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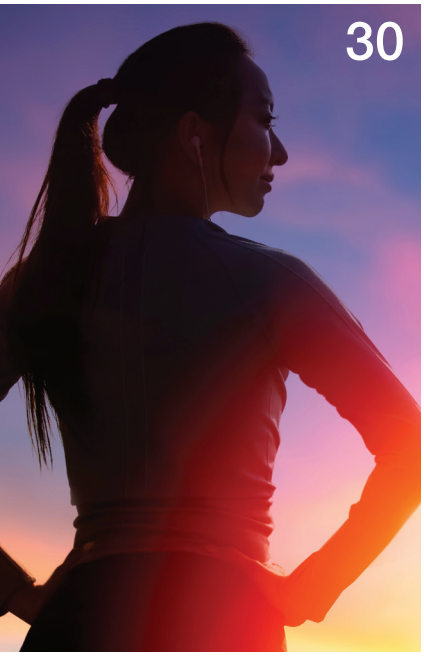



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LIZBET A, INPARADISE SKINCARE STUDIO, MIAMI, FL





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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.

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On My Radar



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

Cute As Cupid

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

➤**'Tis the season of love.** Valentine's Day is one of my favorite holidays, partially because of the flowers and food. Chocolates and roses? What else could a girl ask for. For a little more Valentine's Day inspo, don't forget to turn to Page 28 to find an extensive list of protocols to inspire your menu for February.

1 Chocolate Antioxidant Mask
The only thing I like better than eating chocolate is having it in my skin care. Rhonda Allison's Chocolate Antioxidant Mask is perfect for revitalizing and nuturing depleted skin while also helping to enhance your mood. *www.rhondaallison.com*



3 Strawberry Rhubarb Hyaluronic Hydrator
As a dry skin girly, I love some skin hydration. This Strawberry Rhubarb Hyaluronic Hydrator from Eminence Organic Skin Care is perfect because it not only hydrates my skin, but it smells absolutely amazing. *www.eminenceorganics.com*





2 Rare Rose Face Oil
Nothing says romance like the smell of roses. Why not start the day off with that scent, thanks to this Jurlique Rare Rose Face Oil. This oil helps to hydrate, glow and relax the skin, and smells amazing while doing it. *www.jurlique.com*



4 Recovery Massage Balm
A couples massage may be my new favorite Valentine's Day tradition, so a product like the Kerstin Florian Recovery Massage Balm is an absolute must. This balm eases tension, balances skin and moisturizes. *www.kerstinflorian.com*

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www.circadia.com

The lip hydrator is packed with collagen-boosting peptides and plumping hyaluronic filling spheres to hydrate and enhance lip fullness and elasticity.

Body Bundle Set

Alpha Skincare

www.alphaskin.com

The collection includes the brand's body wash and body lotion, two of its best-selling products that hydrate and exfoliate for an all-day glow.



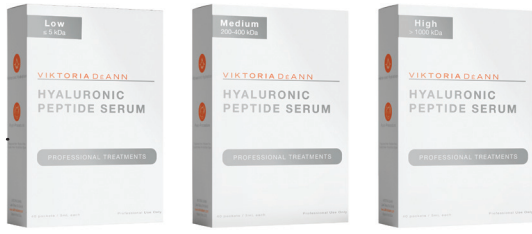


T-Zone Balance Classic Facial

Repêchage

www.repechage.com

This facial contains six full professional treatments in unidose packaging to target areas prone to excess oil while maintaining skin's essential moisture balance.



Molecular Weight Hyaluronic Peptide Serum

Viktoria De'Ann Peptide Cosmeceuticals

www.viktoriadeann.com

This professional-only hyaluronic HW peptide treatment uses synergistic compounds to hydrate and visually diminish redness in post-procedure skin treatments.



Chocolate Indulgence Collection

Pevonia Natural Skincare

www.pevoniapro.com

The skin care collection includes both retail and professional products that utilize beans from the Cacao Tree to moisturize, revitalize and repair skin.



Dragon Fruit Body Collection

Pure Fiji

www.us.purefiji.com

The body collection combines a blend of cold pressed virgin coconut, macadamia, sikeci and dilo oils with Dragon Fruit prebiotic extract to balance skin barrier function.



Radiant Protection SPF Fluid

Éminence Organic Skin Care

www.eminenceorganics.com

With a hydrating, nourishing feel and dewy finish, this SPF keeps skin looking ageless while offering broad spectrum SPF 30 protection for combination to dry skin.

Super-G Youth Serum

SixGldn

www.sixgldn.com

The 10% vitamin C Oil delivers a bright, juicy, extra-luminous complexion and a significant visible reduction in hyperpigmentation.





Pre Wax Lotion with Trigger Spray

Mancine Professional

www.mancineusa.com

Recommended for use prior to waxing, the lotion uses Cetrimide BP to remove moisturizing creams, surface bacteria and perspiration to prep skin for clean waxing.



Kale Mask

Botnia Skincare

www.botniaskincare.com

Vitamin-rich kale illuminates skin from the inside out, nourishing the skin barrier, soothing irriration and brightening complexion for a post-facial radiance at home.



Body Sugar Paste

Sugar Dulce

www.sugardulce.com

The smooth professional body sugar paste has optimal elasticity and pliability to allow better focus on the artistry of sugaring; customized for use on all body parts.

Bodyography SPA

Bodyography

www.bodyography.com

The spa collection includes shampoo, conditioner, hand and body wash, bath and body oil, body scrub, body butter and the brand's signature Vanilla Bourbon Candle.



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

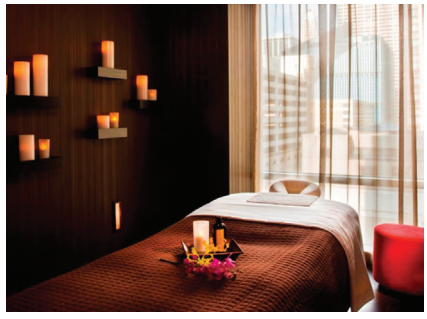
PEOPLE



Spavia Names Courtney Allison as Chief Operating Officer

Spavia has announced the appointment of Courtney Allison as the company's chief operating officer. As COO, Allison will play an important role in supporting the company's vision, educating Spavia franchisees through comprehensive training and cultivating a franchise system culture that values operational excellence, strong guest relationships and community-focused philanthropy. Allison brings more than a decade of experience to Spavia.

theWit Relaunches Spa @theWit Under New Leadership



theWit hotel in Chicago has relaunched the Spa @theWit under the direction of spa director Anne Templeton with a new spa menu, group and couples spa packages and programming. Templeton has more than 15 years of experience overseeing spas. New additions to the Spa @theWit's treatment menu include the Hydrafacial, Pure Results Facial and The State Facial using the Naturopathica vegan clean beauty line..

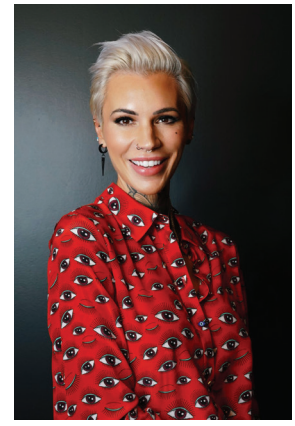
BRAND RECOGNITION

Knesko Skin Wins in Facial Category at 2023 ISPA New Products Award



Knesko Skin's Green Jade Calm Serum won the new product award in the facial skin care category at the inaugural ISPA New Products Award. The advanced clinical formula was recognized for its ability to soothe irritated and dry skin, correct redness, balance reactive skin and strengthen the skin barrier, providing instant and long-lasting hydration. The inaugural ISPA New Product Awards recognized ISPA Resource Partner members for their breakthrough achievements in the past 12 months.

Pelo West Celebrates Grand Opening in Louisville, Kentucky



Pelo West officially opened on December 1, 2023, at the Galt House Hotel in Louisville, Kentucky. The urban luxury spa is owned by Louisville native Kaitlyn Hubert, an established expert and trend-setter in the spa, skin care and hair care industries. Pelo West is Hubert's third spa and salon in Kentucky. A master cosmetologist with 15 years of experience, Hubert worked in high-end salons in New York City and Los Angeles before returning to Louisville to open Pelo Middletown in 2021.

ADVANCED TREATMENTS



Pietro Simone Introduces Advanced Exosomes Regenerating Protocol

Pietro Simone Skincare has announced the launch of the Advanced Exosomes Regenerating Protocol, a luxurious treatment uniquely designed for all areas of the body. The treatment utilizes exosome biotechnology through a bespoke microneedling treatment technique. The treatment delivers an ultra-rich complex of proteins, enzymes, growth factors and exosomes directly into the skin. By re-establishing and reactivating cell regeneration and communication, the protocol leads to profound age modulation, toning, lifting and overall de-aging results.

Photos courtesy of companies featured.

Tuning In

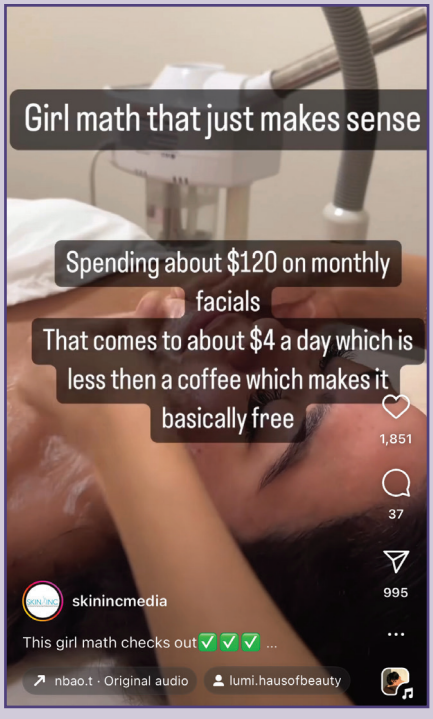
Sounds Like Spa

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

Editor's Picks

One thing that always makes sense is #girlmath. Did you see our post about girl math and facials? Go to our Instagram to check it out!

