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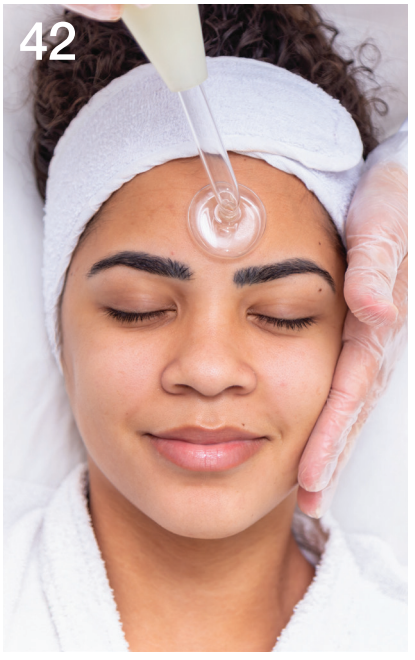

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The Event for Serious Spa Professionals & Owners

EDITORIAL

EDITOR IN CHIEF	Katie Anderson | 630-344-6077/kanderson@allured.com
ASSOCIATE MANAGING EDITOR	Maggie Walker | 630-344-6044/mwalker@allured.com
CONTENT DIRECTOR	Jeb Gleason-Allured | 630-344-6069/jallured@allured.com
ASSOCIATE EDITOR	Marisa Sobotka | 630-344-1890/msobotka@allured.com

ADVERTISING SALES

BUSINESS DEVELOPMENT MANAGERS

SKIN INC MANAGER	Perri Polowy | 630-344-6075/ppolowy@allured.com
FACE & BODY MANAGER	Kelly Smykal | 630-344-6041/ksmykal@allured.com
ADVERTISING PRODUCTION MANAGER	Kasia Smialkowski | 630-344-6025/ksmialkowski@allured.com
ADVERTISING PRODUCTION SPECIALIST	Keithleen Mendoza | 630-344-6058/kmendoza@allured.com

AUDIENCE DEVELOPMENT

CUSTOMER SERVICE	847-559-7551/customerservice@skininc.com

DESIGN

ASSISTANT DESIGN MANAGER	James Fergus
GRAPHIC DESIGNER	Haley Gottardo
DIGITAL PRODUCTION SPECIALIST	Kyle Torain

CORPORATE

PARTNER & CEO	George Fox
PARTNER & PRESIDENT	Janet Ludwig
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For both US and international, telephone: 1-847-559-7551
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Address: *Skin Inc.*, PO Box 3009, Northbrook, IL 60065-3009

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On My Radar

Think Pink



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

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

Unless you've been living under a rock, you have at least heard about the Barbie movie the last couple of months. Well, I have not been able to get it out of my head, and not just because I am a huge Barbie fan. I am a girl that grew up playing with Barbies and loving it, so I knew when this movie came out that I had to see it. I was not disappointed, to say the least. One thing the Barbie movie has me doing is thinking pink lately, which is why that is the theme of my November editor's note. I'm highlighting some of my favorite pink products in skin care.



3 HydroPeptide Daily Drench

Barbie is for sure keeping her skin hydrated and healthy, and Daily Drench is the perfect product for just that. Not only is the packaging the perfect Barbie pink color, but the hyaluronic acid peptide booster delivers maximum hydration to the skin while signaling the skin to make key elements for a healthy skin barrier.
https://hydropeptide.com

1 OzNaturals Renew Serum

Barbie has that perfectly clear and youthful complexion, and this pink product would be a staple in her routine for keeping that look. The Renew serum is ideal for aging and UV damaged skin. It provides increased skin renewal while supporting new blood vessels to improve skin tone, reduce age spots and smooth skin texture while retinol brightens.
www.oznaturals.com



4 Sorella Apothecary Rose Quartz Stone

These rose quartz gua sha stones are perfect for lymphatic drainage massage while reducing puffiness and eliminating toxins. If I am sure about one thing in Barbie's skin care routine, it's that she would absolutely incorporate some gua sha techniques.
https://sorellaapothecary.com





2 Chella Good Drama Mascara

Barbie always had killer eye makeup, and mascara is a huge part of that. The Chella Good Drama Mascara would absolutely be in Barbie's makeup bag, and not just for its pink packaging. This mascara brings the drama by providing length, volume and curl to the lashes, making them Barbie perfect.
https://chella.com



5 Pure Fiji Christmas in Bloom

Talk about a pink Christmas! This Christmas in Bloom is screaming Malibu Barbie with its all-pink packaging. This set includes their holiday crackers filled with a multitude of products, as well as their mini body lotion ornaments, a pink scrunchie (iconic Barbie vibes) and so much more.
www.purefiji.com

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Diamond Luminous Tinted SPF40

Natura Bisse

www.naturabisse.com

This all-in-one SPF protection provides UVA/UVB protection, 100% mineral filters, rejuvenating benefits and a natural, glowing touch of color to the skin.



Barrier Restoration Cream

Arcona Starchild

www.arcona.com

Arcona Starchild Barrier Restoration Cream is a lush, botanical nourishing cream that helps to restore and maintain the skin's natural protective barrier.



Vital Defense Multi-Protection Mist

Yonka Paris

www.shop.yonkausa.com

The multi-action refreshing mist offers lightweight protection from pollution and light damage by creating a breathable protective bubble that acts like a shield.



Cryoskin

Artemis Distribution

www.artemis.co

The Cryoskin device offers three treatments, CryoSlimming, CryoToning and CryoFacial. The multi-treatment device provides non-invasive, skin-firming and body-contouring services.



Probiotic Mask

Saian Skincare

www.saian.net

Saian Nourishing Probiotic Mask is a creamy rinse-off mask with hemp seed oil, probiotics and other nourishing ingredients to soothe redness and support the skin barrier.



Sea Buckthorn Serum

Mud Organics

www.mudorganics.com

The serum is made from 100% Omegia Sea Buckthorn Oil and other nourishing ingredients to hydrate the skin and repair the effects of fine lines, sun damage and pigmentation.

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

HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

PEOPLE



The Opus, Westchester Appoints Joycie Lewis as Spa Director

The Opus, Westchester has announced the appointment of Joycie Lewis as the new director of The Opus Spa. In her new role, Lewis will oversee the day-to-day operations of the luxury spa, including programming development and ideation, staff supervision, inventory management and upholding and overseeing operations and service protocols. Lewis has more than 18 years of experience as a spa business owner, in addition to her more than 12 years spent working with luxury brands such as St. Regis Hotels and Greenhouse Spas. Prior to joining The Opus Spa team, she was director of Agora Spa at the Stamford Marriott Hotel & Spa for more than a decade.

SPA CONFERENCE



Cheeca Lodge & Spa Hosts 2023 FSA Conference

Cheeca Lodge & Spa hosted the 2023 Florida Spa Association (FSA) conference on Monday, August 21, 2023. The conference was held in Cheeca Lodge & Spa's new Islamorada Ballroom. FSA invested in the Florida spa community for 15 years through education and employment opportunities, networking events, social gatherings and access to new products, trends and insights within spa and wellness. Its yearly conference brings together spa leaders and vendors, allowing them to build relationships, grow business opportunities and discover the latest and greatest in the spa and wellness industry.

OPENINGS, MOVES AND GROWTH

PBA Professional Beauty Association

Actsyl®

XG Formulations Announces Partnership With the Professional Beauty Association

XG Formulations, the makers of Actsyl women's hair loss products announces its partnership with the Professional Beauty Association (PBA) to support the beauty industry through the efforts of the PBA and to expand Actsyl's network of professional resellers. The alliance brings the Actsyl line of hair loss products to the Professional Beauty Association's network of salons, spas and independent professionals.



BeautyHealth Debuts Customized Hydrafacial Syndeo for Dior Spa Cruise

The BeautyHealth Company debuted a customized Hydrafacial Syndeo device on the Dior Spa Cruise featuring a sleek white exterior with gold accents, a signature oversized touch screen and the Hydrafacial magic wand stamped with a personalized CD lettermark for Dior. Guests aboard the day cruise enjoyed Dior powered by Hydrafacial treatments, which debuted at the Dior Spa at Hotel du Cap-Eden-Roc in April, and other tailor-made holistic programs.



Osmosis' MD Advanced Line is Now Exclusive to Licensed Professionals

Osmosis has announced that its MD Advanced line of skin care products will be sold exclusively through certified licensed professionals globally, beginning August 2023. The change for the skin care line is part of the company's ongoing strategy to support the beauty industry by securing product offerings and distribution methods.

ADVERTORIAL

face reality®



CLEAR SKIN FROM *WITHIN*

THE IMPORTANCE OF SUPPLEMENTS FOR ACNE-PRONE SKIN

UNDERSTANDING ACNE

Acne is the most common skin condition in the United States and affects up to 50 million Americans any given year, across all ages, genders, and race. Contrary to popular belief, acne is not an adolescent condition, or one caused by poor hygiene. There are many exacerbating factors such as diet and skin care products, but at its core acne is a hereditary condition of the pores called retention hyperkeratosis. This condition is defined by the shedding of dead skin cells at a much faster rate than normal. Where normal pores shed one layer of dead skin cells per day, acne-prone pores shed up to five layers. The excess shedding of skin cells combined with the cohesive nature of sebum creates the microcomedone, which is the beginning of all acne. This condition will cause inflamed and noninflamed lesions alike.

TREATING ACNE HOLISTICALLY

What we put inside our bodies matters as much as what we put on our products we use on our skin. While acne cannot be cured, it can be managed with the **Face Reality Clear Skin Method™** which uses the right combination of products, professional treatments, nutrition, and lifestyle choices. Along with a customized product routine that is adapted over time, it is important that people with acne-prone skin avoid acne triggers like pore-clogging ingredients found in personal care items and cosmetics, manage their stress, and consume anti-inflammatory foods to support their skin from the inside out. **Chloe Williams**, Registered Holistic Nutritionist (RHN), explains that many modern ailments, including acne, are tied back to inflammation and gut health. Williams asserts that *"sticking to natural, whole foods, will give your body the best defense against inflammation's pesky flare-ups"* and that *"a balanced gut means better digestion, clearer skin, improved mood, and sharper cognition."*

SUPPLEMENTS & SUPPORTIVE INGREDIENTS

We often say that our **Clear Skin Method™** is not a quick fix and that is because it takes work from both the Acne Expert and acne client to not just reach clear skin, but to maintain clear skin. While acne clients are getting accustomed to their new home care routine and are adopting a more acne-safe lifestyle, we encourage clients to take supplements to support their skin from within. **The Face Reality Clear Skin Method™** focuses on creating holistic balance inside and out, which is why we recommend supplements to help clients achieve that balance efficiently. During a client consultation after discussing their intake paperwork, you will have a good understanding of what supplements they may currently be taking and what questions to ask next. If a client has mentioned that they have tried antibiotics or Accutane for their acne, then you'll know probiotics are likely needed to repair gut health. This is a great example of when to recommend the **Clear Skin Restore**.

This supplement features bioavailable zinc to alleviate inflammation and helps to control the presence of c. acnes bacteria, and a proprietary Probiotic Gut-Skin Axis Blend designed specifically for people who experience acne. If a client shares that they typically experience breakouts during their menstrual cycle, that's an indication to recommend **Clear Skin Balance**, which features sustainably sourced Omega-3s to calm inflammation and improve sebum quality (and a host of other whole-body benefits) and a proprietary Antioxidant Skin Defense Blend that helps brighten skin and improve skin tone.

As our co-founder **Laura Cooksey** asserts from her many years of experience treating acne, *"supplements really help clients' skin to 'turn the corner.' That extra support to counter inflammation can make a huge difference in getting clients' skin clear."* Introducing supplements into your clients' routine will address any internal inflammation and imbalances that may be exacerbating breakouts and impeding the clearing process. Not only will the **Clear Skin Supplement Duo** address active acne, but they can also help reduce the severity breakouts and they promote overall wellness that everyone can benefit from.



A balanced gut means better digestion, clearer skin, improved mood, and sharper cognition.

- CHLOE WILLIAMS
Registered Holistic Nutritionist (RHN)



I've seen supplements really help clients' skin to 'turn the corner.' That extra support to counter inflammation can make a huge difference in getting clients' skin clear"

- LAURA COOKSEY, LE
Face Reality Co-Founder

KEY BENEFITS

- Helps to **clear skin** and reduce the severity of breakouts*
- Helps to **brighten skin**, and improve overall skin tone*
- Supports gut health, immune function, and **overall health** and **wellness**



Scan this code to learn more about our Acne Professional Program™ and Clear Skin Method™.

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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Tuning In

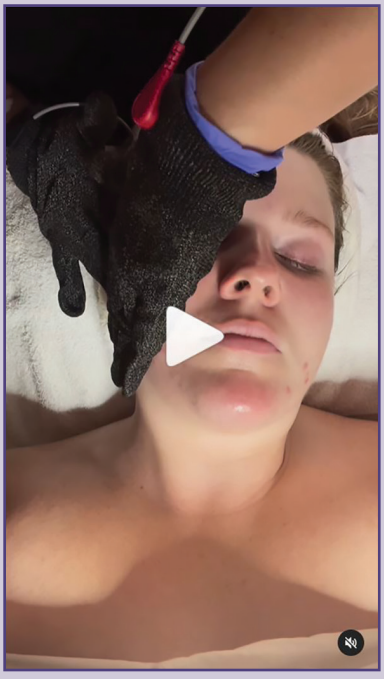
Sounds Like Spa

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

- Spa Horror Stories
- Top 5 Skin Care Myths
- Changes in the Skin Positivity Movement
- What's Changing in Social Media?
- Battling Out Trending Skin Care Ingredients

Editor's Picks

Skin Inc.'s associate managing editor, Maggie Walker, received her first ever treatment using microcurrent gloves! She shared her experience in a reel on our Instagram!

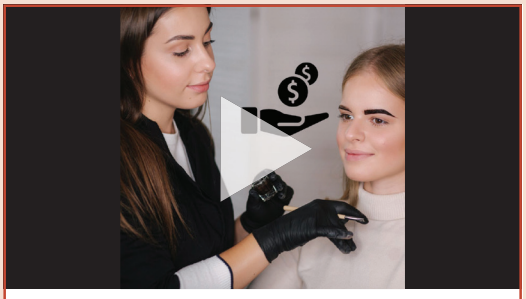


The Latest in Video Interviews

Don't Miss...

