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MARCH 2024

SKIN INC.®

The Choice for Serious Spa Professionals & Owners



MASK MARKETING

What's Trending in Masks

Exfoliation 101

Mastering the Basics

Tips to Amplify

Social Media Presence

Allured business media

The Power of Flowers

by Shannon Esau



Spring here we come! Though it may not seem like spring in certain parts of the country, March is the official start of spring! The days are getting longer, the weather is getting warmer, and flowers are beginning to bloom. It is a great time of year to introduce clients to the bounty and wonder of powerful flower ingredients to help shed dull winter skin and make way for bright, rejuvenated and hydrated skin.

Benefits Flowers Bring to Skin

As elegant and delicate as flowers are, they also have very potent benefits for the environment and our skin. Flower-based acids, masks and corrective formulas support skin at the cellular level working to rejuvenate, provide lightening and brightening benefits, protect from free radicals, firm and tone, and deliver vital antioxidants.

Top Buds in Pro Series Formulas

The RA Pro Series line contains several formulas that incorporate flower extracts to boost treatment room results and fill the room with the remanence of Spring.

Hibiscus Sabdariffa extract is a star ingredient is found around the world, typically in a warm, tropical climates. The extract is a next generation alpha hydroxy acid (AHA) derived from the hibiscus calyx, the green part of the flower that protects the bud and is rich in citric and pyruvic acids. The extract increases rejuvenation and hydration in the skin cells 14% higher than traditional AHAs, while exhibiting good cutaneous tolerance.

Top: Image courtesy of Olaf Simon at Adobe Stock

This extract is found in our Hibiscus Peel, Flower Acid Peel and 12 Flower Mask, and it's very effective in softening and dissolving cystic lesions, balancing oil production, brightening, softening texture and stimulating collagen. Hibiscus flower is also known for its ability to increase the production of glycosaminoglycans – Natural Moisturizing Factors – more than lactic acid. Naturally rich in pyruvic acid, this extract also stimulates cellular energy for optimal skin function.

Lotus Japonicus Symbiosome extract is a model legume helping plants with growth. For the skin it is rich in antioxidants, has tyrosinase-inhibiting properties and provides an anti-inflammatory and anti-bacterial effect on skin. This unique ingredient also contains leghemoglobin, which mimics hemoglobin, giving skin cells a boost in oxygen. Both the Lotus Peel and 12 Flower Mask contain lotus flower extracts.

Rosa Damascena Flower is an essential oil that promotes good skin tone, elasticity and helps even color, creating a more youthful complexion. Rosa naturally contains over 300 compounds that help address inflammation, bacteria and healing in skin. You can find this amazing ingredient in our Hibiscus Peel, and our Creamy Milk Cleanse.

Michelia Alba Flower extract, known as magnolia flower, is found in our 12 Flower Mask and contains high percentages of anti-inflammatory, antioxidant and photo-protective properties.

Rosa Canina Fruit, derived from rose hips, is naturally rich in essential fatty acids, vitamins and minerals and contains lycopene and carotene, which are two very strong antioxidants. This nutrient rich, ultra-hydrating ingredient is one of the powerhouses in our 12 Flower Mask.

Ways to Incorporate Flowers into Spring Treatments

While we recommend using Pro Series products that contain flowers year-round, flower acids, like lotus and hibiscus are favorites among clients this time of year. These non-irritating, yet powerful rejuvenators provide potent pro youth and brightening benefits, protect from free radicals, deliver hydration and antioxidant support.



The **Flower Power Revival Series** consists of two ultra-hydrating, skin strengthening facials paired with a collagen stimulating, corrective peel. All three treatments incorporate beautiful flower extracts and healthy nourishing results.



Add **12 Flower Mask** into your facials for pro youth or pigmented skin and let the aroma of a beautiful bouquet of flowers relax the senses and stimulate the skin. Blend with our soothing Milk Mask to lessen the stimulation or add a few drops of Naturale Mega Brightening Serum to boost brightening on thicker, photo-aged skin.



Hibiscus Peel is an excellent option for all skin types, especially your pro youth, pigmented, rosacea, and compromised skin. This formula may be incorporated into a corrective facial or chemical peel treatment, as it delivers premium results without causing much irritation upon application. Combine with our Mandelic Complex, a blend of mandelic, phytic, and pyruvic acids, this solution truly supports the skin from the inside, out.

An excellent choice that may be used in protocols ranging from progressive to mid-depth, this solution is also used in advanced corrective facials for its exfoliation, moisturizing, firming, and cellular support properties. Get into the springtime mood this season and let the power of these flower ingredients deliver beautiful results for you and your clients!

Speak to an educator and learn more about our result-proven products, please visit rhondaallison.com!

Bottom Right: Image courtesy of Rosamund Parkinson at Adobe Stock

CONTENTS

MARCH 2024 | VOLUME 36, NUMBER 3







Masks

16 What's Trending in Mask Marketing
By Shawna Rocha

32 The History of Face Masks in Skin Care
By Candace Noonan

38 *Protocols in Practice*: Masks
See what mask treatments industry experts are loving

Exfoliation

20 Spring Shed
Products to help your clients shed that dull winter skin

22 Mastering the Basics of Exfoliation
By Alex Hernandez

39 *Industry Input*: Peels
Read industry experts' top tips on peels

44 Jar Deconstructed: Papaya
By Maggie Walker

Business

SPONSORED
C2 The Power of Flowers
By Rhonda Allison Cosmeceuticals

6 On My Radar: March Maskness
By Maggie Walker

SPONSORED
11 Celebrating Skin Care Powerhouses With Environ
By Environ Skin Care

SPONSORED
14 Elevating Your Esthetics Career
By Richard Merrill Consulting, LLC

21 Now Trending: Corneotherapy
By Marisa Sobotka

27 What's My Routine
With Alex Hernandez

ON THE COVER: Adobe Stock by Pormezz

Award Winning,
Total Body Hydration

Lock in moisture from head to toe with a deliciously aromatic body oil.



Meet the Allure Best of Beauty Award-winning Yuzu Solid Body Oil

To find the best of the best, the trusted beauty experts at Allure put hundreds, if not thousands, of products to the test each year. This transformative formula received their stamp of approval, being named a winner in the 2023 Allure Best of Beauty Clean Beauty category. Delight your clients with a sorbet-like texture that melts into a hydrating fluid, designed to wrap skin in refining PHA and dreamy, glow-enhancing yuzu.

Part of the Tropical Superfood Collection featuring pineapple, Kakadu plum and camu camu.



A fresh, exfoliating tonique infused with bromelain-rich pineapple.



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CONTENTS

MARCH 2024 | VOLUME 36, NUMBER 3



Business

28 **Unleashing the Power of Social Media in Spa and Beauty**
By Andriana Gavrilovic

40 **Stem Cells: Myth or Medical Breakthrough?**
By Danne Montague-King

48 **In The Know: Navigating the Danger Zone**
By Susanne Schmaling

In Every Issue

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



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The Event for Serious Spa Professionals & Owners

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EYE-LURONIC HYDRATING PATCHES

Pack your bags and say goodbye to tired, puffy eyes

Instantly cool and depuff under eyes for a well-rested, youthful appearance with these under eye patches. Niacinamide and four molecular weights of hyaluronic acid work together to reinforce and hydrate the delicate eye area, leaving it radiant and supple.

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On My Radar

March Maskness



MAGGIE WALKER
Associate Managing Editor
mwalker@allured.com

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

I am a mask maniac! Honestly, masks are one of my favorite parts of my skin care routine. I feel like my skin is always looking its best when I'm on top of my mask routine. From hydrating to clarifying to exfoliating, I love to get my hands on all different kinds of masks, and I'm always down to try out the latest launches in the industry. I've gathered a list of my top four masks currently in my skin care routine.

