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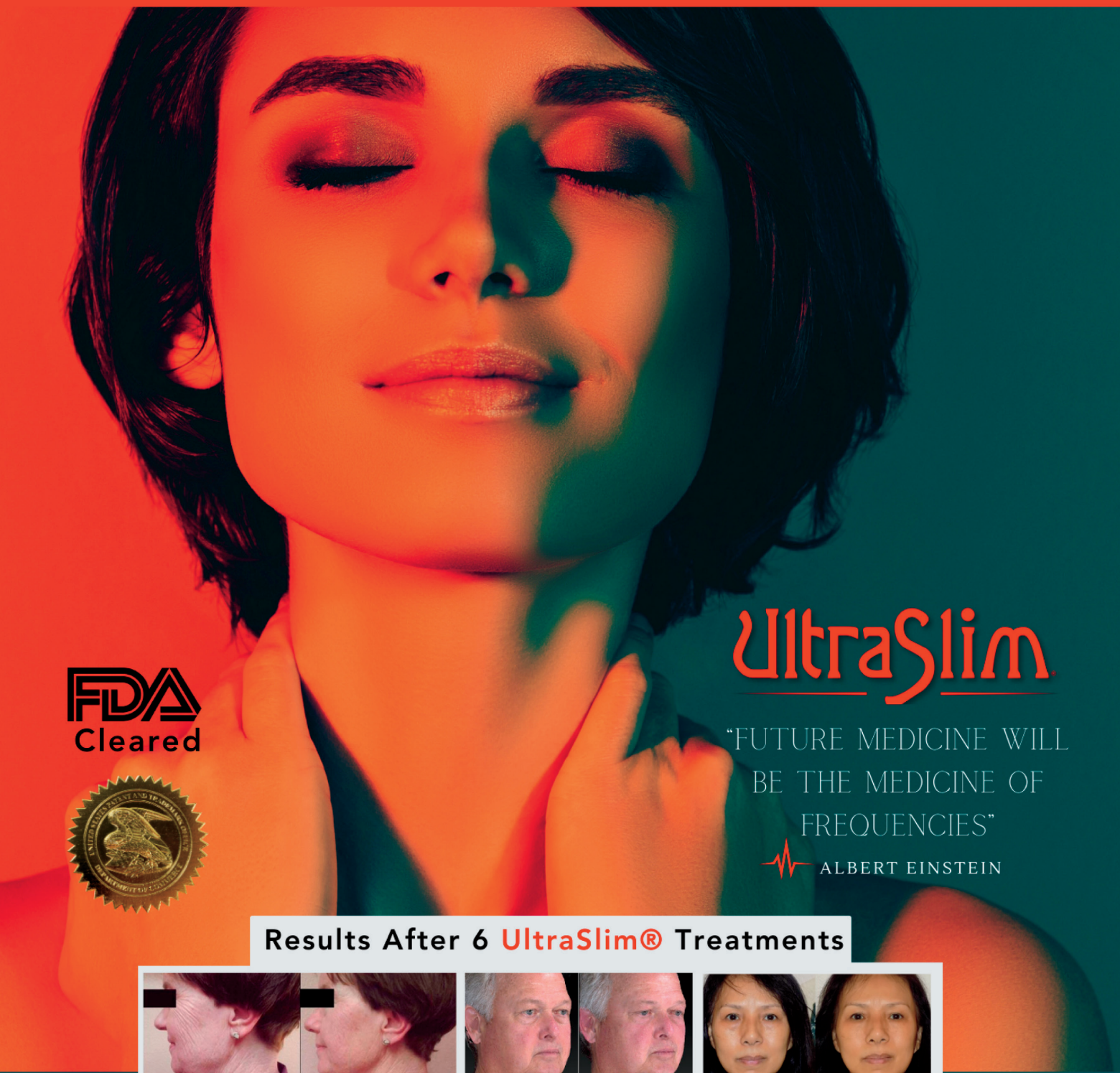

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THE FUTURE IS BRIGHT!

As technology continues to shape the beauty industry, the search for non-invasive fat loss treatments has been on the rise. UltraSlim®, a patented light-based technology designed for fat reduction, is taking the beauty world by storm. This article explores the science behind UltraSlim®, clinical effectiveness, advantages of adding UltraSlim® to your practice.

The Benefits of UltraSlim®:

UltraSlim is a non-invasive, painless, and FDA-cleared treatment for slimming and removing unwanted fat. The treatment is based on a patented, exclusive process using both red and near-infrared light-emitting diodes (LEDs) to initiate lipid metabolism. Simply put, the light energy penetrates the fat cells and triggers a natural response that releases fatty acids through the body's lymphatic system.

THE IMPORTANCE OF NON-INVASIVE FAT LOSS TREATMENT:

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The Science Behind UltraSlim®:

UltraSlim® works by inducing lipid Metabolism, the natural breakdown of lipids or fats in the body, initiated by light energy. UltraSlim's light energy stimulates lipolysis, which helps convert fat cells into water, glycerol, and free fatty acids. Glycerol and free fatty acids are naturally eliminated from the body through the lymphatic system, significantly reducing fat. Developed with providers in mind, this non-invasive procedure has been clinically proven to be an effective way to reduce stubborn fat deposits in just 32 minutes with no downtime. With UltraSlim®, patients can achieve dramatic results, losing an average of 1,580cc of fat (3.5″ combined waist, hips, and thighs) in a single session - with 98% of patients losing at least two inches! The effectiveness and safety of UltraSlim® have been verified through the successful completion of multi-site clinical trials; visit ClinicalTrials.gov (NCT02867150) for more details on the study's findings.

Seeing is Believing!

SCAN ME! »

Schedule a Demonstration to see if UltraSlim® is right for your Practice

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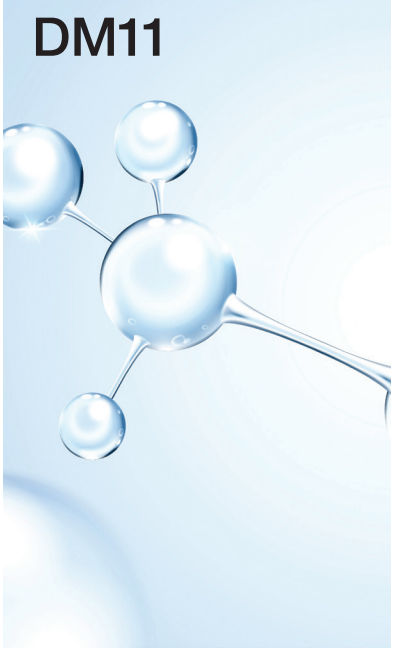

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On My Radar

Golden Hour



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

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

Summer is a time of year that feels like an eternal golden hour to me. Golden hour is that perfect time of day that casts an almost ethereal glow to the skin to give it a perfect golden hue. This makes for an excellent time of day to take selfies as well. I gathered a list of products that can help the skin get in perfect condition for taking those golden hour snaps.

1 Glow First

First things first, getting that perfect golden hour selfie requires a glow. The skin needs to have a nice warm and youthful glow to it, and the Just Glow BB Cream from Le Mieux provides just that. The tinted formula evens skin tone while hydrating and protecting from environmental stressors.
https://lemieuxskincare.com



2 Brighten Up

Another important part of nailing that golden hour look would be to have a nice bright and even complexion. That is where the Bioelemets' vc10 Pro Bright comes in. This pro-use-only power treatment targets hyperpigmenation and tone to provide skin brightening properties through the use of 10% vitamin C triple-sources from C derivatives.
https://pro.bioelements.com



3 Bronzed Body

Is it really golden hour without a gorgeous bronzed glow? The Lustre Drench Instant Glow Dry Oil from FarmHouse Fresh not only gives a gorgeous bronze tan to the skin, but it also pairs that with a lovely glow. This body oil absorbs quickly into the skin while nourishing it.
https://farmhousefreshgoods.com



4 Fluffy Brows

Something about soft, fluffy brows just scream summer to me. I feel like that fluffy laminated brow look is perfect for the effortless appearance that always seems to come across is golden hour selfies. The Brow Lamination Kit from Refectocil is ideal for creating a variety of brow lamination styles that help give that effortless look to clients.
www.refectocil-us.com



5 Sun Care

One thing that doesn't really go with the whole golden and effortless summer look is a white cast from sunscreen. The Prevention+ Clear Solar Gel SPF 30 from Image Skincare is ideal for all skin types to wear this summer without having to worry about a white cast. A healthy blend of antioxidants and squalene moisturize the skin while giving it a healthy dose of sun protection.
https://imageskincare.com



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Elemis

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Warm Sands Body Oil

Urthy Scents

www.urthyscents.com

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Cleansing Gel with Mandelic Acid

Circadia

www.circadia.com

The gentle cleanser combines 4% mandelic acid with antioxidant rich ingredients to target acne, hyperpigmentation and fine lines and brighten skin.





Nano-Infusion Pro Pen

Odacité

www.odacite.com

Odacité's Nano-Infusion Pro Pen opens thousands of microchannels in the skin, allowing for deeper delivery of actives like retinol, multivitamins and hyaluronic acid.

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Microjuvenate

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This formula provides gentle resurfacing for all skin types and conditions. This formula removes dull, damaged and dead skin cells without being harsh.



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Skin Clarity

Clove Hill

www.clovehill.com

The herbal formula that includes added Beta Carotene helps fight acne from the inside-out and prevent against further skin problems.

Cryolyft Pro

The Spa Butler

www.thespabutler.com

The Cryolyft Pro from The Spa Butler is a non-invasive body-shaping device that destroys fat cells, tightens skin and reduces cellulite.



Slim Thermic Gel

Guinot

www.guinot.com

Guinot's Slim Thermic Gel provides a heating effect that delivers slimming and toning properties to treat stubborn cellulite.





Silicium Lift Intensive Lift-Firming Serum

Thalgo

www.thalgo-usa.com

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Hyaluronic Booster

Pure Fiji

www.us.purefiji.com

This lightweight formula is enriched with eight targeted forms of hyaluronic acid, to stimulate the skin and produce deeper moisturization and younger looking skin.

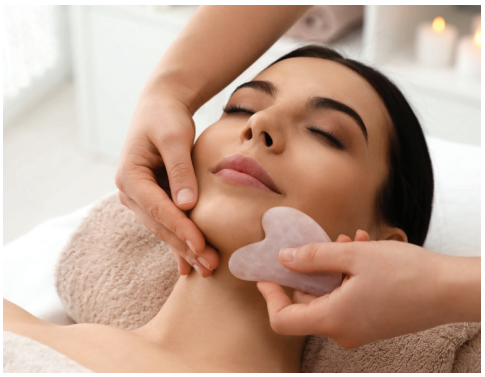


For more detailed descriptions of each product shown and for additional products, log on to *www.SkinInc.com/products*.

HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

RESEARCH UPDATES



Wellness Report Reveals Essential Trends and Insights for Spas

Allured Research Group has unveiled a B2B market intelligence study called "Understanding Wellness." The groundbreaking report is essential reading for any business looking to benefit from the expanding role of wellness in the economy and its emergence as a leading factor in purchasing decisions. The report also contains exclusive information sourced from Allured Research Group's proprietary database, as well as insights from wellness experts and insiders.

SKIN EDUCATION

Dermalogica Launches MediSpa Professional Accreditation Program for Skin Therapists

Dermalogica has introduced a MediSpa Professional Accreditation program aiming to provide more transparency to consumers and raise industry standards. With Dermalogica's new program, skin therapists are asked to upload state license information, plus additional certifications in Medispa modality and treatment training. A review board will look at training hours and programs to determine whether they meet standards of safety and excellence.

SPA UPDATES



Waldorf Astoria Las Vegas Makes a Splash with Poolside Spa Menu

Waldorf Astoria Las Vegas has introduced a new poolside spa menu for guests to indulge in treatments while they soak in the Vegas heat this summer. The outdoor spa menu includes the Off Your Feet Sugar Scrub, Lounging Around Focus Massage, Cabana Cool Stone Massage and and Suit Up Sunscreen Application.



GLO30 Expands National Presence with New Orlando Location

GLO30 has announced a new location in Orlando, Florida, continuing the national expansion of the doctor-led skin care studio franchise. The location is owned and operated by long-time GLO30 member Dr. Aparna Sharma. In January, as part of its national expansion, GLO30 partnered with Fransmart, a global franchising leader specializing in growing emerging brands.

PEOPLE



Hartling Resorts Welcome Saroj Barthwal as Spa Manager

Hartling Resorts announced that seasoned hotelier, Saroj Barthwal, has joined spa operations at The Palms Turks & Caicos and The Shore Club as spa manager. Barthwal worked at COMO Parrot Cay, Turks and Caicos Islands from 2015-2016 as the retreat manager before embarking on a hospitality journey around the globe. As spa manager, she will be responsible for overseeing the day-to-day operations of the spas at The Palms and The Shore Club.

Photos courtesy of companies featured.

Tuning In

Sounds Like Spa

Don't miss the latest episodes on Skin Inc.'s Sounds Like Spa Podcast!

- All About Acne with guests Alex Hernandez and Kelsey Duque (Pt. 1 & 2)
- K-Beauty Craze: What's Trending in K-Beauty
- Blending Western Technologies with Ancient Modalities in the Treatment Room



Editor's Picks

Our Editor's pick this month is this very loved post that we shared from @sculpted.beutybyparker on our Instagram page!



The Latest in Video Interviews

Don't Miss...

- Top Ingredients and Treatments to Remedy Stress on the Skin
- A Guide to Peeling Through the Seasons
- **Shown Below:** Why Your Clients NEED a Nighttime Skin Care Routine

Upcoming video interviews with Hale Cosmeceuticals in August.



CLICK ABOVE TO PLAY

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

Webcast Watch

- Combine Microcurrent with Gua Sha for Ageless Skin with 7e Wellness
- Acne Series: Treating Inflamed Acne with Face Reality
- Acne Series: Treating Non-Inflamed Acne with Face Reality
- ***Keep an eye out for:*** Face Reality, Celluma and Solta Medical Webcasts in August!

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

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SPA SNAPSHOT:

Practise Spa

By Maggie Walker

Within the bustling city of New York, Practise spa provides a serene destination for city goers to get all of their skin care needs. This is easily reflected in the extensive treatment menu that Practise offers, including a variety of treatments that utilize devices like microcurrent, light therapy, dermaplaning, microdermabrasion and more. More exciting than the array of treatments on their menu is the spa's founder, Kristyn Smith. Smith won the 2022 Byrdie Pro Awards as Esthecian of the Year, and after meeting her in person, we can say she won for very good reason. Smith is a wealth of knowledge, and has crafted a beautiful and poised spa experience. The natural lighting, soft music and ridiculously comfortable furniture help to ease you upon entering, so that once your treatment begins, all the stress from the city melts away.

Kristyn Smith

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

Kristyn Smith (KS): I started out as a makeup artist in London, and soon realized I was more interested in treating the skin than trying to cover it. I then moved to L.A. to work with plastic surgeons and advise brands on treatment protocols before moving to New York to step out on my own.

