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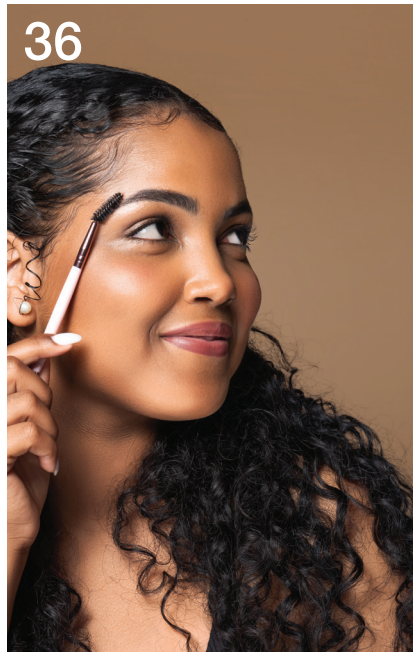

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Print subscriptions: Available free to qualified individuals located in the United States.
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Skin Inc. (ISSN 0898-6525) is published monthly by Allured Business Media.
Address: *Skin Inc.* magazine, 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.

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PRESENTS

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PODCAST



This is the podcast for serious spa professionals who want to hear all about the latest trends, treatments, techniques, skin science, business tips and so much more.

Join Maggie and Marisa, along with top industry experts as they give their hot takes and expert advice.

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Books & Beauty



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

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

It is officially reading by the fire season. Winter is the perfect time to curl up with a good book and relax. With the cold weather coming on extra strong, I wanted to tailor my Editor's note to winter products that pair with different book genres this month. So, now you can curl up with a good book and your favorite skin care product to stay glowy and well-read all winter long. Don't miss out on all of the winter protocols we share in our Protocols in Practice on Page 34 to get you fully prepared for the colder temperatures to come.



1 Contemporary Romance

One of my favorite contemporary romance tropes is the grumpy-sunshine trope. Speaking of sunshine, one of the most important skin care products you need all winter long is your SPF. I've been loving the TiZO Mineral Stick because it's super easy to travel with during the busy season, and gives a nice glow and tint to the skin. *https://tizoskin.com*

2 Mystery

You know what I want to be a mystery? My age. That is why keeping my healthy-aging routine going during the winter months is extra important. I love Guinot's Overnight Age Refill Summum Mask because it keeps my skin hydrated throughout the night while delivering anti-aging benefits. *www.guinotusa.com*





3 Fantasy

There is always one thing I love to see in a good fantasy book—dragons! However, when it comes to my skin, the last thing I want is to feel scaly. That's why having a good exfoliant for the winter is crucial! I love the Elemis Pro-Collagen Glow Boost Exfoliator to scrub away dry, flaky skin, giving me a radiance boost. *https://us.elemis.com*

4 Science Fiction

If we're talking science, skin care definitely has a lot of that (but hold the fiction). One product that really takes ingredient science to the next level, while keeping the skin hydrated all winter, is the Germaine de Capuccini Timexpert Hydraluronic 3D Force Serum. Its patented H.L.G. Nanopolymer allows a sustained release of ingredients to nourish the skin. I mean talk about science! *https://gdc.us*





5 Self-Help

When I think of self-help, I can't help but think of self-care. I What better way to prioritize yourself than to take some time to care for your skin. This is why I love the Crystal Hills Organics Dreams Body Serum. It hydrates the skin through the use of lavender, ylang-ylang and geranium essential oils, and it uses amethyst crystal to relieve stress and tension. *www.crystalhills.com*

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www.saian.net

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Veg Out Organics

www.vegoutorganics.com

The kit showcases the brand's top skin care sellers, includes the Magnesium Body Lotion, Enzymatic Exfoliator, Glow Bright Cleanse and Chill Mode Body Oil.



Mineral Sun Defense SPF 50

TiZO

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IOKA Skin+Science

www.iokaskinscience.com

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M.A.D. Platinum Hyaluronic Acid Hydrating Facial Mask

M.A.D. Skincare

www.madprofessional.com

The 3D film paper sheet mask is specifically formulated aids to enhance elasticity while improving skin texture and increasing hydration for younger-looking skin.



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Bioelements Pro

www.pro.bioelements.com

A vitamin C creme to target all signs of eye aging, including fine lines and crow's feet, dehydration, dark circles, puffiness, sagging, dark spots and tone.

Probiotic Lip & Cheek Color

Elina Organics

www.elinaorganics.com

Elina Organics has added new shades of its multi-purpose Probiotic Lip & Cheek Color moisturizing gloss, including Golden Bronze, Glistening Gold and Rosey Pink.



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



Sea Island Appoints Ella Kent as Director of Spa & Wellness

Sea Island, located off the southeastern coast of Georgia, has announced the appointment of Ella Kent as director of spa & wellness at The Spa at Sea Island. In this role, Kent will be responsible for overseeing all aspects of the spa, salon, fitness center, racquet sports and athletics, leading treatment and programming development and an expert staff of therapists, trainers and professionals. Kent has served as a volunteer and mentor in the spa community, including eight years on the board of directors for the International Spa Association (ISPA), one year as treasurer, two as chairman and three as immediate past chairman.

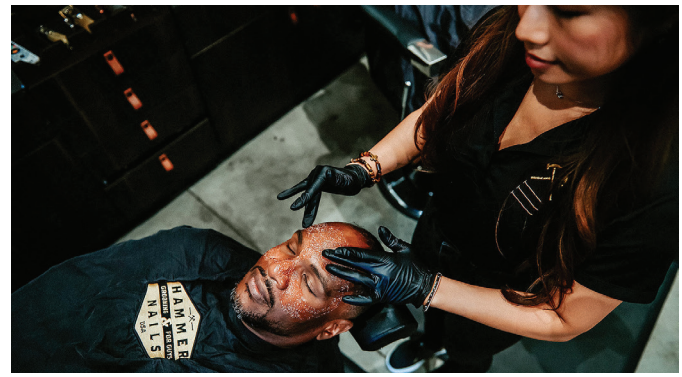
BRAND RECOGNITION



Hydrafacial Reaches Milestone with 30,000th Placement

BeautyHealth has announced a new milestone for the Hydrafacial with the placement of its 30,000th Hydrafacial delivery system, serving as a new landmark for the Company's expanding global omnichannel footpoint.

OPENINGS, MOVES & GROWTH



Hammer & Nails Announced Club Luxe Experience Membership

Hammer & Nails has added the Club Luxe Experience to its membership offerings. This new membership experience offers exclusive services that exemplify luxury, relaxation and rejuvenation, including unlimited treatments, guest passes, complimentary beverages ranging from beer to bourbon and exclusive services. As part of the membership, Club Luxe members gain unlimited access to a comprehensive array of male grooming services, including premium haircuts, beard grooming, face treatments, hand & foot grooming and a new 24K experience.



LashKind Expands with Two New Miami Franchise Locations

LashKind has announced that the business is expanding with new franchise locations in Miami, Florida, initiating a two-unit agreement with the husband-wife duo Jose Molina and Paula Rodriguez, owners of five Blo Blow Dry Bar franchises across Texas and Florida. LashKind was acquired by Blo Blow Dry Bar in October 2022. LashKind is currently seeking aspiring and experienced entrepreneurs for further franchise expansions.

Photos courtesy of companies featured.

Tuning In

Sounds Like Spa

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

- Regulatory Updates in the Spa
- Changes in Skin Positivity...Pt. 2
- The Benefits of LED & Microcurrent
- Spa Horror Stories
- Top 5 Skin Care Myths



CLICK ABOVE TO PLAY

Editor's Picks

We shared our predictions for the top spa and skin care trends in 2024! Make sure to follow our social media to stay up-to-date on what is happening with *Skin Inc.*



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
- [VIDEO] Customizing Your Facial Treatments

Upcoming video interviews with Richard Merrill Consulting

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

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- Nutrition & Acne: A Definitive Guide
- Probiotics: The New Frontier in Sensitive Skincare
- How to Manage Acne with Beneficial Bacteria
- Understanding Medspa Customer Needs
- Advancing Your Services with Sesha Mesobotanica Device
- ***Keep an eye out for:*** Richard Merrill Consulting webcasts in February.

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

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

Leah Simon-Clark

Esthetician and Consultant

by Marisa Sobotka

Leah Simon-Clarke, esthetician and consultant, knows that there is no easy path to success in the esthetic industry. If you want to be a recognized business owner and industry professional, you must be able to put in the work physically and mentally. The seasoned veteran is celebrating 25 years of working in esthetics and has an expansive set of knowledge and endless positive experiences to show for it. The esthetics pro sat down with Skin Inc. to discuss a brow trend that is always in style and why having a mentor is vital for any solo esthetician or business owner.

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

Leah Simon-Clarke (LSC): As a pre-teen, I used to massage my immediate family members. Knowing where to find



Photo courtesy of Shari Fleming Photography

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muscle tension and how to move the hands came very naturally to me. To this day, I use that same intuitive touch. I treat body work similarly to a musician playing a musical instrument. Where the body is the instrument and "music" comes through in the form of energetic frequencies or a sense of vibration felt physically, emotionally and on a soul level. I find this to be one of the greatest expressions of love and my greatest form of being able to give to another human.

***SI*: What inspired you to go into esthetics?**

LSC: It was my understanding of the power of healing through touch that put me on the path of choosing to become an esthetician in my very early 20s. Prior to accomplishing my esthetic certification, I spent two years working my way up from a customer service role into a supervisor role at a reputable salon and spa. This allowed me to work for a full year in the industry prior to making the decision to start the esthetic program. After a year of getting this hands-on experience, I knew the industry was for me, and I started going to school for esthetics on the evenings and weekends. Because I moved into a leadership role during the stage when I was getting trained as an esthetician, I was able to hone skills that would later contribute to owning and operating my own spas.