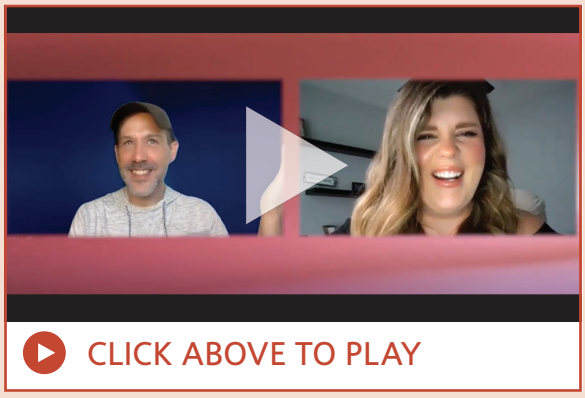


The Latest in Video Interviews

Don't Miss...

- [VIDEO] Boosting ROI With Brow Service
- The 5 Must-Have Ingredients in Every Age Reversal Regimen
- **Shown Below:** [VIDEO] Esthetician Empowerment: Leaving a Powerful Legacy in the Spa Industry

Upcoming video interviews with Lira Clinical



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

Webcast Watch

- 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 March.

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

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5 BEST SUNSCREEN INGREDIENTS FOR ACNE-PRONE SKIN

By Rahi Sarbaziha, MD

Finding the right sunscreen for your client's skin type can be challenging, but it is essential for long-term skin health. Sunscreen protects against UVA/UVB rays, prevents sunburn, slows down the signs of aging and most importantly, protects against skin cancer. Whether your client has oily, dry, acne-prone or sensitive skin, sunscreen is non-negotiable.

For acne-prone skin, it is important to recommend the right formulas and ingredients to avoid clogged pores, breakouts, irritation and scarring.

5 SUNSCREEN INGREDIENTS FOR ACNEIC SKIN





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ACNE SAFE SUNSCREEN

Mineral sunscreen is generally a safe option for acne-prone skin types and conditions exacerbated by heat, such as melasma or rosacea. Mineral sunscreens create a physical barrier that reflects and scatters the sun's rays, preventing them from being absorbed into the skin. In contrast, chemical sunscreens are absorbed into the skin, potentially causing unwanted reactions and irritation.

When recommending sunscreen for acne-prone skin, look for oil-free and non-comedogenic formulas. Excess sebum production is common in acne-prone skin, leading to an oily appearance, clogged pores and breakouts. By choosing oil-free sunscreens, you can help control oiliness and avoid further pore blockage. Even if you have dry, acne-prone skin, an oil-free sunscreen is still a safe option. Here are the best sunscreen ingredients for acne-prone skin.

1 ZINC OXIDE

This ingredient creates a physical barrier on the skin's surface, reflecting and scattering UV rays. They also have oil-absorbing properties, which can help mattify the skin's appearance and reduce shine. Additionally, zinc oxide and titanium dioxide have anti-inflammatory and antibacterial properties, which can be beneficial for acne-prone skin.

2 TITANIUM DIOXIDE



This ingredient also creates that physical barrier like zinc oxide. Also similar to zinc oxide, titanium dioxide helps to mattify the skin and provide anti-inflammatory and antibacterial benefits.

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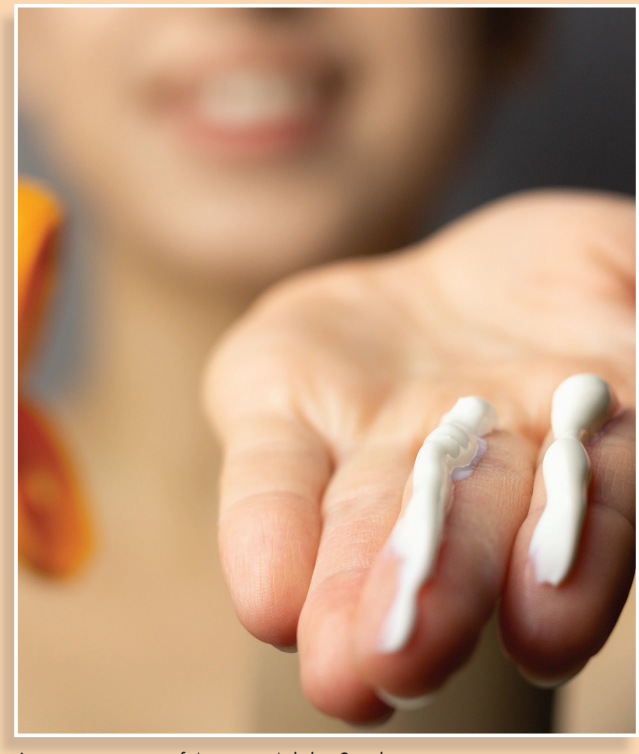

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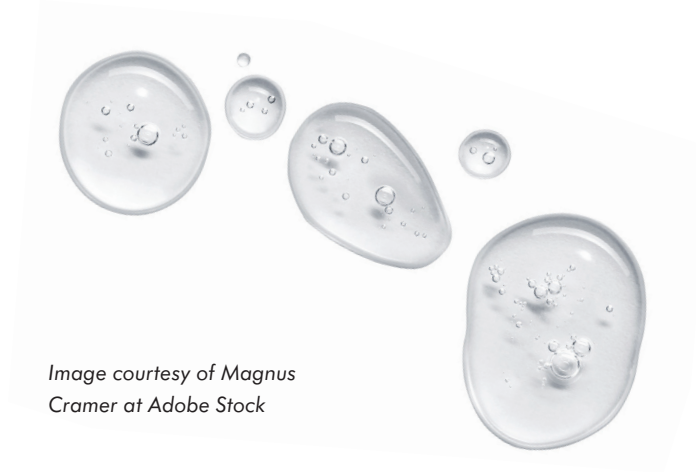

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3 IRON OXIDES

Iron oxides can improve the shiny appearance of acne-prone skin by reflecting light. Tinted sunscreens with iron oxides can help minimize oiliness and provide a matte finish. They can also replace pore-clogging makeup products like foundation for a natural look.

4 DIMETHICONE

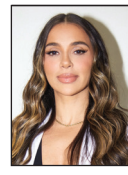
Dimethicone is a silicone-based ingredient often included in sunscreens for oily skin. It creates a smooth, matte finish, minimizing the appearance of oiliness and reducing shine. However, individuals with dry skin may find it can over-dry their skin by absorbing natural oils excessively.

5 SILICA

Silica is an oil-absorbing ingredient that helps control excess oil and shine. It contributes to a more matte appearance and is beneficial for oily skin.

HEALTHY SKIN SUN CARE

As an aesthetic provider, it is important to guide your clients in understanding what works best for their skin. Sunscreen is not only essential for long-term skin health, but also provides additional benefits. By recommending the right sunscreen, you can help your clients protect their skin and maintain its overall well-being.



Rahi Sarbaziha, MD, is a Persian-American double board-certified Integrative Aesthetics Doctor based in Beverly Hills, CA. Internationally recognized for her unique holistic and integrative approach to Cosmetic Rejuvenation and Inner Health, Dr. Rahi caters to her patients' specific needs to help them achieve long-lasting results. With A-list celebrity clientele and a waitlist for new patients, Dr. Rahi is carving out a new lane for wellness by taking a 360-degree approach that goes beyond medicine and cosmetic treatments. For more information visit *doctorrahi.com* or call 310-299-8738.



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3 Steps for Marketing Spa Services to GEN Z

By Jenny Ragolia, L.E.

By unlocking the power of the next generation's consumer influence, today's skin care and spa professionals are poised at the forefront of a burgeoning market driven by the spending prowess of tweens, teens and Gen Z.

There's no denying the buying power of young consumers. In addition to having more disposable income, individuals under age 18 are also likely to have an influence on the spending habits of their parents and caregivers.



Businesses are aligning their practices with tech-savvy clients; *Image courtesy of Jacob Lund at Adobe Stock*

Personal Care Marketing

According to a report published in 2022, entitled "Global Teenage Personal Care Product Market 2022-2026," young consumers are a major driving force in sales of skin care, cosmetics, hair care and other beauty products. Analysts estimate that by 2026, the global market for personal care products in this category will be worth about $8.81B, accelerating at a CAGR of 6.5% per forecast period.[1]

And that's just on the retail side. In recent years, the market for personal care services that cater to teens has also demonstrated rapid growth, creating exciting opportunities for licensed skin care and spa professionals.



A Tech Savvy Market

From crafting specialized service menus and educational consultations, to mastering targeted marketing on social media platforms, businesses are aligning their practices to resonate with this tech-savvy, discerning clientele.

But, it's not just about services or marketing; it's about creating an inviting atmosphere and fostering a genuine connection with young consumers. Building a brand that not only speaks their language, but also understands their unique concerns and preferencesis key.

Whether you're interested in carving out a new specialized niche as an expert in teen skin care or thinking about expanding your offerings to accommodate more young clients, there are many ways to position your business to the next generation. The following steps can help get you started.

STEP 1: Create a Specialized Menu

If you are just getting started with offering services for younger clients, a great place to begin could be as simple as designing a teen facial to add to your treatment menu. This will likely be a modified version of your signature facial, adapted to include age-appropriate products and modalities. Teen facials can be offered as a standalone service, or as a series, focused around specific concerns like acne management.

As a supplement to skin care treatments, you may also want to consider offering educational classes or one-on-one consultations for teen clients. Teaching young consumers how to properly care for their skin, apply makeup, use popular beauty tools, or choose the right products can be an incredible way to connect with young clients and help them develop healthy self-care habits.

For solo practitioners, adding these services can quickly lead to referrals from your existing clientele. Meanwhile, for spas or salons with a team of providers, another avenue for catering to young consumers and generating organic referrals would be group offerings such as birthday spa parties or special event makeover packages.

Image courtesy of mindscanner at Adobe Stock

Of course, when it comes to ensuring that you're ready to serve young clients, a significant portion of your focus should be on curating a selection of retail products and tools that you recommend for young skin.

Understanding that teen consumers are constantly bombarded with advertising for beauty and cosmetic products, licensed skin care professionals have an opportunity to help these clients by making high-quality options more accessible. As with any professional practice, providing supportive home care guidance will be the key to getting your teen clients the great results they're seeking.

STEP 2: Find Your Ideal Clients

Once you've decided on the specifics of how your business will serve young clients, it will be essential to develop a marketing strategy that speaks directly to your new audience. As you may have already guessed, the place to reach most next-gen consumers will be on social media platforms.



