www.SkinInc.com

DECEMBER 2023

SKIN INC.®

The Choice for Serious Spa Professionals & Owners

PRETTY IN PEELS

2023 READERS' CHOICE SKIN INC.



Discover Nature & Science
In Perfect Rhythm

Allured business media

Skin Inc. Readers Agree,
Vita Brite *is the Best!*

Vitamin C

Plant Stem Cells

MASQ-tech™



The Vita Brite Smart Peels™ is the universal resurfacing solution with brightening and hydrating benefits for any skin type or condition and is the 2023 Skin Inc. Reader's Choice for Best Peel. Lira Clinical's Vita Brite blends **MASQ-tech™** with **vitamin C**, skin-friendly **alpha hydroxy acids**, **plant stem cells**, and brightening ingredients, to encourage healthy skin with treatment protocols for all-season correction. Thank you, Skin Inc. readers, you seem to know a smart peel when you see one.

2023 WINNER READERS' CHOICE SKIN INC.

Lira™ CLINICAL

Be Bright. Be Beautiful.

liraclinical.com | 877.440.5472

Scan here to purchase

RA PRO SERIES

HIBISCUS PEEL

EXFOLIATE, REJUVENATE, BRIGHTEN, & HYDRATE SKIN



RHONDA | Ra | ALLISON

For more information visit RhondaAllison.com

CONTENTS

DECEMBER 2023 | VOLUME 35, NUMBER 12







Peels

12 **The Basics of Peeling**
By Paul Charette

47 **Now Trending: Water Peels**
By Marisa Sobotka

Sensitive Skin

16 **Inflammation Rescue**
By Brian Goodwin

39 ***Industry Input*: Sensitive Skin**
Read industry experts' top tips on treating clients with sensitive skin.

40 **Hydrodermabrasion and Sensitive Skin**
By Shawna Rocha

43 **Simply Soothes**
Products to help soothe sensitive skin.

Skin Care Science

SPONSORED
22 **Discover Science & Nature in Perfect Rhythm**
By Circadia

38 ***Protocols in Practice*: New Year**
See what treatments you should add to your menu for the new year!

44 **Jar Deconstructed: Snow Mushroom**
By Rachel Grabenhofer and Maggie Walker

Business

6 **On My Radar: Cozy Comfort**
By Maggie Walker

11 **[VIDEO] Customizing Your Facial Treatments**
With Massage Envy

26 2023 SKIN INC. READERS' CHOICE



Grow (or Start!) Your Career at a Massage Envy Franchised Location Today!

With more than 1,000 franchised locations in 49 states, **Massage Envy** is not only **the nation's #1 provider of massage services** collectively across its franchise network, but also **a national leader in skin care.**

- **Annual Associated Skin Care Professionals (ASCP) membership at no cost to you**
- **In-depth training from leading skin care brands**
- **Opportunity to perform customized, advanced skin treatments based on skin concerns and goals**
- **Access to professional skin & body care products**

Massage Envy®
Where Better Careers Begin

Apply Today at Jobs.MassageEnvy.com

Each individual franchised location, not ME SPE Franchising, LLC ("MEF") or any of its affiliates, is the sole employer for all positions posted by a franchised location, and each individual franchised location is not acting as an agent for MEF or any of its affiliates. Hiring criteria, benefits, and compensation are set by each individually owned and operated franchised location and may vary from location to location. All services are performed by franchised locations. ©2023 ME SPE Franchising, LLC.

CONTENTS

DECEMBER 2023 | VOLUME 35, NUMBER 12



Business

34 **Maximize Your Menu**
By Kelly Melvin

DM9 **Embracing Tradition**
By Irene Macabante

48 **Spa Interiors: Silver Mirror Facial Bar**
By Marisa Sobotka

In Every Issue

8 New Products
10 Happenings
11 Tuning In
46 Advertisers' Index



SKIN INC. CREATORS OF FACE & BODY
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

SOCIAL MEDIA

SOCIAL MEDIA SPECIALIST	Crystal Dentis | 630-344-1821/cdentis@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

MARKETING SPECIALIST	Samantha Attebery
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
DIRECTOR OF EVENTS	Christine Meehan
MARKETING & CREATIVE DIRECTOR	Kim Fry
DIGITAL PRODUCTS DIRECTOR	Rose Southard

Allured business media

OTHER ALLURED PRODUCTS

Face & Body Skin Care Show
Cosmetics & Toiletries magazine
Cosmetics & Toiletries magazine: *Portuguese edition*
Global Cosmetic Industry magazine
Beauty Accelerate
Perfumer & Flavorist + magazine
Flavorcon
World Perfumery Congress
Beauty Launchpad magazine
Beauty Go Pro Show
MedEsthetics magazine
Wellspa 360 magazine
Wellspa 360 Expo
Nailpro magazine
Nailpro Show

For subscriptions: Subscribe online: ***www.SkinInc.com/subscribe***

For both US and international, telephone: 1-847-559-7551
(8 AM-4:30 PM Central, Mon-Fri) Fax: 847-291-4816
E-mail: customerservice@skininc.com
Address: *Skin Inc.*, PO Box 3009, Northbrook, IL 60065-3009

Print subscriptions: Available free to qualified individuals located in the United States.
All other countries may subscribe to the digital edition.

Change of address: In ordering a change of address, give both the old and new addresses. Allow two months for change to become effective. The publisher will attempt to handle unsolicited articles with care, but the magazine assumes no responsibility for them. Materials will be returned only if accompanied by a self-addressed envelope with return postage. Address inquiries regarding editorial policy and writer guidelines to the editor. The acceptance of advertising does not necessarily carry the endorsement of the publisher.

Skin Inc. (ISSN 0898-6525) is published monthly by Allured Business Media.
Address: *Skin Inc.* magazine, 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403.
www.SkinInc.com
All correspondence regarding business, editorial, advertising and production should be sent to *Skin Inc.* magazine, 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403. Periodicals postage paid at Carol Stream, IL and additional mailing offices.

Postmaster: Send address changes to *Skin Inc.* magazine, PO Box 3009, Northbrook, IL 60065-3009.

Allured Business Media makes all attempts to publish accurate information; however, this publication may contain technical inaccuracies or typographical errors. The reader assumes all risks concerning the suitability and accuracy of the information within this publication. Allured Business Media assumes no responsibility for and disclaims all liability for any such inaccuracies, errors or omissions in this publication and in other documentation referred to within or affiliated with this publication.

Copyright 2023 Reproduction in whole or in part without permission is strictly prohibited.

Skin Inc. is a registered trademark of *Allured Publishing Corporation.*

bioelements

look on the bright side

NEW vc10 eye bright contour™ clinical eye creme with triple-sourced antioxidant 10% vitamin C





vc10 eye bright contour is the newest addition to the bioelements successful vc10 collection





88%
eye area looks brighter*
with 10% triple-sourced antioxidant vitamin C

97%
skin around the eyes feels hydrated*
with hyaluronic acid

88%
eyes look more awake*
without irritation

87%
reduces the look of undereye puff*
with peptides, taurine-rich algae and caffeine

85%
skin around the eyes feel firmer*
with natural persian silk tree extract

*see bioelements.com/pros for full study results

"my fine lines and crow's feet are smoothed, undereyes look brighter, no more puffiness in the morning and upper lids are moisturized all day"

get started with bioelements in your treatment room today. apply to be an authorized reseller or shop on bioelements.com/pros

On My Radar

Cozy Comfort



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

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

I love this time of year. We have officially entered the coziest time of year where all I want to do is curl up with a good book by a fire. Whether it's sitting by the fire, wearing a comfy sweater or wrapping yourself in your coziest blanket, this is the time of year where comfort always seems to come first for me, and I love it! In honor of this, I've paired some top skin care picks based on your chosen method of winter comfort.



1 Fireside Reading

One thing you're going to end up doing if you're reading by candlelight alone is strain your eyes. That's why if you plan to do a lot of fireside reading this winter to make sure you have the perfect product to pair with that. Bioelements Pro vc10 Eye Bright targets signs of eye aging including fine lines and crow's feet as well as dehydration, dark circles and sagging. *https://pro.bioelements.com/*





2 Sweater Weather

As much as I love a good sweater, they can't always protect you from the frigid temperatures outside. Skin irritation is something we definitely want to avoid while we're bundling up. The Body Bliss Lavender & Blue Chamomile 3C's Skin Saving Salve is perfect for this as it combines carrot, calendula and coconut to soothe crack or chapped skin. *https://bodybliss.com/*

4 Watching Movies

We want to make sure while were spending time in front of the TV, possibly more time than usual, that we are keeping our skin protected from blue light damage that we know screens can emit. The Osea Seabiotic Water Cream is perfect with its ability to deliver 72 hours of hydration and blue light protection to promote radiant skin. So, no matter how late you stay up watching movies you'll be covered. *https://oseamalibu.com*



3 Big Blanket Energy

Nothing beats wrapping yourself in your favorite cozy blanket for a night in when the weather gets particularly tempermental. The only thing that can make this feeling better is pairing it with a hydrating face mask. Lira Clinical's PRO Brightening Masque is perfect for this since it uses three forms of vitamin C to smooth the skin while brightening. *https://liraclinical.com/*



5 Sipping Hot Cocoa

Don't even get me started on the sweet treats that tend to enter our diet during winter. From sipping hot cocoa to baking cookies, you want to make sure you're balancing out unchecked glycation in the skin. The Circadia Counter A.G.E serum is perfect for this. It's specifically formulated to counteract the damaging effects of glycation in the skin. *https://circadia.com/*

Protect + Smooth, Daily

WITH THE BAKUCHIOL + NIACINAMIDE COLLECTION



95%
of users agreed skin feels and appears smoother*
BAKUCHIOL + NIACINAMIDE MOISTURIZER

SPF 30
Lightweight All Mineral SPF
RADIANT PROTECTION SPF FLUID



Reveal a rejuvenated complexion with bakuchiol and niacinamide.

**In vivo study results after 12 weeks*

ÉMINENCE 14 YEARS in a Row FAVORITE SKIN CARE LINE Voted by Spa Professionals

ÉMINENCE ORGANIC SKIN CARE
HUNGARY · SINCE 1958

www.eminenceorganics.com

FORESTS FOR THE FUTURE
ÉMINENCE WILL PLANT A TREE FOR EVERY PRODUCT SOLD

Build a lasting partnership with Éminence Organics! Scan this code to learn about partnership features.

NEW PRODUCTS

Highlighting the very latest in skin care products and equipment



Mandelic Acid Exfoliator 30%

BiON Skincare

www.bionresearch.com

BiON Skincare's Mandelic Acid Exfoliator 30% is also formulated with niacinamide, azelaic acid and lactic acid for targeted anti-aging, acne and skin brightening treatments.



Supermoon Serum

Graydon Skincare

www.graydonskincare.com

Supermoon Serum is a multi-functional water-based serum that contains a double serving of bio-retinol, while plant-based hyaluronic acid plumps skin.

Hyaluronic Acid Serum

OZNaturals

www.oznaturals.com

The Hyaluronic Acid Serum uses a cold-processed, nutrient-dense formulation with plant-based hyaluronic acid, vitamin C, green tea, vitamin E and rosehip extract.





Gentle Amino Gel Cleanser

TiZO

https://tizoskin.com

This cleanser uses 11 different amino acids to fight against photodamage while leaving the skin feeling hydrated, revitalized and radiant.



Pro-Max Age Renewal

PCA Skin

www.pcaskin.com

PCA Skin Pro-Max Age Renewal uses the brand's patent-pending Micro Growth Factor Technology to promote collagen production to reduce sagging, wrinkles and fine lines.

Oxygenating Acne Control Foundation

Oxygenetix

www.oxygenetix.com

The foundation not only treats and controls acne but simultaneously oxygenates the skin for a clearer, smoother and healthier complexion.





All-Physical Ultimate Defense Broad Spectrum Sunscreen SPF 50

Dr. Dennis Gross Skincare

www.drdennisgross.com

The all-physical, oil-free and sweat-/water-resistant sunscreen uses antioxidants and zinc oxide to help defend against the damaging effects of the sun.

Ultra R.E.D. Corrective Serum

Ultraceuticals

www.ultraceuticals.com

The antioxidant-enriched, silky-soft serum reinforces the skin's health and resilience against environmental aggressors and reduces the appearance of redness.





Lotion P5

Phytomer

www.phytomerusa.com

Phytomer's Lotion P5 combines the effective properties of Oligomer with the slimming power of a cocktail of four extracts of algae to visibly refine the silhouette.

Accelerated Skin Science Vivid Brightening Serum

Hydrinity

www.hydrinity.com

This brightening serum was developed with patented RPH Technology that work synergistically to improve the skin's appearance while promoting overall skin health.





Sebum & Acne Controller

Pietro Simone

www.pietrosimone.com

The supercharged serum is compound blended with an encapsulation delivery system, bio-fermentations and dynamic active ingredients to calm, balance and restore skin health.



Collagen + Elastin Eye Cream

Sanitas

www.sanitas-skincare.com

This moisture-intense eye cream blends vegan collagens and elastin, peptides and powerful plant-based ingredients to minimize the appearance of aging in the eye area.

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

BioPhotas Names Brian Gable as Vice President of Marketing



BioPhotas Inc., the manufacturer of the Celluma series of light therapy devices, has announced the hiring of Brian Gable as its new vice president of marketing. Gable is an accomplished marketing and e-commerce executive with more than 12 years of experience in driving revenue growth through innovative strategies and leadership, according to BioPhotas president Curtis Cluff. Most recently, Gable served as the managing director of the western U.S. region for the digital agency Shift7 Digital, where he played a key role in building an entirely new region with client services in e-commerce, customer experience design and digital marketing.

ISPA to Honor Michael G. Tompkins with 2024 ISPA Visionary Award



The International SPA Association (ISPA) has announced that Michael G. Tompkins, managing director and executive recruiter at Hutchinson Consulting: An Arch Amenities Group company, is the recipient of the 2024 ISPA Visionary Award. Tompkins will accept the award at the 32nd annual ISPA Conference, which will be held at the Phoenix Convention Center from April 23-25, 2024. The ISPA Visionary Award is presented each year to someone in the spa industry who has made significant contributions to both the definition and positive movement of health and wellness over the lifetime of their career.

BRAND RECOGNITION

Elina Organics Celebrates 25th Years of Holistic Skin Care



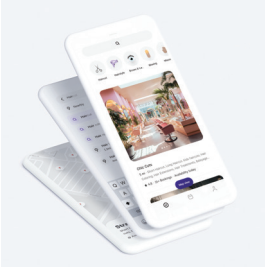
Elina Organics & Holistic Clinical Spas, launched by cosmetic chemist and celebrity esthetician Elina Fedotova, celebrated its 25th anniversary with an open house party at its first spa in Kalamazoo, Michigan. Elina Organics has 200 spa partners carrying its products in 35 states. Fedotova started formulating her first organic products for Elina Organics in 1997. Coupled with owning and operating her lab since its inception, Elina's expertise in identifying and choosing ingredients for her formulations is one aspect that distinguishes her from others in the industry during the last 25 years.

Pure Fiji's Philanthropic Initiatives Support Communities in Crisis



Pure Fiji has initiated and supported numerous charitable projects in recent years with a focus on environmental conservation, education, healthcare and socio-economic development. With a longstanding dedication to creating positive impacts beyond the beauty industry, Pure Fiji's philanthropic initiatives demonstrate its corporate social responsibility and have been a driving force in empowering communities by helping students, providing food banks and sponsoring healthcare initiatives. Pure Fiji has demonstrated a commitment to supporting communities in times of crisis by delivering food packs to families affected by cyclones and helping alleviate hardships by providing needed supplies during the pandemic.

