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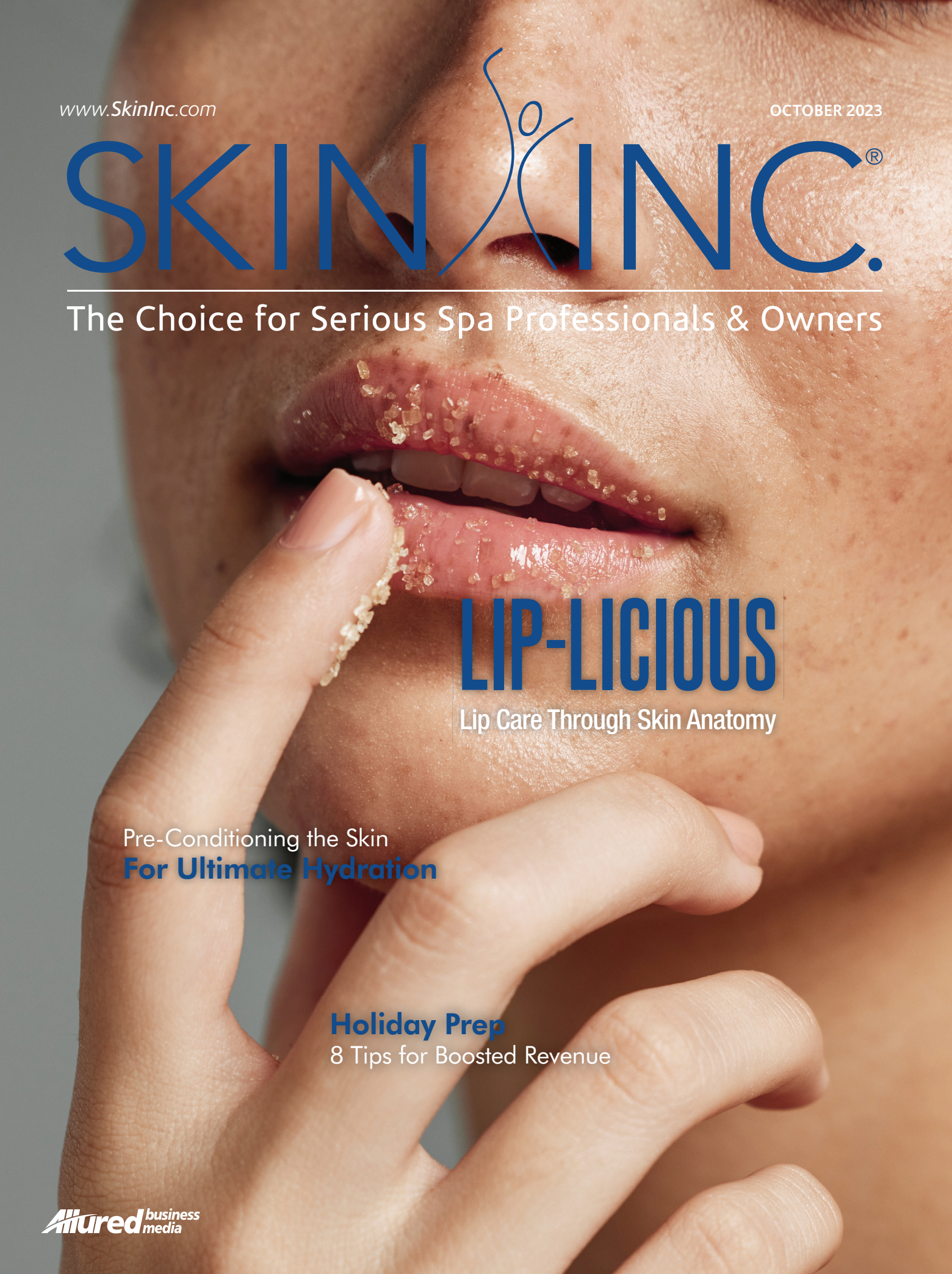

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On My Radar

Holiday Heroes



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

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

I don't know about you, but fall and winter are the busiest time of year for me. Between the medley of holidays, it seems like there is barely any time to sleep. However, I've learned that this is a good problem to have, and I very often look forward to certain activities that I get to do every year during these seasons. Having the right skin care to get through the festivities is crucial to keeping a clear complexion all throughout the holidays, so I'm sharing which products perfectly pair with my favorite fall and winter activities.

1 Party Central

One thing this time of year brings out is plenty of social gatherings. I find after long nights that usually include some wine and lots of chatter, my skin is always in desperate need of a pick-me-up. I turn to Sorella Apothecary's Rescue Mask for this exact reason. This mask is the cure for when your skin is feeling run down, and it brings it right back on track. Bonus points is that I often will use this as an overnight mask when in desperate need.





2 Pumpkin Picking

I LOVE a pumpkin patch moment, and remembering to apply my SPF is crucial when spending all day outside picking pumpkins, eating cider donuts and going through corn mazes. The Elio Drops from Lira Clinical helps protect the skin from environmental stress as well as provide UVA/UVB/HEV damage. This is a definite go-to for skin protection while spending time outdoors in the fall.

3 Zoo Lights

I live in Chicago, so going to the Lincoln Park Zoo lights is a MUST! However, this fun seasonal excursion always tends to happen on the coldest night. That's why the Eight Greens Phyto Masque - Hot from Eminence Organic Skin Care is a great mask option after this event. The heat from the mask can warm the skin right up while also revitalizing the skin and delivering anti-aging benefits. It's a win-win!



4 Ice Skating

Who doesn't love skating around a rink during the winter months? This is one of my favorite physical activities to partake in during winter, and it's a great excuse to get outside, which can be a challenge with the drop in temperature. However, I'd be lying if I said this didn't take a toll on my feet. That's why I love to do a little thermal poultice foot massage to ease out that tension, and what better poultice than the SpaRevolutions thermaBliss Herbal Poultice.





5 Cookie Decorating

Sweet treats are practically unavoidable during the holiday season. It starts with Halloween candy and goes all the way to cookie decorating (a personal favorite of mine). Even though sugar tends to make me break out, I'm not going to let that stop me from enjoying some cookies. That's why I HAVE to have my Sulfur Spot Treatment on hand to zap away any blemishes that may arise during my sweet snacking.



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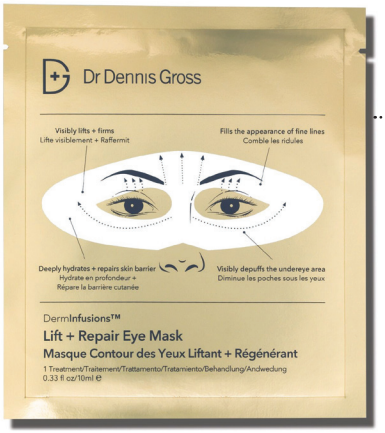

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HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

BRAND UPDATES



GlyMedPlus Rebrands Logo & Packaging
GlyMed Plus has revitalized its professional skin care brand, redesigning the company's logo and product packaging and streamlining its product system. The rebrand is meant to reflect GlyMed Plus' long-held reputation for high-quality products, services and education, according to Jon McDaniel, president of GlyMed Plus. McDaniel claims demand for GlyMed products has risen over the last three years.



Babor's 'My Skin My Story' Campaign Showcases Authentic Skin Care Journeys
Babor is running a new social series, "My Skin My Story," that showcases eight authentic stories from around the world of real people who have overcome skin challenges, including a new mom battling postpartum acne, a motorcyclist with scar reduction and more. Each participant was provided a full Babor product routine to start them on their journey. The series will air on Babor's Instagram channel.

OPENINGS



Royal Scotsman & Dior Beauty Partner on Luxury Sleeper Train Spa
Royal Scotsman, a Belmond Train, Scotland has announced the Dior Spa Royal Scotsman, a spa that is housed in one of the luxury sleeper train's plush carriages with two lacquered treatment rooms, restyled with Dior's iconic burgundy toile de Jouy motif. The new bespoke menu features three treatments devised by the French Maison's wellness experts to cater to the specific needs of train travel.

IN MEMORIAM



Jan Kuśmirek, Founding Formulator at Elemis, Dies at 76
Elemis has announced the death of its founding formulator, Jan Kuśmirek, at the age of 76. Alongside investor Linda Steiner, Kuśmirek is credited as the founding formulator and creative mind behind the launch of Steiner Group's Elemis brand in 1990. Kuśmirek continued to work alongside Elemis co-founders Sean Harrington, Noella Gabriel and Oriele Frank for more than 30 years as a new product development consultant. Elemis plans to launch The Jan Kuśmirek Elemis Cosmetic Scientist Award in his memory.

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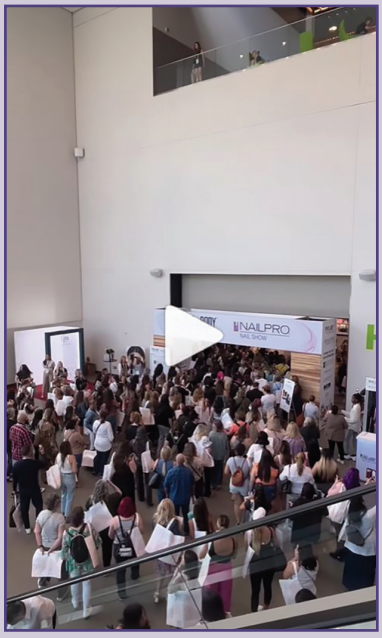
Tuning In

Editor's Picks

Face & Body took place on Aug. 20-21, 2023 in Sacramento, CA. Don't miss our recap of this year's wonderful spa conference and expo.



The Latest in Video Interviews

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- How Seasons Affect Pigmentation
- The 5 Must-Have Ingredients in Every Age Reversal Regimen
- **Shown Below:** [VIDEO] A Breakdown on Ingredient Knowledge to Empower Estheticians

Upcoming video interview with Massage Envy



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Sounds Like Spa

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- 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
- What's Changing in Social Media?
- Skin Positivity: Where This Movement is Going and Growing

Webcast Watch

- Understanding Medspa Customer Needs
- Glowing Skin to Flowing Income: 5 Tips for Transformational Before & After Photos
- Acne Series: Identifying & Treating Acne Imposters
- Problematic Skin: Mastering Home and In-Practice Treatments for Flawless Results
- ***Keep an eye out for:*** Dakota Biotech and Solta Medical webcasts in October!

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SPA SNAPSHOT:

Sundara Spa

Lake Delton, WI

By Maggie Walker

When it comes to mastering the art of relaxation, Sundara Spa in Lake Delton, WI, is an expert. Even though they are very well known for their numerous pools, both indoor and outdoor, they have made themselves a destination worth traveling to even in the dead of winter. The gorgeous scenery and stunning wildlife are only part of what makes this spa so breathtaking. Sundara does a beautiful job in providing wellness in a way that their clients can completely customize. Whether it's in the food they eat, yoga and wellness classes they attend or spa treatments they receive, Sundara has a plethora of opportunities for people to achieve prime relaxation. We sat down with Jessie Strickland, lead esthetician at Sundara Spa, to learn more about this magical destination.

***Skin Inc.* (*SI*):** How did you get started in the industry?
Jessie Strickland (JS): I started my spa career as a receptionist at a spa while going to college. As a receptionist, I was able to take advantage of getting services for trainings, and I just fell in love with the industry in general. My path changed, and I decided to go to esthetic school.

***SI*:** What is one of your favorite things about the spa industry?
JS: I love this industry so much because we are able to connect with and relax our guests. I truly love helping people with their skin care needs and educating them in a way that makes sense to them.

***SI*:** What is your greatest achievement?
JS: My family is my greatest achievement. I am the proud mother of three beautiful children, and I work hard so that they can have everything they need for a bright future.