Image courtesy of Stockalifa5610 at Adobe



Make your marketing to match your ideal client; *Image courtesy of Mirko Vitali at Adobe Stock*



Image courtesy of Olivier Le Moal at Adobe Stock

What this means for skin care and spa professionals marketing their services to teens, is that you will do well to get comfortable with platforms like TikTok, Snapchat, Instagram, YouTube and other emerging social media apps. Creating content for these channels may seem intimidating, but is one of the best ways to quickly build rapport with potential customers. The good news is that because young consumers favor quick, informative, and entertaining content, there's no need to overthink those 15-second video clips. Showing up authentically, and having fun, while sharing your expertise as a licensed professional is all you need to do to ensure that the right clients find you.

In addition to a presence on social media, skin care and spa businesses that serve young clients will also want to maintain their own website and/or online booking page. Because Gen Z consumers are likely to schedule and shop from their computer or smartphone, your business' landing page should be informative, easy to find and mobile-friendly.

STEP 3: Build an Appealing Brand

As your skin care or spa business begins to attract more teen bookings, your next focus should be on solidifying your brand with an end goal of retaining your new clients and inspiring them to send more referrals your way.

On the surface, establishing yourself as a business for teens will require you to put careful thought into creating your brand aesthetic. Whether you're choosing a color pallet for market materials, furniture for your waiting area, or a playlist for your treatment space, your goal should always be to make sure that your young clients feel welcome and comfortable. With that said, it will be equally important that your overall business model and philosophy as a practitioner aligns with serving teen customers.

For example, some questions you might ask yourself include: Are your price points accessible for young clients on a budget? Do you take appointments in the evenings or on weekends, outside of school hours? Do you enjoy the challenge of helping clients who are new to skin care or tackling difficult chronic concerns like acne? All of these are important points to consider when positioning your practice for this niche.

Lastly, as a spa or skin care professional working with young consumers, a best practice will be to cultivate an active awareness of current cosmetic industry trends, and conversations around beauty that your clients are exposed to. The more you can speak to what teens are seeing and hearing on social media, the better you'll be able to position yourself as an expert and a resource for those seeking your services.

Youth Driven Marketing

Working with tween, teen or Gen Z clients, spa and skin care professionals have a rare opportunity to have an influential impact on the next generation of consumers, guiding them to develop healthy lifelong habits and a positive relationship with self-care. As the demand for teen-centric services and personal care products continues to expand, there's never been a better time to leverage your professional skill set – and

passion for helping others – to serve this exciting, ever-evolving market.

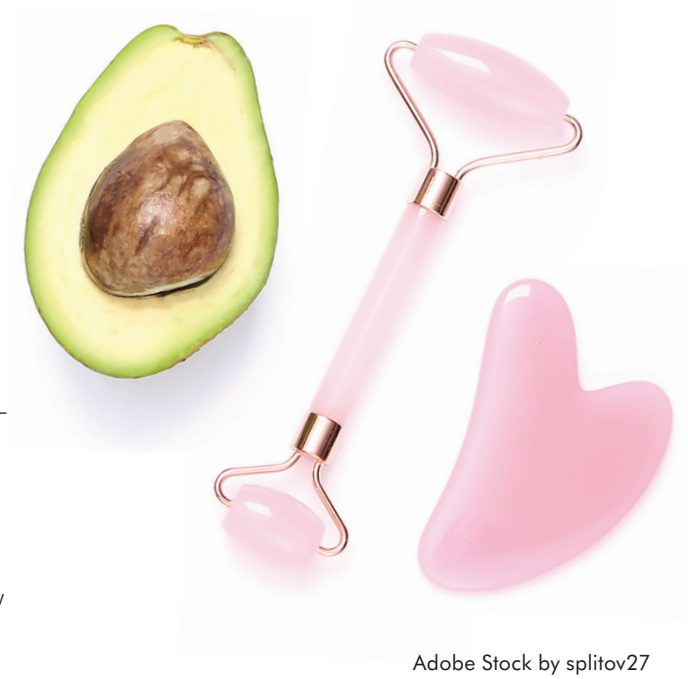
REFERENCE:

1. *https://www.globenewswire.com/news-release/2022/11/09/2551751/0en/The-Global-Teenage-Personal-Care-Product-Market-is-expected-to-grow-by-8-81-bn-during-2022-2026-accelerating-at-a-CAGR-of-6-5-during-the-forecast-period.html*

(All websites accessed Dec. 27, 2023)



Jenny Leazer-Ragolia is a writer and NCEA-certified licensed esthetician. Throughout her career, she has worked as a hands-on skin care practitioner, business owner, blogger, and print media journalist, as well as in the retail cosmetics industry. Currently based on the East Coast, she now works as a full-time copywriter, using her love of storytelling to create content for brands and businesses worldwide.



Adobe Stock by splitov27



Feeling the Love



Looking for new treatments to add to your menu? We've got the perfect additions for the season of love.

1. Couples Massage



Help couples focus on connection, and relax their minds and muscles with a healing dual massage treatment.

2. Chocolate Body Treatment



Indulge in everyone's favorite Valentine's day candy. Chocolate holds many soothing skin benefits and it's the perfect addition to any couples' service.

3. Strawberry Facial



Help your clients make this holiday sweet by featuring the antioxidant and anti-aging benefits of strawberries, as well as providing couples with a romantic snack.

4. Rose Bath Soak



Couples can escape from the harsh winter weather with a luxurious bath soak that uses the essence of rose, which is also known for it's numerous skin functions.

Top: Image courtesy of LanaSham at Adobe Stock; 1: Image courtesy of Peakstock at Adobe Stock; 2: Image courtesy of Valua Vitaly at Adobe Stock; 3: Image courtesy of Arylanna at Adobe Stock; 4: Image courtesy of Stockgalitskaya at Adobe

Drenched in SPF

Restore and protect skin with these sun care products.

1. **Tinted Dew Drops**
   Sorella Apothecary
   https://sorellaapothecary.com
   This tinted sunscreen with broad spectrum SPF 50 provides light to medium coverage, along with hydrating ingredients like squalane and antioxidants.

2. **Radiant Protection SPF Fluid**
   Eminence Organic Skin Care
   www.eminenceorganics.com
   This product helps protect skin from the harsh effects of the sun while smoothing the look of fine lines and wrinkles.

3. **Sheer Protection SPF 30**
   Skin Script Skin Care
   www.skinscriptrx.com
   The Sheer Protection SPF 30 is a light cream, natural sunblock with 13.5% zinc oxide that offers broad-spectrum physical protection from UVA and UVB exposure.







Click here to read more about sun care and hyperpigmentation.

Product images courtesy of the manufacturers, Background: Image courtesy of Günter Albers at Adobe Stock

Growing Confidence Through Conversation

By Wendy Fitos, Just Browsing, CIDESCO

Conversation solves all our issues or so experts tell us. If this is the case, then why is it often the issue that makes people step back from talking to one another about what is really on their mind or often offering an easy solution to a problem? Learning how to talk to clients can be a challenge because every person's needs are so different, but it is not only possible, it will also help you grow both your confidence and your sales.

I often joke that instead of saying "wah" when I was born, I said "why." I continue to use the word "why" every single day, which has helped me to become a better professional in the beauty and esthetics world. I continually refine the questions that help me learn about a client, what I can do to meet their needs and how to recommend the right home care. No matter how much there is a passion for something, it is the education and willingness to learn about the esthetics field that will help build a strong and loyal clientele and help both spa and personal income grow. The best place to start is with the intake and consultation process.

Image courtesy of Yakobchuk Olena at Adobe Stock

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Client Intake and Consultation

An in-person client consultation allows the ability to be able to expand on the questions that the client is being asked and the answers that they give. For example, if the online form asks a client if they are using Retin A and the client doesn't know that tretinoin is Retin A, they will answer no, which will lead to a computer recommending products that may have retinol in them, leading to the client having dryer skin.

The consultation sheet acts as a guide for both new and experienced professionals. When well created, it will ask a client even the most uncomfortable questions in a way that they can see that their concerns are being taken into consideration and that there is an answer to help them. Many times, clients can feel like they may be the only person who is experiencing an issue even though that isn't the case. Because people are often very critical of themselves, it is difficult to see that millions of people have the same issue. As they are being asked these questions, it is an affirmation that what they are dealing with is a condition that is seen all the time, or it wouldn't be on the form.

While this seems easy, it has become more complex with social media influencers flooding the market with their interpretation of how to care for the skin. Having good questions to work with that will allow the client to talk to you will help you be able to develop a better strategy for how you want to work with them.

Simple things like smiling genuinely are a sign that you are listening to what they are saying, and will assure them that they are making a good decision by visiting a professional esthetician instead of continuing to buy products that aren't working. This is the time that all the information learned in school about skin can be shared to help them see why they may be having a certain issue. Sitting next to your client or at their level also creates a welcoming atmosphere.



Image courtesy of Seventyfour at Adobe Stock



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Dealing with Different Personalities

One of the biggest challenges that we face as estheticians is how to deal with the different personalities that we work with daily and understanding how to create a good relationship with each one. This is definitely easier said than done because we must remain professional even when we disagree with the client. Throughout my career, this is an aspect that continues to evolve as I work with people because no person is ever the same.

We deal with the clients that may only trust a dermatologist, the clients that have piles of products because they want the same skin as the celebrity or influencer they are seeing on television or on social media, and the clients who are "allergic" to everything. Knowing how to react to each one will help you and your clients. Making a list of questions that you want to ask your clients and keeping them with you as you go through your consultation gives you credibility.

I started having new clients bring all the products they used on their skin into their consultation. This way, I could understand not only why the client was experiencing certain skin issues, but also what the client was willing to do to care for their skin. Then, I could make the best recommendations for them. Making a list of what they are using on their client card is a good guide to look to as you're changing their products to meet their skin type.

Listen Carefully

We all have clients that walk in and have 10 different issues that they want to work on, which can be overwhelming for both them and us. As you are talking to your client, listen to the topic that they talk about the most or ask them to prioritize what is most important to them to ensure that they will start to see a difference much sooner than trying to address all of the problems at once. Seeing even the slightest improvement for many clients will keep them coming back to you. Noting their visits in their client information can also help you set your goal for their next visit.

The Rewards

Understanding your clients and how you react to them will reward you both personally and financially because people want to interact with other people. Even though many online sources and companies are available, it is in our human nature to want to be able to have conversations with one another. Especially ones where we feel comfortable and like we are cared about.

People want to look and feel good and often they don't know the questions to ask, which is where our training comes in. Even though it seems like conversation should be easy, it can be difficult until you build a relationship with your clients. Asking questions and listening to the answers can make your job both rewarding and a step towards going further in your career.