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

LSC: I would say there isn't a typical day for me. As an entrepreneur and someone who needs to evolve to not lose interest, the most unique aspect of my long career has been my ability to create opportunities where I am able to ebb and flow. There were many years when I was running my own spas, and I was unable to perform facials because I was busy with so many roles within my company. During those years, I would perform 50 service hours a week jam-packed with faster eyebrow shaping and tinting services. After merging with another company at the end of 2015, I was able to get back to a place of zen at times and offer skin care treatments again. I currently take my clients for services on a rotation or in bursts. This allows me the time to share my knowledge through writing for skin care magazines and consulting, and training companies or individuals on the days and weeks when I am not with customers.

***SI*: What is your favorite brow trend you've seen come up recently?**

LSC: Fads will come and go, and for that reason, I am not a professional that boasts trends. I put the time and research into knowing what is beneficial for our customers in the long run and not what might sell in the short term. This mindset





has been paramount with building trust with my guests. A full brow where the esthetician can see the natural curvature of the arch based on the individual's bone structure and natural peek of the eyebrow is always what will look best on everyone. It is remarkable what our tried-and-true esthetic methods can accomplish. If we are looking at any trends that have come up that I believe are effective in the long run, I would say the invention of brow and lash growth serums. I have always fully tested products out to verify their effectiveness before considering making a recommendation or choosing to carry a specific product. As it relates to skin, I believe the most beneficial treatments will accompany knowledge of how lifestyle choices affect our aging process.

***SI*: What is your greatest accomplishment?**

LSC: Running my brick-and-mortar spas and salon through the economic collapse of 2008 as a new business, having just expanded from one to three locations. Running a business that provided a livelihood for upwards of 20 employees at any given time for many years. And, before deciding to close, finding a partnership with another salon was a win-win-win. This benefited my employees, the company we were merging into, as well as myself. Five years later, I trusted my intuition just before the pandemic and recommended and consulted that salon business through a similar transition with another, even larger company. Some days, months and even years will be outstanding, but no-one makes it through a 25-year time frame professionally or personally without hitting times where there are road blocks and challenges that seem insurmountable. I would say the thing I am most proud of is how I was able to get through the difficulties while innovating.

***SI*: What is your favorite part about the spa industry?**

LSC: Our customers are without a doubt what I appreciate the most about our industry. Of course, we love everything beauty and wellness; that goes without saying. But, without the people who choose us and their trust in us, we wouldn't have the joy of being able to do what we do. For that reason, I never rest on my laurels. I feel that we have a responsibility to show up fully for them.

***SI*: What is your best piece of advice for new or aspiring estheticians?**

LSC: Do your due diligence. Study the industry and your craft significantly. Being the first to do anything can be exhilarating, but it can often lead to roadblocks when there isn't a well-laid-out path forged by someone who has not already made the mistakes that you can learn from. For this reason, it is important to align yourself with leaders that you can learn from. At every stage in life, both personal and professional, I have been fortunate to have at least one key mentor in my life. Don't underestimate the benefits of working for a busy and reputable spa and salon. This is the easiest way to align yourself with mentors and have a support team of people around you that you can learn from and grow your clientele with. If being independent or going into business for yourself is truly for you, don't rush it. In the last decade, it seems everyone wants to go out on their own. Doing so because you want to make your own hours and not have a boss is entirely the wrong reason to do so. It takes dedication and putting the work in for many years to be successful at being independent. Even for me, after 25 years.

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

LSC: From the beginning of my career, and something I still do to this day, I have traveled to other larger cites to research and experience new and unique services and products. I do this to stay on top of what's new, and then bring the best treatments and products into my work.

SI: What is your favorite hobby?

LSC: I spend a lot of time being an active aunt. I love my nieces and nephew, and it gives me great joy to spend time with them. I also love to play tennis and attend comedy, music and theatre performances.

SI: Where do you see the future of the spa industry headed?

LSC: Recently, there have been initiatives to bring technology into spas including no-touch services,

virtual reality and such. Although I appreciate and believe in many technological advancements and use some professionally (e.g.light therapy), we can never replace human interaction and touch. And the more technology advances, the more high touch we need. I don't just blast a face with red lights in my facials. I accompany it with a soulful foot and lower leg massage that not only feels outstanding but puts the guest into a deep state of relaxation and often sleep. I can guarantee you a person will always choose modalities in tandem with high-quality touch services when given the choice. I also see it being advantageous to have a basic knowledge of nutrition and an overall wellness practice that allow professionals to not only recommend what is good for our skin, but what is also important for overall health. The more dynamic approach an individual or a business takes, the more successful they will be.

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

LSC: Everything done well is art, be an artist.







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Finding Versatility in Waxing Services

By Cali VanAelst, L.E., Perron Rigot

Getting back to the basics of doing what we do as estheticians lands us here; we love what we do. We make people look and feel their best, all while making a living. But there's more to it, especially when it comes to waxing. Waxing services can offer much more for your business and for your clients than just removing someone's hair.

If we dive into the plethora of possibilities, it will help you understand how waxing is one of the most profitable and versatile of all salon and spa services. Waxing can intrigue clients into trying other services, be a bridge to smash your financial goals, and it can be a way to bring in new clients and achieve higher client retention.

Client retention is the gold standard for understanding if clients were happy with their service or not. However, if clients continue to return, keeping your retention high, but your income remains the same, something is stagnant. If your income increases, but clients do not return, there is a disconnect with the clients. It's a puzzle. Happy clients, new clients and increasing dollars are the end goal. Waxing services can be the conduit to solve the puzzle. Of the many angles that waxing can be utilized to change the trajectory of your business, here are some examples that show the versatility of professional waxing.

Cross Promotion

Cross promotion works by adding a waxing service in a different area of the salon or spa. This would be a predetermined promotion. For example, offering a complimentary eyebrow wax with a haircut appointment or a complimentary bikini wax with a manicure.

Consider expanding your menu to include lash lifts, lash and brow tinting and brow lamination. These are services that clients may not think to schedule but will love and will rebook with every appointment. The promotion will entice people to try something new. Create a promotion that offers a free lash tint with an eyebrow wax appointment. The lashes will speak for themselves! Or, do the reverse. For example, offer a free eyebrow wax with a lash or brow tint. You can customize your promotion to your specific business model, depending on if you are a salon, medical spa or a destination spa.

It is often smarter to offer a complimentary service with a low overhead than to simply discount a service, and cross promoting is a brilliant way to use waxing as a tool to increase awareness to other services or introduce waxing to other areas of your business.

Add-on Waxing Services

Like cross-promotion, you can add a waxing service to an existing waxing appointment. But, unlike a cross-promotion, add-on services take place during the appointment to maximize your time. Every appointment should offer something in addition to what is scheduled. This would be an add-on service and will maximize your time. Your offer should enhance what a client is already scheduled for. For example, offer an upper lip wax with an eyebrow wax, or an underarm wax with a bikini wax, or an inner thigh wax with a Brazilian wax or an ear wax with the nose wax.





Offer an eyebrow wax as an add-on before a facial.

It is smart to do an eyebrow wax before every facial. You can also offer an add-on to a waxing service that isn't an additional waxing service like a jelly mask post-Brazilian or a paraffin hand treatment. This does not require the need to bring in a new client or add a newly scheduled appointment, but it's maximizing your revenue with clients already scheduled. Plus, if they love the add-on service, they will schedule it the next time as well. By improving the client experience and introducing new services, you will increase your profit. Get creative, the sky is the limit.

Creative Menu Planning

Create ways that are easy for clients to choose services without a sales pitch. Create a menu that is strategic by anticipating clients' needs. This is unlike a promotion or add-on service, but instead is created within the actual menu or price list. The waxing price menu could and should be more than a list of services and prices. It should be a strategic way to incorporate other services.

Let's say you are a spa geared toward professional men with a high amount of eyebrow wax appointments; a male eyebrow wax could be bundled with ear and nose waxing. Then, add a catchy name like "The Gentleman." Group to be waxed areas together to increase interest in other waxing services. Another bundle could be "The Traveler" and could include a pedicure, Brazilian wax and an eyebrow wax. Even "Date Night" might include a back, chest and eyebrow wax.

Bottom: Adobe Stock by pamela_d_mcadams, Top: Adobe Stock/Iuliia

The wax bundles would be done during the menu creation and shared digitally, not just printed sitting at the salon front desk. Sharing your menu digitally will bring in new clients and spread the word about what you offer. Use social outlets, email campaigns and your website to increase your SEO with key words. Menu planning is a well thought out way to include more services that will enhance the client experience and make more money.

Promote Relaxation

Waxing isn't meant to be a painful service like you see in fake reels, videos created by non-licensed people or in the movies. With a high-quality wax and an experienced licensed professional, waxing should be comfortable. Even more, you can promote relaxation at the end of the service with a soothing and calming add-on treatment or an additional service. Or, make it part of the service to set you apart from your competitors.

If a client is receiving a Brazilian wax and a facial, always do the Brazilian first and end with the relaxing facial. A facial can be distracting with thoughts and anxiety of the upcoming Brazilian wax. A dim room, calming music and a soothing mask post-Brazilian wax or eyebrow wax is something a client will look forward to. Even a back wax could be finalized with a cooling mask while you step out of the room for a few minutes. The extra effort will be appreciated.