***SI*:** What made you decide to bring Dr. Dennis Gross Skincare into your spa space?

Photos courtesy of Sundara Spa

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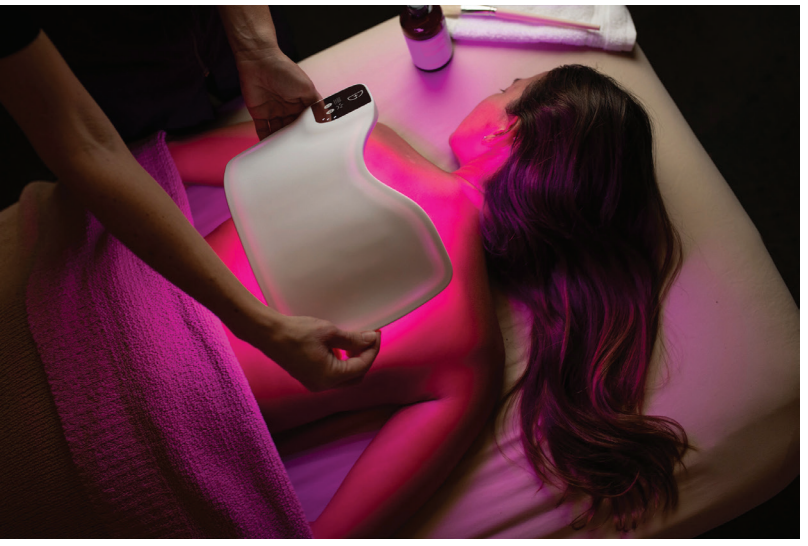
JS: Sundara underwent a massive expansion in 2018. While in the process of expanding, we decided to bring in some new skin care lines. We took a lot of time to research and evaluate many different lines, Dr. Dennis Gross Skincare was the best fit for us. I love the quality of the products and how they feel on the skin. It is a medical grade product without the side effects of a traditional medical grade service.

SI: What is the most unique treatment Sundara offers?
JS: The most unique treatment we offer here at Sundara is our Lemi Vichy Treatments. It's an amazing experience where we perform a full body exfoliation, mask the body and pull a steam tent over the guest. While steaming, we perform a facial and scalp massage. We then rinse the body using a vichy shower and a hand held shower head, and follow with a full body hydration.

SI: What top piece of advice do you have for spa professionals?
JS: My best piece of advice for any esthetician is to never stop learning. We are so lucky to be in such an amazing industry that is



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SI: What is your favorite Dr. Dennis Gross Skincare treatment to receive or give?
JS: My favorite Dr. Dennis Gross Skincare facial is our Stress Relief Facial. This service was created during Covid-19 and was such a nice addition to what we already had. This service incorporates the (FDA-cleared) LED with Dr. Dennis Gross Skincare Drx SpectraLite FaceWare Pro and BodyWare Pro and uses products that contain adaptogens that help to stop stress aging. This service relaxes the body, mind and skin.

SI: What is something you think every esthetician should have in their tool-belt?
JS: The biggest and best tool an esthetician can have is themselves. Be the best you can possibly be, have the passion and hunger



for the knowledge to keep growing. Show compassion for your guests and truly care for them. Be open enough as a person to truly connect with your guests. People come back time and time again not just for the amazing products and services, but to feel that connection.

SI: How do you incorporate new or growing trends in your spa?
JS: As a destination wellness spa it's a little more difficult for us to incorporate all of the latest and greatest trends, but I think we do a pretty good job. We currently have three HydraFacials machines. We find a way to make the latest and greatest work for us. (Editor's note: Keep an eye out for Dr. Deniss Gross Skincare Phyto-Retinol Booster launching with HydraFacial Fall 2023).

SI: What is your favorite Dr. Dennis Gross Skincare product?
JS: It's so hard to pick just one favorite product from Dr. Dennis Gross Skincare, so I have to pick two. I love the Hyaluronic Marine Meltaway Cleanser and the Advanced Retinol + Ferulic Intense Wrinkle Cream. They both feel so amazing on the skin. They are definitely two products I can't live without.

A Very A-Peeling Treatment with Dr. Dennis Gross

After spending some quality time reading in the sun, I was more than ready for my spa treatment. I started the treatment off with Sundara's five-step, self-guided Purifying Bath Ritual, to get my mind and body ready for my Dr. Dennis Gross Skincare professional peel and vitamin C-boosted facial.

Jessie started off my treatment using the Hyaluronic Marine Meltaway Cleanser. After the cleanser did it's job in getting all of my makeup off, Jessie wrapped my face in a nice warm towel (my favorite). After this, Jessie performed a skin analysis before moving into the Alpha Beta Face Peel Professional System.

The Alpha Beta FAce Peel Professional System is a three-step peel, and came next in my treatment. While this peel sat on my skin I noticed it was actually very gentle, and I only experienced a slight tingly sensation. This was my first experience with a Dr. Dennis Gross Skincare peel, and I loved it! I was extra excited by how this peel has no downtime, so I knew once I got off of this table I would be able to continue to go out and experience the rest of Sundara.

After neutralizing the peel, Jessie applied a layering of sheet masks, starting with the DermInfusions Lift + Repair Eye Mask. Over top of that, she applied the Vitamin C Lactic Biocellulose Brightening Treatment Mask. This mask is one of my personal favorites, since it works wonders in reviving my dry skin and making it look more vibrant.

Once it was time for the sheet masks to come off, Jessie applied the Hyaluronic Marine Hydrating Modeling Mask, which was as beautiful, as it was nourishing and soothing to the skin. This mask felt like a nice drink of water to my skin, and while it set, Jessie massaged my arms and hands. Now, it was time for one of my all-time favorite parts of the treatment: a face, decollete and scalp massage. I officially bought a one-way ticket to dreamland during this.

For the finishing products, Jessie layered on the DermaInfusions Fill + Repair Serum as well as the Vitamin C Lactic Dewy Deep Cream and the All-Physical Ultimate Defense Broad Spectrum Sunscreen SPF 50 PA++++ for added hydration and protection from free radicals. What was an extra nice touch was the use of the new DermInfusions Plump + Repair Lip Treatment, which gently woke me up (and gave me the perfect pout) thanks to the light tingly sensation.

I left that treatment table feeling rejuvenated and with my skin absolutely glowing thank to the vitamin C and hydration from the Dr. Dennis Gross products.





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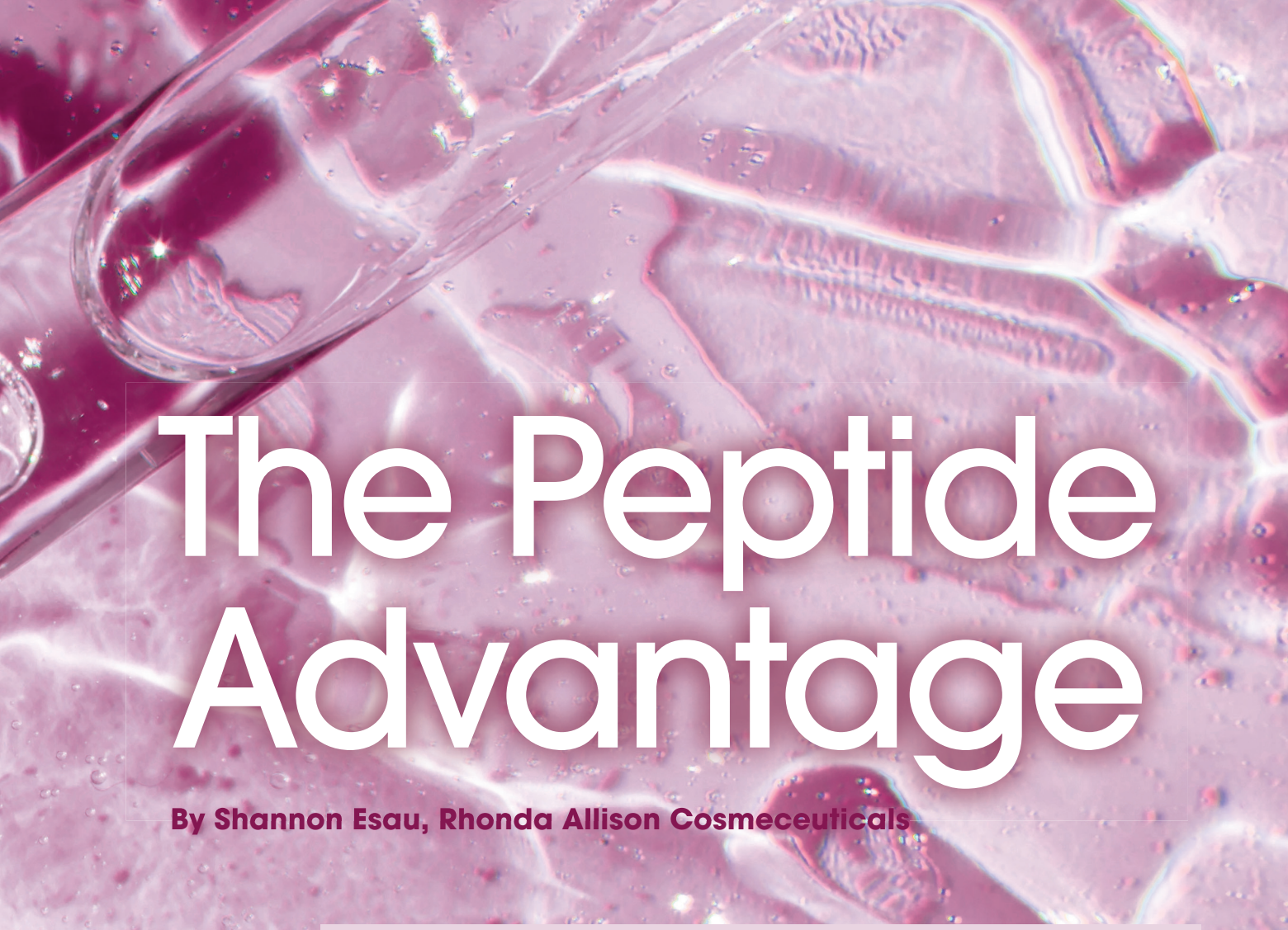


The Peptide Advantage

By Shannon Esau, Rhonda Allison Cosmeceuticals

What comes to mind when you think of the term "digestion?" For most of us, it's the breaking down of food, but this action is not relegated solely to the stomach. In fact, our skin is continually digesting, which of course, is part of the cell regeneration process that keeps us looking youthful. As we age this process slows, and here is where peptides come into play!

What Are Peptides?

Peptides are "biomimetic" because they are inspired by nature and recognized by the body, yet designed in a lab and originate from the Greek term "peptos," which means "to digest." Peptides are a chain of individual amino acids linked together like pearls on a necklace and have the same chemical structure as proteins.

There are many strands of peptides, each classified by the number of amino acids within its sequence (See **Peptide Breakdown By Name Sidebar**). Each sequence will have unique potential based on which amino acids and the length of the chain. Palmitoyl pentapeptides, for example, are peptides that have a chain of five amino acids, and hexapeptides form a chain of six amino acids. Marine oligo peptides are a chain of a "few" natural-water amino acids.

All fixed-sequence peptides commercially available are patented. Manufacturers combine synthetic peptides with a fatty acid, which is essential to get the product into the deeper layers of skin.

Peptide Breakdown By Name

- **Tetrapeptide.** This is a peptide consisting of four amino acids joined by peptide bonds. Many tetrapeptides are pharmacologically active, often showing affinity and specificity for a variety of receptors in protein-protein signaling.
- **Pentapeptides.** These have five amino acids.
- **Hexapeptide.** These has six amino acids
- **Heptapentide.** These has seven amino acids.
- **Octapeptide.** These has eight amino acids (e.g., angiotensin II).
- **Oligopeptides.** Oligo, meaning few, consists of between two and 20 amino acids and includes dipeptides, tripeptides, tetrapeptides, pentapeptides, etc.
- **Polypeptides.** These are small peptides that contain a chain of many different amino acids or proteins joined by peptide bonds.

Peptides Purpose

In a nutshell, peptides have the ability to relax wrinkles, tightening the skin and reduce wrinkles by promoting fibroblast synthesis, cell regeneration and neurotransmitting signalling.

Initially, the research on peptides was done in relation to wound healing. Published studies showed peptides to be instrumental in causing cells in the skin to produce more collagen as part of the body's natural response to help skin heal.

Collagen represents the main component of the Extra Cellular Matrix (ECM) of the dermal connective tissues. Thrombospondin I (TSP) is a multifunctional protein that activates the latent, but biologically inactive form of TGF (Tissue Growth Factor). TGF is the key element in synthesis of collagen and binds to a sequence in the TSP molecule. This sequence is known as Arg-Phe-Lys and is similar to Palmitoyl Tripetide-5, therefore, it has the capacity to bind with and activate TGF.

In the beginning, Sederma was the first to develop matrikines, extracellular matrix-derived peptides, which are exact replicas of natural skin matrikines. Matrikines are specific molecules having biological activity and acting like messengers delivering a code to regenerate the skin. Since the original matrikine peptides were developed, which focused on collagen and elastin stimulation, others have come to the market that provide a range of functions, from melanocyte inhibition (brightening), to DNA oxidation protection.