Wendy Fitos is a licensed esthetician and licensed massage therapist with twenty years of experience. She also is a CIDESCO diplomate and a certified manual lymph drainage who believes that success happens with continuing education and constantly learning how to relate to clients. She is the owner of Just Browsing Facial & Makeup Studio. *www.justbrowsingskincare.com.*

PROTOCOLS IN PRACTICE
TEENS

ACNE HYDRATING TREATMENT FOR TEENS

FACE REALITY

A hydrating enzyme treatment for gentle exfoliation with no downtime.

Step 1. Cleanse the entire area to be treated with a moderate amount of Ultra Gentle Cleanser and rinse thoroughly with warm water.

Step 2. Moisten a cotton round with Calming Facial Toner and swipe over the entire area to be treated thoroughly and evenly.

Step 3. Put 3-4 pumps of Hydrating Enzyme Mask in a small bowl. Apply a thin layer of the enzyme with a fan brush to the area to be treated. Leave on for 5-7 min. as tolerated and remove completely with a steam towel. (Steam optional)

Step 4. Massage a generous amount of HydraBalance Gel into the skin to prepare for extractions.

Step 5. Perform extractions now that the pores are softened from the enzyme, and then wipe the area thoroughly with Sal-C Toner.

Step 6. If the appointment is during the day, gently apply Daily SPF 30 to the treated area. If the appointment is in the evening, gently apply HydraBalance Gel and instruct your client they won't need to do their evening home care routine.

ADOLESCENT + TWEEN FACIAL

BIOELEMENTS

The facial is designed for adolescent skin to target stress-related breakouts, congestion and dullness.

Step 1. Pre-heat steamer and perform the Aromatherapy Breathing Signature Technique. Apply a few drops of a Bioelements Aromatherapist Oil in your hands, then cup them a few inches over client's nose as they take 3 deep breaths.

Step 2. Pre-cleanse with Sensitive Skin Cleansing Oil. Apply eye pads and perform Bioelements SkinReading.

Step 3. Apply cleanser under steam and perform the Bioelements Cleansing Massage. Apply EnzymeTherapy + Softening Gel and brush across lips. Remove and blot with toner.

Step 4. Choose the Corrective Activity Tier for your client based on their SkinReading (Advanced Tier featured here). Apply EnzymeTherapy + Softening Gel to face and neck. Exfoliate for 5 min. under steam, then remove.

Step 5. Apply a skin sedation mask of Softening Gel and Emergency Soothing Powder; leave on for 5 min. Perform comedone removal.

Click here to continue reading Steps 6-9

ADDITIONAL PROTOCOLS FROM:

M.A.D SKINCARE
PHYTOMER
PEVONIA
BIO-THERAPEUTIC
DR. TEMPT

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INDUSTRY INPUT
ENVIRONMENTAL AGRESSORS

TOP TIPS, TECHNIQUES AND ADVICE FOR ENVIRONMENTAL AGRESSORS IN YOUR SPA.

TIP 1: LIVE PROBIOTICS REPAIR SKIN BARRIER

As the skin's first line of defense, the microbiome helps maintain a balanced and healthy complexion. Environmental factors such as pollution, UV radiation and harsh weather conditions can disrupt this delicate equilibrium, leading to skin issues like inflammation and premature aging. Topical live probiotics, when applied to the skin, work symbiotically with the existing microbiome, strengthening the protective skin barrier against harmful external elements. By promoting a balanced microbial environment, these probiotics enhance the skin's resilience and ability to combat environmental stressors, ultimately contributing to a more radiant and resilient complexion.

—Emily Stutzman, In-House Esthetician of LaFlore Live Probiotic Skincare

TIP 2: DOUBLE CLEANSE TO PREVENT LASTING DAMAGE

February can be a challenging month for skin. Inside, artificially heated environments can cause the skin to lose hydration. Outside, the skin is still privy to sun damage, dehydration, pollution and other aggressive components. Double cleansing several times a week with both a cleanser and an exfoliator can help to prevent lasting damage and allow for the rest of your skin care regimen to work more effectively.

—Arielle Gillespie, Sales Representative of Skyline Beauty Group

Click here to keep reading top tips from industry experts.

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Adolescent + Tween Facial

(Continued from Page 28)

BIOELEMENTS

The facial is designed for adolescent skin to target stress-related breakouts, congestion and dullness.

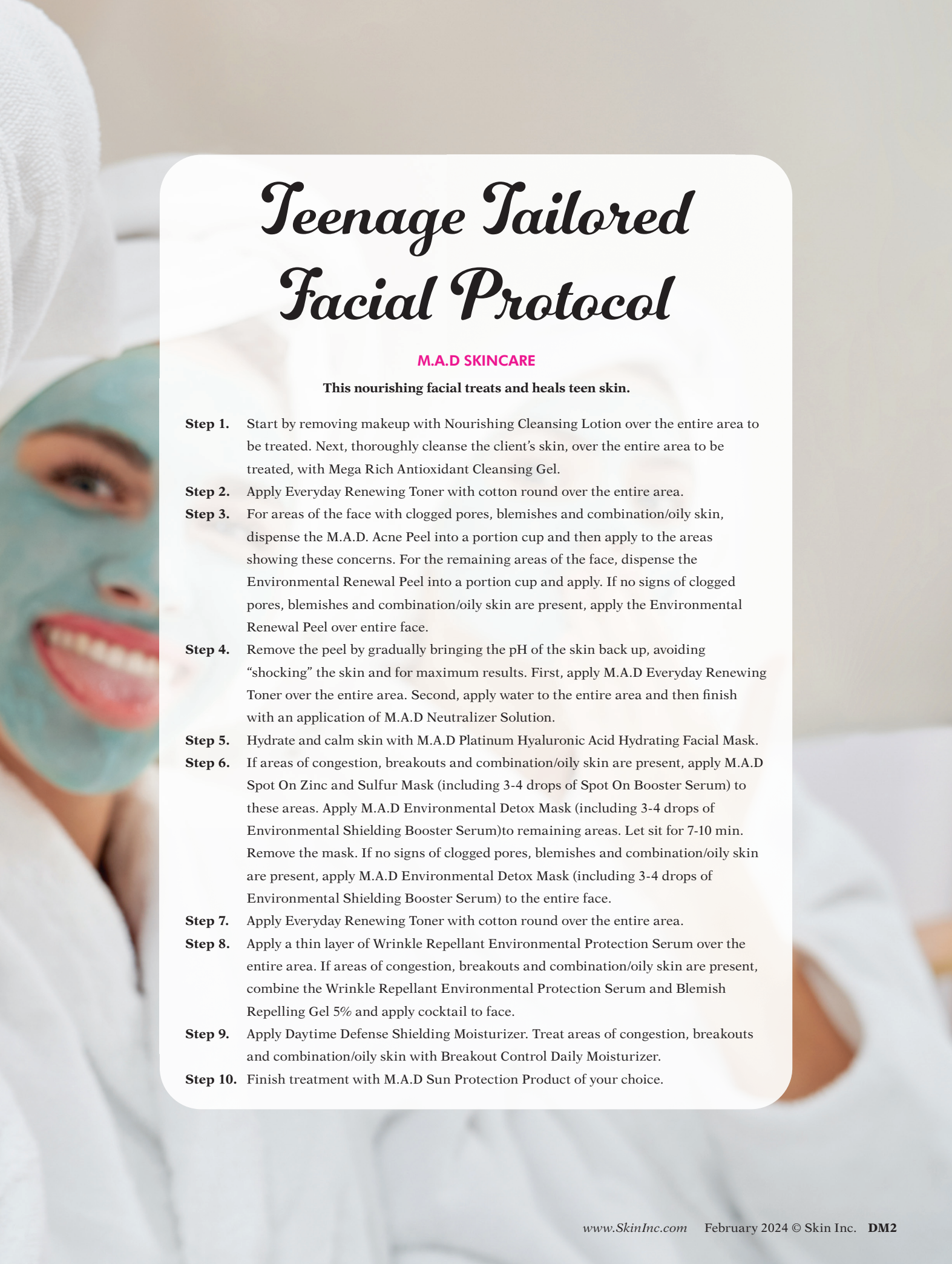
Step 6. Blend up to 6 drops of an Aromatherapy Blend into a massage product and apply to face, neck and v-area. Perform the Bioelements Face + Eye Acupressure Massage. Remove.

Step 7. Apply a Power Treatment of Oxygenation blended with 1-3 Custom Blends based on SkinReading. Leave on.

Step 8. Apply a Power Mask of Advanced VitaMineral Deep Detox Mask + Gel Therapy custom blended with 1-2 Custom Blends. Leave on for 10 min. Remove and blot with toner.

Step 9. Finish with RayDefense SPF 30 and perform the Energy Tap to refresh your client.

Image courtesy of serhiibobyk at Adobe Stock



Teenage Tailored Facial Protocol

M.A.D SKINCARE

This nourishing facial treats and heals teen skin.

Step 1. Start by removing makeup with Nourishing Cleansing Lotion over the entire area to be treated. Next, thoroughly cleanse the client's skin, over the entire area to be treated, with Mega Rich Antioxidant Cleansing Gel.

Step 2. Apply Everyday Renewing Toner with cotton round over the entire area.

Step 3. For areas of the face with clogged pores, blemishes and combination/oily skin, dispense the M.A.D. Acne Peel into a portion cup and then apply to the areas showing these concerns. For the remaining areas of the face, dispense the Environmental Renewal Peel into a portion cup and apply. If no signs of clogged pores, blemishes and combination/oily skin are present, apply the Environmental Renewal Peel over entire face.

Step 4. Remove the peel by gradually bringing the pH of the skin back up, avoiding "shocking" the skin and for maximum results. First, apply M.A.D Everyday Renewing Toner over the entire area. Second, apply water to the entire area and then finish with an application of M.A.D Neutralizer Solution.

Step 5. Hydrate and calm skin with M.A.D Platinum Hyaluronic Acid Hydrating Facial Mask.

Step 6. If areas of congestion, breakouts and combination/oily skin are present, apply M.A.D Spot On Zinc and Sulfur Mask (including 3-4 drops of Spot On Booster Serum) to these areas. Apply M.A.D Environmental Detox Mask (including 3-4 drops of Environmental Shielding Booster Serum)to remaining areas. Let sit for 7-10 min. Remove the mask. If no signs of clogged pores, blemishes and combination/oily skin are present, apply M.A.D Environmental Detox Mask (including 3-4 drops of Environmental Shielding Booster Serum) to the entire face.