- The 5 Must-Have Ingredients in Every Age Reversal Regimen
- A Breakdown on Ingredient Knowledge to Empower Estheticians
- **Shown Below:** [VIDEO] Boosting ROI With Brow Services

Upcoming video interview with Richard Merrill Consulting Co.



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

Webcast Watch

- Probitoics: The New Frontier in Sensitive Skincare
- Topical Probiotics: The Ultimate Solution to Dermatitis
- Problematic Skin: Mastering Home and In-Practice Treatments for Flawless Results
- ***Keep an eye out for:*** Dakota Biotech and Face Reality webcasts in November!

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

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Stories of Success

Daria Nartov

Founder and Managing Partner of Sugaring NYC

by Marisa Sobotka

Daria Nartov, founder and managing partner of Sugaring NYC, surprisingly got her start in finance on Wall Street, but the moment she found sugaring, she instantly fell in love. Nartov found a need in New York for sugaring studios. This need would eventually grow into a franchise with more than 100 locations nationwide. The first-generation business owner gracefully transitioned from running her own business, to expanding to multiple locations and hiring and maintaining full salon staffs. As an industry vet who prioritizes the importance of constantly advancing education, Nartov urges pros to not only obtain new information, but also put the information to work in real life. As long as clients have a need for natural beauty practices, sugaring will remain at the forefront. Nartov sat down with *Skin Inc.* to discuss the basics of being a franchise salon owner, her latest introduction of laser hair removal technologies into her locations, and so much more in our exclusive interview.

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

Daria Nartov (DN): In 2012, when I moved to New York for college, I began searching for a place that offered sugaring for my bikini waxing. I used to do sugaring in Russia all the time, so I was surprised to discover that no one in New York was providing that service. I tried shaving and visited multiple waxing salons, but none of them worked for me. This is why I decided not to miss the opportunity to bring sugaring to New York. In 2014, I started offering sugaring services as a side hustle, and I could never have imagined that it would eventually grow into a real business with over 100 locations nationwide.

Photos courtesy of Daria Nartov

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***SI*: What were some of your first jobs out of school?**

DV: I started doing sugaring in 2014 while still being a full-time student at Pace University, getting my degree in business economics. I had some internships at finance firms on Wall Street, but I never really enjoyed those jobs. It actually always made me upset because I felt bad about wasting all that time and money on an education that turned out to be something I didn't like. That's why I'm very grateful that sugaring came into my life. As soon as I started doing it, it always felt right, as I've always had a passion for beauty and skin care.

***SI*: What's your most valued experience?**

DV: My most valued experience was the transition from being a one-woman operation to establishing a salon with other people working alongside me. It's relatively easy when everything relies solely on you, but once you start hiring other people, you need to continue doing your job perfectly and ensure that your employees represent your brand correctly. When you have regular clients who have experienced services provided by the owner, it becomes challenging to meet their expectations once they start receiving services from your employees. You need to constantly work on quality control and provide ongoing training.

***SI*: Who are some of your biggest mentors?**

DV: I don't really have a mentor. I can say that my husband (Dmytro Nartov) and I are trying to mentor each other. He quit his job in 2015 when he saw that I was having success with my sugaring business and joined me on this journey. Ever since, we have been trying to figure everything out by ourselves. We are both immigrants and first-generation business owners. However, nowadays, there is so much information available online, including many great interviews on YouTube with people in the industry. All of these tools make it possible to become a successful business owner without actually having a mentor.



***SI*: What first sparked your interest in sugaring?**

DV: Sugaring is a very popular method of hair removal in Russia. Ever since I was a teenager, I used to cook sugar paste by myself in the kitchen using recipes I found online and do sugaring on myself. I always liked the fact that sugar paste is so natural that it's edible; it's made of only three ingredients: sugar, water and lemon juice. Additionally, it works for shorter hair than regular wax, so you don't have to let your hair grow out as much.

***SI*: Tell me about your experience being the owner of Sugaring NYC...**

DV: I enjoy being a business owner of a beauty salon. It makes me really happy that I can choose which part of the business to focus on each day. I can service clients, be a receptionist, act as a trainer, model for a photoshoot, work on product development, or handle accounting. It's an incredible opportunity that allows me to avoid burnout and consistently enjoy my work. I truly believe that if you are passionate about what you do, it doesn't feel like work, and this way, you're willing to put in extra hours, which is definitely something you need to do as a business owner.

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

DV: As I mentioned earlier, I have the flexibility to choose which aspect of the business to focus on each day. However, I would say that most of my day consists of being on the phone with key people in the company. Sometimes, I assist them in resolving day-to-day issues, or we collaborate on creating new promotions or training materials. I also actively participate in Sugaring NYC's social media presence and frequently review the content that is being posted, as well as generate ideas for future photoshoots. Additionally, since our business is a franchise with over 100 franchisees, I am constantly working with my team to enhance all the materials available to the franchisees, enabling them to run successful Sugaring NYC salons.

***SI*: What do you think is the biggest hurdle for spa/sugaring practitioners today?**

DV: Ever since the pandemic, consumer spending on beauty and grooming services has decreased, which has had an impact on sugaring practitioners' businesses. Many people returned to shaving while all the salons were closed during COVID, and now we have to work hard to get these people to switch back to sugaring and return to visiting a salon instead of doing hair removal at home.

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

DV: I'm always trying to stay on top of all the new developments in hair removal. For example, we have recently added laser hair removal services using the innovative Cartessa Motus machine to one of our locations (Union Square - NYC). We want to gather feedback from clients and assess the overall performance of the machine. If everything goes well, we will begin offering this service at all of our nationwide locations. I believe it's important to continually stay updated on new services to ensure that we are consistently offering the best to our clients.

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

DV: Real education is when you continually learn something new every day, every week, every month and every year. I also believe that experience is the best teacher. As a business owner for the past nine years, I've had to hire many people. One thing I've learned is that many individuals may be book-smart, having completed various courses and obtained multiple certificates and college degrees. However, unless they have real job experience, you still need to train them in every aspect of the business. That's why I always say, don't just acquire information, but also apply what you learn in real life.

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

DV: I believe that sugaring will continue to be a popular method of hair removal for a long time. It's the oldest method and still exists today. While new hair removal methods are emerging, there will always be people who prefer organic and natural options like sugaring. Whenever new technologies like laser hair removal are introduced, some people make the transition, but there's a new generation of clients who reach the age when they need hair removal. In many cases, teenagers tend to choose sugaring over other methods because it's the most natural option available.

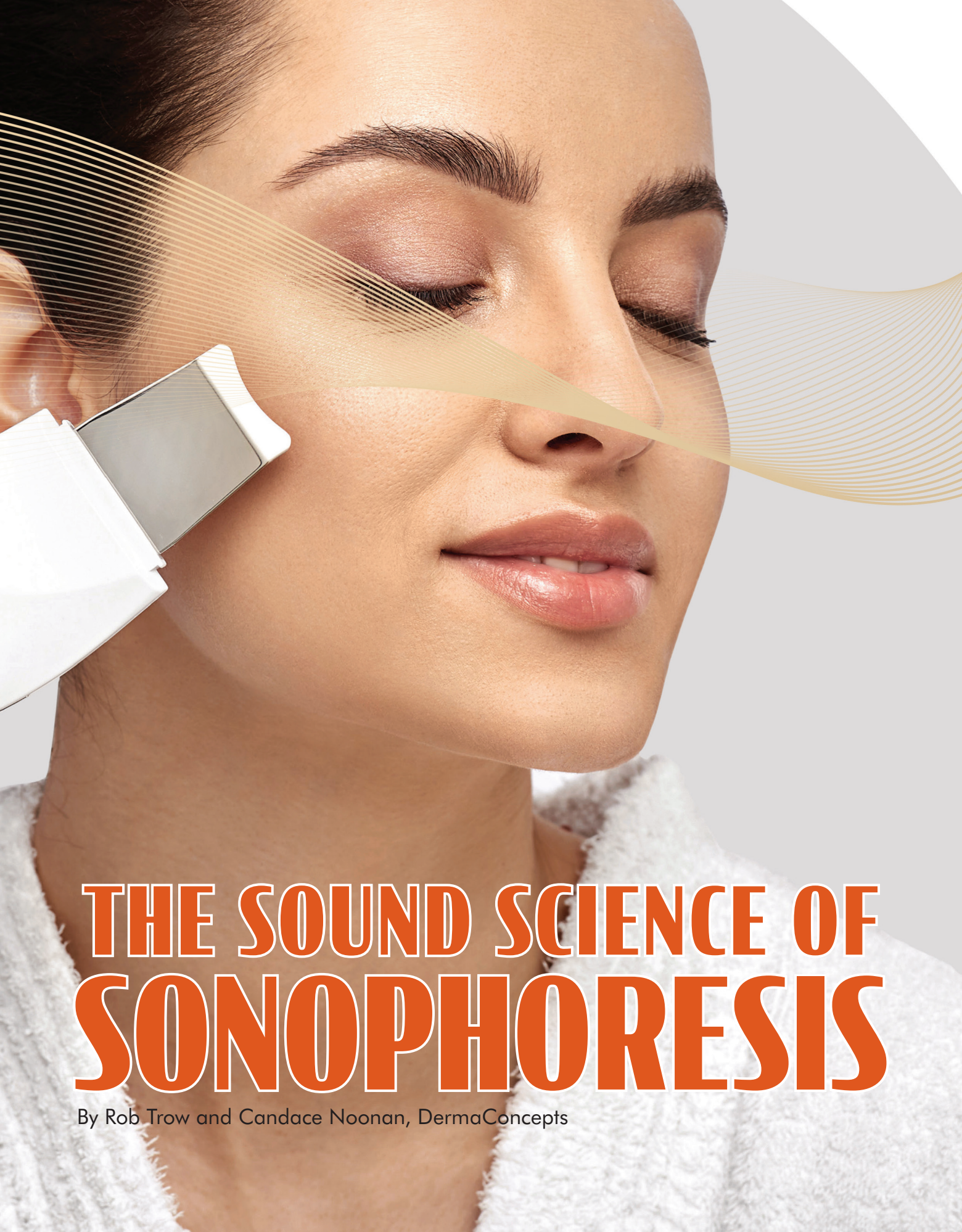
***SI*: What advice do you have for fellow industry professionals?**

DV: Whether you're a self-employed esthetician or working for someone else, the best advice I can offer is to think long term. Throughout my career, I've witnessed estheticians occasionally doing a sloppy job, being reluctant to tweeze all the hairs, or attempting to overcharge customers. This is especially crucial in the hair removal business, where most clients are repeat customers. It's essential to prioritize their satisfaction and do your best, ensuring they return and become regular clients.

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

DV:: Thank you for giving me the opportunity to share my story. I wish each and every one of you who reads it an enjoyable journey towards your success because, at the end of the day, it's not just about the end result; it's about the process itself, and that's why it's important to enjoy it!





THE SOUND SCIENCE OF SONOPHORESIS

By Rob Trow and Candace Noonan, DermaConcepts

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As a general rule in life and skin care, if it sounds too good to be true, it most likely is. Too often our industry is replete with hype and hope in a jar with little evidence behind the statements. Even before and after pictures and articles can be subject, at times, to the magic of Photoshop and Artificial Intelligence (AI). We are focusing on how proven science, supported by a myriad of independent research, can lead to the application of an extremely efficacious technology that enhances the effectiveness of topical skin care.

THE SCIENCE BEHIND SONOPHORESIS

Sonophoresis, also called phonophoresis, is a method that uses sound to enhance the effectiveness of topical products.[1] Coupled with Iontophoresis, these two modalities create an extraordinary methodology of treatment results in aesthetic practice.[2]

The use of sound in therapeutics has gained increasing importance over the past 20 years.[3] The use of energy to facilitate enhancement of topical products, in addition to expanding use in medical applications for transdermal drug delivery is common place today. For this article, we are focusing only on cosmetic uses that do not affect the form, function or structure of the body.

Sonophoresis is the use of ultrasound to drive molecules into or across the skin.[4] When using the correct frequency of sound, it is non-invasive and painless. One of the leading pioneers in the use of sound in cosmetic applications is Sami Mitragotri.[5] His research addresses the application of sound in not only cosmetic applications, but points to its future in transdermal delivery of pharmaceuticals. Des Fernandes, M.D., building on the work of Mitragotri, has written extensively on how to apply this technology to applications in topical skin care.[6,7]

The mechanism of action related to sound is based on the principle of cavitation.[8] Cavitation applies to the generation of and oscillation of gas bubbles, which facilitates the creation of microchannels on top of the skin to allow products to enter the stratum corneum. The frequency of sound determines the effect on our bodies. The essence of sonophoresis is ultrasound. But, not all ultrasound is equal, as the frequency can range from low levels (20 Hz up to three MHz) with corresponding effects on the permeability of skin. For sonohorsesis to work well, skin should be well hydrated. Lack of moisture impedes sound transfer and cavitation (**See Contraindications for Sonophoresis Sidebar**).

To begin to understand ultrasound, one needs to learn about its units of measurement called Hertz. Hertz is a measurement of cycles per second that sound produces. One hertz is one cycle per second. Therefore, 100 hertz is 100 cycles per second. A kilohertz (kHz) is 1,000 cycles per second, and a megahertz(MHz) is 1,000,000 per second.[10] The more cycles, the faster sound travels. For its use on topical skin care applications, slower is better. Yet, most machines sold in the U.S. are one to three megahertz (MHz). Research at Massachusetts Institute

Contraindications for Sonophoresis[9]

- Active infections
- Cancer
- Heart problems
- Pacemaker
- Certain implants
- Pregnancy
- Tinnitus
- Age-related hearing loss or those wearing hearing aids
- Application close to the eyes



of Technology, University of California, Santa Barbara and Ben Gurion University found that low frequency ultrasound yielded better results than high frequency.[11]

BEWARE OF OUTLANDISH CLAIMS

There are two major types of ultrasound in technology used in skin care devices: high frequency and low frequency. One cannot overstate the vast differences between the two. No matter what type is used, it is not a magical solution to enhancing cosmetic skin care treatments. One can pick up almost any publication and read about outlandish claims related to this technology. Just undertaking a cursory internet search, we found an ultrasound device from Asia that claims it is a multifunction ultrasonic body and skin care machine that smooths wrinkles, clears freckles and pouches under eyes, cleans skin and promotes weight loss.