Studies have also proven that some peptides act as a natural regulatory mechanism in which the peptide acts as a signal; if the skin is damaged for any reason, structural proteins are destroyed and peptides (chains of amino acids resulting from the breakdown of the larger protein) are released. The skin interprets these peptides as a signal to make some more proteins. Peptides that send the signal that more proteins (collagen) are needed are in a category of peptides considered to be "wrinkle minimizers."

Hexapeptides, on the other hand, actually block neurotransmitters that cause muscles to contract and form wrinkles. These peptides are referred to as a "wrinkle relaxers."

Skin Benefits

Peptides are active at very small doses and are highly specific, having a very good safety profile when used physiologically, to assist or change an organism's physical processes. By stimulating fibroblast, the building-block of collagen, and signaling the skin to produce more protein, peptides increase firmness, tone and diminish fine lines overall, promoting a healthier skin.

Peptides also work to hydrate the skin. Studies have shown that water plays a role in maintaining the conformation of the collagen molecule. When dry proteins get exposed to air containing any water content or humidity, they quickly draw in that water and bind water to the cell. In turn, keeping collagen hydrated helps stave off wrinkles allowing for supple and more youthful-looking skin.

Understanding that each peptide chain is unique we must also keep in mind that formulating with peptides is unique as well and will make all the difference on overall performance. It is never enough just to see an ingredient in a formula.

3 Primary Peptide Functions

1. **Structural (Cellular) / Messenger Peptides.** These stimulate the fibroblasts that drive collagen production. They also help protect collagen against the enzymes that want to destroy or degrade it. By stimulating structural proteins the renewed and energized cell results in minimized wrinkles, firmer skin that represents more heightened tensor power.
2. **Neurotransmitters (Neuropeptides).** This peptide inhibits the ability for neurons to transmit or receive



Peptides help to rejuvenate, reduce muscle contraction and stimulate fibroblasts.

information, thus limiting or reducing muscle contraction that improves the appearance of wrinkles. This is the "botox" affect and sometimes referred to as the "freezing peptides."

3. **Rejuvenating Peptides.** These peptides exhibit both of the above. It can also functions as an antioxidant, stimulate nature defensive molecules (glutathione or ergothionene as examples), provide anti-inflammatory to brightening properties and improves in function of circadian rhythms like Chronocyclin.

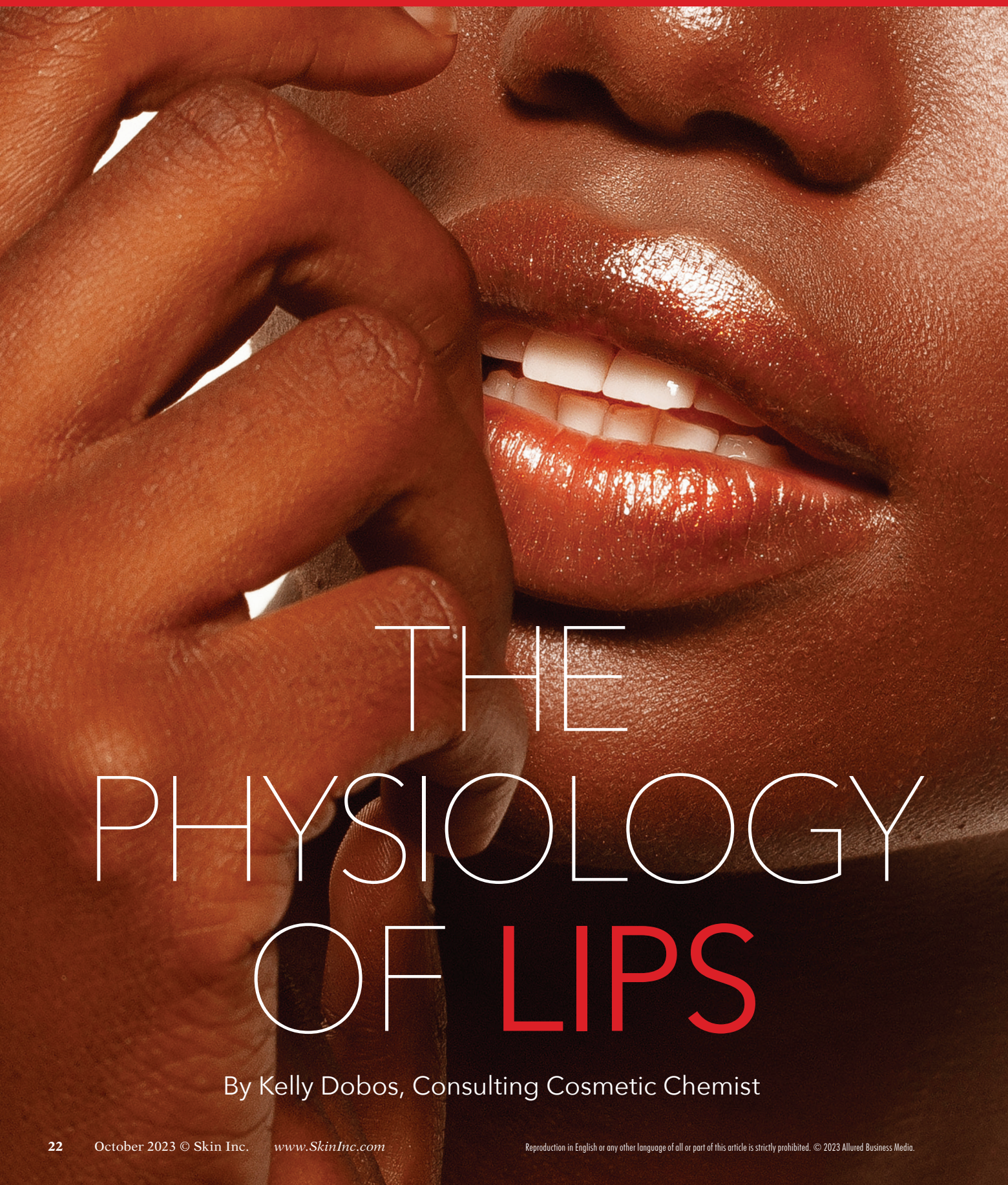
The Peptide Advantage

Remember hydration and peptides (collagen) are two of the best anti-aging ingredients for skin. Providing treatments and retail options with well formulated peptides can make a big difference when it comes to skin care results for your clients.



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





THE PHYSIOLOGY OF LIPS

By Kelly Dobos, Consulting Cosmetic Chemist

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The skin is the largest organ of human body, with a total of about 20 square feet in area. The lips are just a small portion of that total, but like the eyes, the lips have a prominent place in our appearance and predominately factor into our interaction with the world. There are distinct differences in the anatomy and physiology of this region compared to the rest of our body, which affects how we treat and care for the lips.

Anatomy of the Skin

To better understand the differences in physiology and the distinct needs of lip skin, it is good to start with a review of typical skin structure. The three main layers of human skin are the hypodermis, dermis and epidermis. The epidermis is the outermost layer, and the dermis is the middle layer that sits between the epidermis and the hypodermis. The hypodermis helps insulate the body, as this layer is where most of the body's fat resides. The dermis is packed with collagen and elastin. These are the main structural proteins of the skin, which support its overall structure, providing both strength and flexibility. Sweat glands, oil glands and hair follicles all can be found in the dermis. The epidermis is the thinnest layer of skin and is responsible for many important functions like protection from UV radiation and pathogens, as well as keeping the body hydrated.

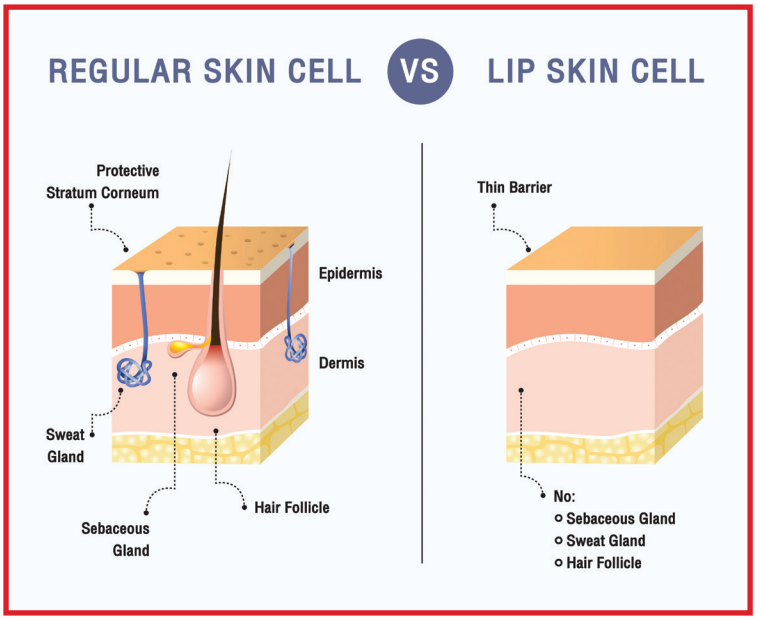
The epidermis itself is subdivided into four, sometimes five layers. The main type of cell found in the epidermis is the keratinocyte. These cells divide in the lowest layer called the basal layer, and move up through subsequent layers changing their appearance and composition before being sloughed off. This natural turnover process generally takes about four to six weeks. This constant proliferation of skin cells allows for renewal of damaged cells at the surface. The appearance of an additional layer called the stratum lucidum occurs in areas of thick, calloused skin found on the palms of the hands and the soles of feet.

As keratinocytes make their way up through the epidermis, they undergo several key changes in their transition to corneocytes. Corneocytes are flat, plate-like cells comprised on mostly keratin, a strong structural protein that also makes up our hair and nails. Corneocytes make up the uppermost layers of the epidermis, which is called the stratum corneum. Lipids begin to accumulate in specialized compartments known as lamellar granules as keratinocytes mature. These lipids are eventually dumped into the spaces between cells where they are digested by enzymes to create the mixture of ceramides, cholesterol and fatty acids that make up the surrounding corneocytes. This lipid mixture is uniquely organized to efficiently fill the spaces between cells, providing a strong barrier to water loss.

Lip Physiology

The distinct line between the lips and the surrounding skin is known as the vermillion border because of its sometimes pink to reddish hue. Thinner stratum corneum and presence of a transparent protein called eleidin, which is also present in stratum lucidum, allows the red color of hemoglobin in capillaries of the dermis to be visible at the vermillion border in lighter skin tones. The color of the vermillion border can vary from pinkish-red to brown depending on skin color. This line is where we begin to see significant changes from the highly keratinized skin that is adjacent to the lips.

Compared to surrounding skin, the stratum corneum of the lips is much thinner. The outer layer of the lips averages about three-to-five cell layers in thickness, while the stratum corneum of typical skin is on the order of 15-to-20 cells deep. The distinct pattern of



furrows in the lips creates an imprint called a lip print that just like fingerprints are unique to each individual. In fact, cheiloscopy, the study of lip prints, can be used for forensic identification.

Ceramides constitute the majority of the skin's lipid "mortar" matrix and are an important factor in the skin's water-holding capacity. The total amount of ceramides is lower in lips than other areas of the body. Consequently, transepidermal water loss (TEWL) has been measured to be three times higher on the lip than on the cheek.

The lips do not have hair follicles or sweat glands. Sebaceous glands produce an oily, waxy mixture that helps supplement the skin's innate barrier properties and they are normally associated with hair follicles. However, sebaceous glands not associated with hair follicles, which are called Fordyce spots, and may be present on the upper lip of some individuals.

The lips also contain fewer of the pigment producing cells called melanocytes, and as a result, have less melanin. Decreased levels of melanin also mean less innate UV protection. UV radiation affects the lower lip to a greater extent because it tends to be more prominent on the face. Accumulated sun damage on the lips accelerates the signs of aging and can result in skin cancer. The best way to prevent sun damage is by avoiding prolonged exposure of the lips and skin, wearing protecting clothing like a broad brimmed hat, and applying a lip balm with an SPF 15 or greater helps avoid further damage.

Caring for the Lips

When caring for the lips, it's important to keep in mind the unique structure of lip skin and the implications for care and treatment. The lips face constant exposure to





the environment and unique structure of the lips leaves them less protected and far more susceptible to injury that many other areas of the body.

Chapped lips can be caused by a variety of factors including exposure to irritants, allergic reaction, frequent sun exposure, dry or cold weather, certain drugs and autoimmune conditions.

In addition to painful sensations, an even application of lipstick or other cosmetics can be difficult when lips are dry, irritated, cracked or peeling. Gentle, physical exfoliation with sugar or other mild scrubs can help remove rough, flaky skin. Removal of this dry skin also helps and reduce the desire to pick or bite at dry, flaky skin, which can cause further damage including tears and bleeding on delicate lip skin.