Step 7. Apply Everyday Renewing Toner with cotton round over the entire area.

Step 8. Apply a thin layer of Wrinkle Repellant Environmental Protection Serum over the entire area. If areas of congestion, breakouts and combination/oily skin are present, combine the Wrinkle Repellant Environmental Protection Serum and Blemish Repelling Gel 5% and apply cocktail to face.

Step 9. Apply Daytime Defense Shielding Moisturizer. Treat areas of congestion, breakouts and combination/oily skin with Breakout Control Daily Moisturizer.

Step 10. Finish treatment with M.A.D Sun Protection Product of your choice.

Cyfolia Organic Radiance Plumping Facial

PHYTOMER

This facial utilizes organic ingredients that hydrate teen skin.

Step 1. Perform "Inhalation Tent" with a few drops of Nourishing Massage Sap Oil.

Step 2. Remove makeup from lips and eyes with Radiance Toning Cleansing Lotion. Cleanse and tone.

Step 3. Apply a small amount of Radiance Exfoliating Cream to entire face and neck. Exfoliate with circular movements and then remove with a hot towel or sponges.

Step 4. Cleanse with Radiance Cleansing Cream, then tone with Radiance Toning Cleansing Lotion.

Step 5. Apply 4 pipettes of Nourishing Massage Sap Oil to the face, neck and décolleté and perform facial and eye contour massage.

Step 6. Using a brush apply Radiance Moisturizing Mask in a medium layer to the face and neck. Leave on for 10-15 min.

Step 7. During this time, massage hands and forearms with Nourishing Massage Sap Oil.

Step 8. Massage excess cream mask in for 1 min. Gently remove with a warm towel. Tone.

Step 9. Apply moisturizer to the face and neck.

Image courtesy of Solid photos at Adobe Stock



Teen Facial

BIO-THERAPEUTIC

This customized facial treats teen skin care concerns.

Step 1. Perform initial cleansing with CLEANSE. Apply bt-sonic ultrasonic cleansing brush for an optional technology boost. Rinse afterwards.

Step 2. Apply EXFOLIATE to wet skin and gently massage. Rinse thoroughly with tepid water.

Step 3. Apply Decongest to target areas. Apply bt-micro ultrasonic technology on CLEAR Mode.

Step 4. Reapply Decongest and perform extractions. Apply with bt-micro on EXFOL Mode.

Step 5. Apply a generous layer of Aquafuse Hydrate or Aquafuse Clearing with a cotton round.

Step 6. Apply Chromatic Serum. Apply bt-micro on SERUM Mode for optional technology boost.

Step 7. Apply a generous application of Shade SPF 30 to face and neck.

SpaTeen Papaya HydraSoothe Mask In-Spa Treatment

PEVONIA

This treatment soothes skin after activities like being out in the sun and after sports.

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. Cleanse the skin thoroughly with Facial Cleanser. Remove cleanser with pads moist with warm water. Apply Facial Lotion and blot dry.

Step 3. Cover eyes with pads moist with Anti-Stress 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. 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 Facial Lotion.

Step 8. Foam a small quantity of Phyto-Gel Cleanser between wet palms. Apply on face and neck, work it gently to remove any enzyme residue. Remove the Phyto-Gel Cleanser with dry pads first, then with moist pads.

Step 9. Apply Facial Lotion to ensure no residue of Foam-A-Zym remains.

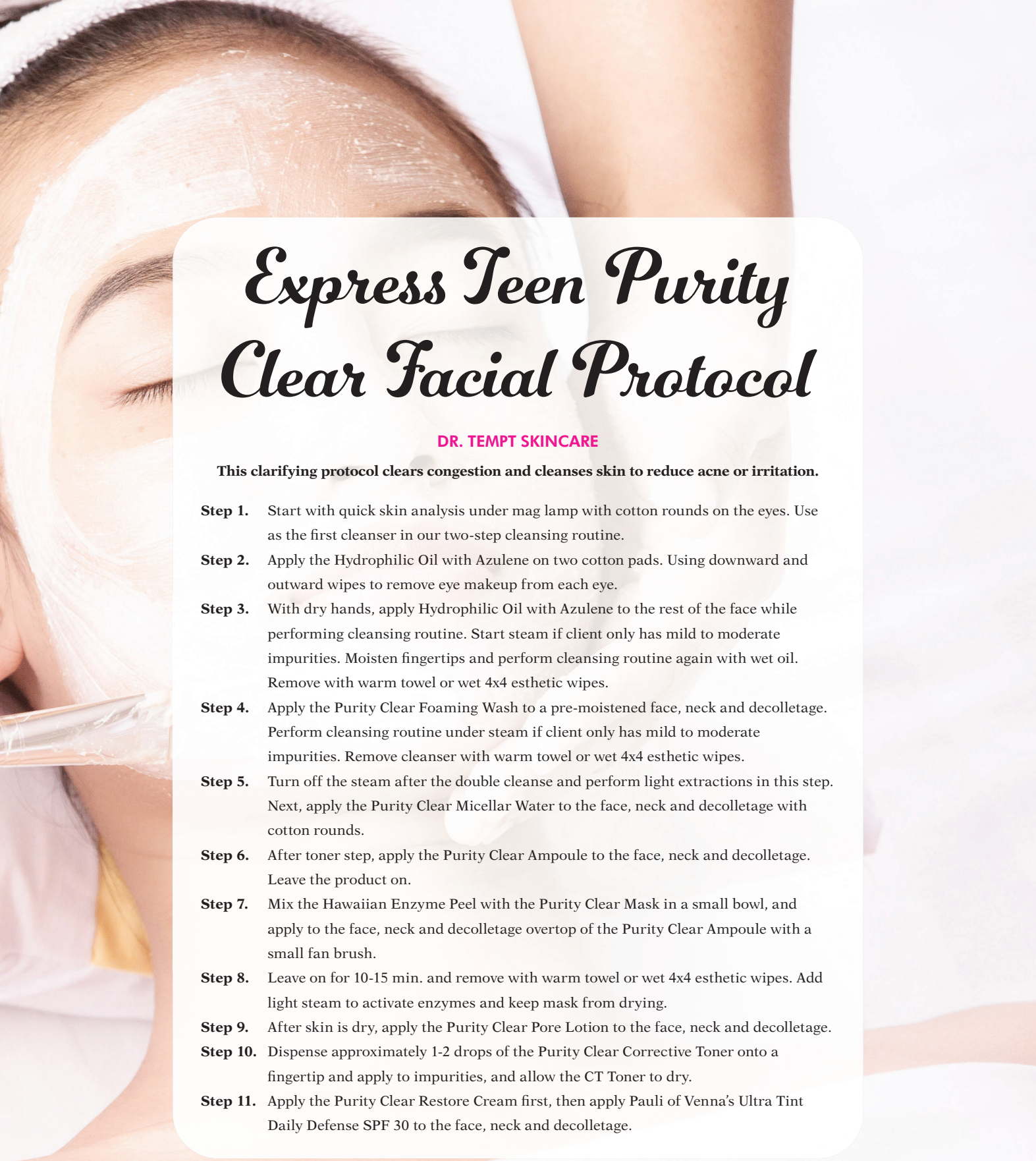
Step 10. Apply high frequency to face and neck for 3-5 min.

Step 11. With a Face Mask Brush, apply SpaTeen All Skin Types Papaya HydraSoothe Mask to entire face and neck, 1/2 inch away from eyes. Cover eyes and eyebrows with cotton eye pads wet with Anti-Stress Eye Lotion. If skin is sensitive, cover with ice cold pads for 5 min. Remove pads and leave mask on for an additional 5 min. Rinse mask with pads wet with cool water. If skin is not sensitive, leave mask on for 15 min., and then rinse mask with pads wet with cool water.

Step 12. Wipe the skin with Facial Lotion and blot dry.

Step 13. As a final step, apply Soothing Sensitive Skin Cream all over the remaining area of the face and neck.

Image courtesy of triocean at Adobe Stock



Express Teen Purity Clear Facial Protocol

DR. TEMPT SKINCARE

This clarifying protocol clears congestion and cleanses skin to reduce acne or irritation.

Step 1. Start with quick skin analysis under mag lamp with cotton rounds on the eyes. Use as the first cleanser in our two-step cleansing routine.

Step 2. Apply the Hydrophilic Oil with Azulene on two cotton pads. Using downward and outward wipes to remove eye makeup from each eye.

Step 3. With dry hands, apply Hydrophilic Oil with Azulene to the rest of the face while performing cleansing routine. Start steam if client only has mild to moderate impurities. Moisten fingertips and perform cleansing routine again with wet oil. Remove with warm towel or wet 4x4 esthetic wipes.

Step 4. Apply the Purity Clear Foaming Wash to a pre-moistened face, neck and decolletage. Perform cleansing routine under steam if client only has mild to moderate impurities. Remove cleanser with warm towel or wet 4x4 esthetic wipes.

Step 5. Turn off the steam after the double cleanse and perform light extractions in this step. Next, apply the Purity Clear Micellar Water to the face, neck and decolletage with cotton rounds.

Step 6. After toner step, apply the Purity Clear Ampoule to the face, neck and decolletage. Leave the product on.

Step 7. Mix the Hawaiian Enzyme Peel with the Purity Clear Mask in a small bowl, and apply to the face, neck and decolletage overtop of the Purity Clear Ampoule with a small fan brush.

Step 8. Leave on for 10-15 min. and remove with warm towel or wet 4x4 esthetic wipes. Add light steam to activate enzymes and keep mask from drying.

Step 9. After skin is dry, apply the Purity Clear Pore Lotion to the face, neck and decolletage.

Step 10. Dispense approximately 1-2 drops of the Purity Clear Corrective Toner onto a fingertip and apply to impurities, and allow the CT Toner to dry.

Step 11. Apply the Purity Clear Restore Cream first, then apply Pauli of Venna's Ultra Tint Daily Defense SPF 30 to the face, neck and decolletage.