1 Circadia Charcoal Milk Clarifying Mask

I have been dealing with some particularly nasty breakouts as of recently, and this mask is just the fix I need to zap them away. This exfoliating mask relieves acne congestion and prevents future breakouts through ingredients like kaolin clay, lactic acid and bamboo charcoal. ***https://circadia.com***



2 Guinot Masque Age Refill Summum

With my 30th birthday right around the corner, I am taking my healthy aging routine extra seriously. This Guinot Masque Age Refill Summum has been one of my favorite overnight masks to use for this exact reason. I always feel like my skin is glowing and plump when I wake up in the morning. ***www.guinotusa.com***





3 Pure Fiji Coconut Lip Sleeping Masque

When it comes to taking care of our skin, we can't forget the lips. There is nothing better than slathering a hydrating lip mask on right before bed, and the Pure Fiji Coconut Lip Sleeping Masque is perfect for just this. I wake up with my lips looking plump and feeling smooth. ***https://us.purefiji.com***

4 707 Flora Moisture Matrix Mask

I am a dry skin girly, which always gets worse transitioning from winter to spring weather. The 707 Moisture Matrix mask is just the thing my skin needs to stay hydrated and glowing in these dry times. ***www.707flora.com***



5 DMK Skin Care ACU Masque

Our associate editor Marisa shared her favorite mask that works wonders on her acne. The ACU Masque from DMK Skin Care is formulated for blemish-prone skin. It helps reduce acne-causing bacteria, clear pores and reduce redness. ***www.dannemking.com***



Images courtesy of the manufacturers

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•

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•

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"where has this been all my life? my skin is the softest it's ever been! seriously amazing."

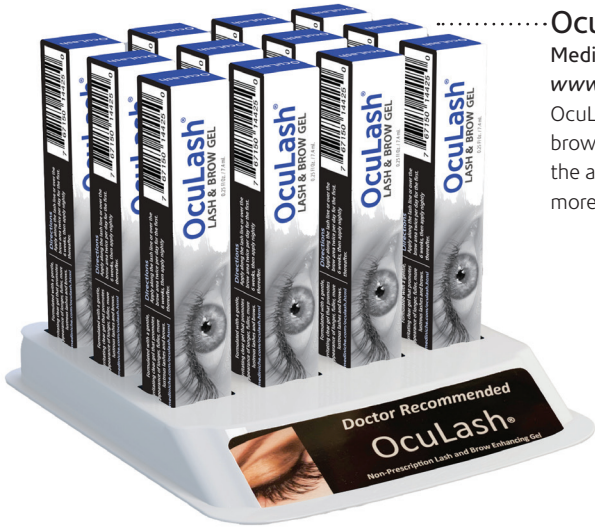
96% say skin feels nourished and soft to the touch – smoothes dry elbows + knees*

95% say skin feels soothed, hydrated, less flaky – it melts right in*

*see bioelements.com/pros for full study results

NEW PRODUCTS

Highlighting the very latest in skin care products and equipment



OcuLash

MediNiche

www.oculash.com

OcuLash is a non-prescription lash and brow-enhancing gel formulated to promote the appearance of longer, fuller, thicker and more lustrous lashes and brows.



Eyelash Extension Fans

The Lashe

www.thelashe.com

Extensions fans are made of synthetic fiber specially designed to exact a natural lash from base to tip for a dramatically improved look, weight and feel.

Advanced Renewal Serum

Skin Script Skin Care

www.skinscriptrx.com

The anti-aging serum uses stabilized retinaldehyde to reduce fine lines, enhance evenness of skin tone and smoothness and improve overall photo damage.





UV AOX Elements Broad-Spectrum SPF 50

Elta MD

www.eltamd.com

The facial sunscreen uses antioxidants, 13.5% zinc oxide and 4.4% titanium dioxide to help combat environmental agressors and restore signs of premature aging.

Exfoliating Cleanser

Daimon Barber

www.daimonbarber.com

Small pumice particles rapidly resurface, polish and brighten the skin, lifting the facial hair before shaving and helping to prevent ingrowing hairs and blemishes.





Purely Calm Gel Toner

Osmia

www.osmiaskincare.com

The toner also acts as a serum while toning the skin with a firming gel structure that stays put as the hydrating active ingredients penetrate for maximum absorption.

Post Treatment Kit

FactorFive

https://wholesale.factorfiveskin.com

The kit includes a cream and a variety of densely packed serums containing human stem cell growth factors, peptides, aloe, green tea extract and other calming ingredients.





CircaShield Mineral Sunscreen SPF 30

Circadia

www.circadia.com

This physical sunscreen contains 17.3% zinc oxide and acts as a proactive shield against light-induced oxidative stress, preventing the formation of free radicals.

Happy Peel

Dermaplane Pro

www.dermaplanepro.com

This peel is designed and formulated for estheticians to use in combination with dermaplaning for a gentle and effective boost in exfoliation to Dermaplane facials.





Moisture+ Vita Complex Super Moisturizer

Environ

www.environskincare.com/us

Formulated with two potent ingredients, Pentavitin and Revidrate, to regulate hydration levels and replenish the skin's moisture barrier, leaving it soft and nourished.



Wrinkle Blocking Eye Serum

Nature Pure Clinical Skincare

www.naturepure.com

The silky serum is infused with organic botanicals for lightweight hydration and nourishment to combat fine lines, wrinkles and signs of aging in the delicate eye area.

Wisdom Oil

Botnia Skincare

www.botniaskincare.com

An antioxidant powerhouse blend of rosehip, sea buckthorn and raspberry oils that support compromised skin and fight free radicals to heal and nourish the skin.



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

HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

PEOPLE

BioPhotas Announces Several Promotions Within Management Team



BioPhotas has announced a series of promotions and positional changes within the company at the start of 2024. Curtis A. Cluff has been named CEO of BioPhotas. Cluff joined the company in October 2022 as the president and chief financial officer and brings 25 years of experience in building successful biotech and aesthetic medicine companies, creating industry-leading brands and accelerating global growth. Curtis has previously served in C-level operational, finance and executive roles, including six years as CFO, interim president and EVP of operations for Obagi Medical Products and then later seven years as CEO of Envy Medical. In this expanded role, Curtis will work closely with founding CEO, Patrick Johnson, who will continue as the executive chairman of the board of directors, while also serving as the chief innovation officer.



GLO30 Appoints Artemis Benedetti as Director of Franchise Operations

GLO30, a doctor-founded subscription-based skin care studio, has announced that Artemis Benedetti is their new director of franchise operations. Benedetti will play a key role in helping GLO30 transform its successful model into training programs and guides for franchisees. She will also provide support to franchisees from onboarding post-deal signing to guiding them through their initial grand opening, along with growing their community impact through memberships. Before joining GLO30, Artemis served as the chief operations officer for Jabz Boxing, where she played a crucial role in the brand's expansion. She was also in operational leadership for the boutique fitness company [solidcore], working directly with studios to support the launch of new locations, optimizing overall business operations, boosting revenue and collaborating with sustainable partners for growth.

OPENINGS, MOVES AND GROWTH

Body Bliss & Dragon Hemp Partner on CBD Liniments



Body Bliss Intentional Aromatherapy has partnered with Dragon Hemp to create a new line of CBD liniments with essential oils. The liniments are designed in four distinct categories: Desert, Mountain, Ocean and Forest—called "biomes." Each biome is available in hydrating creme, oil and lotion. The liniments feature proprietary blends of essential oils, enriched with Body Bliss' signature full-spectrum CBD, to fight inflammation caused by elemental exposure. The essential oils for each biome create distinctive experiences that activate the senses.



