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SKIN INC. CREATORS OF FACE & BODY
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*Global Cosmetic Industry* magazine
*Beauty Accelerate*
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*World Perfumery Congress*
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# On My Radar



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

## Spooky Season

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

**Hi esty besties!** If you know anything about me, you know that I am a spooky season girlie. Fall is by far my favorite time of year, and it's not just having access to all things pumpkin and cozy sweaters. I have also always been a huge fan of scary movies. So, in honor of it finally being time to celebrate pumpkin spice and everything spooky, I am pairing some of my favorite Halloween movies with skin care products.

### 1 Trick R Treat

This is always a must watch during the Halloween season in my house, and one of the main characters of the movie always carries around a sucker in the shape of a Jack-o-Lantern. Pumpkins are kind of a big theme in this movie (among many other things), but that's why I paired this with a pumpkin product, and what better than the BiON Pumpkin Enzyme Mask? This is a fantastic mask that targets exfoliation, aging and hydration.
*https://bionresearch.com*






### 2 Hocus Pocus

Now, this is a given. The entire movie is all about the Sanderson Sisters sucking the lives from children for youth and beauty. Thankfully, we don't have to take as drastic of measures, especially with products like the NuFace Trinity. This device lifts and contours the skin, while the use of microcurrent helps to improve skin elasticity and collagen production.
*www.mynuface.com*

### 3 HalloweenTown

This is another Halloween classic. I decided when it comes to pairing skin care with this movie, it's all about a brightening product to bring out the skin's luminosity, since a major premise of the movie was how everyone was turning gray and dull. And dull skin is a definite no-no. That's why I think the Circadia Cleansing Gel with Mandelic Acid is a must-have. This cleanser uses mandelic acid and soothing antioxidants to brighten and exfoliate, while targeting pigmentation, acne and aging.
*https://circadia.com*






### 4 Scream

So, the iconic Scream movies have become a franchise that is still raging today, and the unforgettable "ghost face" mask is also a staple in many Halloween stores. Masks can easily be found on the skin care market, but I thought there was one in particular that was perfect for this movie. The Dr. Dennis Gross Skincare DRx SpectraLite FaceWave Pro is an ideal option, since it not only looks awesome, but also provides LED benefits to the skin. I would much rather wear this mask than a ghost face one.
*https://drdennisgross.com*

### 5 A Nightmare on Elm Street




Another classic that has been made and remade in Halloween history. Due to the burns that cover Freddy Kreugers body, I thought a soothing and cooling product would be the go-to move when it came to pairing skin care with this movie. The Image Skincare BIOME+ Soothing Cloud Cream is a great example of a product that has soothing and skin barrier boosting benefits, which I think might be exactly what Freddie needs.
*https://imageskincare.com*

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# NEW PRODUCTS

Highlighting the very latest in skin care products and equipment




## Never Seen Sunscreen

**Swissline by Dermalab**

*www.swissline-cosmetics.com*

Cell Shock White Never Seen Sunscreen SPF 30 multi-tasks by preventing sun damage, protecting the skin from blue light, and improving and preserving the skin's condition.

## Regenerative Night Crème

**Pure Fiji**

*www.us.purefiji.com*

Pure Fiji Regenerative Night Crème is a regenerative, intensely moisturizing night crème that helps retexturize skin and smooth fine lines and wrinkles.







## GrandeVANISH Bi-Phase Makeup Remover

**Grande Cosmeitcs**

*www.grandecosmetics.com*

GrandeVANISH Bi-Phase Makeup Remover is an ultra-gentle bi-phase formula that quickly and gently removes mascara and makeup without tugging, pulling or irritating.




## SPF Eliō Drops 30

**Lira Clinical**

*www.liraclinical.com*

This SPF moisturizer uses zinc oxide and a combination of hydrating ingredients to protect the skin's barrier from UVA/UVB/HEV with SPF 30, BV-OSC and brightening MASQ-tech.




## Myolift Triwave

**7e Wellness**

*www.7ewellness.com*

7e Wellness Myolift Triwave lifts skin and stimulates the movement of lymph to cleanse and nourish, supporting calmer, clearer skin and a more youthful appearance.

## MD Advanced Line

**Osmosis**

*www.osmosisbeauty.com*

Osmosis MD Advanced holistic skin care line will now be sold exclusively through certified licensed professionals to secure its products offerings and distribution methods.




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# HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

## ESTHETICS EDUCATION



**Face Reality Announces 15 Winners of 2023 Ambassador Program**

Face Reality has selected 15 estheticians for its 2023 Ambassador Program, awarding the winners the opportunity to test new products, provide input on Face Reality's acne education program, and benefit from focused support from Face Reality, as they help each ambassador grow their respective businesses. The group was also celebrated in an onboarding event and photoshoot at the brand's headquarters in Danville, California.



**Celebrity Manicurist Julie Kandalec Launches Beauty EntrePROneur**

Celebrity manicurist Julie Kandalec, founder of Julie K Nail Artelier, has announced a new addition to her academy, Julie K Nail Academy: a 6-week online business course called Beauty EntrePROneur that will turn beauty pros into BeautyPROneurs (beauty + entrepreneurs).

## BUSINESS UPDATES

**America's Oldest Family Owned Skin Care Company Restructures & Expands**

F.C. Sturtevant Company, the parent company of Columbia Skincare, has announced a major rebranding initiative that includes the addition of a biotechnology division and a name change. The company is changing its name to FCS, Inc., effective July 1, 2023.




## PEOPLE

**Borboleta Beauty Names Mike Alexander Chief Executive Officer**



Borboleta Beauty has announced the hiring of Mike Alexander as chief executive officer. Alexander joins the company after serving as a senior executive at PMD Beauty for 10 years, where he helped lead the organization's growth. Alexander will also join Borboleta's board of directors.



**Image Skincare Appoints Sennen Pamich as Chief Executive Officer**

Image Skincare has announced that Sennen Pamich, former president of Wella Company Americas, has joined the company as chief executive officer. Pamich has more than 30 years of experience in the consumer packaged and luxury goods industries, and a track record of success developing private-equity-backed and omni-channel businesses.

*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
- Modalities vs. Devices: What to Use in the Treatment Room
- Battling Out Trending Skin Care Ingredients

## The Latest in Video Interviews

Don't Miss...

- Why Your Clients NEED a Nighttime Skin Care Routine
- A Breakdown of Ingredient Knowledge to Empower Estheticians
- **Shown Below:** How Seasons Affect Pigmentation

**Upcoming video interviews with CBON in September**

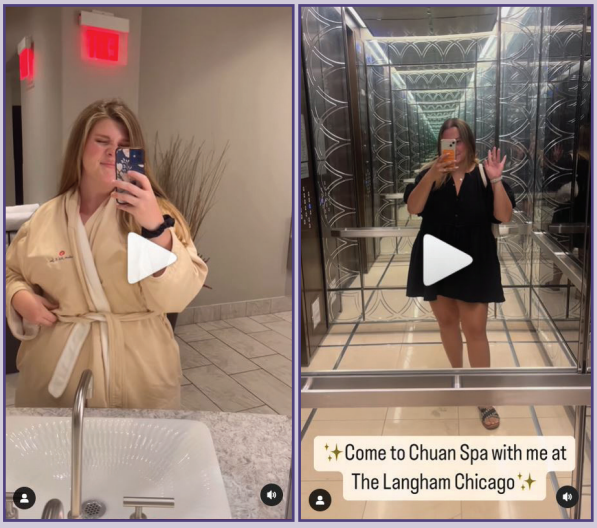



CLICK ABOVE TO PLAY

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

## Editor's Picks

The Skin Inc. team has had a plethora of spa visits lately. Check out the reels we created to showcase our experiences.




## Webcast Watch

- Understanding Medspa Customer Needs
- Comprehensive Guide for Aesthetic Professionals on Light-Based Technologies
- Glowing Skin to Flowing Income: 5 Tips for Transformational Before & After Photos
- Acne Series: Identifying & Treating Acne Imposters
- ***Keep an eye out for:*** Environ, Dakota Biotech and Ward Photonics Webcasts in September!

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

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

SPA SNAPSHOT:

# Lisa Simone Skincare

Chicago, IL

By Maggie Walker

When it comes to Chicago, there are a plethora of spas to experience and visit. It is crucial to figure out your niche to make your spa stand out among the rest and Lisa Simone, founder of Lisa Simone Skincare and DermaConcepts/Environ Ambassador, has definitely made her spa space unique. Upon walking into her new location off of Erie St., I was immediately blown away by what Simone had done with the space she had. Everything felt so open and inviting and amazingly spacious, which can be a battle all of its own with finding space in the city. Her treatment rooms proved no different with how much comfort and room they provided. I truly felt like I was stepping outside of the city and into a luxurious space when entering the spa, and the treatment itself only further executed that concept. Skin Inc. sat down with Simone to learn more about what it's like owning a spa in a big city, how else she works to make her space stand out and how she evaluates emerging trends to figure out what to incorporate into her space.



Lisa Simone, founder Lisa Simone Skincare

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

*Photos courtesy of Lisa Simone Skincare.*



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**Lisa Simone (LS):** I discovered my passion for the beauty industry when my love for hospitality and skin care intersected. I realized that I could combine my passion for providing exceptional customer service with my knowledge of skin care. This realization led me to pursue a career as an esthetician, and I have been practicing for the past 20 years.

***SI*:** What do you think is most important for successfully running a spa?
**LS:** In my experience, the most important aspect of running a spa successfully is creating an environment centered around exceptional customer care. Building a strong rapport with clients, actively listening to their needs, and delivering personalized treatments are crucial. Additionally, maintaining a high standard of cleanliness, investing in quality skin care products and equipment, and fostering a positive and welcoming atmosphere contribute to the overall success of a spa.

***SI*:** What is your greatest achievement?
**LS:** One of my greatest achievements as an esthetician has been witnessing the transformation and positive impact I have had on my clients' lives. Seeing their increased confidence and improved skin health is incredibly rewarding. Additionally, I am proud to have built a loyal clientele over the years who trust me with their skin care needs.

***SI*:** What made you decide to bring Environ into your spa space?
**LS:** I decided to bring Environ into my spa space because of its outstanding reputation for delivering effective skin care solutions. Environ's commitment to using science-backed ingredients, advanced formulations, and cutting-edge technology aligns perfectly with my philosophy as an esthetician. I wanted to offer my clients

ADVERTORIAL

# The Benefits of Sonophoresis and Iontophoresis



One of the most significant objectives of skin care is achieving the effective delivery of treatment products into the skin. According to COLIPA (The European Cosmetic Toiletry and Perfumery Association) less than 6% of skin treatment products pass through the skin's natural moisture barrier.

## Sonophoresis

One non-invasive way of increasing product delivery to the skin is with Sonophoresis. It is a low frequency sound wave at 22 kHZ emitted from a sound-based treatment system, which will generate little pathways in the skin known as a cavitation. These tiny pathways will join and form channels into the stratum corneum to help enhance a more effective delivery of treatment product to the skin.

## Pulsed Iontophoresis

Another non-invasive method of enhancing product delivery to the skin is with pulsed Iontophoresis. This modality uses a small electrical current that can propel high concentrations of charged molecules to the skin. For Iontophoresis to work with skin care products, the ingredients must be ionized with some electrical charge that is either positive or negative. A treatment formulation with a smaller molecular size is preferable and will improve product delivery to the skin.

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The revolutionary Environ® Ionzyme® Electro-Sonic DF Machine, developed by Dr. Des Fernandes, was the first in the world to combine the efficacy of low frequency Sonophoresis and pulsed Iontophoresis in one probe. Harnessing the power of both technologies speeds up and intensifies treatment results for significantly enhanced product delivery.



Electro-Sonic DF Technology is unique in every way. It works in synergy with the benefits of the skin's natural processes to overcome the challenges the skin poses by the barrier to entry of ingredients, in order to get effective results.

The new generation Electro-Sonic Ionzyme® DF III Machine, is reimagined and redesigned with new features and modernized functionality to deliver an enhanced, intuitive user experience and optimized safety for Skincare Professionals and clients.

**To learn more about Environ's Electro-Sonic Ionzyme® DF Technology, contact DermaConcepts, Exclusive Distributor of Environ® Skin Care in the USA, info@dermaconcepts.com or 877.337.6227.**

## A Customized Environ Experience



When it comes to customizing an experience, Lisa Simone knocked it out of the park with this Environ facial that I received. After I got all cozy in the treatment bed, she started with a three step cleanse. This was such a thorough and relaxing cleansing experience that I truly wondered why the cleansing process can sometimes be so rushed during facials. Lisa first used a Pre-Cleansing Oil that she massaged into the skin before adding the Environ Micro Exfoliator Clay Mask that she also massaged into the skin. After removing that, she finished with Environ Foaming Cleansing Gel. All of the massage work that went into this alone immediately set the treatment off to a great, relaxing start.

