, and we couldn't agree more. That is why this year at Face & Body we are bringing you a lot of new and exciting changes, and we're not just talking about our location. Apart from moving to the Nailpro Nail Show's home turf in Sacramento this year, we have also completely revamped the edutainment we are bringing you. We can't wait to come together on Aug. 20-21, 2023 at the SAFE Credit Union Convention Center in Sacramento, CA. At Face & Body, we will pay homage to the gifts we are given from nature and its unparalleled beauty with our "Beauty in Nature" theme. This will be reflected in each of our Advanced Education tracks, where you will be able to collect continuing education credits, but you are also going to see this theme on our Skin Inc. LIVE! Stage, industry expert speed dating tables and location change.



Happening LIVE!

The Skin Inc. LIVE! Stage has been completely revamped to bring a whole new meaning to the term "edutainment." While some things will stay the same, like how the stage will be bringing quick, 25-minute educational sessions to attendees directly on the expo hall floor, the actual presentations have been completely revamped. We're not just talking new themes though, we are talking a whole new concept.

This year, the Skin Inc. LIVE! Stage is going to completely focus on what is trending in the industy, covering topics from the latest microneedling treatment trend called The Glass Facial, to what the Gen Z consumer is looking for from your business. We have gathered a variety of industry experts that make it their business to stay at the cusp of these cutting edge trends, so that they can teach you everything you need to know about them in quick, clear and convenient presentations.

We are also going to be hosting three different 45-minute panels that will dive deep into three topics you absolutely will not want to miss; starting with dermaplaning. This is a hot treatment that has been popping up everywhere in different brand protocols and consumer social media feeds. This panel will go beyond simply discussing the techiques, tips and tricks when it comes to dermaplaning your clients, and it will go even further to provide inspiration as to what kind of treatments dermaplaning pairs well with, how you can market it to your clients and how you can boost your business sales from it.

Another hot topic that is going to be covered in an industry expert led panel will be AI in the spa. There have been questions bubbling up around AI in the spa, where it is going and how it can be used to boost spa business and success. We are going to answer all of the questions swirling around this latest spa advancement on this undeniably informative panel.

Finally, our last panel of the show is going to jump right into social media trends that are sweeping the spa nation. Social media has caused a surge in trending skin care that has never been seen before. This leaves a lot of questions for consumers on what is and is not actually good for their skin, and it leaves undeniable room for opportunity and growth for spa professionals to educate their clients and bring some flare to their spa menus.

Location Station

It is no secret that a major change we are bringing on this year is relocating our show to Sacramento, CA from San Jose. A change in scenary is exactly what we needed, especially with a place that blends in seamlessly with our Beauty in Nature theme. Sacramento is such a nature hub that it was nicknamed "The City of Trees." This theme will carry over into nature-inspired spa and salon services, organic and natural ingredients and products,





eco-conscious beauty, and so much more.

Sacramento has coined a few different nicknames in its time including City of Trees, Sactown, Farm to Fork Capital, Almond Capital, Big Tomato, Sacto, Sac and River City. We are excited to add Face & Body Spa Conference and Expo hub to that list as well. With this being a city that is easy to fall in love with, we thought that blended beautifully with Face & Body being a spa conference you fall in love with. Don't miss out on an amazing opportunity to explore this beautiful city and everything it has to offer from delicious food to gorgeous rose gardens.

Embrace the Change

With change comes growth. That is reflected in the advancements that Face & Body is bringing attendees this year. For 30 years, Face & Body has delivered high-quality education to serious spa professionals, and this is one thing that will not be changing in 2023. We can't wait to help and see you grow at our Face & Body show this year!



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Embrace Diversity with Inclusive Skin Care

By Irene Macabante, Citrine Consulting Collective

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Inclusive skin care and beauty is a super hot topic right now. Brands that prioritize inclusivity, social justice and accessibility are gaining popularity among diverse consumers of all ages. These brands recognize that inclusivity involves both responsibility and commitment, and they aim to integrate diversity, equity and inclusion (DEI) into their core values. They also strive to avoid harming the people and communities they serve by incorporating these values into their product formulation and marketing efforts.

While carrying a few inclusive product lines is a start, it can't just be about getting people from underrepresented or underserved communities to buy what you're selling. This is called "extraction marketing" and can actually do more harm than good to those communities.

To be truly inclusive when it comes to beauty and skin care, you need to understand:

- What inclusive beauty/skin care means
- The differences of skin depending on ethnicity or race and how this affects skin care choices
- How to be inclusive in the products you use in services and carry in your retail

Addressing the Beauty Standard

Inclusive skin care and beauty is about accepting and embracing people from all backgrounds, abilities and appearances, while making both accessible to all people regardless of their race, skin tone, gender, sexual identity, body size, religion, age or ability.

Throughout history, the beauty industry and its standards have been controlled by a very limited and exclusive group of individuals, resulting in a narrow visual representation of beauty. "Ideal beauty," according to the media and the beauty industry has historically been white women who appear thin, clear-skinned and feminine. Until very recently, the beauty industry has been largely dominated by the ideal of light skin, little-to-no body fat and flawless, glowing skin. There has been a very clear message to women everywhere that this is what beauty is, and is what women should be striving for. This is a huge issue because most women don't look like this.

This unrealistic set of standards and ideals has caused real harm from mental health issues to disordered eating. These beauty standards can be highly alienating for women who do not conform to the prescribed narrative, and they can seriously impede female empowerment and self-esteem in general.

Inclusive beauty and skin care first considers the specific needs of the underrepresented people they are serving in formulations and testing, and then visually represents those people (and the diversity among them) in their marketing and advertising. Inclusive and accessible beauty representation creates new standards and ideals that reminds all people (regardless of gender and identity) that they are perfectly beautiful just as they are. Inclusive skin care aims to enhance and care for one's inherent beauty by helping the body do what it's supposed to do. And yes, that is different depending on skin color.



The Differences in Skin

Until recently, it has been very confusing for people with melanated skin to choose what products will work best for them. Most testing of beauty and skin care products has been done on white skin because the formulations were geared towards that skin complexion in the first place. Black and brown-skinned people have largely been ignored in both formulations and marketing, resulting in people of color (POC) feeling unsure about how to effectively take care of their melanated skin concerns.

Recent clinical research has shown that there are differences in skin depending on race and ethnicity. These studies have shown that skin composition is fundamentally identical regardless of racial background, but there are actually differences in the size, shape and interrelationship of different parts of the skin, especially in the epidermis. This has practical implications on skin care needs dependent on race.[1] This is evident in the varying rates at which certain skin conditions and diseases are reported between different racial skin types.[2] But, POC have found it more convenient to prioritize catering to their skin type, rather than their racial identity.

Addressing Skin Physiology

Academic research by the American Journal Of Clinical Dermatology found that there are distinct physiological differences in the skin due to the concentration of melanin present, and the needs of skin do change depending on how much melanin one has.[3] Essentially, the darker the skin, the more you need to moisturize and the less you need to exfoliate.