Attract New Clients

New offers that attract new clients are never ending. Discounts, free gifts and special offers are often in place to bring new clients to a business. Waxing is an intriguing way to attract clients. Hair services are a more challenging way to attract new clients. Many people have a stylist they love, and people are nervous to try someone new, plus the price point might be higher, along with a longer time commitment.

Waxing is a service that many people want but don't always schedule and might not have found a favorite service provider. A low-cost quick service that has little overhead is a compelling way to introduce clients to your business. Offer complimentary eyebrow wax, underarm wax, or bikini wax to bring in new clients.

Get Creative

Wax series, wax passes and memberships are other ways to use waxing as a tool to increase business. Professional waxing is versatile and can be customized, combined with other services and used as a stepping stone to upsell various skin care treatments. By offering a range of services, educating your clients, and creating appealing packages, you can maximize your revenue and enhance the client experience.



Cali VanAelst has become an expert in the waxing and skin care field and is a contributing writer for many industry magazines. She has been educating and inspiring estheticians for the last 15 years. Currently the National Training Director for Perron Rigot, Inc., Cali's passion is fueled by her hands-on education and coaching of fellow estheticians. She grew a strong successful business through her Brazilian waxing, eyebrow waxing, and advanced skin care services! Cali is a podcast creator and a highly sought-after speaker and educator.

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Boosting Brow Business With THREADING

by Megs Saxton, L.E.

The brows are truly having their moment. Now is the time to take advantage of the opportunity and carve out your corner of the industry. Threading is the oldest form of hair removal and a great way to stand out with a unique specialty. It's here to stay. Modern upgrades, like opting for the hand-tied method, make this modality an asset.

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Making Connections

As a specialist in eyebrows, having shorter appointments can make it hard to fill your schedule. Connecting with other beauty professionals can help you meet new clients. Threading's flexibility lets you do a pop-up in any salon or business, showcasing your skills without extensive prep, electricity or background on a client's skin.

Threading enables you to provide a thorough, comfortable service for your clients, allowing you to create beautiful brows without compromise. With no typical contraindications, it should be in any artist's skill set.

Tips & Tools

You can perform threading services either with your client sitting up or lying down, depending on your comfort and confidence level, as well as your space. This service provides a full view of your workspace, minimizing errors. Your thread loop even doubles as a mapping tool, allowing you to double-check your work as you go.

Expanding Your Brow Services

As we become specialists, it's natural to want to niche down, but remember not to limit yourself. Starting a business focused on brows doesn't limit you to hair removal. There are many other treatments to offer your brow clients. For example, threading pairs well with other treatments such as lamination. Since chemicals used for lamination are alkaline, it causes dehydration and dryness, which affects the hair and skin.

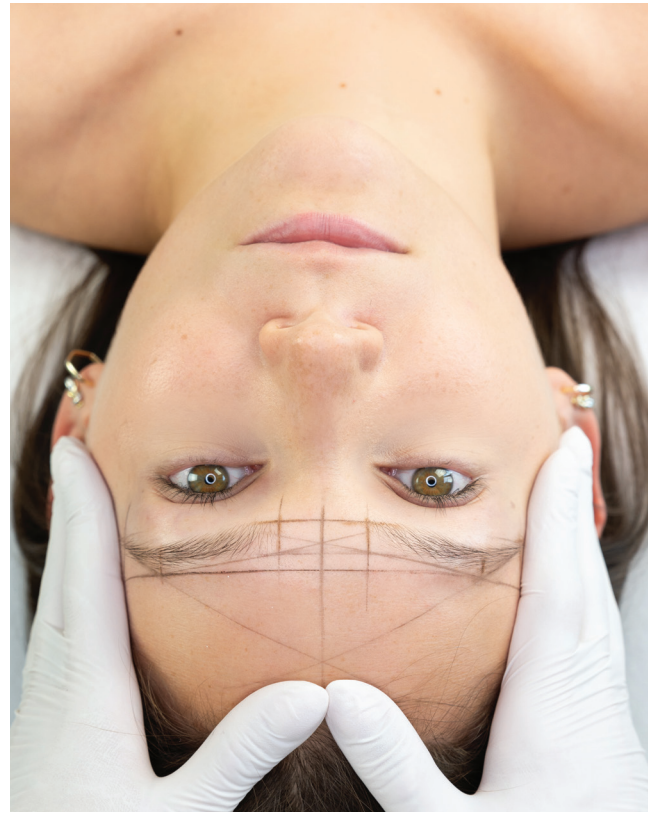
With the skin sensitized, waxing and sugaring should be avoided. In this case, threading is a great option for hair removal. It won't exfoliate or heat the irritated skin. Additionally, some skin care products and procedures can lead to skin sensitivity. Since threading only removes hair and doesn't exfoliate, you can do it before or after skin treatments.

Business Breakdown

A new service offering can be daunting to invest in with rising costs of supplies, but threading is affordable with low starting costs and overhead. It can draw in new customers and be an opportunity to run a fun promo. A spool of thread costs around five dollars and lasts about six months with daily use. Additionally, one spool of thread works for all hair and skin types.

Show Your Expertise

We want our clients to view us as the expert when it comes to their brows. When you offer various hair removal options, it shows your expertise, as well as your commitment to your work and clients. To stay an expert, you must always keep learning about the subject you're passionate about. Keeping up with education, science and trends in this rapidly growing industry can be overwhelming, but it's important. As the beauty industry grows, so can your business. The best way to do that is by keeping yourself apprised of industry changes.



Staying up-to-date on education and trends is vital to your brow business success.

Bottom: Adobe Stock/MOHA STUDIO, Top: Adobe Stock/Viktoria_Hunter

Our clients can now access information through social media and the internet. These platforms can lead them to a new treatment, but they may not know that it isn't the best option for them. Your job is to suggest the best treatment route and explain why it's a better choice for their needs.

Client Consultations

You'll find that most of your clients have likely curated a basic skin care or makeup routine. Having a thorough discussion with your clients beforehand about their routine lessens worry and prevents potential problems. When choosing a hair removal method, discussing the client's skin care routine is important.

Clients are using more products with actives than ever before. Identifying the ingredients in skin care and cosmetic products can be challenging, especially since most clients know why they use products, but not what is in them. Many terms are used for the same products; companies tend to use trendy phrases to attract customers, but they don't explain how they solve problems or what to avoid. Some consumers don't know how active products affect the skin's reaction to hair removal, let alone understand the difference between an active or inactive product.

A professional consultation can be very helpful for this. We don't have to completely change their routine, especially for brows, but we do need to understand the client's routine to make the right decisions. To better understand your client's needs, ask questions and learn about their lifestyle.

Simply put, your clients' lifestyles and routines are evolving. They're more educated, determined and willing to put in the work. Beauty professionals take care of the skin to keep it healthy. Hair removal specialists should also focus on this.

Be Prepared

As a hair removal specialist, we need to prepare for any situation. Adding threading to your menu sets you up for success. We all know that tweezing a whole brow takes a long time and can be uncomfortable for the artist and client. To be more accommodating of sensitivity, you can swap the wax or sugar for thread. Plus, there is no accidental skin lifting that you have to troubleshoot or lose clients (or income) over.



Make sure to set up client consultations.

Finding Success with Threading

Creating a safe and comfortable space is key for clients to rebook. Responding confidently to their concerns strengthens the relationship. Finding new clients is exciting, but it's important to also focus on your current clients. To keep a good relationship with clients, treat them well and set clear boundaries.

As a professional, the goal is to be a success and see your business and career thrive. Whether you choose to pick a specialty or opt for a one-stop shop, adding hand-tied threading to your menu will help guide your clients to their goals, and build a full and happy clientele ready to refer you to everyone they know. You'll be ready to take on all those referrals with confidence backed by a solid skill set.



Megs Saxton has been an esthetician for seven years with a focus on brows. Threading has her heart and will forever be her preferred method of hair removal. She believes in continued education and is always learning to make your experience better than the last! She is eight times certified in threading by the best trainers in the biz. Megs strives to empower other professionals with in-depth education.

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Expertly Sculpted

Use these products pre and post professional brow services.

1. **RevitaBrow Advanced**
   RevitaLash Cosmetics
   www.revitalash.com
   This eyebrow conditioning serum addresses visible signs of eyebrow aging due to chemical and environmental stressors, over-grooming and styling products, leading to healthier-looking, more luxurious brows.

2. **Rehab Recovery**
   Sorella Apothecary
   www.sorellaapothecary.com
   This soothing cream mask can restore irritated skin around the brows after professional hair removal treatments.

3. **Facial Recovery Oil**
   Éminence Organic Skin Care
   www.eminenceorganics.com
   The Facial Recovery Oil contains herbs and nourishing oils that soothe and renew irritated skin pre and post wax and threading services.

4. **Lash & Brow Booster**
   RefectoCil
   www.refectocil-us.com
   This brow booster helps to close gaps in brows and lashes while promoting longer, thicker lashes and fuller brows.









Click here to read more about brow treatments

Product images courtesy of the manufacturers, Background: Adobe Stock by puhhha

WHAT'S MY ROUTINE?

JANEL LUU

PRESIDENT OF LE MIEUX COSMETICS



WINTER SKIN CARE ROUTINE

It's important to reset your routine with every change of season. My winter skin care routine is customized to help my skin deal with environmental damage and stress during winters in southern California, which can be sunny, cold and dry. Because I'm Korean, I deal with pigmentation issues. Also, my skin is oily and dry, so I need to balance the two conditions, or I could develop milia. I use a lot of regenerative products to accelerate the cell renewal process—and growth factor is the key. Once you pass 30, your skin needs added growth factors.