***SI*:** Where did the idea for Practise come from?

KS: Practise is the idea of a ritual, a process

Photos courtesy of Practise NYC

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that begins with the client and their relationship with their daily practices. Our team of estheticians want to help, starting with a conversation about each client's specific needs and goals.

SI: How do you stay competitive with the many spas in New York?
KS: Practise's ethos is built around my relationship with my clients. The studio works with lines that support healthy skin and incorporate minimal modalities to best address client concerns. Practise does not feed into trends or offer any add-ons; each treatment is custom based on the client's needs on the day of.

SI: What is your greatest achievement in the spa industry?
KS: Starting the 0303 Foundation has been my proudest moment; the goal of the foundation is to provide accessible, healthy skin education and products for those who may not have access to these resources. Unfortunately, the current beauty market does not educate its younger customers (puberty level) on effective and affordable practices that treat problematic skin. I believe it is imperative for skin care education and hygiene to start at a young age. Our hope is that by providing information and the right products we will help improve the physical and mental wellness of the next generation. Read more at *www.practisenyc.com/0303*

SI: How do you decide what brands to bring into your spa?
KS: From my more than 20 years of experience in the industry, I have

PRACTISE SPA RUNDOWN

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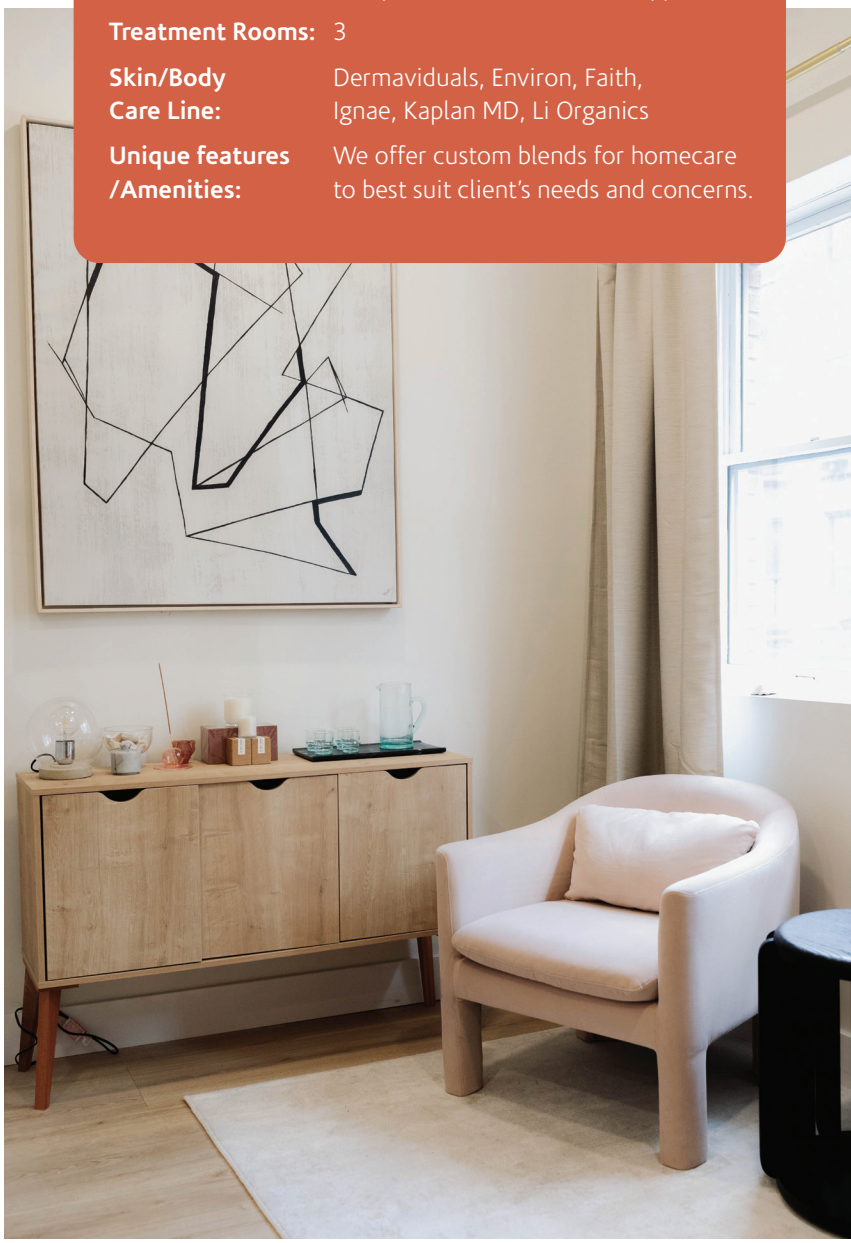

Practise Makes Perfect



After flying into the city, I knew that this spa experience was much needed, but it was so much better than I could have expected. After a little time for relaxation and hydration, my treatment was started with 30 minutes of microcurrent. This was my first time having a professional microcurrent treatment, and I can now say I understand the hype. This was a very relaxing way to start the treatment and bring to me to the cusp of that sleepy state.

Kristyn took over after my microcurrent treatment to perform a very customized facial. This started with an opening ritual that combined CBD and lavender to further my state of relaxation. The customized treatment started with a thorough cleansing of my skin, which was much needed after my flight. First a clay cleanse was performed, which was followed up by a gel based cleanser. Kristyn then analyzed my skin to find some mild congestion and breakouts, as well as post-inflammatory hyperpigmentation (PIH) around my chin area, as well as some dryness that was due to my current travels.

To address my PIH, Kristyn started with spot treating with microdermabrasion before moving into a lactic cream peel. This was very gentle on my skin, which made it perfect for providing some much needed exfoliation. To further enhance the results of this peel, Kristyn paired it with red light therapy, and this relaxing combination quickly had me drifting into a dreamy state. The next few steps of this customized facial became a hazy blur or pure peace. Kristyn moved in manual extractions, as well as extractions using a sonic skin scrubber after she removed the peel, which was surprising painless thanks to the cream peel. I actually began to doze in and out of the extraction process, which was a first for me.

Kristyn then performed a marvelous lymphatic drainage massage to bring down the puffiness both from the extraction process as well as my flight. This was followed up by an aliginate mask that was immediately cooling to the skin. This mask was the perfect pairing after all of the work that was done to my skin. As the mask set, I drifted back into that wonderful place the spa tends to take you that is between being asleep or awake. The mask peel off was incredibly satisfying, as it came off in one beautiful piece. After the mask, Kristyn performed another lymphatic pass using cooling globes, which really helped to finish off cooling down the skin, since the use of globes instead of hands helped to keep from conducting heat back to the skin.

When it came to finishing products, Kristyn's focus was really on getting that hydration back into my skin. She layered on different moisturizing products, finishing with a thick hydrating gel that left my skin glowing and feeling very nurtured. This was truly a treatment I was sad to have end.

curated a selection of professional lines that promote healthy skin.

SI: You blend the more high-tech aspect of the spa with holistic practices as well, how did you decide to do this?
KS: All modalities offered at Practise are tools we have to help promote healthy skin with proven results. Our favorites include microneedling, microcurrent, microdermabrasion, sonophoresis and negative iontophoresis.

SI: What is your favorite part about the spa industry?
KS: I love solving problems! Seeing real progress in a client's skin and how it affects their confidence is the most rewarding part of working in skin care.

SI: What do you think is the most important thing for running a successful spa?
KS: I think working with a team is the most important. I believe this is critical to help expand the business to the success of Practise.

SI: What major career goal are you currently working towards?
KS: I am working toward being more focused on the 0303 Foundation.

SI: What advice would you give someone just starting in the industry?
KS: Never stop learning! Follow your curiosity, take as many courses and certifications as you can. Hustle while you build your books, it takes time.

SI: What is your guilty pleasure?
KS: Walking on the sunny side of the street (shhh) with spf, a hat and polarized sunglasses (of course!), but still I feel guilty!

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By: Alex Hernandez, Lead Educator

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4-TIME WINNER OF BEST ACNE LINE

Acne is the most common skin condition in the United States and will affect up to **50 million** Americans any given year, across all ages, genders, and race. Contrary to popular belief, acne is not an adolescent condition, or one caused by poor hygiene. There are many exacerbating factors such as diet and skin care products, but at its core acne is a hereditary condition that cannot be cured. Acne can be successfully managed when treated with **The Face Reality Clear Skin Method**, a holistic and adaptive approach that takes each client's lifestyle, nutrition, and unique skincare needs into account. Given the sheer volume of population who will experience acne, it is highly likely that you will come across a client with moderate to severe acne. Here are the **top four things** to know so you can help every client who walks through your door.

(Pictured: Acne Expert **Heather Hallen**, treating her client Anastasia.)

1 UNDERSTANDING ACNE

Acne is an inherited disorder of the pores that is defined by the shedding of dead skin cells at a much faster rate than normal. Where normal pores shed one layer of dead skin cells per day, acne-prone pores shed up to five layers. The excess shedding of skin cells combined with the cohesive nature of sebum creates the microcomodome, which is the beginning of all acne. This condition will cause inflamed and noninflamed lesions alike.

2 INGREDIENTS & ADAPTIVE TREATMENT

A consistent home care routine is imperative to reach and maintain results. An acne client's home care routine is determined by their skin type, acne type, severity, age, and other various factors. All these factors will dictate the type and strength of exfoliating serums and benzoyl peroxide, and you will need to slowly introduce these "active" products into their routine to avoid dryness, irritation, and redness. Slowly increasing usage of active products ensures optimal skin health while also pushing the skin to clear. As the skin acclimates to active ingredients, you will need to adapt the client's home care to maintain skin clarity.

> *"One thing I have learned about acne is it's more complex than just using the right products. Face Reality gave me the knowledge on how diet and lifestyle habits play a huge part in treating acne."*
>
> MICHAEL RAZZANO



3 NUTRITION & SUPPLEMENTS

The main nutritional concerns for acne-prone individuals are hormone disruption and inflammation. Inflammatory foods high in glycemic index, saturated fat, trans fats, and refined sugar disrupt hormones and insulin levels. Iodides irritate pores and cause acne flare-ups. Supplements can help internally. Zinc reduces inflammation, especially in clients with excessive bleeding during extractions. Molecularly distilled omega-3 fish oil helps with chronic dryness, inflammation, and hormonal breakouts.

4 LIFESTYLE MATTERS

Three major lifestyle factors to consider are pore-clogging ingredients, sweat, and sun exposure. Pore-clogging ingredients found in various products (from makeup to laundry detergent) can worsen acne. Sweating during any activity can lead to breakouts and fungal conditions like folliculitis. It is crucial for clients, including those with acne, to protect their skin from sun exposure by wearing sunscreen daily. This is especially important as acne clients may already have compromised skin and hyperpigmentation.



MICHAEL RAZZANO
Acne Expert & Face Reality Ambassador,
Philadelphia Facial Plastic Surgery & Medspa

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

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Tools for Targeting Total Age Management

By Annet King, Bio-Therapeutic

As a skin therapist and educator for over 30 years, I would say that the most common question that I get from friends, family and even strangers is, "What do you recommend I do for these wrinkles and saggy jawline?" As you know, it's not such an easy answer and requires a multi-targeted approach to address lifestyle factors, product selection and professional services.

Aging Demographics

Research shows that even younger consumers are concerned about the signs of aging. Dermstore.com conducted a survey asking 2,000 American women about aging skin. The survey results showed that more than 30% of women under the age of 35 regularly use anti-aging products, and millennials aged 25–35 reported to begin to use products for skin aging benefits, classifying this behavior as "prejuvenation." The 55 and older group reported they began to rely on age fighting products at around 47 years old.[1] While this information isn't a surprise, it does show how the approach to aging has shifted from one generation to the next, and that marketing and social media, seems to be working.

To further drive home that point, the findings show that 42% of women ages 25–34 and 54% of those aged 35–44 worry about signs of aging like lines, wrinkles and lost facial volume. More than a quarter (28%) of the millennial women surveyed under the age of 25 admitted that they regularly worry about how aging takes a toll on their skin.[2] All this worry is leading to the rapid growth of the global anti-aging skin market, which is predicted to reach $13,940.3 million with a CAGR of 6% by the end of 2027.[3]

Anti-aging Devices

With this huge opportunity to educate and provide home care and services to our aging concerned clients, it's fortunate that we have access to a plethora of scientific ingredients and advanced technology within reach (**See Devices by Ages Sidebar**). Before you believe that clients aren't into using skin tools at home, or care about receiving technology in a service, know that the global skin care device market size is expected to grow at a CAGR of 12.5% to attain a value of nearly $54.2 billion by 2031.[4]

What can we expect to see with our younger clients and more mature clients? What technology tools should we introduce to our services? Let's take this step-by-step through the skin stages and the factors that need to be considered.

20s

Even though this may seem a little premature, as skin pros, we know taking care of your skin and using SPF in your 20s will pay dividends for the rest



of your client's life; it's all about prejuvenation, after all! It's typical for your clients to experience slight dullness, and they may feel that their skin looks more tired. These issues can be caused by a poor cleansing regimen, a lack of exfoliation, not using adequate daily SPF application, as well as a lack of sleep, stress, fluctuating hormones or even genetics. The goal with clients in their 20s is to teach good habits from the get-go. The skin may not show signs of aging yet, but focusing on thorough cleansing and daily sunscreen use is the goal. As we all know, an SPF in their makeup does not count and using a minimum of SPF 30 every day come rain or shine will protect their skin from all light sources including blue light from laptops and that mounting screen time on cell phones.

When introducing pro tools, one of the fundamental tools to use and retail to promote a good cleansing routine is an ultrasonic cleansing brush. In the treatment space, ensure you are adding the benefits of a silicone ultrasonic brush to your second cleanse; use two in unison for supreme dual cleansing effects. This technology uses ultrasonic waves for skin cleansing, and rather than tugging and scratching the skin like traditional cleansing nylon bristles, today's modern units glide effortlessly over the skin, delivering up to 20,000 Hz of ultrasonic vibration to dislodge debris and dramatically improve the efficacy of the cleanser.

Hugely popular with younger clients who are concerned about congestion and comedones are ultrasonic spatulas. These powerful, professional-grade ultrasonic skin technologies boost every stage of the professional and home care regimen. Cleansing, exfoliation, painless extractions and product applications all get a dramatic boost when using this device. Look for units with high-speed oscillations from 26,000–30,000 Hz.



Skin scrubbers are great for boosted cleansing, which is much needed in a client's 20s.

Devices By Ages

Twenties	Thirties	Fourties & Up
• Ultrasonic Cleansing Brush • Ultrasonic Spatulas	• Microdermabrasion • Microexfoliation • Nano tip devices	• Microcurrent • Lasers

30s

The 30s are a transitional time; clients in their 30s are more likely to be able to invest a little more time into their skin regimen and services. In our 30s early aging signs will begin to surface because of sun exposure. Fine lines around the eyes, uneven skin color and some loss of volume in the cheeks is normal. Collagen begins to decrease in our 30s, so wrinkles and thinner skin under the eyes may reveal underlying blood vessels (i.e dark circles), which will often be the chief skin complaint. This is a key time to introduce antioxidants, skin brightening products, exfoliants and eye creams.