TIP 3: NOURISH SKIN INSIDE & OUT

Skin environmental stressors and aggressors include, but are not limited to, weather like harsh winters, dry desert heat, sun damage, pollution, proper diet, hydration and toxins like smoking. To combat the free radicals of aging, antioxidants are the skin and body's defense and play a major role in skin care and habits. L-Ascorbic acid, the most stable and efficacious form of vitamin C, is an excellent choice to consume orally as well as applying topically. UV rays have a significant impact on the skin and it is important to apply a broad-spectrum sunscreen daily. Drink plenty of water and provide proper nutrition both through your diet as well as in your skin care regime. Stay moisturized to keep the skin's surface smooth, soothed and protected from water loss and irritants by creating a barrier.

—Tag Cedar, Spa Consultant & Industry Expert

TIP 5: PROTEC

Building a strong skin defense is
from environmental aggressors,
Proper cleansing, topical antioxi
stress management, sleeping wel
alcohol, pollution protection and
natural defenses. In my professio
a vitamin mist to maintain the s
barrier with antioxidant protecti

—Jaclyn Peresetsky, Owner an
Academy and Colore M

Image courtesy of aaquin Corbalan at Adobe Stock



TIP 4: AVOID SCENTED PRODUCTS

One critical aspect we simply cannot overlook is the significant impact of scent as an environmental aggressor on our precious skin health. Whether you're actively involved in performing treatments or managing product retail, recognizing these aggressors is absolutely key. It's disheartening to know that scented products often hide harmful or even toxic chemicals that can severely compromise the integrity of our skin, potentially leading to adverse reactions in a wide range of clients. By integrating these natural defenses into your offerings, you not only elevate your treatment methods but also place the safety and health of your clients at the forefront.

—Justine Kahn, Founder and CEO of Botnia Skincare

T WITH ANTIOXIDANTS

essential for safeguarding the skin
keeping it healthy, and looking young.
dants, a healthy diet, staying hydrated,
l, avoiding smoking and excessive
using humidifiers boost your skin's
nal treatments, I love using oxygen with
kin's natural vitality and strengthen its
on to tackle these unrelenting aggressors.

d CEO of Skin Perfect Spas, Skin Perfect
le Perfect Cosmetics & Analysis.

TIP 6: CREATE A STRONG SKIN BARRIER TO ELIMINATE VULNERABILITY

Our skin is our largest organ and vital for health and wellness! A healthy, functioning barrier should always be the priority as it is essential for keeping bacteria, toxins and environmental stressors out of the body. Remember, the skin is a part of your immune system and if it becomes compromised, you are more vulnerable to a host of health problems.

—Shannon Essau, CEO & National Educator of Allison Clinical Enterprises

TIP 8: TREAT SKIN WITH HEAL

Some ingredients that aid and heal the skin are vi
niacinamide. Vitamin C aids in reducing photodar
ferulic acid will calm the skin and reduce the appe
protects the skin against moisture loss throughou

—Dr. Jeannette Graf, Board-Certified Dermatolog
of Dermatology at Mt. Sinai Sc

Image courtesy of Андрей Журавлев at Adobe Stock



TIP 7: SPF IS YOUR BEST FRIEND

Environmental aggressors like pollution, UVA & UVB rays are big contributors to rapid aging, skin cancer, wrinkles and sun spots. Pollutants can be microscopic and sit as a top layer on your skin and hair. Without proper protection, this can directly cause rapid aging and rough skin textures. To protect against these harmful effects, consider incorporating antioxidants such as vitamin C to neutralize free radicals. Additionally, consider using a pollution-fighting moisturizer and avoid prolonged exposure to pollution-heavy areas when possible. To protect against premature aging and skin damage caused by UVA and UVB rays, be sure to use broad spectrum sunscreen with a strength of at least SPF 50+ regularly. Don't forget that gloomy, overcast days tend to have the strongest UVA and UVB rays, and your tech devices even give off UVB rays, so SPF should be a daily factor.

—Renee Sison, Esthetician and Vagaro Product Marketing Manager

LING INGREDIENTS

tamin C, ferulic acid and
mage caused by UV rays, while
earance of dark spots. Niacinamide
t the day.

ist and Assistant Clinical Professor
hool of Medicine



Image courtesy of Tom Wang at Adobe Stock

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The Link Between SUN DAMAGE AND HYPERPIGMENTATION

By Brian Goodwin, Éminence Organic Skin Care

A clear, even skin tone is highly desirable for clients, regardless of their skin type or concerns. However, lingering hyperpigmentation is a stubborn, consistent barrier to achieving this; it also affects every skin type at every life stage–especially when prolonged sun exposure and UV damage are factors.

The good news is that with the right products and a thoughtful, consistent approach to protection and prevention, you can help clients reduce the appearance of dark spots and avoid future hyperpigmentation. Best of all, there are natural, organic solutions that are both effective and gentle.



Hyperpigmentation is caused by an abnormal production of pigement; *Image courtesy of this_baker at Adobe Stock*

WHAT IS HYPERPIGMENTATION?

Hyperpigmentation refers to areas of the skin that have an abnormal production of the pigment, resulting in a darker area of the skin than the rest of the complexion.[1] These areas are characterized by high levels of melanin (the pigment produced by melanocytes, or pigment-producing cells, that provide the skin's tone and resulting color of complexion).

Hyperpigmentation can be thought of as an umbrella term that includes common skin issues like dark spots, acne scars, age spots, liver spots and sun spots.[1] Though there are various causes of hyperpigmentation, they aren't always harmful to a client's health. That said, you will want to keep an eye on the evolution of pigmentation on your client's skin, and take care to note any abnormal or rapid changes in pigment throughout the skin, particularly with moles. Moles need to be examined regularly by a medical practitioner. If you note any suspicious-looking moles during a treatment, please direct your client to seek appropriate medical advice.

WHAT CAUSES HYPERPIGMENTATION?

The direct action within the skin that produces hyperpigmentation is excess melanin produced by melanocytes (the cells that produce melanin), which are granules of pigment that provide color to the skin's complexion. Hyperpigmentation is triggered as a protective response, which is why we frequently see it following UV exposure or trauma/injury that induces inflammation.[2] There are various triggers that can ramp up its production, and many processes can be happening in the skin to cause or exacerbate hyperpigmentation, including:

- Skin conditions like acne and melasma
- Cuts, burns, or lesions
- Hormonal changes, particularly during puberty, pregnancy and menopause
- Medications that cause increased UV sensitivity, particularly antibiotics
- A deficiency in vitamin B12 or B9
- Sun exposure
- Inflammation
- Health conditions, including thyroid and adrenal disorders[2]

From this litany of causes, hyperpigmentation can take multiple forms including scars with increased pigment, small dark spots, large, darkened patches, freckling and moles.[3] As a side note, hypopigmentation, or the loss of pigment, may also occur depending on the level of damage or injury occurring.



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HYPERPIGMENTATION AND THE SUN

While time in the sun plays a significant role in the development of hyperpigmentation, it's easy to underestimate its true impact. Since we typically see the results of a day in the sun after we've retreated indoors, your clients may not realize that their consistent sun care habits (or lack thereof) are responsible for the formation of hyperpigmentation.

To bring this to your clients' attention, it's worth asking clients something like, "Did you know sun exposure is the number one cause of hyperpigmentation?"[4] Many clients may not be aware of how critical sun exposure is as a contributing factor to the current state of their skin. Melanin is your skin's natural protection against the sun and more time outdoors will lead to a spike in its production, particularly if your clients venture out without SPF, and more importantly, don't regularly reapply their SPF protection.[4]

One of the most common types of sun-induced hyperpigmentation is solar lentigines.[4] Typified as an oval or irregular mark of darkened skin, with colors ranging from tan to nearly black, solar lentigines may also have a rougher texture than the rest of the complexion. Though you should always be mindful of hyperpigmentation resulting from time in the sun, solar lentigines do not adversely affect client health, but that doesn't mean that your clients will not have concerns.[5] And more likely than not, they will want to even out their skin's tonal appearance. Solar lentigines frequently show up along the face, hands, chest and back, which can age and alter the skin's overall tone and healthy appearance.

Melasma is another form of hyperpigmentation frequently associated with both sunlight and hormonal changes, such as fluctuations of progesterone and estrogen. Though these hormonal fluctuations are the primary factor causing melasma, sun rays, heat exposure, and injury can deepen the skin's discoloration associated with melasma and contribute to a worsening of its condition.[4]

IMPROVING DARK SPOTS AND HYPERPIGMENTATION

With so many potential causes and forms, it may feel like hyperpigmentation is nearly impossible to ward off, but fret not; you can bring natural solutions into the treatment room to help clients fade dark spots and regain their confidence! Look to enzymes, specific exfoliating acids, bakuchiol and niacinamide as gentle-yet-effective solutions.



Bakuchiol supports the sloughing off of overly pigmented skin cells. *Image courtesy of 22Imagesstudio at Adobe Stock*

One of the best ingredients for hyperpigmentation is papain—an enzyme found in juicy papaya. You may have seen papaya included in various professional peels and face masks, and that's for good reason. This tropical fruit is chock full of papain, a skin-friendly enzyme known to slough away dead skin cells, impurities and other components lingering on the skin's surface. But, how exactly does this help with hyperpigmentation? Exfoliation helps to encourage your skin cells' natural turnover rate, which not only leaves skin smoother, but also fades any excess melanin in your skin to clear away dark spots over time.[6]

You can also try a few trending acids in the treatment room to help brighten hyperpigmentation. Mandelic acid is a water-soluble exfoliating alpha hydroxy acid (AHA) derived from bitter almonds that is tolerated well on virtually all skin types. This is generally due to its larger molecule size, which slows how rapidly it's absorbed into the skin, and as a result, reduces potential irritation or injury to the skin.[7]

Tranexamic acid is another effective brightening option. Studies have found that tranexamic acid evens out hyperpigmentation, especially when melanin density is linked to sun damage.[8] It's also safe for all skin types including sensitive and for use through pregnancy, which isn't the case for all available treatments.[8]

Hyperpigmentation may also clear up when treated with pyruvic acid. While mandelic acid is a water-soluble acid, pyruvic acid is an acid (derived from



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hibiscus) that is both oil and water-soluble and has the ability to brighten hyperpigmentation by encouraging faster cell regeneration, which is particularly helpful in areas where melanin deposits are dense.[9]

Niacinamide is another ingredient that your clients with hyperpigmentation will appreciate. This vitamin B3 derivative inhibits the production of melanin as it's happening.[6] It's beneficial for sun damage, including dark spots, due to its ability to decrease the visible signs of photoaging.