1. I dry cleanse with a mixture of Le Mieux Brightening Cleanser and PurErb Caviar Lime Cleansing Foam to help my hyperpigmentation and large pores. I use water to rinse. At night, if I have a lot of makeup on, I dry cleanse two or three times. Then, I hydrate and energize my skin cells by applying a mix of Le Mieux Essence Toner and Iso-Rose Hydrating Mist.
2. Next, the serious skin workout begins. Part one for rebuilding my skin is applying a mixture of Le Mieux EGF-DNA, StemCell EGF and Rx Complex Serum.
3. Part two for rebuilding my skin is using Le Mieux Ionized Oxygen Infuser. I spray my face, neck, under the chin, décolleté and arms. Then, I apply Collagen Peptide Serum to plump up my skin and lock in the moisture.
4. Because I have combination skin and it's easy to develop milia and whiteheads, I apply Kizo Lab Dark Circle Repair Eye Cream because it's lightweight and regenerative. I apply layers of Le Mieux Just Glow BB Cream and put my makeup on top.
5. I finish by spraying again with the Ionized Oxygen Infuser to prevent my fine lines and wrinkles from becoming deeper. I also use the Ionized Oxygen Infuser throughout the day to reset my skin as I face the world of skin care damage. Bottom line? I use Korean skin care discipline, but I deserve this special treatment that keeps me looking years younger than my real age. Afterward, I look in the mirror and say, "You did good, girl!"



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6 Tips for Perfecting YOUR SPA BRAND

by Lyn Falk, Retailworks, Inc.

Adobe Stock by tabitazn

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Your brand is always on display. It is generally first seen on your website. But, it also needs to be celebrated on your storefront and showcased throughout your spa. It should touch every room, every piece of furniture and décor and every sign. Your brand is everything you stand behind. It's not just your logo, tagline and color scheme. It's the aroma of your spa, the music you play and the lighting levels you keep. Don't bring anything into your spa without running it through your "brand filter." If it doesn't measure up or match your brand, then it doesn't come in.

Here are six factors to think about when "branding" your interior, so your clients will always remember where they are and the experience they had.

1. LOGO

Aside from having your logo on the outside of your business and behind the reception desk, it should be noted in every room the clients use: i.e. treatment rooms, changing rooms and restrooms. It should always be on your shopping bags, towels, robes, napkins, coffee/tea mugs and used in giveaways. If you carry a line of private labeled retail products, the packaging should proudly boast your logo and brand. Team members should wear branded shirts and name tags. There's no excuse for not branding these essentials! If color printing is not in your budget, black and white, or charcoal and white, are still effective. The idea is to make a statement with your "identity," a.k.a, logo, mark, monogram, symbol, graphic or icon.

2. COLOR

Most brands have at least one dominant color. Use this color, or a shade of it, to accent one wall in your reception or retail area, waiting area, larger treatment rooms and restrooms. Have this color show up in your artwork, upholstery, window treatments, towels, robes and packaging. A prominent color should be powerful, but not over-powering. It's important to use it sparingly and strategically.

3. PATTERN/TEXTURE

If your logo has a graphic or icon, then play it up. Have wallpaper custom printed with the graphic and install a strip of it where you want to attract attention. Perhaps it's placed at the end of a corridor and turns the corner for a few feet. Print tissue paper with a screened version of your icon, repeated in rows across the entire sheet of paper. If your brand expresses a pattern that can be turned into a texture, all the better. Raised dots, corrugated lines and faux fur are examples of memorable textures that can be associated with a brand. Worked into your spa's finish and décor palette, these can become interactive and memorable via the sense of touch.

4. STYLE

Is your brand contemporary, Avant Garde, or traditional? The interior of your spa is an extension of your "brand," so be sure to outfit it in a way that speaks to your brand. Contemporary style might exhibit minimalism, clean lines and polished surfaces. Traditional décor may be expressed in deep colors, carpet and velvets. Furnishing and retail fixtures should all be coordinated. The worst thing you can do to your brand is to bring in unmatched fixtures and furnishings. Often, when starting out, you may have had to borrow pieces, but that is not helping create a well-intended experience. Replace the old or unmatched pieces with ones that really highlight your brand.

5. SENSORY ELEMENTS

Aromas and music should be related to the "experience" you are trying to create. When introducing an aroma, light a candle from a line you sell, or place an essential oil in a water atomizer from a line of oils you sell or promote. It should help



Adobe Stock by rilueda



customers relax and enjoy your services. Aromas can quickly become associated with your brand. Instrumental music or environmental sounds are a must, but always at a low level, and of a tempo that supports the services you're offering. Whether it's the sound of ocean waves, choral chants or indigenous drumming, the music and sounds need to create an atmosphere that wraps your customers in your brand.

6. SIGNAGE

All your signs should coordinate with one another via font, color, graphics and sign holders. It's important to have your logo present on larger signs. Don't overlook price tags on retail products. The higher the price point, the better the tag should be. A well-designed sign system brings a level of professionalism to a spa and will improve readership and retention of information.

> "When you have successfully integrated your brand into your space, you automatically increase the perceived value of your products and services."

BECOMING "ON BRAND"

To create an experience your clients will remember, be sure to coordinate all the design elements and sensory aspects of your spa in a way that truly supports and expresses your brand. Some customers may specifically notice how you used color, or the repeated graphic patterns. Others may notice the supportive artwork, or the coordinated signage. However, most will simply recognize your spa's overall "signature look," and realize you are a professional spa that provides great services and quality products.

Remember, when you have successfully integrated your brand into your space, you automatically increase the perceived value of your products and services. It is well worth the effort. The sum is truly greater than the parts when it comes to creating a memorable branded experience.



Author, award-winning designer and international speaker, **Lyn Falk**, has earned praise for her holistic, innovative, results-driven design philosophy. She has devoted over 35 years to helping retailers and business owners across the country define their brand. Her designs are founded upon consumer behavior, environmental psychology and neuromarketing research. Falk started Retailworks, Inc. in 1995 and continues to serve as President and Senior Designer. Her work has been acknowledged over 150 times in over 80 different publications. To reach Lyn, email her at: lfalk@retailworksinc.com.

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5 HAIR REMOVAL METHODS FOR SENSITIVE SKIN

by Cora Gold, Revivalist

Catering to sensitive skin is of the utmost importance when removing hair. There are many methods, but finding the one best suited for those with delicate skin can be challenging. Whether you're assisting clients or seeking the best solution for yourself, here are some ideal hair removal techniques.

1. Waxing

Waxing is a tried-and-true method for achieving smooth, hair-free skin. It's effective for sensitive skin when done correctly, but can sometimes be uncomfortable. A professional waxing service will minimize the risk of skin irritation. Ensure you use hypoallergenic wax and consider the skin's sensitivity.

Waxing provides long-lasting results and exfoliates the skin, leaving it soft and smooth. Ensure the wax is at a suitable temperature and apply it in the direction of the hair growth. Use a strip to quickly pull the wax against hair growth, holding the skin taut. Afterward, use a soothing lotion or aloe vera gel.

2. Laser Hair Removal

Laser hair removal is a game-changer for those seeking a long-term solution for unwanted hair. The procedure uses targeted laser beams to inhibit hair growth. It's an excellent choice for sensitive skin, but make sure to inform your clients to prepare for multiple sessions.

Laser hair removal offers semi-permanent to permanent results for your clients. As the professional, make sure you tailor the treatment to skin type and provide post-treatment care instructions.



3. Sugaring

Sugaring is a natural hair removal method similar to waxing, but it uses a sugar-based paste. It's considered gentler on the skin and is less likely to cause irritation. Skilled practitioners understand the nuances of sensitive skin.

To perform sugaring, warm the sugar paste in your hands until it's pliable. Apply it against your client's hair growth and quickly flick it off in the same direction. If you are new to sugaring, it can take some practice to get the motion down. Make sure to cleanse the skin with water before sugaring, and use a soothing lotion to minimize redness after the treatment.



Use a soothing lotion after waxing services.

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Threading is a great hair removal method for sensitive skin.

4. Threading

Threading is an ancient hair removal technique that involves twisting a cotton thread to remove hair. It's incredibly precise and gentle, making it an excellent choice for sensitive skin. Experienced threading specialists cater to their clients' needs.

Threading is superb for shaping eyebrows and removing unwanted hair on sensitive facial skin. This technique doesn't involve chemicals or heat, reducing the risk of irritation. It entails holding a cotton thread in a U-shape and twisting it to trap and remove hair precisely. After threading, soothe the skin with aloe vera gel or rosewater.

5. Tweezing

Tweezing is also perfect for precision work, such as shaping eyebrows or removing stray hairs. While it suits sensitive skin, it can be time-consuming for larger areas.

Always remember to disinfect your tweezers with alcohol before using them on a client. Grasp the hair as close to the root as possible and pull it out toward hair growth. Finish by applying a soothing gel or cream to calm the skin. This can be an excellent option to remove any leftover hairs after a waxing service.

Home vs. Professional Services

Consider whether your client prefers home-based hair removal methods or professional services. While many options can be available at home, educating customers about proper techniques and aftercare to prevent skin irritation is essential. Additionally, consider the benefits of home-based hair removal methods for convenience and privacy or professional services that guarantee expert handling and reduce the risk of complications.

Handle With Care

Sensitive skin requires special care when it comes to hair removal. The ideal method varies from person to person and some trial and error may be necessary.

Always prioritize the client's comfort and safety, whether you're a skin care professional or seeking the best solution for your own sensitive skin. Understanding the different hair removal options and tailoring them to individual needs can help achieve smooth results without compromising skin health.



Cora Gold is a beauty and skincare writer and the Editor-in-Chief of women's lifestyle magazine, *Revivalist*. Connect with Cora on LinkedIn and Twitter.