MECHANISM OF SONOPHORESIS

Use of sonophoresis in your practice utilizes ultrasonic waves to enhance the effectiveness of topical products. This technology has been used in various forms of skin care treatments including the signs problematic skin, age related concerns and uneven skin tone.

The ultrasonic waves used in sonophoresis create a physical vibration in the skin, which causes microchannels to temporarily be created, allowing for better action from applied topicals. However, the delivery head of any ultrasound device has to be specially devised to allow it to remain on the skin for a period of time. This now allows these micro channels to be created without causing client discomfort or heating the skin which impedes the establishment of micro channels.

As an analogy, think of standing at the edge of a dock overlooking a calm pond, then dropping a large rock into the water. Watch as the waves radiate out from the source of impact. The sound interacts with the skin's layers in a similar fashion; the waves create areas of compression and expansion. It is in those areas of expansion that opportunity exists.

CAVITATION

Sonophoresis has been found to have several scientific mechanisms of action that contribute to its effectiveness. One of those processes, known as cavitation, where ultrasonic waves create tiny bubbles that implode, which then creates a mechanical pressure that pushes the topical ingredients to where the skin needs them.[4] This increase in skin permeability is the main mechanism of action of sonophoresis. Hence, a scientifically proven benefit of sonophoresis is the ability to deliver essential ingredients to where the skin needs it most, allowing for more effective results.

Another benefit of sonophoresis is that it can be used in combination with other skin care treatments such as iontophoresis/galvanic, chemical peels and microdermabrasion to enhance their effectiveness. For example, sonophoresis can be used to deliver ingredients after a chemical peel or microdermabrasion treatment to make their results even more efficacious (**See Sonophoresis Ingredient Enhancement Sidebar**).

Sonophoresis Ingredient Enhancement

Scientific studies have shown that topical cosmetic ingredients enhanced through the use of sonophoresis at the proper frequency to improve the appearance of the skin include:

- **Vitamin C.** This powerful antioxidant is known for its ability to brighten the skin, boost collagen production and protect against sun damage.
- **Hyaluronic acid.** This humectant is known for its ability to attract and retain moisture in the skin.
- **Retinoids.** These derivatives of vitamin A are known for their ability to boost the effects of collagen production, improve the appearance of fine lines and wrinkles.
- **Niacinamide.** This form of vitamin B3 is known for its ability to brighten the appearance of the skin, reduce redness, and improve the look of fine lines and wrinkles.
- **Peptides.** These short chains of amino acids are small powerful compounds that play a crucial role in stimulating vital processes within the skin, with their targeted actions specific to their formulation.

MEDICAL APPLICATION

In addition to its cosmetic benefits, sonophoresis has been used in the medical field to enhance the penetration of drugs into the skin.[12,13] Sonophoresis has been used to deliver drugs such as lidocaine, which is used as a local anesthetic, and hydrocortisone, which is used to reduce inflammation in the skin. This ability to deliver drugs deeper into the skin has been found to be especially useful in the treatment of medical skin conditions such as eczema, psoriasis and atopic dermatitis.

SAFETY FIRST

This process is non-invasive and painless (**See Contraindications for Sonophoresis Sidebar**), making it an attractive alternative to traditional methods of skin treatments such as needles or lasers, which have their own sets of dos and don'ts.

Sonophoresis is a safe and well-tolerated procedure when performed by a trained and licensed skin care professional. Not all sonophoresis devices are created equal. The effectiveness of sonophoresis can vary depending on the specific device used, manufacturing standards and frequency.

THE SCIENCE OF SOUND

Sonophoresis is a cutting-edge skin care treatment that utilizes ultrasonic waves to enhance the activity of ingredients. It is a non-invasive and painless alternative to advanced methods of skin treatment and can be used in combination with other skin care procedures to enhance their effectiveness. It is important to find a manufacturer and supplier that can offer dynamic training, a proven device backed by science, and a professional team of trainers to ensure you are educated on how best to use this cutting edge technology. Current innovations allow for portable, handheld devices for your clients to take this technology home to enhance your in-office treatments. Combined with effective product selection, sonophoresis can be a very valuable tool in providing and supporting on-going improvement of signs of the most common skin conditions.



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Candace Noonan is a master trainer and director of education for DermaConcepts. She hosts trainings on the science of products and ingredients. She holds certificates for internationally recognized programs such as Advanced Skin Analysis, Dermal Needling and Oncology Esthetics, and is a frequent public speaker at medical and skin care conferences throughout the U.S.



Rob Trow has published more than 100 articles on skin care science and practical business solutions. Trow frequently speaks about topics of interest at national and international meetings, as well as to medical spas, estheticians and physicians. He can be reached at *rob@dermaconcepts.com*.



Microbiome Friendly Hair Removal

By Shannona O'Brien, Love2Sugar, and Radek Pielczyk, Radeq Lab

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In a world where natural and sustainable beauty solutions are becoming increasingly sought after, body sugaring has emerged as a frontrunner in the esthetics industry. With a rich history rooted in ancient beauty practices, body sugaring offers a compelling alternative to traditional hair removal methods. A wise esthetician will have a solid understanding of the practice of body sugaring, including its origins, benefits, and why it stands as the natural preferred choice for estheticians and beauty enthusiasts alike.

The Microbiomes Role

We have come to learn so much about how the microbiome is affected by skin care products and techniques. An increasing number of clients are seeking the benefits of natural ingredients in their skin care regimen, recognizing their potential to enhance skin health. It is therefore very important in the daily care of the epidermis to maintain a balance of bacterial flora. Prebiotics, probiotics and postbiotics help to maintain the balance between favorable microorganisms and bad ones. They support the microbiome present on the body, maintain the skin's hydrolipidic balance (proper hydration) and help keep the skin's protective barrier intact. By adding these beneficial ingredients to sugaring pre and post care products, they are able to work synergistically to restore balance to the skin's microbiome and cultivate radiant and healthy skin.

Think of the microbiome of the skin as a bustling community of tiny living creatures that call your skin home. Just like a city with different types of people, the skin microbiome is made up of various microorganisms, mainly bacteria, but also some fungi and viruses. These microorganisms are like the "residents" of your skin and play an important role in keeping it healthy. They help create a protective barrier, kind of like a shield, that defends against harmful invaders like bad bacteria. Additionally, they work together to maintain the skin's balance, prevent infections, and even influence things like how oily or dry your skin feels.

Just like a city needs a mix of residents to function well, a diverse and balanced skin microbiome is key for overall skin health. However, just as cities can face challenges, the skin microbiome can be disrupted too. Factors like using harsh soaps, antibiotics, over-preserved cosmetics or changes in your environment can disturb this delicate community, leading to potential skin issues. So, taking care of your skin by using gentle cleansers, keeping it moisturized, and avoiding overusing antibiotics can help maintain a happy and harmonious skin microbiome, keeping your skin looking and feeling its best!

Body sugaring is a natural and gentle hair removal method that can actually benefit your skin's microbiome. Imagine it like tidying up your skin's neighborhood in a friendly way! When you use body sugar paste, gentle and natural ingredients are applied to the skin and then gently removed, taking unwanted hair with it. Unlike some other hair removal methods, body sugaring doesn't disrupt the skin's natural barrier too much, which is great news for your microbiome (**See Benefits of Microbiome Friendly Cosmetics**). Hair removal becomes a more gentle experience without causing a big disruption to the happiness of the skin.

By keeping the skin's barrier intact, body sugaring helps maintain a balanced



Benefits of Microbiome Friendly Cosmetics

- Supports Skin Health: Help maintain the natural balance of the skin's microbiome, promoting overall skin health.
- Reduces Irritation: By respecting the skin's natural microbial balance, these products often lead to less irritation and sensitivity.
- Enhanced Protection: A balanced microbiome acts as a protective barrier against harmful pathogens, and these products support this natural defense mechanism.
- Fewer Breakouts: By maintaining a healthy microbial balance, there's a reduced chance of imbalances that can lead to acne and other skin issues.
- Improved Moisture Retention: A balanced skin microbiome can better maintain its natural moisture, leading to hydrated and plump skin.
- Suitable for Sensitive Skin: Given their gentle nature, microbiome friendly products are often suitable for those with sensitive or reactive skin.
- Reduced Allergic Reactions: With a focus on balance and natural ingredients, there's often a lower risk of allergic reactions.

environment for the helpful microorganisms that live on your skin. It's like keeping their homes intact and not disturbing their routines too much. This can help prevent irritation and reduce the chances of bad bacteria taking over. Plus, the natural ingredients used in sugaring are usually less likely to cause allergic reactions or skin sensitivities. So, if you want a hair removal method that's friendly to your skin's little residents, body sugaring could be a sweet choice!

Gentle, All-Natural Ingredients

One of the most appealing aspects of body sugaring is its minimalistic and natural ingredient list. Traditional waxing products often contain chemicals, resins, and additives that can cause irritation, redness, and allergies. In contrast, a basic body sugaring paste is primarily composed of sugar, water and lemon juice – ingredients that are easily recognizable and safe.

Sugar: The primary ingredient in body sugaring paste is sugar, which not only acts as a natural exfoliant, but also has humectant properties, helping to maintain skin hydration and balance.

Water: Water is used to dissolve the sugar and create the paste, ensuring a smooth consistency that is easy to work with.

Lemon Juice: Lemon juice serves as a natural source of alpha hydroxy acids (AHAs), which exfoliate the skin and promote cell turnover. Additionally, lemon juice's antibacterial properties contribute to maintaining a clean and healthy skin environment.

Advanced Ingredients for Microbiome Harmony

In traditional sugar pastes, sucrose is broken down into glucose and fructose by adding citric acid (or lemon juice). This process separates the two molecules, creating two different substances. This is why most sugar pastes contain citric acid or lemon juice. Without this breakdown (hydrolysis), sugar paste would be crystallized, just as honey crystallizes. More advanced sugar pastes are now being made from pure fructose and glucose without the addition of citric acid or lemon juice. This advanced approach allows for better texture control and neutral Ph. Pre and post care sugaring products are now carefully developed with innovative, soothing and anti-inflammatory ingredients. These products are designed to complement the sugaring process, ensuring that the skin's microbiome is respected and supported throughout the entire hair removal treatment.

Sucrose. Sucrose, also known as simple sugar, is a complex sugar made up of two simpler sugars: glucose and fructose. These two molecules are linked together and can be separated by a process called hydrolysis.

Glucose. Glucose is a simple sugar that is one of the main sources of energy for the body. It looks a bit like powdered sugar and is one of the two sugars that make up sucrose.

Fructose. Fructose is another simple sugar that, together with glucose, forms sucrose. It is in the form of crystals similar to sugar. In recent years, innovative sugar paste companies have stepped the ingredient decks up and use a combination of sugar, prebiotics and gluconolactone. The whole process takes place at a lower temperature than standard sugar paste production. The result is a non-caramelized sugar paste with excellent elasticity and skin microbiome-supporting properties.

Gluconolactone (Corn). Gluconolactone is a pure substance produced from corn. It is used in skin care products as a gentle exfoliant to promote epidermis turnover. It is absorbed into the skin slowly and gradually to gently renew the skin and improve tone and texture. Gluconolactone is a natural antioxidant that protects the skin, boosts cell regeneration and eliminates irritation. It has firming abilities, makes the skin more elastic and softens it.

What is the Difference Between Prebiotics and Probiotics?

Probiotics and prebiotics are big buzzwords in the cosmetics industry. What's the difference, and what do they mean for your skin?



Prebiotics. These are nutrients for probiotic microorganisms that populate the skin surface. The most common prebiotic found in cosmetic formulations is inulin. A prebiotic found in chicory roots, inulin helps in reducing the appearance of inflammation and blemishes on the skin by strengthening the skin's barrier.

Probiotics. These are non-pathogenic cultures of bacteria or yeasts that exert a beneficial effect on the health of the host by altering the microflora in specific areas of the body. The postbiotics derived from Lactobacillus aid in the rejuvenation and restoration of the skin's natural ecosystem, ensuring optimal results for your clients.

Advantages of Body Sugaring for Estheticians

Body sugaring is beneficial to both estheticians and to clients. The way it helps estheticians includes:

- **Easier Cleanup:** Unlike traditional waxing, body sugaring paste is water soluble, making cleanup a breeze. Estheticians can simply rinse their tools and workstations, reducing the need for harsh chemicals and solvents.
- **Reduced Risk of Burns:** Body sugaring paste is applied at a lukewarm temperature, significantly reducing the risk of burns that can sometimes occur with hot wax.
- **Less Breakage:** The application and removal of body sugaring paste occur in the direction of hair growth, minimizing hair breakage and ingrown hair development.
- **Suitable for Sensitive Skin:** The gentle nature of body sugaring, combined with its natural ingredients, makes it an ideal choice for clients with sensitive or reactive skin.
- **Elevate your skin care game:** Offer sugaring to your clients to set yourself apart as a knowledgeable skin care professional who only uses the best techniques and products in your practice.

There are so many amazing long-term benefits that sugaring provides to clients including:

- **Reduced Hair Growth:** With regular body sugaring treatments, clients often notice a reduction in hair density and coarseness over time. This is due to the natural exfoliation process that occurs during sugaring, which weakens hair follicles.



- **Less Discomfort:** Unlike waxing, which can adhere to live skin cells, body sugaring only attaches to dead skin cells and hair, resulting in a less painful experience.
- **Minimized Ingrown Hairs:** The gentle hair removal process of body sugaring significantly reduces the occurrence of ingrown hairs, a common concern with other hair removal methods.
- **Exfoliation Benefits:** The exfoliating action of sugaring paste helps reveal smoother, brighter skin, promoting a radiant complexion.

The Natural Choice

In a world where wellness and natural beauty solutions are gaining momentum, body sugaring stands as a compelling choice for estheticians and beauty enthusiasts alike. With its ancient origins, gentle ingredients, and harmony with the skin's microbiome, body sugaring offers a refreshing alternative to traditional hair removal methods. By embracing this natural technique and promoting its many advantages, the beauty industry can enhance the well-being of both clients and practitioners, all while making a positive impact on the environment.



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



Beginning his journey in Poland in 2008 as a cosmetology student, **Radek Pielczyk** swiftly established himself as an innovator in sugaring and cosmetic formulations. By 2009, he founded Dermaepil. With over 30 unique formulations to his name, Radek now leads Radeq Lab in The Netherlands. In 2022, under his guidance, the lab launched the world's first microbiome-friendly sugar paste.