Lisa then applied the Environ Alpha Hydroxy Toner Forte before going in with a thin layer of Environ's TCA 2.5% Cream Cool Peel. This peel was so incredibly gentle on the skin that I truly did not feel much tingling at all while it went to work. After neutralizing the peel, Lisa made sure to remove every bit of it using a nice warm towel wrap. I am a sucker for towel wraps, so I always love when they are incorporated into treatments.

At this point it was time to move into some very needed extractions. Lisa started with an ultrasonic skin scrubber before moving into manual extractions. Since I did have a little hormonal breakout happening on my chin and jaw, Lisa finished off the extractions using high frequency first to calm the inflammation and then zapped the really bad lesions I had.

Up next in my high-tech tratment, Lisa used sonophoresis to infuse the Environ Fortifying Colostrum Serum into my skin. Sticking with the infusion theme of this treatment, Lisa applied a thin layer of the Environ Vita-Antioxidant Treatment Gel before applying the Peel-Off Alginate Masque to my face.The maque was nice and warm as she added it, adding to the luxurious experience. During the masque, Lisa also performed a hand massage, which truly felt amazing, and the best part was when she was done she wrapped my hands in nice warm mitts.

After peeling off the masque, Lisa moved into the facial massage portion of the treatment. Facial massage is one of my favorite parts of any treatment, so I really just sunk into the bed and enjoyed the experience. Lisa used the Vitamin A, C and E Oil from Environ to perform this facial massage. After the massage was complete, Lisa did some more gentle massaging using cooling globes. This was really nice because my skin was definitely warm from all of the activity and treatment it had been receiving, so this both helped to calm that while also gently waking me back up toward the end of the treatment. Finally, Lisa finished off the treatment with some Environ Essential Moisturiser as well as an SPF, and when I tell you my skin was glowing at the end of this facial. This ended up being the perfect perk that my skin had been begging for.



the best possible skin care treatments, and Environ's range of products and treatments perfectly complemented my goals.

***SI***: What is your most unique treatment that you offer?
**LS**: One of the most unique treatments I offer is the Glow Method Treatment that combines Environ's advanced skin care products modalities to help target client's skin concerns. Its high tech and high touch, customized approach ensures that each client's specific skin care concerns are addressed, resulting in a truly unique and tailored experience. Clients love the results.

***SI***: What is your favorite Environ treatment to receive or give?
**LS**: I thoroughly enjoy providing Environ's Cool Peel treatments. These non-invasive peels are gentle, yet effective in rejuvenating the skin. The process involves applying a low concentration of lactic acid or TCA, which helps to exfoliate and promote cell turnover. The treatment leaves the skin looking refreshed, radiant and revitalized. Witnessing the immediate and long-term benefits that clients experience from this treatment is incredibly fulfilling.

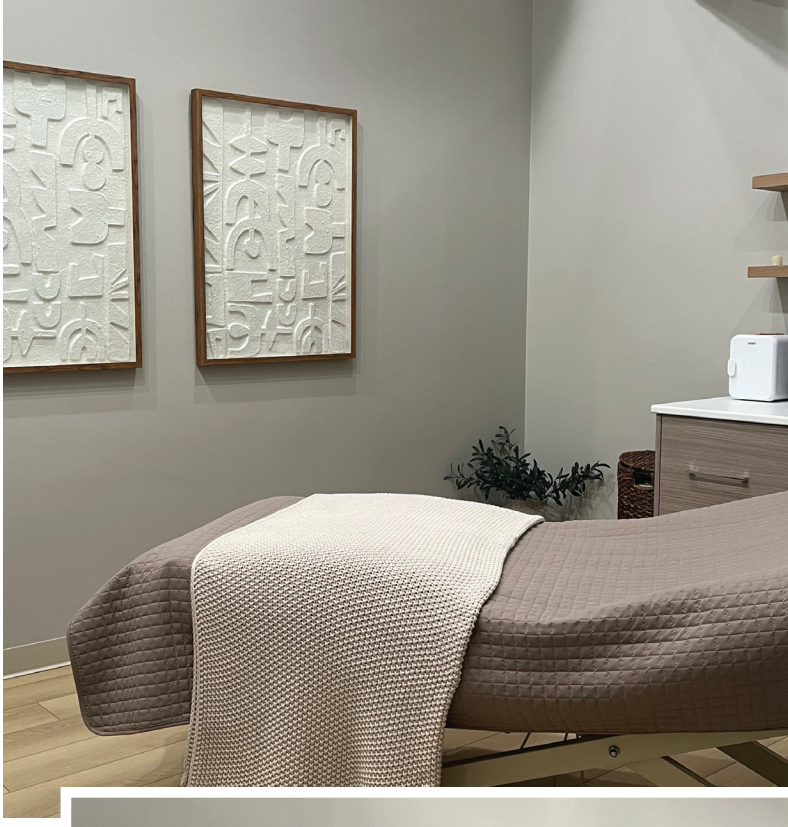
***SI***: What is your top piece of advice for spa professionals?
**LS**: My top piece of advice for spa professionals is to prioritize continuous learning and professional growth. The beauty industry is constantly evolving,

and staying updated with the latest trends, techniques and products is essential. Invest in attending workshops, conferences and advanced training courses to enhance your skills and knowledge. Additionally, never underestimate the power of building strong relationships with your clients and providing exceptional customer care.

***SI***: What do you love most about the spa industry?
**LS**: I love positively impacting people's lives. It's a rewarding experience to help clients feel relaxed, rejuvenated and confident in their own skin. Witnessing the transformation and boost in self-esteem that my clients experience is incredibly gratifying. Additionally, the ever-changing nature of the industry keeps me inspired and motivated to continually improve and provide the best possible services.

***SI***: How do you stay competitive with other spas in Chicago?
**LS**: To stay competitive with other spas in Chicago, I focus on delivering exceptional customer care and maintaining a high standard of service. I stay updated with the latest skin care trends and techniques, ensuring that I offer cutting-edge treatments to my clients. Building strong relationships with my clients through personalized care and creating a welcoming atmosphere also helps differentiate my spa from others.

***SI***: What is your favorite Environ product?
**LS**: This is a tough question because I truly love all Environ products! But, if I had to choose one, it would be the Youth EssentiA C-Quence Step-Up Serums. Thesee serums are a powerful cocktail of ingredients that combines essential vitamins, antioxidants and peptides. Not only does it provide all the essentials for the skin, but it instantly provides a bit of nourishment and radiance.





***SI***: How do you incorporate new or growing trends into your spa?
**LS**: Incorporating new or growing trends into my spa is something I carefully evaluate to ensure they align with my spa's philosophy and meet the highest quality standards. With the rise of social media, I believe it's easy to give into the trends. That being said, I always prioritize my clients' safety and well-being. Regularly communicating with clients about new offerings and gathering feedback is a key factor.

# TIFFANY ANDERSEN CLEAN COSMECEUTICALS®

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| | |
|---|---|
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# Age Coa

## Educating Clients About Physiological Signs, Causes and Solutions of Aging

*By Teresa Stenzel, Bioelements*

The most profitable estheticians have a secret to their success: client loyalty. Not just for a few years, but loyalty that lasts for decades. We call it "age coaching," which means an esthetician is confidently guiding their clients through every stage, from navigating dehydration at age 22 to loss of firmness at age 55. Age coaching educates clients on the right habits, products and treatments that help maintain great skin for a lifetime.

So how do you become an age coach? It starts with knowledge of how the skin ages. We know that skin aging breaks down into two classifications. Intrinsic aging refers to the chronological, genetic process that occurs naturally. In contrast, extrinsic aging refers to the external factors that age skin "from the outside."

### *Intrinsic & Extrinsic Aging*

Let's dive first into intrinsic aging. One of the primary reasons we all age so differently is due to genetic factors. Just as genes from our parents determine our hair and eye color, they also determine how we age. Genes control several natural processes that cause skin to age, including the process of cell renewal, and the level of skin structure, support and elasticity provided by collagen and elastin fibers.

While clients don't have much control over their genetics, let's look at five extrinsic factors that affect the


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way the skin looks and behaves.

1. **Stress.** Stress has the power to cause major hormonal imbalances inside the body, which can affect the skin's barrier function, and reduce its ability to absorb and retain moisture.
2. **Poor nutrition**. A bad diet which lacks essential vitamins and minerals can cause serious problems in the skin. When there is a void of these nutrients, the cells of the skin do not have what they need to form properly, signal properly and overall function of the skin is diminished.
3. **Environment and pollution.** These are significant factors in how the skin ages. Elements such as harsh weather, air pollution and UV-rays can contribute to as much as 80-90% of visible skin aging.
4. **Sleep.** Skin health is controlled by the skin's circadian rhythms. At night, anti-inflammatory and anti-stress hormones are secreted (regulated by the 24 hour body clock), switching on the skin's repair, renewal and detoxification processes. Poor sleep results in significantly higher levels of transepidermal water loss (TEWL), a break down in the skin's barrier function, redness, increased definition of fine lines and wrinkles and dark circles.
5. **Poor skin care habits.** Some examples include abrasive exfoliants and formulas with unnecessary, irritating ingredients like fragrance and dyes; this can lead to skin injuries, and will break down the skin's protective structures over time.

## *Age Coach Clients by Generation*

The way you talk about skin care to a 25-year-old needs to be different than a 55-year-old – tailoring your guidance to their individual physiological differences and unique needs. Let's look at how to coach each generation and the differences between them.

### *20s:* GENERATION Z

Gen Z clients were born between 1997 and 2012, making them between the ages of 11 and 26 in 2023. These younger clients may start to see fine lines around facial expression areas, such as crow's feet, as well as dullness and loss of radiance. Intrinsically, by the age of 20, their skin in starting to lose collagen (types I and III) at the rate of 1% per year. This generation is highly influenced by social media, loves "hero" and "holy grail" products, and are very educated skin care consumers.

**TALKING POINTS TO AGE COACH GEN Z**

- At this age, you are starting to experience the first signs of intrinsic aging, which is the natural and continual cellular aging process.
- Over time, your skin's strong, fibrous and elastic matrix will begin to weaken, inhibiting skin cell turnover and contributing to hyaluronic acid, elastin and collagen depletion.
- As these essential materials diminish, your skin loses the strength and resilience associated with a healthy and youthful complexion.
- Now is right time to receive personalized, custom blended facials regularly, and work with an experienced esthetician like me to guild you through these intrinsic and extrinsic changes.
- It's also the time to establish an effective at-home agenda, building a skin care foundation of daily essentials that are designed for your skin type.
- Add this "holy grail" argan + squalene face oil to your routine, to hydrate your skin and extend and maintain the glowing professional results you see after your facial treatment.

### *30s:* MILLENNIALS

Millennial clients were born between 1981 and 1996, making them between the ages of 27 and 42 in 2023. This group is just starting to see a visible loss of firmness and elasticity, as well as dullness. Their cell renewal process is now slowing down from between 30-50% as they reach their 40s. This is the "selfie" generation. They understand the importance of prevention, and are invested in high broad spectrum SPFs. They also seek out instant gratification in their skin care.

**TALKING POINTS TO AGE COACH MILLENNIALS**

- At this age, intrinsic and extrinsic aging can result in drier skin, with more uneven tone and texture.
- You'll notice that your skin may be more visibly impacted by your environment than ever before, with increased irritation and signs of dehydration.
- Your lifestyle is also playing a bigger role in skin appearance, as you juggle the added stresses of family, career or lack of sleep.
- Certain hormones may be activated during this time: via pregnancy or birth control pills, which can trigger hyperpigmentation.
- This is the time to add more preventative services into your facial rotation. A series of chemical peels or brightening facials in increasing levels of activity can revive your skin and keep it even, strong and radiant.
- Let's also add in a great SPF 50, an instant-results skin editing exfoliator to prevent and target dullness, and brightening concentrations of 10% vitamin C in the morning and nighttime.

### *40s:* GENERATION X

Gen X clients were born between 1965 and 1980, making them between the ages of 43 and 58 in 2023. They're now dealing with deeper expression lines, wrinkles and creasing thanks to their collagen breakdown. About 24% of skin's supportive collagen is lost by the beginning of your 40s. This generation is less product oriented than others, and they may have a



more holistic approach, rather than relying on topical products only. Gex X also typically doesn't respond to exaggerated claims about skin care, but they do respect quantified clinical proof and results.