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PROTOCOLS IN PRACTICE
WINTER

CHOCOLATE PEPPERMINT PATTY FACIAL

CIRCADIA

The treatment leaves a hydrated glow while stimulating circulation.

Step 1. Apply ½ pump of Vitamin Veil Cleanser. Cleanse in circular motions and remove thoroughly.

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

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

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

Step 5. Dispense ½ tsp. of Marshmallow Whip Hydrating Mask and ½ tsp. of Snow Algae & Spirulina Mask into portion cup. Mix, in a whipping motion. Apply evenly to face and neck with a fan brush. (Perform optional hand and arm massage for 10 min.) Remove mask with warm towel and 4x4 gauze. Pat skin dry.

Step 6. Spray 4-5 sprays of Blueberry & White Tea Mist on the skin, followed by light treatment.

Step 7. Gently stipple ½ pump of Emergency Eye Light to eye area.

Step 8. Apply 1 pump of Vitamin C Reversal Serum to the face, neck and décolleté. Cocktail Post Peel Balm and Light Day Sunscreen Broad Spectrum SPF 37 and apply all over.

WINTER PEPTIDE PROTOCOL

VIKTORIA DE'ANN PEPTIDE COSMECEUTICALS

This hydrating and soothing treatment aids with dry skin that occurs during winter months.

Step 1. Pre-cleanse thoroughly for 1-2 min. with Purifying Cleanser and remove with sponges or a steamed towel.

Step 2. Cleanse thoroughly with Balancing Cleanser for 1-2 min. Remove with sponges or a steamed towel.

Step 3. Exfoliate with 4-6 drops of Lactic 5% + Collagen, avoiding the eye area. Let self-neutralize for 5-10 min.

Step 4. Dispense 1 packet of High MW Hyaluronic Peptide to the entire treatment area. Allow 60-90 seconds for complete product absorption.

Step 5. Gently apply 1 drop of PEPTI-Eye Serum around the entire eye area.

Step 6. Apply PEPTI-Nano Mask according to packaging directions. Leave on for 20-40 min. making sure to re-apply serum that is left over every 5-10 min. with a fan brush. This will ensure that the mask does not dry out and optimal hydration is achieved.

Step 7. Massage a dime-sized amount of Mild Rejuvenator into the skin.

Step 8. Apply Night Moisturizer and gently massage into skin until completely absorbed.

Click here to continue reading winter protocols

ADDITIONAL PROTOCOLS FROM:

SORELLA APOTHECARY
CONTROL CORRECTIVE
THE OMNI GROVE PARK INN SPA

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INDUSTRY INPUT
BROWS

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



TIP 1: KNOW YOUR CLIENT'S NATURAL BROW SHAPE

Finding the start, arch and tail of your brow is your first step to getting a perfect brow shape for your specific facial features. You can mark these specific points with a white pencil to guide you. Then, it's time to identify your client's natural brow shape and work with it, while enhancing and executing that look. There are eight basic eyebrow shapes. Being completely familiar with each will enable you to map your client's brows correctly, and when appropriate, make recommendations that best complement their features.

—Liz Lugo, The Creator of Nova Wax

TIP 2: USE COLOR COSMETICS TO BUILD A LONG-LASTING TREATMENT PLAN

If your guest needs help with achieving the brows of their dreams, you can gain retail sales and pre-books by developing a long-term plan with them. Instruct them to leave the grooming to you and schedule the next few visits while you are together. In the meantime, teach them how to apply color cosmetics to define their brows. Ask them questions to determine if they are comfortable applying makeup. If they are, show them how to layer multiple brow products to define and hold their brows. If they are apprehensive or short on time, they might love a more user-friendly product like a brow gel. The cherry on top, introduce them to a brow conditioner to condition, strengthen and enhance their brows daily.

—Claire Larsen, Global Master Educator of RevitaLash Cosmetics

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Click here to keep reading top tips from industry experts.

Snow Globe Radiance Renewal Facial

SORELLA APOTHECARY

This revitalizing facial repairs skin during the dry winter months.

Step 1. Cleanse with Apricot Mango Cleansing Milk and massage the skin, then remove with warm towel. Perform second cleanse with Lychee Willow Bark Deep Clean and remove with warm towel.

Step 2. Spray Spiced Wine Toner onto cotton pads and wipe to remove excess cleanser and impurities.

Step 3. Apply a thin layer of Blackberry Lime Fruitfoliant and allow to sit for 5-7 min. (massage arms and hands using Body Balm followed by Body Nectar).

Step 4. Apply a thin layer of Mint Poppy Seed Polish and gently massage into the skin for 1 min.

Step 5. Remove with a warm towel. If eco beads are still present dry the skin and gently dust off.

Step 6. Apply a thin layer of Pore Primer Extraction Solution to any areas where extractions will be performed. Allow to sit for a minimum of 3 min, no longer than 10 min. Gently wipe the area before performing extractions.

Step 7. Spray Spiced Wine Toner onto cotton pads and wipe to remove excess Pore Primer and impurities.

Step 8. Apply a thin layer of Rehab Recovery Mask (best for dry/sensitive skin types) or Purifying Powerclay (best for oily/breakout prone skin). Place non-woven gauze over the face, creating a barrier for Glacier Ice Globe massage.

Step 9. Perform massage using Glacier Ice Globes massage over gauze while the mask sits for 8-10 min. Remove mask with tepid towel.

Step 10. *Only prep and occlude if applying The Boost.

Step 11. Wearing gloves, dispense The Prep onto cotton pads and thoroughly apply to the face, neck and décolleté to remove any excess impurities and degrease the skin.

Step 12. For hydration and protection apply a thin layer of Rehab Recovery Mask to the eye area & Avocado Oil Lip Hydrator to the lip area and inner nostrils prior to the application The Boost.

Step 13. Apply a generous layer of The Boost and spread evenly over the skin. Gently massage until fully absorbed. *1 full tube for face, neck, and décolleté.

Step 14. If The Boost was applied finish with Quench & Protect SPF 30, if needed. If the boost was not applied, lightly massage Main Squeeze Hydrating Serum into the skin until fully absorbed. Then apply a thin layer of Pomegranate Acai Antioxidant Serum and press into the skin until fully absorbed.

Step 15. Follow with a thin layer of Lemon Lightening Serum and press into the skin until fully absorbed.

Step 16. Gently apply Aloe Cucumber Eye Gel or Yogurt Kale Eye Concentrate to the eye area.

Step 17. Follow with The Balm (warm in fingertips and press into skin).

Step 18. Protect with Quench & Protect SPF 30, followed by Avocado Oil Lip Hydrator.

Adobe Stock by andrei310

Winter Hydration Revival

CONTROL CORRECTIVE SKINCARE SYSTEMS

The Revitalizing Winter Facial revives, nourishes and provides deep hydration to your clients.

Step 1. Apply Gentle Facial Wash and cleanse the face, neck and décolleté. Rinse and remove.

Step 2. Spray onto a tissue or cotton pad and then apply the Sensitive Skin Tonic with aloe to the entire face, neck and décolleté.

Step 3. Perform Skin Analysis.

Step 4. Provide a hand held fan for client comfort. Measure approximately 1-2 tsps. of the Revitalizing Cream Peel and apply thinly with a semi-stiff fan brush in upward direction. Avoid the eye area and do not apply to eyelids. Make sure the client keeps eyes closed the entire time.

Step 5. Leave for 2-4 min., then remove/neutralize with cotton rounds soaked in a water/baking soda mixture or just water. The client may feel mild tingling initially.

Step 6. Apply Sensitive Skin Tonic with aloe on a cotton round and smooth over skin to restore the skin pH balance.

Step 7. Gentle extractions, high frequency and LED light therapy may also be incorporated at this time.

Step 8. Perform facial massage with the Skin Nourishing Balm.

Step 9. Apply a tsp. of the Ultra Cream Peptide Mask liberally with a fan brush. Leave it on for 7-10 min.

Step 10. Apply Calming Balm or Crystal C Serum to your hands and then massage into the client's face, neck and décolleté.

Step 11. Finish the facial with the Anti-Aging Face & Neck Cream, and Botanical Soothing Cream SPF 30.

Showerless Mountain Honey Body Wrap

THE OMNI GROVE PARK INN

Experience regional sourwood honey, warm body butter and a gentle exfoliation,.

Step 1. Undrape the back/arms. Dry body brush the back and both arms/palms and re-drape.

Step 2. Undrape back of both legs at the same time. Keep drape securely tucked. Dry body brush each leg.

Step 3. Retrieve polish and Herbal Body Oil. Exfoliate each leg: apply and spread oil, sprinkle polish and scrub.

Step 4. Retrieve Honey Body Butter Mixture and two hot towels. Drape each cabbie on each leg/foot. Quickly drag and remove the exfoliant from each leg/foot.

Step 5. Apply Honey Body Butter Mixture to the legs. Re-drape both legs. Undrape the back and apply oil onto arms/palms and back. Then, sprinkle with polish and exfoliate. Reapply oil as needed.

Step 6. Retrieve one hot towel. Drape it on the back, quickly drag to remove the exfoliant with pressure. Retrieve another cabbie for both arms, drape the arms and hands and drag it across arms/hands to remove the scrub. Quickly repeat on the other arm/hand.

Step 7. Retrieve warm Honey Body Butter Mixture and apply to the back.

Step 8. Do not apply masque to the arms now because it will make the guest too cold. Re-drape the back.

Step 9. Flip guest to supine, hold the drape up enough to not remove product but not give them a chilling draft of air. Check in for temperature comfort. Offer eye pillow and adjust table.