SPA TECHNOLOGY



Square's Consumer Booking App Provides End-to-End Booking Experience

Square has launched Square Go, a consumer booking app that provides an end-to-end booking experience so consumers can search, discover and schedule with highly-rated independent service providers in their area. The Square Go mobile app provides consumers access to one of the largest networks of beauty and personal care businesses in the industry, with more than 250,000 professionals offering 2 million self-care services, increasing seller visibility, and helping beauty and personal care professionals grow and retain their customer base.

Photos courtesy of companies featured.

Tuning In

Sounds Like Spa

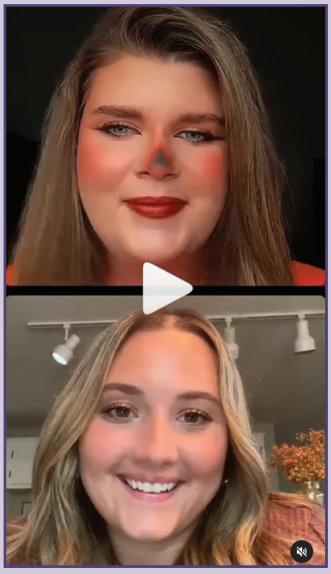
Don't miss the latest episodes on *Skin Inc.*'s Sounds Like Spa Podcast!

- The Benefits of LED & Microcurrent
- Spa Horror Stories
- Top 5 Skin Care Myths
- Changes in the Skin Positivity Movement
- What's Changing in Social Media?

Upcoming sponsored podcast with LaFlore Live Probiotic Skincare

Editor's Picks

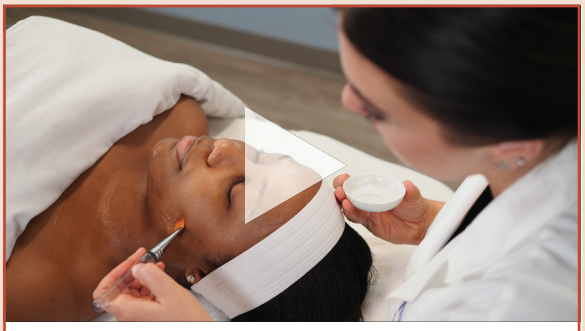
We went live on Instagram to announce our 2023 Skin Inc. Readers' Choice Awards winners and finalists. We shared this live on our timeline, so don't miss our fun announcement. (Turn to Page 26 to see the full spread).



The Latest in Video Interviews

Don't Miss...

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



CLICK ABOVE TO PLAY

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

Webcast Watch

- How to Manage Acne with Beneficial Bacteria
- Nutrition & Acne: A Definitive Guide
- Probiotics: The New Frontier in Sensitive Skincare
- Topical Probiotics: The Ultimate Solution to Dermatitis
- ***Keep an eye out for:*** Solta Medical and Sesha Skin Therapy webcasts in December!

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

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



Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

The Basics of Peeling

By Paul Charette, Charette Cosmetics

Though they may seem like another innovation of modern skin care, chemical peels have a long and storied history, with the practice of using an abrasive agent on the skin for cosmetic purposes dating back to ancient times. Though the agents and methods used have evolved with technology and research, the overall goal of peels has remained the same: glowing and rejuvenated skin.

Peels are still a popular and beneficial choice for clients seeking to slough away dead skin, reduce the appearance of acne scars or discoloration, or even turn back the clock a bit. The best skin peels can knock years off of a person's appearance, by diminishing fine lines and creating a softer, more supple look. Most estheticians are results-orientated, which makes peels a fantastic addition to their offerings because peels deliver maximum results.

The Skinny on Peels

Cosmetic or chemical peels are used to remove the top layers of the skin. Though this may sound scary, peels are a controlled "injury" to the skin, performed by a professional, that promotes the body's natural inclination to heal, producing a softer, smoother appearance to the skin. By removing this top layer, any rough texture or discoloration is also removed.

There are a variety of peel types, and skin shedding may be significant or minor, depending on the type of peel chosen. Some estheticians may choose to follow the peel with an exfoliation treatment to help the process along, but most modern skin peels are sufficient with the chemical process only.

Today's estheticians offer a variety of peels to suit most skin types, including chemical, acid and enzyme. Each type offers different levels of strength, skin penetration and end results. Once clients get past their initial wariness about the concepts of "acid" or "skin peeling," they are typically thrilled with the results and the relatively low price point compared to other cosmetic procedures.

The several types of chemical peels offered have their own benefits. Keeping this in mind, estheticians should take the time to delve into what their clients are looking for in terms of their skin to choose the right type of peel.

Alpha Hydroxy Acids

Alpha hydroxy acids (AHAs) are mild organic acids that often come from fruit, sugar, or milk. These types of peels slough off dead skin and are perfect for clients

who wish to improve their overall skin tone and reduce the appearance of fine lines, acne scars, or dark spots.

The most common AHAs are glycolic, lactic, tartaric, and malic acids. In addition, there are many hybrid AHAs that have emerged in the marketplace, which are sometimes called a "lunchtime" peel because they cause the least irritation and require the least amount of downtime for one's client.

Beta Hydroxy Acid

Beta hydroxy acids (BHAs) peels address the same issues as AHAs (dark spots, fine lines and dead skin) but penetrate more deeply than the "lunchtime" peels. The salicylic acid used is found in wintergreen leaves and birch bark, and has been used for decades to treat conditions, such as acne, warts, and psoriasis.

The BHA peels are considered anti-inflammatory and antimicrobial, and work well for sensitive or acne-prone skin. However, because this peel has properties similar to aspirin, it should not be used with clients who may have an aspirin allergy.



BHAs address dark spots, fine lines and dead skin.

Jessner's Peels

Jessner's peels are stronger yet and work well for clients with oily, acne-prone skin and fine lines. The Jessner's peel is still considered a "light peel," unless multiple applications are used at once, and often combines salicylic acid, resorcinol, and lactic acid in an ethanol solution. What sets Jessner's apart from other peels is the longer peel period — 6 to 10 days — and its effectiveness on clients with melasma or skin hyperpigmentation.

Trichloroacetic Acid

Trichloroacetic acid (TCA) peels are for when a client wants something deeper than the typical peels, and is so strong that it must be done under a physician's supervision (unless it contains less than 10% TCA). This peel works by coagulating skin protein to treat skin imperfections, discoloration, fine lines, and wrinkles. Estheticians must proceed with caution with this peel, however, as it can cause pigmentation issues in clients with darker skin tones.

The Process and Payoff

Introducing your clients to chemical peels can be a challenge if they are new to professional skincare, or even if the word "chemical" puts them off. The trained and service-orientated esthetician can explain the different peels, the process, and the benefits to the client and calm their fears. Skincare professionals can start by explaining that chemical peels have ancient roots and have helped people get the skin they've always dreamed of for centuries.

Before a chemical peel procedure, estheticians should ensure that the client is healthy enough for the procedure, and that they understand any and all risks, along with the benefits. A discussion about expectations is also imperative.

Clients should be able to talk about their motivation behind wanting a peel, and what they expect to see when they look in the mirror once the healing period has passed. Much of what comes across as disappointment in clients, no

matter what the service, is often born from miscommunicated expectations. Estheticians should show their clients before and after pictures from other peels they have performed, and be very clear about what they can expect from a peel — and what can't.

Discussing pre-and-post procedure care is also an absolute must. Using a retinoid cream for a few weeks before the treatment can help prepare the skin for the healing process. Additionally, avoiding sun exposure before and after the treatment can help the client avoid a painful burn or unintended skin peeling. Clients should also know that some peels require sedation, so they may need to prepare for a ride home in advance, as well as for someone to look after them immediately following the procedure.



Chemical peels will always be a part of the aesthetic industry.

Popular Peeling

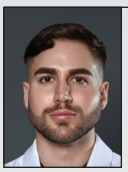
Chemical peels remain a popular option in skincare, with recent statistics showing the market at $689.3 million in 2021, a number that only stands to grow as more professionals begin to offer a variety of chemical peel options to their clients. Superficial peels and AHAs remain the most popular options since they are a gentler option and require less healing time. They are a great entry-level consideration for clients who may have never had a peel before, but are willing to give it a try.

Besides the obvious aesthetic benefits of today's peel options, chemical peels have additional bonus benefits. Peels can make your everyday skincare more effective, allowing it to penetrate deeper and stimulate the production of collagen.

In addition, chemical peels are far more affordable than modern laser treatments, which saw a surge in popularity in the early 2000s, but are seeing that popularity wane due to high cost. Peels can also help with under-eye circles and lead to clearer skin long-term.

Happy Peeling

The wonder of the chemical peel has stood the test of time. Even with tech advancements in laser resurfacing or surgical procedures, chemical peels will always have their place in professional skin care. With the wide range of options available for most skin types, their significant benefits, and their affordability, peels are an item any esthetician should have on their list of services.



Paul Charette is the creative mastermind behind Charette Cosmetics. A medical aesthetician and cosmetic practitioner, Paul's extensive aesthetic education, unparalleled techniques, and attention to detail are evident in every aspect of Charette Cosmetics. A skin rejuvenation expert dedicated to finding the most advanced and effective skincare products and protocols, Paul is passionate about helping his clients achieve their goals so they feel confident and beautiful in their skin.



inflammation rescue

By Brian Goodwin,
Éminence Organic Skin Care

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

When examining clients' skin, you've undoubtedly seen inflammation many times. However, how much time do you or your clients really spend thinking about this common skin ailment and the role it plays in our skin's overall health? The likely answer for us is, not frequently, and in the case of our clients, it's probably almost never. As licensed estheticians, we know so much about skin; however, something I love about our industry is that there's always more to learn. Additionally, we have a poignant opportunity to educate clients on their skin care routine and lifestyle habits; Why not start by re-examining something as ubiquitous and complex as inflammation?

Let's review the common triggers for inflammation, how they can manifest in the skin, and how you can assist your clients in alleviating inflammation's symptoms in the treatment room, in clients' homecare routines, and in their lifestyle habits adjustments.

Inflammation 101

While it's usually a source of discomfort for sufferers and often seen as a negative thing, inflammation serves an essential purpose in our bodies; it's your immune system's natural reaction to irritants and injury.[1] When exposed to things like pathogens, foreign objects, certain chemicals, or in response to disease or physical injury, the immune system creates an "inflammation cascade" to assist in several of your natural healing processes (**See Inflammation Cascade Sidebar**). While this can happen all over the body, as an esthetician, you'll be working with inflammation localized to the skin. Essentially, inflammation is a sign that your client's skin is doing what it needs to in order to heal!

Signs, Symptoms and Triggers

As clever as our immune systems are, there are times when inflammation isn't helpful.[2] This is when inflammation moves into the chronic (or long-term phase) rather than acute (short-term phase). Symptoms can be especially taxing on your client when their inflammation is chronic. When examining the skin, you may notice symptoms like redness, blotchiness, and swelling; your clients may also report pain, sensitivity, burning or irritation. Perhaps even more frustrating, some types of inflammation don't show these telltale signs, making them trickier to catch and treat.

Common inflammation triggers include:

- ***Environmental Stressors.*** The cause of your client's inflammation may be smacking them in the face each time they step outside. Environmental stressors

Inflammation Cascade

The inflammation cascade refers to the steps that occur within the body when the skin is injured or exposed to an irritant

1. **Trigger.** Something injures or irritates the skin, jump-starting the processes that encompass inflammation. Examples of triggers are harmful microbes (bacteria, viruses, fungi), allergens and excessive or inappropriate use of skin care actives, such as retinol or aggressive exfoliating acids.
2. **Alarm.** The body detects and reacts to the trigger, sending signals to the immune system to support the affected areas. The body produces many mediators, or control systems, that regulate the immune response, and this alarm system is designed to protect and initiate the repair or healing process. Though invisible to the naked eye, there is an entire team of immune cells, control operators, and responses happening within the skin for protection. The harm to the skin (and our bodies) comes when this protective system doesn't recognize when to turn off, and it injures healthy tissues and continues the symptoms of inflammation when it becomes chronic or long-term.
3. **Blood Rush & Swelling.** Nearby blood vessels dilate to allow greater blood flow to the affected areas, causing inflammation's characteristic red hue, increased warmth and potential pain or burning in the affected area. As blood flow increases, the body may also release other important bodily fluids into the area causing a puffing and swelling effect. While the associated swelling may be painful, this protects the area and assists in healing.
4. **Immune response.** The excess blood rush allows immune cells to access the area more efficiently, including white blood cells, such as T and B cells, macrophages, neutrophils, lymphocytes and monocytes. These cells take on infections or foreign bodies while simultaneously releasing healing substances. Once again, if this system doesn't turn off, it can become destructive to healthy tissues rather than only protecting.
5. **Healing and repair.** After neutralizing any present immune threats, inflammation will subside, skin cells will renew and damaged tissues will be repaired.
6. **Resolution.** At this phase, inflammation completes its assignment and the skin returns to normal.[2]

include everything you are exposed to in your surroundings, such as UV rays, blue light, harmful microbes, pollution, allergens or harsh chemicals. All these interact with your client's skin as they go about their day and have the potential to cause inflammation at any point.

- ***Lifestyle Habits.*** Old habits die hard, but some of them are worth addressing if your clients want to minimize the symptoms of inflammation. Excess consumption of sugar, alcohol, dairy and high glycemic carbohydrates are all dietary habits that exacerbate the redness and irritation associated with irritation. Beyond diet, other lifestyle factors cause inflammation too. Be sure to ask your clients about their stress levels and sleep habits, as both can significantly affect inflammation.
- ***Heat.*** Whether it's hitting the gym, a traditional sauna, basking on the beach, taking a hot shower, or cozying up with a heated blanket, embracing the warmth can sadly be linked to your client's inflammation. However, an infrared or far-infrared sauna may be helpful to assist in the body's healing process and resolving inflammation. Heat rashes happen when sweat gets trapped by pores, leading to inflamed skin marked by redness, bumps and itchiness. If your clients are already prone to inflammation, limiting your exposure to these influences and activities may be helpful.
- ***Genetics.*** Whether it's passed down to us as rosacea, acne or susceptibility to rosiness, our parents may be to blame for inflammation and its irksome symptoms. While there's nothing we can do about our genetics, you can help alleviate irritation with soothing, natural ingredients.
- ***Underlying Health Conditions***.[3] Knowing that inflammation is a sign that your body is healing, it makes perfect sense that it could show up in deeper issues to protect and initiate the healing process. Inflammation can arise as your client's immune system tackles bacterial skin infections, including impetigo and cellulitis, fungal infections, like ringworm and allergic reactions.[3] If you suspect your client is dealing with one of these issues, strongly advise them to seek medical attention. Additionally, some of these conditions are easily spread; as such, it's essential to reschedule their treatment when necessary and to properly sanitize between each client.



Lifestyle habits, genetics and environmental stressors can trigger inflammation.

Conditions and Consequences

With so many ways inflammation can be triggered, it's not surprising that it can manifest in many forms. However, did you know that it can be associated with various processes below the surface of the skin? As we examine skin conditions that go hand-in-hand with inflammation, we'll also take a closer look at what's happening physiologically within the skin.