DermapenWorld Reveals 'Nothing Routine' Creative Campaign

DermapenWorld, headquartered in Australia, and Cutwater, a creative and media agency with offices in San Francisco and New York City, have collaborated on an all-new brand platform and global, integrated campaign called "Nothing Routine." The platform reinforces DermapenWorld's signature Synergy of Solutions, a holistic system that combines in-clinic treatments with at-home care. The assets will also be translated and localized to multiple languages. The media strategy boasts a robust buy throughout OLV, social, display and print platforms. The content will be supported by a website refresh, influencer partnerships and email marketing initiatives.

Photos courtesy of companies featured.

CELEBRATING SKIN CARE POWERHOUSES WITH ENVIRON®

by Breana Hume

Environ® Skin Care Introduces The Super Moisturiser Enhanced Formulation and Celebrates This Powerhouse Booster's 10th Anniversary

Super Moisturiser's decade long track record in Professional Skincare is a testament to Environ's commitment to product performance excellence. Over the past ten years, Super Moisturiser has played an integral role in garnering a loyal following of consumers and skin care professionals who have experienced this product's extraordinary benefits firsthand.

Super Moisturiser is a powerhouse booster that works to improve the skin's soft, smooth, and supple appearance, enhancing its overall healthy-looking glow. This intelligent formulation makes a rapid, visible difference to skin that appears or feels tight, dehydrated, rough, flaky or irritated as a result of (amongst other factors) a weakened skin barrier.



The Enhanced Super Moisturiser is a powerful Moisture Modulator

Super Moisturiser is a fast absorbing, luxurious cream that contains a variety of dynamic moisturizers, emollients, and humectants (an intelligent complex of skin moisturizing components) plus potent vitamins and antioxidants. With additional moisturizing ingredients and significantly less micro plastics, the enhanced Super Moisturiser formulation has maintained its powerhouse benefits:

- Rapidly and intensively replenishes optimal hydration levels in the skin.
- Prevents trans-epidermal water loss
- Supports and maintains a healthy skin barrier function.
- Boosts defense against environmental stressors and free radical damage.

Clinically and Dermatologically Tested

Extensive independent clinical evaluation studies were carried out on 22 volunteers to assess sensorial and efficacy similarities between the two formulations.

Clinical Evaluation of Hydration Efficacy

With just one application, the enhanced Super Moisturiser formulation is clinically proven to:[1]

- Double skin hydration after 8 hours
- Increase skin hydration for up to 24 hours.
- Deliver lasting moisturizing effects for up to 72 hours.

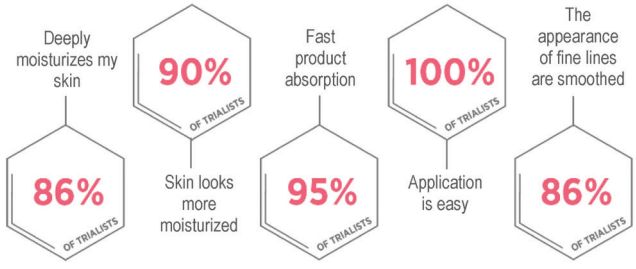
After 30 days, Super Moisturiser is proven to support the skin barrier function and retention of moisture substantiated with a 14% decrease in trans-epidermal water loss (TEWL) with continued use.[2]

Clinical Comparative Study

The enhanced Super Moisturiser is clinically proven to be comparable or better than its predecessor. This product scored 100% in the Consumer Evaluation study for ease of application, fast absorption, and pleasant texture (10% advancement in the latter two categories).

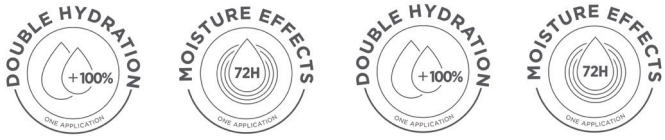
To learn more about Environ® Skin Care and how to become a stockist, please contact DermaConcepts at info@dermaconcepts.com or 877-337-6227.

Environ®'s Super Moisturiser is a staple product for me and all of my clients during the winter months. The formulation is emollient and hydrating while becoming fast absorbing. It provides the perfect amount of hydration and I love that I can layer it with my vitamin A and antioxidant AVST Moisturiser without it feeling heavy. Packed with antioxidants, humectants and ceramides, the Super Moisturiser is perfect for anyone who needs a little boost of hydration in their skin care routine.



[1]An independent laboratory clinical evaluation carried out on 22 volunteers (aged 18-60 presenting with dry or very dry skin) to measure hydration efficacy.

[2]A second clinical evaluation carried out on 22 volunteers (aged 18-60 presenting sensitive skin with tendency to barrier impairment, dryness and/or dehydration).



Tuning In

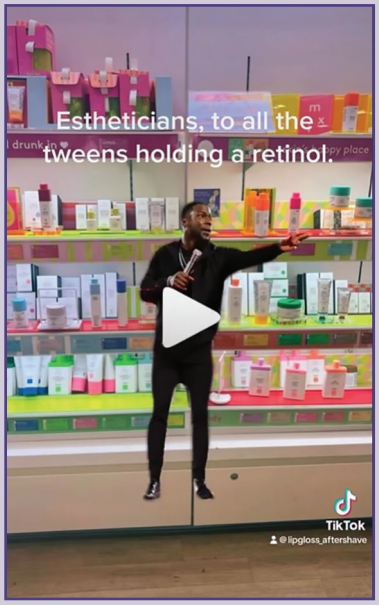
Sounds Like Spa

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

- Understanding Men in the Spa
- Spa Hot Takes: Reading Reddit Stories
- Regulatory Updates in the Spa
- Changes in Skin Positivity...Pt. 2
- The Benefits of LED & Microcurrent

Editor's Picks

A hot trend right now is how teens have been using Sephora skin care, and it's not looking good. One of our top January posts showed just how this trend makes estheticians feels. Make sure to follow us on 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
- [VIDEO] Esthetician Empowerment: Leaving a Powerful Legacy in the Spa Industry

Upcoming video interviews Lira Clinical

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

Webcast Watch

- What You NEED to Know After Graduating Esthetics School with Richard Merrill Consulting, LLC
- Advancing Your Services with Sesha Mesobotanica Device with Sesha Skin Therapy
- ***Keep an eye out for:*** Richard Merrill Consulting webcasts in April.

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Elevating Your Esthetics Career:

The Strategic Impact of Hiring a Business Consultant

Running a successful esthetics business requires a delicate balance of talent, passion, and sound financial management. While estheticians are undoubtedly experts in their craft, navigating the intricacies of revenue, income, and business strategy can be overwhelming. In today's competitive market, hiring a business consultant as an employee before you become a business owner can be a game-changer for estheticians looking to elevate their income and overall career success.



Image courtesy of jul14ka at Adobe Stock

Understanding the Value of a Business Consultant

Estheticians are often focused on delivering exceptional services and creating a unique client experience. Still, they may need more time or expertise to delve into the complex world of business strategy. This is where a business consultant offers valuable insights, data-driven decisions, and a strategic approach to maximize income potential.