The main consensus in academic research is that transepidermal water loss (TEWL) is higher in Black skin compared to white skin.[4] TEWL occurs when moisture escapes from the skin and evaporates. This can lead to dry, dull, irritated and unhealthy skin, as moisture plays a key role in the skin's vital restoration and rejuvenation processes, including natural exfoliation. So the higher the amount of melanin, the more important it is to moisturize–even when skin is prone to being oily.

When it comes to exfoliation, (a.k.a desquamation) a clinical study found that Black skin has a significantly higher spontaneous exfoliation rate. This is believed to be the reason for the common dry skin and xerosis (abnormally dry skin) conditions seen clinically in Black skin.[5] More research still needs to be done here, but since Black skin tends to be dry and spontaneously exfoliates more, dark skinned people need to focus on ample hydration and moisturization, and a slower roll on exfoliation.



Darker skin tends to be oiler and have a higher spontaneous exfoliation rate.

Sebum & Oil in Melanated Skin

For people with dark skin, it can feel counter intuitive to moisturize more because melanated skin tends to secrete more sebum and can be more oily than white skin.[6] Clinical research shows that Black skin creates more sebaceous lipids (fatty oils), and that it's also prone to higher water loss. So the higher level of oil on the skin is actually there to help protect and hydrate the skin. Stripping the skin's oil is not helpful for melanated skin types. Adding oil to oily skin can sometimes be really beneficial to help balance the skin. Stripping oil makes the skin produce more oil, especially because the skin was naturally producing oil for protective hydration purposes.[7]

Wound Healing in Dark Skin

Black skin has larger mast cell granules than white skin. Mast cell granules are responsible for aiding the skin's immune response.[8] Mast cells play key roles during different stages of the skin wound healing process, and larger mast cells are key contributors to keloid hypertrophic scars, which are far more common for those with dark or Black skin.[9]

Ensuring that the ingredients in products support healthy wound healing is important, as the skin encounters damage all the time, and dark skin is more prone to scarring. To prevent long-term damage, scars or hypertrophic scars, make sure the skin care products you carry protect and repair from daily skin damage. Many vibrant superfoods and antioxidants support the skin's natural healing ability, help to brighten the complexion and balance skin tone.

SPF For POC

In the May issue of *Skin Inc.*, I wrote at length about sunscreen for people with dark skin. There are two main issues regarding sunscreen for POC: one is white cast and the second is finding one that also helps with their specific skin care needs. For many women of color, if sunscreen leaves a ghostly pallor, they just won't wear it. POC have to look high and low to find a sunscreen that doesn't leave a white cast and also addresses their skin care needs.

Protecting skin from the sun is important for everyone, but it's also important for those with melanated skin to prevent hyperpigmentation. While melanin does actually protect the skin somewhat from ultraviolet radiation (equivalent to SPF 4), it's not enough to prevent hyperpigmentation, wrinkles, fine lines, poor skin texture and cancer. Black and Asian skin are prone to sun damage in the form of hyperpigmentation, and this can be prevented with adequate sunscreen and antioxidants.[10]

Inclusive Product Offerings

It is not easy for POC to find the right skin care, and when they do find something that seems to check all the boxes, it takes a lot of patience and testing to see if it will actually work for them. Help your dark-skinned clientele by carrying products that you know are inclusive. Generally, that means buying products that are made by and for people of color.

You can also tell how inclusive a brand is by their marketing and advertising.



Look toward a brand's marketing and advertising as a guide to how inclusive they are.

Ask yourself:

- What do the models look like?
- Are their models diverse?
- Are their brand ambassadors diverse?
- Does the brand have a commitment to diversity and inclusion?

These are the things that people of color consider when choosing products, so choose your product lineups carefully and considerately.

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

PROTOCOLS IN PRACTICE
SLIMMING

PEPPERMINT SEA TWIST

REPÊCHAGE

The Peppermint Sea Twist offers an effective body shaping treatment.

Step 1. Soak compression bandages in this solution of 1 oz. of Repêchage Seaweed Bath, 10 drops of Repêchage Essential Oil of Peppermint and 2 liters of water in a hydroculator, Crock Pot or slow cooker for at least 20 min. prior to performing this treatment.

Step 2. Set up the trolley with a container of bandages, Mylar sheets, Repêchage Seaweed Body Cream, Repêchage Vita Cura Lift Body Contour Cream and any other products you may be using during the treatment. Place bath mat on the floor.

Step 3. With client standing up, measure and record the waist, hip, thigh and knee. Keep on record for comparison after client completes a full series of treatments over the course of the next few months.

Step 4. Begin with dry brushing using Repêchage Dry Body Brush with Exfoliating Cactus Bristles to gently exfoliate the skin and stimulate circulation. Gently brush in a circular motion the front and back of the stomach area from the right side and then move to the left side. Move down and gently brush the thigh area on the left side down to the knee, then the right side.

Step 5. Begin wrapping around the thigh and buttocks area with moistened bandages, moving upwards to the hips and waist. Stretch the bandages to create a mild compression, and overlap the bandages ¼ inches while wrapping. Cover with Mylar strips.

Step 6. Help the client to lay down face up on the prepared facial bed, and begin wrapping the leg area starting from the thigh and moving towards the foot with moistened bandages.

Step 7. Wrap leg with Mylar strips. Wrap the opposite leg with bandages, then wrap with Mylar strips. Cover client with Mylar sheet to ensure thermal effect, leaving arms outside.

Step 8. Wrap the arms from wrist to shoulder with bandages, then wrap in Mylar. Place the arms down, and cover the client with a wool blanket to help the client retain heat.

Step 9. Place a Repêchage Lamina Lift Hydrating Seaweed Mask on the face to smooth and soften the skin. You may administer a light pressure point and effleurage massage on the face or gentle scalp massage.

Click here to continue reading Steps 10-18.

CREPE-NO-MORE DE-AGING BODY WRAP

PEVONIA

This de-aging and firming treatment reduces crepiness and fat accumulations.

Step 1. With the guest lying on their abdomen, use a body brush to exfoliate starting at the heels and moving to the shoulders.

Step 2. Turn the guest around on their back and repeat the procedure from feet to shoulders.

Step 3. Take a washcloth dampened with warm water and wipe the skin all over.

Step 4. With your guest lying on their side facing away from you, apply a thin, even layer of Crepe-No-More De-Aging Body Wrap all over their back by hand.

Step 5. Ask your guest to turn on their back and apply a thin, even layer of Crepe-No-More De-Aging Body Wrap all over their front area of the body.

Step 6. Wrap the guest with the plastic sheet, table sheet and blanket. Make sure the plastic sheet adheres completely to the skin. Keep the guest wrapped for 20 min.

Step 7. Unwrap the guest and massage any leftover body wrap mixture until completely absorbed. No need to rinse or use towels to remove. Treatment is concluded after this step.

ADDITIONAL PROTOCOLS FROM:

SOTHYS
STAR BODY ESPRESS-O-YOURSELF
WARD PHOTONICS
CIRCADIA

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INDUSTRY INPUT
CBD TIPS

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

TIP 1: UTILIZE CBD AS AN ADD-ON SERVICE OR RETAIL OPPORTUNITY.