**TALKING POINTS TO AGE COACH GENERATION X**

- This age can be a time of major hormonal change and stress, with intrinsic and extrinsic factors that make skin even drier, more sallow and dull.
- You're also seeing a loss of plumpness in the skin caused by a decrease of naturally-occurring glycosaminoglycans (GAGs), carbohydrates that help support and maintain your skin's structural proteins like collagen and elastin.
- As collagen and elastin are depleted, the connective tissue becomes weaker and your skin can look more aged.
- Skin at this age is also experiencing slower cell turnover, leading to dullness.
- Your lymphatic system is also slowing, causing puffiness around the eyes.
- Let's focus on firming and corrective facial services, adding in a firm and lift facial, and triple corrective enzyme to target collagen breakdown and alleviate dullness.
- I can also add a face and eye area acupressure massage signature treatment to further personalize your facial and target eye puffiness.
- Let's add in reparative at-home formulas to your agenda, focusing on exfoliation, a potent multi-benefit retinol youth serum, and reparative, overnight age activist formulas for the face and eyes.

## *50s and Beyond:* BABY BOOMERS

Baby Boomers were born between 1946 to 1964, making them between the ages of 59 and 77 in 2023. They're experiencing further loss of volume, plumpness and definition. The biggest intrinsic culprit in this age range is hormone disruption, which leads to further depletion of essential nutrients. This generation is not interested in trends. They want to look their best, but are realistic with expectations, and will not fall for "fountain of youth" language or gimmicks. They also tend to be brand loyal, and not swayed by ads or influencers.



**TALKING POINTS TO AGE COACH BABY BOOMERS**

- It's natural for your skin to become thinner and more fragile at this age due to hormonal changes, sleep quality and a slower metabolism.
- As your collagen continues to degrade, you'll see deeper expression lines, wrinkles and creasing.
- As skin becomes thinner and more fragile during this time, it may be also prone to redness and sensitivity.
- In the treatment room, let's focus on services that replenish, nourish and rejuvenate your skin, with a barrier repair facial and firming neck and v-area enhancements.
- At home, switch to more emollient and barrier strengthening formulas to deeply nourish and alleviate signs of stressed, fragile skin.

## *Put Me In Coach*

Of course, we all know that all skin is different, but with the right language and knowledge, you can Age Coach your clients to success, both in the treatment room and at home. Age coaching allows you to enjoy a loyal clientele who rely on your esthetics expertise for professional results today, and for years to come.



A member of the Bioelements esthetics team since 1993, Bioelements Education & Success Manager **Teresa Stenzel** has a key role in the integration and curriculum of new professional products, ingredient innovation and treatment techniques, ensuring skin care professionals receive the education they need for ultimate profitability. *www.Bioelements.com/pros.*




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# All Eyes on Eye Care

By Tracey Beeby, Ultraceutical

As a skin care educator who has trained hundreds, if not thousands, of skin care professionals over the course of my career, one point I always stress is how to properly prescribe products, not only for a client's skin type and condition, but for each particular area of the face. This includes the eyes!

It's so important that we educate our guests on the importance of a proper and consistent eye care routine. Eyes are really the first place to show any visible aging signs, due to the continuous movement with expression, and the structural differences, which most guests are not even aware exist. There are very few sebaceous glands around the eyes, so the lubrication, nourishment and natural protection for the skin barrier is not there. Also, adipose tissue is minimal, so the support for the skin is limited, which makes the skin thinner than the rest of the face.



## Key Ingredients

Like with facial product ingredients, the ingredients found in eye care products, especially active ingredients including retinol (vitamin A), ascorbic acid (vitamin C) should be introduced into home care gradually. Formulas that contain not only key actives, but also other ingredients that help with barrier restoration like ceramides, linoleic, linolenic acid and sodium hyaluronate will help ensure the skin around this area is kept nourished and well hydrated.

To ensure no harm comes to this very delicate area, the ingredients used around the eye area are just as important as the ingredients to avoid. Guests should avoid using hydroxy acids such as lactic, mandelic and salicylic acids, as they could cause irritation and redness.

## Figuring Out Formulations

As facial products can vary with differing bases, so can eye products. Some may be in an anhydrous (water-free) base and others a water base. At the brand I work with, vitamin C in an anhydrous base for stability of the ascorbic acid, so the base of the formulation will depend on the active ingredients within the product. Oils are generally not ideal as a base for eye creams, as they can leave an oily film across the eyes and affect vision. Additionally, eye masks can be made from varying ingredients such as hydrogel or biocellulose.

## Application Tips

As a skin care professional who has owned her own skin center and now oversees education for a global skin care brand, I'm always educating the proper application of skin care products, including eye products. My recommendation is to always use the size of a grain of rice for each eye. This is applied around the eye orbital rim (the eye socket) and spread into the skin, avoiding the eye lid and under the eyes close to the lashes.

To apply, begin at the arch of brow and work your way across your brow bone, spreading the eye cream until the product is completely absorbed. Gentle, circular motions that are moving in an outward motion across the brow and under the eyes towards the nasal ridge. No tapping movements, but spreading the product well into the skin around the eye. There is enough product so there will not be any stretching of the skin. Always be sure to avoid getting product too close to the eye area to prevent any irritation, and avoid applying to or near the eyelids and close to the lashes under the eyes.

When performing a treatment backbar, walk your guests through how to apply skin care products at home, especially for the eye area, so they go home with a proper understanding of how to perform their skin care routine.

It's also critical to ensure clients do not apply too much product, which can have adverse effects. When too much is applied, this can cause the skin around the eyes to appear puffy, which would lead to stretching and sagging of the skin. When it comes to eye products, it's a good reminder that a little goes a long way.

## Benefits

Eyes really are the first part of a person's face that we notice and engage with right away. Because the skin is so delicate and sensitive, they can also share a lot about

how a person is feeling and how they are taking care of their skin. Maintaining a consistent skin care routine around the eye area will help ensure eyes look refreshed and rejuvenated. Additionally, the skin barrier function will improve, and sophisticated, medical-grade formulas will help smooth, plump, firm and refine the skin around the eyes.

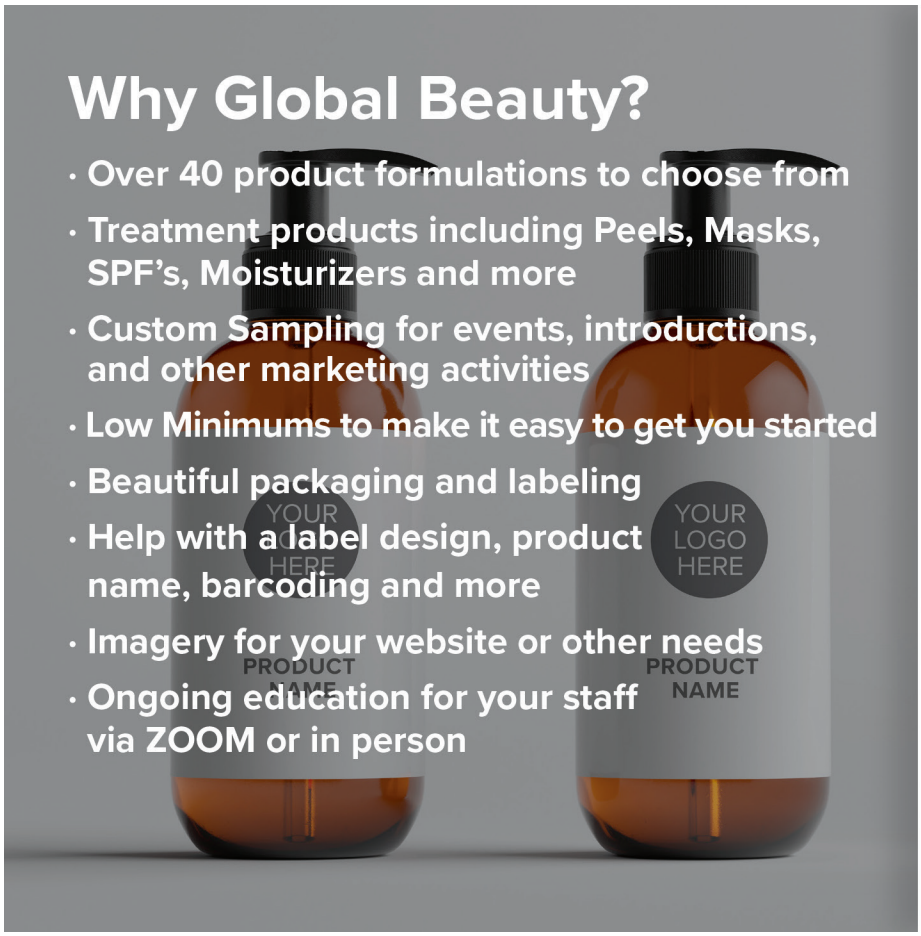
My personal favorite is incorporating an eye care product that contains vitamin C for the day and a gentle retinol for nighttime. Of course, as with any daytime regimen, it's crucial that clients finish their skin care routine with a suitable sunscreen with an SPF 30 or higher.

## Introducing Eye Care

For guests who have mastered a simple three step skin care routine of cleanse, moisturize and protect, this might be the perfect opportunity to help step up their skin care routine, and introduce a proper eye care products as well. Whenever a guest is looking for an eye cream, always check what the guest may be cleansing their eyes with. So many cleansers, particularly foam or gel cleansers, have not been formulated for use around the eyes, which could result in dryness and premature skin aging. Recommending a suitable eye cleanser and eye cream that is hydrating may be the solution to help combat dryness and fine lines, especially around the eye area.

## Eye of the Beholder

Of course, using high quality, professional skin care products is only part of the equation when it comes to protecting the delicate skin around the eye area. Taking a holistic approach to caring for the eyes, and the entire skin and body for that matter, is always the best approach. When educating your clients on proper at home skin care regimens, reemphasize the importance of taking these proactive, healthy steps to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Cryo globes can help reduce puffiness around the eyes.

ensure results are not only achieved, but provide long-term benefits.

- Consider using at home cryotherapy tools such as ice globes, which are placed in the freezer, to massage the area around the eyes gently to increase circulation and decrease puffiness. When used appropriately, this can be very soothing around the eye area while providing noticeable benefits.
- Be sure to take off your eye makeup before going to bed! Even if you are so tired and have run out of energy by the end of the day, it's so important to properly cleanse the face. If a guest tends to wear heavy eye makeup, be sure to prescribe a proper eye makeup remove that is mild and gentle enough to use around the eye area.
- Wear sunglasses and use SPF during the day! Most sunscreens have not been specifically formulated for the delicate eye area, so sunglasses are essential!
- Lastly, wear a wide-brim hat. This will help eyes to avoid direct sunlight. Ideally, the hat brim should be at least three inches broad.

Finally, why not suggest an upgrade for your guest's next service and add in an eye enhancement. Incorporate some lymphatic massage movements to help reduce tension around the eyes and help reduce puffiness. It's a great way to introduce your guests to home care eye products!






**Tracey Beeby** is an acknowledged expert within the skin care industry. Having worked in the industry for more than 35 years, Beeby's professional experience extends from owning and running her own salons, to training doctors, business owners and skin technicians for the past 17 years. As Global Technical Training Manager for Ultraceuticals her focus is on raising the brands profile globally, and her work in advanced facial treatment development and clinical trials means that she knows how to achieve the very best results.

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3. **The Balm**
   **Sorella Apothecary**
   ***www.sorellaapothecary.com***
   Nourish and replenish the skin's appearance overnight with this deeply hydrating balm. This velvety balm will leave the skin plump, smooth and hydrated.

4. **Retinaldehyde Serum with IconicA**
   **Skin Script Skin Care**
   ***www.skinscriptrx.com***
   The serum promotes a general overall smoothness and evenness of skin tone. IconicA was developed with the cornerstone and most future-forward Retinoid technology available: the patented stabilized Retinaldehyde.

5. **Firmamint**
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   Lab micro algae, plus plant plankton smooth lines, wrinkles and furrows while brightening. The use of natural mint creates a cooling, aromatherapeutic experience.




**Click here** to read more about lifting and firming the skin.



# A Facial Workout with Gua Sha

By Janel Luu, Le Mieux


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Ever heard of a "facial workout" that has been around for centuries? Enter gua sha, the lifting, firming and sculpting technique that is headlining spa menus. Similar to a personal trainer helping clients become fit and firm at the gym, professional estheticians can be described as personal "facial trainers," who use gua sha to strengthen and sculpt their clients' facial muscles and contours.

In gua sha treatments, the esthetician uses meridian points, lines and massage techniques to increase blood flow and improve oxygen uptake to help keep skin firm, toned, lifted and glowing. Results can be immediate. Facial contours are visibly firmer, lifted and more defined. Benefits can be maintained over time, as regular series of gua sha treatments will help clients maintain that healthier, more youthful-looking glow and an overall sense of well-being.