- **Acne.** Whether linked to diet, bacteria or hormones, acne is characterized by the presence of pimples, papules, nodules, blackheads or whiteheads. Painful, red and swollen inflammation can accompany each breakout. For acne sufferers, the bodily processes that inflame are linked to androgens (a group of hormones that plays a role in the male reproductive system). Androgens, particularly dihydrotestosterone (DHT), have been shown to impact the skin's overall barrier function, leaving your client's complexion vulnerable to congestion and inflammatory reactions triggered by the bacteria, mites and yeast on the skin's surface.[4,5] Those with thick facial hair typically have higher levels of DHT and, therefore, more of the associated inflammation. Along with calming, acne-targeting treatments, you can also ask clients about their dietary habits. Dairy consumption in particular can impact DHT levels and therefore, play a role in causing or aggravating related acne.[6]
- **Aging.** Inflammation is also associated with natural aging. It's tied to the loss of both epidermal and



dermal collagen, and can be attributed to increases in production of metalloproteinases, an enzyme that breaks down collagen, reduces elastin's ability to help skin snap back, degrades adipose tissue, and is an inflammatory response. This enzyme breaks in the subcutaneous layer, decreasing skin volume.[7,8] This is one of the less obviously visible ways inflammation may impact our skin as we get older. Some likely signs that this "invisible" inflammation is hard at work are premature sagginess, fine lines and wrinkles or an overall lack of vitality.

- **Hyperpigmentation.** While healing, the immune system will do what it takes to help inflamed tissue repair. This includes delivering a spike in melanin to the affected areas.[9] Melanin protects from the sun and gives skin, hair and eyes their unique color, but when melanin shows up in response to inflammation, it can sometimes leave hyperpigmented patches and dark spots. Typically, these last longer than the inflammation itself, meaning that hyperpigmentation can bother your client well after the inflammation subsides.
- **Rosacea.** Rosacea is a common condition noted for the flushed, rosy look it gives skin. Though causes of Rosacea vary from person to person, common symptoms observed in a person suffering from Rosacea include dilated or broken capillaries and blood vessels, swelling, bumps, acne-like breakouts, and a burning sensation.[10] The dilation of capillaries and blood vessels (i.e. Vasodilation) occurs when blood vessels widen to improve circulation in the inflamed area.[11]
- **Dehydration.** Dehydration can wreak havoc on the entire body, including the skin. When your client's skin is dehydrated, there is decreased activity in aquaporins (membranes that act like channels to deliver water to cells).[12] Excess hyaluronidase can adversely affect hydration due to it breaking down naturally hydrating hyaluronic acid. When hydration is lacking, the skin's moisture barrier is impacted, and your client will also face greater susceptibility to environmental stress.

Naturally Combatting Inflammation

Even though inflammation is a complex and, frequently, persistent issue, hope is not lost. There are many treatments available to combat inflamed skin. Better yet, there are many natural remedies that you can use on clients to ward off any inflammation that may occur as a result of more aggressive skin care treatments.

- **Satsuma peel.** Think of this as a pollution solution. This rind's high antioxidant and vitamin C content takes on free radicals associated with pollution to halt the inflammatory cascade reaction, making it a great option in skin treatments.
- **Plant peptides.** These peptides are sourced from plant-based ingredients like rice or Sacha Inchi, a nutrient rich superfood seed, and they can stimulate collagen and elastin production to counter the damage caused by inflammation, as well as inhibit the enzymes responsible for breaking them down.
- **Swiss Alpine plant extracts.** Extracts from plants such as speedwell, yarrow and peppermint leaf, are highly effective treatments for hyperpigmentation because of their blood vessel constricting and anti-inflammatory properties. By reducing signs and reactions of inflammation, one of the primary triggers for hyperpigmentation is addressed.
- **Arnica.** This well-known herb is heralded for its potent anti-inflammatory actions; Arnica decreases blood stagnation to alleviate pain and both temporary and persistent inflammation.
- Natural antimicrobials. Formulas that contain tea tree, cinnamon, basil, eucalyptus, and lavender take advantage of these plants' natural ability to ward off microorganisms that can cause or exacerbate inflammation.
- **St. John's wort.** Another staple of natural medicine, St. John's Wort has anti-inflammatory, anti-oxidant and anti-bacterial properties that make it popular as a topical treatment for everything from minor irritations to more severe breaks and bruises.

While there are several excellent options to lean on while working with inflamed skin, there are also things to avoid, such as products that contain artificial fragrances, and applying essential oils in their pure, undiluted form. Both can aggravate and even injure the skin, further fueling inflammation and compromising skin health. While it's at your discretion, you may also notice that peels formulated for sensitized skin are better tolerated than those for all skin types. It's also critical to note that if you notice inflammation that has progressed beyond what you can take on in the treatment room, please direct your client to contact their doctor.

Lifestyle Swaps for Inflammation

In addition to putting their trust in your capable hands, your clients may also want to consider consulting their doctor or natural healthcare provider for advice on making changes in their lifestyle habits that may reduce inflammation. While you can make suggestions, it is important that you reiterate that clients should consult a healthcare provider prior to making any significant changes. Here are some practices that I have found helpful that your clients may want to discuss with their healthcare provider.

- **Ice Baths and Cold Showers.** While not everyone loves to chill out, those desiring to manage inflammation can benefit from taking the plunge. Icy water constricts blood vessels to minimize increased blood flow that brings about swelling, burning sensations, and pain.[13]
- **Natural Anti-inflammatories.** In addition to topical application, natural ingredients can be used to help inflammation from the inside out. Foods rich in anti-inflammatory ingredients are not only delicious; they can also help curb the symptoms of inflammation. Clients may find ingredients like turmeric (which contains an anti-inflammatory phytochemical called curcumin), fish oil, spirulina, and ginger beneficial.[14]
- **Allergy and Sensitivity Testing.** Allergens are a common catalyst for inflammation, so it's not a bad idea for your clients to undergo testing. Food allergens can be avoided, unlike those we're exposed to through other means, so looking out for allergies to dairy, soy, gluten, eggs, nuts and seafood can be helpful. Even without sensitivity or an allergy to dairy, dairy can impact inflammation, but clients who are lactose-intolerant and have sensitivities to casein will want to remove dairy products from their diet.



Conquering Inflammation

With so many ways for it to manifest, the vast majority of your clients will experience inflammation sooner or later. And like many bodily functions, inflammation can involve much more than just the skin. Regardless of the trigger, it's ideal to take a holistic approach that soothes and reduces inflammation through multiple means. With your knowledge, training and insight, you can formulate skin care treatments that target inflammation with natural solutions while advising clients on the bigger picture behind their irritation.

REFERENCES

1. *https://www.ncbi.nlm.nih.gov/books/NBK279298/*
2. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8373857/*
3. *https://www.healthline.com/health/skin-inflammation#diagnosis*
4. *https://my.clevelandclinic.org/health/articles/24555-dht-dihydrotestosterone*
5. *https://pubmed.ncbi.nlm.nih.gov/15507105/*
6. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2715202/*
7. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9500641/*
8. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6702693/*
9. *https://www.webmd.com/skin-problems-and-treatments/what-is-post-inflammatory-hyperpigmentation*
10. *https://www.mayoclinic.org/diseases-conditions/rosacea/symptoms-causes/syc-20353815*
11. *https://www.ncbi.nlm.nih.gov/books/NBK557562/*
12. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3396453/*
13. *https://www.cedars-sinai.org/blog/cold-exposure-therapy.html*
14. *https://www.healthline.com/nutrition/6-anti-inflammatory-supplements*

(All websites accessed Oct. 11, 2023)



Brian Goodwin is an award-winning international educator for Éminence Organic Skin Care. As a master medical esthetician, master herbalist and consultant, Goodwin leverages over 10 years of spa industry experience to bring fun, engaging education to spa professionals around the world.

CREATED *FOR THE* ESTHETICIAN *BY THE* ESTHETICIAN

In every Sorella product

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

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

To learn more about partnerships, contact us below:

Sorella Apothecary
hello@sorellaapothecary.com
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





Discover Science & Nature in Perfect Rhythm

By Circadia



For more than 20 years, Circadia has been at the forefront of cutting-edge skin care formulations, product innovation and served as the brand for the skin care professional through accessible and immersive education, choosing to refrain from selling directly to consumers and for being an advocate for today's esthetician by showing up when it counts.

Dr. Peter Pugliese, a physician in Pennsylvania, encountered an unexpected turn in his career when his patients, some of whom were dairy farmers complained about a disease called mastitis in their dairy cows. His curiosity sparked and he ventured into the field of formulation. He discovered how effective many cosmetic ingredients were, eventually creating a product to help treat this dreaded disease. He dove deep into the waters of cosmetic chemistry, kindling a profound fascination with the skin, leading him to the world of esthetics.

The Start of Circadia

While his primary mission was education and research, with the urging of his wife and many estheticians, he carefully crafted a few cosmetics products, and in 2001, Circadia by Dr. Pugliese was born. Little did he know that this journey would also ignite a passion with the skin's circadian rhythms, which is the intricate oscillation that defines the skin's daily journey between daytime and nighttime.

Photos Courtesy of Circadia

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

As the Circadia product line grew, his children and grandchildren were woven into the company's fabric, each leaving their mark, charting their paths, and carrying on the ardent pursuit of optimal skin health and beauty. The Pugliese Family's shared passion, talents, and commitment to excellence created a harmonious symphony that continues to echo through the brand's DNA.

A Dynamic Duo

Working closely alongside Dr. Pugliese was Michael Q. Pugliese, Dr. Pugliese's grandson, who, early on, embarked on his own journey that spanned from fulfilling orders to the formulation lab, student and assistant, and everything in between. Under the guidance of one of the skin care industry's most legendary figures, Michael embraced his role as both apprentice and heir to the skin care legacy by learning everything he could from his highly respected and accomplished grandfather.

Circadia flourished with the dynamic duo often presenting lectures together at tradeshows, and working together to create incredible formulations. In 2006, Michael assumed the responsibility of CEO, ushering in a new era of streamlined operations, dynamic formulations, and the quest for bringing Circadia products to estheticians' fingertips throughout the globe. While Dr. Pugliese passed the baton, his vision for high-performance skin care remained.

"When I took over as CEO, I knew the responsibility was immense. However, we both wanted the same thing—to create groundbreaking solutions to common skin care concerns and support today's esthetician in the treatment room," says Michael.

The Circadia Way

At the heart of Circadia's philosophy lies an unwavering commitment to science and innovation. Award-winning products born from this union have a singular purpose: to deliver results. This focus on effectiveness fosters brand loyalty, turning mesmerized first-time purchasers into long-term partners.

Another factor contributing to Circadia's loyal following is its commitment to exclusivity for skin care professionals. They sell only to licensed professionals, ensuring their products are delivered into the expert hands of estheticians and spas.

When asked why Michael and his team refuse to sell directly to consumers, he says, "We choose to empower our skin care professionals with the products, tools, and education they need to feel confident to make recommendations to their clients. While many brands sell directly to consumers, we believe in the skin care professional's talents and the trade itself—and we want to offer them that exclusivity. It's not merely a business strategy but a pledge to honor those who put us on the map."

Empowering Estheticians

Since Circadia's inception, Dr. Pugliese was passionate about bridging the gap between the medical field and the esthetics field. He truly believed skin care professionals could play a vital role in improving both skin conditions and the confidence of patients. He had a vision to empower estheticians with the tools to succeed in the treatment room, so patients could easily access skin care without the need for a medical professional.

While exclusivity is why many estheticians choose to come to Circadia, Michael believes accessible education is another reason they stay with the brand. Education has been a guiding star for Circadia from the very beginning. Dr. Peter Pugliese firmly believed in



DISCOVER SCIENCE & NATURE IN PERFECT RHYTHM

the power of sharing information, so much so that he became a world-renowned author of esthetics textbooks including Advanced Professional Skincare Medical Edition and The Physiology of the Skin, dedicating his life to sharing the advancements in skin health, formulary achievements and education of skin physiology.

Circadia University

Following in his grandfather's footsteps, Michael, has become an inspirational leader in product development and has also been recognized as an internationally distinguished educator where he fills classrooms with standing-room only lectures, speaking on various technically complex topics that inspire today's esthetician.

His belief in "we all rise by lifting each other" led to the birth of Circadia University in 2022, an online learning platform with a plethora of knowledge accessible to estheticians worldwide. Circadia's commitment to education is proven once again, as it is open to all, regardless of their product lines. It embodies the dedication to the growth and elevation of the industry as a whole. With more nearly 300 video modules and counting, Circadia University has thousands of monthly visitors, and invites all skin care professionals to begin a journey with some of the industry's brightest and best, free of charge at CircadiaU.com.



Innovative Formulations

Circadia stands at the forefront of innovation, continuously exploring opportunities for breakthroughs in skin care science. Their quest for perfection begins with raw ingredients, where they tirelessly seek the pinnacle of technology and performance. Some of their most powerful discoveries and formulations have been honored and acknowledged throughout the skin care industry and cosmetic chemistry field with top accolades.

Circadia's formulations combine pure botanicals, stem cells, second-generation vitamins and innovative peptide technology to work toward optimal skin health and beauty. Among recent discoveries in product innovation are ingredients that shield the skin from the blue-light exposure, effectively adapting to the needs of the modern world (**See High-Tech Ingredients Sidebar**).

High-Tech Ingredients

B-Circadin. This appropriately named ingredient that resynchronizes the skin's circadian rhythm. This particular ingredient excels at battling the effects of cellular disruption. B-Circadin helps to regulate rhythm-dependent biological functions such as Aquaporin channels. It improves rhythm-related detoxification pathway efficiency and reduces oxidative stress from blue light exposure.

Synchrolife. This is another new ingredient seen in Circadia's formulations as it emerges as a guardian against digital pollution by counteracting the harmful effects of aging and skin fatigue. After blue light exposure, Synchrolife rebalances the production of critical circadian rhythm players needed to ensure a higher repair metabolism.

Sk-Influx. This takes on overall skin health as a concentrated lipid that restores the natural protective function of your skin by mimicking the structure of the lipid barrier. It contains a mix of ceramides, cholesterol, fatty acids and phytosphingosine. It is an excellent ingredient for dry, aging, and sensitive skin because it restores and protects the skin like a guardian.

Timecode. This ingredient takes on another new modern concern, which addresses "inflamm'aging," a concept that battles the aging markers. Aging can be attributed to chronic but "silent" or unseen inflammation. The inflamm'aging theory was described in the 2000s by Professor Franceschi's Italian team. They believe silent inflammation is responsible for 80% of age-related diseases, including arthritis, osteoporosis, and neurodegenerative diseases. Scientists took this further and looked at what inflammation does to the skin. Inflamm'aging is characterized by a chronic presence of interleukin-6 (proinflammatory cytokine) in the body, and the concentration increases with age. It causes skin slackening, wrinkles, and a dull complexion. Timecode neutralizes inflamm'aging and targets the key aging markers while strengthening the skin's architecture.

TECA. Also known as Titrated Extract of Centella Asiatica, this highly purified extract of Centella Asiatica. It is an ingredient dedicated to restoring the skin's integrity, helping aid in healing, stimulating collagen synthesis, and extracellular matrix remodeling.

Royal-Tea IQ. A post-biotic powerhouse that supports the skin's role in defending against environmental insults like UV, blue light and infrared rays, this ingredient also helps regulate circadian rhythms and maintain homeostasis in the skin. Circadia has introduced this ingredient to upcoming formulations because of its superior antioxidant activity and high-tech advantages.