The rise of high-quality CBD professional treatments presents a growing opportunity for spas and estheticians to offer signature CBD facials, add-on treatments and body treatments. When it comes to skin care, CBD's anti-inflammatory and calming effects makes it an ideal complement to most peels, microneedling and other sensitizing facial treatments. Incorporating CBD products with these treatments can help soothe skin post-treatment and help provide relief from redness and irritation. CBD add-on treatments are also a great way to introduce CBD to clients who are curious about its benefits for the skin. Continued use of CBD skin care at home can be a game-changer during downtime between facial treatments. By offering signature CBD facials and introducing CBD products in their treatments, spas and estheticians can increase profitability and retail revenue, all while providing a truly enhanced client experience.

—Joan Sutton – Co-Founder of 707 Flora

TIP 2: OFFER CBD POST TREATMENTS TO SPEED UP RECOVERY TIMES

Reduce your client's downtime and enhance results by incorporating a CBD laden serum post treatment, whether the modality be laser resurfacing, microneedling, IPL or dermaplaning. CBD prevents oxidative stress by activating A2A receptors responsible for collagen production, while also activating the PPAR receptor, which alleviates inflammation. Post treatment redness can be reduced often within 60 minutes allowing your client to resume normal activities with no need to spend hours or days in hiding. The natural anti-microbial properties of CBD prevent post treatment breakouts and restores homeostasis to the skin microbiome. Furthermore, the powerful antioxidant benefits CBD provides restores a disrupted skin barrier reducing transepidermal water loss (TEWL) for a plumped, toned, more youthful radiance.

—Lora Lassley, Vice President of Product Development for Ananda Health

Click here to keep reading top tips from industry experts.



Peppermint Sea Twist Body Shaping Treatment

(Continued from Page 38)

REPÊCHAGE

The Peppermint Sea Twist offers an effective body shaping treatment.

Step 10. After 20 min., remove the sheet mask from the face and lightly massage in the residue.

Step 11. Remove the wool blanket, remove one leg from under the Mylar sheet and unwrap Mylar. Once leg is unwrapped, remove Mylar sheet from under the leg, place leg onto the table and cover it with the linen sheet. Remove Mylar strips and bandages from opposite leg. Cover with linen sheet when done.

Step 12. Remove Mylar and bandages from the arms, waist, hip and thight area in the same manner. Remove the Mylar sheet underneath completely from the bed, and cocoon client in the linen sheet up to their shoulders to rest.

Step 13. Have client turn onto stomach and apply Repêchage Seaweed Body Cream to the back of one leg, leaving the other leg covered by sheet. Use long, smooth strokes to massage the cream into the skin.

Step 14. Lift Mylar and apply Repêchage Vita Cura Cellusea Lift Body Contour Cream to buttocks area. Use the Repêchage LED Radio Frequency and EMS Skin Tightening Machine set on Red. Perform on other leg.

Step 15. Apply Repêchage Seaweed Body Cream to the back, massaging into the skin with sea stones. Gently press down the center of the back then up the sides and across the shoulders towards the neck. Stroke down the back of arms. Use a warmed towel to press onto the back.

Step 16. Turn client over and massage arms one at a time, keeping the opposite arm covered, with Repêchage Seaweed Body Cream, using long effleurage strokes. Massage fingers and gently rotate wrists. Cover arm with sheet and perform on opposite arm.

Step 17. Massage thigh area with Repêchage Vita Cura Cellusea Lift Body Contour Cream. Go over area with the Repêchage LED Radio Frequency and EMS Skin Tightening Machine set on Red. Repeat on opposite side.

Step 18. Massage Vita Cura Cellusea Firm Neck and Body Serum onto neck and décollete.



CLICK ABOVE TO PLAY

Anti-Cellulite Body Bundle Protocol

STAR BODY ESPRESSO YOURSELF

The protocol uses caffeine infused products to treat cellulite.

Step 1. Start with the Espresso Scrubby Bean Bar.

Step 2. Use Espresso Anti-Cellulite Body Masque/Scrub as needed in the shower.

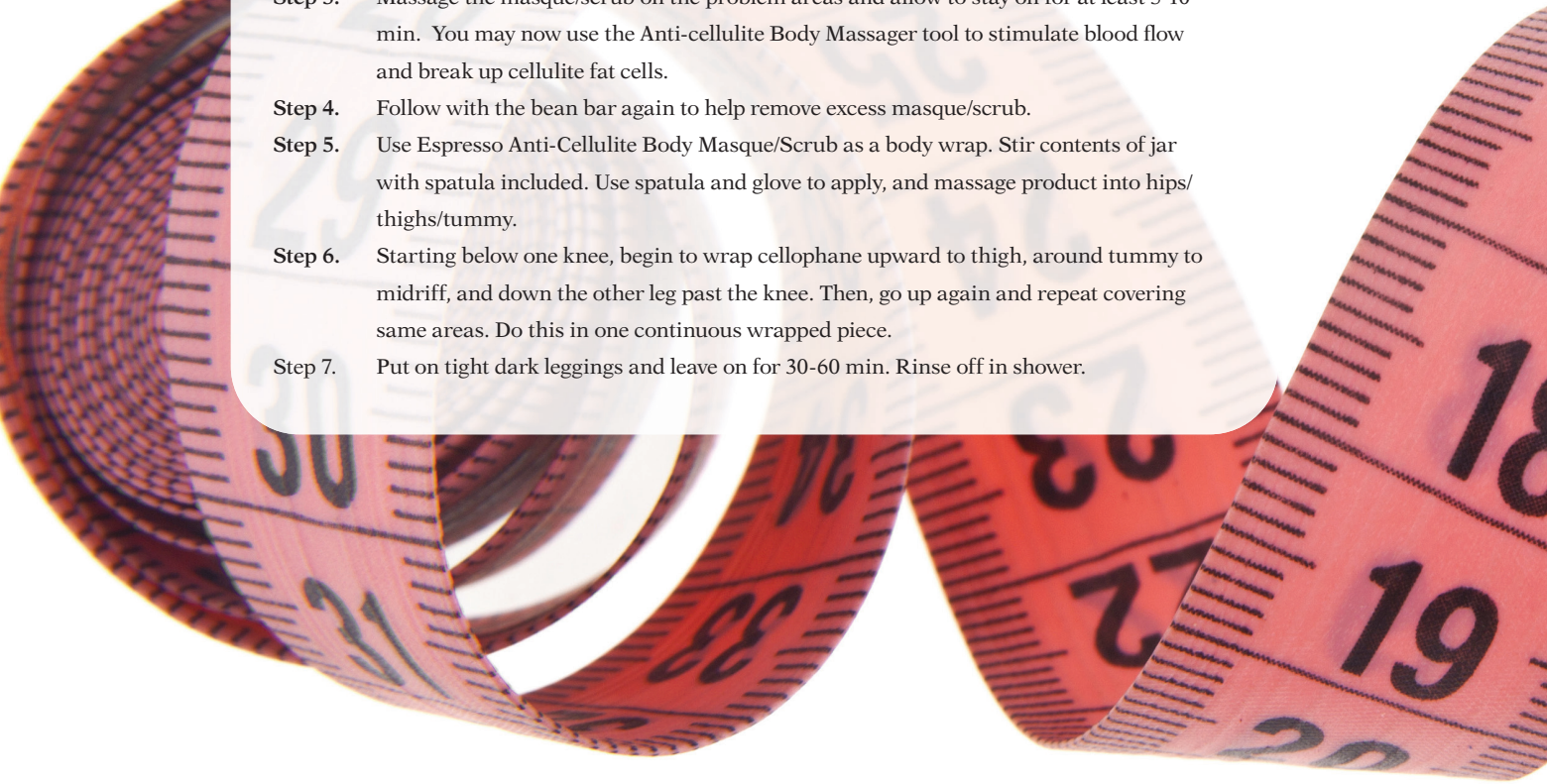
Step 3. Massage the masque/scrub on the problem areas and allow to stay on for at least 5-10 min. You may now use the Anti-cellulite Body Massager tool to stimulate blood flow and break up cellulite fat cells.