- **Financial Expertise:** A business consultant brings financial insight, helping estheticians make informed decisions about pricing, promotions, and overall revenue. They analyze the business's economic health, identify areas of improvement, and devise strategies to optimize income. This expertise proves invaluable in negotiating favorable terms with your employer for long-term career development as an employee. Additionally, for those with an entrepreneurial spirit, you gain on-the-job experience and training that provides real-world skills for negotiating with clients, suppliers, and other stakeholders should you venture into ownership. This experience ensures you make a fully informed decision before leaping into business ownership as a solo entrepreneur, ensuring greater success.
- **Market Analysis:** Any business must understand market trends and consumer behavior. A business consultant can guide you in conducting a thorough market analysis, identifying opportunities for growth and potential areas of improvement. With this information, estheticians can confidently negotiate wages. Understanding how your market will generate the revenue to support your desired wages allows you to arrange a living wage, reduces financial stress, and builds trust with your employer, allowing for more autonomy as an employee.
- **Negotiation Skills:** Effective negotiations require unique skills, and a business consultant is well-equipped to handle these delicate discussions. Whether negotiating for higher wages, encouraging an employer to consider new suppliers for better product prices, or discussing terms with business colleagues, a consultant can develop and implement strategies that maximize profits while maintaining positive relationships.
- **Strategic Planning:** A business consultant assists in creating a comprehensive business plan that aligns with the esthetician's goals. This plan serves as a roadmap for the business's growth, outlining key milestones and strategies for achieving them. With a clear strategic direction, estheticians can confidently negotiate the career of their dreams, knowing that every decision contributes to the business's overall success.
- **Time Management:** Estheticians often stretch thin between providing services, managing clients, and handling administrative tasks. A business consultant helps streamline processes, allowing estheticians to focus on their core competencies. By optimizing time management, estheticians can dedicate more energy to revenue-generating activities, improving overall efficiency.
- **Adaptability to Change:** The business landscape is dynamic, and successful entrepreneurs must be agile in adapting to change. A business consultant can help estheticians navigate industry shifts, technological advancements, and changes in

consumer preferences. This adaptability ensures that career negotiations remain relevant and competitive in the ever-evolving market.

The Financial Impact of Hiring a Business Consultant

While hiring a business consultant involves an initial investment, the long-term financial benefits far outweigh the costs. Estheticians can expect to see improvements in several key areas:

- **Increased Profit Margins:** Through strategic pricing, cost management, and negotiation tactics, a business consultant can significantly increase profit margins. This directly impacts the esthetician's income, providing a solid return on investment. As an employee, understanding the profit margins allows you to have realistic expectations of how your income relates to the business's revenue and can motivate you to achieve more while reducing the overwhelm caused by quotas or sales benchmarks.



Image courtesy of TensorSpark at Adobe Stock

- **Cost Reduction:** Business consultants' specialty is identifying and eliminating unnecessary expenses. By conducting a thorough review of the business's financial structure, consultants can pinpoint areas where costs can be reduced without compromising quality. As an employee, reducing your employer's expenses opens the door for wage negotiations. This skill will also prepare you for budgeting in your personal life.
- **Revenue Diversification:** A consultant can help estheticians explore additional revenue streams, such as retail sales, partnerships, affiliate income, or exclusive services. Diversifying income sources creates a more stable financial foundation and reduces dependence on a single revenue stream. Additionally, diversifying your income can allow you to have revenue streams outside of your employment to fund your start-up without violating non-solicitation agreements, Mutual Non-Disclosure Agreements, or creating a conflict of interest with your employer.
- **Improved Cash Flow:** Efficient financial management and strategic planning contribute to a healthier cash flow personally and professionally. This ensures that an esthetics business has the funds to cover operational expenses, labor expenses, materials, investing in growth opportunities, and weather unforeseen challenges.

In the competitive world of esthetics, success requires a combination of skill and savvy business acumen. Hiring a business consultant as an employee is an investment in the long-term success of your esthetic career and the businesses that support those careers. From improving negotiations to implementing strategic planning, a consultant brings valuable expertise that can transform a promising esthetics career into a thriving one. Embrace the potential for success by bringing on a business consultant and watch your esthetics career reach new heights.



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What's Trending in Mask Marketing

By Shawna Rocha, Hale & Hush

Facial Masks have always been one of the favorites for estheticians, but now have become the favorite for clients too. The love of facial masking is spreading across genders, age groups and skin types. They are becoming known as the "great skin boosters," adding to many self-care routines across the globe. Are the professional spas and treatment rooms taking full advantage of this trend? Are estheticians using, retailing, and marketing as the educating experts and sources of these products? Masks are not only great for the skin, but great for business. Facial masks can be an effective way to deliver an intensive burst of nourishing and therapeutic ingredients to the skin in a highly concentrated form.

Facial masks can have the immediate effect that people are looking for, it can give a boost or glow for a special event, an interim treatment for other services or just as a skin booster to add any skin care routine.


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What Type of Mask Should be Retailed?

There are so many types of masks out there that it can be overwhelming to the client. Any consumer can be duped by shiny packages and unfulfilled promises of the packaging of mass-marketed masks. That is why it is the duty of estheticians to share their knowledge and education with clients on which type of masks to use for skin type, skin concern or personal skin care issues or goals. Estheticians have the difficult job of sorting through all the social media trends, influencer recommendations and incorrect skin philosophies out there to promote healthy skin choices for clientele. What estheticians offer in their treatment room and on retail shelves really is pertinent in this current trend of at-home masking.

What masks can be offered to clients on retail shelves? All of them. There is a mask for everyone and every skin type from acne, oil control, pro-aging, hydration, hyperpigmentation, sensitive, dryness, dullness, dehydration, and general skin health. The more variety that is offered in the treatment room and on the retail shelves, the more options clients have to purchase these products. Sheet masks, the most popular and the star of any masking routine, will work for most skin types. The popularity stems from the fact that many contain hyaluronic serums, ceramides, and antioxidants, which through the mask itself, penetrate into the skin. Mud, clay, charcoal, cream, gel, exfoliating, enzyme, peel off, and overnight masks can also make great retail items.

The Money Maker...Retailing Masks

There is a major benefit to the trend of masking in the spa: increased income. Estheticians can bring extra retail sales in just by carrying, demonstrating and recommending masks to their clients. This can be a huge income builder at different seasonal times of the year. Left behind is the craziness of the holidays, but everyone is looking for unique gifts for friends and family, no matter what time of year. Creating a "Skin Boosting Section" in the spa can really enhance and market the masks available. Making quick and easy purchases outside the clients' regular skin care purchases is a fantastic way to increase revenue.

Each skin concern should be represented on retail shelves to interest diverse types of clienteles to want to purchase. Offering masks that focus on acne, purifying, oil control, detoxing and cleansing the skin entice that type of client. There are many clients that would love masks full of antioxidants, peptides and ingredients to focus on reducing the signs of aging. Of course, if cost is a factor, then everyone needs hydration, moisturization and vitamins for their skin, and those types of masks should also be offered also.

There are also specific masks that can be used for the eyes, lips, decolletage, neck and hands. These types of masks are usually made of silicone patches and used for specific regions of the face and body. These targeted smaller masks are usually inexpensive and can fit any budget for the esthetician or client. These little to-go style masks also make great add-ons and gifts, since the ingredients are usually targeted for general skin health, making them very universal.

Hooking Clients on Facial Masks

Showcasing the fun and benefits of masking will hook any client. Giving clients the education needed, displaying visible results, discussing the importance of self-care and the desire for good skin health is the easy part. Masks are fun, not usually complicated, and clients can see results immediately from using them, making them a big seller. Self-care is also growing in beauty communities. People love simple, high quality, result driven products to use for themselves or gifts to others. Masks are also quick fixes for clients with stressful jobs, who travel frequently, who vacation, and



Image courtesy of Wayhome Studio at Adobe Stock

can be used in between facial visits. There is truly a mask out there for everyone.