## Where, What and How?

Thousands of years ago, the principles of gua sha first appeared in a Chinese medical text. "Gua" means "scrape" and "sha" indicates "redness," and the practice of gua sha was seen as a method of "scraping away" different types of sickness and disease from the body. This element of Traditional Chinese Medicine (TCM) can be traced back to the royal courts, where doctors used gua sha to treat empresses and emperors of China.

The practice of gua sha and acupuncture are derived from meridian theory, which focuses on the body's invisible pathways of energy, referred to as "qi" (also spelled "chi" and "ki"). Qi runs along meridians of energy that start or end in the face, fingers and feet. According to meridian theory, 12 primary meridian pathways run along the human body. Meridian pathways communicate between other parts of the body, including tissues and vital organs. These pathways are lined with hundreds of meridian points, similar to the points in acupuncture, and are stimulated by pressure and by specific gua sha techniques.

With gua sha, the skin is stroked along meridian points and pathways in the direction of blood flow, promoting circulation, removing toxins and waste from within the body, increasing the flow of natural energy, and restoring the proper, healthy qi balance. Three primary body systems are also activated through the process of gua sha massage. First, we will discuss the muscular system. Gua sha massage smooths wrinkles in the underlying fascia and reduces muscle tension. Second is the lymphatic system. Gua sha helps remove toxins, ease congestion and reduce swelling. Finally, gua sha massage activates the circulatory system. Gua sha has been proven to enhance microcirculation by 400% and ease chronic inflammation.

## Saving Face

The face has direct connections to the major meridians throughout the body, so the condition of the facial skin reflects the strength of the qi flow. When pathways for the body's natural flow of energy are obstructed, the facial skin exhibits signs of qi imbalance, often manifested as visible signs of skin aging. Gua sha facial massage helps address this imbalance.

Mastery of gua sha requires much training, but on a basic level, gua sha facial massage involves ten primary meridian points on the face. Massage strokes performed in specific directions over these points help restore balance by enhancing microcirculation, improving oxygenation, and tightening underlying fascia and facial muscles for a more lifted appearance. These facial treatments also target signs of aging by sculpting facial contours, smoothing out lines and wrinkles, improving skin tone and radiance, and promoting a sense of overall well-being.

Specially shaped tools made of green jade, white jade, black jade, bian stone, rose quartz, lapis lazuli or carnelian are often used in performing gua sha facial treatments. These "healing stones" help sweep away toxins, lift and sculpt facial contours, and promote positive transformation, both physically and emotionally. Another benefit is that these tools help transform skin, without resorting to surgical or invasive measures.

## *Exercise Your Options*

Gua sha treatments can be excellent "add-ons" to enhance any facial, lasting anywhere from five to 20 minutes. For clients who work at computers all day and experience tension or soreness in their neck, shoulders, arms or hands, add-ons might include ear and neck clearing, or a hand and arm massage, performed with a flat jade stone or bell-shaped gua sha tool. Clients might also choose between gua sha scalp massage for the ultimate in relaxation, gua sha facial massage for sculpted facial contours, and gua sha eyelift treatment for a more youthful, rested look.

## *Gua Sha Scalp Massage*

Scalp massage opens meridian channels throughout the body and immediately eases tension in the scalp and forehead, improves circulation, and increases blood flow to skin and hair follicles. Plus, it feels great! Use fingers to press firmly, or perform massage using scalp massage tools that are bell-shaped, circular or ridged (See **Gua Sha Scalp Massage Protocol**).

## *Gua Sha for Face, Neck and Décolleté*

The complete meridian facial massage starts at the scalp, includes the décolleté and 10 primary meridian points on the face, and culminates by sweeping toxins down the side of the neck. These gua sha strokes are performed with hands or with gua sha tools that smooth expression lines, sculpt facial contours, and increase blood circulation and oxygenation for a lifted, firmer and brighter look (See **Gua Sha Protocol**).

### Gua Sha Scalp Massage Protocol

**Step 1.** Rub scalp massage oil, scalp serum, or follicle activator serum into skin of scalp along meridian lines, focusing on the occipital region and crown of the head. Be sure to prevent oil from dripping and spreading to eye areas.

**Step 2.** Place fingers or scalp massage tool onto the center front meridian point (S1). Move along meridian pathways on scalp (S1 through S5). Repeat as needed.

**Step 3.** Move downward along meridian pathways on neck (N1 through N4). Repeat as needed.

### Gua Sha Protocol

**Step 1.** Cleanse décolleté, neck and face.

**Step 2.** Prep skin with a light micropeel on décolleté, neck and face.

**Step 3.** Exfoliate and perform extractions if needed.

**Step 4.** Release tension by gently pressing the primary 10 gua sha meridian points on the face.

**Step 5.** Apply massage cream or massage oil.

**Step 6.** Perform gua sha treatment, using fingers or jade tool to extend strokes from the primary 10 meridian points, following meridian lines.

**Step 7.** Cover décolleté, neck and face with a moistened, warm towel.

**Step 8.** Apply molding mask, jelly mask or sheet mask. Remove after 15-20 minutes.

**Step 9.** Mist toner into your palm and apply onto client's décolleté, neck and face.

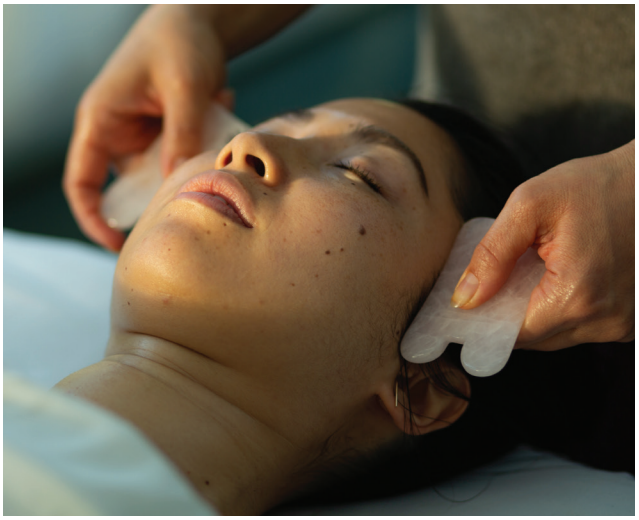
**Step 10.** Apply serum onto client's décolleté, neck and face.

**Step 11.** Apply moisturizer, eye treatment and sun protection.

**Step 12.** Finish with a micronized oxygen infuser to volumize skin and create a "glass skin" glow.

## *Gua Sha Eyelift*

The gua sha eyelift brightens, depuffs, lifts and tightens skin around the eyes. This treatment incorporates a gua sha tool. Gua sha strokes are based on the location of meridian bladder lines (BL1, BL2), as well as meridian points at the inside edge of each brow (point 8), the





point located on the forehead about a half-inch above each brow (point 9), and the point near the outer end of each brow (point 10) (See **Gua Sha EyeLift Protocol**).

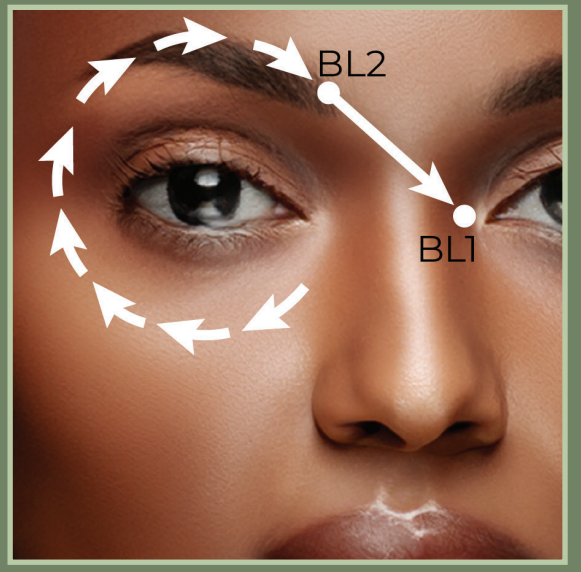
## *Got Gua Sha?*

Whether performed as a stand-alone treatment or an add-on, gua sha massage is highly effective and memorable for clients of all ages. Become skilled in gua sha treatments by attending online or in-person training. Expand your facial menu! Prescribe gua sha for older clients who want to minimize fine lines, lift sagging skin and brighten dullness. Introduce gua sha to younger clients to help reduce acne conditions, fade under-eye circles and create a healthier-looking glow. Perform gua sha on any client who wants to release tension and feel more empowered.

By offering gua sha, many estheticians become completely booked up months in advance. Create a buzz! Use social media to show before/after photos of the immediate results after a single gua sha lifting treatment, so other clients can see the transformation and be inspired to come into the spa. As with any muscular exercise or fitness regimen, gua sha facial treatments should be repeated regularly to maintain results…while also bulking up the spa's bottom line!



Founder and CEO of Le Mieux Cosmetics and PurErb, **Janel Luu** has over 40 years of experience in the beauty industry as an educator, researcher and formulator. She has taught over 40,000 skin care professionals and physicians on topics ranging from the latest anti-aging cellular technology to centuries-old meridian gua sha techniques.




### Gua Sha Eye Lift Protocol

**Step 1.** Use thumb and forefinger to perform slight pinching movements along eyebrows, moving from point 8 to point 10.

**Step 2.** Use one finger to press down on inside edge of left eye (bladder line 1, or BL1), while you use other hand to work on the right side, using a jade tool to perform three-part strokes in a clockwise movement around right eye toward inner edge of brow (bladder line 2, or BL2).

**Step 3.** For the other side of the face, press down on the inside edge of right eye, moving jade tool in gentle, three-part strokes in a clockwise movement around left eye.

**Step 4.** Move the jade tool in vertical strokes starting about a half inch above the brow line and move up over the forehead area.

**Step 5.** Apply eye serum, eye mask, or eye cream.

***Jar Deconstructed: Charcoal***

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



# PROTOCOLS IN PRACTICE
# FIRMING/LIFTING

## GUA SHA LIFT & GLOW

### LE MIEUX COSMETICS

**This brightening and lifting treatment is designed to lift and sculpt facial contours and smooth wrinkles.**

**Step 1.** Apply PurErb Bare Beauty Cleansing Oil. Perform gua sha massage to open lymphatic channels. Remove product. Apply a second cleanser according to your client's skin condition.

**Step 2.** Use Le Mieux Skin Perfecter with PurErb Bubble Mineral Essence to exfoliate and perform extractions. Use a fan brush to apply one layer of Le Mieux M15. Let dry for 5 min.

**Step 3.** Mix ¾ scoop Le Mieux Collagen Lifting Mask with one capful Le Mieux Collagen Lifting Mask Activator. Apply to face and neck. After 15-20 min., massage skin with warm water, and remove mask with wet sponge or warm towel.

**Step 4.** Fill mini-flask of Le Mieux Ionized Oxygen Infuser halfway with Le Mieux Oh My Glow Activator mixed with Le Mieux Oh My Glow Serum and Le Mieux TGF-β Booster. Perform Ionized Oxygen Infuser treatment.

**Step 5** Perform gua sha massage with Le Mieux Mountain Shan gua sha tool. Apply Le Mieux Pomegranate Massage Cream if skin is dry.

**Step 6.** Apply Le Mieux Collagen Peptide Serum. Finish with Le Mieux Just BB Cream or Kizo Lab UV Defense Clear Sunscreen.

## LIFTING FACIAL

### BIÂN BEAUTY

**This renewing facial de-puffs the face and firms skin.**

**Step 1.** Remove makeup with makeup remover.

**Step 2.** Cleanse the skin with skin cleanser according to skin type, and use a warm towel to wrap face and remove cleanser. Apply a face oil and practice lymphatic drainage massage on the face.

**Step 3.** Second cleanse using sunflower seed and olive oil cleanser, plus a pump of pineapple scrub. Massage the face in upward motion. Remove with warm towel.

**Step 4.** Apply AHA product in an ever layer on the face and décolleté avoiding eye contour. Leave on for 3-5 min. Preform neck stretching movements in this time.

**Step 5.** Neutralize AHA with specific neutralizing product.



CLICK ABOVE TO PLAY

*Click here to continue reading steps 6-10*

## ADDITIONAL PROTOCOLS FROM:

ÉMINENCE ORGANIC SKIN CARE
GERMAINE DE CAPUCCINI
THALGO
OZ NATURALS



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# INDUSTRY INPUT
# EYE CARE TIPS

TOP TIPS, TECHNIQUES AND ADVICE FOR EYE CARE IN YOUR SPA.