Properly formulated lip balms can keep lips feel smooth and comfortable and are especially important to use when environmental conditions are dry and cold (See **Lip Care Ingredients Sidebar**). Unfortunately, the nature of many long-wearing lip-colors can exacerbate dry conditions on the lip, so their use should be minimized when lips are chapped. Application of thicker balms or a lip mask before bed might be better tolerated than during the day and allow for faster recovery.

Lucious Lips

The anatomy of the lips leaves them more susceptible to dryness and harder to protect from environmental insults. Consistent lip care should be part of an overall skin care routine that aims to protect this delicate area and combat chapping, cracking and dryness.



Kelly A. Dobos is a consultant cosmetic chemist and instructor of a course on color cosmetics at the University of Toledo. Kelly has 20 years of expertise in developing both skin care and color cosmetic formulations working for notable brands like Bonne Bell, Purell, and Jergens. She is part of the American Chemical Society's expert panel for public relations and serves as a subject matter expert for magazines like Allure and New Beauty.

Lip Care Ingredients

These ingredients help address the unique needs of the lips.

- **Allantoin.** The soothing and calming properties of allantoin make it a beneficial choice for irritated, chapped lips.
- **Shea Butter.** Shea butter has long been a popular skin care ingredient due to it is rich emollience and moisturizing properties.
- **Petrolatum.** Unlike humectants with small molecular size that produce an initial boost in hydration, occlusive agents like petrolatum provided a slow and steady increase in hydration that lasts for a longer period of time by strengthening the skin's barrier to moisture loss.
- **Hyaluronic Acid Spheres.** These are made with sodium hyaluronate and glucomannan, two ingredients that have high water holding capacity. After application, the spheres swell by absorbing water to plump and hydrate the skin creating a smoother appearance.
- **Cetyl-PG Hydroxyethyl Palmitamide.** Accounting for nearly 50% of the skin's lipid mortar matrix, naturally occurring ceramides are an important factor in the skin's water-holding capacity. Ceramides used in cosmetics to supplement the skin barrier are known as pseudo ceramides, they are synthetically made ingredients that are mimics of their natural counterparts.
- **Avobenzone.** This is a broad-spectrum sunscreen that is used in combination with other sunscreen active in order to provide protection from both UVB and deeper penetrating UVA rays from the sun.
- **Squalane.** Squalane can be derived from olives or other plant materials.

Merry Skin Care

Spread some cheer with these holiday themed products

1. **Sorella Body Kit**
   Sorella Apothecary
   www.sorellaapothecary.com
   Nourish your skin to reveal a healthy glow from head to toe. The holiday kit includes Body Nectar, Body Balm, and our branded Sorella Dry Brush. Use each of these products on their own or combine the trio for the ultimate at-home body ritual.

2. **Creamy Restore Four Kit**
   Skin Script Skin Care
   www.skinscriptrx.com
   This potent kit is designed to bring deep change to aging skin. Perfect for all skin types from sensitive to dry, these are our favorites for smoothing, firming and brightening the skin.

3. **Mix and Masque Trio Gift Set**
   Éminence Organic Skin Care
   www.eminenceorganics.com
   Mix up some magic with our limited edition Mix & Masque Trio Gift Set to reveal healthy-looking skin. The Bamboo Age Corrective, Strawberry Rhubarb and Eight Greens Phyto Masques can be mixed, layered together or explored individually to bring out refreshed and rejuvenated skin.

4. **Brown Sugar Glow Body Scrub**
   Rhonda Allison
   www.rhondaallison.com
   This antioxidant packed, high-end body scrub gently exfoliates without stressing the skin. The blend of rich organic oils gives the skin a beautiful, rejuvenated, silky glow.

5. **Holiday Mini Ornaments**
   Bioelements
   https://pro.bioelements.com
   Bioelements holiday ornaments feature mini best-selling favorites inside a festive holiday design. All is Calm includes a mini Time Sensitive, Barrier Fix Daily Hydrator and Hydroplunge; All is Bright includes a mini vc10 Daily Glow, Skin Editor and Radiance Rescue.











Click here to read more about prepping for the holidays.



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8 Tips To Perfect Holiday Prepping

By Lisa S. Jenks, MD, Genesis MedSpa

Traditionally, the fourth quarter of the year is the busiest and most lucrative within the aesthetic industry, as our clients prepare for their holiday gatherings. Making sure to do some pre-planning on your offerings, promotional deals and marketing strategies can help you maximize what you offer your clients and your holiday profits.

8 TIPS TO PERFECT HOLIDAY PREPPING



1 Plan Festive Marketing

When it comes advertising your holiday offerings, it is important to start showcasing any "Get Ready for the Holidays" treatments in the early fall. Since many treatments need multiple sessions to see the best results, you need to start selling them in September or October. It is also good to keep in mind if any of your holiday treatment offerings require any downtime, so that your clients can properly prepare for that as well during the busy season.

You should also use festive and fun holiday verbiage in your marketing to grasp your client's attention. Phrases such as "Get Your Glow on for the Holidays" or "Get your Lips Mistletoe Ready" create excitement around the season. Remind your clients in your ads how quickly the season will be upon us, (e.g. "Only three months left until Christmas") in order to create a sense of urgency.

2 Offer Package Deals

Packaging your treatments in new ways will help your clients feel as though they are getting a "cutting-edge" treatment. For example, combining a dermaplane and mild peel to create a "Soften and Glow Facial" will help women feel as though they are experiencing something new and wonderful. Discounting packages of treatments can also be a great way to pique client interest. Consider offering a package of three services at a slightly discounted price to not only hook your clients in for more than one treatment during the holiday season, but to also provide them with the best possible results. Offering a product that is appropriate to pair with a particular service can increase retail sales as well. Pairing a lip filler treatment with a bright red lip gloss could be a fun and inexpensive way to generate more filler appointments from your clients.

3 Decorate Early

Consider putting up holiday displays and decorations in early November before people have gotten tired of them. This allows you to reach your clients while they are still excited and ready to spend money before they are burnt out from all of the holiday shopping. As we have all likely experienced, it is easy to grow numb to the decorations by December! Plus, this is a great way to get your clients excited and thinking about the holidays to come if they have not already started doing that.



Using fun, bright signs that advertise "stocking stuffers" or "easy gifts" can be a great way to add some festive vibes to your spa while also increasing impulse sales at check-out. The holidays are the perfect time to have a nice variety of lower cost items available close to the check-out area to encourage spontaneous purchasing.

4 Plan Social Giveaways

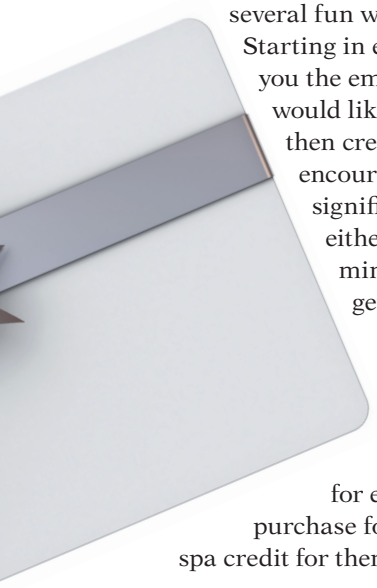
The fourth quarter is a great season to have fun on social media. Create posts that have holiday themes, promote your specials and encourage clients to pamper themselves. Many people tend to feel exhausted and burnt out during the holidays. Acknowledging this and encouraging your clients to "give gifts to themselves" and "treat themselves to beauty" will help them overcome those feelings.

It is also considered the time and season for giving, which makes it a great time of year for social media giveaways. Consider having contests for your followers to create interactions with your audience and possibly boost your follower count. You can also create the rules to your giveaway as a chance to boost your social media exposure. Having followers share posts of a retail bundle you're offering to their story and tag you, can help your account gain more traction. You can also consider having followers comment or DM you with why they would like to win your giveaway, and offer a free treatment to the one that moves you the most. Follow up with all the entrants, offering them a special deal even if they don't win the free service.



5 Strategize Gift Card Sales

Gift cards should be a big part of your sales during this time of year. There are several fun ways to increase gift card sales. Starting in early fall, ask your clients to give you the emails of the partners that they would like you to send an offer to. You can then create ads that target this group and encourage them to buy gift cards for their significant others. Be sure that they can either purchase online or call you to minimize the work they need to do to get that perfect gift!



You can also run a special in which you allow your clients to buy a gift card for a friend and receive something for themselves. One example is, for every $100 in gift cards that they purchase for somebody else, they receive $20 spa credit for themselves.

6 Collaborate with Vendors

Utilize your reps during this season to help you come up with fun promotional ideas. Companies often run specials prior to the fourth quarter that allow you to get free products with larger purchases. Organize your buying this time of year, so that you submit a large order instead of more frequent, smaller orders, if this will help you get free products or other promotions. Product reps can also help you determine how much you should buy, so you can get their best deals of the season.



7 Host Events

This is a fun time of year to host events. Again, doing them early in the season, when people are still excited, will increase attendance. Ask your reps for help with the food or with door prizes. Offer small free services during the events such as brow waxing, makeup application or lip plumping treatments. Encourage clients to bring a friend with them and capture everyone's contact information by having them sign up for giveaways. Highlight gift certificates as well as the special holiday treatments and products that make for good gifts.

8 Give Back

Lastly, don't forget to give back to your community during the holiday season. This is a perfect time to hold a toy drive within your spa, or to collect items for women's shelters. Engage with both your staff and your clients for this and post about it on your social media. Doing some outreach will help both your employees and your customers remember what the season is truly about.



Lisa S. Jenks, M.D. began her medical career as an emergency room physician. In 2007, she opened Genesis MedSpa, a medical spa in Colorado Springs, Colorado. Recently, Jenks started Genesis Consulting to help spa owners and other physicians open successful medical spas. Reach her at lisa@genesis-medspa.com or 719-579-6890.

TREATMENTS TAKES...

Limitless Lipportunities

Here are all the ways lip services can increase your bottom line in the treatment room and for at-home care.



1. Retail



Lip products are one of the easiest avenues for successful retail. Whether it is a scrub, balm or professional makeup, there are so many opportunities for retailing lip-themed products for a quick sale.

2. Post-Cosmetic Procedure Care



Are your clients receiving lip services like injections or a flip? This is the perfect chance for you to offer after care services. Market healing and rejuvenating lip services to clients that have recently had cosmetic procedures performed on that area.

3. Add-On Services



Lips are the perfect treatment zone for add-on services. Whether it is a lip plumping service, a lip exfoliation or lip mask treatment, there are endless options for ways to add to your facial offerings for increased bookings.

4. Devices



There are many options for technology that target the lips. Consider offering a Hydrafacial lip rejuvenation treatment to utilize this technique for your clients interested in technology-based services. Lip blushing is another device-based option, but make sure to research the correct licensing for offering this procedure.