Making suggestions to clients will do nothing but boost retail sales and spa revenue. When clients ask, "Why do I need a mask?" have suggestions ready. When is the best time to reach for a facial mask? My examples include an at-home spa day, binge watching a favorite show, during meditation, during a bubble bath, relaxing to a glass of wine, during or after a flight, after the sun, after an outdoor excursion, before or after a night out, when stress gets too high, during a zoom meeting, before bed or on the weekends.

How Can Social Media Boost Mask Retail?

Social media is the new marketing board for beauty businesses. Beauty brands were among the first to believe in the power of social influence and made it a central part of their marketing strategy, making this a powerful tool to attract new clientele and increase retail sales.

Many spas, solo estheticians, schools, and skin care lines have capitalized on the popularity of social media platforms and have brought their shops to consumers. Most direct users to the actual business website and that is where they purchase. Many estheticians and spas have emerged that take orders directly from social media and accept online payments.

Demonstration is the key to success. One of the most successful social media content strategies for beauty brands is to create "how-to" content and tutorial videos. Informative content like tips, tricks, or skin care/makeup routines can be used. All of these provide much sought-after, useful information to existing or potential clients. Besides, recommendations and reviews from fellow clients or personal circles are often the ones that influence us the most.

This is a perfect opportunity to showcase facial masking. Displaying techniques, benefits and necessity of masks can certainly be highlighted and promoted on social media. Plus, they always look great, and they catch people's attention. It is simple to ask to post clients enjoying masks in the treatment room or at home. It makes for great social media marketing leading to increased retail sales. Changing monthly marketing regarding different masks available will increase sales on a monthly and seasonal basis.

Masking for the Win!

Again, facial masks are beneficial for ANY client with ANY skin care concern. They are complementary to ANY daily skin care routine, giving the skin a turbo-boost of what it needs. They are inexpensive, fun, effective, easy to market and give the consumer an added skin care product to their daily routine. Demonstrating masks in the treatment room and on social media, while having them available for retail sale, will only increase client awareness, interest, loyalty and increase revenue monthly. This makes masking a win for everyone.



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

Spring Shed

Exfoliate dead, winter skin away just in time for spring with these products.

1. **Grapefruit Polishing Powder**
   Sorella Apothecary
   www.sorellaapothecary.com
   Polish, smooth and refine skin with this powerful exfoliating cleanser. Rice bran absorbs oil while lactic and salicylic acids remove dead skin cells—leaving radiant, clear skin.

2. **Charcoal Exfoliating Gel Cleanser**
   Eminence Organic Skin Care
   www.eminenceorganics.com
   Formulated with charcoal, malachite gemstones and blue matcha, this purifying cleanser transforms from a gel to an exfoliating lather to wash away impurities and reveal a balanced complexion.

3. **Beta-Carotene Papain Renewal Serum**
   Skin Script Skin Care
   www.skinscriptrx.com
   Beta-Carotene Papain Renewal Serum offers a gentle exfoliating experience. Papain enzyme effectively digests dead skin cells, while Olivem and allantoin work together to restore and enhancing barrier function even for the most sensitive skin types.

4. **Triple Corrective Enzyme**
   Bioelements
   https://pro.bioelements.com
   This enzymatic exfoliator aids in the removal of dead cells as it resurfaces, brightens dullness and targets pores with no downtime.



Click here to read more about exfoliation.

Product images courtesy of the manufacturers. Background: Image courtesy of murziknata at Adobe Stock

NOW TRENDING
CORNEOTHERAPY

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



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What You Should Know

Corneotherapy is a holistic approach to skin health that provides a remedial skin treatment that prioritizes repairing the maintaining the skin barrier's defense systems. This trend revolved around protecting the stratum corneum. Corneotherapy focuses on the importance of a healthy skin barrier, and how that is crucial for protecting the skin from environmental aggressors and creating a thriving microbiome for skin health. The three pillars of corneotherapy are repair, replenish and regenerate.

Benefits

Corneotherapy promotes optimum skin health which will lead to a wide range of benefits for the skin. These benefits include a strong skin microbiome, prevention of premature skin aging, decreased inflammation and reduction of trans-epidermal water loss (TEWL). Because this therapy is a holistic approach to skin health, clients will notice a natural enhancement to the tone, texture and brightness of their skin.

Tips:

- Corneotherapists recommend skin care products that are pH-balanced to support a healthy microbiome.
- Anti-inflammatory ingredients and a gentle and non-irritating approach to skin care are recommended.
- Properly hydrate the skin to help maintain its elasticity and suppleness, which are crucial for a healthy skin barrier.

Check out this article **Why is Corneotherapy Gaining Popularity?** at *www.SkinInc.com*



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Mastering the Basics of Exfoliation

By Alex Hernandez, Face Reality Skincare

Exfoliation is an integral part of any skin care treatment or home care routine. However, there are numerous ways to exfoliate the skin. It can be difficult to figure out what method of exfoliation is best for different clients. This article will provide a general guide to exfoliation and what you need to know.

Desquamation vs. Exfoliation

Desquamation (also known as cell turnover) is the natural cycle of the keratinocyte cell from their inception in the stratum germinativum, through their maturing journey, and finally sloughing off from the stratum corneum. These cells are essentially dead once they reach that outermost layer of the epidermis and are continuously falling off without us needing to intervene.

As we age, this desquamation cycle slows, and we start to notice side effects like a dull complexion. Exfoliants are used to speed up this natural process so that we can more frequently shed that dull, dead layer of skin. Exfoliation plays an integral role in skin care, both in the treatment room and at home. It aids in the clearing of acne and hyperpigmentation, reveals glowing skin, smooths texture and more.

Physical vs. Chemical Exfoliation

When it comes to exfoliating, there are two methods: physical and chemical. Examples of physical exfoliation include dermaplaning, microdermabrasion and scrubs. Chemical exfoliants include products like chemical peels, corrective serums and some toners.

As skin care professionals, it's our job to determine what form of exfoliation will best fit our client's needs. While some of these decisions will be influenced by preference, there are many factors for us to consider. Let's review this choice in a few client scenarios to put it into perspective.

The Acne Client

This client may benefit from chemical or physical exfoliation, but we need to first consider their skin type and acne type to make the decision. If there is any inflamed acne present, that rules out physical exfoliation. Acne is primarily caused by the excess shedding of skin cells within the pore, coupled with the retention of those cells within the skin's natural oils, which creates a favorable environment for bacteria proliferation (hello inflammation). Because of this, not only do we need to exfoliate the stratum corneum, but we must also exfoliate within the pilosebaceous unit (the hair follicle, hair shaft and sebaceous gland).

This is best done through topical exfoliants like alpha hydroxy acids (AHAs), beta hydroxy acids (BHAs), retinoids and benzoyl peroxide. If the client is experiencing non-inflamed acne that is not responding as quickly as you'd like to topical exfoliants, a scrub may be needed. Be sure to consider your client's skin type. For example, a dry client may tolerate a scrub one to three times a week without a problem, while your oily clients may be able to use a scrub three to five times a week.

The Mature Client

Our mature clients could be experiencing many things, but for this example, let's say they're experiencing dull complexion and wrinkles. A physical exfoliant like a scrub could be beneficial for the dull complexion, but keep in mind our mature clients may be on the dryer side. When it comes to issues like lines and wrinkles, this is where chemical exfoliants will shine, and this client will benefit from AHAs and retinoids. Glycolic acid can be a great option for many skin types, but your other alpha hydroxy acids like lactic and mandelic may be more suitable for a larger clientele base. In addition to being great exfoliants, these acids also have brightening, anti-inflammatory and skin-renewing properties.