Pro tools to introduce include wet/dry microdermabrasion and nano tip or microexfoliation services. These devices are widely sought out and vital to encourage healthy cellular turnover, brighten skin discoloration, smoothe visible lines and improve general skin health and glow. Seek out microexfoliation pen technology to deliver a precise exfoliation tailored to your clients' exact goals, while avoiding the significant downtime often associated with more aggressive microneedling services. The microscopic pyramid shape of the nano bumps also pushes topical cells apart for greater absorption of topicals. Reputable equipment is created by FDA registered medical device manufacturers, offer ergonomic designs, sterilize single use nano tip cartridges, variable speeds and can deliver up to 16,000 RPM for supreme client comfort and results.

The new generation of microdermabrasion machines use either liquids that are run through the unit or strategically sprayed on the skin and then vacuumed up with diamond tip handpieces. Look for an engineered handpiece that will not over stretch or damage fragile skin, but instead gently lift and position the skin to meet the exfoliating diamond tips. This allows for any skin condition, turgor and Fitzpatrick type to be addressed safely.

Both of these modalities can be coupled with phenomenal topical products like hyaluronic acid serums, skin specific toners, trios of hydroxy acids and botanical foaming blends; these not only work as perfect gliding mediums, but pack a punch for outstanding skin results.



40s and Beyond

The 40s are when we start to see more significant changes in the turgor and firmness of the skin. There is a loss of volume and elasticity, in addition to more pronounced lines, wrinkles and visible discoloration and photodamage. Increasing cell turnover, boosting ATP (adenosine triphosphate) to support collagen and elastin, while providing deep hydration and correcting discoloration are all key areas to address. After 50, post-menopausal skin has declining levels of estrogen and increased levels of androgens, resulting in skin lacking of volume, being less elastic, more fragile and thinner. Dryness and sometimes sensitivity is another major concern.

Products like serums, masques and moisturizers that are packed with skin adapting botanicals, repairing peptides and lipid replenishing vitamins are key to introduce to your clients' regimen at this time. Regular services that boost cellular ATP with true microcurrent is a phenomenal tool to have in your arsenal for 40, 50 and 60+ clients. Of course, some clients will be seeking out a dermatologist or medical practitioner at this time for more invasive and corrective wrinkle smoothing or volumizing injectables, peel or laser procedures. This should never overlook the weekly services and hands on touch that their skin professional can provide.

True microcurrent is the holy grail for treating multiple signs of aging skin. This safe, effective and non-invasive technology has truly revolutionized professional skin care and is the gold standard for industry pros and celebrity facialists. By mirroring the body's own natural low level electrical current, microcurrent technology is able to dramatically tone the facial contour, leaving skin plump, hydrated and firm.

Be aware that when it comes to electrical current and the skin, the "more is better" paradigm is incorrect for microcurrent. The human body is an extremely subtle electrical system, and haphazardly delivering large charges of electricity to the skin surface may cause gross muscle contractions, temporarily resulting in a tightened appearance due to possible inflammation and shocking of motor nerves. However, this approach ultimately fatigues the musculature and can lead to increased muscle laxity and loss of skin tone in time, exactly the opposite of the intended result. Seek out true microcurrent technology that delivers proven and safe sophisticated sequencing patterns and frequencies to elicit precise results on the skin.

Adding To Your Arsenal

As professional skin therapists, we have a limitless choice of tools at our disposal. Experts predict that if technology is not part of your practice, that in five years you will have no practice! However, choose your suppliers wisely, do your research, ask about warranties and technology maintenance, education and customer support. An extra consideration here is your costs per service. Before you make a major investment, evaluate the suitability for your clientele and price point in your area. Above all, no matter what age, we need to encourage our clients (and ourselves, for that matter) to invest in themselves, and this includes buying and doing things that make them happy.

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ADDITIONAL RESOURCES

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Annet King is vice president of global education for Elemis, where she develops the brand's global education and establishes its Education Hubs and Training Academies across the United States.



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Protecting Lash Integrity

By Leah Simon-Clarke, Voussoir, Inc.

Eyelashes have played a significant role in human culture and societies for centuries, dating back to ancient Egypt and Rome. According to USA TODAY, the first U.S. patent was secured for "artificial lashes" in 1911 by a Canadian Inventor named Anna Taylor.[1] Although it has been speculated that ancient Egyptians enhanced their eyelashes with Kohl and ointments, eyelashes became quite prominent later in the 1960s when Elizabeth Taylor starred in the Hollywood adaptation of Cleopatra. Even before then, Marilyn Monroe was mesmerizing men and women alike with her extra flirty lashes, and the famed model Twiggy, then made it her own with her heavy eyeliner and extreme false eyelashes, cementing her into eyelash history.

Enhancing Lashes

The 2000s saw a quantum leap in the evolution of lash enhancements with the advent of the eyelash extension. This seemingly unstoppable momentum in this high demand segment of the beauty industry begs the question: what might we be overlooking as consumers flock to specialists and stores to purchase a variety of eyelash focused products and services? With an industry moving at warp speed to keep up with consumer demands, it is essential to keep integrity of the lashes as the key component to hands-on service implementation. It is also as important to educate our customers, as it relates to the overall health of not only their skin, but also their lashes.

Lash enhancements, through make-up techniques and the range of beauty enhancement services, play a significant role in the confidence of an individual by making the eyes appear larger and brightening the eye color. Eyelash embellishments that go to the extreme with thickness and heaviness can have the opposite effect and give the appearance of closed in and droopy eyes. At times, this can also affect the overall health of the eyelashes. In order to improve our industry's output we must first consider the purpose of our eyelashes. Unlike popular belief, lashes are not actually intended to attract a romantic partner or land that new job (although beautiful lashes can service that purpose as well).



Charity Engebretsen, founder and owner of Master Lash by Charity.

Beyond Beauty

Our eyelashes don't just exist for the purpose of beauty. Our eyelashes are our first line of defense and protect our eyes from dirt and debris. In a study in the Journal of the Royal Society Interface, researchers found that not only do our eyelashes protect our eyes from airborne particles, they also can reduce evaporation tear film.[2] Helping our eyes stay lubricated is important for our overall eye health. The Journal also points out that because our eyeball is exposed, it makes it vulnerable to viral, bacterial, fungal and parasite infections and associated medical conditions[2] Considering the importance of the role of lashes, one can appreciate the need to take into account any measures that will allow professionals to continue to perform eyelash enhancement services, while at the same time maintaining the overall health of the natural eyelash.

While there are countless products designed to aid in improving the length and health of the eyelashes, I've yet to find a hands-on professional service designed for this purpose. Until such a service exists, professionals and consumers would benefit from knowing what methods are proven to prevent damage to our natural eyelashes.

I sat down with eyelash master Charity Engebretsen, founder and owner of Master Lash By Charity in Los Angeles to get her take on providing eyelash services that look natural, while at the same time consider the overall health of the eyelashes.

An Expert in Lashes

On a sunny day in Santa Monica, CA, Engebretsen, appeared to almost float in to meet me. As she engaged with one of her associates just before our interview, asking about a new eyebrow growth product they were testing out before deciding to bring it in, and she asked what her colleague thought of the product's efficacy. After getting a response, Charity then added to the conversation by stating that she was logging documented photos of the person she was testing it on and sited the exact number of hairs that had grown in at each stage of the evaluation process.

If it hadn't been clear in those first few minutes that Charity is a person who cares about detail and integrity, and she made that apparent in the two hours we spent talking at La La Land, the neighborhood coffee shop.

Engebretsen is an industry veteran, having opened her first spa when she was just 21-years-old. She has evolved substantially throughout her years in both the beauty and fashion worlds. Engebretsen runs her business with the same care and attention to detail that she performs her testing methods with. This is what makes her the go-to for celebrities. Engebretsen has developed an eyelash business that employs highly skilled technicians that have gone through a mastery course.

There's a tremendous amount of oversight with her team, and they continually receive education while working for Master Lash By Engebretsen. You couldn't find a more perfect person to give industry professionals some insight into her methods of performing eyelash extension services that maintain the health of eyelashes.

Top Tips for Lash Integrity

What tips do you have for eyelash experts as it relates to proper application that aid in maintaining the integrity of the lashes?

1. Proper Cleaning. Prior to the application of extensions, clean your client's natural eyelashes. Avoid using any oil-based makeup removers, as they can prevent the glue from adhering properly.

2. Choose the Right Length and Curl. It's important to choose extensions that are suitable for your client's natural lashes. Applying extensions that are too heavy or too long for your client's natural lashes can cause damage and breakage.

3. Use High-Quality Products. This includes the extensions themselves, the glue and any other products

that will come in contact with your client's eyes or the extensions. High-quality products are less likely to cause irritation or damage.

4. Perform Proper Aftercare. After finishing your client's extensions, it's important to educate them on how to take care of them properly at home. Instruct your client to avoid rubbing their eyes or pulling on their extensions. They should not use oil-based makeup or makeup removers, as they can cause the glue to break down.

5. Regular Maintenance. Eyelash extensions require regular touch-ups, generally every two-to-three weeks. This keeps them looking their best and allows you, as the lash technician, to remove any extensions that may have become loose to prevent damage to your client's natural lashes.

6. Healthy Breaks. If your client has been wearing extensions for a long time, it can be a good idea to encourge them to take a break. This gives their natural lashes a chance to rest and recover.

7. Eye Health. Always pay attention to the health of your client's eyes. Instruct them to contact you if they notice any irritation, redness or other signs of an allergic reaction.

Common Lash Mistakes

What are some of the most common mistakes in the eye lash extension industry that contribute to damaging the natural lash?

1. Incorrect Application. If extensions aren't applied properly, they can cause damage to the natural lashes. This includes using too much adhesive, not isolating individual lashes correctly, or attaching extensions to multiple natural lashes at once. Make sure you are not doing any of these things to your clients when applying their lash extensions.

2. Inadequate Training. If you as the lash technicians have not received proper training in applying eyelash extensions, it can lead to a variety of mistakes that can cause damage to the natural lashes, including using the wrong type of glue, applying the extensions incorrectly or not taking proper hygiene precautions.

3. Lack of Customization. Every person's eyelashes are different, and an approach that works well for one



After care is crucial for lash health when getting eyelash extensions.

of your clients may not be suitable for a different client. As the lash technicians, you need to take into account factors such as your client's natural lash strength and length, eye shape and lifestyle when choosing and applying extensions.

4. Insufficient Hygiene. Lack of proper sanitation can lead to infections, which can weaken and damage the natural lashes. It's very important for you to keep your tools, equipment and work space sanitized between your clients.

5. Using Low-Quality Products. Low-quality glues can cause irritation, allergies and other issues. Cheap extensions may not mimic the natural lash as well, leading to discomfort and potential damage. Make sure to keep this in mind when purchasing your products.

6. Neglecting Regular Maintenance. Eyelash extensions need to be filled every two-to-three weeks to maintain their look and health. Neglecting this maintenance can lead to clumping and added stress on the natural lashes. Encourage your clients to rebook regularly for their fills

7. Not Taking Breaks. Continual long-term use of extensions without breaks to let the natural lashes rest and recover can contribute to weakening the natural lashes over time.

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Jar Deconstructed: Hexapeptide

Click here to read all about the amazing benefits of Hexapeptide

WHAT'S MY ROUTINE?

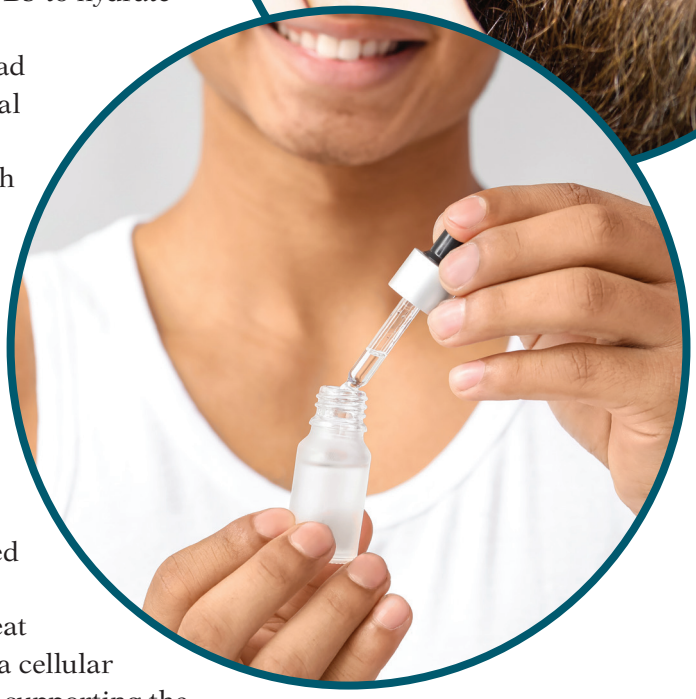
MICHAEL Q. PUGLIESE, LE

CEO AND PRESIDENT OF CIRCADIA



SKIN CARE REGIMEN FOR A BUSY SCHEDULE





For the past few years, my skin care regimen has remained largely the same — as I've figured out what I need to support my skin in my frequent traveling, long days and busy schedule.

In the morning, I love using the Micro-Exfoliating Honey Cleanser as a gentle exfoliant. The micro-beads of beeswax help slough away dead skin cells while leaving the skin hydrated.

I like to use Vitamin C Reversal Serum as my daytime treatment serum because of the rich antioxidant support and vitamin C support to boost firmness. It also has hyaluronic acid and vitamin B5 to hydrate and smooth the skin.

I finish every morning with Light Day Sunscreen Broad Spectrum SPF-37 to protect my skin from environmental damage throughout the day.

Before I leave the house, I grab my beard brush, which is the essential grooming tool for men, keeping beards looking soft, clean and healthy.

Recently I've made some adjustments to my evening routine, incorporating our brand-new Cleansing Gel with Mandelic Acid because it gently foams and feels great removing the day off my skin.

Next, I use Serum 71, a legacy product we recently created to honor my late grandfather who founded Circadia. Serum 71 is immune-boosting and supports overall skin health—and leaves my skin feeling refreshed in the morning.

I follow up with Nighttime Repair Plus, which is a great nutrient boosting product that helps the skin repair on a cellular level due to vitamin A, antioxidants and peptides, while supporting the circadian rhythm of my skin.

Skin is in Session

Treat back to school skin with these products!

1. **Purifying Powerclay**
   Sorella Apothecary
   www.sorellaapothecary.com
   This cooling mask is perfect for your back to school clients, as it combines bentonite and kaolin clay to draw out impurities while improving breakouts. Burdock root and horsetail extracts heal and restore skin's luminosity.

2. **Clear Skin Probiotic Cleanser**
   Éminence Organic Skin Care
   www.eminenceorganics.com
   This clarifying cream-gel cleanser treats oily and problem skin with cucumber and tea tree oil.

3. **Luminous Wine Gel**
   Rhonda Allison
   www.rhondaallison.com
   Heal damaged summer skin this school semester with this cooling, lightweight, hydrating gel for melasma and sun-induced pigmentation.

4. **Raspberry Refining Cleanser**
   Skin Script Skin Care
   www.skinscriptrx.com.
   Raspberry Refining Cleanser has a foamy consistency that rebalances and improves skin texture, while purifying and restoring vitality to the skin.