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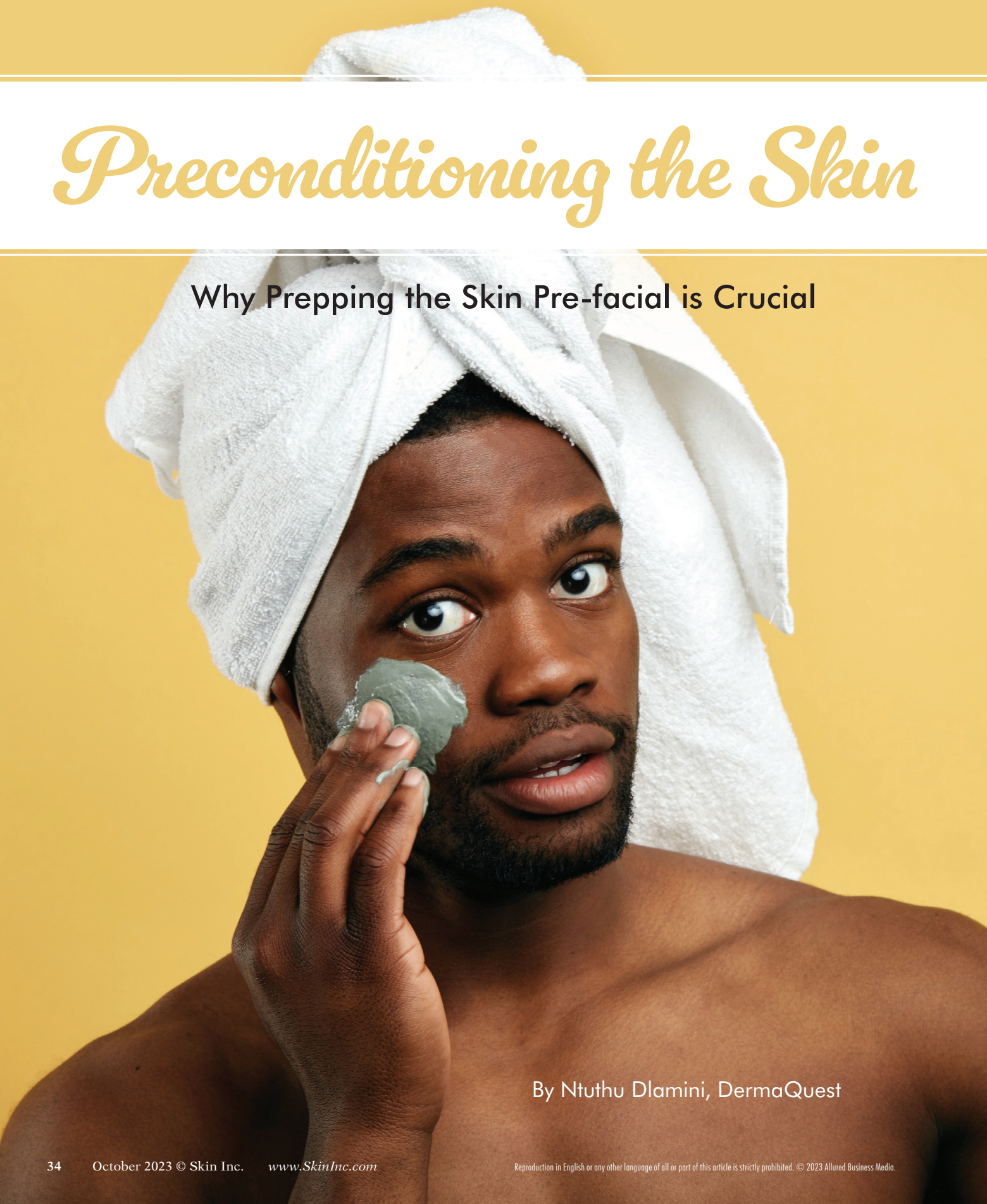
Preconditioning the Skin

Why Prepping the Skin Pre-facial is Crucial



By Ntuthu Dlamini, DermaQuest

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Preconditioning the skin is the process of using prescribed home care products to prepare the skin to be at its healthiest for facials, resurfacers, chemical peels and laser resurfacing treatments. It plays a role in ensuring that the skin does not experience adverse reactions during more aggressive treatments (See **Adverse Reactions Sidebar**). All of which contradict the reasons why people get treatments.

Adverse Reactions

- Post-inflammatory hyperpigmentation
- Post-inflammatory erythema (raised red marks like hives, welts, red itchy bumps)
- Swelling
- Blistering
- Blanching

A Perfect Partnership

It is critical to educate clients on the importance of committing to a comprehensive home care regimen. This also keeps your clients compliant and accountable during the process. The fact is that 80% of achieving skin care goals occurs at home, and only 20% in the treatment room. Dehydrated skin is the most reactive during more aggressive treatments.

Clients want what they want, when they want it, but often, their skin is compromised and not well primed to experience result-oriented treatments. Skin health optimization is about priming the skin with a comprehensive home care regimen that is designed to nourish, restore and rebalance the skin to its natural flora (See **Preconditioning Home Care Regimen Sidebar**). This process ensures that the skin is thoroughly hydrated and has a healthy lipid barrier.



Preconditioning Home Care Regimen

A consistent basic four-step regimen, AM and PM lays a solid foundation to achieve healthy skin.

1. Cleansing (AM &PM)
2. Hydrating (AM & PM)
3. Moisturizing (AM & PM)
4. Protecting (AM, and in-doors when exposed to UV light, infrared light and blue light during the use of electronics.)

The Importance of Hydration

When it comes to hydrating the skin before a treatment, on of the major benefits is that it helps to achieve non-compromised skin during and afterward. Other benefits include:

- Evens out and reduces thickness of the Stratum Corneum,
- Increases hydration levels within the skin and prevents trans epidermal water loss,
- Enhances re-epithelialization (the process of creating a new skin barrier), which is an essential component of wound healing,
- Limits skin reactions during treatment,
- Offers better, longer lasting results,
- Balancing pH of skin,
- Helps to yield the best treatment results,
- Reduces the risk of erythema,
- Reduces the risk of post-inflammatory hyperpigmentation,
- Decreases healing time, especially during the healing process of a chemical peel.



Thinking Skin

Additional steps to the four-step home care regimen include incorporating exfoliation and a repair serum. These address the clients' skin conditions and stimulate cell turnover. Sometimes clients have multiple conditions. This might be: pigmentation (hyperpigmentation or hypopigmentation), melasma, chloasma, age-spots, photo damage, post-inflammatory hyperpigmentation), acne, acne scarring, fine to deep lines and wrinkles, dehydration, loss of collagen/ plumpness, loss of elasticity/sagging skin, rosacea, sensitive skin and so on.

Another important aspect to preconditioning the skin is factoring in higher Fitzpatrick skin types, IV, V and VI (See **Preconditioning Guidelines for Fitzpatricks IV, V and VI**). These higher Fitzpatricks need the incorporation of tyrosinase inhibitors to suppress the production of melanin during more aggressive treatments such as resurfacers, chemical peels and laser treatments. This is to prevent post-inflammatory hyperpigmeptation and hypopigmentation.

Preconditioning Guidelines for FitzPatricks IV, V and VI

Preconditioning higher Fitzpatrick skin types is critical to achieving great results. Guidelines to preconditioning skin types IV, V and VI with melanin suppressants is as follows:

- Fitzpatrick skin type IV – begin preconditioning 4 weeks before treatment
- Fitzpatrick skin type V – begin preconditioning 5 weeks before treatment
- Fitzpatrick skin type VI – begin preconditioning 6 weeks before treatment

Comprehensive Skin Care Regimen

1. Cleanse
2. Treatment Cleanser – Exfoliate (PM only)
3. Hydrate
4. Repair
5. Moisturize
6. Sunscreen

Getting Clients on Board

Clients need to be diligent with this regimen (See **Comprehensive Skin Care Regimen Sidebar**). If they skip a day, bump their appointment up by a day to ensure that the skin is well preconditioned.

Guide clients who use multiple serums to layer from thinnest to thickest. Another precautionary measure is to discourage clients and patients from using hydroquinone (HQ). HQ is known to suppress and lighten pigmentation, however, most clients and patients do not know that its use is a temporary measure, and must be discontinued as soon as the treatment has been administered. The overuse of HQ causes Ochronosis (blueish-black spots that may go as deep as the dermis and prove difficult to treat). Hydrate and repair steps may vary depending on the viscosity of the serum. Remember, clients must layer serums from thinnest to thickest for efficacy.

Educating your clients on the importance of preconditioning their skin will make for a great experience for both of you.

Prescribing the right products to your clients makes all the difference when preconditioning the skin. Think skin type, skin conditions and Fitzpatrick skin type.



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Knowing your ingredients is helpful and can make a world of difference when preconditioning the skin.

CLEANSERS

The cleanser is the first building block to a home care regimen. Ensure that cleansers are skin-condition specific and do not strip the skin of moisture. Ingredients that help to cleanse the skin and prepare it for deeper work include enzymes like pineapple and papaya, lactic acid, mandelic acid, retinyl palmitate, and other ingredients that speak to the needs of the skin.

TREATMENT CLEANSER/EXFOLIATING PRODUCT

Exfoliating two to three times a week stimulates cell turnover, normalizes the process of keratinization and promotes healthy skin, priming the skin for professional treatments. The best time to exfoliate is at night, when the skin is free from disruptors and pollutants, and can rejuvenate without interruptions. Ingredients like glycolic, lactic and salicylic acids effectively exfoliate the skin. If recommending a scrub, make sure that the exfoliating beads are biodegradable, spherical and smooth like jojoba esters. This prevents microscopic lacerations known to be caused by aggressive scrubs.

HYDRATE

Hyaluronic acid is a key hydrator to provide a drink of water to the skin. Remember, no water, no cell-to-cell communication. Water is vital to keeping cells plump and healthy, but it also transports nutrients to targeted sites. Drinking water is great, but hydrating the skin at a cellular level is better. You want your clients to use a high-quality hydrating serum with three molecular weights of hyaluronic acid: high, medium and low (See **Hydrating by Weight Sidebar**). All clients need to use a hydrating serum, including oily skin.

REPAIR

This relates to skin-concern specific ingredients to address whatever imperfections your clients are coming to see you for.

Hydrating by Weight

High. This provides superficial hydration, anti-inflammatory properties to soothe, nurture and protect the skin's barrier against transepidermal water loss.

Medium. This penetrates below the stratum corneum and is retained in the connective tissue, offering long-term hydration. It is highly effective to maintain elasticity.

Low. This reaches the deeper layers of the skin, is retained in the connective tissue, and provides the longest and highest level of hydration. It penetrates quickly with high moisture retention benefits and preserves the skin's texture, suppleness and elasticity.

Pigmentation. Ingredients like tranexamic acid, kojic acid, Shiitake mushroom extract, Madonna lily plant stem cell, emblica and arbutin will work to suppress the production of melanin and lighten existing pigmentation.

Acne/Oily skin. Salicylic acid, lactic acid, glycolic acid, miniporyl, silver, benzoyl peroxide and retinoids





are some of the ingredients that will break down desmosomes/lipid cement, destroy Propionibacterium acne/p-acnes and encourage cell turnover to achieve healthy skin.

Aging skin. Age-management ingredients including messenger ingredients like peptides is crucial. These perform different functions through cell-to-cell communication to trigger the skin to behave younger, such as signal peptides, carrier peptides, neurotransmitter inhibitors and tyrosinase inhibitors including anti-wrinkle peptides.

Sensitive skin. Anti-inflammatories play a key role in pacifying delicate skin that is genetically sensitive, or sensitized skin due to being over-processed or exposed to aggressive ingredients. Look out for ingredients like triple-A complex, aloe, allantoin, lavender and gotu kola.

MOISTURIZE

Recommending the right moisturizer for the right client will effectively protect the lipid barrier of the skin, prevent moisture loss and encourage healthy barrier function. Bear in mind that oily skin needs a moisturizer too, to prevent the sebaceous glands from overproducing oil. It's about recommending the right one.

Ingredients like ceramides, triglycerides, shea butter, jojoba oil, argan oil, cocoa butter, glycerin and cetyl alcohol will boost moisture levels, lock in moisture and protect the barrier function of the skin.

PROTECT

Finally, protect the skin from UV radiation, infrared light, blue light and environmental pollution to prevent further trauma. A broad-spectrum physical sunscreen is the best option because it works by reflecting sun rays to block heat and it provides immediate protection. Physical sunscreens are non-irritating, do not penetrate the skin, are safe for sensitive skin, pregnant and lactating women and babies. They also offer anti-inflammatory and soothing benefits.

Micronized zinc oxide, titanium dioxide, iron oxide and infraguard come to mind for protection.

Precondition Perfection

If your clients diligently follow these guidelines, you will jump for joy in the treatment room. Most importantly, your clients will enjoy the results because everyone is entitled to beautiful skin and these steps will help them achieve just that.



Internationally accredited licensed Advanced Aesthetician, Massage Therapist, Eyelash Specialist and Yoga Teacher for over 18 years, **Ntuthu** has passion and a wealth of knowledge and technical experience from basic aesthetics education to advanced treatments and modalities. She uses her communication skills in content and curriculum creation, program development and implementation to train skin care professionals. A former Master Aesthetics Educator and I.T.E.C. Examiner, Ntuthu strives to elevate treatment standards to empower the skin care professional on a global scale.

PROTOCOLS IN PRACTICE
HOLIDAY

CHOCOLATE PEPPERMINT PATTY FACIAL

CIRCADIA

The treatment will start with a cooling cleanse that will not only indulge your senses, but soothe dry and lackluster skin.

Step 1. Apply 1 pump Vitamin Veil Cleanser to the face and neck area. Cleanse in circular motions and remove thoroughly.

Step 2. Apply 1 pump Amandola Milk Cleanser and ¼ tsp. of Snow Algae & Spirulina Mask to the face and neck area and cleanse in circular motions. Cleanse the skin for 3-5 min. Remove thoroughly and pat skin dry.