Photos Courtesy of Circadia



The grand crescendo in this skin care collection is the newly launched **Serum 71**, a potent formulation of anti-aging ingredients that honors the legacy of Dr. Peter Pugliese by being named after the year Dr. Pugliese joined the Society of Cosmetic Chemists, setting in motion events that would shape the industry and change his life.

Past, Present, & Future

Dr. Pugliese was the first physician of his caliber to dedicate decades of research to cosmetic chemistry and the study of the skin. His pioneering spirit led him to conduct the initial clinical studies on the first-ever commercially available peptide for cosmetic use in the 1980s. He also conducted the first clinical study on topical Vitamin E and Beta Glucan. His work paved the way for copper peptides in skin care, as he discovered, assist in fibroblast activity and act as antioxidants.

In early 2023, Michael sought to create a product to honor the work of his late grandfather. While Dr. Pugliese's contributions were immense, Michael knew exactly what he wanted to formulate to honor him.

He rekindled his grandfather's novel discoveries with the original studies of the copper peptide and formulated a serum with his own passionate spin on it. Serum 71 features a next generation copper peptide that provides many of the original benefits his grandfather studied while taking away some of the more irritating ones.



Serum 71 also combines high-tech, nutrient-rich ingredients, including beta glucan, mandelic acid, tranexamic acid, and azelaic acid. It honors the past while embracing the future with breakthrough technology that works.

One of the newer acids to hit the market is tranexamic acid. It helps reduce the appearance of hyperpigmentation and brighten the skin, while improving the skin's barrier function without hydroquinone's irritation and potential cytocell toxicity.

"We have many ingredients that have become standard in skin care formulations, but the history behind them is important too."
—Michael Q. Pugliese

Also added to the formulation is neodermyl, the ingredient known as the "needle-free" collagen and elastin filler, which is a pure source of bio-energy to recharge the skin's beauty, boosting skin density and overall firmness.

As Michael aptly says, "We have many ingredients that have become standard in skin care formulations, but the history behind them is important too. It was an honor to create this product, a testament to Dr. Pugliese's legacy while bridging the past and future of skincare innovation."

Join the Family

In the end, Circadia's story is not just one of skin care; it's a tale of passion, family and relentless pursuit of excellence, where the past harmonizes with the future to continuously create innovative formulations that perform in the treatment room and home care.

From its inception, Circadia has been a part of a family dynasty. Part family, part business, Circadia invites you to become a part of the Circadia family and discover the Circadia difference, with Science and Nature in Perfect Rhythm™.



2023 READERS' CHOICE

SKIN INC.®

At *Skin Inc.* we make it our mission to deliver top notch education to spa professionals from the latest trends to the newest innovations in the industry. When it comes to knowing what products work best in the treatment room though, we turned to you, our audience, to give us your insights and cast your vote in our 2023 Readers' Choice Awards. These awards give you a chance to let your voice be heard on what formulations you are in love with. We are thrilled to announce the winners and finalists for the 2023 *Skin Inc.* Readers' Choice Awards, who were chosen by you, for you. Check out the top voted tried and true products to add to your arsenal from brands like Circadia, Face Reality, Sorella Apothecary, Éminence Organic Skin Care and more.

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

Thank You

TO OUR NOMINEES

Skin Inc. would like to extend a heartfelt thank-you to all of our nominees. We were overwhelmed by the amount of innovation we are seeing in professional skin care products. We were honored to have you participate in our program and we cannot wait to see all the wonderful things you create in the future.

- 360 Aesthetic Devices
- 7eWellness
- AcARRE Beauty
- Alexandria Professional
- Altair
- BellaLash
- Bio France
- Bioelements
- Bio-Therapeutic
- Borboleta
- Brow Down Studio
- Caronlab
- CBON
- Celluma
- Chella
- Circadia
- Cirépil by Perron Rigot
- Colore Me Perfect
- DermaConcepts/Environ
- DermaJem
- Dermaplus+
- Dp Dermaceuticals
- Dr. Dennis Gross Skincare
- Éminence Organic Skin Care
- EstheticPro
- Face Reality Skincare
- FOREO
- G.M. Collin
- Hawrych MD
- HoneyComb Wax
- Hydrinity
- ilike organic skin care
- Janssen Cosmetics
- LaFlore Live Probiotic
- Le Mieux
- LightStim
- Linder Health
- Lira Clinical
- LYCON Wax
- NanoStamp 360
- NuFace
- Peri Skin Care/Sofiel
- Pevonia Natural Skincare
- Phytomer
- Premierlash
- Prevention Disinfectants
- Pure Fiji
- Ready Care Industries
- RefectoCil
- Rezenerate
- Rocasuba Inc.
- Silhouet-Tone
- SinClair
- Skin Script Skin Care
- Sorella Apothecary
- Starpil
- Sugar Goddess
- Sweet & True
- Tamara Sugar
- Tapira Organic
- Viktoria De'Ann Peptides
- Vitelle Labs
- WardPhotonics
- Whish
- XO8 Cosmeceuticals
- Xtreme Lashes by Jo Mousselli

2023 SKIN INC. READERS' CHOICE

2023 SKIN INC. READERS' CHOICE



Winner: Best New Product

Serum 71

Circadia

An immune-boosting, nutrient-rich formulation, this serum has a powerful trio of tranexamic, mandelic and azelaic acids that help to brighten the skin while improving skin health and reducing fine lines and wrinkles. This serum also utilizes Beta Glucan and Neodermyl, the next-generation copper peptide that helps build back collagen and elastin.
https://circadia.com

FINALISTS

Preime DermFacial | Sinclair | *https://sinclair.com*



ProCorrective Clear-Control Exfoliator | Pevonia Natural Skincare | *www.pevonia.com*



Winner: Best Acne Product

8% L-Mandelic Serum

Face Reality Skincare

This alpha hydroxy acid serum contains the chirally correct versions of both l-mandelic and l-lactic acid. The use of l-mandelic acid slows down epidermal penetration for a more even exfoliation and less irritation thanks to its larger molecular weight. On top of exfoliating and brightening the skin, this serum provides antioxidant support.
https://facerealityskincare.com





FINALISTS

ICE Refining Masque | Lira Clinical | *https://liraclinical.com*

Acnipur Blemish Solution Fluid | Phytomer | *www.phytomerusa.com*

Winner: Best Peel



Vita Brite

Lira Clinical

Combining Mastiha, vitamin C and mandelic acid this all season treatment provides intense lightening, tightening and hydrating benefits to the skin. This peel treatment is perfect for first time clients who want instant results with no down-time.
https://liraclinical.com

FINALISTS

Acne Peel #1 | Face Reality | *https://facerealityskincare.com*



Derm Renewal Booster | G.M. Collin | *www.gmcollin.com*



Winner: Best Moisturizer



Youth EssentiA Antioxidant Defence Creme

Environ Skincare

Infused with several antioxidants, including vitamin C and E and rosemary leaf extract, this moisturizing cream helps to combat the signs of free radical damage. A dynamic blend of moisturizing ingredients help to improve the appearance of the skin while making it feel soft and smooth.
www.environskincare.com

FINALISTS

Strawberry Rhubarb Hyaluronic Hydrator | Éminence Organic Skin Care | *https://eminenceorganics.com*



Intensive Facial Cream | Bio France Lab | *https://wholesale.biofrancelab.com*



Winner: Best Sunscreen

Lilikoi Daily Defense Moisturizer SPF 40

Éminence Organic Skin Care

An all-in-one lightweight daily moisturizer that is formulated with cocoa seed extract, satsuma mandarin peel and SPF 40. The use of zinc oxide provides mineral protection that helps improve the appearance of skin exposed to blue light stress and pollution. Meanwhile, Lilikoi seed oil helps to improve the appearance of dry skin exposed to environmental stressors.
https://eminenceorganics.com





FINALISTS

Tinted Dew Drops | Sorella Apothecary | *https://sorellaapothecary.com*

Face Guard Advanced | Janssen Cosmetics | *https://janssencosmeticsusa.com*

Winner: Best Toner



Vitamin C Brightening Toning Mist

Pure Fiji

Kakadu plum gives an antioxidant-rich brightening boost that restores and replenishes the skin, while cucumber, passionflower and witch hazel balance oil production, reduce the appearance of pores and tone and tighten the skin. This mist leaves the skin looking firm, refreshed and glowing.
https://us.purefiji.com

FINALISTS

BIO Hydrating Mineral Mist | Lira Clinical | *https://liraclinical.com*

Sour Cherry Toner | ilike Organic Skin Care | *www.szepelet.com*



Winner: Best Mask



Purifying Powerclay
Sorella Apothecary

This cooling clay face mask uses bentonite and kaolin clay to draw out impurities while improving breakouts by regulating oil production and reducing inflammation and redness. The use of burdock root delivers antibacterial benefits to the skin while horsetail extract gives a boost of antioxidants to enrich and smooth skin texture.
https://sorellaapothecary.com

FINALISTS

Charcoal Milk Clarifying Mask | Circadia | *https://circadia.com*

Golden Honey Nourishing Mask | Skin Script Skin Care | *https://skinscriptrx.com*





Winner: Best Cleanser

Kombucha Microbiome Foaming Cleanser
Éminence Organic Skin Care

Refresh and purify the skin with this crafted cleanser that uses targeted micellar technology to gently remove impurities without over-stripping moisture from the skin. This liquid-to-foam cleanser is formulated with kombucha, ginger, white tea and jasmine to refresh and balance the microbiome without compromising the moisture barrier.
https://eminenceorganics.com





FINALISTS

Sensitive Skin Cleansing Oil | Bioelements | *https://pro.bioelements.com*

Ultra Gentle Cleanser | Face Reality Skincare | *https://facerealityskincare.com*

Winner: Best Body Product



Body Balm
Sorella Apothecary

Mango seed butter, cocoa seed butter and shea extract all work together to deeply hydrate the skin, provide skin barrier support and accelerte healing, respectively. This body moisturizer melts into the skin to nourish, rehydrate and firm the skin through the use of powerful peptides for a more hydrated and youthful appearance.
https://sorellaapothecary.com



FINALISTS

Hydrating Body Lotion | Pure Fiji | *www.purefiji.com*

Body Enlightment Oil | Peri Skin Care | *www.periskincare.com*

Winner: Best Anti-Wrinkle Product



Ageless Hydrating Serum
Skin Script Skin Care

Restoring moisture to maintain skin barrier function, this hydrating serum lessens the appearance of wrinkles, improves the health of cell membranes and plump the skin. Formulated with peptides Matrixyl Synthe' 6, DN-AGE and Lipmoist, this serum helps dehydrated, dry, acneic and milia-prone skin.
https://skinscriptrx.com

FINALISTS

Revitalizing Elixir | XO8 Cosmeceuticals | *https://xo8cosmeceuticals.com*

Renewing HA Serum | Hydrinity | *www.hydrinity.com*



Winner: Best Brightening Product



vc10 Daily Glow
Bioelements

To give skin a serious glow, this vitamin C serum fights free radical damage like lines, spots and sag caused by sun, pollution and chronological aging. The antioxidant concentrtion of 10% vitamin C, provides precise effectiveness and stability without introducing irritation into the skin. Other ingredients like hyaluronic acid, vitamin E and anadenanthera colubrina bark extract enhance hydration.
https://pro.bioelements.com





FINALISTS

Vitamin C Reversal Serum | Circadia | *https://circadia.com*

Radiance Serum | Peri Skin Care | *www.periskincare.com*

Winner: Best Sensitive Skin Product



Chrono Calm Serum
Circadia

A lightweight, water-based serum that hydrates the skin while soothing chronically irritated skin and improving the appearance of redness and dilated capillaries. Designed to reduce redness and irritation, this serum contains peptides that aid in facial redness and blood vessel dilation while botanical extracts activate the skin's repair system.
https://circadia.com



FINALISTS

Concentrated Serum | LaFlore Live Probiotic Skincare | *www.laflore.com*

Hydrating Multi Active Serum | Pure Fiji | *www.purefiji.com*

2023 SKIN INC. READERS' CHOICE

Winner: Best Product For Men

PEPTI-eye Serum

Viktoria De'Ann Peptides

Formulated with proprietary UET-3 peptides, this eye serum brightens and firms the delicate skin around the eyes. Ideal for dark circles, puffy or baggy under eyes, aging, fine lines and wrinkles, this eye serum replenishes and hydrates the eye area.
https://viktoriadeann.com





FINALISTS

Minimalist Kit | Skin Script Skin Care | *https://skinscriptrx.com*



Stone Crop Oxygenating Fizzofoliant | Éminence Organic Skin Care | *https://eminenceorganics.com*

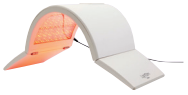
Winner: Best LED Device

Pro

Celluma

Ideally sized for the face, the 3-mode Celluma PRO treats acne, wrinkles and pain, and it can be positioned easily over any part of the body, including the spine, hip or shoulder complexes, feet, knees and more. The Celluma PRO is standfree, hands-free, lightweight and portable.
www.celluma.com





FINALISTS

Elipsa | LightStim | *https://lightstim.com*



DRx SpectraLite EyeCare Mask Pro | Dr. Dennis Gross Skincare | *https://drdennisgross.com*

Winner: Best Microcurrent Device

MyoLift Triwave

7eWellness



This microcurrent device goes up to 400 microamps and has three modalities including Educate, Erase and Rejuv. It stimulates the movement of lymph to cleanse and nourish, supporting calmer, clearer skin. It can be used in professional and home settings and is the only at-home device to offer Rejuv.
www.7ewellness.com



FINALISTS

Trinity Pro | NuFace | *www.mynuface.com*



Anima Adagio Microcurrent | DermaJem | *https://dermajem.com*

Winner: Best Ultrasound Device

bt-micro Ultrasonic Exfoliation

Bio-Therapeutic

This handheld professional technology leaves skin smooth, fresh and perfectly prepared for product application. Using patented technology, the ultrasonic exfoliator works by creating high speed oscillations. The device has a rechargeable battery and is compact and light.
https://bio-therapeutic.com





FINALISTS

DF III Machine | Environ Skin Care | *https://www.environskincare.com/us*



Skin Perfector | Le Mieux | *https://lemieuxskincare.com*

Winner: Best Microdermabrasion Device

DiamondTome NewApeel

Altair Instruments



This crystal-free microdermabrasion treatment reduces fine lines and wrinkles, improves the appearance of sun damaged skin, minimizes the look of age spots and reduces blotchiness and redness in the skin. This exfoliating treatment can also be used to reduce scars from acne, injuries or chicken pox and improve overall skin health.
www.altairinstruments.com

FINALISTS

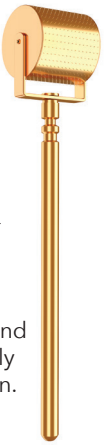
Anima Ares Hydro & Micro | DermaJem | *https://dermajem.com*

Essential Peel | Silhouet-Tone | *https://silhouettone.us*





Winner: Best Microneedling Tool



Skin Tech+ Gold Cosmetic Roll-CIT

Environ Skin Care

Plated with 14-carat gold, this CIT roller has 260 ultra-fine definition points of .2 mm that penetrate the skin and enhance the effectiveness of topical ingredients used on the skin, while also restoring the look of skin tightness and reducing the appearance of fine lines and scars. The 14-carat gold finishing on the roller naturally suppresses bacteria growth and makes it easy to clean.
www.environskincare.com