Step 10. Undrape one leg. Dry body brush leg and re-drape. Uncover other leg. Dry body brush leg and re-drape. Apply the warmed breast drape.

Step 11. Dry body brush each arm. Either re-drape each arm when done or use the edges of breast drape to cover arms and keep them warm. Dry brush the belly. Leave abs and arms undraped.

Step 12. Retrieve polish and oil. Liberally apply and spread oil onto the belly. Then, sprinkle the belly with polish and exfoliate. Reapply oil as needed. Leave abs and arms undraped. Liberally drizzle oil onto arms/hands/décolleté. Then sprinkle these with polish and exfoliate. Reapply oil as needed.

Step 13. Retrieve Honey Body Butter Mixture and two hot towels from the cabbie. Cover the belly with one cabbie for soothing warmth. Drape other towel down one arm/side of décolleté. Quickly drag and remove the exfoliant from the arm.

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Step 14. Quickly flip the cabbie and quickly drape and drag it across other arm/side of décolleté. Wipe off the belly w/ its cabbie. Leave arms and belly undraped.

Step 15. Apply Honey Body Butter Mixture to belly and arms. Re-drape arms/belly with sheet/towel but leave the breast drape in place ready to massage the belly later. Return Honey Body Butter Mixture and Herbal Oil to the cabbie.

Step 16. Retrieve oil and polish. Undrape one leg. Apply and spread oil onto leg. Then, sprinkle leg w/ polish & exfoliate. Reapply oil as needed. Leave leg undraped and repeat other leg. Leave both legs undraped.

Step 17. Retrieve Honey Body Butter Mixture and two hot towels. Drape one cabbie on each leg, quickly drag and remove the exfoliant. Apply Honey Body Butter Mixture to each leg and foot. Re-drape both legs and feet. You should have leftover honey mixture for foot massage, and back and leg sealant.

Step 18. Place two chakra stones – stomach and chest/solar plexus. Cocoon the guest. They should be wrapped for 20 min.

Step 19. Undrape feet place a bathmat under each foot. Apply warmed Honey Heel Glaze to the feet on all sides. Rinse hands and put bowl in sink. Bag the feet and wrap each with a hot cabbie towel. Wrap the bathmat next. Wash your hands!

Step 20. Perform signature face massage with unscented oil or Epicuren Afterbath Unscented Lotion and the two cool dry face stones. Perform scalp massage. Perform neck and shoulder massage with Herbal Oil. Check in for "more or less pressure?" Place eye and neck pillows.

Step 21. Remove bathmat, cabbie, bag and toe stones. Massage feet with a small amount Honey Body Butter Mixture. Keep some for the sealant at the end. Apply toe stones so they will stay in place. Little toe to big toe. This should complete the 20 minutes of wrap time.

Step 22. Begin to gradually unwrap and massage then re-draping each limb once finished. Massage using Herbal Massage Oil. 5 min. for arms and stomach. (Massage stomach now, not during masque application.) 5 min. front of legs/feet.

Step 23. Adjust table, remove eye pillow. Guest turns prone, removing neck pillow. Check in for "more or less pressure?"

Step 24. In any order: Use Herbal Massage Oil. 5 min. massage back of legs/feet. 10-15 min. back massage.

Step 25. Cabbie legs and feet. Seal legs with Honey Body Butter Mixture. Cabbie back with two towels. Seal the back with Honey Body Butter Mixture. Place robe on back.

Step 26. Finish either with a foot hold (place your hands over both plantar surfaces) or a cranial sacral hold (one hand over each). This would be whichever area you finished last: legs or back. Hold for 10 seconds and visualize a healing energy.

TIP 3: PRACTICE SAFE MICROBLADING

Microblading, a semi-permanent tattoo for the brows, has become mainstream. This procedure uses a blade-shaped tool with a row of tiny, barely visible needles to create hair-like strikes along the brows while delivering pigment into the skin superficially. The superficial placement of the pigment allows your body to metabolize or breakdown the pigment over time (usually one to three years). Microblading, in my opinion, is not for everyone. If a patient has an oilier skin type, is sensitive or prone to irritation, I do not recommend it. Moreover, if someone is taking the prescription drug, Isotretinon also known as Accutane, they are not an ideal candidate because their skin's ability to heal is impaired. Prior to your microblading appointment, discontinue any products with active ingredients including vitamin A derivatives like retinol or retinoids, alpha and betahydroxy acids like glycolic and salicylic acid, respectively. Prior to performing the procedure, I recommend applying a prescription strength topical numbing gel to make the procedure more comfortable.

—Dr. Lian Mack, Board Certified Dermatologist at GlamDerm

TIP 4: USE THE RIGHT TOOLS FOR FLUFFY BROWS

"Fluffy brows are in but stiff, flaky brows are out. When you are looking to achieve a lifted, feathered out brow look use a flexible hold, clear gel that shapes and nourishes the brows at the same time. It's also important to have a pro-quality styling brush to use with your brow gel for a salon-inspired look from the comfort of your own home."

—Alicia Grande, CEO & Founder of Grande Cosmetics

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TIP 5: BUNDLE BROW SERVICES

Bundle services for more wow factor! Nothing transforms brows more beautifully than a shaping, lamination and tint. This trio can make even the most sparse brows standout. Bundling also saves you time – one guest to consult with, pre-book and walk in and out versus three separate guests – so offer a small discount when the services are bundled together.

—Claire Larsen, Global Master Educator of RevitaLash Cosmetics

TIP 6: OFFER BROW TREATMENTS AS POST SERVICE ENHANCEMENTS

We have seen and experienced clients always looking for new ways to feel and look their best. Brows are the simplest way to have someone feel more complete, more youthful and an important part of a daily routine. But, do your clients know this? Offering a natural one minute brow fill post facial, waxing or any beauty service in your business is a powerful service enhancement to guide the client on this journey. Demonstrating the transformation with one brow with a before and after, then completing the other, can create excitement and a chance for clients to purchase the product before leaving. With its versatility and niche offering, this service enhances the overall customer experience and drives retail sales when demonstrated.

—Sarah Siegel, Director of Sales for Chella



The Art, Technique and Experience of Brow Services

By Chanel Mak and Chrissie Paraschos, CBON

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Have you ever stopped to think about how many sayings and quotes focus on our eyes? It's no wonder since they are the standout feature on our faces! Our eyebrows frame the eyes and naturally draw the viewer's eye upward. Everyone's after those perfect arches. Thick, thin, arched, straight, even uniquely colored – they've got their own story to tell.

How do we, as professionals, add a little extra to a regular brow waxing session? How do we make sure our brow services are memorable? Here are some pro tips to elevate your brow game and stand out from the competition.

Set the Scene

To achieve the perfect brows, it starts with your choice of wax. Choose a quality brand of wax; there are no shortcuts here. We're working on a delicate area, so choose a wax that removes hair and is gentle on the skin. What's in your wax is just as important as any skin care choice. Get to know the brand of wax you've chosen. Like your brows, every wax brand also has a story, and sharing these benefits with your clients is essential.

While natural products have their place in waxing, a consistent and reliable synthetic resin formula is a better bet. You can confidently go over an area more than once, if needed, without reaching for tweezers, which is more painful for many clients. Using a hard wax or film wax with a synthetic resin will reduce histamine reactions, making the service less painful and more comfortable for your client. There are also fewer adverse reactions, so clients don't leave a brow appointment pink, red or inflamed.

Choosing a Wax

The next step is determining which synthetic resin wax to use on your client's brows. The answer is not strip wax. Hard waxes have come a long way and are available in many different forms today. They can even perform like a strip wax, while being gentle on the skin, reducing the chance of skin lifting. When choosing the suitable wax, we need to consider our client's skin care regime, health, medications and skin type. So, which one should you pick: hard, film or gel? Let's break it down and look at cream versus clear wax.



Achieving the perfect brow starts with choosing the right wax.

Cream. A cream-based, synthetic hard wax would be the gentlest of all the waxes, since it has the lowest melting point and doesn't feel overly hot on the skin, making it perfect for clients with sensitivities and skin conditions like Rosacea to minimize flare-ups. This wax protects the skin first and removes hair second, making it the most comfortable and virtually trouble-free wax for the face.

Clear. A film-based, clear synthetic wax is versatile and can be used on the face and large areas of the body. It's what many of us use and are the most familiar with when it comes to technique and application. It simply gets the job done. Since it's a film, you can treat it like a strip wax and apply it thinly with fixed edges for a clean removal.

The holy grail for brows would be a clear, gel-based synthetic wax. It's grippy enough that it can easily remove pesky vellus hairs and has unparalleled control for sculpting the perfect set of eyebrows. But, the synthetic base will grip the hair more than the skin. A new esthetician can easily build confidence and not worry about mishaps since this formula is usually dripless.

Shaping Up Nicely

Now that you have picked your desired wax, it's time to start creating your masterpiece. There are a few considerations to determine the shape of eyebrows for your client. The most basic would be to look at face shape and brow bone structure. Once you have determined which best complements the face shape and brow bone structure, it's time to map it out. Brow mapping is a popular technique many estheticians use, and it is a great way to measure and visualize the brows to know where to start. It also opens a dialogue with your client, since they can see your vision for their brows.

Fluffy and natural brows are always on trend since they are the lowest maintenance, but perhaps a client will walk in through your door hoping for the hottest trend like the skinny and narrow brows making a hot comeback! No matter what kind of brow we are trying to help your clients achieve, we can create the perfect frame to compliment your client's eyes by considering the wax you will use.