One final ingredient your clients will love is bakuchiol. A retinol alternative derived from botanical sources, bakuchiol supports skin cell renewal, and when applied topically encourages the sloughing of overly pigmented cells, leaving skin looking renewed and more even.

HYPERPIGMENTATION PREVENTION

Prevention is key! After all, there's no need to reach for products that will help fade away dark spots if hyperpigmentation never develops in the first place. While some of the common triggers like acne, hormonal shifts and injuries are unavoidable, there is good news: sun damage, the most common source and aggravator of hyperpigmentation, is in your hands.

Advise clients to layer on the SPF as a part of their daily routine. The best sunscreens for hyperpigmentation are typically all-mineral formulas. While chemical SPFs neutralize UVA and UVB rays, the active ingredients in mineral SPFs create a barrier on top of the skin that blocks these factors and protects from infrared and visible light damage, all while keeping the skin cool and less inflamed.[10] When facing hyperpigmentation, be sure to educate your clients on the importance of SPF in their daily routine, especially the need to reapply their SPF protection regularly. You can also advise them to protect their complexions with large hats and sunglasses when they head into the sunshine.



AN EVEN COMPLEXION



Regardless of hyperpigmentation's cause, hyperpigmentation will affect all clients at some point. The associated uneven tone and dark spots can last long after the initial trigger has already been resolved. However, coming to the treatment room prepared with natural solutions like fruit enzymes, gentle exfoliating acids, niacinamide and bakuchiol, is essential to preventing and improving any uneven tone, unwanted marks and dark spots clients are concerned with.

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Brian Goodwin is an award-winning international educator for Éminence Organic Skin Care. As a master medical esthetician, master herbalist and consultant, Goodwin leverages more than 15 years of spa industry experience to bring fun, engaging education to spa professionals around the world.

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Pelo West

Louisville, KY

This month's spa interior feature is providing all the good vibes. Recently opened, Pelo West, located in Louisville, provides both skin and hair services for guests. This unique space prioritizes functionality while also providing a one-of-a-kind experience for clients. The spa's owner, Kaitlyn Hubert, sat down with *Skin Inc.* to discuss the importance of creating a space that you love, along with how to create a location that helps clients find privacy and peace.

Skin Inc. (_SI_): Tell us about the aesthetic of your spa's interior and the emotion you are looking to evoke from customers?

Kaitlyn Hubert (KH): Our aesthetic is black, emerald green and gold. The vibe is very calm and moody, and we look to evoke a feeling of relaxation and seclusion from our customers. We want them to feel hidden away in their own peaceful sanctuary.

_SI_: What inspired your design components and process?

KH: Being my third spa and salon location, I definitely built on the design of the others, but I also pulled some inspiration from an Italian salon where I worked in the West Village of Manhattan.

_SI_: What is the most important thing to remember when designing a successful spa space?

KH: Pick a design that is true to you and the type of client you want to attract. And don't skimp on the details!

_SI_: Does your spa have any unique features or design aspects?

KH: We feature artwork from several local (Louisville, KY) artists throughout the spa, all of which are available for purchase. We also reupholstered an old pedicure bench with a super fun cow print fabric. I love what a focal point that's been!

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

KH: Choose your color palette, incorporate textures, create zones for different activities, focus on comfort and functionality, make it smell good, include luxurious touches and pay attention to detail.















Jessica Mahorn Photography



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5 Gen Z Skin Care Trends

By Cora Gold, Revivalist

Gen Z may be the generation that has seen the most skin care trends thanks to TikTok, influencers and the popularization of skin care practices. Here are the trends you should be aware of and some tips on giving great counsel to your clients.

5 GEN Z SKIN CARE TRENDS



1. LED

This is a popular choice for skin care, as the microcurrents in LED masks enhance the effectiveness of products to reduce acne, fine lines and dullness. While most brands are safe, advise your clients to invest in FDA-approved LED masks with blue and red light. Blue light targets bacteria and acne, while red light penetrates deep into the skin to boost collagen and reduce signs of aging.

Some extra safety functions that can be great for retail LED devices include automatic shutoffs, timers and heat regulators. Some of the concerns that may arise relate to people with light-sensitive eyes, migraines or antibiotic treatments.

2. DIY Microneedling

Many turn to microneedling at home if it's a more viable option for them financially to treat fine lines, acne scars and improve skin texture. Derma rollers are available on the market in different needle lengths and prices. If they've already started derma-rolling, look out for signs of damage like bruising or tightness, and pay attention if your client is sharing concerns about itching and peeling skin.[1]

Some may assume using a derma roller with active ingredients is beneficial, so you should warn them about using microneedling in combination with retinol or glycolic acid. This practice can increase skin sensitivity and susceptibility to trauma.

3. Pore Vacuuming

You may have a pore vacuum in your office for HydraFacials or pore-cleansing treatments. People love these devices for their ability to cleanse and remove blockages from skin follicles. While the best option is to get in-office treatments, your clients may approach you for advice on adequately using pore vacuums at home. Store-bought vacuums are less powerful than the medical-grade device in your office, but you should still caution clients to use the lightest suction setting to prevent irritation. The device should also be used on loose blackheads, as forcefully suctioning them could cause issues like superficial capillaries, tears and scarring.

The skin should also be prepped correctly before. Otherwise, the client is better off using a gentle chemical exfoliant or a cleansing brush with a foaming cleanser. Lastly, they should clean the vacuum thoroughly after each use, and wipe it with pure alcohol before storage to prevent bacterial infections from buildup. Depending on their skin concerns, you could also encourage your clients to try non-invasive options like a chemical peel or resurfacing laser.



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4. Internal Skin Care

Most people know healthy eating habits like reducing sugar and processed foods benefit long-term health, but eating for skin health has become trendy and praised for its miraculous curing powers. On TikTok, users visit the #skincarebreakfast tag to share recipes for glowy skin mocktails, overnight oats with probiotic yogurt and protein powders as part of their skin care journey.

In the skin care industry, taking supplements to improve and maintain healthy skin has also become trendy. People have been taking collagen, protein and vitamin supplements to support skin health. However, how can clients make the right choices about supplements? When giving advice, it's best to suggest they thoroughly research the supplement, since most are regulated as food instead of medicine by the FDA.[2] They should also visit a doctor to get approval on the supplements, and look for any side effects and contraindications. Some supplements can worsen symptoms of medical conditions or cause health issues with improper use.

5. Skin Slugging

While this practice has recently become popular, it's been used by generations of women to keep their skin moisturized and plump. Skin slugging involves spreading a layer of petroleum jelly (the top three slugging products are Vaseline, Aquaphor healing ointment and Cerave Moisturizing cream) on the face to encourage products to sink deeper into the skin and create a protective barrier. It prevents drying since the occlusive layer prevents anything from getting in or out of the skin.

Although it's useful for moisturizing, restoring lipids and repairing the skin barrier with the protective layer, certain skin types must be careful when slugging.[3] Oily skin already has a robust lipid layer, and adding more to the surface could result in breakouts or milia. For acne-prone skin, suggest any product with ceramides and moisturizing ingredients like hyaluronic acid. The client gets the benefits of slugging without clogging their pores. Lastly, advise your clients on the best products to use under slugging. Slugging increases the intensity of products underneath it thanks to its occlusive nature, so the wrong actives or ingredients on the skin can cause sensitivity.

The Wise Skin Care Guide

With skin care trends becoming increasingly accessible online, it's crucial to stay in-the-know. Young adults and teenagers often see viral skin care trends and try them without thinking about the potential dangers. Professional guidance can help them make the best choices for healthy, happy skin.

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8 Skin Benefits of



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Rose

by Shahma Ataullah, Aesthetic Northwest Institute

Roses have been used in beauty products for centuries due to their numerous benefits for the skin. Humans have been cultivating them for roughly 5,000 years, captivated by their scent. During the 17th century, roses were in such high demand that rose water was used as legal tender in parts of Europe.

Since ancient times, we've recognized that roses may have medicinal and cosmetic properties, making them highly sought after by everyone from royals like Cleopatra to the general public. In some cultures, rose water is so revered that it's sprayed on guests and featured in religious ceremonies.[1]

Rose Water

Rose water is a by-product obtained during the production of rose oil. The process involves mixing rose petals with distilled water and heating them in a kettle, which produces water vapor. This vapor is then passed through a condenser. The rose oil, rich in unsaturated fatty acids and fat-soluble active ingredients, settles at the bottom in a viscous form. Meanwhile, the rose water, consisting of the water-soluble parts of the rose blossom, sits at the top as condensed water vapor.[2]

Rose water can benefit any skin type, but it is especially gentle on sensitive skin. Read on to discover some of its benefits.

1. Wound Care

Rose water has been used for centuries in Ayurvedic medicine for wound care and skin issues. It can be applied to treat cuts, burns and scrapes caused by minor injuries.[3]

2. Calms Irritation

The vitamin C content in rose water can soothe irritation and blotchy skin caused by conditions



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like eczema, rosacea, or psoriasis. It can also alleviate swelling and discomfort caused by acne, improve post-acne scars, and enhance overall complexion for brighter, more even-toned skin.[3]

3. Protects Skin

Rose water contains vitamins A, B, and E from rose petals, and is a rich source of antioxidants. These vitamins, along with the phenolic compounds in rose water, can help protect the skin from free radicals and oxidative stress.3,4

4. Reduces Wrinkles

Rose water can aid in treating signs of aging or sun damage. It contains tannin and vitamin C, which can boost collagen production and help reduce the appearance of wrinkles. Additionally, it can temporarily plump fine lines, improve skin elasticity, and tighten sagging skin.[3,4,5]

5. Clears Skin

The use of rose water as a toner can effectively unclog pores and help remove dead skin, dirt and other impurities. Although the effect is temporary, it can tighten pores to reduce the likelihood of them clogging up.[4]

6. Makeup Use

Treating the face with rose water (in mist form) before applying makeup can help prevent makeup from getting into open pores and causing them to clog. Applying rose water after makeup helps settle the makeup on the skin. Using rose water both before and after makeup can make removing traces of makeup easier.[3,6]

7. Hydrates Skin

Rose water can hydrate and refresh your skin by penetrating deep into the outermost layer of skin. It supports a healthy skin barrier by reducing transepidermal water loss, which results in a well-nourished, glowing complexion and restores moisture for a brighter look.[5]

8. Balances Skin Oils

Rose water is known to help control excess sebum production by balancing your skin's natural oils without dehydrating or stripping your skin. Its low pH level assists in restoring normal function to the protective acidic layer on the skin's surface and helps repair damage caused by dehydration, particularly during the cold months. It can also reset your skin's pH when it's been thrown off because of harsh products and prevent blackheads, whiteheads, and pimples by controlling excess oil.[5,6]

Rose Water Uses

Rose water is gentle and can be used as needed. Here are some easy ways your clients can incorporate it into their skin care routine at home:

- Apply rose water mist on your face during the day to provide hydration to the skin, especially on hot days.
- Spray your face with rose water before applying your favorite sheet mask to improve the hydration effects.
- Apply rose water before layering on serums, moisturizers, and sunscreen as a toner.
- After cleansing, saturate a cotton pad with rose water and gently wipe it across your face as a toner to balance the pH level of the skin.
- Adding rose water to a clay mask can prevent the mask from drying out your skin. It also has soothing properties and a beautiful scent that can make your skincare routine feel more luxurious and enjoyable.
- Use rose water as a mild astringent to soothe nicks and razor burn.