5. **UltraSlim**
   Ward Photonics
   www.ultraslim.com
   The future is bright for the new school year when using the UltraSlim, non-invasive medical-grade red light therapy device.

6. **Mandelic 5% Toner Pads**
   BiON Skincare
   www.bionresearch.com
   The Mandelix 5% Toner Pads gently remove bacteria, control sebum, clear pores and help control acne.

7. **QuadDefense Eye Cream with Sea Buckthorn**
   ilike organic skin care
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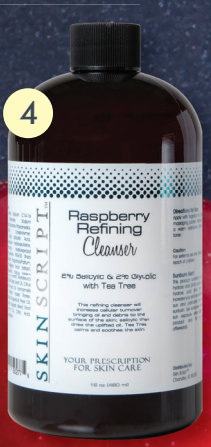
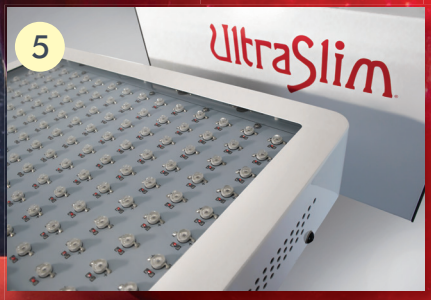
   The antioxidant-boosting QuadDefense Eye Cream is clinically proven to help against free-radical activity to slow aging, smooth lines, rehydrate and improve glow and elasticity.















sweet success

The Benefits of Choosing Community Over Competition

By Shannon O'Brien, Love2Sugar



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In the ever-evolving world of the beauty industry, professionals are no strangers to competition. With countless brands, products and service providers vying for attention, it's easy to get caught up in the race to stand out. However, recent trends and research suggest that a shift toward community and collaboration can lead to sweeter success for all. In our fluctuating economy, working together can be one of the strongest tactics we can employ to weather any time of financial uncertainty.

> "A rising tide lifts all boats."
> —John F. Kennedy

Beauty professionals often find themselves striving for individual success and recognition. However, embracing the concept of "rising tides raise all boats" can lead to remarkable benefits when working together locally. This concept acknowledges that when one member of the beauty community succeeds, it has a positive impact on the entire industry. By shifting our mindset from competition to collaboration, we can create a rising tide that lifts all ships, propelling our local beauty scene to new heights.

Coming Together

When beauty professionals come together and work collaboratively at a local level, a powerful synergy is unleashed. Sharing knowledge, experiences and resources opens up a wealth of opportunities for growth and innovation. By engaging in collective efforts such as networking events, joint promotions, or even co-creating new products or services, professionals can tap into the strengths of their peers and amplify their own success. As each individual achieves their goals and elevates their business, it creates a ripple effect throughout the local beauty industry, inspiring others to strive for greatness, and driving the overall growth and success of the community.

By adopting this rise-each-other-up mindset, beauty professionals recognize that their collective achievements contribute to the reputation and prosperity of the entire local beauty scene. This mindset fosters an environment of support, encouragement and collaboration, where professionals genuinely celebrate each other's successes. As one professional thrives, it paves the way for others to follow suit. This positive cycle of success not only boosts the local economy, but also enhances the reputation of the community as a whole, attracting more opportunities, customers and recognition. Ultimately, when beauty professionals choose to work together locally, they create a rising tide of shared prosperity that benefits everyone involved, leading to a thriving and vibrant beauty industry in their area.

Rising in Uncertain Times

In times of economic uncertainty, the beauty community has a remarkable opportunity to demonstrate the power of unity and emerge stronger than ever. Instead of succumbing to fear and isolation, beauty professionals can come together, support one another and build resilience as a collective force. By embracing the concept of "rising tides raise all boats" during these uncertain times, we can weather the storm more effectively and inspire success in the beauty industry.

Pooling knowledge and experiences is a powerful way for professionals to collectively identify new avenues for growth and adapt to changing market



dynamics. Together, we can find strength in numbers and explore creative ways to support each other financially. Joint marketing initiatives, shared business spaces and strategic collaborations can be instrumental in navigating uncertain financial times. The power of unity allows us to build a safety net, share the burden and increase our chances of success.

Most importantly, coming together fosters a sense of emotional support and camaraderie. In the aftermath of the pandemic, the beauty industry demonstrated incredible resilience by supporting one another through challenging times. Sharing stories, concerns and successes became a lifeline for professionals. The power of unity not only enhances financial resilience, but also nurtures our mental and emotional well-being, helping us stay motivated and determined to succeed.

Locally, we can implement various strategies that promote collaboration and foster a thriving beauty community. Hosting networking events brings professionals together, creating opportunities for knowledge sharing and potential partnerships. Mentorship programs empower emerging talent and contribute to the collective success of the local skin care industry. Sharing expertise through online platforms and participating in cross-promotion activities with complementary beauty businesses expand our reach and customer base.



Look toward mentorship programs to help grow your community.

Additionally, giving back to the community is a powerful way to build a positive brand image and deepen connections. Engaging in local charity events, sponsoring community initiatives, and organizing beauty workshops for underprivileged individuals not only strengthens our ties with the community, but also establishes us as integral contributors.

Implementing Community into Your Business

Here are some practical ways beauty professionals can incorporate these concepts into their businesses:

Networking Events Hosting. Networking events or collaborating with other skin care businesses in the area can be a fantastic way to build a local community. By bringing professionals together, you create opportunities for knowledge sharing, skill development and potential partnerships. Consider organizing workshops, seminars or joint promotional events where participants can learn from each other, exchange ideas and explore collaborative projects.

Mentorship Establishing. Mentorship programs within your local community can be incredibly valuable. Seasoned skin care professionals can offer guidance, support and advice to those who are new to the industry. This mentorship fosters a sense of community, empowers emerging talent and accelerates their growth. By giving back to the community, experienced professionals contribute to the collective success of their local skin care movement.

Sharing Expertise. Encouraging the exchange of resources and expertise among skin care businesses can lead to mutual growth and benefit. Consider creating and contributing to local online groups where professionals can share industry news, tips, product recommendations and educational resources. This collaborative style creates a supportive space where everyone can stay informed, learn from one another and work together on potential projects.

Cross Promotion Collaborating. Collaborating with complimentary beauty businesses in the area, such as hair salons or sugaring studios, opens up opportunities for cross-promotion and referral networks. By partnering with other professionals who share a similar



target audience, you can tap into their customer base, while also referring clients to them. This symbiotic relationship strengthens the local beauty community and helps everyone thrive collectively.

Give Back to Your Community. Embracing community involvement and giving back are powerful ways to build a positive brand image and deepen connections with the local community. Consider participating in local charity events, sponsoring community initiatives or organizing beauty workshops for underprivileged individuals. By actively engaging with the community, your skin care business becomes an integral part of the local fabric, further strengthening the sense of community and loyalty.

By implementing these concepts at a local level, skin care professionals can create a thriving and supportive community that benefits their businesses and the local beauty industry as a whole.

Choosing Community

Embracing collaboration, mentorship and resource sharing cultivates an environment of continuous learning and growth. Furthermore, by engaging in cross-promotion, community involvement and giving back, skin care businesses establish themselves as integral contributors to the local community. As beauty professionals come together, we amplify our collective voice and influence, leading to a more vibrant and successful national and local skin care movement.

There are plenty of clients to be serviced, and quite honestly one business cannot possibly handle an influx of clientele in a whole area! By choosing community over competition, these professionals lay the foundation for long-lasting relationships, shared success and a brighter future for skin care businesses in their area. So, let's come together, raise all of our beauty boats, support one another, and watch as our local skin care community flourishes with sweet success!



Shannon O'Brien is the founder of Love2Sugar. She coaches estheticians and cosmetologists around the world on how to improve their sugaring techniques and build multiple figure skin care businesses through sugaring. She is the host of The Sugar Show podcast, motivational speaker, author, and owner of SugarMama's Beauty Collab in California.

BiON

Collagen Revival Serum
Youthful Eyes Peptide Cream

The primary goal of Collagen Revival serum is skin rejuvenation with stimulation of the production of collagen, elastin and cytokines. It was designed to be used with or without micro needling. Starting with aloe vera and other natural ingredients, BiON added vitamins A, B, C and E, along with calcium, zinc and sodium hyaluronate, to stimulate cell turnover and increase angiogenesis and hydration. Pair with BiON's Youthful Eyes Peptide Cream for enhanced results! BiON has included soy rice peptides in our Youthful Eyes Peptide Cream to dramatically reduce dark circles and puffiness under the eyes. They accomplish this by stimulating fibroblast proliferation and increasing collagen and elastin synthesis.



LEARN MORE
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Aestheticians' Choice 2023 dermascope AWARDS WINNER
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Vitamin A *vs. Aging*

By Shannon Esau, Rhonda Allison Skin Care

Why does our skin age? Simply put, everything is slowing down and does not have the ability to repair like it did when we were younger. Our skin cells have a natural turnover ability and cycle. When we are younger this is taking place about every 28 days, keeping our skin softer and younger looking. As we get into our 30s, this begins to change and slow down. Cell turnover slows down to 40-45 days before they go through the turnover process. This is where aging begins, buildup, rougher texture, and more importantly, fine lines and wrinkles start to form when cells cannot turn over effeciently.

Why do we go to a 40-45 day cellular turnover? As skin ages, the dermis is losing resources to effectively support cell mitosis. The secretion of collagen (protein) by the skins' fibroblasts, fibrous cellular material that helps the formation of connective tissue, begins to slow down, diminishing the structural framework of tissue keeping it toned and elastic. So, when we combine the lack of collagen proteins from our fibroblasts with a slower production of skin cells, our skin begins to thin and fine lines and wrinkles start coming to the surface. It is a natural part of aging. However, in today's time environment, diet and excessive exfoliation accelerate skin aging.

Vitamin A Benefits

As an essential pro-youth agent, vitamin A: (a.k.a retinyl palmitate, retinol, retinal, retinoic acid and all types of retinoids) stimulates and speeds up cellular regeneration, improves circulation, decreases inflammation and increases fibroblast activity, and thereby, increases cellular turnover and collagen production. This fabulous ingredient allows the fibroblast cell to synthesize collagen and elastin, which in turn thickens and tightens the skin, reducing wrinkles, slowing down the aging process and providing a younger appearance.

For many years, vitamin A has also been used for the prevention and treatment of photoaging. Exposure to UV light breaks down your skin's connective tissue (fibroblasts), and without the supportive connective tissue, skin loses strength and flexibility, causing sag and wrinkles prematurely. Retinoids abolish cellular atypia, increase compacting of the stratum corneum and reduce skin hyperpigmentation caused by sunlight. Recent evidence suggests that retinoids even play a role in the prevention of aging because of its inhibitory

effects on metalloproteinases (MMPs) expression, which can degrade skin-strengthening collagen and other structural proteins.

An important element to vitamin A is that it does not stay stored in the body longer than 24 hours. It is important to consume foods high in vitamin A content and apply a vitamin A product to the skin nightly. Look for a vitamin A that does not create exfoliation or inflammation, as this will counteract the benefits. Retinol and retinaldehyde are the most effective forms of vitamin A for skin application. They both convert to retinoic acid, which is the form of vitamin A that the body recognizes and uses to stimulate fibroblasts and create more collagen and elastin, keeping skin younger-looking and wrinkle free! Vitamin A works by normalizing skin functions, so it has the potential to correct a plethora of skin conditions including aging (See **Vitamin A Benefits Sidebar**).

Retinoid Breakdown

Retinoids are the family of vitamin A used in aesthetic or cosmetic formulations. This group includes beta carotene, retinol, retinal, also known as retinaldehyde, and tretinoin or retinoic acid. Beta carotene, retinol and retinal convert naturally within our skin into retinoic acid, which is key to our body reconizing and utilizing the amazing benefits of this ingredient.

Retinol. This is the most seen form of vitamin A in cosmetic formulations. As retinol penetrates through the skin, it converts into retinal and once more into retinoic acid, where the skin begins cellular regeneration.

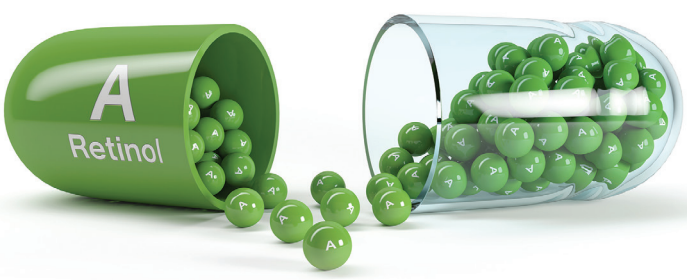
Retinal. This is similar to retinol in the sense that it is a pro-drug and converts into retinoic acid. The primary difference is one less conversion taking place in the skin, which will allow it to penetrate quicker into the skin.

Tretinoin. Also known as retinoic acid, this is the prescription form of vitamin A, found in the topical drug Retin-ATM. While this form of vitamin A may appear to be the best option since it requires a physician to prescribe it, it comes with several drawbacks. Some of these drawbacks include dryness, flaking, irritation and sensitivities, which often create inflammation. In addition, this form of vitamin A does not go through the conversion, meaning the skin does not experience the cellular regeneration seen when using the retinol and retinal forms, instead the ingredient sits on the outer layer of skin creating a "mini" home care peel. The other drawback is it is formulated with fragrance, parabens and many other ingredients that are classified as skin irritants.

Vitamin A Benefits

- Normalizes blood flow and reduces rosacea symptoms
- Increases fibroblast resources – collagen/elastin and NMF's
- Increases the rate of wound healing
- Supports the skin's immune system
- Repairs the cellular structure of the epidermis, optimizing UV protection
- Promotes a healthy cellular membrane
- Firms and strengthens the skin's outer layer
- Helps in the eradication of pre-cancerous skin lesions
- Improves the skin's natural moisturizing factor for a radiant glow





Delivering Vitamin A

By using an encapsulatation process, chemists have been able to increase the shelf life, improve stability of the molecular structure and improve delivery. The encapsulation generates stellar pro-youth benefits to the skin with little-to-no irritation. A great choice for all skin types, even the most sensitive skin, and the ultimate wrinkle-reducing topical for skin care today!

So, which form do I use? As previously mentioned, retinol is seen the most in skin care formulations. It is a great option for anyone looking to stimulate cellular rejuvenation, and reduce wrinkles on top of the other many benefits vitamin A brings to skin. The bigger question is what else is the form paired with, so looking at entire formulation is critical.

Pairing vitamin A with acids can lead to light exfoliation or irritation if used too often. Retinal (retinaldehyde) performs the closest to retinoic acid in topical formulations. A group of researchers discovered that this form of vitamin A has been shown to bring UVA damaged skin back to health, and it works to stimulate cellular cohesion and fight bacteria.

Pairing encapsulated retinaldehyde with stem cells or peptides can bring added benefits and little-to-no exfoliation or inflammation, which provides the ability to target a variety of skin conditions including acne, rosacea and compromised skin.