TREATMENTS TAKES

Hair Removal Methods



Looking for new treatments to add to your menu? We've got the perfect additions for your clients looking for hair removal services.

1. Sugaring



Sugaring is a hair removal method that uses natural paste to gently remove hair from the root. Because the follicle is removed at the root, there is less overall hair growth over time. The paste is made up of ingredients like sugar, water or lemon.

2. Laser Hair Removal



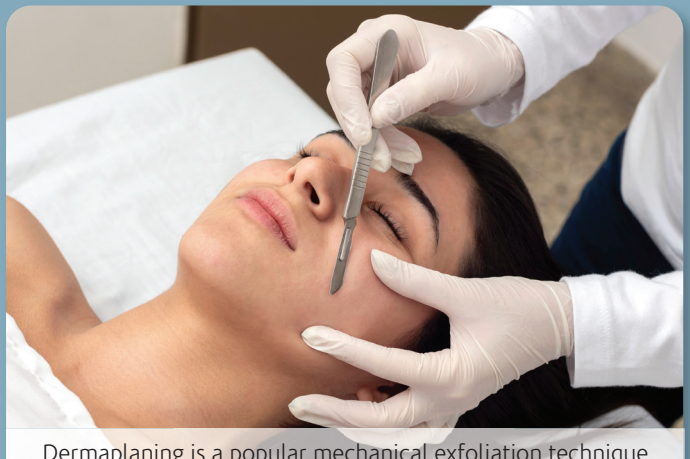
Laser treatments provide a safe, painless and effective solution for removing unwanted hair on the face and body. A low-energy laser directs light to the targeted area. The heat from the laser is absorbed by the melanin (pigment) in the bulb of each hair follicle, damaging the follicle and preventing the hair from growing.

3. Waxing



Waxing is the process of hair removal from the root by using a covering of wax to adhere to body hair, and then removing this covering and pulling out the hair from the follicle.

4. Dermaplaning



Dermaplaning is a popular mechanical exfoliation technique that removes the vellus hair as well as dead skin cells from the skin. In this method of exfoliation, a sterile, surgical scalpel is used to complete the process.



Overcome 3 Key Leadership Challenges

By Maritza Rodriguez, Pevonia Internation

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A great leader knows their limits, sets boundaries and of course is committed to a constant state of learning, making mistakes, learning some more and expanding knowledge and skillset. Mistakes will happen, but it's best to look at them as failing upwards! Leadership is more about those who follow you than it is about yourself. If no one is following your vision, targets and goals, then are you really leading?

From Good to Great

You can be a good leader, but transforming into a great one requires establishing authentic connections, delegating, overcoming challenges and developing realistic and actionable targets, goals and plans. Being a great leader means listening, understanding and acting. Quite often, while we may hear what our team members say, we don't necessarily listen to or reach a state of understanding. True understanding requires that we walk in their shoes and see things from their perspective.

Ask yourself, if I was the team member, what would I need from my leader to remain engaged and committed? Because spa leaders wear multiple hats, it's important to use those opportunities to think like the team instead of like a leader. It's during those moments of filling in during a vacant position, absence or late arrival that the greatest opportunities for learning from and connecting with the team can occur. Let those times help spark new ideas to help you inspire and motivate your team. Take notes while it's still fresh and then block time on your calendar for next steps.

Spa leaders face many challenges, but let's look at three of the most common and how to overcome them: staffing shortages, financial responsibilities and time management.

1. Staffing Shortages

Although this is an ongoing challenge with our industry averaging a 60% annual turnover rate, it has become more prevalent these past four years. Many spa personnel exited the industry opting for other careers or endeavors, while the number of newcomers has not made up for the loss. So, here are some proactive ideas to help you with staffing shortages.

a. Use LinkedIn. This is a fantastic way to spark conversations and find industry talent. You can also search for non-industry talent with the right skillset to easily transition into spa, for instance those with strong hospitality, customer service and retail skills.

b. Post to social. Make sure your front desk team knows exactly what to do with incoming calls. You want that first impression to be seamless.

c. Contact a leading trade publication. Your local spa association, or the Day Spa Association for rates to run a dedicated e-blast targeting a specific region and position title. These industry influencers can be fantastic resources for recruiting and can provide tips on what content resonates most. Be sure to subscribe as well since their content is loaded with insights and best practices to fuel your path to great leadership. For the e-blast, be sure it includes a call to action so that the recipient knows exactly what you want them to do. I recommend setting up an online fact-finding form with key questions so that you can use it as the first step in your vetting process. Be sure you tell the reader exactly what you need them to include in their reply, for instance, email your resume and a brief statement as to why you think you would make a great addition to our team. If you're open to inexperienced younger candidates for certain roles, then state that as well, since they may not have a resume and may not take any action because of that. The replies will help you with vetting because you can see if directions are followed, gain some insight, and also check for attention to details like grammar and spelling.

d. Go old school. Create a flyer with openings and hand out to customers and ask a few nearby businesses if they will make them available to their customers. You can always offer to do the same for them if they have a promotion or special. Building a community network is important and can really be a great source for referrals, if done correctly. Make sure the recruitment flyer has a brief introduction to your spa and includes some of the top benefits offered. Choose your words wisely. For instance, instead of competitive pay use unlimited income potential. This stands true if you offer base plus a commission on retail. After all, that team member can decide how much they earn by simply becoming a retail recommending superstar. Instead of saying it's a great place to work use work in the booming wellness market. If you offer employee discounts and family rates, instead of saying that use save thousands of dollars on wellness services and beauty products for you and the family. It's more how you say it than what you say!

e. Run a "Help Us Find Our Next Superstar" contest. Reward every customer who refers you to someone they think would make a great addition to your team with a $10 spa voucher redeemable for retail products. If you hire their candidate, then upgrade their reward to $50.

f. Print business cards. These should have your contact information on one side and "Seeking Customer Excellence Team Members" on the other side. If you run



into a great customer service experience at the grocery store, at a restaurant, bank, or retail shop hand them the card and explain why you think they should apply. Enlist your team to help as well.

g. Contact nearby cosmetology schools. You can ask if any of the top students are interested in part time or internship opportunities.

h. Host a career night. Schedule it on your slowest late afternoon of the week and announce it on your personal and social channels and send customers an e-vite and a post asking them to share it as well with friends, family, children, and grandchildren who may be interested in the spa industry or simply in getting business experience.

i. Tap into nearby high schools and colleges. Many students will seek part time employment or are willing to do internships just to get a head start in business and some real-life experience.

j. Create a "now hiring" banner or sign. Make sure your team knows exactly where to direct all inquiries. Again, you want to make a great first impression.

2. Financial Responsibilities

This key challenge could be an entire article all by itself! But, for the sake of brevity, let's tackle the elephant in the room…knowing your numbers! This is often a pain point for many leaders who rose through the spa ranks with minimal leadership training or transitioned from another department or unrelated career. A great leader knows their numbers, sets goals, and targets, and of course sets team rewards when they reach or exceed them and consequences when they don't. Sharing your vision with the team and detailing not only your expectations, but also key performance indicators (KPIs), are like placing a GPS in their hands to help them track their course.



As a great leader you must focus on the 3 R's: Referrals, Retention and Rebooking. Did you know that on average, a happy customer recommends your services to five others? If you're a hotel or resort just think what this can do for your strike rate! Other important numbers you must know are your VPG (volume per guest), SVPG (service volume per guest), and RVPG (retail volume per guest). For the service or retail volume per guest calculate each separately by taking total sales for each and dividing by the total number of guests for each. For the VPG, take the total of both service and retail divide by the total number of guests (service + retail).

3. Time Management



Time is something we all wish we had more of and although the spa world is recognized for inspiring relaxation and stress relief, it's unfortunate that the leadership aspect often tells a different story. This topic deserves an entire article of its own, but let's look at just a few tips that can help you immediately improve the way you manage your time.

a. Identify and tap into your most productive hours. For most of us there are certain times of the day when we feel we are at our best. It is during those personal peak time,s whether am or pm, that you should tackle your most important projects or duties. This is when your energy level is high, your mind is clear, and you are ready to take on the world! For me, it's the early hours of the morning before everyone else arrives, so I block that time for the highest priority projects. Once you identify your personal peak hours, be sure to use your calendar and block time for the projects and duties that need to be completed during those times.

b. Big rocks, little rocks. I watched a great Franklin Covey video on the big rocks, little rocks theory early on and it really impacted me. There's a large glass vase and he is pouring elements into it. The big rocks represent your main priorities or longer-term goals. The little rocks represent your day-to-day responsibilities and shorter-term goals. The sand represents minor tasks that are not really that important. The water represents

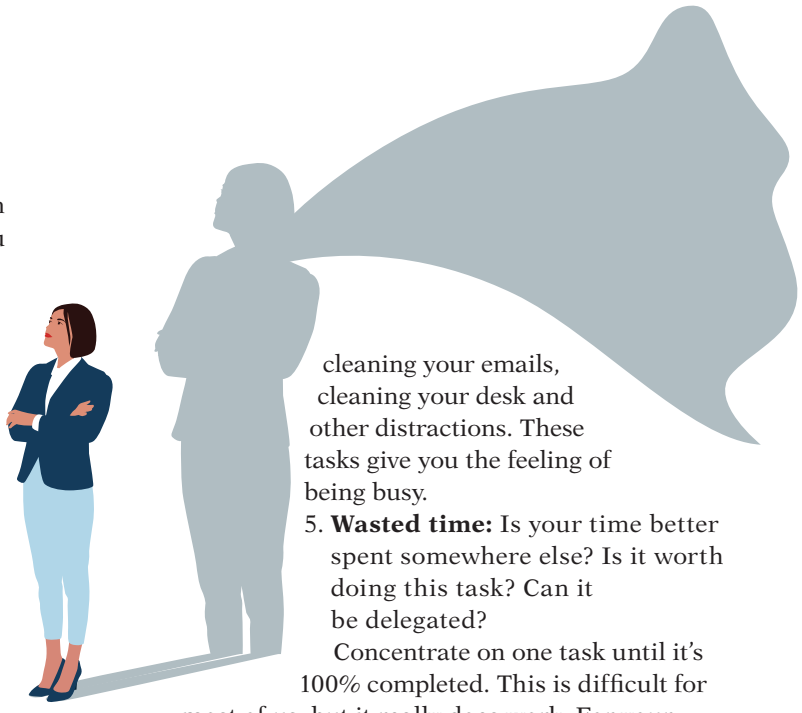
the unimportant distractions that prevent you from getting work done. When scheduling your time, you must tackle your big projects first. Then, you work on all the smaller projects and only then do you tackle the minor tasks. The key here is avoiding the water because it is easy to watch our day evaporate if we focus on unimportant distractions or spend too much time on minor tasks. The ugly truth is that if we allow our time to be taken up by personal social media and other distractions, we end up feeling stressed, frustrated, and often overwhelmed because we miss important deadlines or then find it necessary to extend our day to finish the important tasks that should have come first.

c. Use the three P's of time management: planning, prioritizing and performing. Planning is extremely important because it's much harder to get started the next day if you have no plan. Spend at least 15 minutes the day prior planning your next day. Prioritizing takes focus, so I encourage you to do that during your personal peak time, so that you're sharp and it's easier to accomplish. According to fi.co, an online leader resource, when prioritizing you should ask yourself: If I could choose one thing on the list, which would be the most important? Or which tasks would give me the most return on my investment of time?

Identifying Tasks

After identifying the most important task, look for the second most important, third, and so on, taking into account time allocation for each. You can group your tasks into different categories, and this can help you to prioritize.

1. **Important and urgent:** These tasks expect a response in a short period of time. You need to do these tasks because they are urgent, but remember if you keep putting out fires you are not making time for the other tasks that are important, but not urgent.
2. **Important and not urgent:** These require action, and while it does not need to be done today, it needs to be done eventually. This category is where you should be spending most of your time.
3. **Urgent, but not important:** These tasks require immediate action, but are not a high priority. These happen when you find yourself saying yes to too many things for other people, or you find yourself being interrupted.
4. **Neither urgent/nor important:** These are probably worth doing at some point, but are often instances of busy work, often diversionary such as cleaning your emails, cleaning your desk and other distractions. These tasks give you the feeling of being busy.
5. **Wasted time:** Is your time better spent somewhere else? Is it worth doing this task? Can it be delegated?



Concentrate on one task until it's 100% completed. This is difficult for most of us, but it really does work. For your most important tasks, turn off or set your cell phone on silent, if possible, minimize your email view or close it. If you are pre-scheduling, you can notify your team in advance and tell them what to do if there is an urgent matter that cannot wait. The goal with performing is to remove all distractions and diversions. By doing this, you will be amazed at how much you can increase your productivity and the improvement in both the quantity and quality of work you complete.

Unlocking Your Inner Leader

Perhaps consider a change in perspective on your path to great leadership. Running your spa like a hotel can help you reach an unprecedented level of success. After all, for the most part spas have a similar business model. There are guests, reservations, cancellations, check-in and checkout processes, time restrictions, rooms to prep and turnover, laundry, maintenance, etc. The main difference is that you don't offer overnight stays. You also share a common goal with hotels, which is more heads in beds. Glean some insights and best practices from the hospitality industry, it will serve you well. As we well know, every interaction can be a final one with that guest if the team does not deliver service excellence and meet or preferably exceed expectations.



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

Top 10 Spa Trends of 2024

By Maggie Walker



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It's that wonderful time of year again where we get to take a peak at what I think will be trending come 2024 based on what we've seen this last year. The spa industry really came back with a vengeance in 2023. The numerous innovations that took over this year are projections for what we can expect to trend in 2024. This last year kicked off the discussion on ingredient innovations as well as technological advancements, and I predict that 2024 is going to shine a special light in this arena when it comes to some major spa and skin care trends. One thing is for sure, we are in an industry that is not slowing down.

1. Modernizing Aging

Nancy Griffin launched the #ExposeAgeism movement in March of 2023. This movement was designed to create awareness about ageism in the spa, wellness and beauty industries, and it even has many skin care brands jumping on board to remove all anti-aging terminology from their marketing campaigns and product descriptions by 2025. I anticipate we will see this movement continue to blossom in 2024 and even expand further into people taking another look at embracing graceful aging, as the negative perception to growing older fades. I anticipate you will see these types of changes take root in the "healthy aging" concept that is blossoming in the wellness world too, where the focus is shifting away from how one looks at their age and is much more focused on what they can do, and keeping their mind and body healthy.