Step 3. Dispense ½ tsp. of Cocoa Enzyme Mask into a portion cup, add 1 and ½ tsp. of Cocoa Enzyme Activator. Mix well. Apply with a fan brush to the face area. Apply a hot towel and/or steam for 7-10 min. Thoroughly remove all product with a warm towel. Pat skin dry. (Extractions can be performed after this step.)

Step 4. Apply 3-4 pumps of Vitamin Veil and massage for 5-10 min. Remove excess products with warm towel.

Step 5. Dispense ½ Tbsp. Marshmallow Whip Hydrating Mask and ½ Tbsp. of Snow Algae & Spirulina Mask into portion cup. Mix in a whipping motion. Apply evenly to face and neck with fan brush.

Optional: Perform hand and arm massage for 10 min.

Step 6. Wet 4x4 guaze and place over the skin. Perform a massage with cool globes for 7-10 min. over top of the Marshmallow Whip Hydrating Mask.

Step 7. Remove mask with warm towel and 4X4 gauze. Pat skin dry.

Step 8. Spray 4-5 sprays of Blueberry & White Tea Mist on the skin, followed by light tapotement.

Step 9. Gently stipple ½ pump of Emergency Eye Lift to eye area.

Step 10. Apply 1 pump of Vitamin C Reversal Serum to the face, neck and décolleté. Cocktail Post Peel Balm and Light Day Sunscreen Broad Spectrum SPF-37, and apply all over.

POMEGRANATE WINTERMINT FACIAL

SKIN SCRIPT SKIN CARE

The perfect holiday remedy to hydrate and revive winter weathered skin.

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

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

Step 3. Using a fan brush, apply an even layer of the Pomegranate Enzyme to the face, neck and décolleté for 7-10 min. To lessen the intensity of the enzyme, blend equal parts of the Pomegranate Enzyme and Wintermint Hydrating Mask, and then apply to the face, neck and décolleté.

Optional: Apply steam to enhance the enzymatic effects. Using fingertips, manipulate the enzyme into the skin for best penetration. *Note: Due to the salicylic in this product, the client may experience a tingle factor of 4-5 on a scale of 1-10.*

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

Optional: Perform a light pass with microdermabrasion, dermaplaning, or mechanical exfoliation. Be careful not to over exfoliate the skin in this step.

Step 6. Perform extractions.

Click here to continue reading steps 7-13

ADDITIONAL PROTOCOLS FROM:

LUCRECE PHYSICIAN'S AESTHETIC RESEARCH
BION SKINCARE
ILIKE ORGANIC SKIN CARE
PEVONIA

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INDUSTRY INPUT
HYDRATION

TOP TIPS, TECHNIQUES AND ADVICE FOR HYDRATION IN YOUR SPA.

TIP 1: PROTECT THE SKIN BARRIER FOR INGREDIENT EFFICIENCY

Protect your stratum corneum to keep hydration in and reduce transepidermal water loss. Overuse of exfoliants, vitamin A products, or acids and under use of sun protection can lead to a loss of barrier protection causing water to escape. Hydrating ingredients will work best when our skin is functioning properly and there is water retention in this layer of our skin.

—Dorothea Fenech, Training Director for Guinot

TIP 2: PUMPKIN IS YOUR BEST FRIEND

October is the month when two things happen. The temp gets colder which triggers a change in your skin's needs, and as we all know, October is the month of Halloween candy. We're all guilty of just taking one (but then 10 more) pieces of mini chocolate bars (licorice, smarties etc). We all know that sugar isn't good for you, but here's something you probably didn't know: besides spiking your blood sugar, sugar dehydrates you and your skin! So my recommendation to keep your skin hydrated would be to skip the sweets. The good news about Halloween is that pumpkin is your skin's best friend. Pumpkin is one of the world's most nutrient rich, high fiber, low glycemic (not to mention tasty) foods. Dig into the pumpkin soup, sweet potatoes or pumpkin spice cookies.

—Graydon Moffat, Founder of Graydon Skincare

Click here to keep reading top tips from industry experts.

Pomegranate Wintermint Facial

(Continued from Page 38)

SKIN SCRIPT SKIN CARE

The perfect holiday remedy to hydrate and revive winter weathered skin.

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

Step 7. Apply and manipulate Vitamin C/Green Tea Serum and Ageless Hydrating Serum into the face, neck and décolleté before applying the mask, so it penetrates deeper into the skin.

Step 8. Using your fingertips, apply the Wintermint Hydrating Mask and massage for 10-15 min.

Step 9. Remove with a warm steam towel for normal/combination skin or with cool aesthetic wipes for sensitive skin.

Step 10. Tone with Cucumber Hydration Toner. *Pro tip: Have your clients close their eyes and spritz the Cucumber Hydration Toner into the air so it gently falls on the face, neck and décolleté. Using a cotton round dampen with Cucumber Hydration Toner and swipe entire face.*

Step 11. Apply Açai Berry Moisturizer (or appropriate-weighted moisturizer) over the face, neck and décolleté.

Step 12. Using a tapotement method, apply the Sheer Protection SPF 30.

Step 13. Apply Mint Lip Hydrator to the lips using a q-tip.

Pumpkin Enzyme Peel

LUCRECE PHYSICIANS' AESTHETIC RESEARCH

This treatment is an advanced peel for age management, acne and hyperpigmented skin.

Step 1. Complete a thorough consultation and skin analysis.

Step 2. Conduct a patch test. If there are no negative responses continue treatment.

Step 3. Remove makeup if necessary and cleanse the skin with the Glycolic Cleanser. Emulsify the cleanser with water. Remove the cleanser and repeat the process.

Step 4. Place gloves on hands. Prepare the skin with the Peptide Prepping Solution or Pigment Control Solution by applying the solution to a non-woven cotton pad. Wipe the face with the cotton pad beginning with the forehead, followed by the cheeks and the nose (working down and around the face). Avoid the eye areas, ears and lips. Let dry for 2 min.

Step 5. The nostril and eye areas may be sensitive and may require protection with a petroleum jelly.

Step 6. Apply the Pumpkin Enzyme Peel with a fan brush to the face using an upward and outward motion. It is important that the application be as even as possible. Avoid the eye areas, ears and lips. Allow the application to dry for 3-10 min. depending on the client's skin type.

Step 7. Remove the Pumpkin Enzyme Peel with cool, moist towels.

Step 8. The client will most likely feel an immediate sensation. Give the client a small hand fan to alleviate sensation.

Step 9. Apply a small amount of Flawless Hydration Serum or Hydrating Serum with Peptides to the face.

Step 10. If necessary, use a small amount of Soothing Gel to soothe the skin.

Step 11. Apply Clear Zinc Solar Protection, SPF 30+.

Mandelic

BION SKINCARE

This new protocol refreshes skin for the holidays with pumpkin and mandelic acid.

Step 1. Cleanse the skin with Cleanser for Normal Skin and rinse off.

Step 2. Do a second cleanser with Glycolic Cleanser and rinse off.

Step 3. Perform a light massage using Nutrient Enriched Face & Body Oil or Hydrating Gelee Mask. Remove excess with a warm towel or wet gauze.

Optional: Adding this exfoliation step should only be done on clients who have had enzyme peels or chemical peels before and you are familiar with their skin and what it can tolerate. Apply the Pumpkin Enzyme Mask and let steam for 5-10 min. Remove with a warm or cool towel.

Step 4. Apply Mandelic Acid Exfoliator-30%. Start at the forehead and chin area, moving to the cheek and nose area. Leave exfoliator on the skin for no longer than 2-7 min. total. The exfoliator can be layered to obtain more intense results. To layer, add a layer every 1-2 min. Do not exceed 3 layers and do not exceed 7 min. total.

Step 5. Apply Hydrating Gelee Mask to cool/soothe the skin or Seaweed Mask. Leave it on for 5-10 min. Remove with a cool towel.

Step 6. Apply Oil Free Moisturizing Gel or Bio-Essence Nighttime Calcium Complex.

Optional: Mix a Topical Calcium Capsule with Titanium Dioxide SPF 35. Open capsule. Squeeze contents out. Mix in your hand 50/50 with Titanium Dioxide SPF 35. Make sure the product is mixed well before applying it to the skin. Pat onto the client's skin and then massage it into the skin.

Step 7. Apply Titanium Dioxide SPF 35 or Tinted Mineral SPF 35.

Glow for the Holidays Facial

ILIKE ORGANIC SKIN CARE

This stimulating facial treatment leaves skin smoother, tighter and boosts collagen production.

Step 1. Apply 2 pumps of Grape Stem Cell Solutions Cleansing Milk, massaging in a circular motion for about 30-60 sec. Remove with a damp facial towel.

Step 2. Mix 1 pump of Calendula & Orange Exfoliating Wash with damp hands. Apply and massage into skin with fingertips for 1-3 min. in circular motion covering the entire face and neck. Avoid using it in the eye area.

Step 3. Mist Grape Stem Cell Solutions Hydrating Mist over face, neck and décolleté, or apply onto cotton and sweep over skin.

Step 4. Apply 1 tsp. of AHA Fruit Peel with Hungarian Paprika Gel Treatment in a thin layer over the face, neck and décolleté. Using a fan brush, apply Hungarian Paprika Gel Treatment (heat) over the peel. Allow to process for 15 min. Then, remove product with a cool, damp facial towel. Perform extractions if needed. Follow with Toner.

Step 5. Use 1 pump of Carotene Massage Cream. You can add the Rejuvenation Booster or St. John's Wort facial oil to add benefits and slip to massage. Remove with a damp face towel.

Step 6. Apply an even layer of Retinal .05% Treatment Mask to cleansed skin over face, neck and décolleté using a fan brush. Leave on for 15-20 min. for optimal results. Remove with a damp face towel. If you are not following with the second mask, follow with Toner.

Optional: You may calm the skin if needed, apply a thin layer of Cucumber & Parsley Gel Mask over face, neck and décolleté. Leave on for 10-15 min. Remove with a damp face towel. Follow with Toner. *Upsell Opportunihty: Beauty Globes/Icy Globes may be done over the Cucumber & Parsley Gel mask (Or over serum if omitting second mask).*

Step 7. Apply up to half a dropper of Hyaluronic Elixir with Eco-Peptide Therapy Serum to the face, neck and décolleté. Follow with 1 pump of serum before moisturizer. *Upsell Opportunity: use LED Red light for rejuvenation, Blue light for acne, Yellow light to increase lymphatic drainage and Green light for PH.*

Step 8. Apply 0.25 pump of QuadDefense Eye Cream with Sea Buckthorn around the eye area in a gentle, tapping motion.

Step 9. Apply ½ pump to 1 pump of Eco-Peptide Therapy Moisturizer to face, neck and décolleté. Finish with ½ pump to 1 pump Tomato Face and Body Moisturizer for exposed skin to provide light protection, tap into skin.

Glistening Snow Facial

PEVONIA

This luxorious facial brightens skin for the holidays.

Step 1. Moisten a cotton pad with the Eye Make-Up Remover. Remove eye makeup gently. Moisten a cotton pad with the Anti-Stress Eye Lotion and wipe eyelids.

Step 2. Apply Power Repair Hydrating Cleanser. Work in gently. Lift off the cleanser with pads wet with warm water. Follow with Power Repair Hydrating Toner.

Step 3. Cover eyes with pads moist with Anti-Stress Eye Lotion. Blend the Foamy-A-Zym well. Apply with a mask brush over face and neck, ½ inch away from the eyes.

Step 4. Apply Foam-A-Zym Peel with Hyalusphere and Retinol gel in a thin layer all over face and neck. Use fingertips to work the product well unit it adheres.

Step 5. Next, dip fingertips in warm water or apply steamer for up to 10 min. and continue working the gel until it foams.

Step 6. Using 4x4 pads with warm water remove enzyme residue and proceed with extractions, if needed.



Step 7. Use Phyto-Gel Cleanser to remove any residue of the enzyme. Remove the Phyto-Gel Cleanser with dry pads first, then with moist pads, making sure that all enzyme resiude is removed. Follow with Hydrating Toner.

Step 8. Holding the pre-loaded syringe upright over the skin, apply ¾ of the Hyaluronic Acid Hydra-Serum on areas of concern and perform targeted massage until the product is completely absorbed. Proceed to the different facial areas and repeat the same procedure, then massage the Hyaluronic Acid Hydra-Cloud Mask Treatment.

Step 9. Apply Evolutive Eye Mask around eyes. Cover eyes and eyebrows with pads moist with Anti-Stress Eye Lotion.

Step 10. Empty 1 Hydra-Cloud powder pouch into plastic bowl and mix with 4 oz. of cold water. Add water while mixing with a spatula until a smooth consistency is obtained, and then apply immediately all over face and neck with long strokes in an even medium thick layer, covering the skin well.