Not All Retinoids are Created Equal

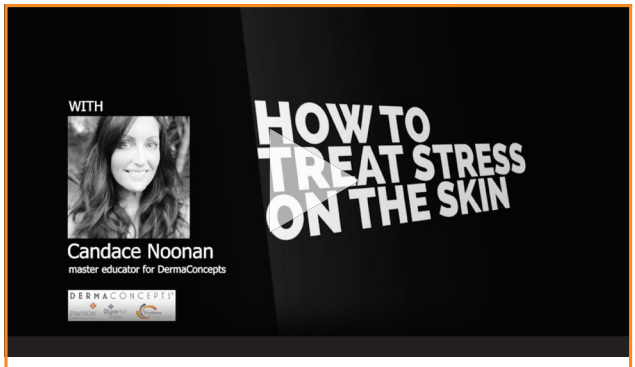
The key in selecting the best option of vitamin A is looking for a formula that provides the best results with the least amount of irritation, exfoliaton, inflammation and sensitivities (See **Vitamin A Considerations Sidebar**). This will help skin obtain optimal skin health! Incorporating a corrective vitamin A formula will slow down aging and strengthen the skin.

Pro-Youth Treatments

What retinoid is best to use in professional anti-aging treatments? Look for a vitamin A peel that combines peptides for a stronger concentrate of retinol. Combining a biomimetic tri-peptide and 100% chiral carnitine (L) can provide more exfoliating support, while retinaldehyde formulation boosts the outcomes of any professional exfoliation treatment. Finding a good vitamin A treatment can provide a multitude of benefits in the treatment room including:

- Improving texture, clarity and radiance;
- Reducing wrinkles and uneven pigmentation;
- Activating skin cell rejuvenation; and
- Promoting firmer, younger-looking skin.

Get started by adding this tried and true, number one ingredient for slowing aging and strengthening the skin to your PM regimen!



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Vitamin A Considerations

When choosing which form of vitamin A to use, you want to consider the following:

- **The Form of Vitamin A.** We are not talking about the percentage here. Retinal only goes through one conversion before it is retinoic acid. Due to the concentration and performance, it requires a smaller percentage than retinol.
- **Encapsulated vs. Non-Encapsulated.** Encapsulated vitamin A ensures better delivery of this active ingredient and improves stabilization of vitamin A within the skin.
- **Overall Formulation.** What are the other ingredients found in the formula? Are there acids that can increase cellular turnover and sensitivities in the skin? How about preservatives, like parabens, that may be harmful to our bodies? Is this formula lifestyle friendly? Can I get it on my skin nightly without irritation? This is the ideal formula.



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

PROTOCOLS IN PRACTICE
ANTI-WRINKLE

PASSIONFRUIT ENZYME – A SERIES FOR WRINKLE REDUCTION AND COLLAGEN STIMULATION

SKIN SCRIPT SKIN CARE

This protocol stimulates the fibroblast to spin off collagen, elastin and glycosaminoglycans.

Step 1. Cleanse twice with Green Tea Citrus Cleanser.

Step 2. Apply the Passionfruit Enzyme (we suggest no steam for first time) for 7-10 min.; it is normal for the skin to appear red and warm for several hours.

Step 3. Remove with a warm steam towel or with cool aesthetic wipes.

Step 4. Massage the skin, but avoid if the skin is very red and warm.

Step 5. Apply Citrus-C Nourishing Cream.

Step 6. Apply Goji Berry Yogurt Mask for 10 min. and remove with warm steam towel.

Step 7. Tone with Cucumber Hydration Toner.

Step 8. Moisturize with Peptide Restoration Moisturizer.

Step 9. Apply Sheer Protection SPF 30.

Step 10. Apply Mint Lip Hydrator to lips.

FIRM + LIFT FACIAL

BIOELEMENTS

This facial lifts and sculpts reducing the look of aging, sagging skin and wrinkles.

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

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

Step 3. Apply cleanser under steam, and perform the Bioelements Cleansing Massage. Blend Softening Gel with EnzymeTherapy brush across lips. Remove all product and blot skin with toner.

Step 4. Choose the Corrective Activity Tier for your client based on SkinReading (Max Tier featured here). Apply Triple Corrective Enzyme to face and neck. Exfoliate for 5 min. (no steam), then remove with gauze and water.

Step 5. Apply a skin sedation mask of Softening Gel and Emergency Soothing Powder. Leave on for 5 min., and perform comedone removal, if necessary.

Continue reading Steps 6-9 in the August Digital Magazine

ADDITIONAL PROTOCOLS FROM:

BIO-THERAPEUTIC
BIO FRANCE LAB
CONTROL CORRECTIVE SKINCARE SYSTEMS
ENVIRON SKIN CARE
ULTRACEUTICALS
DR. DENNIS GROSS SKINCARE

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INDUSTRY INPUT
LASH TIPS

EYES THAT SPEAK VOLUMES DESERVE LASHES THAT DO THE TALKING!

TIP 1: LEARN THE PROPER TECHNIQUE FOR HOLDING TWEEZERS

Applying lashes takes long hours of small, repetitive motions with your hands, and you can quickly injure them if you don't hold your tweezers correctly. Pick up your tweezers like you're going to work on a client and look at where your fingers are. You don't want to be holding them like a pencil, but you instead want to have your thumb on one side of the tweezer, and your middle finger on the other side. Then, in this position you want to squeeze the tweezer with your middle finger (your ring finger may move too, that's normal), trying to keep your thumb still, bracing the tweezer while your middle finger does all the work. This might be uncomfortable for you at first, but you can practice this motion while you relax in your day-to-day life. It could save your hands and career!

—Soo-Jin Yang, CEO, Founder of illumino

TIP 2: TREAT LASH CARE LIKE HAIR CARE

We don't often think about how similar our lash hair is to the hair on top of our heads! Just like hair, eyelashes are made up of dead cells containing keratin, and applying nourishing ingredients to your clients' lashes can help them appear more supple, shiny and most importantly, healthy. We naturally lose one to three lash hairs daily, so it's important to add proper steps to your clients' lash care routine to prevent against lash fallout, breakage and environmental toxins.

—Alicia Grande, CEO & Founder, Grande Cosmetics

Keep reading top tips from industry experts in the August Digital Magazine.



Firm + Lift Facial

(Continued from Page 36)

BIOELEMENTS

This facial lifts and sculpts reducing the look of aging, sagging skin and wrinkles.

Step 6. Blend up to 6 drops of an Aromatherapy Blend into a massage product and apply to face, neck and v-area. Perform the 10 min. Bioelements Youth Renewal Massage.

Step 7. Apply a Power Treatment of Softening Gel custom blended with Age Architect, then perform Bioelements Product Penetration. Leave on.

Step 8. Apply Firmamint Power Mask to face, neck and v-area using upward strokes. Leave on for 10 min. while performing the Bioelements Eye Acupressure Massage. Remove with a cool towel and blot with toner.

Step 9. Finish with Recovery Serum, and follow with a Bioelements custom blended moisturizer.

Lip Plumping Service

BIO-THERAPEUTIC

Treat wrinkles and dry lips with this plumping and hydrating service.

Step 1. Cleanse the lip and mouth area thoroughly with Cleanse.

Step 2. Apply Exfoliate around the mouth into the vermillion border and apply the bt-micro on Exfol mode. Be careful to avoid areas with permanent makeup. Rinse with sponges and water.

Step 3. Apply Restyfluid to lip area with a fan brush, making sure the lips are closed. Set the bt-micro to Serum Mode and apply.

Step 4. Set the bt-nano to bt-cocktail mode 1, Program 1 or Bio-Ultimate Platinum Age defying facial mode 2, program 1, then repeat on program 2.

Step 5. Place a moistened cotton bud probe tip in the middle of the fleshy part of upper lip, with the other probe ½ inch above it. Push upwards and hold for 10 to 20 seconds.

Step 6. Continue this same movement from one corner of mouth to the other, for an approximate total of 5 movements. Repeat the same on the bottom lip. If using the Bio-Ultimate Platinum repeat these steps on program 2.

Step 7. Apply a Collagen and Elastin Ampoule to the entire lip, and up to the nose and down to the cleft of the chin and vermillion border. Set your unit to Program 2 or 3 and apply skin techniques for a minimum of 5 minutes. Spending more time on this step will offer fuller, plumper lips.

Step 8. Apply Platinum Restore Eye Cream to the lips. Set bt-micro to Cream mode and move over area along the vermillion border into the lip area, making sure to also cover the area above the lip to plump any fine lines and wrinkles.



CLICK ABOVE TO PLAY

24Kt Gold Facial Treatment

BIO FRANCE LAB

This anti-aging protocol utilizes the benefits of 24Kt gold.

Step 1. Wet the face with warm water first. Apply 24Kt Facial Cleanser gently to the face. Wash it off using warm water and continue to cleanse with a five minute steam.

Step 2. Apply warm water to the face. Apply the facial 24Kt Gold Facial Exfoliator in circular motion moving upward. After the scrub process is complete, remove using warm water and steamer. Make certain the scrub has been thoroughly removed and the face is dry.

Step 3. Mix powder with water and apply Enzyme Mask with a fan brush. Let the mask sit for 5 to 10 min. under the steam and then wash it out. You are now ready for extraction, if necessary.

Step 4. Generously apply the 24Kt Gold Facial Toner. While the toner is drying, start the eye treatment.

Step 5. Apply the 24Kt Gold Eye Cream both under and above the eye lids. This will be sealed into the skin with the peel off mask.

Step 6. Use 2 tablespoons of powder and 3 tablespoons of water. Mix the peel off mask vigorously until the mask is slightly more liquid than peanut butter. Apply the Eye Peel Off Mask over both eyes.

Step 7. This same mask can be applied to the lips.

Step 8. It is important to remember to always keep the 24Kt Gold Sheets in a sealed envelope. Otherwise the gold can dry and separate from the paper. Each mask will take three sheets of gold. Cut each sheet in half. Apply each sheet to the 6 sections of the face. Pressing the gold sheet against the skin, like a temporary tattoo, remove the paper. If the skin is too smooth and the gold sheet is not adhering to the skin, apply a small amount of gold serum and press the gold sheet against the skin. Remove the paper.

Step 9. After applying the gold sheets to the face, pump a small amount of 24Kt Gold Serum into the palm of your hand. After thoroughly massaging the 24Kt Gold sheets into the skin, allow the skin to thoroughly absorb the serum. With the serum and gold thoroughly massaged into the skin, proceed with the peel off mask to seal the ingredients deeper into the epidermis layers.

Step 10. Add 80 ml of water to one scoop of powder. Vigorously mix until the mask is slightly more liquid than peanut butter. Apply the mask to the face using a spatula. Allow the 24Kt Gold and Pearl Peel Off Mask to set for 20-25 min. for maximum benefit. When the mask is dry, peel the mask off as one piece from the bottom of the face upward. The eye and lip mask will naturally peel off at the same time. To remove the dried edges of the mask, use a cotton pad drenched with water to clean these areas only.

Step 11. Smooth 24Kt Gold Moisturizer gently into the face using upward and outward movements. Avoid direct contact with eyes. Apply also to the décolleté to lift and moisturize the skin.

Step 12. Symmetrically massage the face with the Cryo Freeze Globes rolling them up and down for a few minutes, closing the pores and further sealing the product into the skin.



Performance Plus Lactic Peel

ULTRACEUTICALS

Renew and treat aging skin with this rejuvenating facial.

Step 1. Perform Ultra Skin Consultation.
Step 2. Perform Ultra Treatment Welcome.
Step 3. Remove eye makeup (if desired) using the Ultra Soothing Eye Makeup Remover.
Step 4. Wearing disposable gloves, perform the first and second cleanse with Ultra Balancing Gel Cleanser.
Step 5. Complete the cleansing process with Pre Peel Skin Preparation.
Step 6. Apply Ultra Moisturizer Eye Cream around the eyes and on the lips for protection.
Step 7. Customize 1 teaspoon of Lactic Peel with 1 teaspoon of chosen Corrective Serum (when using Ultra A Perfecting Intense Booster, only ½ teaspoon is required).
Step 8. Massaged the customized peel into the skin until it loses slip.
Step 9. Let the peel process for up to 10 min.
Step 10. Remove with cool, damp disposable cloth.
Step 11. Apply 2 Corrective Serums, allowing the first to absorb before applying the second.
Step 12. Apply customized mask massage gently for up to 10 min.
Step 13. Remove any excess mask.
Step 14. Spritz Ultra Hydrating Skin Mist over the skin.
Step 15. Apply the appropriate Ultra Moisturiser product.
Step 16. Apply Ultra Protective Antioxidant Complex.
Step 17. Apply Ultra Daily SPF protection.
Step 18. Perform the closing steps of the procedure.
Step 19. Rebook your guest for their next treatment.

Youth Renewal Cool Peel

ENVIRON SKIN CARE

This anti-aging peel renews skin to treat wrinkles and skin texture.

Step 1. Massage Pre-Cleansing Oil into skin.
Step 2. Massage Micro-Exfoliator over pre-cleanser for 1 min. and remove with a compress.
Step 3. Apply Eye Make-Up Remover onto cotton wool and remove eye make-up.
Step 4. Cleanse with Cleansing Gel and remove with a compress.
Step 5. Apply toner Forte onto cotton wool and tone.
Step 6. Protect the lip with Neutraliser if cold sores are a regular occurance.
Step 7. Apply an even layer of 5% Lactic Acid Cream, allowing it to remain on the skin for 5-10 min. for a milder peel, and 10-20 min. for a more advanced peeling effect.
Step 8. Apply a layer of Neutralizer over the cream peel and leave on for 5 min., then gently massage and remove with a cool compress. Follow with lathering Neutralizer in the hands and washing the skin before removing thoroughly with a cool compress.
Step 9. Apply Treatment Gel and massage gently until absorbed.
Step 10. Apply the Alginate Masque to do field iontophoresis for 20 min.
Step 11. Apply Massage Oil to arms, hands and feet, and do a relaxing massage during field and iontophoresis.
Step 12. Remove Alginate Masque and massage any remaining product into the skin.
Step 13. Conclude with Environ Skin Care Vitamin A Essential Moisturiser and protect with sunscreen.
Step 14. Discuss the at home and professional treatment plan.



CLICK ABOVE TO PLAY



Elevate Skin Elasticity: 20-Minute Firming Facial

CONTROL CORRECTIVE SKINCARE SYSTEMS

The treatment is designed to rejuvenate and tighten the skin, providing a firmer and more youthful appearance.

Step 1. Begin with an essential oil hot towel wrap. Leave on for 30-45 seconds and remove. Apply Gentle Facial Wash and gently cleanse the face. Rinse with warm water or use warm soft towels.

Step 2. Saturate a cotton round with the Balancing Tonic and apply it to the face and neck to hydrate and restore the pH. Follow with the Firming Tri-Peptide Serum to nourish the skin.

Step 3. Apply the Skin Nourishing Balm and gently massage it onto the face, neck and shoulders. Leave on and follow with Step 4.

Step 4. Mix Vitamin C Brightening Mask & Activator to create a thin paste, applying in an outward and upward motion, but not on the eyelids. While the mask is on, perform a shoulder, neck and scalp massage.

Step 5. Let the mask tighten on clients skin for 10 min. then remove with warm towels or washcloths.