2. Potent Products

I saw a lot of brands releasing concentrated products, taking in the "less is more" mentality. The use of more potent products is going to be on the rise and what consumers are looking for come 2024, as they are looking for targeted treatments that work. Not only is the product potency helping with actually targeting skin care concerns both in the treatment room and home care regimens, but it also makes it so that consumers are no longer overusing the products as is often shown on social media. Now, they are looking for targeted treatments that really do what they say they will.

This trend also comes down to skin absorption, with many brands aiming to provide products that help deliver maximum absorption into the skin for best results. This can be seen through the skin care technologies being created to actually help the targeted ingredients release into the skin.

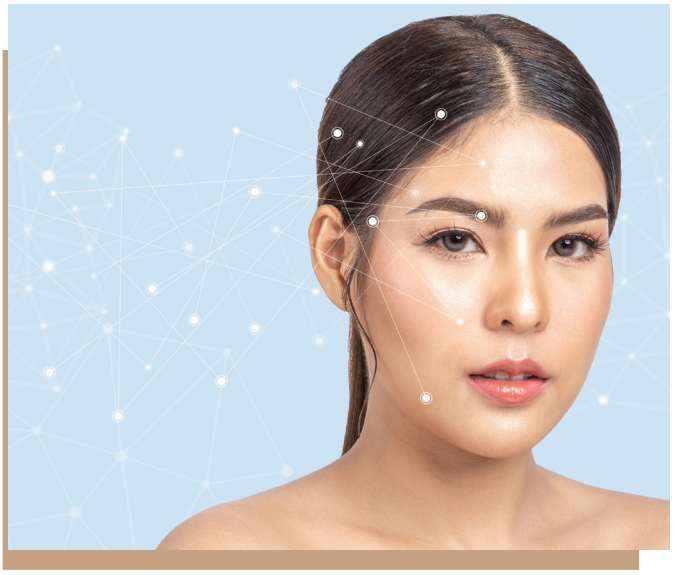
3. No Needle Plumping

While Botox and fillers are not going anywhere (hello Barbie Botox trend), many skin care brands are marketing their products to provide a "no-filler" plumping effect. This goes for face creams, lip treatments and eye care. The younger generation is turning to prejuvenation methods through their skin care routines, so this plumping jargon is catching their eye.

This trend is going to come into play a lot when it comes to the lips, with consumers looking for more natural ways to get hydrated and plump-looking lips. This trend is most certainly coming from a long string of celebrities wanting to show off their "natural" beauty in 2023 by wearing less makeup and letting their skin shine through. This is trickling down into consumers wanting to do the same and embracing their natural features as well. However, they want to do it while still looking hydrated and youthful.

4. Artificially Intelligent

It would be nearly impossible to have not heard about all of the advancements in artificial intelligence (AI) when it comes to skin care, and this is going to really boom in 2024. With this being so new in 2023, both consumers and professionals seemed apprehensive about how best to use it, but AI has transformed greatly from simply a tool to



an asset in the spa and skin care industry. Not only can these AI technology apps be used to scan the skin and help provide and set up home care regimens, but AI can also help on the business side of the spa industry.

After the pandemic, there was an undeniable boom in touchless technologies, especially when it came to the check in, check out, booking and tipping process in spas. AI is taking this even further to having programmed chatbots for answering questions, and skin analysis that can help determine treatment and home care for clients.

5. Talking Lips and Eyes

Remembering the neck has been a topic of conversation for years in the beauty and skin care industry, so I predict there will be a heavy focus on also thinking about the eyes and lips in 2024. A lot of launches came out focusing on new ways to enhance the lip and eye area. This does tie into the "no-filler" plumping trend mentioned above, but it was taken a step farther with numerous lip and eye products already launching and more to come.

Some of the latest launches include the Dr. Dennis Gross SKincare DRx SpectraLite LipWare Pro and the DermInfusion Plump+ Repair Lip Treatment. There was also the Bluephoria Lip Mask that FarmHouse Fresh launched. When it came to eyes, Bioelements came out with their Pro vc10 Eye Bright Contour to specifically target signs of aging in the eyes. Similar to the neck and deck, these areas should not be forgotten, and the skin physiology of the eyes and lips does differ from that of the face. This will definitely be a trend to keep an eye out for (wink, wink).

6. Mushroom Boom

Mushrooms are hitting skin care in a whole new way in 2024. It's true, the mushroom magic really made it's debut in the spa industry back in 2018, when micro-dosing took off in the wellness industry. Even before that, mushrooms have been used in Traditional Chinese Medicine (TCM) for centuries, so consider this trend more of a revamp to an already amazing ingredient. Expect to see mushroom callouts in skin care a lot in 2024 and the boasting of this ingredient's many benefits.

Mushrooms can be used for a variety of reasons when it comes to incorporating them in skin care including: boosting collagen production, providing antioxidant protection, brightening the skin, hydrating the skin, providing anti-inflammatory benefits and so much more. UpCircle Beauty even shared that this ingredient is predicted to take center stage as the new trending ingredient for 2024.2

7. Skin Care Makeup Hybrids

The au-naturel makeup trend that many celebrities embraced in 2023 led to consumers wanting to take a break from makeup. Through the desire to let the natural skin shine through and use makeup as more of an enhancement to one's natural beauty, the makeup skin care hybrid was born. Drunk Elephant really packed a punch with this with their liquid bronzer and blush skin care drops, but many other brands are taking up on the trend as well.

What once used to only really be an option through the occasional BB cream and tinted SPF, blossomed into a wide range of tinted products to allow skin care to provide those beauty enhancing features without



actually needing to wear any makeup. Consumers are all about convenience in 2024, so they want routines that can act as a 2-in-1 for their skin care and makeup, which is why many makeup brands are also infusing their products with skin care.

8. Fast Facials

One thing no one ever seems to have enough of is time. Consumers really took this to heart when it came to looking toward spa treatments as maintenance more than luxuries, which is why fast facials are going to be big in 2024. Many facial bars have been opening up around the U.S. with the concept of providing quick, effective, and still relaxing treatments being the priority. Places like Face Foundries and Glowbar have seen a lot of success in this arena with consumers simply not having the time for a full on spa day, but still needing their facial pick-me-up.

This trend can be seen outside of just the facial bars dedicated to providing shortened spa treatments, and has even expanded into the luxury spa space with bigger properties offering "mini-facials" for their guests who do not have time for the full experience. Efficiency is key when it comes to this trend with consumers still looking for targeted treatments that improve their skin health and quality. That's why Rachel Liverman, founder of Glowbar, even created a wash bar in her spa so that her spa professionals can provide a dedicated 30-minute expert facial, without having to waste time on something the client can do themselves (i.e. wash their face).

9. Refillable Skin Care

The spa industry is always looking for more ways to be resourceful and sustainable, and 2024 is going to be the year of refillable packaging. This trend can already been seen in some beauty and skin care brands, like Hydropeptide, are adopting this in their latest retail launches. The refillable packaging market is actually predicted to grow to be 4.9% annually and are projected at $53.4 billion by 2027.1 This trend is great for spa professionals for a number of reasons. One, it helps to show and act on sustainability efforts that the spa is taking, and two, it guarantees clients will return to you to buy their product refill for their regimens.

If this is something that is important to you, ask your product manufacturers their plans to partake in the movement. It's a win-win-win for spa professionals, consumers and the planet.

10. Snail Mucin

K-Beauty has done it again with another amazing skin care ingredient that consumers are going bananas for. While snails may be slow in nature, the use of snail mucin in skin care is taking off quickly. In the past year, interest in snail mucin has grown 171% with roughly 170,000 searches per month.3 I anticipate consumers will have a growing interest in snail beauty, especially when it comes to Korean skin care. The skin care ingredient has been a staple in Korean beauty products for a long time, but its more recent debut in the U.S., and the immediate visual appeal it provided on TikTok, is what has this ingredient snatching everyone's attention.



The main benefits of this skin care ingredient is how it helps to stimulate collagen production, relieve irritation and hydrate the skin (hello healthy, youthful and hydrated skin). Check in with your product manufacturers to see if they are planning to launch any products that utilize this ingredient, and see if it is worth giving a shoutout on your spa menu to any facials that do incorporate it.

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(All websites accessed Oct. 13, 2023)

Modern Skin Modalities

Level up your services with these retail devices and tools.

1. **Rosehip Oil & Gua Sha Gift Set**
   Éminence Organic Skin Care
   www.eminenceorganics.com
   Rosehip Triple C+E Firming Oil pairs with a soothing gua sha massage practice to leave skin feeling, soft, plump and invigorated, while visibly de-puffed and refreshed skin.

2. **EstheticPro**
   Skin Script Skin Care
   www.skinscriptrx.com
   The EstheticPro Micropen safely revitalizes all skin types. It provides microexfoliation, microinfusion, microchanneling and microneedling.

3. **UltraSlim**
   Ward Photonics
   www.ultraslim.com
   WardPhotonics' UltraSlim is a powerful red light treatment that is noninvasive. It reduces the appearance of aging and tightens the skin by increasing the production of collagen and elastin.

4. **Glacier Ice Globes**
   Sorella Apothecary
   www.sorellaapothecary.com
   The Glacier Ice Globes reduce undereye puffiness, inflammation and redness, all while giving a relaxing facial massage. Clients can find relief from sinus pressure and headaches, while also stimulating circulation and firming the skin.

5. **Softening Gel**
   Bioelements
   https://pro.bioelements.com
   Softening Gel is an all-purpose, professional-use-only formula that can be used as a conductor and base for microcurrent, galvanic current, LED and high frequency machines.



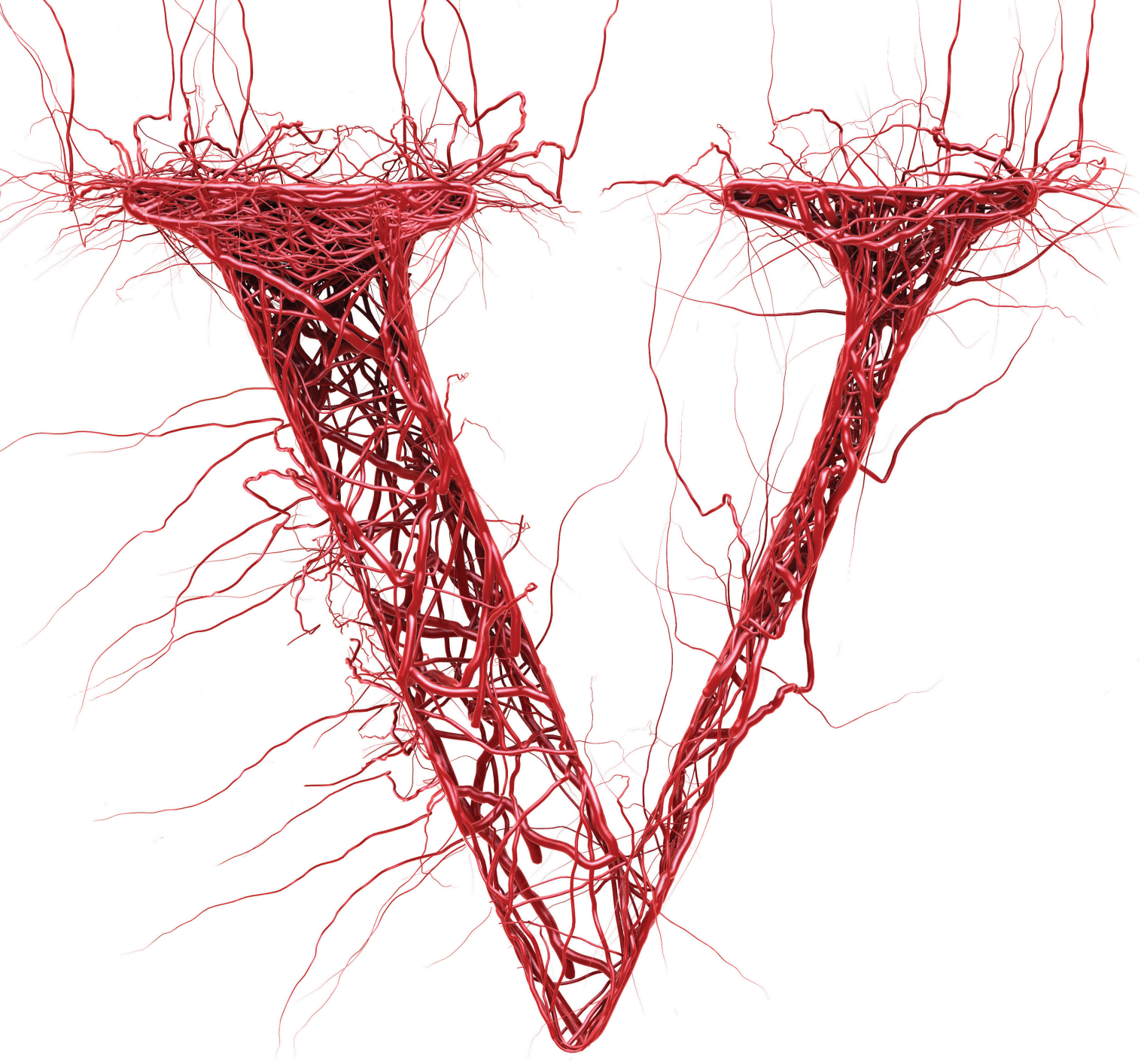








To read more about using devices in the treatment room, turn to page 42.



is for Vascular

By Erin Madigan-Fleck, NMD, CDT, LMC, LEI

The assessment of the skin entails several key factors serving as indicators to the functional physiology and health of the skin. Although a general inclination during the skin assessment is to focus on terms of targeting results for the treatment, there are several factors indicative for cautionary measures that should not be overlooked.

The increase in inflammatory skin conditions, allergic reactions to medications, active topicals, and vascular-mediated skin diseases enhances the potential for a heightened skin sensitivity. Multiple clinical and subclinical indicators help us determine the pathway for treatment in addition to the selection of modalities, and products. Less prominent, yet important assessment

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considerations involve skin temperature, edema, erythema, lymphatics and capillary status. The extent of these presentations give insight into possible connections to vascular-mediated skin diseases such as vascular malformations, insufficiency and vascular tumors.