Step 4. Follow with the bean bar again to help remove excess masque/scrub.

Step 5. Use Espresso Anti-Cellulite Body Masque/Scrub as a body wrap. Stir contents of jar with spatula included. Use spatula and glove to apply, and massage product into hips/thighs/tummy.

Step 6. Starting below one knee, begin to wrap cellophane upward to thigh, around tummy to midriff, and down the other leg past the knee. Then, go up again and repeat covering same areas. Do this in one continuous wrapped piece.

Step 7. Put on tight dark leggings and leave on for 30-60 min. Rinse off in shower.



Women's UltraSlim Treatment Protocol

WARD PHOTONICS

This slimming protocol tightens skin with LED light therapy.

Step 1. Position the patient standing with their arms relaxed at their sides.

Step 2. From the side or profile view, identify the fat build-up under the bra band area.

Step 3. Using the measuring tape, measure the circumference of the peak of the fat build-up in this area and record the measurement.

Step 4. Keep the patient standing with their arms relaxed at their sides. Locate the fat build-up above the belly button from the side or profile view.

Step 5. Use the measuring tape to measure the circumference of the peak fat build-up in this area and record the measurement.

Step 6. Position the patient with the front of their body facing you. Identify the fat build-up on the sides of the patient's abdomen.

Step 7. Using the measuring tape, measure the circumference of the peak area of the fat build-up and record the measurement.

Step 8. Position the patient in the standing position, sideways. From the profile view, find the point where the base of the hip/bottom extends the furthest.

Step 9. Measure the circumference of this peak area using the measuring tape and record the measurement.

Step 10. Place the patient in a standing position with their feet shoulder-width apart. From the front view, focus on the fat between the thighs that tends to rub together.

Step 11. Measure the circumference of the peak area of fat build-up in the left and right inner thighs separately and record both measurements.

Step 12. Place the UltraSlim panel vertically over the measurement area with the patient lying on their back. For women, it should cover the bra band's base to the upper thighs.

Step 13. Ensure the panel is at least 1-2 inches from the skin. If segments of the patient are further away, do not worry, as fat reduction can still occur at greater distances.

Step 14. Once the light is in position, select an 8 min. exposure duration in your app. At the end of the 8 min., ask your patient to roll 90 degrees to expose the next side of their body.

Step 15. Repeat this process until you have treated all four sides of the patient.

Step 16. After treating the patient, place them on the vibration plate at maximum or alternating speed for 10 min. unless there are any contraindications like a pacemaker or mesh within the body.

Fire and Ice Firming Booty Facial

CIRCADIA

The treatment tightens and firms skin on the booty with peptides.

Step 1. Use 3 tbs. of Blue Bamboo Body Exfoliator, mix with water and apply to the buttocks and upper leg area. Cleanse in circular motions for 3-5 min. and remove thoroughly with a hot towel. This step can be used with a dry brush.

Step 2. Dispense 3 tsp. of Circadia Enzyme into a portion cup and add 9 tsp. of Circadia Enzyme Activator. Mix well. Apply with a fan brush to the buttocks and thigh area. Apply damp 4x4 compress over the entire treatment area, followed by either steam or hot towel for 7-10 min. Thoroughly remove all product with warm towel or 4x4 gauze and pat skin dry.

Step 3. With Body brush apply 4-6 pumps of Professional Firming and Shaping Gel on the buttocks and upper leg area.

Step 4. With gloved hands, gently rub into skin and let sit for 5 min.

Step 5. Combine four parts Firming Peptide Enzyme Mask and four parts Firming Peptide Mask Activator into a mixing bowl. (Pro Tip: let powder and activator sit in the bowl for 7-10 min. before mixing.) Apply the mixed mask with a fan brush to buttocks and upper thigh area. Leave on the skin for 20-30 min.

Step 6. Apply 2 pumps of Lipid Replacing Cleansing Gel and ½ tsp. of Snow Algae and Spirulina Cooling Mask to the buttocks and upper leg area in circular motions. Cleanse the skin for 3- 5 min. Drape a hot towel over the legs and buttocks area. Leave on for 1 min. and remove and pat skin dry.

Step 7. Spray 10-12 sprays of Licorice and Bearberry Brightening Mist on the skin, followed by light tapotement.

Step 8. Cocktail 2 pumps of Post Peel Balm and 2 pumps of Light Day Sunscreen Broad Spectrum SPF-37 and apply all over the treatment area.



Silhouette Signature Body Treatment

SOTHYS USA

This slimming ritual combines technical prowess, efficiency and relaxation.

Step 1. Cover the treatment bed with the transparent film for wrap.
Step 2. Apply the scrub to the back side of the client.
Step 3. Perform hand movements over the entire body to exfoliate.
Step 4. Repeat the procedure on the front side.
Step 5. Rinse under the shower.
Step 6. Perform the Silhouette Massage on the targeted areas with hands, then with the Porcelain body massage accessory.
Step 7. Apply the Slimming Body Serum at the end of the treatment.

3 USE CBD TO ENHANCE RETAIL EXPERIENCE

One of the key advantages of CBD in a spa setting is its potential to enhance the retail experience. There is an increased demand for CBD products as clients seek natural remedies and holistic approaches to wellness. By curating a range of high-quality CBD-infused oils, creams and serums, spas can cater to this growing demand and provide clients with an added element of relaxation and rejuvenation. In addition, the versatile nature of CBD allows for its integration into various treatments, such as massages, facials and body wraps, amplifying the overall therapeutic benefits and ensuring a memorable and unique spa experience.

-Sherrie Tennessee, MBA, CHE, Doctoral Candidate and Director of Education for SpaSOS



5 USE CBD TO SOOTHE POST TRE

Clients receiving non-invasive procedure
swelling at the sites of their procedures,
may be further mitigated or even avoided with t
ingredient is well tolerated across skin types; wh
it acts as a soothing remedy to inflammation an
attention it deserves and being studied at length
to be incredibly promising in addressing inflam
from eczema and psoriasis find that with regula
redness, inflammation and irritation.