Step 6. Apply a pea-sized amount of the C Defense Serum or Advanced Retinol Plus to your fingers and gently apply the face and neck, let dry. Follow with the Anti-Wrinkle Face & Neck Cream and SPF of choice.

Intense Line Defense Infusion Facial

DR. DENNIS GROSS SKINCARE

The device driven facial targets aging of the eyes and lips.

Step 1. Using dry hands, massage Hyaluronic Marine Meltaway Cleanser onto dry face, neck and décolleté until all makeup, SPF and grime is dissolved. Wipe away using dry or slightly damp 4x4 or towel.

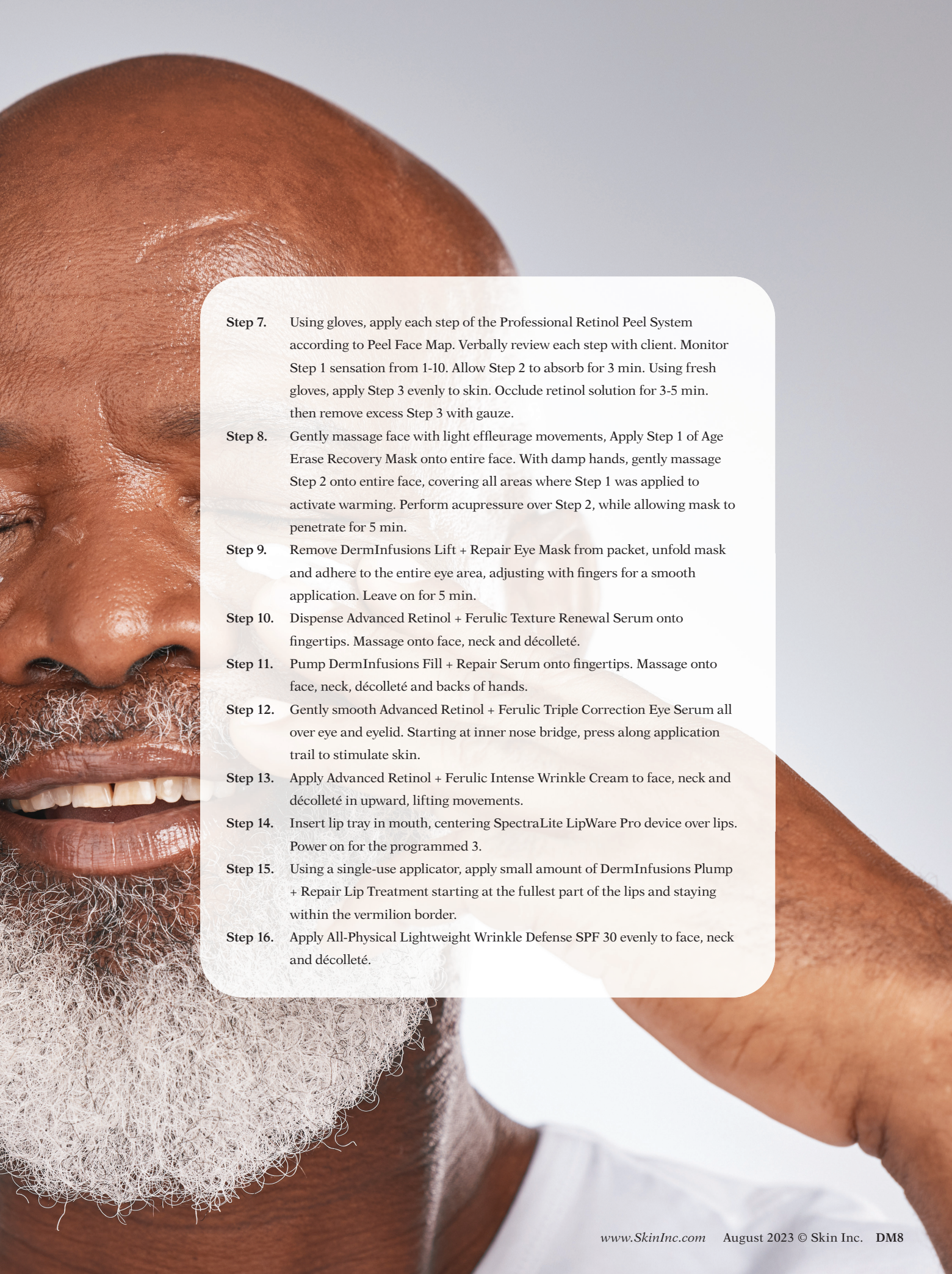
Step 2. Note areas of broken skin or dermatitis; this includes rashes, open wounds, cold sores, eczema, active cystic acne or psoriasis. If present, the peel cannot be performed.

Step 3. Mix Alpha Beta AHA/BHA Daily Cleansing Gel into damp hands. Massage onto face, neck and décolleté. Remove cleanser with dampened 4x4 gauze, disposable sponge or steamed towel. Steam should be administered during second cleansing step only on asphyxiated skin, oily or acid-experienced skin.

Step 4. Perform extractions gently and only if necessary.

Step 5. Wrap the face in a cool towel until skin returns to temperature and no longer pink.

Step 6. Place SpectraLite EyeCare Pro Max device comfortably over eyes. Power on for the programmed 3 min.



Step 7. Using gloves, apply each step of the Professional Retinol Peel System according to Peel Face Map. Verbally review each step with client. Monitor Step 1 sensation from 1-10. Allow Step 2 to absorb for 3 min. Using fresh gloves, apply Step 3 evenly to skin. Occlude retinol solution for 3-5 min. then remove excess Step 3 with gauze.

Step 8. Gently massage face with light effleurage movements, Apply Step 1 of Age Erase Recovery Mask onto entire face. With damp hands, gently massage Step 2 onto entire face, covering all areas where Step 1 was applied to activate warming. Perform acupressure over Step 2, while allowing mask to penetrate for 5 min.

Step 9. Remove DermInfusions Lift + Repair Eye Mask from packet, unfold mask and adhere to the entire eye area, adjusting with fingers for a smooth application. Leave on for 5 min.

Step 10. Dispense Advanced Retinol + Ferulic Texture Renewal Serum onto fingertips. Massage onto face, neck and décolleté.

Step 11. Pump DermInfusions Fill + Repair Serum onto fingertips. Massage onto face, neck, décolleté and backs of hands.

Step 12. Gently smooth Advanced Retinol + Ferulic Triple Correction Eye Serum all over eye and eyelid. Starting at inner nose bridge, press along application trail to stimulate skin.

Step 13. Apply Advanced Retinol + Ferulic Intense Wrinkle Cream to face, neck and décolleté in upward, lifting movements.

Step 14. Insert lip tray in mouth, centering SpectraLite LipWare Pro device over lips. Power on for the programmed 3.

Step 15. Using a single-use applicator, apply small amount of DermInfusions Plump + Repair Lip Treatment starting at the fullest part of the lips and staying within the vermilion border.

Step 16. Apply All-Physical Lightweight Wrinkle Defense SPF 30 evenly to face, neck and décolleté.



TIP 3: INVEST IN LASH LIFT & TINTING SERVICES

If you are looking of ways to enhance your clients' beauty and take your business to new heights, add lash lift services to your lash tints. Lash lift and tint services are quick, easy and give a fantastic returns on your investment. A great alternative to lash extensions with less maintenance for your clients. Open up your world of lash services with a quick and easy keratin-based lifting solution that takes about 45 minutes to complete and leaves clients feeling on top of the world!

—Chrissie Paraschos, Lead Educator, RefectoCil North America

TIP 4: USE SARAN WRAP FOR IRRITATED EYES

The saran wrap trick is one of my tried and true old school methods! Do you have clients who talk and flutter or clients whose eyes stay open just slightly and suffer from redness and irritation after their service? Fear not! Saran Wrap is food safe and is able to be placed on to the eye like a contact lens. Cut a small strip and place it over the curved portion of your gel pad so that the Saran Wrap makes a straight line across. Place the pad as normal and the Saran Wrap will cover over the eye just slightly. As the client closes, this will create a seal against any fumes entering the eye and normally clients don't feel it at all!

—Leah Lynch, Owner, Beautique Salon, Spa & Lash Lounge



TIP 5: CONSISTENCY IS KEY

With skin care, consistency is key when it comes to seeing results! Lash care products are no different. When applying lash serums, it's important to use as instructed to see and maintain the beautiful results that are promised!

—Alicia Grande, CEO & Founder, Grande Cosmetics

TIP 6: RETAIL LASH SERUMS WITH ACTIVE INGREDIENTS

Consider recommending an eyelash serum. There are a number of eyelash enhancing serums available on the market. I have moved away from recommending prescription strength, prostaglandin containing eye lash serums, primarily because of the risk of prostaglandin-associated periobiopathy. I prefer products with active ingredients like polypeptides, biotin, Panthenol (a vitamin B5 derivative), amino acids, soybean oil and pumpkin seed extract. These ingredients combined result in the appearance of longer, healthier-looking lashes.

—Lian A. Mack, MD FAAD, Gramercy Laser and Medical Dermatology

Top 3 Market Challenges

If you are like most of your leadership counterparts, you are wearing many hats and focused on overcoming staffing challenges. This leaves very little time to think about marketing, and even less time to devise and deploy key marketing strategies needed to maintain and grow your business. Take a deep breath, exhale and rest assured that help is on the way! Keep reading, as I tackle the top three challenges shared by many of your colleagues, some insights to help get you started, and some quick solutions you can implement despite limited bandwidth.

Challenge #1: How Do I Market to Younger Demographics?

With younger demographics increasing their buying power, this is important to tackle.

Quick Solution: You need to first understand who they are, how to speak their language, and what social channels they are spending time on. Speaking their language means knowing how to engage them by speaking about the things that matter most to them.

So, first let's discuss the difference between Gen Alpha and Gen Z.

Gen Alpha

Gen Alpha, born between 2010 to present, is the first generation born completely within the 21st century. They quickly adapt to technology and non-stop advances and will mark a new digital age as AI becomes the norm. Gen Alphas may be young, but they are positioned to be the smartest and most educated generation to date. They influence the buying behavior of parents, older siblings and their peers, even more so as they enter their early teen years. Plus, they take the time to do their own research and have their own buying power whether fueled by allowances, gifts or jobs.

However, because they are so digitally inclined, they lack face-to-face interaction skills, so you will need to communicate



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eting

By Maritza Rodriguez,
Pevonia International



with them differently than what you are used to with older generations. You will need to use a lot of video and visual content to get their attention, engage them and most importantly, retain them as they grow older. It's important to make things exciting for them by offering fun, hands-on experiences like guided mini facials, forest bathing, guided fitness and meditation, relaxation techniques and more. By helping them step out of their "virtual" comfort zone, you are introducing them to the connectivity and de-stressing benefits offered by the spa environment, while helping them understand this is not just a place for their parents and grandparents. The spa is a safe space where they can feel welcomed, relaxed, secure and have fun. Expected to number more than two billion by 2025, they can serve as great ambassadors for your spa if they feel connected.

To market to Gen Alpha you want to use YouTube, YouTube Shorts, Instagram, Instagram Live and TikTok. I recommend starting with YouTube or Instagram and creating a content calendar with topics that matter to them. Connectivity and authenticity are extremely important to them. They are focused on their family and their future. They are climate advocates, and they are passionate about inclusivity and sustainability. They want to see their parents, government and themselves make changes to help shape a better world.

Your marketing content should be a mix not only of the services available to them, but also what your business stands for, the steps you take towards sustainability, what you do to help the community, and the organizations that you align with to make a positive impact. Make it fun, search for holidays and tie your content to them. For example, for laundry day, you can connect helping with chores like laundry to washing their skin properly to avoid breakouts!

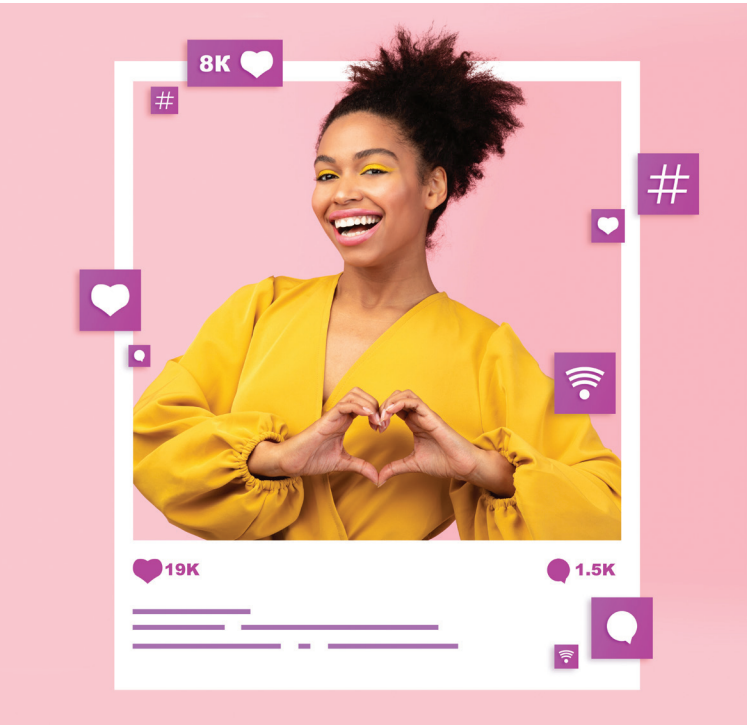
Gen Z

Now Gen Z, born between 1995 and 2009, was the first generation of true digital natives. They are very direct and value authenticity and relevance. They are likely to question everything because unlike previous generations, they were not silenced and are used to questioning rules and authority, as well as finding what they need on their own. They are more hardworking than they are often given credit for, but they must believe in what they are doing and feel there are opportunities for growth to give their best. They are money-driven and ambitious, love to travel and game, but they are also nostalgic and feel very comfortable setting boundaries. Gen Z values the planet over profit, diversity, community and flexibility. They care about the environment, are ethical shoppers and want to support brands that make a difference. They are considered impulsive and quick to seek instant gratification. They are more concerned with facts than with what would or could be, so speaking in future tense does not resonate well with them. They are not afraid to take risks and want quick results. They are activists and engage global interests, rather than focusing solely on their immediate community.

To market to Gen Z, you want to use TikTok, Instagram Reels and YouTube. According to a survey by Snapchat, 73% of Gen Z uses social media for visual or image-based content. They prefer short, engaging videos that can hold their attention and provide entertainment value. Roughly 54% of Gen Z say they spend at least four hours daily on social media, and almost two in five of them (38%) say they spend more time than that. Interactive content like polls, surveys and questions work well with them, and they want to know that you value their opinion. Since 70% of Gen Z say product videos and photos are super helpful when making buying decisions, having a strong user-generated content (UGC) is a must. This means that you must go beyond written reviews. Candid videos of fellow Gen Zers speaking about what they loved about their spa visit and the improvements they have obtained will resonate well. Also, authentic videos of what your spa stands for, presence at community events, and team members serving the community and organizations can be engaging content. Mixing in ingredient factoids and other entertaining or interesting facts will help you strengthen your followers as they share your channels with friends and family.

Challenge #2: What If I Don't Have a Dedicated Marketing Resource?