FINALISTS

Micropen | EstheticPro | *https://epmicropen.com*

NanoStamp 360
360 Aesthetic Devices | *https://360devicesales.com*

Winner: Best Facial Tool



Glo2Facial

Geneo

This rejuvenating facial treatment aims to plump and smooth the skin texture while providing a glow that lasts post treatment. This facial service uses oxfoliation to "Oxfoliate" with O2 bubbles, LUX ultrasound experience to smooth the skin with micro vibrations and hands-free lymphatic drainage to reduce redness and puffiness.
https://glo2facial.com





FINALISTS

Glacier Ice Globes | Sorella Apothecary | *https://sorellaapothecary.com*

NanoFacial WandPro | Rezenerate | *https://rezenerate.com*

Winner: Best Wax



Pinkini Brazilian Hybrid Hot Wax XXX

Lycon Wax

A balance between traditional hot wax and modern film wax, this hybrid hot wax can remove hair as short as 1mm with extra pliability. Formulated with Lycon's unique Titanium Dioxide technology as well as argan oil, calendula and chamomile extract, this wax protects, soothes and hydrates the skin while waxing.
https://lyconusa.com





FINALISTS

All-Natural Hard Wax | HoneyComb Wax Co. | *https://honeycombwaxco.com*

HD Hard Wax Beads | Caronlab PRO | *https://caronlab.com*

Winner: Best Sugar





Signature Hair Removal Sugar Paste

Tamara's Sugar

This signature sugar paste includes an all natural and certified organic line that includes different paste consistencies for all types of hair removal. There is a soft consistency for larger body areas, a medium for all body areas, a standard medium-firm for all body areas, firm for warm humid climates and custom blending and extra firm for extreme temperatures and custom blending.
www.tamarasprofessionalbodysugaring.com





FINALISTS

Sugar Paste | Sugar Goddess | *www.sugargoddess.org*

Pro Sugaring Paste | Sweet & True | *www.sweetandtruesugaring.com*

Winner: Best Hair Removal Prep Product



Soothing Herbs Exfoliating Wash

ilike Organic Skin Care

A soothing deep cleansing concentrate for face and body that purifies skin by gently removing excess build-up and dirt while decreasing skin sensitivity, redness, irritation and inflammation. It is beneficial before and after hair removal (shaving, waxing, laser etc.) on face and the entire body.
www.szepelet.com

FINALISTS

Pre-Wax Skin Cleanser | Caronlab | *https://caronlab.com*

Lycotane Skin Cleanser | Lycon Wax | *https://lyconusa.com*





2023 SKIN INC. READERS' CHOICE



Winner: Best Hair Removal Soother

BeeSmooth Post Waxing Oil

HoneyComb Wax

Using earth-friendly ingredients like Tea Tree essential oil and safflower oil, this post-waxing oil softens and soothes the skin. The vitamin E in this product helps moisturize the skin while alleviating pain, redness and irritation, and it adds an extra barrier of protection to the skin.
https://honeycombwaxco.com



FINALISTS

Soothing Cream | Lycon Wax | *https://lyconusa.com*

Soothing Oil | Tamara's Sugar | *www.tamarasprofessionalbodysugaring.com*

Winner: Best Lash Product

RapidShield Eyelash Daily Conditioner

Rocasuba

This day-time lash conditioner helps prime, protect and amplify the appearance of healthy-looking lashes. This conditioner can be used on women and men who are looking to enhance the appearance of their eyelashes, and it can be worn alone or with makeup.
https://rapidlash.com







FINALISTS

Lash Lift Kit | RefectoCil | *www.refectocileducation.com*

Delux Heated Eyelash Curler | Chella | *https://chella.com*



Winner: Best Lash Extensions

Faux Mink Infinity Lashes

Xtreme Lashes by Jo Mousselli

These faux lashes have split tips and a unique eight-figure shape that give a feathered, wispy and ultra-flexible lash look as well as gives longer, fuller, darker and more voluminous lifted lashes. These eyelash extensions can close the gaps on sparse lashe lines which eliminates the need to use thicker and bulkier lashes.
www.xtremelashes.com





FINALISTS

O.G. Lashes: Classic Multi-Length | Borboleta | *www.borboletapro.com*

Triple Volume | Premierlash | *https://premierlash.com*

Winner: Best Brow Product

Intense Browns Kit

RefectoCil

This brow tinting kit provides everything a brow specialist would need to complete a premium brow intensifying service for fuller looking eyebrows and expressive eyelashes. This kit is designed for three techniques to accommodate all clients including a full brow technique, ombre shading technique and brow filling technique.
www.refectocileducation.com



FINALISTS

RapidBrow Eyebrow Enhancing Serum | Rocasuba | *https://rapidlash.com*

Brow Naturale | Brow Down Studio | *https://browdownstudiopro.com*





Winner: Best Spa Supply Product



Disinfecting Wipes

Prevention Disinfectants

These fast, safe, easy and effective disinfectant wipes effectively disinfect against spa and salon relevant pathogens in just one-minute. These EPA-registered, hospital-grade disinfectant wipes are non-irritating and non-corrosive to the skin, and they have eco-friendly refill options to reduce plastic wase while saving spa professionals money.
https://preventiondisinfectants.com

FINALISTS

Size 0 Extractor | Face Reality Skincare | *https://pros.facerealityskincare.com*

Fan Brush | Ready Care Industries | *www.readycare.com*



SKIN SCRIPT™

YOUR PRESCRIPTION FOR SKIN CARE



EMPOWERING YOU FOR SUCCESS

2024 IN-PERSON CLASS OFFERINGS

PRODUCT KNOWLEDGE CLASS

Our Product Knowledge class is open for all aestheticians, as well as students, who wish to learn all about our incredible professional skincare line.

SKIN CARE REBOOT CLASS

A hands-on, comprehensive, three-day class that concentrates on information for the licensed professional who wants support in skincare concepts. Current license required.

SUPERFICIAL CHEMICAL PEEL CLASS

A hands on discovery of how to get the most out of your chemical peels and learn how to create a series to maximize results. Current license required.

SKINTENSIVE CLASS

Our two-day premier class that takes you on a deep dive of everything skin related, including issues and how to solve them. Our goal is to help you become a critically thinking aesthetician who treats the root cause of the issue not just the symptoms.

SKINTENSIVE & PRODUCT KNOWLEDGE THREE-DAY MASTER COURSE

This three-day master class is dedicated to the skin care professional who is seeking further knowledge in advanced skin care-related topics and the Skin Script product line. Come ready for a fast-paced, intensive, and fun-filled training where you will rediscover your love and passion for skincare!

VISIT OUR CALENDAR FOR MORE, INCLUDING ONLINE COURSES!

SKIN SCRIPT PRO? SHOP NOW!
NOT A SKIN SCRIPT PRO? REGISTER TODAY!
AMAZING PRODUCTS. EXCELLENT CUSTOMER SERVICE.
QUALITY EDUCATION. NO MINIMUM ORDERS.

SKINSCRIPTRX.COM | 480-543-1121 | @SKINSCRIPTRX



Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

MAXIMIZE YOUR MENU

By Kelly Melvin, Bioelements

I think we can all agree that the last few years have been challenging for every skin care professional and every skin care business. The "no-brainer" decisions we made five years ago on marketing, retail, treatments or even brand partnerships are not so "no-brainer" anymore. When times change, when economies shift, or when your market forecast gets a little fuzzier, it's time to take an honest look at where you stand as a business, who you want to be to your clients, and how to set yourself up for years of profitability.

It starts with your spa menu. Some pros just set it and forget it. They bring in a professional line (or several), piece together a list of services, write up a few basic treatment descriptions, and then move on to their daily operations. But, your spa menu is the core of your business; it's often the very first thing potential clients look at. What you offer is who you are.

Instead of set and forget, do a reset. Take a hard look at your spa menu and the products on your shelves that support it. Is it innovative? Is it effective? And, the most important question of all, is it profitable? Here's how to walk yourself through a spa menu reset.

EDITING IS PERFECTING

How many products does a spa need to carry to have a comprehensive and cost-effective spa menu? If you have to purchase several new products to add just one new facial to your spa menu, is that cost-effective? Of course, it's not. With the right professional partner brand, you should be able to create an extensive spa menu that doesn't break the bank. By focusing on quality over quantity, your spa menu can be effective, competitive with the spa down the street, and more profitable than ever. Look for a streamlined collection of pro-use-only formulas that are true treatment room workhorses, that can work for many clients, and are customizable to target any skin type and any skin concern.

KEEPING AND MOVING

Which services are stagnant? Is it not being booked because it's been outpaced by a newer, more effective treatment on the menu? Or maybe its menu description is unappealing or outdated? If a treatment isn't being booked, there's a reason for it. Review your list, and make mindful edits to focus on the absolute best of your menu, to reduce expenses across the board.

BEING FLEXIBLE

Estheticians want to be empowered to make the right decisions for their clients. Your menu protocols should be more than just a list of step-by-step directions. The secret to success here is to partner with a professional brand that prioritizes the esthetic process and with flexibility in mind, including how many services you can perform with the protocol, what the experience includes, and the key formulas to retail post-service. A truly profitable protocol will "flex" with your client's progress and offer tiered steps increasing activity levels, so every single client sees optimum results. It means that with just one single protocol, you'll be able to promote and perform several different services. These flexibility-focused protocols are easy to follow, and are easy to integrate into any spa menu.

RETAILING EFFECTIVELY

Every service on your menu should be explicitly tied to a hero retail formula (or formulas) on your shelves. Brightening Facial on the menu? You better have specific brightening at-home products to recommend for purchase post-service. The right professional line will make these "ties" for you. For example, if a brand features a professional-use-only vitamin C power treatment, then they should have retail vitamin C formulas in the same collection. So post-facial, an esthetician can make the sale: "the potent 10% vitamin C power treatment I used in this facial has these three effective at-home companions with the same 10% vitamin C to maintain and extend the visible



brightening you see today." Bonus points if the protocols provided by your pro line partner list these retail hero companions to professionally recommend to make it easy.

SERIES OVER SINGLES

Your spa menu can be more than just a list of service descriptions. It should promote facials as a series. While a one-off facial has benefits, it becomes exponentially better when experienced in a series. And that's what turns a "sometimes" client into a frequent, loyal client. Make sure your spa menu emphasizes booking as a series by adding a clear call out such as: Recommended to be experienced in a facial series for optimal visible results. And why not offer a series promotion to further encourage bookings? Save X amount when you book a series package.



MAKING AN EXPERIENCE

There are off-the-shelf facials, and then there are extraordinary facials. Which one do you offer? The right professional line should not only offer effective, proven formulas and effective clinical treatments. They should also provide you with additional, extraordinary service moments that are unmatched by any other line: core signature techniques, including aromatherapy, acupressure and massage sensorial movements that make a service not only effective, but absolutely memorable and completely unattainable anywhere else. These experiences cannot be recreated at home, and make you truly stand out from your neighborhood competition.

EVOLVE WITH YOUR CLIENTS

When was the last time you modified your menu to meet market demands? Here's another key secret of partnering with a profit-focused professional line: they do the market research for you. By studying spa trends and current market movements, they'll help you offer modern treatment names and menu descriptions that match what today's clients want. And they'll highlight what makes their services different and effective, including the activity tiers mentioned earlier, and what clients will experience during service: like SkinReading, aromatherapy, deep cleansing massage, personalized custom blending, acupressure massage and more. Your clients should be able to clearly recognize the unique benefits of your services right from the menu. Every description should be informative, appealing and meet the exact terms clients seek.

TIME TO RESET

A spa menu reset may not be a quick process, but it's an important one. Invest the time and you'll see a return on your efforts. And if your current partner brand doesn't have your back on this – don't hesitate to search for a professional line that offers products, protocols, support and education tailored to what an esthetician needs: results and profits.



Passionate about connecting people to purpose, Bioelements National Sales Director **Kelly Melvin** advocates to create a sense of community for spa pros, with 15+ years combined experience with Bioelements, L'Oreal Professionnel and Alterna.

Embracing Tradition

Click here *to read this article.*



PROTOCOLS IN PRACTICE

NEW YEAR

PLATINUM HYDRAFACIAL TREATMENT X DR. DENNIS GROSS: PHYTO-RETINOL FIRMING BOOSTER PROTOCOL

HYDRAFACIAL & DR. DENNIS GROSS SKINCARE

Hydrafacial's patented hydradermabrasion technology uniquely and effectively cleanses, extracts and hydrates.

Step 1. Use the Lymphatic handpiece tip to prep the skin's surface.

Step 2. Cleanse the skin using the Hyaluronic Marine Meltaway Cleanser to prep the skin before further cleansing with Activ 4 and the Hydrafacial peel.

Step 3. Using Vortex-Fusion technology, perform extractions on the face.

Step 4. After neutralizing the skin, follow with the Hyaluronic Marine Modeling Mask.

Step 5. From here, the treatment is customizable with 20 boosters and serums designed for specific skin concerns.

Step 6. Apply the Dr. Dennis Gross Phyto-Retinol Firming Booster.

Step 7. Next treat the skin with LED Light Therapy.

Step 8. Saturate your skin with our Advanced Retinol + Ferulic Intense Wrinkle Cream and Ultimate Defense Broad Spectrum Sunscreen.

BRIGHTENING PLUS TREATMENT

LIRA CLINICAL

Epigenetic technology is used as an added "plus" to deliver a healthy, bright glow.

Step 1. Thoroughly cleanse with MYSTIQ iLuminating Cleanser, rinse and repeat with PRO Exfoliating Cleanser. Remove with tepid barber towel or cleansing sponges.

Step 2. Using gauze, apply Primer Plus Solution to entire face. Begin with forehead and wipe around the perimeter of the face in towards the cheeks and nose.

Step 3. Apply a thin layer of BIO Hydrating Mineral Masque in an upwards motion from neck to forehead covering all facial area. Allow masque to penetrate for 5 min. Do NOT remove.

Step 4. Using a painting motion with a fan brush or gauze, apply Lactic Clear. Begin application at the forehead, around the facial perimeter, down the nose, across the cheeks, finishing with the chin and upper lip. This step will generally feel very active, client may use a fan to ensure comfort. Allow solution to penetrate for 1-2 min., then gently remove with cool water until no activity is felt on the skin and the client's activity level is at a zero.

Step 5. Using a mask or fan brush, apply a thin layer of MYSTIQ Lifting Masque in an upwards motion from neck to forehead. Encourage client not to talk. Allow mask to rest and lift for 10-15 min. or until masque becomes dry. Remove masque with cool barber towel.

Click here to continue reading Steps 6-11

ADDITIONAL PROTOCOLS FROM:

GINAMARIE

ÉMINENCE ORGANIC SKIN CARE

OSMOSIS BEAUTY

707 FLORA

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

INDUSTRY INPUT
SENSITIVE SKIN

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

TIP 1:
FOCUS ON BARRIER HEALTH

"Barrier health is one of the most important factors when working with clients. If we go too strong too fast and the barrier is not intact, it can cause more harm than good and take longer to normalize the skin. How we approach the health of our skin can have a direct impact on the "sensitivity" of our skin–remember, "sensitive" skin is sometimes just sensitized, not truly sensitive. In a day and age that believes more is better, it couldn't be further from the approach we should realistically take for our skin. If sensitivity appears within your client's skin, it is also important to rule out what could be causing the sensitivity. For example, it could be a product they are currently using. Once that product is identified, they can simplify their routine to be most appropriate for their skin. When a client presents with sensitive skin, their home care routine should start with products that will support their barrier health with ingredients that are packed with antioxidant, anti-inflammatory and soothing properties."