—Sarah Mirsini,



4 EXPAND CLIENTELE BY USING ALTERNATIVE HEALTH & WELLNESS SOLUTIONS

With CBD gaining mainstream recognition, spas that embrace this trend can attract a wider clientele, including those seeking alternative health and wellness solutions. Adding CBD-infused products can create a competitive edge, setting the spa apart from others in the market and positioning it as a destination for holistic well-being. This strategic move increases revenue through retail sales and generates client interest and curiosity, potentially leading to increased bookings for CBD-enhanced treatments.

—Sherrie Tennessee, MBA, CHE, Doctoral Candidate and Director of Education for SpaSOS

ATMENT INFLAMMATION

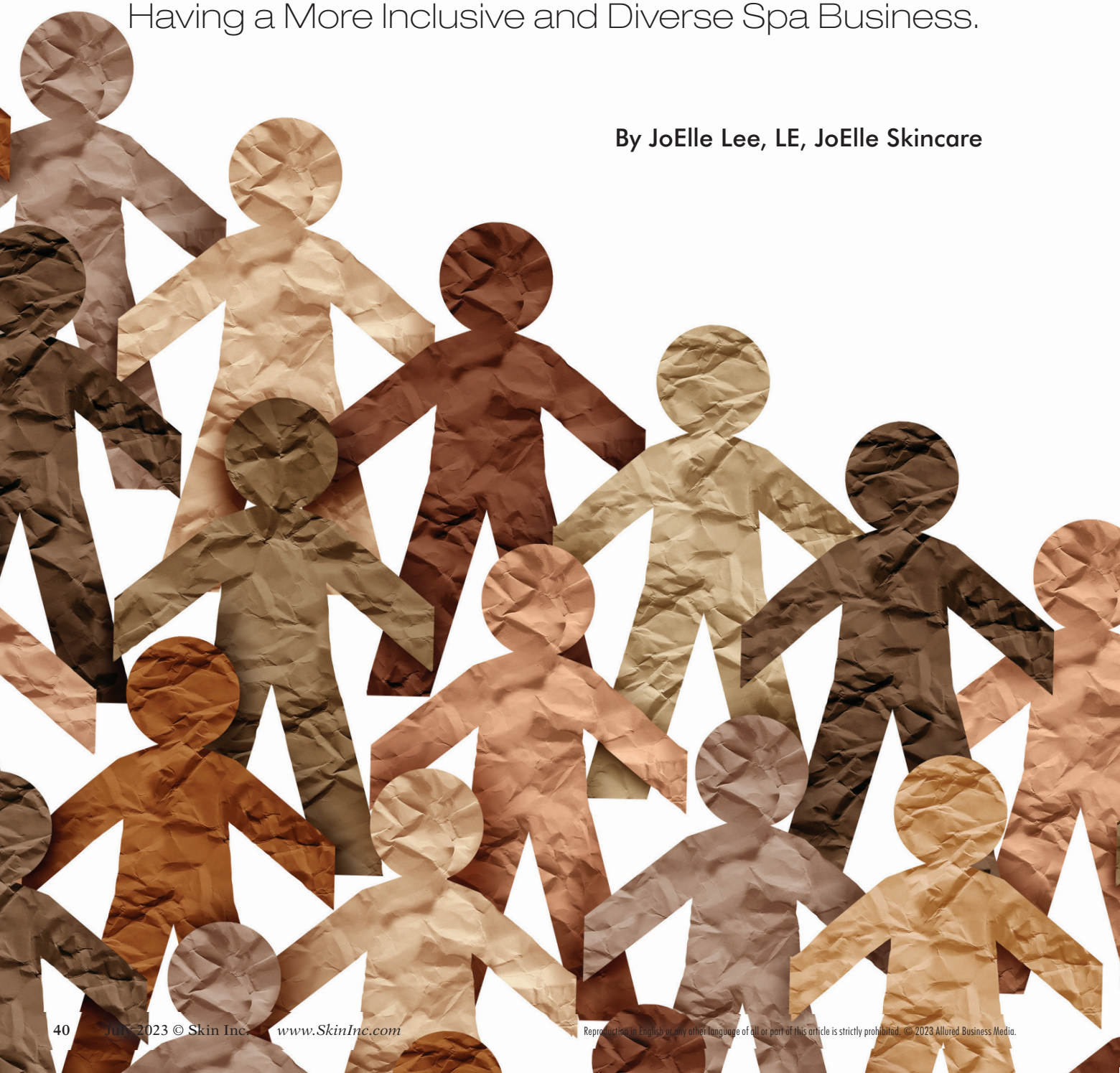
es may still experience tenderness, redness or even
and while they may be short lived, these symptoms
he powerful benefits of full spectrum CBD. The
nen paired with gentle, organic plant-based ingredients,
d irritation. While CBD is finally receiving the
for its many benefits to the body, it has already proven
mation and redness in the skin. Many people suffering
ar use, CBD skin care can help noticeably reduce

Founder of MĀSK Skincare

Making Moves

Having a More Inclusive and Diverse Spa Business.

By JoElle Lee, LE, JoElle Skincare



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In these days and times, more and more businesses are making an effort and taking initiatives to promote and improve diversity and inclusion in their businesses. Many see the benefits of a diverse workplace, and see that it is part of improving the overall experience of not just the employees, but their customers as well. However, the spa industry is falling behind in this regard.

Most businesses today, whether it be spas, product lines or spa equipment companies, still have not stepped up to the plate or made this a priority in their business models. Diversity is growing in the spa industry and not just from a clientele standpoint, but there are more spa professionals working in the spa industry from diverse backgrounds than ever before. If the spa industry fails to realize this growing phenomenon of racial diversity and ignore this global trend, spa owners and spa professionals will not have a good grasp on reality and find themselves out of touch with the future of their careers and the spa industry.

Diversity vs. Inclusion

You may be wondering, what is the difference between diversity and inclusion? Diversity is considered the WHAT people are and inclusion is the HOW people are. For example, diversity can mean gender, ethnicity, age, disability and education. While inclusion can mean the behaviors and social norms that ensure people feel safe, a sense of belonging and welcome. Diversity and inclusion can be connected, but they are not interchangeable. Diversity is more about the representation or makeup of a person, while inclusion would be how that person is perceived, valued and integrated into an environment.



Unconscious Bias

The first step to moving toward a more diverse and inclusive work environment is building awareness around understanding unconscious biases. Unconscious biases can include associations or feelings of bias that may be hidden underneath the surface. Meaning, the unconscious bias does not necessarily align with your conscious or declared beliefs. No matter how much people think they are free of biases, people have ingrained attitudes and assumptions, and we all make judgments based on our socializations and life experiences. But, the more we are aware of our own biases, the less likely we will act on them.

Spa owners and spa employees would need to review, question and analyze their own personal biases and assumptions to even start to understand how individuals are impacted by unconscious bias. A way for a spa business to evaluate unconscious biases would be to have the management and employees keep a thought journal to record instances of stereotyping as they occur to help them become more aware. This will help them observe when they begin to stereotype individuals and give them the opportunity to refute and replace biases.