The Vascular System of the Skin

The skins vascular system is an integral network positioned within the dermis along with blood vessels and lymphatic structures that play a key role in skin function, including the steady supply of oxygenated blood and nutrients. The arterial network leading to the face originates from the carotid arteries of the neck with main contributing arteries to the face including the facial transverse facial and the infraorbital arteries connecting respectively. The blood supply originates from an extensive network of larger blood vessels and capillaries that extend from regional branches of the systemic circulation to local sites throughout subcutaneous tissue and the dermis. An extensive lymphatic framework runs alongside many of the skin's blood vessels, particularly those attached to the venous end of the capillary networks. The arteries and lymphatic system are imperative to maintain tissue stasis and provide important support for healing and drainage.[1,2]

Vascular Patterns of Blood Flow

Most of the blood flow in the skin is directed towards the more metabolically active components of the epidermis, follicular structures, the hair and the nails. As the epidermis does not contain blood vessels, cells are nourished by diffusion from blood capillaries that are present in the papillary dermis. Diffusion provides nourishment and waste removal from the cells of the dermis, as well as the cells of the epidermis. The skin's tissues and their vessels form flat layers of horizontal, interconnected vascular networks supplying the fascia, subcutaneous tissue and the skin.

Anatomical Positioning of Blood Flow

Fascial Plexus. The fascial plexus is the deepest section located at the lower muscle fascia and is fed by Musculo- and septocutaneous vessels.



Subcutaneous Plexus. The subcutaneous plexus lies in the SMAS (Superficial Musculoaponeurotic System). The subcutaneous vessels in this area exit at the superficial fascia and divide into the subcutaneous fat into both superficial and deep layers. It is formed by both the musculocutaneous and septocutaneous arteries.

Subdermal Plexus. The subdermal plexus is the main blood supply to the skin. It runs like a flat conveyer of interconnecting vessels in a plane at the junction of the reticular dermis and the subcutaneous fat. The subdermal vessels account for the dermal bleeding when skin is cut or injured.

Dermal Plexus. The dermal plexus provides thermoregulation. The intradermal plexus itself is not sufficient to provide to full support tissue viability. The subepidermal plexus capillary bed supplies nutrients to the skin and the subepidermal vessels are located at the papillary ridge.[3]

Get it Going

The primary function of skin blood circulation is to help maintain a constant body temperature. This function is achieved by providing a transport of heat to the surface of the body to adjust to its environment. It is important to note that the circulation of the skin is more efficient at promoting heat loss than preventing heat loss from the body. Systemic circulation can

Impeding Circulation Conditions

- Anemia
- Diabetes
- PADF (peripheral artery disease)
- High blood pressure
- High cholesterol
- Smoking
- Obesity
- Raynaud's Disease
- Varicose veins

be affected by a variety of factors (**See Impeding Circulation Conditions Sidebar**).

Inadequate or poor circulation may impact the skin and body in several ways:

- May reduce the transport of carbon dioxide and cellular waste from the body.
- Compromised metabolism – poor circulation may affect body temperature and sensation, which may impact general energy levels, also major organs can become nutrient deprived.
- A noticeable decline in skin health can manifest – poor oxygenation can result in dull looking skin, wrinkles and skin laxity.
- Less efficient conveyance of critical nutrients and hormones to the body and the skin, and in particular antioxidants, which are necessary to be utilized by the mitochondria.
- Overall detoxification pathways can become sluggish including the liver and kidneys, which may contribute to skin inflammation, eczema and psoriasis.
- Poor circulation can lead to edema in the extremities, face and under eye area.

Thermoregulation

The skin's surface area is highly vascularized permitting it to conserve and release heat through vasoconstriction, vasodilation and thermoregulation. The small blood vessels in the skin contain muscles that are under the control of the sympathetic nervous system. Contraction or relaxation of these muscles leads to vasoconstriction and vasodilation. This phenomenon is used to alter the loss of radiant heat, providing thermoregulation. When the body's temperature rises, blood vessels dilate to increase blood flow and maximize the dissipation of heat. The increased tissue temperature improves blood flow, tissue metabolism and connective tissue extensibility.

5 Red Signals

The vascular system provides us with visual indicators as to the impact of injuries, heat or pressure may have on the skin. Vascular lesions stem from vascular injury, genetics and health conditions. Since the skin is the most noticeable body part, vascular changes are often easily distinguishable.

1. Blanching

Blanching may appear when pressure is applied, circulation is compromised, or spasms of the arteries occur. The circumference of the blanched area appears light in color, as blood is not circulating in the region. Frequent or chronic blanching may potentially be connected to various underlying conditions including allergic reactions, viral or bacterial infections, injury, autoimmune conditions, medication side effects and circulatory problems.

2. Hematoma

Hematomas are a bruise injury to the blood vessel indicating there is a pooling of blood outside of larger blood vessels under the skin. It is important to note that any damage to the blood vessel walls (which range in size from two centimeters to two-12 micrometers) can result in blood leakage. Injuries to the blood vessels do not have to be severe to cause hematomas. Skin thickness, density, age, and underlying structures give rise to the potential impact



When the body's temperature rises, blood vessels dilate.

of surface applications such as electrotherapeutics, heat, radiation and skin needling.

3. Ecchymosis

Ecchymosis are purplish lesions that occur from bleeding under the skin generally from an injury and are also sometimes referred to as purpura. These do not blanch and are greater than one centimeter in size and may take weeks to heal. Both ecchymosis and purpura may potentially be linked to health conditions or nutrient deficiencies and should be deferred to dermatology.

4. Petechiae

Petechiae appear as small red or reddish-purple spots and occur as a result of bleeding under the skin. These should not be confused with cherry hemangiomas. Petechiae that appear on the face, neck, and upper chest are often caused by capillaries that rupture due to prolonged straining or severe bouts of coughing or vomiting. They may also occur as a result of traumatic injuries, sunburns, or as a side effect of certain medications, such as antibiotics and anticonvulsants. These may also be connected to numerous underlying health conditions.[4]

5. Telangiectasia

Telangiectasias are dilated cutaneous blood vessels and may present as linear, spider-shaped, star-shaped, or papular lesions. Intrinsic factors include: congenital causes, rosacea, collagen vascular diseases, Cushing's disease, metastatic carcinoma, pregnancy, venous incompetence and inherited genetic disorders. Extrinsic factors include drugs such as estrogens or chronic steroid use, actinic and radiation dermatitis, post-surgical rhinoplasty, radiotherapy and trauma.[5] The development of telangiectasia in rosacea is a result of connective tissue and damaged blood vessels with the primary damage precipitated by environmental influences.[6] Telangiectasia is generally associated with rosacea and evolving research presents rosacea as an inflammatory disease involving innate immune responses, along with multiple triggers and the dysregulation of several pathways including[7]:

- The increase in MMPs matrix metalloproteinases
- The increase of inflammatory reactions by toll-like receptors (cathelicidins) and related peptides
- The increase in serine proteases in keratinocytes
- The stratum corneum permeability barrier dysfunction
- Increased TEWL and skin sensitivity

Nitric Oxide Support

- Consume vegetables and fruits with high nitrate levels: coriander, celery, spinach, beet root, carrots, Bok choy, broccoli, lettuce, watercress, lettuce, arugula, citrus, pomegranate, watermelon and oranges.
- Increase your antioxidants: vitamin C & E, glutathione and polyphenols.
- Improve your breathwork - deep breathing, nasal breathing (Pranayama).
- Exercise—at least 30 minutes per day.
- Reduce stress.
- Get more natural sunlight.



3 Vascular Healing Factors

1. Nitric Oxide

Nitric oxide (NO) is a highly versatile molecule that was originally discovered over 30 years ago as an endothelium cell derived factor that helped to relax the vascular system. In addition to its vaso- relaxing effects, nitric oxide is a component of the human body that may cause dilation of the blood vessels and the release of hormones such as human growth hormone and insulin. Nitric oxide is now recognized as a key determinant in vascular health and offers anti-inflammatory properties, vasodilation, vascular permeability, assists in the oxygenation of tissue, reduces inflammation and may improve heart health along with several other health benefits.[8] Many types of skin cells express the enzyme nitric oxide synthase (NOS) and can produce nitric oxide to facilitate essential physiologic processes. The distribution of nitric oxide in the skin enables important functions including the formation of a protective barrier, antimicrobial defenses, the establishment and maintenance of circulation, melanogenesis and erythema responses to ultraviolet light exposure.[9] Although there are many supplements purported to help boost nitric oxide, research has not clearly defined widespread support for supplementation. Lifestyle management and nutritional intake prevails as the primary support for nitric oxide (**See Nitric Oxide Support Sidebar**).

2. Angiogenesis

Angiogenesis is the growth process of new blood vessels from pre-existing vessels. It involves wound healing

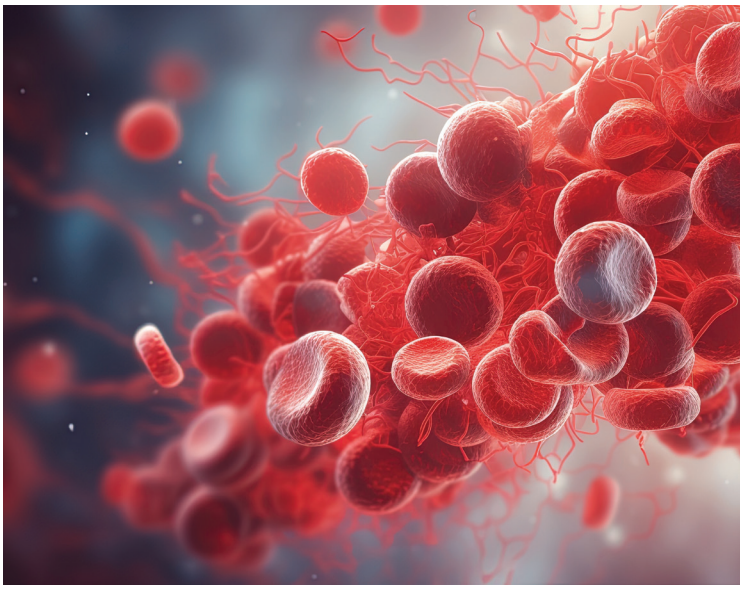
and physiobiological events. The extracellular matrix, cells and functions of innate and adaptive immunity, and endothelial cells are a major source of angiogenic factors to facilitate this process. In dermatology, skin diseases such as psoriasis, atopic dermatitis, non-melanoma skin cancers and benign vascular neoplasia's exhibit angiogenesis.[10]

3. Growth Factors

VEGF (vascular endothelial growth factors) are essential for angiogenesis and lymphangiogenesis. VEGFs activate specific receptors present on blood and lymphatic endothelial cells and are one of the most important pro angiogenic factors in the skin. VEGFs are present in high levels in multiple cell types, wounds, keratinocytes, macrophages, and fibroblasts and are produced in the response to injury. While much research has referred to the beneficial role of VEGF, this growth factor may also promote scar formation suggesting that VEGF levels will vary depending on the type of wounding.[11,12]

With regard to the application of topical growth factors and skin needling, several studies indicate that topically applied growth factors and specific cytokines have been clinically shown to promote skin rejuvenation. Consideration must be given however to molecular size (>15,000Da), which limits their ability to penetrate the SC. Molecules larger than 500 Da generally do not penetrate the SC to reach keratinocytes. Alternate routes for permeation of these larger molecules include the follicular route or application after or skin needling. It is also possible to improve the penetration of growth factors by chemical modification with lipophilic molecules.[13]

The vascular system and its entire network are a lifeline to our health and the health of the skin. Vascular functions and nutrients support the homeostasis of our blood supply, and its deficiencies provide indications as to the functioning of the skin and potentially underlying health concerns. As the skin is a barometer for overall health, it is important to observe vascular subtleties connected to skin sensitivity and inflammation, as these are conducive to the outcome and intent of our treatments.



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Disclaimer: *The information in this article is presented for educational information only and should not be construed as medical advice. For the diagnosis of any health concern please consult your physician.*



Erin Madigan-Fleck, NMD, CDT, LMC, LEI, has more than 35 years of experience in the aesthetic and natural health industry. She is a naturopathic medical physician with a private practice, Naturophoria, in Atlanta. She is a member of the American Society for Nutrition and serves on the Education Commission for the International Association for Applied Corneotherapy. She the owner and founder of DermaEducationTV Post Graduate Esthetic Training and the Scientific Esthetics Symposium.

PROTOCOLS IN PRACTICE
HIGH-TECH

LIFT, PLUMP + REPAIR EYE & LIP PROTOCOL

DR. DENNIS GROSS

Restore youthful-looking eyes while smoothing and plumping lips with the DermInfusions 3D alternative to injectables and hands-free LED devices.

Step 1. Pump cleanser and distribute onto three dry cotton rounds. Place one round over each eye and allow to rest to emulsify eye makeup. Cleanse entire lip and mouth area with the third round until skin is clean and lip makeup is thoroughly removed. Remove eye makeup and cleanse the eye area with the remaining two rounds, using cleanse rounds as needed.

Step 2. Wipe away using dry or slightly damp 4x4 or towel.

Step 3. Remove from packet, unfold mask and adhere to the entire eye area, adjusting with fingers for a smooth application. Proceed to LED steps, leaving mask on for 5 min. total.

Step 4. Place device comfortably over eyes, directly on top of eye mask. Power on for the programmed 3 min. Remove device and leave eye mask for the remaining time, approximately 2 min.

Step 5. Immediately following placement of eye device, insert lip tray in mouth, centering device over lips. Power on for the programmed 3 min. Remove device and leave eye mask for the remaining time, approximately 1 min.

Step 6. Using a single-use applicator, apply 1/2 pump to lip and vermillion border. Remove eye mask. Sanitize hands before eye area application. Dispense 1/2 pump for each eye and gently tap around the eye area. Do not rub in.

Step 7. Massage eye area using the product that has already been applied for an immediate lifting and brightening effect. See massage protocol.

Step 8. Using a single-use applicator, apply lip plumper starting at the fullest part of the lips and staying within the vermilion border. Tingling is normal and will quickly subside.

TOP-TO-TOE TRIPLE-TREAT PROTOCOL

CELLUMA LIGHT THERAPY

Triple-Treat uses the Celluma DELUX, Celluma PRO and Celluma RESTORE to address a variety of conditions.

Step 1. Review light therapy contraindications and precautions with client.

Step 2. Consider the three LED treatment options to best meet your client goals. For example, body aches + facial wrinkles + scalp health/ hair restoration. Other treatment combinations are possible depending on customer goals.

Step 3. Cleanse the treatment areas with a suitable product of your choice depending on skin type and condition.