## TIP 1: CHOOSE PRODUCTS WITH THE RIGHT INGREDIENTS

Less is more, do not over hydrate, do use botanicals with antioxidants that improve circulation and use Ascorbyl Palmitate and natural peptides. The eye area is more delicate and thinner than other skin on the face, so it should be addressed differently. I do not suggest using regular moisturizers on this area because they can contain a high concentration of actives or essential oils that can cause a reaction around the eyes. The most helpful ingredients for the eye area are the ones that improve circulation. These ingredients help to reduce puffiness and nourish the skin by stimulating more blood flow. Ginkgo biloba and green tea extract are my favorite ingredients for the eye area and are powerful antioxidants. Parsley is another ingredient for the eye area because it is a natural vitamin C source and will help brighten hyperpigmentation around the eyes. At night, have your clients use more emollient and rich creams that contain natural peptides and botanical extracts such as chamomile, calendula and roses to improve circulation and soothe the skin. I also think "less is more" when it comes to eye creams for the eye area because the more ingredients you introduce, the more chance you can react.

***—Elina Fedotova, Founder and Formulator of Elina Organics***

## TIP 2: USE VITAMIN C TO BRIGHTEN

While most eye formulas are designed solely for under-eye use, our skin scientists are seeing incredible advancements in total eye area formulas, applied under the eyes and on the upper eyelids. For clients concerned with fine lines, crow's feet, dehydration, dark circles, puffiness, sagging skin and dark spots, a potent 10% vitamin C eye formula combined with ingredients like algae, peptides, caffeine and cucumber can brighten, hydrate, reduce puff and actually help the skin all around the eyes feel firmer. These new, clinically proven advancements will be a game changer in at home skin care.

***—Barb Arnoux, Educator + Success Manager of Bioelements***

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

# Lifting Facial

*(Continued from Page 34)*

## BIÂN BEAUTY

**This renewing facial de-puffs the face and firms skin.**

**Step 6.** (Optional) Perform any light extractions at this point, remembering that you have applied an AHA treatment and skin can tend to be a little sensitive.

**Step 7.** Use suitable face massage cream, and perform anti-wrinkle pinching movements over forehead and around mouth and nose areas. Then, move upward, and perform deep kneeding movements in upward strokes over the whole face.

**Step 8.** Mix the Firming Lifting Mask, following the appropriate protocol and layer on to the face with the brush provided.

**Step 9.** Practice some scalp manipulation over the towel during this time, then perform hand and arm massage for 5-7 min. The mask should be set.

**Step 10.** Remove mask with a warm towel. Use skin appropriate serum, moisturizer and SPF to conclude facial.



# Marine Flower Peptide Collection Protocol

## ÉMINENCE ORGANIC SKIN CARE

**This skin care regimen uses marine flower peptides to firm the face.**

**Step 1.** Apply a thin layer of the Marine Flower Peptide Serum to cleansed skin, twice daily. Leave on the skin.

**Step 2.** Apply 1–2 pumps of the Marine Flower Peptide Concentrate after serum application or directly to cleansed skin once or twice daily. Leave on the skin.

**Step 3.** Apply a layer of the Marine Flower Peptide Night Cream over face and neck area nightly. Leave on the skin. For a lighter application, mix a small amount of product in your hand with a few drops of water. For extra hydration, apply a thicker layer in dry areas.

**Step 4.** Apply Marine Flower Peptide Eye Cream to the entire eye area twice daily, patting gently with fingertips until fully absorbed. Leave on the skin.

**Step 5.** Gently depress the finger trigger nozzle to dispense a small amount of product, and use the applicator to effectively massage the Marine Flower Peptide Lip Serum into lips and surrounding areas. Apply as often as needed. Leave on the skin.



# Time Expert Lift Protocol

## GERMAINE DE CAPUCCINI

**This lifting protocol firms and defines the contours of the face.**

**Step 1.** Apply Express Makeup Removal Water or Bi Phase Makeup Removal Lotion.

**Step 2.** Clean the face, neck and chest with Option Essential Makeup Remover Milk or Balancing Remover Gel using circular upward movements. Rinse off with water.

**Step 3.** After moistening the face, apply Exfoliante Scrub and massage in with fingertips for a few minutes using rotating movements, focusing on thicker skin areas. Keep the skin moist during the massage.

**Step 4.** Apply Options Essential Toning Lotion or Balancing Purifying Lotion.

**Step 5.** Apply V-3 Firm(1) Facial Serum with massage on the face, neck and décolleté until fully absorbed. This product can be used with an electroporator.

**Step 6.** Apply DefineLift Facial Massage Cream with precise maneuvers that intensely work on the facial contour.

**Step 7.** Cover the yes with two cotton pads. Pour 30-35 grams of Gel Mask, and apply a medium layer with a spatula on the face and neck. Leave on for 5 min. Apply TISU Mask, starting form the neck and continuing until it fits perfectly. Leave on for 15 min.

**Step 8.** To remove, slide fingers under the mask and peel off the gel. Wipe off any residues with cotton pads soaked in toning lotion, according to the skin type.

**Step 9.** Apply the content of V-3(2) Facial Emulsion from the sachet until fully absorbed. Don't forget to use an SPF.



# Firming Silicium Lift Treatment

**THALGO**

**This anti-aging treatment targets wrinkles and lifts the face.**

**Step 1.** Apply Reviving Marine Mist and perform Éveil à la Mer massage.

**Step 2.** Cleanse the eyes and lips with the Micellar Cleansing Eye Gel.

**Step 3.** Use the Gentle Cleansing Brushes to cleanse the face with the Velvet Cleansing Milk.

**Step 4.** Apply the Beautifying Tonic Lotion to the face.

**Step 5.** Apply Resurfacing Cream for 10 min. over all wrinkles. Work this product in wrinkle by wrinkle.

**Step 6.** Provide dermal stimulation with steamer, and perform extractions (optional).

**Step 7.** Perform Energizing Digitopressure and apply Reviving Marine Mist.

**Step 8.** Massage Intensive Lifting & Firming Serum into skin with smoothing maneuverers.

**Step 9.** Apply the Dermastim+ Massage Balm. Perform the Dermastim+ massage with the Face Fitness Roller Duo for 10 min.

**Step 10.** Place the Lifting & Firming Marine Mask on the top half of the face.

**Step 11.** Apply a think layer of the Lifting & Firming Cream from the sides of the nose to the base of the neck. Place a cotton pad over the mouth. Cover the area with gauze.

**Step 12.** Pour 35 ml of water at room temperature onto the powder mask. Mix, then apply a medium layer of the Cryo-Lifting & Firming Mask in an upward direction. Do not go beyond the gauze and avoid the trachea.

**Step 13.** Leave the mask on for 15 min. Meanwhile, carry out the zone to zone wrinkle technique with the Face Fitness Roller Duo, followed by the Deeply Nourishing Hand Massage.

**Step 14.** Apply the Lifting & Firming Eye Cream.

**Step 15.** Apply the Lifting & Firming Cream and perform Réveil à la Mer Massage.

# Professional Treatment Protocol

## OZNATURALS

**This pro treatment firms skin with LED light therapy and anti-aging ingredients.**

**Step 1.** Cleanse face, neck and décolleté using OZNaturals Vitamin C Cleanser.

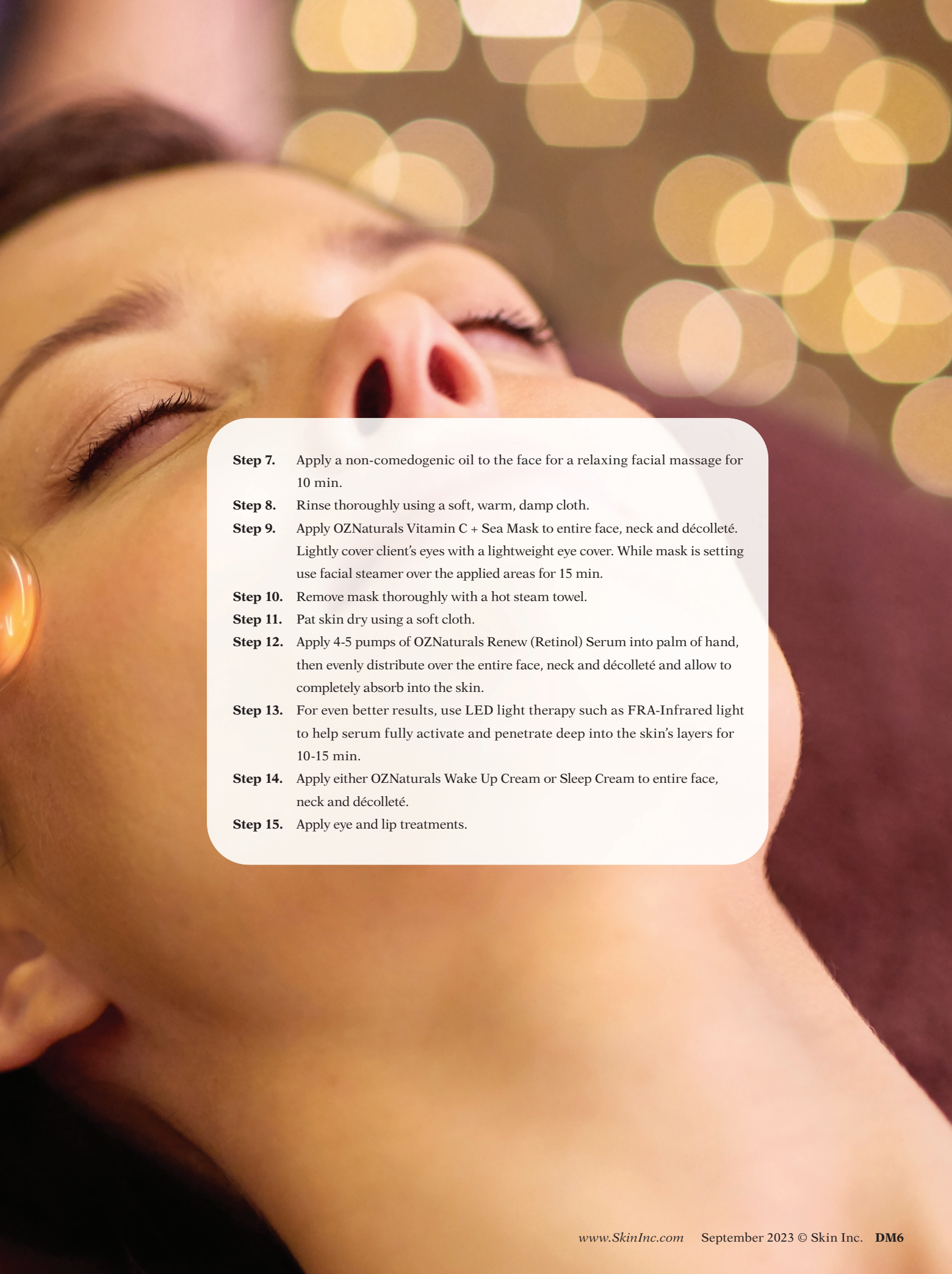
**Step 2.** Rinse thoroughly using a soft, warm, damp cloth.

**Step 3.** Cleanse skin again, this time adding in a nickel-sized amount of OZNaturals Bamboo Powder Scrub with a dash of water to make a thick paste.

**Step 4.** Make several passes over the entire face, neck and décolleté and allow to sit on the skin for a few minutes.

**Step 5.** Rinse thoroughly using a soft, warm, damp cloth, followed by a hot steam towel placed gently over the entire face and chin to thoroughly remove all exfoliant particles.

**Step 6.** Pat skin dry using a soft cloth.



**Step 7.** Apply a non-comedogenic oil to the face for a relaxing facial massage for 10 min.

**Step 8.** Rinse thoroughly using a soft, warm, damp cloth.

**Step 9.** Apply OZNaturals Vitamin C + Sea Mask to entire face, neck and décolleté. Lightly cover client's eyes with a lightweight eye cover. While mask is setting use facial steamer over the applied areas for 15 min.

**Step 10.** Remove mask thoroughly with a hot steam towel.

**Step 11.** Pat skin dry using a soft cloth.

**Step 12.** Apply 4-5 pumps of OZNaturals Renew (Retinol) Serum into palm of hand, then evenly distribute over the entire face, neck and décolleté and allow to completely absorb into the skin.

**Step 13.** For even better results, use LED light therapy such as FRA-Infrared light to help serum fully activate and penetrate deep into the skin's layers for 10-15 min.

**Step 14.** Apply either OZNaturals Wake Up Cream or Sleep Cream to entire face, neck and décolleté.

**Step 15.** Apply eye and lip treatments.



## TIP 3: HAVE A NIGHTTIME ROUTINE FOR UNDER-EYE HEALTH

As they say, "The eyes are the window to your soul," and what better way to showcase the beauty within than by taking care of the delicate skin around your eyes for a refreshed look each and every day. I love using an overnight eye patch with micro tips that melt into your skin to target fine lines, puffiness and dark circles overnight while you rest, delivering active ingredients deep into the delicate under-eye area. By incorporating nighttime skin care into your routine, you'll not only notice a visible improvement in your under-eyes, but you're able to truly maximize beauty sleep.