The Hyperpigmentation Client

Another common issue our clients experience is hyperpigmentation, and chemical exfoliants will always be the superior choice for this condition. While chemical exfoliants would be the most effective choice, this client could also benefit from a physical exfoliant that has brightening properties. For all three of these clients, they will need to manage these conditions around the clock, meaning that receiving regular professional treatments is not enough. These exfoliants will also need to be used at home to truly make changes in the skin and this is especially true for hyperpigmentation.



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Professional vs. At-home Exfoliants

Like mentioned above, at-home exfoliants like serums must be used regularly to manage some skin conditions. Depending on the brand, client, skin condition, etc., some serums will be used up to twice a day. This will not be the case for everyone, but is not uncommon when managing something like acne or hyperpigmentation.

AHAs such as lactic and mandelic acid are typically gentler formulations and may be better for this usage frequency. When beginning a retinoic acid, it is typically at a much slower pace, so be sure to follow brand guidelines when introducing new exfoliants to your client's home care routine. While home care is extremely important, professional exfoliation is still an incredible tool. Professional treatments such as enzymes and chemical peels deliver results that clients cannot achieve on their own at home. For clients who are just looking to maintain their skin, treatments every four to six weeks are suitable. If you are working with a client with skin conditions like acne or hyperpigmentation, you may need to see them more frequently, at least in the beginning. Chemical peels especially can deliver incredible results for your clients, and can be packaged and sold in a series.

Ingredient Round-Up

See the differences between AHAs, BHAs and PHAs

Alpha Hydroxy Acids

AHAs exfoliate by loosening the bonds between dead corneum cells and encourage renewal in the skin.

Mandelic Acid. Exfoliating, antibacterial, brightening and anti-inflammatory properties, suitable for sensitive skin. Of the three AHAs, mandelic has the largest molecular size, meaning it penetrates slowly and evenly, resulting in less irritation.

Microdermabrasion Has Evolved

In today's competitive spa market, you must evolve to stay relevant or be left far behind. That's why at DiamondTome we're committed to pioneering new ways to help you stay at the top of your skincare game.

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Our UltraWand combines the unmatched exfoliating power of diamond tip microdermabrasion with serum infusion and ultrasonics. Use it to create countless combinations of custom treatments to give your clients smooth, hydrated, radiant skin.

Begin each treatment with a diamond tip exfoliation. Then choose the brand of serum you believe is best suited for your client. Finally, choose the low, medium, or high ultrasonic setting. Ultrasonics allows for deeper penetration of your serum through nebulization and sonophoresis--you can even use the ultrasonic setting for deeper penetration of sheet mask ingredients.

With the UltraWand you can give your clients visible results that are both immediate and long-lasting.





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Lactic Acid. Exfoliating and brightening properties, suitable for even dry skin types. While slightly smaller in molecular size than mandelic, lactic is still very gentle on the skin.

Glycolic Acid. Exfoliating properties especially helpful for mature skin. With the smallest molecular size out of these three AHAs, glycolic has long been looked at as a more "aggressive" acid.

Beta Hydroxy Acids

BHAs dissolve oil and are beneficial for those with oily or very oily skin.

Salicylic Acid. Anti-inflammatory, antibacterial and exfoliating properties. This is an excellent choice for those experiencing very oily and inflamed acne, where mandelic acid was too gentle and will be the first choice when dealing with papulopustular rosacea.



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Poly Hydroxy Acids

PHAs belong to a group of acids whose molecular size is larger than AHAs and BHAs, meaning they don't penetrate the skin as deeply, and are better suited to those with sensitive or reactive skin. While less known than AHAs and BHAs, PHAs have their place in the skin care industry due to their gentle and versatile qualities. The three PHAs most commonly used in cosmetics are:

Gluconolactone. Antioxidant and anti-inflammatory properties.

Galactose. Collagen stimulating properties.

Lactobionic. Hydrating and soothing properties.



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Exfoliation Station

Regardless of what kind of skin your clients have, exfoliation is necessary to keep the skin healthy. Whether in the treatment room or in their home care routine, exfoliation is a must!



Alex Hernandez is a licensed esthetician and the clinic manager and lead educator at the Face Reality Acne Clinic in San Leandro, CA. She became a Face Reality Certified Acne Expert in 2018 and has worked with hundreds of acne clients in her esthetics career.

WHAT'S MY ROUTINE?

ALEX HERNANDEZ

EDUCATION DEVELOPMENT MANAGER & LEAD EDUCATOR FOR FACE REALITY



TRANSITIONAL NIGHT ROUTINE



This time of year can be tricky for many people. In some areas, we're coming out of the cold winter months heading into better weather and wanting to spend some much-needed time outdoors. In other areas, we're bundled up with the heater running not wanting to step outside if we don't have to. For those of you right in the middle, this night routine is for you.

1. I prefer a foaming cleanser, but I have to be careful that I'm not using something that is going to dry my skin out, so Face Reality's Ultra Gentle Cleanser is the perfect solution for me. I get a thorough cleanse, makeup removal and antioxidant support all in one. I don't use any cleansing devices at all, just my hands when cleansing, and I love using the Clean Skin Club XL Towels to dry my skin after.
2. I sometimes avoid an exfoliating serum when I'm feeling more dehydrated or spending more time in the sun. To make up for this, I use a hypochlorous acid toner after my cleanse to get those antimicrobial and anti-inflammatory benefits. My two favorites are the e11ement and Magic Molecule sprays.
3. Next up is hydration and my go-to is Face Reality's Hydrabalance. This is a product I like to be generous with, so I don't shy away from using some extra pumps when I need to. This is a water-based hydrator so you'll want to lock it in with a cream and/or oil.
4. To lock in my hydrator, I go in with a pea size amount of Face Reality's Cran-Peptide Cream. If you don't like a rich cream, the Clearderma will be a better option for you.
5. Last up, I like to use a facial oil. My favorite is Hale & Hush's Remedy Rehab Oil. This blend of replenishing oils helps to rebuild the skin, brighten, restore elasticity and reduce any signs of aging.