Step 4. Extract, exfoliate and tone the area if desired.

Step 5. For a Triple Treat, apply Celluma LED for 30 min. for tip-to-toe options to address pain, aging skin and hair loss in a single treatment.

Step 6. Treat body aches and pain with the Celluma DELUX using the Aches & Pains Mode. This mode is dominant in near-infrared to target issues deep in the muscles and joints.



CLICK ABOVE TO PLAY

Click here to continue reading steps 7-12

ADDITIONAL PROTOCOLS FROM:

ILLUMINO
SAIAN
ULTRACEUTICALS
BIO-THERAPEUTIC

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INDUSTRY INPUT
SUGARING

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

TIP 1: TAKE THE RIGHT PRECAUTIONS

During chemotherapy, a person could become anemic as their hemoglobin level drops. Anemia is a symptom, not a disease, indicated by a shortage of red blood cells. The following symptoms may occur and need to be considered when sugaring: swelling in the hands or feet. Swelling may include inflammation, so removing hair around these areas of swelling may not be an option. Pale skin that is also cool to the touch, plus the inability to stand cold. The skin may present as clammy (feels 'wet' to the touch), so consider that the hair may also be moist and the sugar may not be grabbing it effectively, or prep the client's skin/hair properly by removing any moisture. Proper draping and room temperature are to be considered, as well as shortness of breath, fatigue or extreme tiredness. The client may not have the energy or stamina to be able to handle sugaring or any other hair removal service. Bruising pressure from 'rubbing' sugar onto the skin may occur more readily, particularly if the client also has a low blood platelet count, so sugaring or any other hair removal service may not be recommended.

—Morag Currin, Founder of Oncology Training International

TIP 2: HYDRATION IS KEY

Sugaring services are so much more gentle and effective when a client is well hydrated! I love to use the metaphor of avoiding weeding in a garden with dry soil to have them ramp up hydration prior to appointment. If any client struggles with ingrown hairs, water intake is the first thing I suggest ramping up, even prior to troubleshooting products. Clients also love a free fix.

—Kyle Alexander, US Education Coordinator, Tamara's Sugar & Founder/Owner, Pretty Sweet Sugaring Studio

Click here to keep reading top tips from industry experts.

Top-to-Toe Triple-Treat Protocol

(Continued from Page 40)

CELLUMA LIGHT THERAPY

Triple-Treat uses the Celluma DELUX, Celluma PRO and Celluma RESTORE for 30 min. to address a variety of conditions.

Step 7. When treating aging skin on the face, use the Celluma PRO and choose the Wrinkles Mode. This mode emits red and near-infrared light energy to promote collagen and elastin production to treat aging skin conditions. Alternatively, the Celluma DELUX can be used to treat aging skin anywhere on the body.

Step 8. When treating hair loss, place the Celluma RESTORE over the scalp area on clean, dry hair. Choose the Hair Mode which emits red light.

Step 9. Press the start buttons on all three devices. All three programs will run for 30 min. for complete head-to-toe treatments for pain, aging skin and hair.

Step 10. Follow the light therapy session with products of your choice depending on the condition being treated and the severity of the concern. This may include a suitable serum or mask for the face and body.

Step 11. Apply moisturizer to the skin (face and body).

Step 12. End with a suitable SPF.

Lynk-Gel Eyelash Extension Protocol

ILLUMINO

This high-tech facial utilizes devices to apply professional lashes.

Step 1. Insert batteries into the Lynk-Gel Device.

Step 2. Insert your favorite isolation tweezer into the Lynk-Gel Device and adjust the LED as needed.

Step 3. Separate one eyelash using your isolation tweezer attached to the Lynk-Gel Device.

Step 4. Pick up eyelash extension(s) with your placement tweezer.

Step 5. Dip in Lynk-Gel Glue and ensure you have picked up enough to swipe and disperse the glue onto the natural eyelash.

Step 6. Depending on where the extension will be placed, swipe off excess Lynk-Gel glue from the opposite side of the attachment.

Step 7. Swipe or burnish the Lynk-Gel glue from under, top or side of the natural eyelash, ensuring that it has permeated the eyelash.

Step 8. Place the extension(s) and let go of the placement tweezer.

Step 9. Correct the trajectory and inspect that the bottom base of the extension(s) is bonded to the eyelash.

Step 10. Turn on the Lynk-Gel Device with the gentle touch of your finger and keep your finger relaxed on the touch sensor. The LED will automatically turn off after 7 sec.



CLICK ABOVE TO PLAY



Face Fyt Microcurrent Face-Lift Protocol

SAIAN

This unique treatment helps tone and exercise facial muscles, encourage product absorption and improves micro-circulation.

Step 1. Cleanse the neck and face with Replenishing Cleanser.

Step 2. Mix 1 tsp. of Enzyme Mask powder with 1 tsp. of warm water in a non-reactive bowl and apply to the face, neck and décolleté for 7-10 min. under steam.

Step 3. Remove with a warm Esthetician Towel or 4x4 Esthetic Wipes.

Step 4. Spray the face with Herbal Toner to help bring the PH back to normal.

Step 5. Saturate the face with water using a stiff fan brush and set the Ultrasonic Skin Scrubber on High Intensity (H). Cleanse the face for 3-5 min.

Optional: Perform extractions and follow with High Frequency.



Step 6. Apply the Hydrating Cellulosic Mask, cover the client's eyes with protective goggles, and position the LightStim Anti-Aging LED Panel 1 in. away from the client's face. Set the timer for 15-20 min.

Step 7. Remove with a warm Esthetician Towel or 4x4 Esthetic Wipes.

Step 8. Apply a generous amount of Peptide Conductive Gel to the entire face.

Step 9. For new users, set the FaceFyt Microcurrent on Level 1 for 5 min. Gradually increase up to 10 min. before proceeding to higher intensities. Treat the rest of the face according to the diagram in the device's manual.

Step 10. Remove Peptide Conductive Gel with an Esthetician Towel or 4x4 Esthetic Wipes.

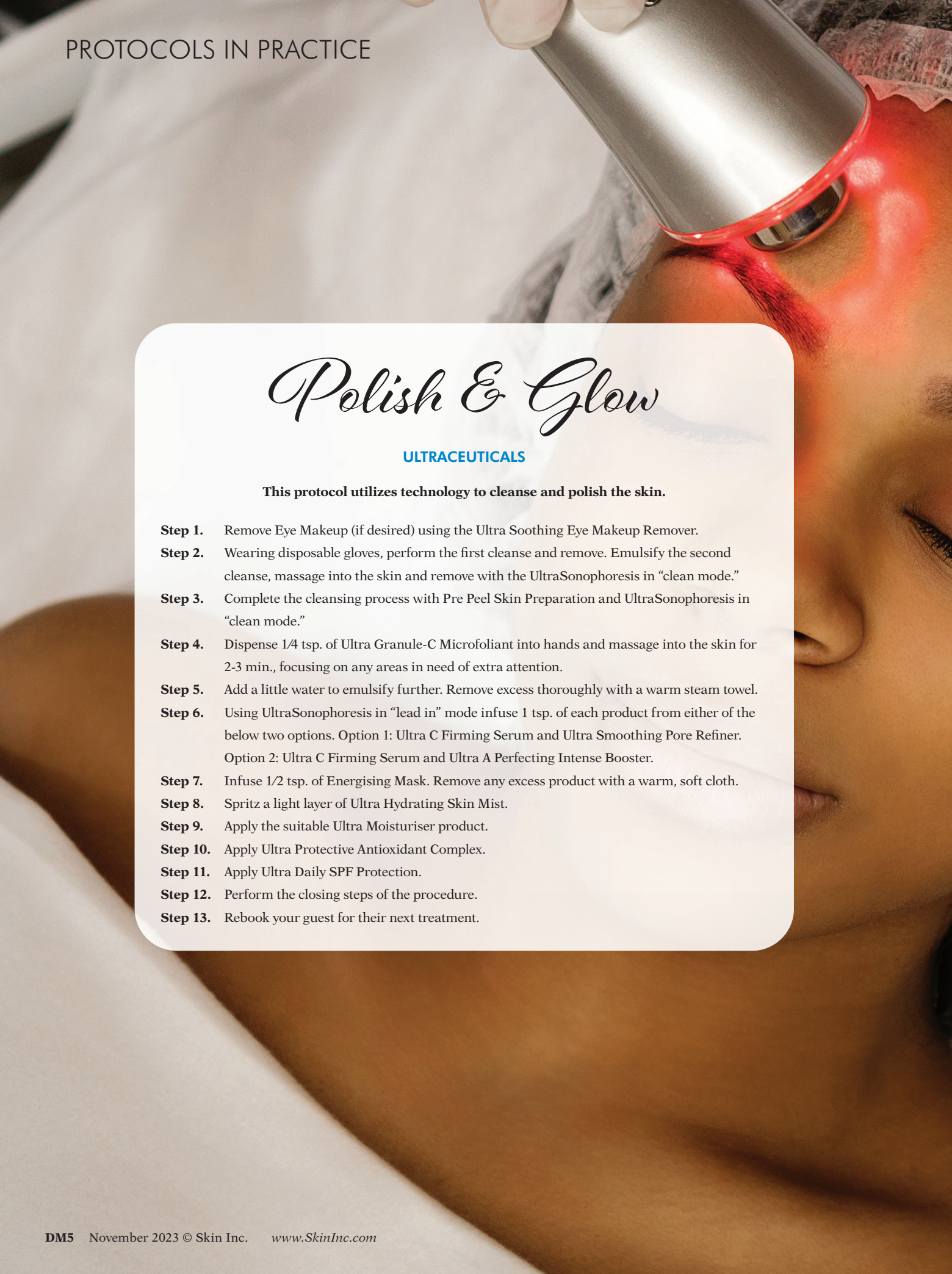
Step 11. Apply 1 pump of Active Renewal Serum to the whole face, focusing on areas prone to wrinkles.

Step 12. Apply a pea-sized amount of Active Renewal Crème over the serum.

Step 13. Apply a dime-sized amount of Neck and Chest Li Crème to the neck, jowls and décolleté.

Step 14. Roll over the face with previously frozen Ice Globes for 2-3 min.

Step 15. Apply Pure Mineral Sunscreen to the entire face.



Polish & Glow

ULTRACEUTICALS

This protocol utilizes technology to cleanse and polish the skin.

Step 1. Remove Eye Makeup (if desired) using the Ultra Soothing Eye Makeup Remover.

Step 2. Wearing disposable gloves, perform the first cleanse and remove. Emulsify the second cleanse, massage into the skin and remove with the UltraSonophoresis in "clean mode."

Step 3. Complete the cleansing process with Pre Peel Skin Preparation and UltraSonophoresis in "clean mode."

Step 4. Dispense 1/4 tsp. of Ultra Granule-C Microfoliant into hands and massage into the skin for 2-3 min., focusing on any areas in need of extra attention.

Step 5. Add a little water to emulsify further. Remove excess thoroughly with a warm steam towel.

Step 6. Using UltraSonophoresis in "lead in" mode infuse 1 tsp. of each product from either of the below two options. Option 1: Ultra C Firming Serum and Ultra Smoothing Pore Refiner. Option 2: Ultra C Firming Serum and Ultra A Perfecting Intense Booster.

Step 7. Infuse 1/2 tsp. of Energising Mask. Remove any excess product with a warm, soft cloth.

Step 8. Spritz a light layer of Ultra Hydrating Skin Mist.

Step 9. Apply the suitable Ultra Moisturiser product.

Step 10. Apply Ultra Protective Antioxidant Complex.

Step 11. Apply Ultra Daily SPF Protection.

Step 12. Perform the closing steps of the procedure.

Step 13. Rebook your guest for their next treatment.



The New Blue Mini Facial

BIO-THERAPEUTIC

This cleansing facial uses the innovative bt-sonic ultrasonic device for boosted results.

Step 1. Perform initial cleansing with CLEANSE hydrating. Perform second cleanse with CLEANSE.

Step 2. During second cleanse, apply bt-sonic ultrasonic cleaning brush.

Step 3. Apply Aquafuse Tech Peel with a fan brush, avoiding the eye area and hair line.

Step 4. Allow to set on the skin for 2-5 min.

Step 5. During set time, apply bt-titan MN model AE microexfoliation.

Step 6. Rinse thoroughly with tepid water.

Step 7. Apply Decongest to target areas. Apply bt-micro ultrasonic technology on CLEAR Mode.

Step 8. Reapply Decongest and perform extractions. Apply with bt-micro on EXFOL Mode.

Step 9. Apply Aquafuse clearing. Apply bt-micro on SERUM Mode.

Step 10. Apply a generous layer of Aquafuse Hydrate with a fan brush.

Step 11. Apply a bt-nano bt-cocktail facial, Program 1, skinwork movements.

Step 12. Continue to apply Aquafuse Hydrate for client comfort.

Step 13. Follow bt-cocktail Energy Masque instructions to prepare the sheet masque. Apply masque to skin and let set 5-10 min.

Step 14. Apply bt-nan bt-cocktail facial, Program 2.

TIP 3: ADD ON SERVICES THAT PREVENT IN-GROWN HAIRS

Are your clients suffering from in-growns? Sugaring services should extend beyond the treatment room. Offering V-facials, hydrodermabrasion or even a yoni steam will help to open up the follicle and make your sugaring services easier on both you and the client. Recommending home care is a crucial part of maintaining healthy skin as well. Offer products that contain both a mechanical and a chemical exfoliant. Education is key when it comes to building a lasting relationship with your client. Make sure they know the importance of hydration, exfoliation and how to use the products.

—Shae Figueroa, Owner and Central Florida Educator for Simply Sugar Paste



TIP 4: INVEST IN THE QUALITY EQUIPMENT

Look for a high performance sugar paste. A paste that is soft enough to pick up hair, and yet firm enough to control. A warmer that is professional and that keeps your paste at the temperature that your paste works best for you. Make sure temperature in your room is comfortable for your client, but cool enough for control of paste. Gloves that fit like a second skin is important for control of your paste as well as sanitation. Sugaring takes time to perfect, practicing is critical!

—Deborah Reynolds, Founder and Formulator of Sugarmamapro Sugar



TIP 5: MAKE SURE TO RESEARCH SURGICAL CONTRADICTIONS

Pre-operative hair removal may be required in an area where hair is present. Some surgeons prefer their patients to be hair-free and to have the hair removed as this could obstruct their view, or others may see hair removal as a way to eliminate bacteria that cling to hair which could potentially contaminate the surgical site. Research, however, does suggest that hair removal procedures such as sugaring and other hair removal services just prior to surgery may raise the risk of infection, so it is recommended to provide this service at least a week prior to surgery.