Without a dedicated resource, especially when it comes to social media, there is no consistent voice or posting frequency, which is detrimental to your business.



Quick Solution: Create a simple marketing plan with a marketing mix that is realistic and manageable based on where you are currently at. Walk before you run and if you are not experienced, then start with social media and e-Marketing first. Marketing savvy vendors should be able to assist you in getting started or strengthen your current initiatives.

a. Email marketing is your lowest cost option, and it is something that can be done with a minimal investment of time. Tap your vendors for tools and content that is easy to share. You can also ask customers for reviews and quotes that you can use to help tell your story from their viewpoint. Use simple questions like: why do you enjoy coming to the spa, what service do you most enjoy and why, have you noticed a difference in your skin/hair/nails since coming here, would you recommend us to family and friends? With their permission, you can simply share their words via email, and I recommend rewarding them for participating. This can be as simple as a free sampler kit, a trial size product, or money off their next service. Vendors should assist you with graphics and content to help empower your e-marketing initiatives.

b. SMS marketing is another budget friendly way to reach your customers and prospects. By setting up a texting program, you can grow your customer base and increase revenue. Use texts wisely and make sure there is always an opt-out option in every text. You can announce special events, promotions, special holiday sales, early bird specials or offers for slower time slots, and even your spa treatment of the month. You can also use it to send select customers VIP invitations where you offer teaser services and incentives to book full services and purchase self-care products at a savings. Vendors should be offering you special deals that help you extend the savings to your customers. Marketing savvy vendors will help you create great text messaging content tied to your promotional calendar to make it even easier for you. When you are ready, you can also set up SMS for customer service support related questions. Some options I find easy to use are Mailchimp and Klaviyo, but there are many options.

c. Websites matter, and if your site looks dated and does not rank well on search engines (SEO), then you are missing great marketing opportunities. If you want to know how your site scores and what areas need the most attention, use Google Lighthouse. It's a free assessment tool that will give you valuable insights and a place to start. For help in fixing, updating or maintaining your site, you can enlist the help of a savvy Gen Zer that

enjoys doing this as a hobby or side hustle. You can also reach out to local high schools or colleges who offer work study or intern programs or seek help from freelancers on LinkedIn, Fiverr, Upwork, etc.

d. Blogs or vlogs are also great options, but these strategies require someone talented at writing or someone who enjoys creating fun, engaging video content. Another option is to enlist a group of contributors that will commit to submitting content on a weekly or monthly basis. You would be surprised how much talent you can find amongst family, friends and clients, so don't be afraid to ask. If you really want to get started quickly, ask your vendors for recommendations and for shareable content. You would be able to easily edit any of their content to suit your needs, and voila, you have a blog and a solid resource for ongoing content! I highly recommend you do not start a blog without developing at least three months of topics and content in advance.

Challenge #3: How Do I Cross-market Spa Services Within Other Departments?

Quick Solutions: Use digital frames and tv/computer screens for visual and video content. Again, vendors should have content that they can offer on continuous loops to help support this marketing touchpoint. There are many ways you can cross-market your content.

a. Set up retail spaces with shelf talkers with key product benefits and QR codes that when scanned play product or promotional videos. This helps plant seeds of interest in products or services they may not have previously considered and can result in unexpected bookings and retail purchases.

b. Offer every non-spa customers an opportunity to experience a spa service at a special rate for a limited time. This can be as simple as a small card or postcard that features multiple offers that can be redeemed within a limited time **(See Spa & Save Certificate Ideas)**.

Spa & Save Certificate Ideas

1. A percentage or money off a full service
2. Spa Discovery Services (mini 15-20 minute services)
3. Spa More, Save More: Pick 2 services save 10%, Pick 3 save 15%, Pick 4 save 20% or something similar with you choosing the percentage amount



Vlogs are a great way to make visual and engaging content.

c. Create a visually appealing hot spt display table, and position it in your highest traffic areas. Use it to showcase the spa treatment of the week or month and include a visual with a special offer to experience the service. You can pre-shoot or use a talented team member to set up and shoot a series of alluring display ideas. Next, designate a team member to follow the photo and set them up, so that all you must do is give final approval. The showcase display should always connect a service to a retail offer. Marketing savvy vendors should be able to assist you with recommendations and ideas based on your services and retail mix to help you turn your investments into profit in a timely manner.

d. Create a few fun, reward-driven events to incentivize your spa customers to visit more often and invest more in their self-care. Keep the food and refreshments simple and don't overspend. Consider partnering with a local food truck or caterer and allow them an opportunity to promote their business so that it becomes a win/win. The goal is to bring in revenue and not for the spa to become a restaurant.



Maritza Rodriguez is the Global Vice President of Marketing & Communications for Pevonia International, LLC and its related brands. Maritza leads the internal and external team members, is part of the company's executive team, R&D team, leads ecommerce channels and serves as an instrumental part of the companies Direct Connect Team. Additionally, she oversees elite hospitality chain accounts and performs strategic distributor and spa business assessment and planning.



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Microcurrent MADNESS

By Malinda McHenry, Esthetic Professor

It seems like everyone has a new gadget or device these days. Plug it in, charge it up, add batteries and you too can probe, glide, pinch and zing your face back into place through the magic of microcurrent. Electrotherapies for the use of beautification have been in practice since the electric plug was invented to power on devices.

Microcurrent is a proven science that uses a low level of electricity that often mimics our bodies natural bioelectrical currents. We understand from the 1982 Cheng study, that the ADP to ATP conversion or our cellular currency increases when microcurrent of 500 microamperes (uA) or less is applied regularly to the skin's tissue. Bert Sakmann, MD, and Erwin Nehr, MD, were awarded a Nobel prize for their work on the response of applied microcurrent on the physiology of human membranes, tissue and muscles. More recent studies have proven that applying microamperes above 500uA is just as beneficial due to the advances in applied waveforms.

The U.S. Food and Drug Administration (FDA) has cleared most microcurrent devices for the use of treating skin, tissues, injuries, muscles, nerves, certain degenerative diseases and relief of pain, both for professionals and consumers. So, the question isn't whether to incorporate microcurrent in your practice, but what should you be considering when investing in a microcurrent system.

I see many estheticians buying, using and reselling microcurrent home devices in their spa. Many are available online and sold direct to anyone. I am not against retailing devices to your clients; I am for it. Electrotherapies have evolved so much in the last 40 years that we can easily separate consumer devices from professional devices.

Dynamic Vs. Static Microcurrent

There are proven scientific and even psychological reasons why you want to invest in a professional, dynamic microcurrent system for your practice. The first reason is the consumer's perception of value. When a client comes to you for services, they observe your willingness to invest in your own business. If they see you using products and tools that they can easily purchase from a local retailer or online, they will question your level of knowledge and professionalism.

All home care devices are created to deliver low levels of static microcurrent for obvious safety reasons. Your clients will not see long-term transformation, but will experience visual cosmetic improvements. If they are going to a party, they look better for the night. Home care devices, whether they are charged by a power cord or use batteries, all use static microcurrent. Static currents are fixed simple waveforms, and when used on the skin will plump fine lines, temporarily tighten and penetrate topical ingredients. In other words, they are programmed to work the same way on everyone! Well, no two faces are the same, nor do they age the same.

The best professional systems use true dynamic microcurrent that is not fixed. Dynamic microcurrent technology will adjust the microcurrent to the skin's natural impedance to deliver optimal benefits and target the specific ways we age. Dynamic microcurrent systems offer more channels, more ports for different tools and multiple waveforms to address individual needs.

Systems without dynamic microcurrent capabilities or that boast only delivering a maximum of 500uA will only work on the same level as home care devices but at a higher price tag. Do your research and invest

in professional systems that are using up-to-date technology, especially if you want to grow repeat dynamic microcurrent business.

Let's observe how we age and why investing in professional dynamic microcurrent systems will deliver long-term sustainable results to your clients over static microcurrent home care devices.

Expression Lines

We look at facial expression lines and think it is only related to motions of the face. We assume they are made from smiling, frowning, scowling, squinting, dehydration and lifestyle choices like smoking or sucking on straws. Actually, it is related to the fascia webbing that holds our skin, fat and muscles to our skeletal structure. Fascia is the soft collagen threads that interweaves and interpenetrates the body to give us our youthful, lifted appearance. Through dehydration and tension, fascia becomes hardened and binds down and with every movement our face and muscles make, causing lines to form. It's also responsible for those rings of life or lines around our necks and down the chest. You can almost gauge a person's age by counting those rings as they form over time.

Dynamic microcurrent will soften and relax bound fascia while stimulating it to tighten and lift the skin back into place. It is also beneficial for treating the fascia that contributes to the appearance of cellulite, lax skin and crepe like skin texture as we age.



Fat Displacement

Another way we age is fat displacement. The face has subcutaneous fat pads in many different zones. The first place we notice fat displacement is when we start to see hooding above the eyes, then puffiness under the eyes, and eventually the fat pads on the forehead and sides of the face begin to migrate forward. We start to notice folds near our mouth, then our cheek pads begin to drop down and jowls begin to form along the jaw line. Many clients who get regular peels and esthetic services will barely develop a fine line but will show signs of fat displacement. Dynamic microcurrent helps to lift, sculpt and set the fat pads back in place depending on the tools chosen and their applied technique.

Increasing Circulation and Lymph

Of course, there is the typical way many will age by getting to much sun, bad diet, medications and poor skin care habits. This way of aging will manifest in the appearance of fine lines, wrinkles, hyper or hypopigmentation and even glycation. Skin types and disorders also contribute to an unhealthy appearance of the skin with clogged pores, acne, rosacea and scarring. Dynamic microcurrent increases circulation to soften blackheads, reduce inflammation, stregthen the capillaries, stabilize melanocyte function and stimulate fibroblast activity for denser collagen and elastin in the dermis.

Lymphatic drainage is an important and sometimes overlooked service in esthetics. Getting proper circulation and nourishment from our lymph fluids is vital to skin health as well as halting fluid retention around the eyes and other areas of the body. If you're a practicing oncology esthetician, dynamic microcurrent is extremely beneficial for post cancer patients suffering from lymphoedema.

Freqeuncy and Treatments

The fact that ATP can be increased and stored by the application of regular dynamic microcurrent treatments is what will give a client long term sustainable results. It is a skin gym, and depending on



where your client is in their aging will determine the number of treatments needed to jump start them on their way.

I often start my clients on a series of 10 treatments. Sometimes I start them just once a week, but I often will do it twice a week for the first 10 treatments. I document at the first, fifth and last treatment to see the progress we have made. From there, we may need to incorporate another series, but will start to back off based on how often they come, giving them the choice to say how long they can go between maintenance treatments.

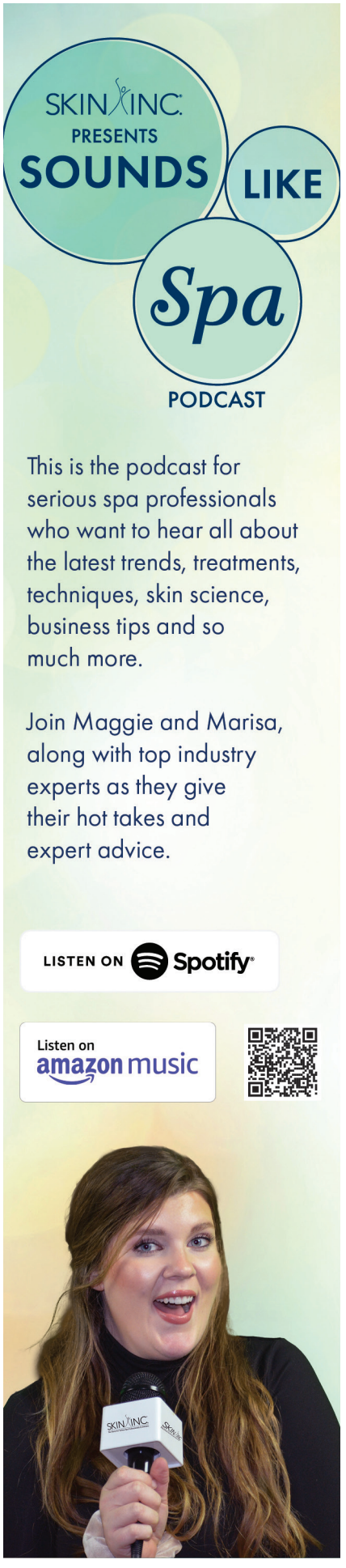
The best professional dynamic microcurrent systems have the tools, education and technology to support all your services. I professionally incorporate dynamic microcurrent before, during or after every peel, facial, dermaplane treatment and microneedling service. I can apply it to my modelage masks, gel masks and light services. I have even used it post wax to reduce inflammation to prohibit the possibility of ingrown hairs or post inflammatory hyperpigmentation.

Home Care Microcurrent

Hang on, what about all those fun home devices? How should we incorporate those for our clients? Home care microcurrent devices have their value as we listed earlier. If you want to increase your bottom line, retail home devices. I personally use the pico toner home care system when I travel and in between my own scheduled treatments and can honestly say it's very beneficial. You must educate your client that they will not work in the same way your professional system does but will support and aid results from the services you offer. They can be extremely profitable when combined with professional dynamic microcurrent services, and who doesn't want that? I can say that in the last several years after incorporating dynamic microcurrent services for my clients, my business has grown, and my clients love their results. Some have even gotten a little mad when they can't get in when they want for their facelift facials!



Malinda McHenry is a licensed cosmetologist, esthetician, instructor, former school owner, published author, speaker and business owner with over 32 years of experience. Known as "The Esthetic Professor," she currently owns Bronzed N Beautiful Day Spa and The Academy of Advanced Aesthetic Arts, a post graduate hands on training center with online advanced education in Overland Park, Kansas. *www.estheticprofessor.com*





Hexapeptide

By Rachel Grabenhofer and Maggie Walker

Don't let the term hexapeptide intimidate you. Technically, a hexapeptide is a just peptide containing six, or hexa (Latin), amino acid groups.[1] Other examples are pentapeptides (five), tetrapeptides (four) and tripeptides (three). The small size of hexapeptides has been touted by many sources to enable the penetration of the molecules into skin; the reported depth to which they penetrate varies among the sources.

Unraveling hexapeptides, these are composed of individual peptides having short chains (usually two to 50) of amino acids.[2] As previously reported,[3] peptides are native to practically all life forms and serve important biological functions, especially metabolism. They are also artificially synthesized in a multitude of configurations. Types of peptides include: plant, bacterial/antibiotic, fungal, invertebrate, amphibian and skin, venom, vaccine, immune/inflammatory, endocrine, opiate and blood-brain, among others.[3]

Delving deeper (stick with us, here), there are 20 naturally occurring amino acids that can be rearranged to create a vast array of peptides.[4,5] Amino acids can be dissected further, but suffice it to say, they are the building blocks of all proteins, including keratins, collagen and elastin – the most abundant fibrous proteins in skin.[6] It's no wonder why peptides have found utility in skin care.