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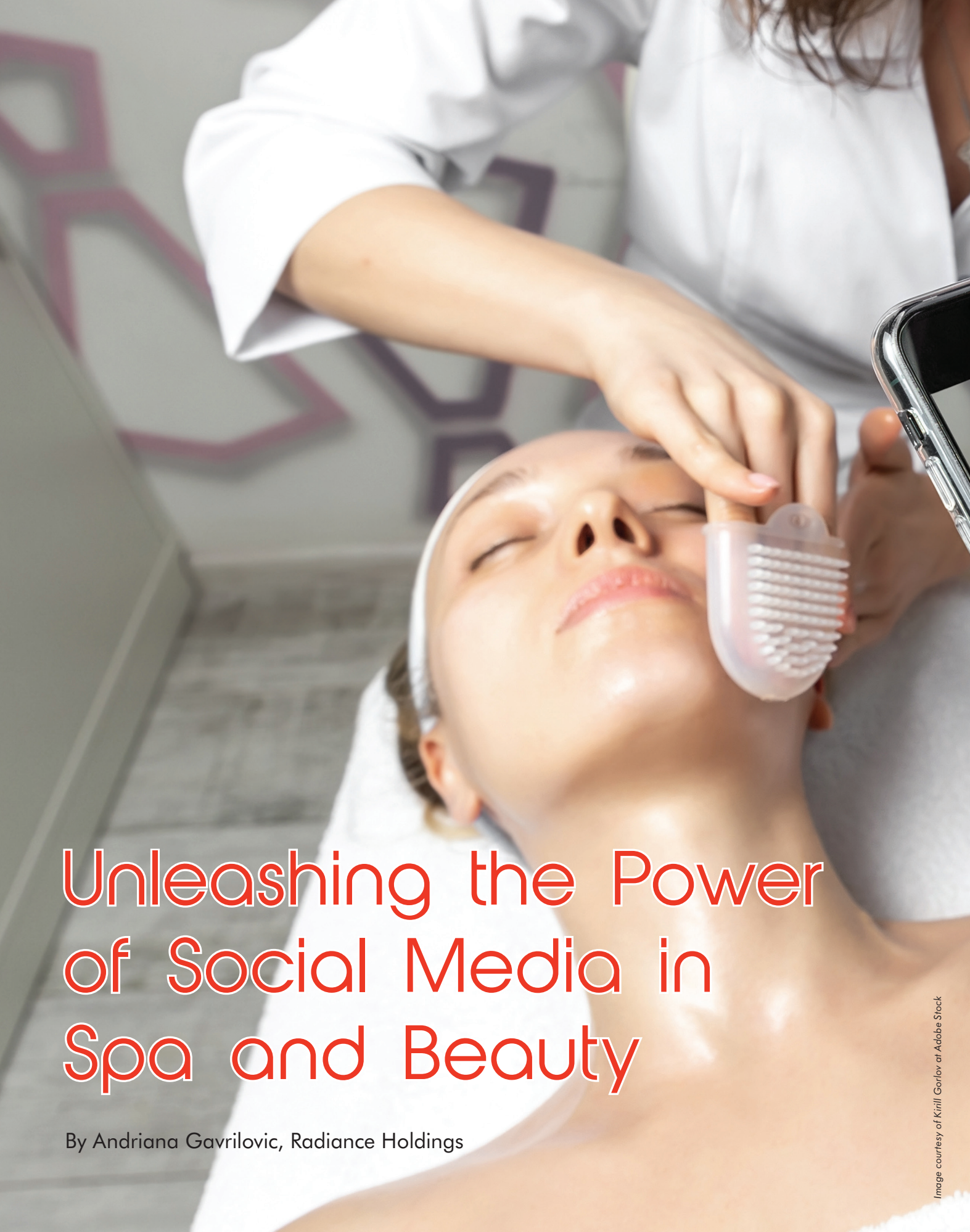

Unleashing the Power of Social Media in Spa and Beauty

By Andriana Gavrilovic, Radiance Holdings

Image courtesy of Kirill Gorlov at Adobe Stock

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Unlocking the potential of social media has become a pivotal strategy for individuals and businesses in the beauty and wellness industry, transcending traditional boundaries to attract both talent and clients alike. As Chief Marketing Officer at Radiance Holdings, I witness firsthand the value social media platforms have on our business and our industry.

Today's social media landscape offers a myriad of possibilities. Here are a few ways beauty and wellness businesses can leverage social platforms effectively, and some key considerations to to harness the potential of these dynamic tools.



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Talent Acquisition

In a world driven by digital connectivity, social media serves as a great way for organizations to seek and recruit top-tier talent. From LinkedIn's professional networking tools to Instagram's visual storytelling capabilities, there are a variety of platforms offering innovative ways to showcase company culture, values and career opportunities.

For those in the franchise space, leveraging social media not only fosters connections with candidates, but also creates an appealing image for potential franchisees and clientele. A strong social media presence can create positive brand recognition and credibility, as well as showcase the professionalism and quality that potential franchisees seek. The key lies in understanding the unique appeal of each platform and tailoring recruitment strategies accordingly.

Leveraging Social Media for Client Attraction

Social media isn't solely a recruitment tool for organizations; it proves transformative for individuals and businesses seeking to expand clientele. Strategically utilizing platforms such as Instagram and TikTok allows you to exhibit products and services, emphasize client testimonials and interact with potential clients. Especially within the beauty and wellness industry, social media functions as a digital portfolio extending beyond conventional word-of-mouth, allowing the ability to craft a personal brand that connects with new and existing customers.

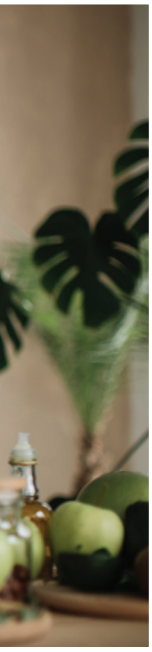
Crafting a Digital Persona

Just as individuals can shape a personal brand image online, organizations in the beauty and wellness sector can also use social media to craft a compelling image. Beyond traditional job listings and official company websites, platforms like Instagram, LinkedIn, and Twitter offer a dynamic and real-time view of an organization's personality.

For example, across our digital platforms at Sola Salons, we emphasize how our business model empowers professionals to go independent and take control of their careers. Incorporating emotion-led and relatable user-generated content, competition-separating brand information and eye-catching visuals on our digital platforms enhances the appeal, creating a more engaging narrative.

Beyond Likes and Shares

Measuring the impact of social media initiatives is crucial for understanding their effectiveness and optimizing strategies. While likes and shares may





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offer a quick gauge of engagement and interest, digging into specific metrics is important to truly understand the strength of a campaign.

Key performance indicators (KPIs) such as engagement metrics, follower growth and reach provide insights into the overall resonance of your content. Analyzing conversion rates from social media campaigns can gauge how effectively they drive desired actions, whether it's website visits, product purchases or other goals.

Additionally, sentiment analysis helps assess audience reactions and perceptions, allowing for adjustments in content strategy. Regular monitoring and evaluation of these metrics enable businesses to refine their social media approach, ensuring alignment with organizational objectives and fostering continuous improvement.

Navigating Trends

In the dynamic realm of social media, trends are in a constant state of evolution, demanding a proactive approach. Businesses should not only adopt current trends, but also anticipate the forthcoming waves, positioning themselves as trendsetters.



Image courtesy of Krakenimages.com at Adobe Stock

As platforms unveil new features, the shifting landscape of user behaviors necessitates a keen eye for emerging trends. Success in the digital arena lies in the ability to navigate and embrace these trends before they saturate the mainstream.

Becoming a trendsetting authority allows you to introduce your audience to the latest and most exciting developments, fostering a dynamic and forward-thinking reputation.

Strategizing Social

The integration of social media into the beauty and wellness industry continues to prove itself as an indispensable strategy, seamlessly connecting businesses with both prospective talents and clients.

By embracing social media for talent acquisition, client attraction, employer branding and trend navigation, individuals and businesses within the beauty and wellness space can foster meaningful connections and establish themselves as innovators in this ever-evolving digital landscape, propelling the industry towards a vibrant and successful future.



Andriana Gavrilovic, Chief Marketing Officer at Radiance Holdings, has been instrumental in driving the growth and acquisition of the companies' dynamic brands: Woodhouse, a luxury day spa franchise, and Sola Salons, a salon studio franchise. Since the acquisition of Woodhouse Spa in July 2020, she has spearheaded robust marketing and development initiatives, expanding the brand's franchise footprint to 84 locations across the U.S. Simultaneously, under her global marketing strategy, Sola Salons has grown to over 705 locations, including a successful entry into the Canadian market. Andriana has successfully led global marketing initiatives at iconic organizations such as Hearst, Conde Nast, NET-A-PORTER and Farfetch.