—Kelsey Duque, LE Education Development Manager & Educator for Face Reality Skincare

TIP 2:
TAKE THE CORRECT PRECAUTIONS

"Having sensitive skin can be confusing when you consider your skin care regime. What is safe to use? What is not? It is important to maintain your skin's protective barrier with gentle cleansers and moisturizers. What should I avoid? Synthetic fragrances, sulfates, alcohol and other chemicals can be toxic and can irritate skin. Choose fragrance-free or pure essential oils. While many essential oils have therapeutic properties that can improve the condition of your skin, it may be best to avoid citrus essential oils or harsh essential oils such as cinnamon, lemongrass, clove, etc. Use scrubs or exfoliators sparingly, if at all. Essential oils of lavender, frankincense, roman chamomile and sandalwood are generally accepted as safe for sensitive skin when properly diluted. Do a patch test: Apply a small amount of the product in question to the skin on your inner elbow. Cover with a band-aid and leave on for 24-48 hours. Remove the band-aid and notice if there is any irritation, itchiness, redness, inflammation, etc. If you see any of these signs, quickly and gently wash the area."

—Sherrie Dawkins, Formulator, Trainer and Store Manager for Body Bliss

Click here to keep reading top tips from industry experts.



Brightening Plus Treatment

(Continued from Page 38)

LIRA CLINICAL

Epigenetic technology is used as an added "plus" to deliver a healthy, bright glow.

Step 6. Lightly spritz entire face with pH Solution to the facial area.

Step 7. Lightly massage 3-4 drops of PRO Lite Serum or PRO Brite-Plus Serum into skin until fully absorbed.

Step 8. Apply 3-4 drops of MYSTIQ iLuminating Beauty Oil massaging into skin.

Step 9. Massage a pea size BIO Lift Crème into skin until fully absorbed.

Step 10. Gently apply MYSTIQ Perfecting Eye Crème around, under, and over the entire eye area.

Step 11. Evenly apply SPF Solar Shield 30, SPF ElioDrops 30, or BB Crème of choice over face, neck and décolleté. Apply BIO Lip Factor to the lips.



Tone & Regenerate Facial

GINAMARIE

This treatment tones facial muscles, increases circulation, nourishes and hydrates.

Step 1. Analyze your client's skin with a magnifying lamp.

Step 2. Cleanse thoroughly with Liquid Loofah Cleanser.

Step 3. Mix 2 tsp. of powder with water (add water slowly and mix until you have a smooth, medium paste). Apply the Facial Toning Treatment with a facial applicator brush starting on the décolleté area, behind the ear, under the eye, upper lid (just below the brow bone) and the entire facial area.

Step 4. Allow to dry for 15 min.

Step 5. Remove using a facial applicator brush (dilute Liquid Loofah Cleanser with water to soften the treatment mask, making removal easier). Use a warm facial wrap or hand towel to gently remove the treatment mask.

Step 6. After removal combine Herbal Hydrating Mist and four drops of Herbal E Oil and gently distribute over the decollete and facial area.

Step 7. Add one pump of Rejuvenation Boost and gently distribute it onto the skin.

Step 8. Perform a facial massage for 5-10 min.

Step 9. Hand Massage - Add Face & Body Replenishing Lotion and a few drops of Herbal E Oil. Massage hands and arms.

Step 10. Add one pump of Nutrient Serum, and a small amount of Hyaluronic Acid. Mix together in the palm of your hand and distribute over the decollete and facial area.

Step 11. Place Saran Wrap strips on each side, leaving the nose and mouth area open but covering as much skin as possible.

Step 12. Apply a very warm facial wrap over the Saran wrap and hold for about a minute until the towel cools down.

Step 13. Remove Saran wrap and gently distribute excess product. Finish with a light, gentle massage and Vitamin E Stick.

Bakuchiol + Niacinamide Facial Protocol

ÉMINENCE ORGANIC SKIN CARE

This luminous facial uses natural botanicals to refresh and revive skin for the new year.

Step 1. Dilute a small amount of Firm Skin Acai Cleanser with water in hands, apply and massage gently with fingertips in a circular motion covering the face and neck areas for 1-3 min.

Step 2. Remove with a warm, wet towel.

Step 3. Apply Hawthorne Tonique by spraying into palm of hands and gently press onto skin with an even layer onto face and neck area. Leave on.

Step 4. A preliminary patch test is advised before a general peel application is made. Cleanse skin behind the ear, apply the product, and leave undisturbed for 1-3 min. If no unnatural reaction occurs, apply the product as directed. Contact of the product with the skin must be of limited frequency or duration.

Step 5. Apply a thin layer of the Mangosteen Lactic Pro Peel 10% to the face and leave on for 10 min. maximum. Steaming is possible while the peel is on. Remove with a warm, wet towel.

Step 6. With clean, dry hands, scoop a small amount (size of a blueberry) of Yuzu Solid Body Oil, warm in hands and massage directly onto skin. Leave on. Do not use pre- or post-sun exposure, or on broken or abraded skin.



Step 7. Apply a thin layer of Firm Skin Acai Masque or Snow Mushroom & Reishi Masque to cleansed skin, avoiding the eye area. Dilute with water for easier application. Leave on for 10 min. Remove with a warm, wet towel.

Step 8. Massage Bakuchiol + Niacinamide Moisturizer or Rosehip Triple C+E Firming Oil into skin for 10 min. Remove excess with a warm, wet towel.

Step 9. Dispense 2-3 drops of Birch Water Purifying Essence in hands or on a cotton round. Apply by gently pressing into skin until fully absorbed. Leave on.

Step 10. Dispense 2-3 drops of Citrus & Kale Potent C+E Serum or Mangosteen Daily Resurfacing Concentrate and apply a thin layer on skin. Allow 30 seconds for optimal absorption. Leave on.

Step 11. Apply a layer of Bakuchiol + Niacinamide Moisturizer over the entire face, neck, and décolleté area and leave on.

Step 12. Apply a thin layer of Marine Flower Peptide Eye Cream or Snow Mushroom Moisture Cloud Eye Cream to the eye area using light, blending motions until absorbed. Leave on.

Step 13. Apply a thin layer of Marine Flower Peptide Lip Serum using a Q-tip or covered fingertip and apply to the lip surface, outline, and surrounding area. The, apply Citrus Lip Balm to the lips. Gently massage in using circular movements. Leave on.

Step 14. Shake Radiant Protection SPF Fluid well before use. Apply liberally and evenly on cleansed skin, 15 min. before sun exposure.

Step 15. Dispense 1/4–1/2 teaspoon, warm in hands, and apply to the face, neck, and chest area, applying additional as needed for an even application. For a matte finish, follow with an application of the Sun Defense Minerals.

Step 16. Apply the Rosehip & Lemongrass Lip Balm SPF 15 to protect lips from broad spectrum UV rays.

The Nutrient Renewal Skin Ritual

OSMOSIS BEAUTY

The renewing facial brightens and refreshes the skin for the new year.

Step 1. Remove makeup and impurities with Lift Away Cleansing Balm.

Step 2. Apply Purify to the skin and cleanse for 1-2 min. Apply warm towel to the skin and remove.

Step 3. With the Osmosis Feathering Fan Brush, mix into a small bowl 2 pumps of Winter Enzyme Mask, 1 scoop of Niacinamide, and 1 pump of Boost and brush onto the skin. Gently massage into the skin for 3-5 min.

Step 4. Apply 1-2 pumps of Stemfactor MD and massage evenly into the skin.

Step 5. Disperse 1 vitamin A Facial Infusion syringe, add 1 pump of Boost, add 1 scoop of Skin Nutrition into a small bowl. With an Osmosis Feathering Fan Brush, thoroughly mix product until smooth. Brush onto the skin all at once and massage for 15 min. Use added Boost to increase slip. Apply warm towel to the skin and remove.

Step 6. Apply 1 pump of Nourish and massage into the skin. Using two Cool Tools, perform a dual modality massage to the skin. Apply slow, consistent pressure from the center of the face to the outer area, then in a downward motion move past the ear and continue down to the sides of the neck. Briefly apply pressure to the temples for a soothing experience.

Step 7. Apply a generous amount of Hydrating Herb Mask with the Osmosis Sculpting Silicone Brush and massage evenly into the skin and let product rest on the skin for 10-15 min. Apply a warm towel to the skin and remove.

Step 8. Apply 1 pump of Rescue MD and massage evenly into the skin.

Step 9. Apply a pea size amount of Refresh to delicate under eye skin by gently pressing into the skin.

Step 10. Apply a blueberry size amount of Enrich and massage evenly into the skin. Then apply clear Superfood Lip oil to the lip area. Complete the ritual with an even application of Protect.

Pevonia Hydra-Cloud Mask Treatment

PEVONIA

This mask facial treatment heals and hydrates skin after the holidays.

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

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

Step 3. Cover eyes with pads moist with Anti-Str ess Eye Lotion. Blend the Foam-A-Zym well. Apply with a mask brush over face and neck, 1/2 an inch away from eyes.

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

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

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

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

Step 8. Holding the pre-loaded syringe upright over the skin, apply 3/4 of the Hyaluronic Acid Hydra-Serum on areas of concern and perform targeted massage until the product is completely absorbed. Proceed to the different facial areas and repeat the same procedure, then massage the Hyaluronic Acid Hydra-Serum one more time all over face and neck, leaving a small quantity to apply at the end of the Hydra-Cloud Mask Treatment.

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

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

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

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

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

TIP 3: PRIORITIZE PRODUCT LINES AND CUSTOMIZED SERVICES

"Acquire in-depth knowledge of cosmetic ingredients and stock a product line that prioritizes gentleness, soothing properties and protection. It's important to note that clients of this nature can still benefit from our services, and when they have confidence that we understand their unique needs and can cater to them effectively, they will be your most loyal clients."

—Becky Kuehn, Founder and President of Oncology Spa Solutions

TIP 4: USE THE BENEFITS OF CBD

"Cannabis, particularly CBD (cannabidiol), offers a range of potential benefits for sensitive skin due to its anti-inflammatory, soothing and antioxidant properties. CBD can help regulate sebum production in the skin. This is particularly beneficial for those with sensitive skin that is also prone to breakouts. Another powerhouse benefit of CBD is that it can prevent excess oil production, contributing to a clearer complexion. CBD is also a natural humectant, which means it helps retain and attract moisture to the skin. For individuals with sensitive skin prone to dryness and flakiness, CBD-infused skin care products can provide essential hydration."

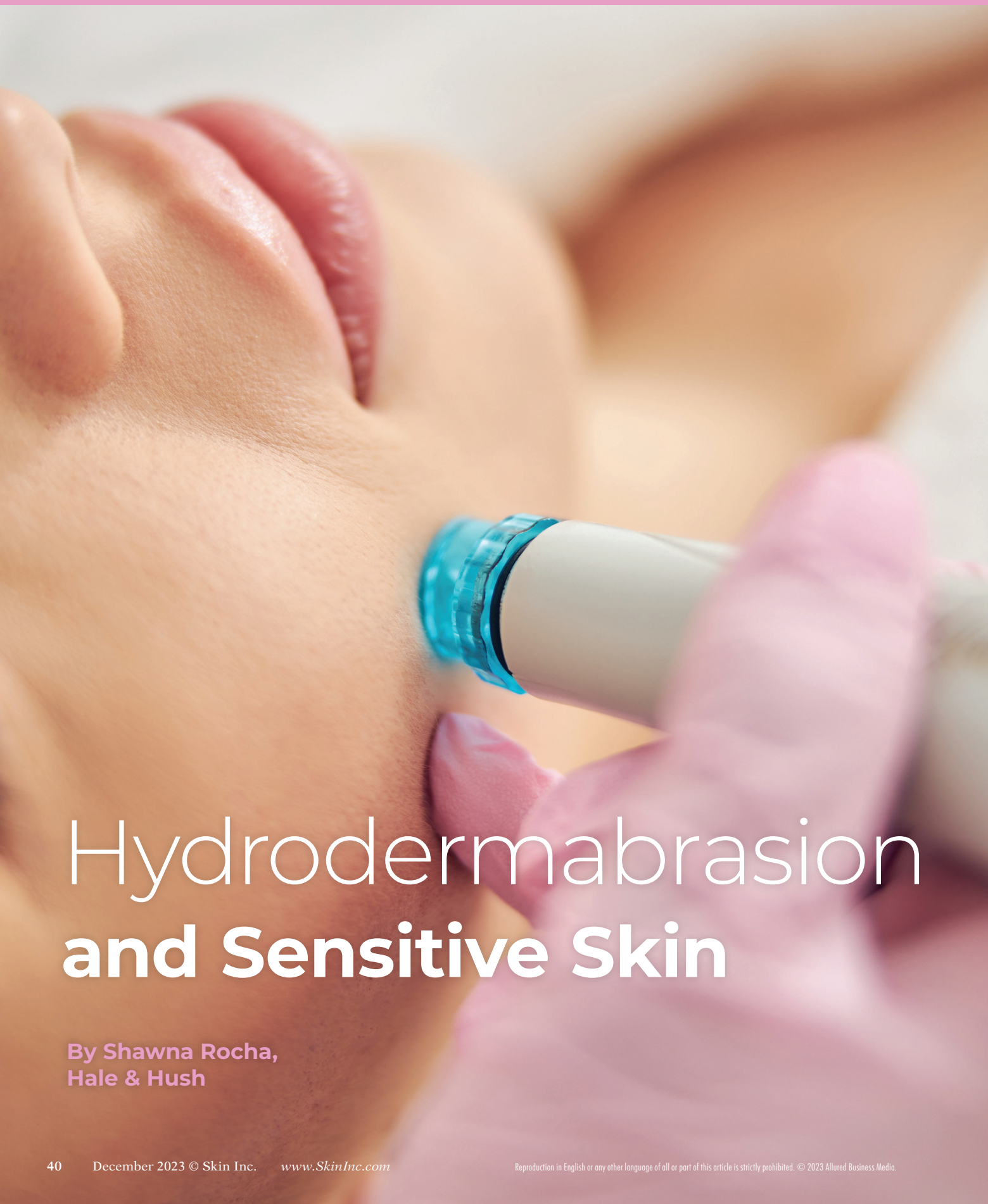
—Jordan Person, CEO of Primal Healing



TIP 5: HEALTHY SKIN IS STRONG SKIN

"According to dermatologists, 60%-70% of women and 50%-60% of men report having some degree of sensitive skin. The relationship between skin microbiota, skin barrier function and skin sensitivity, including how skin care products can help improve symptoms, all play a critical factor in this scenario. Look for microbiome boosting pre- and postbiotics in your products to help support healthy skin flora and boost skin resilience. Oat proteins, hyaluronic acid, sodium hyaluronate all deliver deep hydration, support the moisture barrier and calm the skin."

—Annet King, VP of Business Development for Bio-Therapeutic



Hydrodermabrasion **and Sensitive Skin**

By Shawna Rocha, Hale & Hush

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

Hydrodermabrasion is a skin treatment that combines cleansing, exfoliation, pore extraction and infusion for health and hydration of the skin. It involves using a handheld tool that infuses liquid, often a serum or solution, into the skin while simultaneously suctioning away dead skin cells, dirt and debris. The liquid used in hydrodermabrasion helps to exfoliate and cleanse the skin while providing hydration, and nutrition while leaving it feeling refreshed and rejuvenated.