Give it Some Depth

Brow shaping is all about balance and symmetry, but is the brow wax the end of this story? A good story has depth. So, how can we do the same for our client's brows? Brow lamination and tinting are excellent complimentary services to balance the look, framing your client's face perfectly. Brow lamination can be tailored to your client's desired look. Soapy brows are brushed upward, and to the opposite direction, while laminated brows are lifted in upward strokes and pressed down using an occlusive film. Fluffy brows are lifted in upward strokes, but then fanned down from the arch to the tip. Customizing the eyebrow tint by mixing colors will enhance skin tone and eye color. New lash and brow tints stain the skin and color the hair. This brow intensifying service enables you to fill in sparse areas, giving the appearance of thicker, more even brows.

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Fluffy and natural brows are always on trend.

Adding these services before waxing will give your client the ultimate "WOW Brow Experience." Clients will walk away looking like they've had a mini face-lift.

Additional Highlights

For those special touches, under-eye masks are a great start. They're like a mini spa treatment before and during the wax, addressing concerns like dark circles and puffiness. Keeping them cool helps add an extra touch of refreshment!

Eye creams or serums are a fantastic way to introduce your clients to eye skin care. They're light and absorb quickly, making them an easy add-on.

For clients with sensitive skin, ice globes are a game-changer. After a wax, they'll cool down the skin and calm any redness. They're a soothing addition to creams or serums and can help boost product penetration.

Brows that Wow

Service as simple and common as a brow wax can be elevated from start to finish. It is said that "the difference between something good and something great is attention to detail." Setting the scene by giving the brows color, direction, depth and the perfect shape are details that bring your service to the next level. Add in some final touches to give your clients a "Wow Brow Experience" like they've never had before! The question now is, are you ready to start rewriting your brow game? It's time to start transforming your brow services into a full-fledged experience and stand out.



Chanel Mak has been a certified Esthetician since 2012. In addition, Chanel is certified in both Laser Hair Removal and Electrolysis. She co-owns "On the Q.T. Salon and Spa" with her husband, where she specializes in waxing and facial skin therapy. She has recently been promoted to Caronlab Master Educator of North America and is thrilled to share her knowledge and experience.



Chrissie Paraschos has been a licensed esthetician for 10 years, and a RefectoCil Lash & Brow Lead Educator for eight. She is also an Infection Control Educator, and has received her Browista Certification through GW Cosmetics. Working alongside Refectocil has given her a lot of experience not only in application skills but also in educational development.

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SUGARING VS. LASER HAIR REMOVAL

by Daria Nartov, Sugaring NYC

Sugaring is a natural hair removal process that involves using a paste made up of only three organic ingredients: sugar, water and lemon juice. It's so natural that it's even edible! While sugaring may seem like a new way to remove unwanted hair for many of us, its history stretches back to ancient Egypt. It's said that even Cleopatra used sugaring to keep her skin smooth and hairless. Long before we used plastic razors to shave our legs, humans were removing body hair with various forms of sugaring. During that time, the removal of body hair was considered an art form. Therefore, the art of hair removal has been handed down through generations, and to this day, sugaring is gaining popularity as a natural and eco-friendly alternative to traditional hair removal methods like waxing or shaving.





Sugaring's Top Competitor

Over the centuries, the beauty industry has been in a constant state of evolution. With advancements in technology and a growing demand for innovative solutions, new methods of hair removal are regularly emerging. Until two years ago, sugaring's main competitor was regular waxing, as it's a very similar method and is usually more accessible to people, whether they do it at home or at the salon.

However, in the last two years, the industry has shifted more towards laser hair removal. Laser technology has been around for over 50 years, but the technology has only recently become advanced enough to truly provide long-lasting results. In the past, we used to service hundreds of clients who finished their laser treatments, which reduced hair growth, but it never completely got rid of all the hair. So, they still had to do sugaring to take care of that. Additionally, the previous generation of laser machines did not work for all skin types, and people with darker skin tones couldn't use them. Furthermore, those older laser machines were painful for clients, with many describing the sensation as rubber bands snapping against the skin.

Now, most of the newest laser machines on the market are almost completely painless, and they work on all skin types. Also, most of these machines now only require about six sessions to guarantee results, compared to the more than 15 sessions required in the past. With the progress we've seen in laser machines over the last two years, we've realized that sugaring's main competition is no longer waxing; it's laser hair removal!

But even though the popularity of laser treatments is increasing, many people still choose sugaring as their preferred method of hair removal. I'm sharing five reasons why that is based on the feedback I've received from the clients of Sugaring NYC.

1. It Is Natural

Sugaring is the cleanest method of hair removal. This all-natural composition appeals to clients who seek hair removal without the involvement of chemicals commonly found in other methods. Most of the clients who choose sugaring for this specific reason are passionate about clean and organic products. Some even say that they wash their dishes with vinegar or baking soda, even though there are many soaps available on the market.

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2. INCLUSIVITY

Sugaring is a method that celebrates inclusivity. It caters to all hair types, including peach fuzz and light or grey hair, which is not always the case with laser hair removal. Laser treatments tend to be more effective on individuals with fair skin and dark hair because the laser light needs pigment in the hair to work effectively. Unfortunately, without pigment, the procedure will not be effective. Peach fuzz is generally lighter in color, making it unlikely that the laser will be able to target it successfully. Sugaring, on the other hand, works effectively on all hair and skin types.

3. COMMITMENT

Not everyone wants to get rid of hair in some areas forever. Some people like to change it up, especially when it comes to pubic hair. Our clients say they like to grow it out sometimes, leave a landing strip or a triangle, and then maybe go completely bare the next time. With laser, once your hair is gone, it's gone forever, and not everyone is ready to commit to having some areas hair-free permanently.

4. BUDGET-FRIENDLY

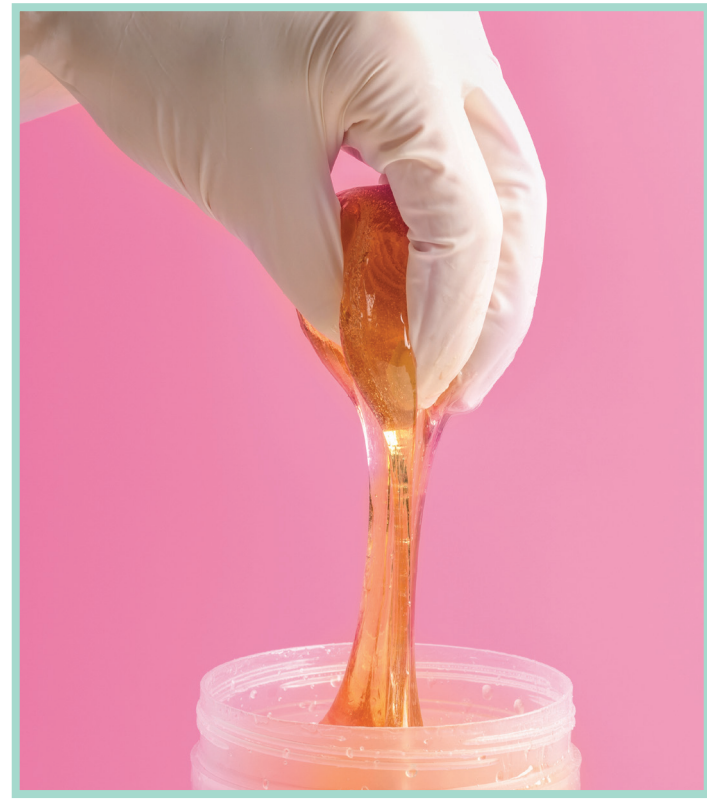
In an era where beauty often comes at a price, sugaring is an affordable option. While laser hair removal may promise permanent results, it demands multiple sessions, each accompanied by a significant cost. Sugaring, while not a permanent solution, provides an economical alternative for those who appreciate a more budget-friendly approach to hair removal.

5. ACCESSIBILITY AND CONVENIENCE

Sugaring's accessibility and convenience are hard to match. Whether it's a DIY kit at home or a visit to a sugaring salon, the method accommodates various preferences. Unlike laser hair removal, sugaring doesn't require specialized equipment or extensive training, making it more widely accessible.

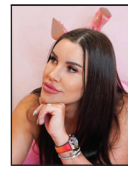
The Sugaring Switch

In a world where laser hair removal and modern hair removal techniques dominate the conversation, sugaring persists as one of the top choices. Its natural ingredients, comfort, inclusivity, affordability and ease of access continue to captivate a dedicated clientele. While laser hair removal may promise enduring results, the allure of sugaring's simplicity remains a beacon for many seeking a gentle, effective and less intimidating hair removal solution.



Ultimately, the choice between sugaring and laser hair removal hinges on individual preferences and budget considerations. I feel offering both sugaring and laser hair removal is the best way to go because even though many clients still choose sugaring over laser hair removal, more and more people are switching to laser, or doing a combination of both!

I also predict that most waxing companies in the market will eventually choose to offer laser hair removal alongside waxing. Whether it's in five years or later, they'll need to cater to various client preferences to remain competitive. However, I think it will take some time before laser hair removal becomes the top choice for most people. Until then, companies are unlikely to phase out waxing or sugaring services, as they will continue to be popular choices for many clients.



In 2013, **Daria Nartov** moved to New York from Europe and was shocked to discover that nowhere offered sugaring. After trying everything from waxing to threading, she realized there was a whitespace in the NYC market and a year later, opened the first Sugaring NYC location in Midtown. As a business founder, Daria fosters a culture of inclusivity and empowerment within her organization, paving the way for women to lead.