—Morag Currin, Founder of Oncology Training International



TIP 6: DOUBLE GLOVE FOR EXTRA SAFETY

Always double glove your sugaring hand. Sugar is sticky! We've all had that moment when you're in the middle of a Brazilian and your glove rips. Double gloving your sugaring hand ensures that you will have no cross contamination, it also makes clean up a breeze and your sugaring services more efficient.

—Shae Figueroa, Owner and Central Florida Educator for Simply Sugar Paste



5 Devices for Solo Estheticians

By Brenda Stevens, Utah Body Sculpting & Skin

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Reflecting on my journey as an esthetician, I've been blessed with the invaluable privilege of working from and owning various spa and medical spa locations. These diverse experiences have nurtured my knowledge, honed my skills and sculpted me into the master esthetician and business owner that I am today dedicated to offering the utmost care and result driven treatments to my clients.

Now, as you embark on this exhilarating yet somewhat daunting solo venture, I want to extend my heartfelt congratulations! The prospect of starting your own esthetics practice is an adventure filled with boundless possibilities. It's a thrilling leap of faith that can also stir a touch of anxiety.

Drawing from my personal experiences while caring for my loyal clientele, here is my list of absolute essentials. These are the devices I rely on daily, ones that I deem absolutely crucial to achieving the desired outcomes and ensuring the satisfaction of my valued clientele. You can rest assured, regardless of the diverse age range among your clients, these devices have the ability to cater to every skin type, address all age groups, and tackle a variety of skin care concerns with unmatched effectiveness and care.

1. Wood's Lamp

A Wood's lamp adds an intriguing touch of science to the world of healing and corrective facial treatments. This diagnostic tool works its magic by emitting a gentle stream of ultraviolet (UV) light, specifically in the soothing long-wave ultraviolet A (UVA) spectrum. When this lamp takes center stage in a dimly lit room, it coaxes certain hidden substances such as oil and even infection lurking beneath the skin to be seen in a vibrant display of colors, which are then able to be identified.

While acquiring a Wood's lamp may not seem like a direct boost to your income, harnessing the power of this remarkable tool will undoubtedly enhance your practice (**See Benefits of Wood's Lamp Sidebar**).

Building trust with your clients while using the Wood's lamp, or any other diagnostic tool, is an essential step when establishing a strong client-provider relationship. Once you've grasped your clients' needs and desires, it's time to utilize the following devices to deliver the top-notch treatment you've strived for.

Benefits of a Wood's Lamp

- Diagnosing skin disorders
- Evaluate skin health
- Assess skin pigment
- Detect skin infections
- Identify foreign substances

2. Microcurrent

The most heartfelt desire expressed by my wonderfully mature clients is a simple plea: "Brenda, I need you to lift and tighten my face," followed by the manipulation of their cheeks and jaw line. I know you know what I am talking about.



As I embrace the passage of time, often referred to as aging, I've come to appreciate the convenience of handheld devices that effortlessly integrate into my daily routine, at home and at the spa. This treatment is the magic of microcurrent technology.

A microcurrent device is a small electronic device that delivers low-level electrical currents to the skin or muscles for therapeutic and cosmetic purposes. Microcurrent devices are used for facial rejuvenation and anti-aging treatments. Low-level electrical currents are applied to the facial muscles, in a specific pattern and direction, toning and firming them, resulting in the reduction of fine lines and wrinkles. Consequently, your clients may experience the benefits of lifted brows, a sculpted jawline and a flawlessly smooth forehead (**See Benefits of Microcurrent Sidebar**).

There are different sizes and strengths of microcurrent devices available to professionals and the general public. The strength or intensity of microcurrent can vary among different devices. It is so important to

Benefits of Microcurrent

- Stimulation of collaged and elastin
- Improved blood circulation
- Enhanced skin permeability
- Define and sculpt the cheeks and jawline

educate your clients about these distinctions, as there may be a misconception that comparable results can be achieved through microcurrent devices available at well-known retail stores.

Developing a treatment plan that involves closely spaced microcurrent sessions, typically scheduled once a week or even every few days, over a predetermined period, is key. This initial series typically encompasses six to 12 sessions and aims to provide clients with an initial boost, accelerating their progress towards achieving their desired skin improvements.

3. Radio Frequency

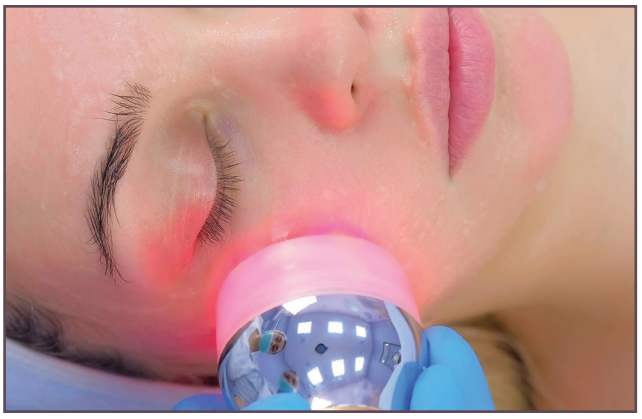
Reliability holds great significance for me, and I am genuinely excited to provide an affordable body and facial treatment that brings about swift and impressive results! Early on in my practice radio frequency treatments transformed my revenue stream. The moment I discovered a machine capable of performing on both areas, I was convinced it was a game-changer, and oh boy, it truly has been! The investment has more than paid off.

Radio frequency (RF) is a non-surgical cosmetic procedure that uses electromagnetic energy characterized by its ability to generate heat to tighten and rejuvenate the skin. It's a popular treatment that was introduced to estheticians in the early 2000s and has continued to grow in popularity. RF is often used to address various skin concerns (**See Benefits of Radio Frequency Sidebar**).

RF energy heats the deep layers of the skin, causing collagen fibers to contract and stimulate the production of new collagen. My clients have achieved remarkable outcomes, including arm and abdomen tightening, inner thigh toning, as well as a noticeable lift and

Benefits of Radio Frequency

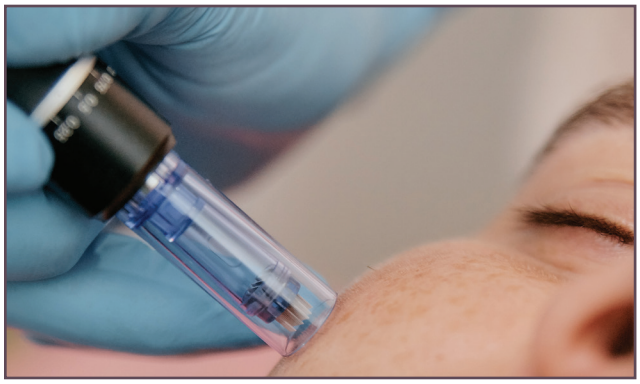
- Skin tightening
- Wrinkle reduction
- Cellulite reduction
- Body contouring
- Scar reduction
- Skin Texture Improvement



firmness in the face and neck. For optimal results, I usually recommend starting with a package of six treatments. While some clients notice immediate improvements after just one session, a series of treatments ensures longer-lasting results.

4. Microneedling

I love reflecting on my initial encounter with microneedling as a new esthetician working in Las Vegas, NV. I grew up in a charmingly small town in Utah, the day a luxurious limousine delivered five high-profile clients all requesting microneedling treatments, was a turning point. I knew this treatment was here to stay.



While fine lines and acne scars were the usual reasons for booking a session, recent years have witnessed an astonishing surge in demand for addressing stretch marks and surgical scars. I couldn't be more excited to be part of this thrilling trend! The combination of micro needling treatments with topical serums and growth factors not only nourishes and hydrates the skin, but also stimulates collagen production, resulting in remarkable skin rejuvenation.

The microneedling device, armed with its tiny needles, and a serum for slip and glide, moves effortlessly over the treatment area leaving behind

thousands of microscopic punctures, a rosy pink color and tight skin. Depending on your states laws, and your scope of practice, you may want to use a hyaluronic acid or platelet-rich plasma (PRP) to enhance the effects of your treatment. Chemical peels can also be combined, which can help address both texture and pigmentation issues (**See Benefits of Microneedling Sidebar**).

Benefits of Microneedling

- Fine lines and wrinkles
- Stubborn acne scars
- Enlarged pores
- Uneven skin tone and texture
- Battle scars known as stretch marks
- The aftermath of sun damage
- Skin laxity

Microneedling is a true powerhouse in the realm of skin care, boasting the ability to tackle an impressive array of skin conditions that often leave other smaller devices in the dust.

As a solo esthetician, it's essential to recognize that while microneedling may entail slightly higher overhead costs, the impact it has on your clients' skin is nothing short of remarkable. The undeniable benefits of this treatment speak for themselves, making it a smart and lucrative choice in the long run.

5. Red Light Therapy

While it's common to wrap up your facial sessions with a soothing scalp massage, a serene sound bath, or the comforting embrace of aromatherapy, I'd like to suggest an enticing addition to your post-facial ritual. My personal preference is to bring one more healing touch in the form of light to my facial treatments. Pairing red light therapy (RLT) with your soothing touch or a sound bath will not only enhance the wound healing response, but also deliver a sense of calm, benefiting both the skin and mental well-being.

RLT, also known as low-level laser therapy (LLLT), is a non-invasive treatment that uses red or near-infrared light to stimulate various biological processes in the body, including the skin. This treatment enhances the skin's healing process including the stimulation of collagen production reducing inflammation and promoting an overall skin rejuvenation after aggressive skin treatments. My clients leave my spa with reduced irritation and redness, along with noticeably accelerated healing processes.

You have a variety of light options to choose from, and the decision should align with your esthetic practice's specific needs. Consider factors such as your treatment space size, budget and the treatments you intend to provide. Due to limited space and storage, I opted for a dome-shaped light for facial treatments, and for body treatments I utilize a portable mat that can be spread across the client's body length and conveniently rolled up for storage. If you have ample space and a more generous budget, light panels, masks and light-infused facial beds are a few fantastic options to explore.



Daring to Device

As I think about the plethora of outstanding and reliable devices on the market, I am filled with excitement for both the present and the promising future ahead. I have confidence in recommending the five listed devices that have left an undeniable mark on me. These devices have consistently delivered visible, proven improvements that have left both me and my clients satisfied.

As we navigate our individual paths in this industry, I encourage you to remember the importance of supporting one another. We are not just colleagues, but valuable resources to each other's growth. Together, we can elevate the entire field and ensure that passion and expertise are passed down, creating a stronger, more united industry.



Brenda Stevens, owner of Utah Body Sculpting & Skin, is a master esthetician and body sculpting educator residing in Central Utah. Since becoming an educator, Stevens has been able to work with and train countless licensed professionals across the U.S. and Canada, all searching for the best body sculpting tools, treatments and protocols for their clients.

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WHAT'S MY ROUTINE?

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MORNING SKIN CARE ROUTINE

As a licensed esthetician and a professional skin care educator, the skin care philosophy I always teach, whether it's to my clients or students is Cleanse, Correct, Hydrate and Protect. By breaking down the routine to these four easy steps, we can ensure they are properly executed both by our clients and busy skin care professionals who are always on the go!

Step 1: Cleanse

Cleansing is the most important step for every skin care routine and should be performed twice daily (morning and evening). This is a step we should never rush through, as it sets the stage and prepares the skin for what's to come, so I really take my time with this step, using circular motions to properly remove all the debris. Sometimes, especially at night, I might do a double cleanse to ensure I've thoroughly cleansed skin. It's so important that each person uses the right cleanser for their skin type and needs.



Step 2: Correct

Now that my skin has been properly cleansed, my next step in my routine is what I call "The Correct" step, which involves using a corrective serum including vitamin A, vitamin C or a hydroxy acid (AHA and BHA) product. For my morning routine, I love using a vitamin C cream around my eyes, like Ultraceuticals Ultra C Firming Eye Cream, to help smooth out fine lines. For my face, I love creating a special "Correct" cocktail for my skin which includes Ultra C Firming Serum with Ultra Smoothing Pore Refiner.



Step 3: Hydrate

Hydration is a critical step in my skin care routine, which I do both day and night. I always love using the analogy that when we wake up, our skin looks like a healthy and plump grape, but by the end of the day, it can feel like a dry raisin. To ensure our skin feels like a hydrated grape all day, using the right moisturizer is key. Skin moisturization consists of three main mechanisms: infusing the skin with humectants to attract and draw water to the skin; nourishing the skin by providing the appropriate lipids to improve the skin's softness, flexibility and smoothness; and finally retaining by using ingredients that can form a light barrier to help the skin keep moisture. For my skin, I like using a moisturizer that contains hydrating and nourishing ingredients including hyaluronic acid, ceramides and niacinamide.

Step 4: Protect

My last step in my skin care routine is Protect, which I really cannot stress the importance of enough. To me, wearing sunscreen is the equivalent of having insurance for your home. Every day, we must protect our skin from harmful UV rays from the sun and oxidants that attack our skin cells, whether we are our outside playing tennis, working inside near a window or driving inside a car. I love using Ultra UV Protective Daily Mineral Defence SPF50+, which gives me the high protection I need while also blending perfectly into my skin, and I pair it with Ultra Protective Antioxidant Complex to create the ultimate protection cocktail! It's important to remember that we not only need to protect skin from the sun, but also from free radicals and oxidants that attack our skin cells, causing structural damage.

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1-800-253-0450

SORELLA
APOTHECARY

Hear from spa partners

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

HEIDI G, SKINCARE BY HEIDI, RICHMOND, IN

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

LIZBET A, INPARADISE SKINCARE STUDIO, MIAMI, FL







Bold. Innovative. Pioneering.

Danné Montague-King, revered as the visionary behind enzyme therapy, has transformed the realm of skincare. As the inventor and trailblazer, he is the singular originator of pioneering enzyme skincare treatments.

"The human body is a bag of fluids, a few chemicals orchestrated by enzymes and held together with electromagnetic waves."

Enzyme treatments are a testament to DMK's commitment to effectively diminish dark pigmentation over time, unveiling a brighter, revitalized complexion. With every application, DMK redefines the boundaries of skincare innovation, ensuring that your skin's radiance shines through.

DMK
Danné Montague-King®

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