***—J. Sophia Mendizábal, Manager Brand Marketing of YA-MAN USA***

## TIP 4: PREVENTION IS KEY

Your eyes introduce you before you even speak. Use an eye serum with a cooling metal eye roller to help with any puffiness and dark circles. Brightening and tightening peptides are an added bonus for an all-in-one eye serum. Try not to stretch or pull the delicate skin around your eyes, this can cause the elastin to wear out, which can lead to drooping and sagging eyelids and crow's feet. Your future self will thank you.

***—DeLynn McAdams, Founder of Piper Rose Select Skin Care***



## TIP 5: TARGET CONNECTIVE TISSUE AND PIGMENTATION

How do we care for the delicate skin around our eyes? Two key components to bright, bouncy results are connective tissue and pigmentation. Opt for ingredients like Glycosaminoglycans or GAGs, which contain hyaluronic acid and hold 1,000 times their weight in water, increasing hydration and reducing water loss. GAGs pair perfectly with vitamin C, which brightens, smooths and nourishes fibroblasts (the cells that create collagen and elastin). Using nutrient-dense oils can also hydrate wrinkles and provide antioxidants that fight discoloration and environmental wear and tear. The eye area has hundreds of tiny, easily broken capillaries, so always use gentle motions when applying products.

***—Danné Montague-King, Founder of DMK Skincare***

## TIP 6: USE ANTIOXIDANTS & PEPTIDES TO PREVENT DAMAGE

The skin beneath our eyes is some of the most delicate on our body, meaning it requires extra nourishment. It contains markedly fewer collagen and elastin peptides and oil glands, making it susceptible to increased dryness, fine lines, wrinkles and dark circles. Because the skin is naturally thin in this area, it's also more prone to environmental and sun damage. Two ingredients that are a must for your under-eye care are antioxidants and peptides. Antioxidants work to neutralize the free radicals in our skin, preventing premature aging. Peptides promote the production of collagen/elastin in our skin to achieve full, lifted, wrinkle free skin.

***—Anetta Resko, M.D., Ph.D., Dermatologist and Dermatologic Surgeon***

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# Smart Social

## Making a Profit Using Social Media Platforms

By Kimberly Watkins-Swenk, Swenk Social

I don't need to tell you social media is a must for your beauty business. If you are reading this article, you know the value of social media, and how it is the most cost-effective way to reach current and potential clients. What you may find challenging is knowing if all the time, effort and money you put into this cost-effective form of advertising is working.

An effective social media plan takes a lot of work. If you aren't formally trained in marketing and advertising, you also may face a learning curve. Running a beauty business is hard and time-consuming work. It helps if you get the most output from the hours you work. In this article, I teach you how to know if your social media is working for you.

### Things to Understand

Social media success is measured not solely by vanity metrics like follower count, but by how effectively it contributes to your overall business goals. Social media is fluid and ever-changing, and often affects the business in many ways, rather than simply money spent versus money earned. Being on social media always increases the success of your business, even if you can't break it down to exactly how.

Every beauty business has a different definition of success. What works for a spa or medspa down the street, may be irrelevant to you. Determining if social media helps grow your bottom line ranges from easy to downright complicated, depending on what is important to you. Only you can decide if things are working for you.

### Deciding What's Important to You

To know if your social media is working, you must decide what success looks like for you and your beauty business. Every business has a different definition of social media success. I use products purchased, relationships developed, emails gathered and speaking gigs booked as metrics.

One of the most important parts of determining if your social media is working for you, is deciding how or what you will measure to gauge your success. There are different ways to determine this, including:

- Platform metrics (followers, reach, impressions, and engagement rates)
- Email sign-ups
- Contact form inquires
- Products sold
- Appointments booked
- Website visits



## Platform Metrics

Judging your social media success by looking at metrics is the easiest and most common way beauty professionals determine if social media is something they need to invest their time and money in. What I don't want you to do is solely focus on what is called vanity metrics. Vanity metrics are measures of social media performance that look great on the surface but, once you take a deeper look, are not reflective of a healthy business. There is so much more beneath metrics that show the actual story.

The cornerstone of vanity metrics is follower count. Do not base your social media success on follower count alone. I would much rather you have 500 followers where 100 people buy from you, than 10,000 followers where 100 people buy from you. Other platform metrics like reach, engagement and impressions are important, and like followers, should be taken as a part of a larger puzzle.

## Email Sign-Ups & Contact Forms

Social media is an excellent tool for getting leads. Leads include using contact forms, newsletter sign-ups and website visits. These are easily tracked with the right software, which is probably included in your website analytics. I have an ongoing boosted post on Instagram to gather e-mail addresses for my newsletter. I spend five to $10 a day promoting a post that offers a free e-mail template download in exchange for their e-mail address.

These leads are critical to my success because, on average, for every one dollar you spend on e-mail marketing, you get $42 in return. I highly encourage you to create a lead-generating post (think a social media-specific discount).

Creating just one good lead-generating post makes your social media efforts an automatic success. If there is one thing you take from this article, it needs to be creating a lead-generating social media post.

## Products Sold & Appointments Books

Another great way to determine if your social media is performing, is to tie your social media activity to money in your bank account, products sold and appointments booked/completed.

While platform metrics, e-mail sign-ups and contact form inquiries correlate to business growth and a profitable social media strategy, products sold and completed appointments directly tie to whether or not social media is working and worth your time.

My many years working for international companies taught me that the bottom line is what matters. But, you are not a multi-national conglomerate, and know there is more to life than the cold, hard bottom line. I refer to this as the "accounting" method because it is managed by accounts in budget departments of big corporations




## The Accountant Way Of Determining If Your Social Media Is Working

There is a simple mathematical formula for determining your return on investment (ROI) for social media.

**Using the below example as a guide:**
You make a NET profit of $2,000 from an Instagram Ad for a Vitamin C Facial. You know this because you know how many facials were booked by clicking on the Instagram ad, and you know your NET profit from each facial. You spent $750 promoting the ad. Using the below formula, your ROI percentage is 166%, so for every $10 you spend, you make $16.60 back.

(Profits From Social Media - Cost)/Cost X 100 = ROI

$2,000 - $750/$750 * 100 = x (ROI)

$1,250/$750 * 100 = x (ROI)

1.66 * 100 = x (ROI)

166% = ROI

(See **The Accountant Way of Determining If Your Social Media is Working** Sidebar).

The accounting method is based on facts and figures. This method is used by larger corporations, where proving the value of social media to an accounting and budget department is critical for keeping your job.

This method requires you to track how much you spend on social media (ads, software, Canva, and any outside help), and profit amount attached to the product or service someone purchases or books through social media. Your booking, accounting and website software easily provides this information. The math behind determining whether or not your social media is genuinely working can be overwhelming and, to be honest, dull. Still, it is critical if you really want to understand if your advertising money is being used most effectively.



Digging in the weeds, looking at metrics and dollars in and dollars out isn't usually something beauty professionals are too keen on doing. The good thing is you can hire people like myself or bigger agencies to help you. If you haven't reached the level of hiring outside help, using the above measurements, formulas, and linked resources can help you better understand if your social media time and effort are used effectively.

Social media is the most cost-effective manner of advertising, and the key to any successful marketing plan. You must determine the best social media strategy for you and your beauty business. Understanding what works and what doesn't work is critical. Figuring this out isn't exciting or fun for many people, but doing so allows you to put the right plan in place, so you can spend more time doing what you love and are professionally trained to do. I suggest you hire someone to help you, even if it is only to point you in the right direction and set benchmarks.

## An Important Reminder

I want you to walk away from reading this article having a better understanding of how you can determine if your social media is working for you. If you are going to try any form of marketing and advertising, start with social media because it is the most cost effective. Not only do you build ongoing personal relationships that can't be built via a print ad or sponsoring one event, you have an advertising and marketing platform that you can access 24/7. One of the first things I want you to do is create a lead generating post, so you can gather email addresses and draw people into your business. Remember, you don't own your social media followers, the platforms do.



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



TREATMENTS TAKES...

# Getting Social



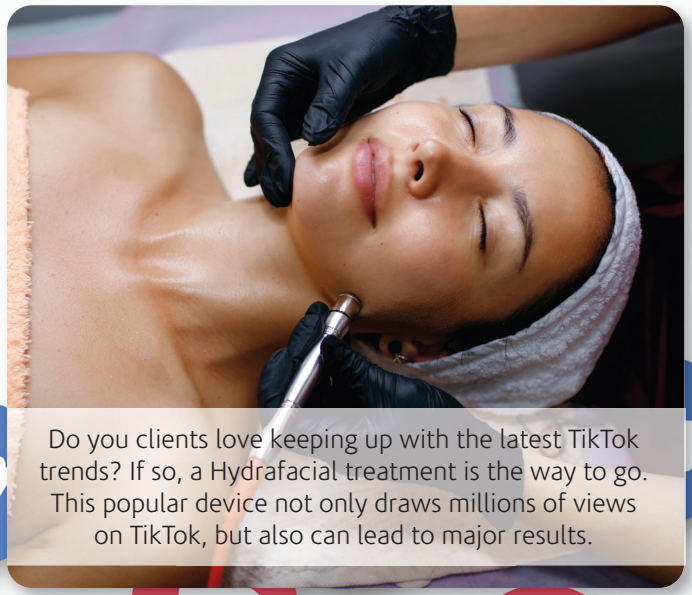
Looking for new treatments to add to your menu? We've got the perfect additions for your clients that love social media!

## 1. Instagram: Hydrojelly Mask



Are you clients loving Instagram reels? A hydrojelly mask will make the perfect treatment! This buzzing treatment is featured in reels everywhere for its skin benefits and captivating visuals.

## 2.TikTok: Hydrafacial



Do you clients love keeping up with the latest TikTok trends? If so, a Hydrafacial treatment is the way to go. This popular device not only draws millions of views on TikTok, but also can lead to major results.

## 3. Facebook: Classic Facial



If your client's favorite social platform is Facebook, we recommend a classic facial. Facebook may not be flashy and new, but it still gets the job done, just like a good, old fashioned facial.

## 4. Pinterest: Gua Sha Facial



For your clients that love to curate a photo, and believe aesthetic is everything, recommend a gua sha treatment. These trending tools are known for their mesmerizing movement and sculpting results.

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# Collagen Conundrum

By Erin Madigan-Fleck NMD, LE, LEI

Collagen is a structural component of facial anatomy that serves as a framework to the skin providing substance tensile strength, regulation of cell adhesion and directs tissue development. The structural organization of collagen originates from functional fibers assembled via a complex process utilizing proteins and amino acids. Collagen's fibrous protein are found in the extracellular matrix (ECM) and connective tissue of the skin. The ECM is formed by unique protein families tasked with supplying structural integrity and several physiological functions forming a dense network throughout the dermis. The collagen family of proteins can be grouped into: fibril-forming collagens, fibril-associated collagens, network-forming collagens, anchoring fibrils, transmembrane collagens and basement membrane collagens.

## Collagen 101

The human body consists largely of the collagen fibril-forming types. Collagen fibrils are made of collagen I and III in the skin, and are mainly determined by the existence of several amino acid chains with combined ratios of amino acids. Collagen is mainly produced by fibroblasts in the connective tissues, but numerous epithelial cells make certain types of collagens as well. With age, the ability to replenish collagen naturally decreases by about 1.5% per year. Collagen fibers in aged skin become thicker, shorter and result in a loss of type I collagen. As the density of collagen and elastin in the dermis declines, the structure and elasticity of the skin degrades, causing it to become thinner and more rigid.[1]

The body contains 28 types of collagens and consists of approximately 80%-90% of collagen type I, II or III. The collagen helix is formed by a network of fibers bound by the amino acids: lysine, glycine, proline, hydroxylysine, hydroxyproline and along with keratin and elastin, give the skin its strength. The skin requires a balanced ratio of amino acids to provide this structural composition of protein. Without amino acids, protein molecules and the complex matrix of amino acids will not fabricate collagen. Hydroxyproline is created by a modification of proline amino acids, oxygen and vitamin C, after the collagen chain is constructed. Our body does not manufacture vitamin C, and there are potential detrimental effects on the skin and to the body if the intake of vitamin C is inadequate. Several factors influence collagen production one's lifetime including puberty, pregnancy, menopause, smoking, UV radiation, nutrient deficiencies and pollution.

By age 50, many women may lose up to half of the collagen from their skin, which is often compounded by not consuming enough protein for an extended period. Protein deficiency can also lead to muscle wasting (catabolism), poor wound healing, frequent infections, swelling under the eyes and ankles, hair breakage and hair loss.