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Snail Mucin

by Maggie Walker

Snail mucin is the mucus secreted by a snail or slug when it crawls. Its scientific name is mucopolysaccharide, which typically is the name for ingredients that have a long chain of sugar molecules that are found throughout the body, often in mucus and in fluid around the joints.[1]

When it comes to skin care, snail mucin has become an increasingly buzzy term, specifically on TikTok where it has over 968.2 million views, as of November 29, 2023. It's safe to say that this ingredient has some noteworthy popularity surrounding it, but is it as good as everyone on social media claims it to be?

"Snail mucin contains various compounds like glycoproteins, hyaluronic acid, glycolic acid, and enzymes that can offer multiple benefits to the skin." – *Dr. Tina Alster, co-founder and formulator for The A Method*

Skin Care Benefits

Snail mucin's high concentration of hyaluronic acid helps to deeply nourish and moisturize the skin.[2]

This unconventional ingredient has also been shown to help with anti-aging, anti-inflammatory, antibacterial, hydrating and wound healing in the skin.[3] Not to mention, it is a great ingredient for all skin types, making it very versatile in skin care. Snail mucin can be found in a myriad of products including serums, moisturizers, masks and eye creams.

"There's just something kind of magical about the way snail mucin plumps the skin and smoothes out texture. When layered with other hydrating serums and moisturizer, it creates a really lovely silk-like finish. It also provides a great boost of antioxidants and barrier support." – *Jenny Ragolia, L.E. and Beauty Writer*



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In the Spa

Apart from the snail facial, where live snails are placed directly on the skin, there are several ways to incorporate snail mucin into your spa treatments, mainly through the host of skin care products that use the ingredient.

The A Method utilizes snail secretion filtrate in their 24K Gold + Snail Growth Factor Serum to provide hydrating benefits to the skin. Combining 24K gold flakes with the snail secretion filtrate helps give the skin a natural glow while also providing barrier-strengthening benefits.

In Esthemax's Firming Cure Serum 937, snail secretion filtrate is also used to help aid with dry, irritated, aging, acne-prone and oily skin. The small molecules used in this product penetrate deeply into the skin to provide healing benefits from the inside out, while helping to moisturize and restore elasticity and glow.

When it comes to pairing snail mucin with other powerhouse ingredients, XO8 Cosmeceuticals does this in their Vital Restore Elixir, which is formulated with peptides and probiotics to strengthen the skin's natural barrier. The active botanicals used in this product help to simultaneously nourish and protect the skin as well.

A Trend Worth Checking

While you don't need to go out and buy live snails, and have them crawl across your clients faces, you can absolutely still showcase snail mucin in your spa. Incorporate some skin care products in your retail or backbar that use this ingredient and give it a shout out in your spa to gain a little extra traction. This is an ingredient that is sure to catch your client's eye.

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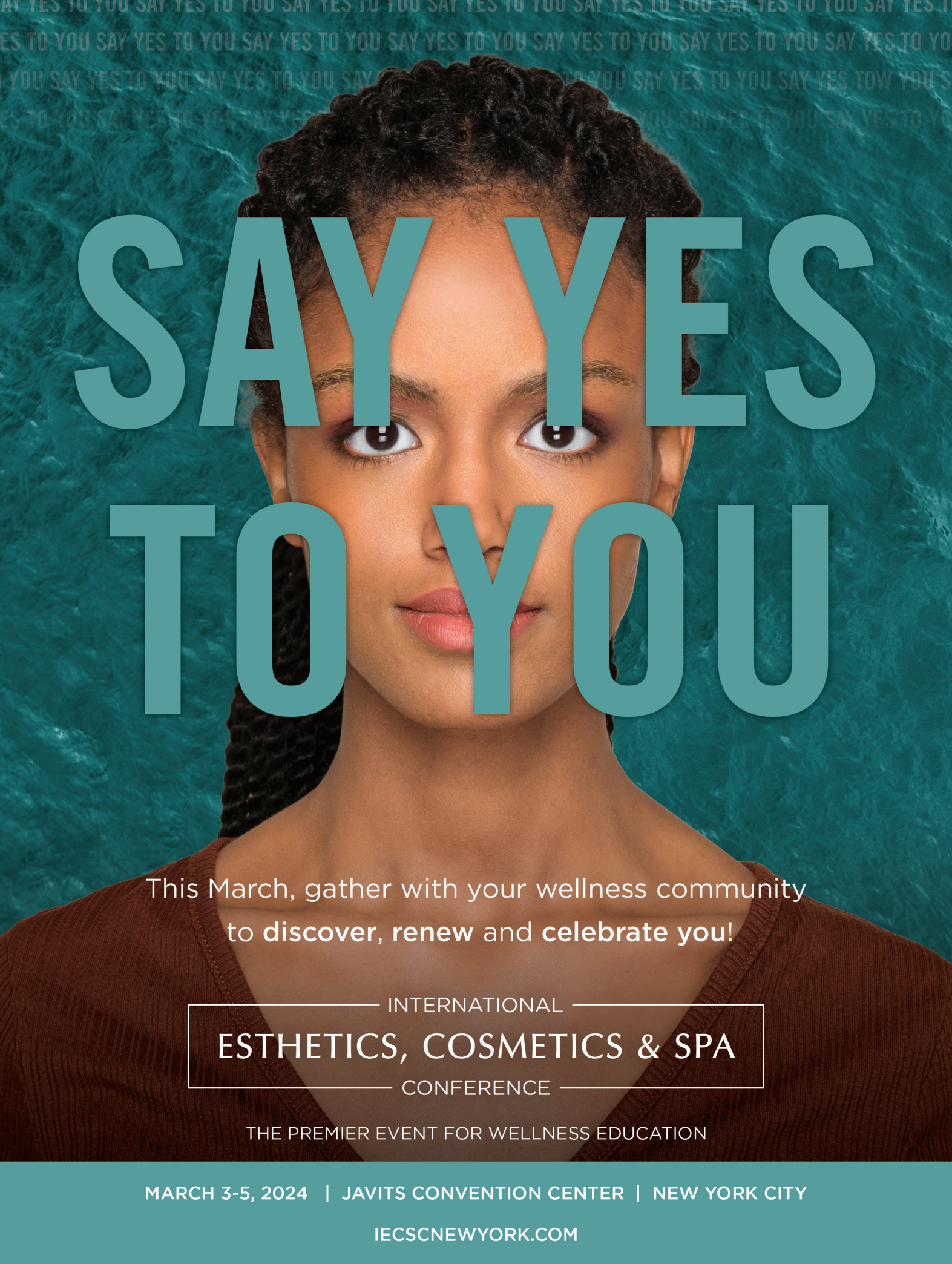
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In The Know

by Susanne Schmaling, Esthetics Council

The latest regulatory updates happening in the spa industry.

As law-making season starts, it's key for you to be aware of what's happening. The rules about what you can do at work can change fast if you're not paying attention. Let's check out how laws are made and what you can do about them.

How Laws Affect Your Work

Laws about our profession begin as ideas. These ideas might come from new trends, big news, groups outside our industry, people who have a say in our work, or just because people need different things. Usually, the people who make laws will talk to our state board before they make a new law. Sometimes, groups that want a new law will pay a lobbyist who's good at dealing with laws to write one up and find a lawmaker to support it. Keeping track of laws related to defining cosmetic medical procedures is key, although it can be tough and time consuming. Don't feel defeated though, understanding the process helps you stay involved. Knowledge is power!

Here's how an idea turns into a law and how you can have your say:

1. **Drafting the Bill.** Here's where the idea gets written down as a law. This is usually done by the bill sponsor with information submitted by a lobbyist or group.
   Action: There's not much you can do at this point unless your part of the process. Sometimes I give advice about what to include in the laws, but we don't get to see the final idea until it's shared with everyone.
2. **Introducing the Law.** A lawmaker brings the idea to their fellow legislators in the government.
   Action: Watch what's going on in your state's government. You can track laws online at your state legislative website. Filing the bill is when people start looking at the law, but public comment is not available just yet. You might be able to chat with the lawmaker who's backing the law, but think carefully about what you say.
3. **Looking at the Law.** A legislative committee that knows about health and jobs like ours takes a closer look at the law. They might change it a bit and will listen to what stakeholders like us think.
   Action: Read the law and send in your thoughts to the committee. Make sure you know when they meet – they sometimes surprise us with quick meetings. If you want to speak up at one of these meetings, follow your state process for submitting comments. Remember to be polite and quick. If you've never done it, ask for help first.



4. **Talking About and Voting on the Law.** If the group thinks the law is passable, then all the lawmakers talk about it and vote.
   Action: Now's the time to tell your state legislators what you think. Make sure you are registered to vote and tell your local lawmakers your opinion. People from outside your state can also share their ideas, but the local voices matter more.
5. **The Governor Signs or Vetoes the Bill.** The final step is the governor's signature or veto of the bill.
   Action: Usually, by this point, it's hard to change things. But, if every esthetician sticks together, we might be able to stop a law we don't like. It's rare, but it's possible. This whole process can be slow and might take a couple of tries. After a law is passed, our state board has to open a public rules process. Getting things wrong can limit what we're allowed to do within our scope of practice. So, it's a big deal to be part of making laws and rules that work for us.

By knowing how a bill becomes a law, you're not just watching from the sidelines—you're helping shape the future of esthetics. Stay on top of things, get involved and help lift up the work we love. Next up, we'll talk about the regulatory process and why it's so important to work with your state board.



Susanne Schmaling is a NCEA certified, licensed master esthetician, laser technician and accomplished instructor with more than 21 years' experience. Her career encompasses all aspects of the spa world including sales, spa ownership and medical spa modalities. She is the founder of the Esthetic's Council. She is an accomplished book author as well as an advisor on Skin Inc.'s Advisory Board.

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