Hydrodermabrasion is a revolutionary way to exfoliate and deeply clean and nourish the skin. If this process sounds familiar, it is very similar to microdermabrasion. However, this treatment uses a liquid solution instead of small crystals, that can damage sensitive skin, to treat many different skin concerns. Making hydrodermabrasion a safe and effective treatment for those with sensitive or sensitized skin. The procedure also does not create barrier damage, maximizes blood flow to the skin and helps stimulate the production of collagen for healthier skin long term. This procedure gives immediate visible aging, plumping, texture, and toning results. This gentle facial rejuvenation treatment is also safe for all skin tones, which allows estheticians to use it on a vast array of clientele.

Hydrodermabrasion Benefits

One of the key advantages to hydrodermabrasion is that it provides both immediate and long-term benefits. The treatment deeply cleans, detoxifies and purifies the skin using both chemical (solutions) and physical (vacuum) exfoliation. It immediately removes bacteria, dirt, dead skin, debris, excess oil and other impurities. This detoxification and unclogging of the pores can reduce sebum production, minimize the appearance of enlarged pores, and prevent future breakouts. This exfoliation process creates a brighter and more even skin tone, improves texture, resulting in a brighter and more radiant complexion.

This treatment also provides deep hydration, vitamins, antioxidants, and nourishment to the skin depending on the solutions and serums utilized in the machine. The infusion of liquid solutions during the treatment helps to hydrate the skin, leaving it looking refreshed and glowing. The exfoliation and hydration provided by hydrodermabrasion can help diminish the appearance of fine lines and wrinkles, giving the skin a more plump, smoother and more youthful look. Also, depending on the serums used, this treatment can fade dark spots and reduce the appearance of hyperpigmentation. In addition, hydrodermabrasion has been known to rebuild skin elasticity and firmness. It is a powerhouse treatment that achieves multiple things at once, giving the client exactly what they want, beautiful skin and a healthy glow.

Sensitive Skin Suitability

Hydrodermabrasion is generally gentle and suitable for all skin types, including sensitive skin, without causing significant irritation or discomfort. In comparison to microdermabrasion, which uses abrasive crystals to slough off dead skin, hydrodermabrasion uses a suctioning device and a light chemical peel to gently exfoliate the skin. This makes it suitable for the more sensitive client. Sensitive skin clients cannot usually tolerate BHA (beta hydroxy acid) peels or more aggressive treatments, making this a perfect facial treatment for them. Hydrodermabrasion for sensitive skin emphasizes great results without irritations, the perfect combination.

The biggest benefit for this treatment is that it is so versatile and can be customized to every client's skin concerns and needs, no matter what skin type. The practitioner can control what type of solutions or serums are used in the machine and customize according to skin sensitivity or condition. The esthetician can choose between using AHA's or BHA products in the machine and use more mild ingredients and dilution techniques if necessary. They can also reduce the number of passes, length of treatment and use a lighter technique for those suffering from acne, rosacea, or medically compromised skin.

The machine also can make extractions so much easier on the client. There is usually no pain involved in using hydrodermabrasion for extracting on the nose and the chin. Those with broken capillaries or blackheads on sensitive skin, can now have deeper and more thorough extractions done by the machine instead of a standard extracting tool. Fortunately, there is also no risk of hyper or hypo pigmentation for darker skin tones.

What are the best serums or solutions to use in the machine for sensitive skin? The solution used for hydrodermabrasion is dependent on skin type, skin condition and skin sensitivities. The exfoliation fluid used can be a gentle AHA (alpha hydroxy acids) such

as lactic or mandelic acid for sensitive skin and can even be diluted to ensure no irritation may occur in this treatment. There are many specialized infusion serums that can also be used for sensitive skin. These skin types benefit from hyaluronic acid, peptides, antioxidants, calming serums, and Vitamin C which can be customized with each treatment.

Hydrodermabrasion Tips for Sensitive Skin

Ultimately, hydrodermabrasion is more gentle to the skin and ensures immediate results. In standard microdermabrasion, estheticians use tools to lift the layer of the skin that could create inflammation and redness afterward, leaving a painful experience for the clients. On the other hand, hydrodermabrasion is done in a crystal-free and pain-free procedure that achieves desired results in a non-abrasive way. Therefore, hydrodermabrasion is indeed a comfortable way to achieve healthier skin with its faster, non-invasive, multi-faceted, and more efficient procedure.

Many machines available have plastic tips and some even have silicone tips. The silicone tips are the absolute best for sensitive skin. Using this type of tip ensures that no damage will occur on the skin because of the pliability, flexibility, and softness of this tip type. Oftentimes, depending on the skin type, it could be perfectly paired with other services such as microcurrent, LED, oxygen infusion, peels, nano infusion, and holistic therapies.



Why Offer This Service?

Overall, hydrodermabrasion is a great option for those with sensitive skin who want to rejuvenate their skin and cannot tolerate more aggressive or harsh treatments. This type of clientele is more difficult to treat but can be the most loyal clientele if the treatments are performed well. This niche client base (sensitive skin) needs to have options as far as facial treatments. The treatment can be customized for any skin concerns and level of sensitivity, creating a specialized target market. Offering hydrodermabrasion in the treatment room ensures more clientele, no turn aways or outside referrals.

Another major benefit is that there is virtually no downtime. The noninvasive procedure gives rapid results. Therefore, there is no need to schedule facial days before an event, and the client can attend directly after the treatment. This process is entirely non-invasive, and any redness or inflammation will be gone in less than an hour.

The price of this facial service can have a very high menu price, increasing income substantially. This is no ordinary facial service; it is a high dollar service on any spa menu. Hydrodermabrasion treatments can also be sold in packages or series of treatments, also increasing income. This service can also be unique in the local area, and draw in specialized clientele, specifically the sensitive skin client. This service is not common in most spas or treatment rooms, therefore offering it will be setting the esthetician apart from some competing spas. Lastly, the results speak for themselves. This service is easy to advertise, market and encourages word of mouth referrals, again, increasing income. Hydrodermabrasion can expand the service menu and can bring nothing but success to any spa or treatment room.



Shawna Rocha is the owner of Awaken Day Spa in California and Washington. She loves helping clients with compromised and sensitive skin. Since becoming an esthetician, Rocha completed multiple advanced courses in Oncology Esthetics and Immuno-Esthetics, and she specialized in training in sensitive skin and holistic therapies. She holds several certifications, including one in NCEA and has become the director of education for Hale and Hush Skincare.

Simply Soothed

Treat sensitive skin with these healing products

1. **Citrus-C Nourishing Cream**
Skin Script Skin Care
www.skinscriptrx.com
The 5% vitamin C (BVOSC – Tetrahexyldecyl Ascorbate) is a stable oil-soluble form of vitamin C that offers UV protection, assists with skin lightening and improves collagen synthesis.

2. **Apricot & Mango Cleansing Milk**
Sorella Apothecary
www.sorellaapothecary.com
This luxurious, calming cleanser will revitalize dry and dull skin while gently removing any makeup and dirt. Infused with apricot oil and vitamin C, it soothes and brightens your complexion.

3. **Lemon Grass Cleanser**
Éminence Organic Skin Care
www.eminenceorganics.com
The olive oil, sunflower and flax seed in the Lemon Grass Cleanser gently remove impurities from skin while organic and biodynamic herbal ingredients help calm and soothe.

4. **Time Sensitive**
Bioelements
https://pro.bioelements.com
Formulated with potent bakuchiol and peptides, Time Sensitive targets premature age progression with an antioxidant defense against environmental oxidative stress.



Click here to read more about treating inflammation



Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

-EMBRACING- TRADITION

A Guide to Culturally Respectful Facials

By Irene Macabante,
Citrine Consulting Collective

In the world of aesthetics and spa therapies, the art of facials is evolving, embracing age-old traditions from diverse cultures. Incorporating practices like gua sha, jade rolling, acupressure and face masks, rooted in Asian and Indian heritage, alongside botanical ingredients from Indigenous cultures, has become a beacon of holistic beauty and skin care. However, it's important to be mindful of potential cultural appropriation, especially in the age of TikTok.



CELEBRATING THE RICHNESS OF TRADITIONS

The allure of traditional practices goes beyond their effectiveness; it delves into the cultural and philosophical foundations that have shaped these practices for centuries. Gua sha, jade rolling and acupressure, deeply rooted in ancient Chinese medicine, are not merely skin care techniques, but they embody a profound understanding of the body and its energies.

In Chinese culture, gua sha is a technique that traces its origins back thousands of years. The term 'gua' means to scrape or rub, and 'sha' refers to the redness or petechiae that appear on the skin as a result of the therapy. Beyond skin care, ua sha is a therapeutic practice believed to promote the flow of vital energy or 'qi' and blood within the body. It is a tool for detoxification and healing, embracing the principles of Traditional Chinese Medicine (TCM).

Jade rolling, another ancient Chinese skin care practice, involves rolling a smooth jade stone across the face and neck. Jade is considered a symbol of beauty, grace and longevity in Chinese culture. Beyond its cooling and soothing effect on the skin, the jade roller is believed to balance one's 'qi' and calm the mind, aligning with the TCM belief that the skin reflects the body's overall health.

Acupressure, deeply rooted in TCM, is the practice of applying pressure to specific points on the body. These points are believed to be linked to the body's energy pathways, promoting wellness and balancing the body's vital forces. Facial acupressure not only aids in relaxation and stress reduction but also encourages better circulation and rejuvenation of the skin.

Beyond their physical benefits, these practices hold deep cultural and philosophical significance in Chinese



traditions. They embody the principles of balance, harmony and the interconnectedness of the mind, body and spirit. These ancient practices reflect a holistic approach to wellness that aims to cultivate not only a beautiful complexion but also a harmonious and vitalized life.

Did you know that the face mask was actually invented in South Asia thousands of years ago? The Ayurvedic Haldi Ubtan face mask, originating over 5000 years ago in India, combines turmeric and other botanicals to promote a radiant and youthful glow. In India, tending to one's hair and skin was not only tied to religious rituals and wedding ceremonies, but it was also deeply ingrained in daily self-care routines, viewed as essential for promoting both health and longevity.

Botanical ingredients like rhodiola, Pinotage grape, moringa and Kalahari melon from Indigenous cultures offer an abundance of benefits. These gifts from nature have been used for generations, showcasing the wisdom and knowledge passed down through centuries. The beauty of integrating these time-honored ingredients and rituals is twofold: they are effective, and they pave the way for exposure, understanding, study and appreciation of diverse cultures. Estheticians often report that clients are more curious about Indigenous herbs when they are incorporated into skin care ingredients.



APPRECIATION VS. APPROPRIATION

Appreciation and appropriation walk a fine line. Genuine appreciation involves understanding, respecting and acknowledging the cultural context of the practices and ingredients we incorporate. It's about honoring the traditions, their significance, and the communities that cultivated them.

However, the rise of influencers has brought about instances of cultural appropriation, where elements of various cultures are adopted (and go viral) without understanding, respect or proper acknowledgment. In the ever-evolving realm of online beauty discussions, gua sha, has seen multiple surges of popularity. Notably, it had a resurgence in 2021, propelled by celebrities like Elizabeth Olsen and a wave of tutorials by content creators on optimizing gua sha techniques. On platforms like TikTok, influencers dived into this trend, some lauding its benefits, while others skeptically dismissing it as mere product marketing. Unfortunately, amidst the trend frenzy, the deep-rooted origins of gua sha often received scant acknowledgment.

4 TIPS FOR CULTURALLY RESPECTFUL INCORPORATION

Incorporating diverse cultural traditions and ingredients into facials is an ode to the beauty of global diversity. As we navigate this path, let's tread with respect, understanding and a genuine desire to honor the wisdom that each culture offers. Here are some tips to ensure respectful incorporation:

1. EDUCATE YOURSELF

Dive into the histories, philosophies and significance of the cultural practices and ingredients you want to integrate. Understanding the roots is key to respectful implementation.

2. CONSULT WITH EXPERTS

Collaborate with cultural experts or practitioners from the respective cultures to ensure accurate knowledge and appropriate usage of techniques and ingredients.

3. TRANSPARENT COMMUNICATION

Clearly communicate the cultural origins of the practices and ingredients to your clients, promoting

transparency and appreciation. You can do this best in your marketing materials, on your website, and in your treatment descriptions on your menu.

4. MUTUAL BENEFIT

Establish partnerships with organizations or communities associated with the traditions you incorporate, contributing to their well-being and supporting their causes.

NOURISHING THE SKIN WITH WISDOM

In the realm of modern skin care, many brands have embraced the teachings of Eastern and Indigenous medicine. For example, the use of rhodiola, known for its adaptogenic properties, has been integrated into skin care products. Brands honor the wisdom of these cultures by responsibly sourcing ingredients, respecting their cultural significance and often supporting the communities from which they derive.

Similarly, the utilization of Pinotage grape, moringa and Kalahari melon in skin care draws from the rich African traditions, showcasing a blend of ancient knowledge and modern innovation in the beauty industry.

A CALL TO HOLISTIC HARMONY

By embracing traditions with sensitivity, we can bridge gaps, break stereotypes, and cultivate an environment where cultural appreciation is genuine, respectful, and enriching for everyone involved. Let's strive for a spa industry that pays homage to cultures,





appreciates their contributions, and ensures that the benefits flow back to the communities that have nurtured these timeless traditions. Together, we can create a more inclusive and enriching spa experience for all.

**Disclaimer: This article aims to provide guidance on respectfully incorporating cultural traditions into facials and is not an exhaustive guide. Continuous education and engagement with experts are encouraged for a comprehensive understanding.*



Irene Macabante brings 25+ years of branding, marketing and tech expertise to the spa world. As a passionate spa-goer and wellness advocate. She delivers workshops, training and articles that merge leading insights on diversity, equity, inclusion and trauma-awareness with hands-on anti-bias practices. As CEO of the Citrine Consulting Collective, Irene continues shaping spas into sanctuaries of unity and wellness and infuses every venture with a unique blend of creativity and purpose.



Snow Mushroom

By Rachel Grabenhofer and Maggie Walker

Who would have thought, traipsing through the forest back in 200 A.D., someone would stop to think: "Let's try this weird, curly, jelly-like fungus growing on a tree." Thankfully they did, because as it turns out, snow mushroom, or Tremella fuciformis, has been described as one of the great superfood mushrooms and longevity tonic herbs used in Traditional Chinese Medicine (TCM).[1]

Snow mushroom is a wild edible mushroom native mainly to tropical and subtropical climates but extending into temperate areas.[2] It is known by various names (e.g., white jelly mushroom, yin er, white jelly fungus, white jelly leaf, silver ear mushroom and chrysanthemum mushroom).[1] It grows on tree bark and branches, especially on broad-leaved trees.[3]

Traditional and Health Applications

While used in traditional Chinese medicine for centuries,[2] snow mushroom was first described in 1856 by English mycologist Miles Joseph Berkeley, based on collections made in Brazil by botanist and explorer Richard Spruce.[4] Original applications include disease prevention, boosting immunity and improving skin appearance.[5]

Snow mushroom is also used in Chinese cuisine. While generally tasteless, the mushroom lends its gelatin-like texture to sweet dishes, in particular. For example, it is used in the dessert soup known as luk mei, typically combined with jujubes, dried longans and other ingredients. It also is used in beverages and ice cream.[2]

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

Research in more recent decades reports similar health benefits, including: anti-tumor, immunomodulatory, antioxidant, anti-aging, impaired brain memory repair, anti-inflammatory, hypoglycemic, anti-ulcer, anti-thrombosis and hypocholesterolemic, many of which have been attributed to polysaccharides in snow mushroom.[3, 6-8] Additional substances found in T. fuciformis included fatty acids, proteins, enzymes, phenols, flavonoids, dietary fiber and trace elements.