Managing biases and fostering more inclusive environments will be a lifelong continuous learning journey for businesses. Becoming culturally competent and respecting and embracing other people's experiences isn't going to happen overnight. The goal isn't necessarily to become an expert at it, but rather remain curious and humble about cultural differences.

Embracing Differences

Another way spas can make moves to become more inclusive and diverse is by creating a work environment that includes employees from different backgrounds, and fostering a work environment with a feeling of safety and belonging. Studies have shown that more diverse teams lead to more profitable businesses.

Spa businesses should be very transparent during the hiring process, pay their staff equitably (regardless of race, identity or physical ability) and invest in educating their staff on diversity and inclusion to encourage a stronger workplace. You can



also have your staff training on additional modalities, treatments and products that meet the needs of a diverse clientele. But, hiring a more diverse and inclusive staff is only one part of the equation. Spa owners and spa professionals must also be diligent about generating a workplace climate that embraces and amplifies the differences in one another.

By the year 2050, it is estimated that more than half of the U.S. population will be people of color (POC). The U.S. Census Bureau recently released data showing that 49% of kids under age 15 are minorities. Known as post-millennials or Gen Z, they are now the "most diverse" generation. Millennials are now the largest generation in the workforce. and within 15 years, POC will make up the majority of the American working class. As the world becomes more diverse and the economy becomes more diverse, the spa industry will have to adjust and make necessary changes to stay relevant and to meet the needs of this growing population and sustain long-term success. The demographic makeup of spa clientele is changing, and spa businesses will need to be equipped to speak and treat these clients in an authentic way to have any hopes of being relevant to them.

Implementing Change

Preparation is key. Spa businesses can start preparing for this prospect by creating more diversity and inclusion when hiring for leadership roles and high-level positions. There is very little representation of minorities throughout the entire spa industry, and this would allow them to assist in the decision-making process and help spa businesses showcase diversity in a more positive and impactful way. Companies should ask themselves, does our top management teams include people from a variety of different cultures and backgrounds, ethnic diversity, gender diversity and our men and women equally represented? It is time for spa businesses to take a hard look at diversity (or the lack thereof) in the workplace and implement real changes for the future.

The feeling of safety and a sense of belonging should be extended to the spa's potential guests and clientele as well. There have been numerous reports over the years of clients of color having unsafe procedures performed on them, leaving them damaged physically and emotionally, and feeling as though they cannot trust spa professionals or practitioners to perform procedures on them. Some spas even turn clients of color away because they feel as though they don't have staff confident enough to treat them, nor do they have equipment, treatment options or products to meet their specific concerns or needs. Every client is different, and every client has their own unique background, experience and needs. It is imperative that spa owners and professionals have a welcoming and safe space for all who patronize their businesses.

Marketing Methods

Another strategy for spa owners and spa professionals would be to have products and a menu of services that includes treatments that treat and speak to the main concerns of a diverse clientele. Once your business has added or established new products and services, you can then start advertising your diverse offerings through marketing and social media channels. Spa businesses should evaluate their marketing efforts.

Do the images and messaging reflect the people you wish to attract across all groups? Take the time to update your messaging, images and content that would appeal to a broad variety of people, considering the different cultural groups in your area. Websites, marketing materials and marketing campaigns can include people from all different backgrounds and all walks of life. These things should be a representation of the local communities, so everyone in the community can feel a sense of safety and belonging when entering the doors of your spa. Businesses should be authentic in their marketing and advertising and showcase the unique differences of their staff, clientele and community.



To attract a more diverse clientele, review your current client demographics and see where there may be some gaps. This will allow you to appeal and market to a wider population in your area. However, you will have to keep in mind that you may have to adjust or customize your marketing messaging to get a significant response from a different population of potential clients. Before developing a marketing campaign, it would be best for the brand or business to make itself known in the minority and LGBTQ+ communities. Pay attention and listen to the needs of these communities, and be authentic and honest when you are telling them you can offer them a safe and inclusive space to meet their spa needs.

Making Your Spa a Safe Space

Whether you run a small spa business, major corporation or private practice, it is inevitable that you are going to encounter clients of different ages, races, genders and cultural backgrounds. How your business presents itself to these communities will impact how the people in that community spend their money. So, how you handle diversity and inclusion will ultimately affect your bottom line.

Deciding to move your spa business towards a more inclusive and diverse direction will not be without its challenges, but it can also bring about different perspectives and new and innovative ideas and solutions. In the end, it can broaden the horizons and skill set of the staff and the entire business. This will make for a unique opportunity for a spa business to firmly establish itself as a safe space, not just for its employees, but for a more diverse clientele seeking spa services as well.



JoElle Lee is a veran esthetician with over 20 years of experience in all aspects of skin care. She is the founder of JoElle Lee Advanced Esthetics Training and JoElle Lee Skincare and is the author of two bestselling books, "Multicultural Skin Treatments: Learn How to Effectively Treat Skin of Color Using Chemical Peels and Laser Treatments" and "Esthetician on Mission Business Building Workbook."

BiON

Pure Hydration
Hyaluronic Acid Serum

Hyaluronic acid is a naturally occurring polysaccharide produced by your body, making it a great choice for a natural facial moisturizer. Pure Hydration is a serum form of hyaluronic acid and can carry as much as 1000 times its weight in moisture to the skin and works to expand the skin cells, drawing in moisture from the air and locking it in to hydrate the skin beneath the surface. Pure Hydration Serum fills out sagging areas, reduces the appearance of wrinkles, and ultimately results in plumper, younger-looking skin. Since it has no creams or oils, it is a wonderful moisturizer for skin prone to acne. pH 3.6



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3 Summer Waxing Trends

By Summer Vasilas, Waxing the City



The waxing industry is continuously evolving, with consumers craving more from their waxing providers. To stay ahead in the current market, waxing companies must recognize that waxing is no longer a one size fits all solution, and professionals need to update their practices to meet changing consumer preferences. With waxing in high demand during summer months, there's no better time for brands to have their finger on the pulse of today's trends that will shape the industry for the foreseeable future. So, how can brands ensure they're meeting customer needs? Below are a few important items to consider this summer season.

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Trend 1: Sustainable Practices

Consumers today are climate-conscious and seek natural and eco-friendly products and services. Implementing sustainable practices will ultimately help reduce your company's carbon footprint. Additionally, many customers are now much more intentional about the ingredients they choose to put on their body, and many opt for vegan and cruelty-free ingredients that are dermatologically and gynecologically tested. Creating or including a product line with clean, facial-grade and non-toxic ingredients will allow customers to feel more confident about their waxing treatment, all while ensuring a complete premium waxing experience.

To provide customers with an experience that keeps them coming back, professionals should seek out brands that utilize high-quality, natural ingredients and avoid formulating with mineral oil, silicones, parabens, synthetic fragrances or artificial dyes. Products need to be safe enough for a customer's most intimate areas and must be effective from head to toe. With minimalism trending, the simpler the ingredients, the better.