## Power to the Protein

Proteins are large molecules composed of complex chains of amino acids and are classified by the number of amino acids formed into a chain. The long polypeptide chains are joined in length by specific sequences, peptide bonds and sulfur amino acid (cysteine) bonds. More than 50 amino acids are supplied by proteins with typically 100 to 10,000 amino acids linked together to form structural units and fibrous proteins found in the skin, tendons, bone and muscle. Amino acids are essential for both dermal and epidermal structures and produce the extracellular proteins and enzymes needed for the synthesis of the epidermal barrier.

The essential amino acids for the body are: arginine, histidine, leucine, iso leucine, lysine, methionine, phenylalanine, threonine, tryptophan and valine. The non-essential amino acids are formed by essential amino acids carnitine, cysteine, glutamine, taurine and tyrosine.

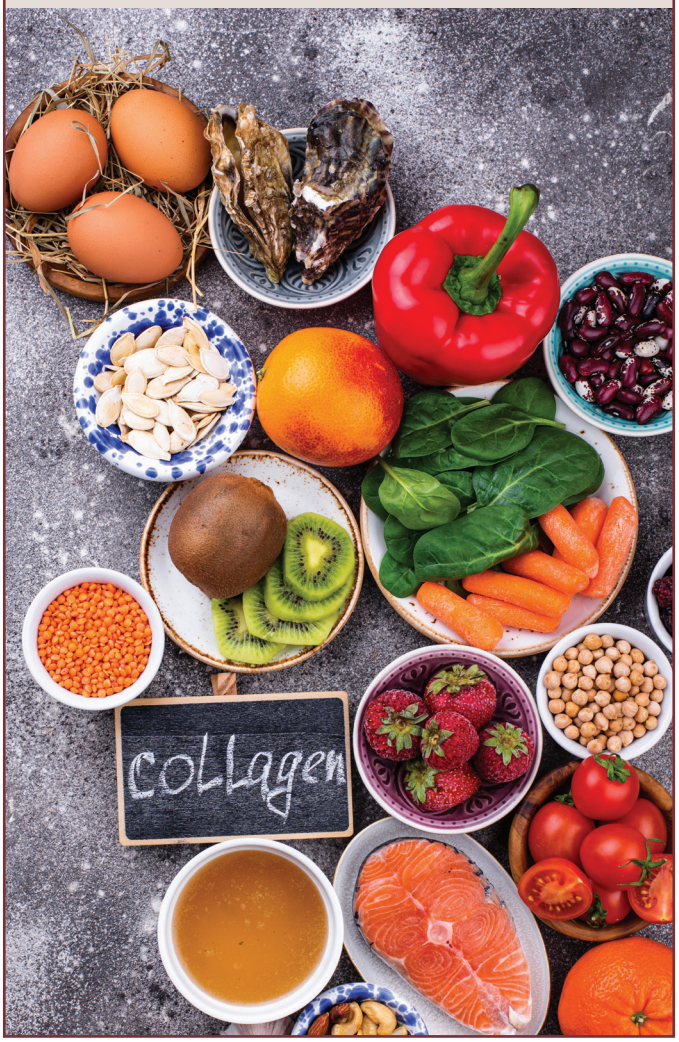
Complete protein sources include proteins that provide all the essential amino acids, whereas incomplete protein sources are missing one or more essential amino acids (See **Additional Foods that Help Build Collagen Sidebar**). Essential amino acids must be included in the diet and consumed as food or supplements because the body cannot manufacture them. It is also necessary for dietary protein sources to offer both sufficient quality and quantity of amino acids to provide adequate ratio amounts for the amino acid profile.

Our protein levels are conserved during periods of total nutrient deprivation by mechanisms such as the recycling of amino acids, processing of proteins within the organelles, and cellular turnover of amino acids consuming tissues. A functional distinction cannot be made to differentiate between the impact of synthesized amino acid units because of tissue breakdown, and those that are utilized from a dietary source. The amino acid "pool" is influenced by the turnover of protein in the body, intake of dietary protein, synthesis of non-essential amino acids, and the collective status of the type of amino acids. Adequate protein intake is necessary to supply such indispensable amino acids in the body. It is also very important to note that it is not only the total protein gram count that substantiates the quality of protein intake, but also the total amino acid profile that is consumed.

## Additional Foods That Help Build Collagen

Look for these nutrients: Lysine, Vitamin C, Manganese, Proline, Glycine, Copper and Zinc.

- Bone broth
- Chicken
- Fish
- Egg Whites
- Citrus fruits
- Berries (all kinds)
- Tropical Fruits
- Garlic
- Leafy greens
- Beans
- Cashews
- Tomatoes
- Bell Pepper
- Nuts
- Root vegetables
- Kiwi
- Mushrooms
- Oranges
- Oysters
- Cabbage
- Pumpkin
- Chickpeas
- Tofu
- Squash
- Dark chocolate



# CREATED *FOR THE* ESTHETICIAN *BY THE* ESTHETICIAN

*In every Sorella product*

You will find effective, targeted ingredients that **nourish** the skin. Each element is **handpicked** to help address specific skin concerns and build up the **skin's barrier.**

Sorella was founded with the intention of providing **results-driven** products that create a unique sensory experience for every client. Professional backbar sizing available.

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SORELLA
APOTHECARY

*Hear from spa partners*

"Loved the origins of Sorella. You can tell it was created by an esthetician because the line is so user-friendly. It's not complicated but very effective because of the active ingredients. I can make a difference in the skin without compromising the barrier."

HEIDI G, SKINCARE BY HEIDI, RICHMOND, IN

"I'm blown away by the company's ability to perfectly meet both the esthetician's and client's needs. From continuously educating their partners to beautifully packaged products, every detail, Sorella got it right."

LIZBET A, INPARADISE SKINCARE STUDIO, MIAMI, FL



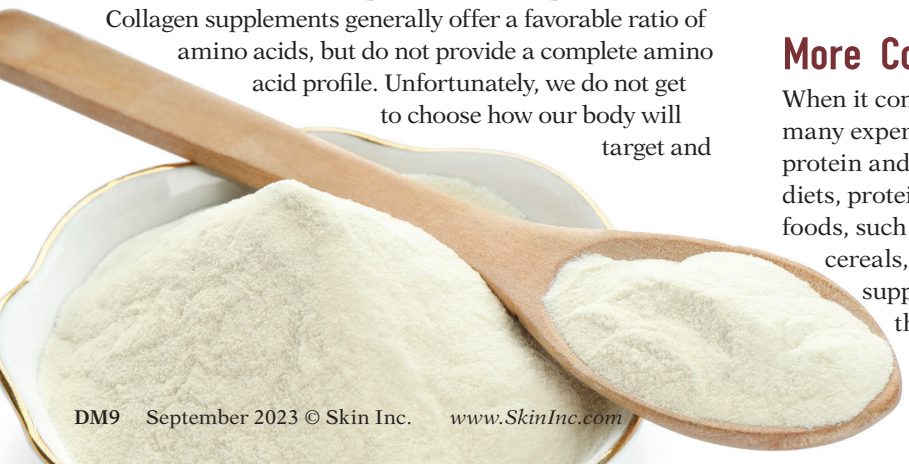


## Behold the Collagen Boom

In 2016, the collagen market was valued at an estimated $3.71 billion and is projected to reach $6.63 billion by 2025. Collagen supplements are non-regulated by the FDA, and controversially, may contain toxins and heavy metals.[2] The range of collagen products available is overwhelming and includes drinks, milks, bars, powders, coffee creamers, gelatin, capsules and gummies. Regarding the skin, most are marketed as improving skin integrity and modulating skin aging.[3] Notably, collagen cannot be absorbed in the digestive system unless it's broken down into smaller amino acids. Collagen supplements are not actually collagen, but synthesized components of collagen derived from connective tissue, bones and other parts of cows, pigs, chicken and fish reduced to an absorbable form. A hydrolyzed collagen (HC) powder should be enriched in the specific amino acids: glycine, proline and hydroxyproline. HC has active mechanisms in the dermis via free amino acids providing building blocks for the formation of collagen and elastin fibers. Additionally, collagen oligopetides bind to receptors on the fibroblasts' membrane stimulating the production of new collagen, elastin and hyaluronic acid.[1]

The quality of the HC is based on its average molecular size, which varies depending on the methodology used to extract it. For a collagen powder to be active in the skin, it must cross the intestinal barrier and reach the blood stream. Through the network of blood vessels, the collagen peptides and amino acids are then distributed to the dermis, where it has been proven they can remain up to 14 days.[4] The rate of transport across the intestinal barrier is always in question with any supplement, as bioavailability and absorption may limit the efficacy of the HC in the skin. The body is provided collagen through our varied protein food sources, and no matter the type or quality of supplements consumed, they should not be considered a substitution for actual protein food components. Collagen supplements generally offer a favorable ratio of amino acids, but do not provide a complete amino acid profile. Unfortunately, we do not get to choose how our body will target and utilize a collagen supplement. Consuming foods high in collagen may provide your body with amino acids that will reassemble whatever protein it needs. The available evidence regarding the types of collagens or their mechanism of assimilation to produce desired results and side effects have not been rigorously reviewed, synthesized, or proven by non- interest studies.[5] Collagen supplements are not without potential side effects including: bloating, constipation, upset stomach, kidney stones, allergic reactions, drug interactions, skin breakouts and high histamine activity in histamine-sensitive individuals.

As collagen is considered an incomplete protein and is missing the amino acid tryptophan, tryptophan depletion has been implicated to lead to low serotonin (neurotransmitter and hormone), which has a huge impact on your mood.[6,7]



### Protein Powder 101

- A complete protein powder should contain all 20 amino acids, including the nine essential amino acids our body cannot produce on our own. Aim for substance and nutrients not price.
- Evaluate labels and confirm the quality of the protein source.
- Look for warning signs regarding manufacturing standards, "sketchy" terminology and methods of processing and preservatives.
- Evaluate for quality measures regarding bioavailability, absorbability and GI tolerance.
- Avoid formulas with ingredients that may cause allergic reactions.
- Look for formulas that have a stabilizing effect on blood sugar.
- Avoid products with artificial sweeteners and colorants.

## More Collagen More Protein

When it comes to protein and amino acid supplements, many experts suggest that instead of adding extra protein and amino acid supplements to high-protein diets, protein should be preferably received from whole foods, such as fish, eggs, dairy products, legumes and cereals, along with fibers and other food components supporting the well-being of both the host and their gut microbiota. Supplements should be utilized as an occasional resource to help

improve athletic performance or support recovery in the case of nutrient imbalances confirmed through testing (See **Protein Powder 101 Sidebar**).[8]

Milk contains two main types of proteins which include whey (80%) and casein (20%). Both include all the essential amino acids making them a complete protein source. Branched chain amino acids (BCAAs) include leucine, isoleucine and valine, which are three of the essential amino acids. They make up a majority of muscle proteins (30%-40%). Research has found that leucine is the most significant when looking at muscle protein synthesis and exercise recovery.