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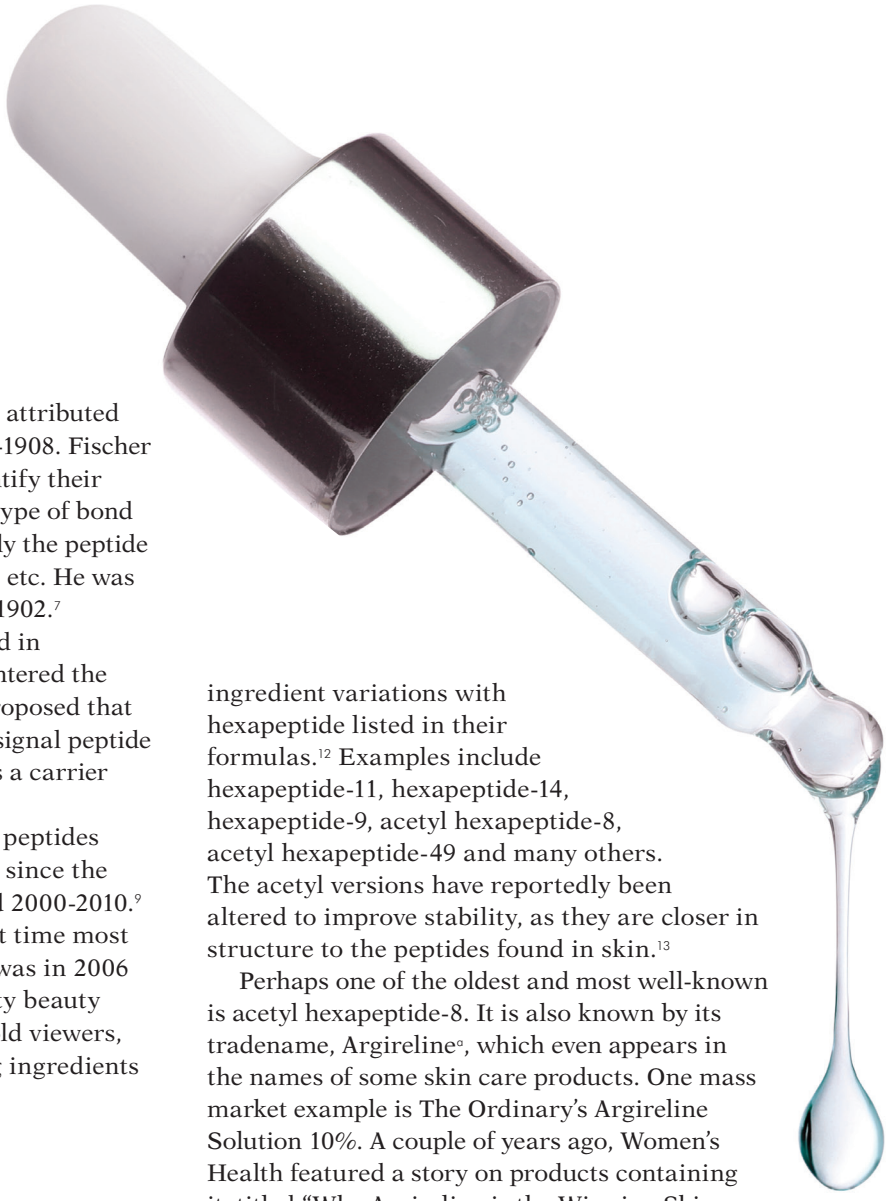

History in Skin Care

The identification of peptides in general is attributed to the work of Emil Fischer between 1899-1908. Fischer worked with proteins to separate and identify their individual amino acids. He established a type of bond to connect them together in chains, namely the peptide bond, which led to dipeptides, tripeptides, etc. He was awarded the Nobel Prize in Chemistry in 1902.[7]

Specific to skin care, a review published in Frontiers in Chemistry reports peptides entered the cosmeceutical field in 1973 when it was proposed that the synthetic peptide GHK could act as a signal peptide to enhance collagen production and act as a carrier peptide when combined with copper.[8]

A study in Pharmaceuticals notes that peptides have been used in the cosmetics industry since the late 1980s, but grew in popularity around 2000-2010.[9] One product manufacturer states the first time most beauty consumers heard about peptides was in 2006 in an Olay brand TV ad featuring celebrity beauty editor, Nadine Baggott. She reportedly told viewers, "Right now, I think the hottest anti-aging ingredients around are pentapeptides."[10]

Types and Activities

Peptides used in cosmetics can generally be classified as enzyme inhibitors, carriers, neurotransmitter inhibitors and signal peptides.[8] Neurotransmitter inhibitors can mimic amino acid sequences to affect neuron responses. According to one source, these peptides were developed to mimic botulinum neurotoxins to block muscle contractions for anti-wrinkle effects.[11]

Signal peptides stimulate cell activity and growth, including increasing collagen production or decreasing its breakdown, therefore improving the skin barrier and also the appearance of the fine and coarse wrinkles.[11] Neurotransmitter-inhibiting and signal peptides can also assist with symptoms associated with sensitive skin and the synthesis of pro-inflammatory molecules.[9] Carrier peptides help to stabilize and deliver trace elements such as copper for wound healing and enzymatic processes.[11]

Cosmetic Ingredients and Benefits

A quick search for hexapeptide in the official cosmetic ingredient dictionary (wINCI) retrieves 350+ ingredient variations with hexapeptide listed in their formulas.[12] Examples include hexapeptide-11, hexapeptide-14, hexapeptide-9, acetyl hexapeptide-8, acetyl hexapeptide-49 and many others. The acetyl versions have reportedly been altered to improve stability, as they are closer in structure to the peptides found in skin.[13]

Perhaps one of the oldest and most well-known is acetyl hexapeptide-8. It is also known by its tradename, Argireline[a], which even appears in the names of some skin care products. One mass market example is The Ordinary's Argireline Solution 10%. A couple of years ago, Women's Health featured a story on products containing it, titled "Why Argireline is the Winning Skincare Ingredients for Helping You Fight Wrinkles."[14]

According to Argireline's supplier, the ingredient is a hexapeptide designed to mimic botulinum toxin. It minimizes the neurotransmitters released to synapses, in turn, reducing muscle contraction and creating an anti-wrinkle effect. After more than 10 years of research, the peptide was officially launched in 2001, and was a breakthrough innovation as the first peptide with a specific effect on expression wrinkles.[15]

In 2012, the same company launched an ingredient based on acetyl hexapeptide-49[b] that diminishes pro-inflammatory mediators to reduce inflammation and its associated discomfort. The ingredient also was said to help restore barrier function and provide a photo-protective effect to prevent future inflammation.[16]

In 2017, a different supplier launched two active ingredients based on peptides. One focuses on protecting and nourishing hair roots[c]. It includes three peptides, one of which is Nicotiana benthamiana hexapeptide-40 sh-polypeptide-9. That's all one name, so we'll stop there (see footnote for full disclosure), but

you can see the complexity of these ingredients.

The second ingredient was based acetyl tetrapeptide-2, and according to the company, was inspired by the cosmetic benefits of green tea, such as antioxidant, brightening and anti-aging. This ingredient is said to act as an antioxidant amplifier, offering pollution protection indoors and outdoors, and repairing skin by visibly improving dark spots, signs of aging and inflammation.[17]

This year (2023), the manufacturer Boots commercially launched its No.7 Future Renew anti-aging range featuring an artificial intelligence (AI)-developed "super peptide" blend. The company worked alongside the University of Manchester using AI to identify which peptides are most common in skin, and could be synthesized and feasibly penetrate the epidermis to deeper skin layers where repair occurs. While the specific peptides were not disclosed, they are reported to harness the skin's natural repair process for the renewal of more than 50 key proteins in skin cells.[18]

[a] *Argireline (INCI: Acetyl Hexapeptide-8) and*
[b] *Delisens (INCI: Butylene Glycol (and) Water (Aqua) (and) Citric Acid (and) Acetyl Hexapeptide-49) are products of Lipotec/Lubrizol Corp.*
[c] *Anargy (INCI: Water (Aqua) (and) Butylene Glycol (and) Oligopeptide-2 (and) Nicotiana Benthamiana Hexapeptide-40 sh-Polypeptide-9 (and) Nicotiana Benthamiana Hexapeptide-40 sh-Polypeptide-86); and*
[d] *Neøclair Pro (INCI: Water (Aqua) (and) Glycerin (and) Caprylyl Glycol (and) Acetyl Tetrapeptide-2) are products of LipoTrue.*



In the Spa

There are a variety of ways to use hexapeptide in the spa, and it's able to make itself known in a multitude of skin care products. In particular, hexapeptide is incredibly useful around the eye area, which is why many spas use it for their eye treatments or eye add-on services. Bellezza Spa in Fairfax, VA uses hexapeptide in their Eye Lift Treatment (30 min., $50), specifically to help reduce wrinkle depth around the delicate eye area.

Skin 360 Spa & Beauty in Sussex, WI likes to use a Jelly Mask that is infused with hexapeptide after their microdermabrasion treatments (60 min., $90) and their dermaplaning treatments (60 min., $90). Using these masks post exfoliation treatment is a great way to infuse the lifting and firming benefits of hexapeptide into the skin. This spa also offers these masks in their retail area for clients to buy and use at home between treatments. Feel Well Spa in Wantagh, NY likes to use this wonderful ingredient in their Four Layer Deep Pore Facial (90 min., $155) to help treat hyperpigmentation, while leaving the skin glowing and radiant post treatment.

As easy as it is to find this magical ingredient in spa treatments, it's just as easily found in numerous spa products that you can stack your shelves with. BiON likes to use acetyl hexapeptide-8 in their Line Reducing Complex to help provide a visible reduction in fine to moderate lines. This peptide is the star ingredient in this product,



One of the best known versions of hexapeptide is acetyl hexapeptide-8.

thanks to its ability to relax contractions within the muscle and, therefore, reduce wrinkle depth.

DermaConcepts is a big fan of this ingredient as well, having it star in two of their Environ products, the Malachite-NP Complex Seriénce Night Serum and the Peptide Enriched Frown Serum. Both of these products also use acetyle hexapeptide-8 to help smooth the appearance of both expression and vertical lines, as well as prevent the appearance of fine lines and wrinkles. The Seriénce Night Serum also specifically helps to improve luminosity and radiance in the skin.

If the anti-aging benefits of this ingredient have not been clear yet, it will definitely become clear in how it is used in these next two products. Dr. Dennis Gross features acetyle hexapeptide-8 in their recently launched DermInfusion Fill + Repair Serum. This serum acts as a 3D alternative to filler injections, and the hexapeptide is paired with hyaluronic acid, niacinamide and ectoin to help hydrate, prevent water loss and calm irritation, on top of hexapeptide specifically stimulating the production of essential proteins to keep skin firmer, plumper and healthy-looking. Luvanti also utilizes hexapeptide in their Hexafirm Peptide Flash Serum, which instantly tightens and smooths the skin, decreases line depth and addresses fine lines. The acetyl hexapeptide-30 in this formulation is used to specifically target expression wrinkles that are caused by muscular contraction.

It's safe to say, if you're looking into products or treatments that help to lift and firm the skin, finding ones with hexapeptide is a great place to start.

Conclusion

So there you have it, a brief lesson in hexapeptide chemistry and its relevance to skin. It may not be the hottest topic at cocktail parties, but it's definitely blazed a trail in skin care.

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

Fizz Facial Bar

Nashville, TN

Traditional spa spaces have put relaxation at the forefront, but what if a spa instead provided a social experience for guests? Fizz Facial Bar is doing just that with their "spa meets social hour" concept. *Skin Inc.* sat down with licensed esthetician and founder of Fizz Facial Bar, Crystal Booth, to discuss how to liven up your spa space with personality and functionality.

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

The Fizz Facial Bar aesthetic is "spa meets social hour," creating accessible experiences in a welcoming atmosphere with a bubbly burst of personality.

2. What inspired your design components and process?

I began with selecting an accent color, the requirements were that it be found in nature but also have pizazz. Lavender is a staple in the spa world, which took me into the purple realm, and I kicked it up a notch for the signature Fizz purple, which we call "Electric Lavender." Once I had my fun and fabulous accent color, the goal was to keep the rest of the space more neutral focusing on a clean and crisp aesthetic, while blending elements of industrial and glam.

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

Remember who you are designing the space for. The client experience should be considered from beginning to end while also focusing on superior ergonomics for practitioners.

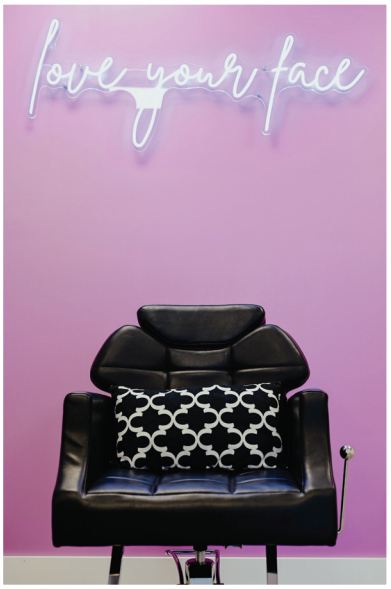
4. Does your spa have any unique features or design aspects?

Everything about our studio is unique in the fact that it's not a traditional spa. The salon-style setup allows for a welcoming and social space, while bringing a comforting transparency to the experience. We also love our photo-worthy areas which includes selfie-walls and pops of neon.

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

Consider who you are serving, the experience you are creating, and don't forget to add a dash of your own personality.









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Eminence Organic Skin Care	888-747-6342	info@eminenceorganics.com	*eminenceorganics.com*	3
Face Reality Skin Care	510-351-1842	pros@facerealityacneclinic.com	*facerealityacneclinic.com*	16—17
Lira Clinical	877-440-5472	info@liraclinical.com	*liraclinical.com*	7
Rhonda Allison Clinical Enterprises	866-313-7546	information@rhondaallison.com	*rhondaallison.com*	5
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Ask The Esty

With Deedee Crossett

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

Q: If you notice a lot of lash artist on social media, promoting themselves as certified, but they are not licensed, should you call your state board or publicly say something on their social sites?

A: Thanks for the question about certified versus licensed. This has come up for us in admissions on our campus.

Number one, every state is different, and before offering lashes, every lash artist should know the state requirements. Being certified in lashes usually means the lash artist attended a training and may or may not have been tested. It's not usually proof of competency.

Second, (and this is my opinion) I don't think you should "call them out" by calling the state board or by saying something public on their social media account. Instead, promote yourself as a licensed lash artist. Your social media can promote your attention to detail and why it's important to go to a licensed person for your lashes. Promote your work and how you are keeping your clients safe.

Finally, not everyone knows they should be licensed to perform lash services. Unfortunately, many of the lash companies allow unlicensed people in their classes "to get certified" and never mention the idea of getting licensed. There are certified lash techs doing lashes thinking because they took the class they are okay to charge for services. If you see this online and feel like you *have* to say something send them a private message. For example, I was admiring your lashes online! You may not know this, but to do lashes in this state you should be licensed. If you have any questions about the process let me know. We entrepreneurs need to stick together!

There are so many clients wanting lashes and this service can be very profitable. Use your skills to promote your business and create a healthy and clean environment. The more you educate your clients on safe lash services the more they will "talk it up" with their friends.

Happy Lashing!





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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