Step 11. Leave mask on for 15 min. Remove excess mask with spatula, then wipe skin with cool water.

Step 12. Wipe the skin with pads moist with Power Repair Toner and blot dry. Then, apply the remaining Hyaluronic Acid Hydra-Serum all over face and neck. Massage until absorbed.

Step 13. As a finishing touch, apply Power Repair Line Cream/Moisturizer of choice over face, neck and décolleté.

TIP 3: PROTECT AGAINST UV DAMAGE FOR INCREASED HYDRATION

For maximum hydration choose a moisturizer that feels light on the skin while providing deep hydration, moisturization and assists in repairing the skin's protective barrier. In addition, choose one that includes benefits such as antioxidant activity, anti-aging, anti-pollution, anti-inflammatory, skin regeneration, brightening and skin microbiome support. If you are in front of a screen all day, opt for a moisturizer that protects against blue light. Read the labels and learn which ingredients are best for your skin. Look for heavy-hitting, novel ingredients like Inulin, a unique, chicory-derived carbohydrate that acts as a prebiotic for microbiome integrity. Inulin has been shown to be better at increasing hydration levels than hyaluronic acid. Ectoin is another new player and is a natural amino acid derivative known to protect organisms in the most extreme, hostile environments. Clinically proven efficacy and benefits include: protection against pollutants, blue light/UV/IR protection, collagen synthesis, microbiome and barrier support, anti-irritant, anti-inflammatory, reduces oxidative stress and helps improve pigmentation concerns.

— Barbara Williamson, Vice President Commercial of AnteAGE

TIP 5: EDUCA

As estheticians, we know that hydrated s
things that can cause dehydrated skin lik
medication, sickness, poor air quality, he
always gave my clients the following tips
hot showers or baths. This can injure the
a humidifier. This helps the skin pull mo
and over exfoliating, as it injures the barr
hyaluronic acid serum, apply it to damp
Use a heavier moisturizer at night, with e
in your moisture (and other products you
antioxidants. To hydrate the skin, you ne
outside. Try to limit dehydrating drinks a

—Beth Ann Maloney,LE,
& Thalgo USA

TIP 4: DETERMINE SKIN TYPE FOR THE BEST TREATMENT PLAN

My first tip is to recognize that if a guest says that their skin is dry, it doesn't always mean that they are lacking lipids in their skin. It may be a case of dehydration. Optimally hydrated skin contains up to 15% water in the upper layer, dehydrated skin contains less than 10% water. While dry skin is often also dehydrated, even oily skin may be dehydrated, due to a lack of water, not oil. Without this moisture, dehydrated skin looks dull, uneven and lifeless. Often skin is compromised when it does not have adequate hydration, also fine lines and wrinkles appear more obvious. So hydrate, hydrate, hydrate! This often means swapping out a summer moisturizer for a heavier one in the winter months with a hydration boost. A recommended treatment to offer the guest for hydration would be a PHA Peel. This is a mild hydrating peel that rejuvenates all skin types, including sensitive skin. It gently refines the surface of the skin, leaving it looking plumped, hydrated, rejuvenated, brighter and glowing with minimum-to-no downtime.

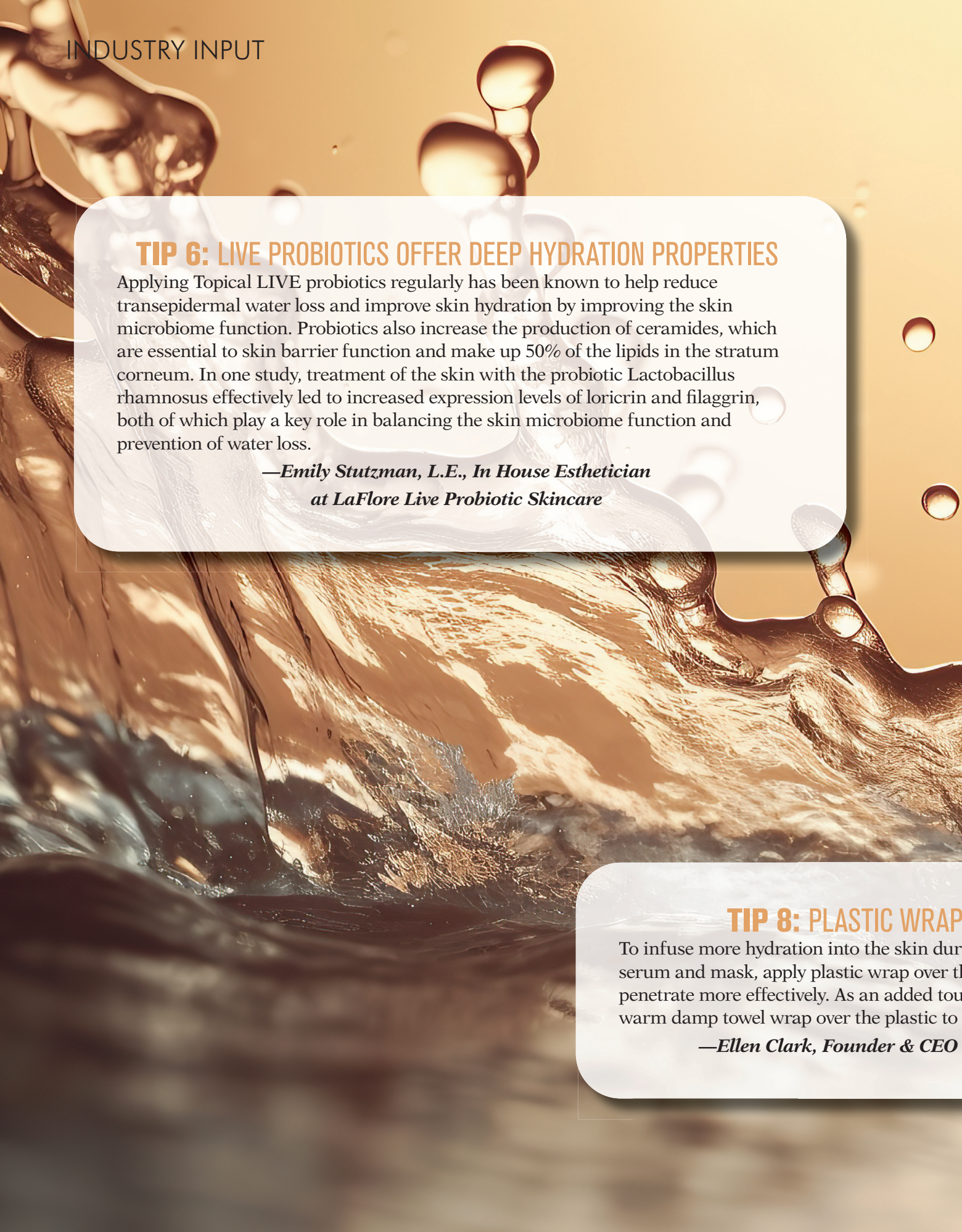
—Tracey Beeby, Global Education Technical Training Manager of Ultraceuticals

TE YOUR CLIENTS

kin is healthy skin. There are so many
ke: extreme temperature changes,
eat, AC, etc. Even if it wasn't their doing, I
to help with hydrating their skin. Stop your
skin and pull the water from it. Invest in
re water from the air. Stop over cleansing
rier function of the skin. When using your
skin, so it immediately plumps the surface.
even a facial oil over it. This will lock/seal
u applied). Eat foods rich in water and
ed to work on the inside as well as the
and food, like coffee and processed foods.

Swissline National Trainer

Southeast Trainer



TIP 6: LIVE PROBIOTICS OFFER DEEP HYDRATION PROPERTIES

Applying Topical LIVE probiotics regularly has been known to help reduce transepidermal water loss and improve skin hydration by improving the skin microbiome function. Probiotics also increase the production of ceramides, which are essential to skin barrier function and make up 50% of the lipids in the stratum corneum. In one study, treatment of the skin with the probiotic Lactobacillus rhamnosus effectively led to increased expression levels of loricrin and filaggrin, both of which play a key role in balancing the skin microbiome function and prevention of water loss.

—Emily Stutzman, L.E., In House Esthetician at LaFlore Live Probiotic Skincare

TIP 8: PLASTIC WRAP

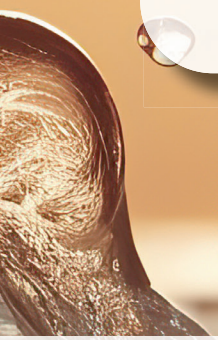
To infuse more hydration into the skin dur
serum and mask, apply plastic wrap over th
penetrate more effectively. As an added tou
warm damp towel wrap over the plastic to

—Ellen Clark, Founder & CEO

TIP 7: PRIORITIZE HYDRATION IN ALL SEASONS

Keeping our skin properly hydrated is important year-round, in all climates. We often think of needing to moisturize during colder months when we can often feel or see drier skin. However, even during hot and humid areas and times of the year, it is important to hydrate as well! Even sweaty or oily-feeling skin can lack moisture, as the heat and sun can cause skin to lose water-content. Moisturizing is best done when the skin is moist, like after a shower, so that the moisturizer helps to retain water. Some of the best ingredients for hydration include Polyglutamic Acid (PGA), Hyaluronic Acid (HA), ceramides, and glycerin, to name a few.

—Vishnu Potini, President of HNC Products, Inc.



IS YOUR BEST FRIEND

ing facials, after applying a hydrating
he mask, thus helping the mask actives
ch for pampering, you can also apply a
add a bit more pampering and joy.

of Control Corrective Skincare



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The Well-Traveled FACIAL

By Erika Lauren, LE, Art + Sol

Do you get facials on vacation? Esthetic beauty rituals are practiced worldwide, with the facial being one of the most customized treatments a spa can provide. Your after-facial glow can vary depending on where on the globe you have your treatment, which is very exciting for an esthetician. For instance, if you were to have a facial everywhere you've traveled, you'd see how the treatment tailors to the needs or customs of that region. Several factors include air quality, sun exposure, climate, cost, accessibility and culture. Let's embark on a jet-setting spa journey.



The Facial of **NEW YORK, UNITED STATES**

A facial in the United States typically focuses on pore extraction and enhanced exfoliation for a purified effect compared to facials elsewhere in the world. Of course, this varies, but "fresh and clean" is a generalized appeal of a facial in the U.S. Incorporating equipment is also favored, think high frequency, galvanic current, microdermabrasion, etc. In a big city like New York, you'll see more lunchtime peels and mini treatments for people on the go, which is great when routine skin care is important to you, but you can only carve out a little time for it on a trip. The products will be rich in antioxidants to fight the free radicals of big city air. Quick but effective results are key here.

The Facial of **LONDON, ENGLAND**

Your best facial in London will be one that is complimentary to an atmosphere of rain and fog; think illumination. A great facial here offers lymphatic drainage, exfoliation, a vitamin C serum, a radiant moisturizer and sunscreen. Like most of Europe, estheticians in London are a happy mix of Eastern and Western specialties. At the right spa, you can enjoy a facial rich in Asian massage techniques like Shiatsu and advanced equipment like laser therapy. The facial steps here are similar to what you'd experience in the U.S., but the pinky is up on vacation here, making it much more indulgent.



THE WELL-TRAVELED FACIAL



The Facial of **PARIS, FRANCE**

Did you know the French pioneered the facial? A facial in France incorporates more massage techniques and touch compared to a facial in the U.S., which tend to acquire less ambiance and more equipment. To get a facial in Paris, you'll experience an aromatic, more drawn-out and relaxing massage technique. They don't consign to the idea that breakouts will follow massage and instead focus on the renewal benefits of relaxation. Some of the most luxurious products hail from France, so you can expect your skin to feel velvety rich leaving the spa. A natural face, with hair almost unkempt is the norm here, so you can hit the streets of Paris directly from your appointment and blend right in.

The Facial of **SEOUL, KOREA**

A facial appointment is just another week in Seoul, where Koreans view facials as part of their beauty routine versus the idea of a special occasion splurge. Bathhouses and spas are on every corner here, and a facial renders for as little as $40. This normality is thanks to the centuries-long incorporation of self-care that Koreans adhere to. Koreans will make a facial appointment every one-to-two weeks as a maintenance ritual; the benefits are undeniable. You'll experience a similar cleansing, steam and finishing process, but a multi-layered mask treatment will replace an exfoliation segment. Also, the massage will be more technical and intentional. Pressure point massage techniques are standard, and extension to the neck and decolletage areas are essential in these facials. Pore extractions will occur only in the most obviously clogged areas, relieving you from hitting the city streets with any inflammation. SPF is always happening.