When milk is curdled and strained, it produces a liquid byproduct which is known as whey. Whey is then processed and dried into a powder. Whey can be further processed into whey protein isolate, which has a higher protein concentration compared to whey. Plant-based protein powders are derived from soy, pea, hemp and brown rice. Soy is the only plant protein that is considered a complete protein since it contains all the essential amino acids. Plant-based protein powders are recommended for those with a milk allergy, vegans, vegetarians, or those with certain food sensitivities.[9]

| Type of Supplement | Source | Description |
|---|---|---|
| Milk Protein Powder Isolates | Skim Milk | Partial removal of non –sufficient protein (lactose and minerals). Contains proteins, whey, and casein. Frequently used in a blended protein source. |
| Egg White Powder/ Albumin | Egg Whites | Good amino acid profile, is low in fat and carbs, suitable replacement for milk allergies. |
| Hydrolysate Protein Powder | Varied | A mixture of amino acids, peptides, polypeptides, and denatured proteins that can be obtained by chemical, enzymes, and thermal hydrolysis of proteins from plants and animals. One of the most expensive forms, best for bodybuilding, allows for easy absorption for muscle. |
| Whey Concentrate - Powder | Milk | The most basic form, popular with body builders, high branch chain amino acids, may be used for both pre & post-workout. May be difficult to digest, and has a low lactose level, low fat, and low carb, 35-80 % of the powder is protein & contains lactose. May be higher in calories if protein % is low and fats and carbohydrates are in surplus. |
| Brown Rice Protein | Brown Rice | Rich in vitamins and minerals, 100% plant source, low fat, low calorie, low in Lysine. |
| Soy Protein | Soy | High Glutamine, good branch chain amino acids, can speed up metabolism for fat loss, soy isoflavones, is an antioxidant, check for non-GMO, suggested to rotate with other powders to avoid high soy intake. |
| Pea Protein | Yellow Peas | Rich in vitamins and minerals, fat, and cholesterol free, gluten-free, tends to be low in Cystine, generally contains 60-75% protein. |
| Hemp Protein | Hemp | Rich in vitamins in minerals, high in omega 3 & 6, 100% plant based, potentially high fat content, higher in calories. |
| Casein Protein (used for making cheese) | Milk Derivative | Milk protein derivative, (80% of milk is casein), slowly assimilates over several hours, may be used as a meal replacement, offers high value of protein. |
| Whey Isolates | Cow's Milk | Regarded as a higher quality powder by athletes, preferred amino acid profile, low carb, fast absorption, low fat, low or lactose free. High leucine content, good for building muscle. Should contain 90% protein by weight. |
| Whey Hydrolysate | Milk Derivative | Is another variation of whey protein that has been treated with heat, enzymes, or acids to "pre-digest" the product by breaking some of the peptide bonds. This results in a product that is very rapidly digested and typically easily tolerated. |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# Charcoal

By Rachel Grabenhofer, ELS, and Maggie Walker

Charcoal, per Brittanica, is an impure form of crystalline carbon. It is obtained as a residue when carbon material is partially burned or heated with limited access to air[1] – and since carbon is the primary component of all known life on earth, burning any animal or vegetable matter with a limited supply of air creates charcoal.[2]

Charcoal burns hotter, slower and cleaner than wood – i.e., it is less smoky.[3] This was likely noticed soon after man learned to control fire over one million years ago.[2] Around 30,000 B.C., cavemen used charcoal to draw on the walls of caves.[2] People have been making charcoal since around 4,000 B.C., usually by piling up wood and covering it with dampened dirt, then lighting the wood on fire so it burned slowly and without much oxygen.[3]

It was around this same time when it was discovered that naturally occurring ores of copper, zinc and tin oxides, when heated with charcoal, were transformed to pure metal; enter: The Bronze Age, followed by the Iron Age.[2] Blacksmiths used charcoal to smelt bronze and iron because it takes a hot fire to melt most metals or glass.[3]

In fact, heating charcoal to a very high temperature is how another well-known and related material is created: activated charcoal. According to one soap company, the first use of activated charcoal dates to around 3,750 B.C., when it was used by Egyptians for smelting ores to create bronze.[4]

Egyptian artists also used charcoal to make black paint for wall paintings. Writers mixed powdered charcoal with water to make ink.[3] In the 9th century, a Chinese alchemist found that blending charcoal with other elements created a combustible mixture – gunpowder.[2]

## Properties and Health Benefits

Around 1,500 B.C., the use of charcoal to eliminate malodors from wounds was recorded by the Egyptians. This was the first mention of charcoal in a medical application.[2] The Egyptians also administered it for


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intestinal ailments.[4] By 400 B.C., on trading ships, the Phoenicians stored water in charred barrels to improve its taste. They had apparently discovered the ability of charcoal to bind substances to its surface – a property known as adsorption.[2]

Activated carbon materials (e.g., activated charcoal) are said to be among the best adsorbents thanks to their large specific surface area.[5] This property is created when ordinary charcoal is heated to a high temperature, which unbinds elements and compounds from the carbon atoms, in turn freeing up all the binding sites to receive incoming molecules and atoms. This makes activated charcoal much more porous than ordinary charcoal. Reportedly, one teaspoon of activated charcoal contains the approximate surface area of a football field.[6]

Since activated charcoal is good at removing contaminants, it is often made readily available in hospital emergency rooms for cases of drug overdoses or poisoning – whereby it is administered orally to bind toxins before they are absorbed into the bloodstream.[2] The activated charcoal itself is not absorbed, so it reaches the gut in an unchanged form,[7] where its negative charge attracts positively charged molecules such as toxins and gases that are eventually eliminated by the body.[7]

Activated charcoal has been recommended as a treatment for other medical issues, including intestinal gas, kidney problems, skin diseases and even teeth whitening.[6] Its adsorptive properties have been used to remove malodors or colored substances – being applied, for example, in water filters, gas masks, air purification systems and even underwear; or to recover solvents and other volatile materials.[1,2] The well-known adsorption benefits of activated charcoal have also (not surprisingly) been leveraged by inventive marketers who have positioned foods and beverages containing the material as detoxifying.[2]

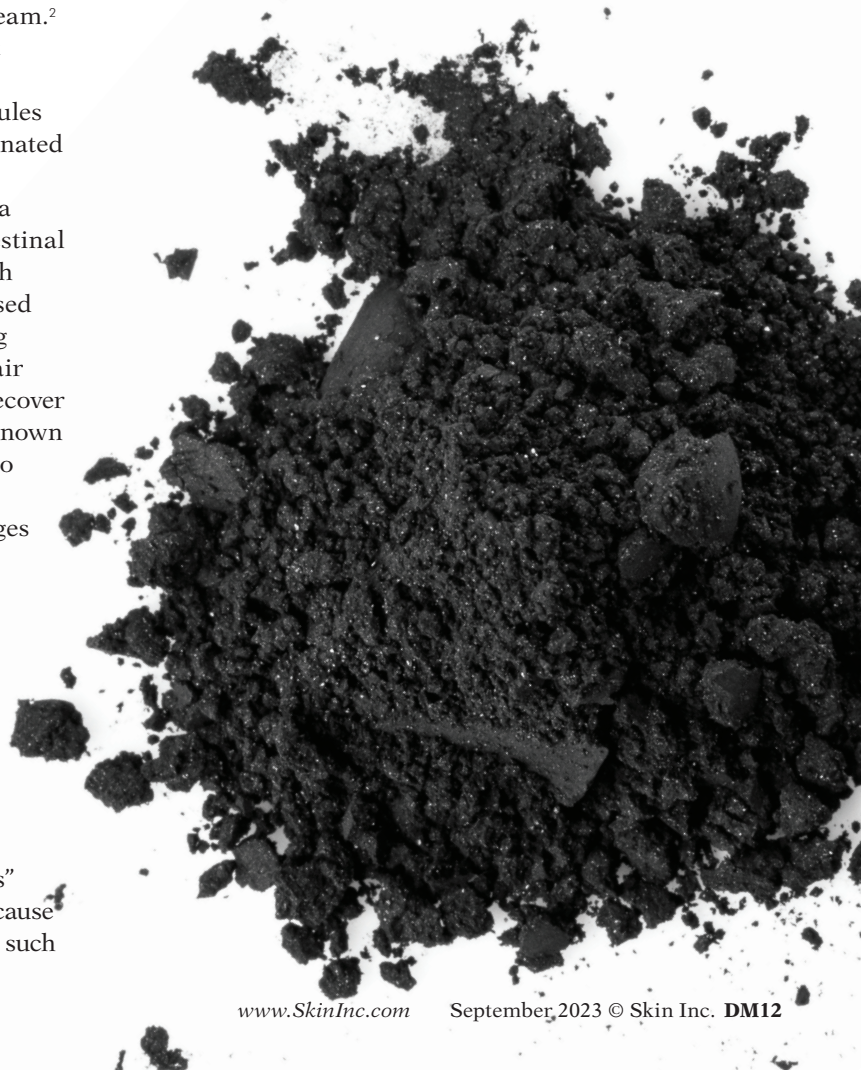
## Skin Care Applications

Numerous cosmetics and personal care brands make similar detoxifying claims, highlighting the purifying skin-clarifying benefits of activated charcoal in masks, cleansers, scrubs, pore strips, soaps, teeth whitening products and more. Consumer sources have even described activated charcoal as a "magnet-like" ingredient that "attracts" and disposes of excess oil, dirt and impurities that cause breakouts.[8] Notably, there is limited data validating such claims and these effects have been debated,[9-11] although a few studies support them.

One paper in the International Journal of Pharmacy Research and Technology, for example, tested the efficacy of an activated charcoal-containing peel off mask. Here, the authors sought to leverage the activity of the charcoal to reportedly adsorb dust particles, open clogged pores and remove dead skin on the surface. Successful results were reported; the pores were also said to normalize within an hour of treatment and the skin experienced no erythema.[12]

A recent review article in Proceeding International Conference on Religion, Science and Education described studies from several related journals exploring the anti-acne and sebum-reducing effects of activated charcoal on facial skin. Collectively, results indicated activated charcoal-containing facial masks decreased levels of facial skin oil.[13]

Interestingly, a study published in Carbohydrate Polymers described the formulation of alginate



hydrogels that release activated charcoal loaded with an antimicrobial ingredient. The ingredient successfully adsorbed onto the activated carbon and the carbon-containing gels were effective against two standard bacterial strains and five clinically resistant strains. The authors concluded the activated carbon-containing gels could deliver actives such as the antimicrobial iodine in wound dressings without concerns of systemic absorption.[14]

Several cosmetic ingredient suppliers also provide activated charcoal for cosmetics and personal care products. Benefits touted range from antimicrobial, anti-inflammatory, anti-pollution and exfoliation to anti-acne, free radical scavenging, detoxifying, sebum absorption and more.[15]

## In the Spa

Charcoal has certainly made a name for itself in the beauty industry and obviously for good reason. The versatility in how this ingredient can be used for its clarifying purposes are well shown in the spa and skin care industries. King Spa Virginia brought a very unique touch to their spa by creating a charcoal sauna as one of their amenities. This sauna is made from all-natural charcoal, and utilizes this ingredient as a purifying agent to help its guest unwind and relax while delivering a detoxifying treatment.

Charcoal has even made a signature step into the medical spa arena with the Carbon Laser Facial that is offered at many medical spas including Infinity Laser Spa. The Carbon Laser Facial ($550 for two sessions) combines the benefits of charcoal with Q-Switch laser technology to reduce pores, signs of aging, skin damage, acne and scars.

Entering more of a body treatment, activated charcoal is a great addition to a body wrap. Perception Organic Spa in Richmond, VA has their signature Activated Charcoal Body Wrap (60 min., $135), which uses the activated charcoal to absorb the toxins trapped right under the skin. This treatment provides anti-aging benefits as well as helps to target cellulite or acne. On top of the detoxifying benefits that the charcoal provides, it also helps to speed up and promote wound healing.



Now, when it comes to spa products, there are a plethora of products that take advantage of the clarifying properties that charcoal provides. For starters, Circadia recently launched their Charcoal Milk Clarifying Mask that has a blend of bamboo charcoal working alongside lactobionic acid, lactic acid and kaolin clay to detoxify and exfoliate the skin. This mask can also be used to relieve acne congestion and prevent future breakouts as well. Sticking to the mask theme, Environ also has their Focus Care Comfort+ Anti-Pollution Masque. This masque combines charcoal with special botanicals to help assist in purifying the pores by absorbing skin impurities, and this masque also soothes, moisturizes and protects the appearance of a compromised barrier function.



Graydon Skincare uses charcoal in a different way in their Bamboo Charcoal Sponge, which is formulated with activated bamboo charcoal extract to gently remove dirt and grime on the face. The use of charcoal also detoxifies the pores and smooths the skin for a thorough cleanse that is gentle enough for sensitive skin. Skin Script also uses the detoxifying powers of charcoal in their Charcoal Clay Cleanser. The combination of kaolin clay with charcoal helps to absorb environmental toxins and sebum, while also removing impurities and helping to prevent pore clogging.

## Conclusion

Charcoal and activated charcoal have a long history and interesting applications for both skin and health. It's a lot to absorb, but from the looks of things, their porous structure holds vast potential.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**Industry pro, Deedee Crossett, answers your burning questions about the industry every month.**

## Q: I'm thinking about adding body sculpting/lifting treatments to my menu… any advice?

**A:** As an esthetician, I love doing body treatments! Skin is the largest organ of the body. Why not treat ALL OF IT! Here are a couple things to keep in mind when doing lifting or sculpting treatments.

1. Every state's regulations are different, so make sure you are keeping within your scope of practice when doing full body treatments.
2. Check-in with your insurance, are you able to perform these services under your current policy?
3. Does your clientele want body sculpting treatments? Clients with immune deficiency disorders, circulation issues, edema, diabetes or who bruise easily, may not be good candidates for some body sculpting services.
4. How will you train yourself and your team? If you decide to offer sculpting services like wood or ice, make sure the company and trainer is experienced and qualified. There is so much misinformation online, so do your research!
5. Marketing should focus on beautification, not medical results (Unless you are qualified to give medical advice or working under a doctor).
6. Body sculpting requires the therapist to walk around the table, so make sure you have the space. Also, some clients will be on their stomach. The facial and massage table should be comfortable and fit all body types.

Many clients are looking for cost effective slimming and toning treatments! If you decide to offer these non-invasive services, we would love to hear your success stories! Good luck and happy sculpting!





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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