Trend 2: Tailored Ingredients

Natural ingredients are more desirable; however, it's important to remember that not all hair is created equal. Hereditary, cultural and gender-specific traits influence hair removal treatment needs. From ingrown hairs to hyperpigmentation, a good waxing business will have multiple waxing formulas and treatments to target client concerns.

Clients with coarser and curlier hair will typically require a different wax than clients with thin and fine hair. Additionally, it's unlikely one wax formula will be an ideal solution for the entire body. A softer wax formula is exemplary for legs, arms, back and chest where the skin is thicker, and the hair is finer. Soft wax is easier to spread and adheres much better to fine hair. On the other end, hard wax is best for body parts where hair grows coarser, such as the face, bikini area and underarms.

Certain ethnicities are more likely to have coarser hair. Therefore, they are also more likely to require a harder wax and are much more prone to ingrown hairs, as a result. High-quality waxing ingredients can help prevent these concerns, but often additional treatments may be necessary. Offering an ingrown treatment alongside waxing services can offer relief to clients struggling with ingrown hairs and blemishes, and it provides softer and smoother skin, while dissolving



Having different waxing formulas can help handle a variety of hair.

keratin and killing acne bacteria. Incorporating the proper wax treatment ingredients for clients with ingrown hairs can result in a better experience without adding any extra time to the service.

Similarly, waxing can lead to post-inflammatory hyperpigmentation (PIH), which is more common for individuals with darker skin types. For many clients, this can take a lot of time and patience to treat. However, the proper ingredients and post-waxing treatments can help alleviate discoloration and many times, prevent hyperpigmentation altogether.

With waxing services for men growing in popularity, waxing businesses will need to expand their offerings and ingredients to fulfill men's needs. Because men typically have more terminal hair, waxing brands must offer premium wax for effective hair removal. Furthermore, men often have more breakouts as a result of body waxing, making it important to properly treat men's skin after waxing treatments.

Trend 3: Customization and Add-Ons

Waxing ingredients and services will vary from client to client, as each person has different problem areas. However, to effectively meet the needs of customers, waxing brands will need to develop more customized solutions and add-on services. While waxing might be the bread and butter, brands that want to remain competitive will need to expand their services.

Eyebrow trends, for example, have come and gone in recent years. Thick eyebrows, thin eyebrows and soap eyebrows have all trended at one point over the past decade. Brows are what frame the face, and customers recognize

Jar Deconstructed: Soy

Click here to read all about the amazing benefits of Soy



the importance of keeping their brows properly groomed. Brow waxing services are a staple for any waxing brand, but other add-on treatments, including brow lamination and brow tints, can be great options for customers

Alternatively, a brow tint can be another good add-on service for clients seeking more enhanced brows. Eyebrow tinting is the process of applying a semi-permanent dye to shape and define brows, giving the appearance of a more accentuated and thicker shape. Offering lash treatments, such as lash lifts and tints can also be an effective way for waxing brands to diversify their services.

Aside from face framing treatments like brows and lashes, incorporating more add-on and customizable treatments for the body will entice customers. Waxing can result in various skin irritations, which is why it's important to offer high-quality ingredients and personalized solutions. This can include removing skin impurities with gentle exfoliation services, eradicating ingrown hairs and bumps and providing instant moisturization for radiant and healthy skin. Incorporating these customizable add-on services will help those with congested skin to remove toxins and can ultimately cause a dramatic improvement for people's skin. After all, having healthy, glowing skin is just as important as being hair free!

Bonus Brow Trend

Brow lamination, while very different from a brow wax, offers a cleaning solution to clients with hard to manage hairs, while creating a stylish and in-demand look. Laminations are currently offered at many salons and spas, as it is a relevant and chic service that allows brands to stay on trend while differentiating themselves in the waxing category.



Brow laminatons are a great add-on to a brow waxing service.

Brow lamination has now become the go-to treatment for clients looking for fuller, fluffier brows and is an ideal solution for clients with unruly brows. By using a similar science as lash lifting through perming, breaking and then resetting the bonds in each individual hair, it becomes possible to reset the brows into a straighter, more uniform position that enables more versatility in brow styling. Brow lamination can change the direction of hair growth to create a cleaner look with a higher arch and more desirable brow shape with results that last around six weeks.

Waxing in the Summer

Summer is the busiest time of year for waxing businesses. For businesses that want to outperform their competitors, it's essential to offer extensive and high-quality product lines and solutions that are customizable and tailored to each clients' needs. Differentiating yourself with add-on treatments and solutions will help to fulfill your clients' desires and build repeat business.



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



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Soy

By Rachel Grabenhofer and Maggie Walker

According to Chinese legend, in 2,853 B.C.E., Emperor Shennong proclaimed five critical crops to be sacred: soybeans, rice, wheat, barley and millet.[1,2] Shennong, whose name means "god farmer," was said to be born of a princess and divine dragon. He is a deity and mythical sage healer and ruler of prehistoric China. He is believed to have taught the Chinese how to practice agriculture, the use of herbal drugs, the application of plant-based medicine and acupuncture.[3]

The soybean, or Glycine soya, does, in fact, originate in China and was a crucial crop – reportedly before written records began.[2] Botanists believe it was first domesticated as early as 7,000 B.C.E.,[4]but the earliest documented evidence for the use of Glycine are the charred plant remains of wild soybean recovered from Jiahu in Henan province, China – a Neolithic (Stone Age) site occupied between 9,000 and 7,800 years ago.[2]

Soybean plants were domesticated as food crops between the 17th and 11th century B.C. in eastern China and were introduced into Japan, Indonesia, the Philippines, Vietnam, Thailand, Malaysia, India, etc., through sea and land trade routes. The first soybeans arrived in America in the early 1800s as ballast aboard a ship.[1]

Traditional Uses

The soybean has been used in China, Japan and Korea for thousands of years as food for livestock and humans.[4] It is rich in protein – approximately 38-45%; is about 20% oil;[2] and also contains fat, carbohydrates, calcium, phosphorus, iron, carotene, thiamin vitamin B1, riboflavin vitamin B2, niacin, folic acid, pantothenic acids, biotin and isoflavones.[5] Tofu, soy milk and soy sauce are among the top edible commodities made using soybeans.[2]

During World War II, soybeans became important in North America and Europe as substitutes for protein foods and as a source of edible oil. At that time, interestingly, the ability of the soybean (like most legumes) to fixate nitrogen gained attention from the U.S. Department of Agriculture, as this process turns atmospheric nitrogen into its more reactive compounds (nitrates, nitrites or ammonia), decreasing the need for nitrogen fertilizers and increasing yields when other crops are rotated with soy.[2]

In traditional medicine,[4] soybeans were reported for antioxidant effects, to lower blood lipids, for anti-thrombosis and antiviral effects, to regulate glucose levels, for neuroprotective effects, and to invigorate the spleen and relieve bloating. Soybeans were said to

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promote urination and water balance, reduce fluid retention, detoxify the body, and broaden the "Middle Jiao" to improve digestive health.[5]

Today, soy products are used to: prevent or treat high cholesterol levels, menopausal symptoms such as hot flashes, osteoporosis, memory problems, high blood pressure, breast cancer, prostate cancer, heart disease, diabetes and premenstrual syndrome – although there is reportedly little scientific evidence to support many of these uses.[6, 7]

Active Constituents

Soybeans contain saponins, protease inhibitors, phytic acid, bioactive peptides and isoflavones.[8, 9] The primary isoflavone in soy is genistein; daidzein and glycitein are others.[8] Isoflavones belong to a class of compounds generally known as phytoestrogens – i.e., plant compounds that have estrogen-like structures.