Skin Benefits

Moisturization, anti-aging: Snow mushroom has previously been praised for skin benefits similar to that of hyaluronic acid (HA).[9] For example, a consumer source reported HA can hold roughly 1,000 times its weight in water and snow mushroom can hold 500× — which may only be half that of HA but is still a hydration boost.[10] In relation, the actives in snow mushroom are reported to be smaller than hyaluronic acid, enabling them to penetrate skin more easily.[11]

One cosmetic ingredient supplier also identified the hydrating efficacy in snow mushroom, claiming that the ingredient's glucuronic acid content is what naturally binds moisture to the skin for hydration.[a] This, in turn, plumps fine lines and wrinkles and enhances skin elasticity, leaving it smooth and supple.[12]

A second ingredient developer highlighted its T. fuciformis sporocarp extract, which it describes as a natural hyaluronic acid mimetic with moisturization and water retention properties.[b] The product is said to provide added antioxidant benefits while addressing trending consumer themes of natural, bio-mimetic and wellness.[13]

A review article published in the Indian Journal of History of Science supports these hydrating claims. It, too, reported the excellent moisturizing and antiwrinkle effects of snow mushroom, and its ability to improve skin texture and increase skin flexibility.[14]

Antioxidant, anti-inflammatory effects: Snow mushroom also offers antioxidant properties, thanks to its polyphenol content, which protects the skin against free radical damage and premature aging.[12,15] More specifically, EOL reported snow mushroom increases the presence of superoxide dismutase in the brain and liver—and this enzyme acts as a potent antioxidant throughout the body, particularly in the skin.[4]

An in vitro study published in Hindawi supports this antioxidant claim for snow mushroom. Here, researchers found the mushroom's polysaccharides inhibited induced oxidative stress – as well as inflammation.[8] In fact, the natural anti-inflammatory effects of mushroom are said to soothe and calm the skin and can benefit formulas for acne-prone and sensitive skin types.[12]

Wound healing: With more than 18 types of amino acids, snow mushroom also has been purported to support cell growth for wound healing applications and its vitamin D content to heal acne lesions.[9] A recent mini review, published in Food Research, reports on work that supports this claim.[16]

More specifically, it describes a study using a porcine skin wound model where a purified polysaccharide extract from snow mushroom significantly promoted healing as well as enhanced collagen production up to 26%. The authors noted this wound healing effect could also be due to the antioxidant activity of the mushroom polysaccharides since free radicals damage cell epithelization.[16]



FOOTNOTES

a IntegriMoist Silver Ear Mushroom Powder Extract (INCI: Not Provided), Integrity Ingredients

b HyaCare Tremella (proposed INCI: Tremella Fuciformis Sporocarp Extract), Evonik



Film-forming capabilities: Snow mushroom also is said to form a flexible, hydrating film with good sensory effects that helps to restore dry skin to its optimally hydrated state, improving elasticity.[11] A report in Molecules also describes this ability of the T. fuciformis polysaccharide.[17] In turn, the film improves water retention rate in skin, resulting in anti-wrinkle and natural moisturizing effects. It can also be used to protect the skin from photoaging due to UV.

Skin-brightening benefits: In addition, snow mushroom has been reported in consumer sources to inhibit melanin production by 59.7%, making it useful for skin-brightening products.[11] A study published in In vivo validates this claim. Here, melanin and tyrosinase levels in murine cells were measured after treatment with T. fuciformis, which significantly decreased melanin content and tyrosinase expression in a concentration-dependent manner.[18]

The same study also examined wound healing effects in human keratinocytes and fibroblasts and concurred with previous findings supporting this effect. However, the authors noted further clinical studies for safety and efficacy are required.



In the Spa

Snow mushroom has made quite the impact in the spa and skin care world thanks to its extra hydrating benefits. Often compared to hyaluronic acid, snow mushroom has become well-known for its countless skin benefits. This is why you can find it in a multitude of ingredients sold and used in the spa.

Wild Elements uses snow mushroom in the Smoothing Body Serum uses this fermented ingredient to plump the skin while smoothing and tightening through supporting collagen production. This body serum also helps to support the skin barrier for a visibly radiant appearance.

Swissline's Cell Shock White Brightening Intensified Night Cream hydrates, smooths and



Snow mushroom delivers anti-wrinkle and hydrating benefits to the skin.

reduces redness in the skin. The hydrating benefits of this ingredient are powered by the benefits of snow mushroom, and it's paired with vitamin A and C for anti-aging and antioxidant benefits.

Snow mushroom is the main hydrator working alongside of hyaluronic acid in Sorella Apothecary's Main Squeeze Hydrating Serum. This lightweight, ultra-hydrating serum pairs snow mushroom with peptides for immediate, super-increased plumping hydration, while developing elasticity.

Finally, we would be remiss if we didn't mention how Éminence Organic Skin Care utilizes snow mushroom in thier Moisture Eye Cloud Eye Cream as well as their Snow Mushroom & Reishi Mask. Both of these products are popular in the back bar and on retail shelves in spas. Both of these products highlight snow mushroom as their star ingredients and have them work alongside of powerful botanicals.

Conclusions

Snow mushrooms deliver a dense array of benefits for skin. It's a good thing the ancients saw their broader potential through—and on—the trees.

REFERENCES

1. *www.sciencedirect.com/book/9780128198155/functional-foods-and-nutraceuticals-in-metabolic-and-non-communicable-diseases*
2. *https://en.wikipedia.org/wiki/Tremella_fuciformis*
3. *www.healthline.com/nutrition/white-fungus*
4. *https://eol.org/pages/6727366/articles*
5. *www.health.com/tremella-mushrooms-7500900*
6. *https://pubmed.ncbi.nlm.nih.gov/30342120/*
7. *www.sciencedirect.com/topics/biochemistry-genetics-and-molecular-biology/tremella-fuciformis*
8. *www.hindawi.com/journals/acp/2018/5762371/*
9. *www.cosmeticsandtoiletries.com/formulas-products/skin-care/news/21887749*
10. *www.glamourmagazine.co.uk/article/snow-mushroom-skin-benefits*
11. *nayelle.com/snow-mushroom-best-hydrating-ingredient/*
12. *www.cosmeticsandtoiletries.com/cosmetic-ingredients/actives/news/22863995*
13. *www.cosmeticsandtoiletries.com/21843798*
14. *https://web.archive.org/web/20180601224734id_/http://insa.nic.in/writereaddata/UpLoadedFiles/IJHS/Vol50_2015_2_Art11.pdf*
15. *www.sciencedirect.com/topics/biochemistry-genetics-and-molecular-biology/tremella-fuciformis*
16. *www.myfoodresearch.com/uploads/8/4/8/5/84855864/_3__fr-2020-421_rohini.pdf*
17. *www.ncbi.nlm.nih.gov/pmc/articles/PMC6696028/*
18. *https://iv.iiarjournals.org/content/36/2/713.abstract*

(All websites accessed Oct. 19, 2023)



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

ADVERTISERS' INDEX

ADVERTISER	PHONE	E-MAIL	WEBSITE	PAGE
Altair Instruments Inc/ Diamondtome/NewApeel	805-388-9503	info@newapeel.com	*www.altairinstruments.com*	C3
Bioelements	800-433-6650	bioelements@bioelements.com	*www.bioelements.com*	5
Circadia By Dr. Pugliese	717-933-2065		*www.circadia.com*	C1, 22—25
Danné Montague-King	888-326-6348	info@dannemking.com	*www.dannemking.com*	C4
Éminence Organic Skin Care	888-747-6342	info@eminenceorganics.com	*www.eminenceorganics.com*	7
Lira Clinical	877-440-5472	info@liraclinical.com	*www.liraclinical.com*	C2
Massage Envy	480-366-4162		*www.massageenvy.com*	3
Rhonda Allison Clinical Enterprises	866-313-7546	information@rhondaallison.com	*www.rhondaallison.com*	1
Skin Script	480-543-1121	info@skincriptrx.com	*www.skinscriptrx.com*	33
Sorella Apothecary	800-253-0450	hello@sorellaapothecary.com	*www.sorellaapothecary.com*	21

The Advertisers' Index is published as a service to our readers. Allured Business Media is not responsible for any errors.



NOW TRENDING
WATER PEELS



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

What You Should Know

This K-Beauty treatment uses an exfoliating water-based gel and a suction device to remove debris and blackheads from the skin, while also flooding the skin with hydrating ingredients. The trend is often performed together with other active ingredients to further deliver results into the skin. While this treatment hasn't made many mainstream treatment menus in U.S. spas, many draw parallels from this treatment to Hydrafacial services.

Benefits

The treatment smooths skin, provides radiance and evens tone without causing irritation or sensitivity. The process also unclogs pores, infuses hydration and softens skin for a rejuvenated look. This treatment is minimally invasive and relatively quick compared to other skin treatments. This factor has drawn many consumers interested in "fast facials" to this service, for it's quick downtime and effective results. For clients that have sensitive skin, this gentle exfoliation treatment is ideal to recommend.

Tips

1. Market this treatment to your clients that are interested in K-Beauty treatments, as a way to stay current with skin care trends.
2. Offer this treatment to clients that have an event or wedding as skin prep.
3. This treatment is soon going to be offered through at-home devices called peeling pads. Be aware for retail opportunities after this is available.

Check out this article **[VIDEO UPDATE] Water Peels Are the Latest K-Beauty Craze** at *www.SkinInc.com*

SILVER MIRROR FACIAL BAR



Functionality has never looked better at Silver Mirror Facial Bar. The fast facial concept, turned multiple location brand, has designed a space that prioritizes its staff as much as the guest's experience. We sat down with Matt Maroone, co-founder of Silver Mirror Facial Bar, to discuss the unique features that make their locations so successful, and how they equip their estheticians with what they need to provide the best results.









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

Our approach is focused on luxury, specifically tailored to facial treatments. We aim for efficiency without making the experience feel rushed. The ambiance strikes a balance between a medical spa and a luxury salon, emphasizing impeccable cleanliness. Our goal is for guests to concentrate solely on achieving the best results for their skin.

2. What inspired your design components and process?

We were the first luxury facial bar in New York City, opening our inaugural location in May 2016. Our design was conceived by Josh Heitler, the original architect for DryBar, along with architect Allison Adderley. They have continued to design and build all of our locations for over seven and a half years. Their vision focused on striking a balance between offering a top-tier experience for guests and equipping estheticians with the elements they require for success, all within the constraints of limited New York City real estate. It was a challenging task, but they executed it flawlessly.

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

It's crucial to equip our estheticians with all the tools they might need to perform world-class facials within a limited 30- or 50-minute time frame. While we never want the experience to feel rushed, we recognize that our guests' time is valuable and limited. Unlike cheaper facial bars that are now emerging, we spare no expense in providing our estheticians with every possible tool and advantage. This starts with constructing an industry-leading facility.

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

Firstly, we invest in custom woodworking for all our treatment stations. These stations are not only aesthetically pleasing, but also highly functional. They allow our estheticians to use water freely and easily, a feature rarely found in other facial bars. Additionally, we have towel warmers and ample electrical capacity for the various devices we use. To enhance the guest experience, we separate treatment areas with luxury curtains, offering privacy without compromising the focus on achieving skin care results.

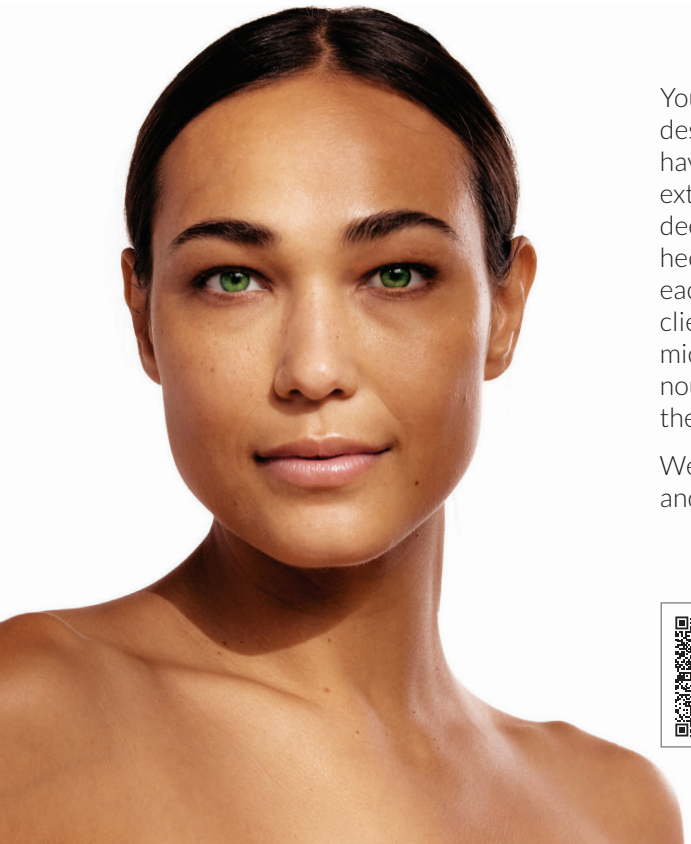
5. What advice would you give to someone who is designing their spa's interior?

Design your spa with functionality in mind to enable your estheticians and team to succeed. If you provide your team with all the tools and resources they need to excel, your guests will ultimately benefit in the long run.

experience diamondtouch™

exfoliation | serum infusion | ultrasonics





Your clients are unique individuals with specific skincare needs; they deserve more than ordinary treatments. And with DiamondTome, you have the power to turn an ordinary spa experience into something truly extraordinary. Allow us to introduce the DiamondTouch Experience—a deep drink of water for parched skin, a calm oasis in the middle of a hectic day. With the DiamondTouch experience, you can customize each facial or body treatment to the ever-changing nature of your client's skin—all achieved with a combination of ultrasonics, microdermabrasion, and deep serum infusion. The result is hydrated, nourished, and healthy skin. Give your clients the extraordinary results they deserve, give them DiamondTouch.

We're proud to say that all DT products are environmentally friendly and PFAS-free!

DIAMOND TOME®
THE EXFOLIATION EXPERTS

Contact us today for more information:
1-866-325-8247 | info@diamondtomepro.com
diamondtomepro.com |



DMK MD™

StemZyme®

Discover the future of age-defying skincare

StemZyme® is a revolutionary new treatment series by DMK MD that tackles the major signs of biological aging, redefining your skin by addressing the root causes. This treatment is scientifically proven to stimulate and support your existing Adult Epidermal Stem Cells through the differentiation and maturation stages to become healthy and youthful new cells. Unlike any other treatment available, StemZyme® is non-invasive, bringing new life to your skin with no downtime. Common signs of aging addressed include:

- Wrinkles
- Uneven pigmentation
- Sagging
- Firmness
- Turgidity
- Hydration

At DMK we're not merely restoring youthfulness – we're redefining it.

Are you DMK-certified yet?

JOIN US

DMK
Danné Montague-King®

dannemking.com/joinus