The Facial of **TOKYO, JAPAN**

There are a few need-to-know massage techniques that come from Japan that I hope you experience at least once in your life. Kobido is a massage technique that requires very specific training, so you'll have to seek these estheticians out. The combination of fast and slow movements of kobido is designed to improve deep circulation so effectively that it has been deemed a non-surgical facelift. Shiatsu follows the principles of acupuncture and involves a long pressure point of the meridians of the face using the fingertips and weight of the arms. Acupressure is similar, but uses the weight of one's whole body to apply pressure to specific points. These pressure techniques can treat body issues and are an excellent method for stress relief. You'll experience skin care lines that use rice bran (komenuka), which acts as a very gentle exfoliant, soothing matcha and antioxidant-rich vitamin C.

The Facial of **CAPE TOWN, AFRICA**

Welcome to the joy of Digui. Digui is a popular massage technique using the palms of one's hands to release facial tension, increase circulation, drain lymph and improve skin clarity. Oils and raw shea butter are paired with this technique to create a smooth massage flow and and immaculate after-glow. Aside from palms, massage stones and rollers are also incorporated, making a great travel souvenir for at-home practice. Since shea butter is derived from the karité trees of Africa, you'll be delighted to experience the anti-inflammatory and ultra-moisturizing properties of it.

The Facial of **MELBOURNE, AUSTRALIA**

Some great Aussie qualities are incorporated into skin care treatments here; environmentally friendly, organic and cruelty-free. You'll have no problem finding an esthetician who uses vegan skin care, and the holistic experience is rewarding. Discussing protection against environmental factors, including the sun will occur in your consultation and skin analysis, as Australian estheticians are raised knowing the havoc the environment can wreak on our skin. Natural springs are abundant here, so take advantage of one (for free) while visiting.





The Facial of **MOSCOW, RUSSIA**

Russian spa treatments take real pride in what is trending as "R-beauty" or Russian beauty. Here, estheticians are pros at managing what extreme weather can do to the skin. Herbal baths and all-natural remedies are used frequently in spas and skin care routines to rehydrate and lock moisture into the skin against frigid temperatures. Massage is an essential aspect of any facial here to really get circulation going on a routine basis. They love unique massage techniques here. You may have heard of the buccal massage technique, which is performed on the inside and outside of the mouth and cheeks. This "mouth massage" is prized for softening the facial expression lines of the lower face, such as the lips or nasolabial folds, and can also relieve temporomandibular joint pain.

The Facial of **BRAZIL, SOUTH AMERICA**

Brazil is well known for the abundance of surgeries performed here, but make no mistake, the non-surgical treatments are just as satisfying. Here, they are results-driven. Lightening and tightening facial treatments are very popular, and will make it hard to choose a treatment that doesn't sport some notable laser equipment for highly effective results. Product-wise, facials rich in oils provide a luxurious glow here. Coconut is the natural ingredient of Brazil, so you'll love any treatment that uses it topically or aromatically here. Almond oil is another popular and accessible ingredient. You can add on a makeup application following your facial for the full Brazilian beauty experience before you venture out.

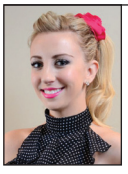
Skin Care **ON THE PLANE**

There's something about that plane air that can really zap that international facial glow in an instant. Take care by arriving at the airport makeup-free. (Pores clog so much quicker in the harsh plane environment.) In your personal item carry-on, you're going to want the following things:

- An eye mask to reduce dark circles and orbital puffiness. If you don't mind getting a few looks, a stone roller is incredible in-flight.
- The air at high altitudes is arid, so a thick face balm that can be applied like a mask and set or rubbed in as a moisturizer will do wonders for you. (I like Clarins Beauty Flash Balm).
- Finally, please use a hydrating facial mist if you plan on using any humectant-rich ingredients like hyaluronic acid for your flight. This is because hyaluronic acid must be applied to damp skin. Otherwise, it will pull water from your skin and evaporate into the (desert-like) air. An alternative to avoid this mishap is to use products rich in ceramides.

TALK ABOUT A VACATION GLOW!

Bon voyage and report all your favorite facial experiences for future itineraries, so we can all be a little more esthetically well-traveled.



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Sunflower

By Rachel Grabenhofer and Maggie Walker

According to the online florist Bloom & Wild, sunflowers were named such because they move to face the sun.[1] In fact, the scientific name for the common sunflower, Helianthus annuus, is derived from the Greek word for sun, helios, and flower, anthus.

In Greek mythology, the sunflower origin story describes a nymph named Clytie, who was in love with Apollo, the God of Sun. He initially loved her, too, but Apollo's attention turned toward another nymph. This drove Clytie, in a jealous rage, to expose their love to the nymph's father, who buried his daughter alive as punishment.

Apollo was so angry that he retaliated by turning Clytie into a sunflower. Her love for him endured, however, and she watched him move across the sky every day, following him as sunflowers pursue the sun.

Sunflowers in History

Sunflowers are a group of approximately 70 species of herbal plants of the aster family.[2] They are native primarily to North and South America, although commercialization also took place in Russia.[3] Sunflower was a common crop among American Indian tribes. Evidence suggests the plant was cultivated in present-day Arizona and New Mexico as early as around 3,000 B.C. Some archaeologists suggest the sunflower may have been domesticated before corn.[3]

According to the National Sunflower Association, the North American plant was taken to Europe by Spanish explorers around 1500. It became widespread throughout present-day Western Europe mainly as an ornamental, but also for some medicinal uses. By 1716, an English patent was granted for squeezing oil from the sunflower seed.[3]

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Sunflower became popular as a cultivated plant in the 18th century, with most credit given to the Russian tsar Peter the Great. Around that time, in the 1700s, the Russian Orthodox Church also increased its popularity by forbidding the consumption of most oil foods during Lent, except sunflower, which was not on the prohibited list and therefore gained popularity as a food.[4] By 1830, the manufacture of sunflower oil was carried out on a commercial scale and by the early 19th century, Russian farmers were growing more than two million acres of sunflowers.[3]

Traditional and Modern Uses

Sunflowers were used in many ways by American Indian tribes. The seed was used for food, ground or pounded into flour to make cakes, mush or bread. Some tribes mixed the meal with vegetables such as beans, squash and corn. The seed itself was also eaten not only as food, but to act as a stimulant to increase appetite or alleviate fatigue for hunting or war parties.[5] Oil squeezed from the seed was used to make bread.

Additional applications included as dye for textiles, body painting and other decorations.[3] The dried stalk was used as a building material, and the plant and seeds were widely incorporated into ceremonies.[3]

Parts of the sunflower plant were used medicinally to: treat sores, swelling, snake bites, kidney ailments and chest pain, as an aphrodisiac, or in body ointments. The juice of freshly cut sunflower stems was applied as a home remedy to cuts and wounds, as smearing it liberally on the injured area and bandaging the wound was said to speed recovery without infection.[5] Several other traditional uses of the plant include preventing prenatal infections, wart removal and alleviating rheumatism. The seed oil was applied to hair and skin as a dermatological aid.[5]

Today, the common sunflower (Helianthus annuus) is valuable from an economic and ornamental point of view. Some species are still cultivated as ornamentals for their large flower heads.[2] The leaves are used as: fodder, sunflower oil cake, for stock and poultry feeding, flowers, to produce yellow dye and the seeds, as food. The seeds are eaten dried, roasted or ground into nut butter; they also are common in birdseed mixes.[2]

The sweet yellow oil obtained by compressing the seeds is considered equal to olive or almond oils for table uses. The oil is also used in soap, paints and even as a lubricant.[2]

Active Constituents and Functions

According to a paper published in Molecules, previous studies have shown sunflower roots, stems, leaves and seeds to contain: phenols, which have antioxidant benefits; flavonoids, with antioxidant and soothing actions; and alkaloids, various types of which demonstrate effects ranging from antimicrobial, antioxidant, skin brightening, wrinkle and cellulite reduction and anti-inflammation.[6, 7, 8, 9, 10]

Sunflower florets contain dietary fiber as well as the antioxidant phenolic acid.[11] Petals themselves were found to have triterpene glycosides that demonstrated anti-inflammatory activity.[12]





The more recent study[6] examined an essential oil derived from the sunflower receptacle. The main active constituents were determined to be α-pinene (26.00%), verbenone (7.40%), terpinolene (1.69%) and α-terpineol (1.27%), and the oil demonstrated antimicrobial, antifungal and antioxidant activities.[6]

According to Healthline, sunflower oil is a non-comedogenic carrier oil that is non-irritating for most users and highly absorbent without clogging pores. Its vitamin E content can protect skin against free radicals and photoaging, while its oleic acid and linoleic acid can respectively assist in wound healing and protecting the skin's natural barrier by retaining moisture. Sunflower also has a reported anti-inflammatory effect, which the source claims can benefit eczema.[13]

A paper in the International Journal of Molecular Science supports some of these claims, reporting that sunflower seed oil can preserve stratum corneum integrity and improve hydration in adult skin without inducing erythema. Linoleic acid, in particular, is said to enhance keratinocyte proliferation and lipid synthesis.[14]

In the Spa

Sunflower is such a powerful ingredient that some spas have named themselves after it like Sunflower Spa, LLC in Creve Coeur, MO. They incorporate this ingredient into all of their body treatments including couples massage (60 min., $120) and their Two-Hour Massage ($120). The spa explains how they only use organic oils derived from sunflowers, grown and harvested on organic farms.

Milagor Wellness Spa in Cabo San Lucas, Mexico, has a dedicated space in their Exclusive Treatments menu that focuses specifically on treatments that use sunflower. These treatments are designed to energize, brighten and strengthen the skin, to correlate to sunflower's symbolic meaning of longevity and loyalty to provide energy. Their Collagen Shock Facial (50 min., 160 pesos) reshapes and firms the skin while improving density and maintaining hydration to help sculpt the contours of the face.

Brennan Massage & Spa in Brookfield, IL features their Sunflower Honey Drenched Massage that utilizes warm towels that are slathered with sunflower honey butter to nourish and hydrate the skin while the client receives their massage. At the end of the treatment, the client also enjoys a mini body wrap to allow the skin to soak in this sunflower honey butter to leave the skin nourished and the client relaxed.

When it comes to products, there are plenty of products on the market that you will find feature sunflower. For starters, KM Herbals uses sunflower



Sunflower roots, leaves, stems, seeds and petals all have benefits in them.

lecithin in their Cellular Renewal Serum. The lightweight serum features sunflower to nourish and moisturize the skin to leave it soft and supple.

Meanwhile, Body Bliss features sunflower in many of their oils, but their Native Botanicals Unscented Body Oil uses it as their top ingredient. This nut-free oil softens and moisturizes the skin after a shower, in a bath or during a massage. Sunflower works alongside apricot, safflower and avocado oils to deliver vitamins A, C & D, and omega fatty acids to the skin for antioxidant power and to reduce signs of aging.

Sunflower is a versatile ingredient when it comes to being used in skin care products, and this is showcased in how Lucrece Innovative Skin Technology uses it in their Sunflower & Olive Cleansing Oil. This cleanser can be used on various skin types to help dissolve excess oil, unclog pores and eliminate dirt and impurities from the skin. It also helps to leave the skin feeling nourished and hydrated instead of stripped so that it is refreshed and revitalized.

Conclusions

The phytoconstituent power of sunflowers shines brightly – and is worth pursing for skin benefits; just like Clytie and Apollo.

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Q: How should I educate my clients on lip care?



A:

1. Educate them first on the anatomy of the lips. The skin on our lips is called vermilion, it's hairless and vascularized and it's thinner than the skin on our face.
2. Smoking, straws and the kissing face promote the fine lines around our lips.
3. Lips also can show hydration quickly and can burn easily. Glossy lip balms without SFP should not be worn out in the sun.
4. Mild scrubs and exfoliants can be used on the lips along with a professional mask as a treatment at home or in the treatment room. Be careful to avoid strong acids around the lips and anytime of exfoliation if the lips are chapped.
5. Make sure to have lip balms and lip SPF products available in your retail space by the register. These are quick last minute purchases that clients can grab while at the register.
6. Add-on lip treatments are offered by most professional skin care companies. They range in price from $20-$75 depending on the treatment and location. These services are easy to do and add into any treatment menu. Make sure to ask your vendor for protocols and the cost per treatment for their lip treatments.

Everyone looks refreshed and alive with a little lip color, consider offering it as a finishing product and retailing a few natural gloss colors to promote retail. Clients love the refreshed glow after a facial!



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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