Soy isoflavones have been linked to health effects, but their strength and benefits are debated. As weak estrogens, they can act as agonists, partial agonists or antagonists at estrogen receptors. Their activity varies by tissue concentration, cell type, hormone receptor type and stage of differentiation.[8]

In addition to their estrogen receptor activity, soy isoflavones may interfere with steroid metabolism. They can act as antioxidants, inhibit certain enzymes (proteases, tyrosine kinases), induce other enzymes (e.g., glutathione S-transferase) and inhibit angiogenesis.

Bioactive peptides from soy also demonstrate antioxidant effects, in addition to anti-hypertensive, anti-cancerous, anti-diabetic, immunostimulatory and anti-obesity benefits. Soy saponins provide anti-inflammatory, antimicrobial, anti-carconogenic and cardio-protective properties.[9]

Skin Benefits

One commercial blog post for soy-based skin care highlights eight benefits of soy for the skin.[10] These include: moisture, anti-aging effects, vitamin E (for skin radiance), firming, sun damage repair, evening skin redness and blotchiness (by reducing inflammation), smoothing skin texture (thanks to collagen-boosting and anti-puffiness effects) and lecithin, to hydrate and repair skin, thanks to soy's fatty acid content.

U.S. Soy similarly reports that soy can help to reduce the visible effects of skin aging, both when consumed or used as a moisturizing ingredient in skin care. Soybean oil is additonally a rich source of linoleic acid, a polyunsaturated fatty acid, and offers antioxidant properties and the potential to reduce photoaging caused by chronic sun exposure.[11]

Also, in terms of anti-aging effects, research published in Clinics (São Paulo) described the benefits of soy isoflavones for post-menopausal women's skin, including improvements in skin thickness, wrinkling, collagen, elastic fibers and dermal blood vessels.[12] For skin radiance, a recent paper in the International Journal of Synergy in Engineering and Technology found that soy phospholipids such as phosphatidylcholine and essential fatty acids can act as active compounds for skin brightening, as well as hydration.[13]

A review published in the Journal of Food and Nutrition Research concurred with many of these described effects of soy for skin, including: skin brightening, increased epidermal thickness, collagen and blood vessels, and improved mottled/blotchiness, dullness, fine lines, skin texture and tone, and elasticity. Soy anthocyanins are cited for anti-inflammatory benefits, anti-melanogenesis and photoprotection against UVB-induced damage.[14]

Soy peptides are reported to help regulate epidermal metabolism. And soy isoflavones are, again, reported for anti-skin cancer, anti-photoaging, skin brightening, antioxidant, anti-wrinkle formation and even anti-atopic dermatitis benefits.[14]





In the Spa

Soy definitely has a major space in the treatment room. As noted above, soy is an excellent ingredient option for a lot of different skin concerns. BodyCentre Day Spa in California combines soy with blueberry in their Blueberry Soy Slimming Wrap (60 min., $130). This treatment firms and hydrates the body, and the use of soy particularly helps with stimulating circulation. After the treatment, the skin appears firmer, more soft and supple. Another body treatment that utilizes soy would be a soy Candle Massage (60 min., $109) from Eleos Professional Massage Therapy and Spa in Destin, FL. This treatment uses a candle made with a blend of skin friendly waxes and oils to soothe muscle tension, relieve stress, fatigue and sleeplessness, and nourish the skin. Candle massages are also an excellent treatment to pair a "take home gift," with where your client can take home the rest of the candle that is left over after their treatment concludes.

Speaking of soy wax, Sundara Inn & Spa in Wisconsin makes sure to utilize soy-based wax in their hair removal services including their Full Face Hair Removal ($50) and their Lip & Brow Hair Removal ($40). These treatments make sure to use dermatologist recommended soy-based wax to help nourish the skin while removing the hair.

There are plenty of spa products that use soy in a multitude of ways. For example, Eminence Organics' Blueberry Soy Night Recovery Cream stimulates the skin while sleeping. The use of soy in this cream targets and improves the appearance of aging by reducing wrinkles, while pairing it with blueberry deep cleanse the pores and tighten and tone the skin. Swissline Cosmetics also utilizes the anti-aging benefits of soy in their Cell Shock Age Intelligence Recovery Serum. This serum targets daily stress, sun damage and aesthetic procedures. Hydrolyzed soy protein is also used as a moisturizer and humectant in this serum.



When it comes to hydrating and anti-aging, soy is definitely an ingredient to turn to. This is shown in Le Mieux's Rx Complex Serum, which combines soy with five potent peptides and hyaluronic acid to deliver moisture to the skin, while also reducing the appearance of wrinkles, improving tone and enhancing texture. Hydrolyzed soy protein even managed to make its way into Dr. Dennis Gross' Alpha Beta Glow Pad Intense Glow. This self-tanning towelette for the face also delivers anti-aging and exfoliating benefits to the skin. Soy works alongside other key ingredients like glyolic and lactic acid, as well as willow bark extract to exfoliate, deliver anti-aging benefits and soothe the skin.

One thing we know for sure is that soy has a few tricks up its sleeve when it comes to being used in skin care and in the treatment room.

Conclusions

With a richness rooted both in ancient myth and bioactive constituents, soy has grown to become its own legendary skin-benefit ingredient.

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Q: "I want my business to have more diversity and a menu that welcomes multicultural clients… where do I start?"

A: Let's hope that some day all clients want to go to skin therapists regardless of their cultural background and an industry where all estheticians learn about skin from the fairest to deepest pigment. Skin, the largest organ of our body, is something we all have in common regardless of our background, race, religion or gender.

Here are some tips:

1. **Are you educated in multicultural skin?** For example, skin rich with melanin may react differently to skin procedures. Know your skin histology and make sure to take additional courses if necessary.
2. **What are the demographics of your clients?** This may affect your services, treatments, hours of operations, product mix and space ambiance.
3. **Do you have a multicultural marketing plan?** What images are on your website, social media and printed material. What is the "voice" of your spa, and is it inclusive?
4. **Who do you network with?** Learn about other cultures by visiting and connecting with estheticians from around your community (or maybe the world).

Creating an authentic space will grow your business. Be authentic; clients will be able to tell whether you are building a multicultural business to serve the customer or if you're doing it just to make a profit.

The student population at my school (San Francisco Institute of Esthetics and Cosmetology) has evolved over the last 20 years. I'm so happy to see humans of all cultural backgrounds entering the field of skin care. This is great for our industry!





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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