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A Cherished Ingredient

Roses have been cherished for their beauty and fragrance for thousands of years, but their value extends beyond their aesthetic appeal. The byproducts of roses, particularly rose water, have been used in beauty and skincare regimens due to their numerous benefits. Rose water is a gentle and natural product that can be beneficial for all skin types, especially sensitive skin. Today, rose water continues to be a staple in many skincare routines and is also used in various cultural ceremonies. Its enduring popularity attests to its effectiveness and the timeless allure of roses.

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Blue Tansy

by Maggie Walker

Blue tansy (a.k.a. *Tanacetum annuum*) is a tiny flower that has become increasingly popular in the use of skin care, namely for its anti-acne and youth promoting benefits. Thus, you can often find this ingredient in acne creams, spot treatments, essential oils and healthy aging skin care products.

Blue tansy, which is actually yellow in color, originally was a wild-harvested flower found in the Mediterranean, but it is currently cultivated mainly from Morocco.[1] While the flower may be yellow, the essential oil that is derived for the use in skin care is blue, and with its skin smoothing and soothing properties, it is no wonder this versatile ingredient has caught many people's eyes.

Skin Care Benefits

Apart from the anti-inflammatory and anti-bacterial benefits mentioned above, blue tansy also aids in protecting and healing the skin from damaging UV exposure and environmental aggressors.[2]

The Sabine and camphor properties found in this ingredient are what provide its fantastic anti-inflammatory benefits. When applied to the skin, these anti-inflammatory compounds can help with skin damage, swelling, discomfort and redness.[3]

One of the ways blue tansy has taken center stage in the skin care market is by being sold as an essential oil that can then be added to different skin care products like creams, cleansers, serums and masks. However, if your clients are planning on adding this ingredient to their skin care routine in this manner, make sure they dilute the essential oil with some kind of carrier oil as to lessen the possibility of irritation to the skin.[3]



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"Blue Tansy offers a trifecta of benefits–soothing skin, mind and emotions. Its beautiful indigo blue color is due to its chamazulene content, which provides calming, antioxidant and anti-inflammatory effects resulting in glowing skin and a higher sense of well-being." – *Sherrie Dawkins, Professional Aromatherapist and Formulator for Body Bliss Intentional Aromatherapy*

In the Spa

Thanks to its soothing scent, blue tansy is often used during massage services in the spa. When used for aromatherapy purposes, this essential oil has been said to help calm, center and even boost self-esteem.

One product that showcases the aromatherapy benefits of blue tansy is the doTERRA Balance essential oil blend. The blue tansy in this ingredient helps to provide soothing benefits both from an aromatherapy standpoint and skin care standpoint.

When it comes to using blue tansy in body products, KM Herbals features it in their Blue Sapphire Hand & Body Lotion. The use of blue tansy delivers cooling benefits, and is paired with citrus essential oils to help balance and soothe the skin while calming the mind and spirit. Body Bliss also uses blue tansy in their Prickly Pear Shea Body Butter to help stimulate self-repair while soothing and conditioning the skin.

Another product that pairs blue tansy with prickly pear would be the Naturopathica Prickly Pear & Salicylic Acid Toner. This acne clearing tonic highlights more of the anti-inflammatory and anti-bacterial benefits of blue tansy in its formulation. Dermalogica combines retinol and salicylic acid with blue tansy in their Retinol Clearing Oil to help reduce visible signs of aging while fighting breakouts.

Feeling Blue

Feeling blue really takes on a whole new meaning when you're talking about blue tansy. This is definitely an ingredient to keep in your aesthetic toolbelt whenever you're looking to add a little bit of soothing and calming into your clients skin care routine.

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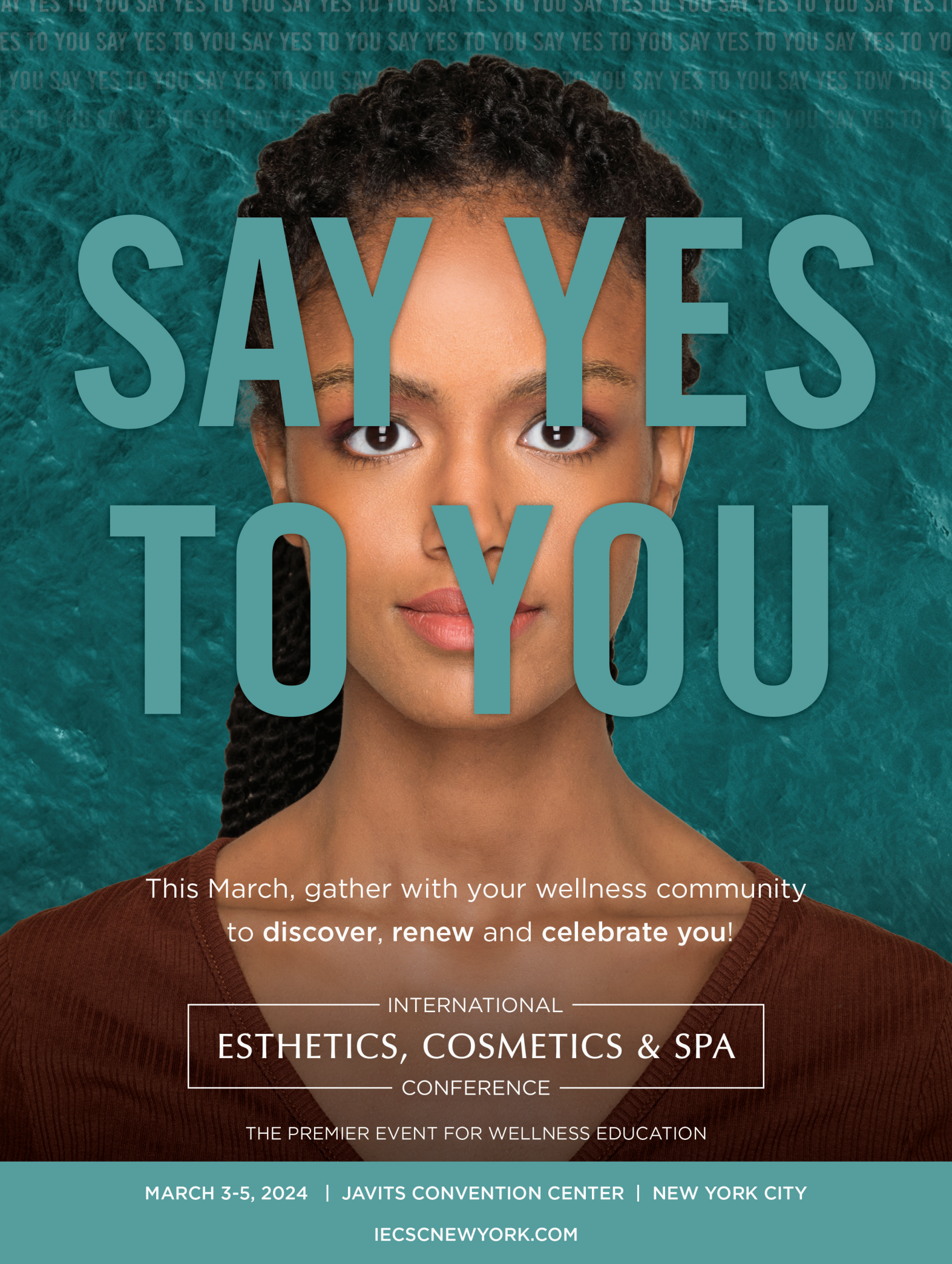
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Ask The Esty

With Deedee Crossett

Industry pro, Deedee Crossett, answers your burning questions about the industry every month.

Q: What steps should a new esthetic graduate take when entering the industry?

A: Great question! I've been the Dean of the San Francisco Institute of Esthetics and Cosmetology for 21 years, and I answer this question almost every day! Things have changed since COVID-19, so I think this is an important topic.

1. **Review online presence.** Make personal posts private. Your future clients and employers want to see your professional work and some social activities. Keep your personal life personal.
2. **Resume relevance.** If you are applying to a lash bar or waxing studio, your resume can be more creative; include photos and links to your online portfolio. Applying to a medspa requires a more traditional resume. Photos are popular and a good way to present yourself. You should look like the person they want to hire. Avoid selfies and party pics.
3. **Confident handshake.** Look your clients and employers in the eyes. Handshakes should be firm and your body position upright and confident. If you look bored, unsocial or unapproachable it will be difficult to build a clientele.
4. **Practice.** You are fresh out of school, you need to practice your massage, waxing techniques, brows etc. Think about the concept of having 10,000 hours to be a master. You have 600 -1,000, you need more time to become an expert. Honor your craft and be humble.
5. **Schedule your future.** You are starting a new career; you'll need time to build your income and clients. You will work weekends, nights and some holidays. Inform your family, friends and partners that you are creating a future business that will take time. Financially successful professionals will tell you that you need a strong work ethic.
6. **Be nice to yourself and others.** No one wants an angry esthetician. Your health and wellness matter, and you'll be able to deliver insanely great customer service when you are nice to yourself and others.



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Please find me on LinkedIn and share your success stories and future questions!



Founder and owner of the San Francisco Institute of Esthetics and Cosmetology since 2002, **Deedee Crossett** is an industry pioneer for raising the bar of undergraduate education for cosmetologists and estheticians. She can be reached at *www.facebook.com/deedee.crossett* and Twitter @DeedeeCrossett.

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