The History of Face Masks in Skin Care

By Candace Noonan, DermaConcepts



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Embarking on the fascinating journey through time uncovering the rich tapestry of facial masks, we can trace their roots from ancient rituals to the forefront of the modern skin care industry. In this exploration of history and innovation, we discover how these time-honored beauty secrets have evolved into the transformative marvels that grace our skin care routines and treatments today.

History In Masks

Picture ancient civilizations where clay was not just the earth beneath our feet, but a sacred substance believed to hold mystical powers. The Egyptians, renowned for their beauty practices, mixed clay with natural ingredients to create masks that symbolized purity and rejuvenation.[1] Fast forward to ancient Greece, where the indulgence in herbal concoctions laid the groundwork for masks designed to enhance skin texture and radiance.[2]

As we stroll through history, the allure of facial masks continued to captivate diverse cultures. In Traditional Chinese Medicine, herbal ingredients took center stage, while Ayurvedic practices in India incorporated spices, herbs, and natural clays to create masks tailored to balance skin and promote holistic well-being.[3,4]

The Renaissance era witnessed the resurgence of skin care rituals, with queens and noblewomen indulging in elaborate beauty routines.[5] Masks made from honey, botanicals, and exotic spices became synonymous with luxury and sophistication, marking a pivotal moment where skin care transformed into a decadent art form.

Modern Day Masks

Fast forward to the 20th century, and the skin care industry witnessed a revolution. Scientific advancements allowed for the formulation of masks with targeted benefits, ushering in an era where skin care became not only an indulgence, but a science-backed pursuit of optimal skin health.

Clay masks, with their roots deeply embedded in history, emerged as purifying agents, drawing inspiration from ancient practices. Hydrogel masks, a product of modern technology, took the stage, bringing an innovative approach to hydration and ingredient delivery. Cream masks, marrying centuries-old wisdom

with contemporary formulations, introduced potent ingredients like asiatic acid, mandelic acid and lactic acid to address specific skin concerns.

Today, as we unbox our favorite facial masks, we hold in our hands a testament to the centuries of beauty wisdom that preceded us. Each application is a nod to the rituals of ancient civilizations, the opulence of the Renaissance and the scientific precision of the 21st century. The journey of facial masks is not just a tale of skin care; it's a narrative of cultural practices, historical indulgences, and the relentless pursuit of radiant and healthy skin across the ages. So, let the history unfold, and your skin care ritual become a celebration of beauty through time.

Facial masks have become indispensable and oh-so-fun tools in the pursuit of the look of healthy and radiant skin, offering a myriad of benefits for both home and professional use. With this rich history, we will explore the fascinating and ever-evolving world of facial masks, delving into the specific advantages of clay masks, the transformative properties of hydrogel masks, and the nourishing benefits of cream masks enriched with powerful ingredients afore mentioned.



Image courtesy of Krakenimages.com at Adobe Stock

Clay Masks

Clay masks have been cherished for centuries for their natural ability to purify and revitalize the appearance of skin.[6] Derived from various types of clay such as kaolin, bentonite, or French green clay, these masks offer a unique set of benefits:

- ***Deep Cleansing.*** Clay masks possess excellent absorbent properties, effectively drawing out surface impurities, excess oil, and if the formulation includes charcoal, as an example, toxins from the skin. This deep cleansing action has been clinically proven to help unclog pores and prevent the formation of blackheads that can lead to acne.
- ***Exfoliation.*** The texture of the clay, with a snowflake-type shape, provides gentle exfoliation, promoting the effects of cell turnover and leaving the skin feeling polished and more radiant. Regular use can contribute to the look of a more even skin tone and texture.
- ***Oil Balancing.*** Ideal for those with oily or combination skin, clay masks help regulate the effects of sebum production, reducing shine and promoting a matte complexion. This makes them an excellent choice for individuals struggling with oiliness or the effects of acne.
- ***Calming and Soothing.*** Despite their powerful cleansing properties, clay masks are generally very gentle on the skin, making them suitable for all skin types. They can also provide a soothing effect, making them beneficial for sensitive or irritated skin.

Hydrogel Masks

Hydrogel masks represent a technological leap in skin care, offering a unique solid feeling mask with a gel-like consistency that adheres closely to the skin. The special quality of this unique style is that it not only makes for a great stand-alone option, it can also be combined with advanced skin care devices such as microcurrent or iontophoresis to further amplify their benefits:[7]

- ***Intense Hydration.*** The hydrogel material in these masks is adept at locking in moisture and acting as an occlusive agent, providing an intense hydration boost to the look of the skin. This makes them particularly beneficial for individuals with dry or dehydrated skin.
- ***Facilitate Ingredient Delivery.*** Hydrogel masks, when used in conjunction with skin care devices, facilitate the enhanced delivery of active ingredients. This synergy optimizes the effectiveness of the ingredients, leading to more visible and lasting results.
- ***Microcurrent Treatment.*** Hydrogel masks act as a conductive medium for an electrical current, so

in addition to the benefits of increased delivery of ingredients, the mask facilitates the benefits of microcurrent in firming the look of the skin.[8]

- ***Cooling and Refreshing.*** The cool, soothing sensation of hydrogel masks can help reduce the appearance of redness and inflammation, making them an excellent choice for calming the feel of sensitive or irritated skin.
- ***Versatility.*** Hydrogel masks are versatile and adaptable, making them suitable for various skin concerns, from fine lines and wrinkles to uneven skin tone. Their pliable nature allows for a snug fit, ensuring optimal contact with the skin for maximum benefits.



Image courtesy of DenisProduction.com at Adobe Stock

Cream Masks

Cream masks offer a luxurious and nourishing experience for the skin, especially when enriched with potent ingredients like asiatic acid, mandelic acid and lactic acid:

- ***Asiatic Acid for Skin Regenration.***[9] Asiatic Acid derived from Centella asiatica, is renowned for its regenerative properties. Cream masks containing asiatic acid have been clinically shown to aid in wound healing, reduce inflammation, and promote the benefits of collagen synthesis, contributing to more resilient and firmer looking skin.
- ***Mandelic Acid for Gentle Exfoliation.***[10] Mandelic acid, an alpha hydroxy acid (AHA), provides gentle exfoliation, making it suitable for sensitive skin. Cream masks with mandelic acid can help unclog pores, improve the look of skin texture, and reduce the appearance of fine lines and wrinkles.
- ***Lactic Acid for Brightening.***[11] Lactic acid, another AHA, offers brightening properties by promoting the shedding of dead skin. Cream masks infused with lactic acid can help reveal a more luminous complexion, addressing

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*Stainless Steel wand/Diamond tips



*Easy to use Oxygen/Serum Spray (adjustable strength and pattern)



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concerns related to dullness and uneven skin tone.

- ***Hydration and Moisture Retention.*** Cream masks, by nature, provide a rich and emollient base that helps lock in moisture. This is particularly beneficial for individuals with dry or mature skin, as it helps combat the effects of dehydration and promotes a supple, plump appearance.

The Magic in Masks

In the realm of skin care, facial masks stand out as both fun and versatile tools that cater to a wide range of skin concerns. From the purifying prowess of clay masks to the hydration boost of hydrogel masks and the curated benefits of cream masks, each variant plays a unique role in promoting the benefits of skin health. Moreover, the use of masks can be combined in a skilled therapist's hands to maximize and stack benefits.

By understanding the specific advantages of these masks and the key ingredients they contain, skin care enthusiasts can make informed choices to achieve their desired complexion goals. Whether enjoyed at home as part of a self-care routine, or administered by skin care professionals in clinic setting, facial masks continue to be a cornerstone of radiant and healthy-looking skin.

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

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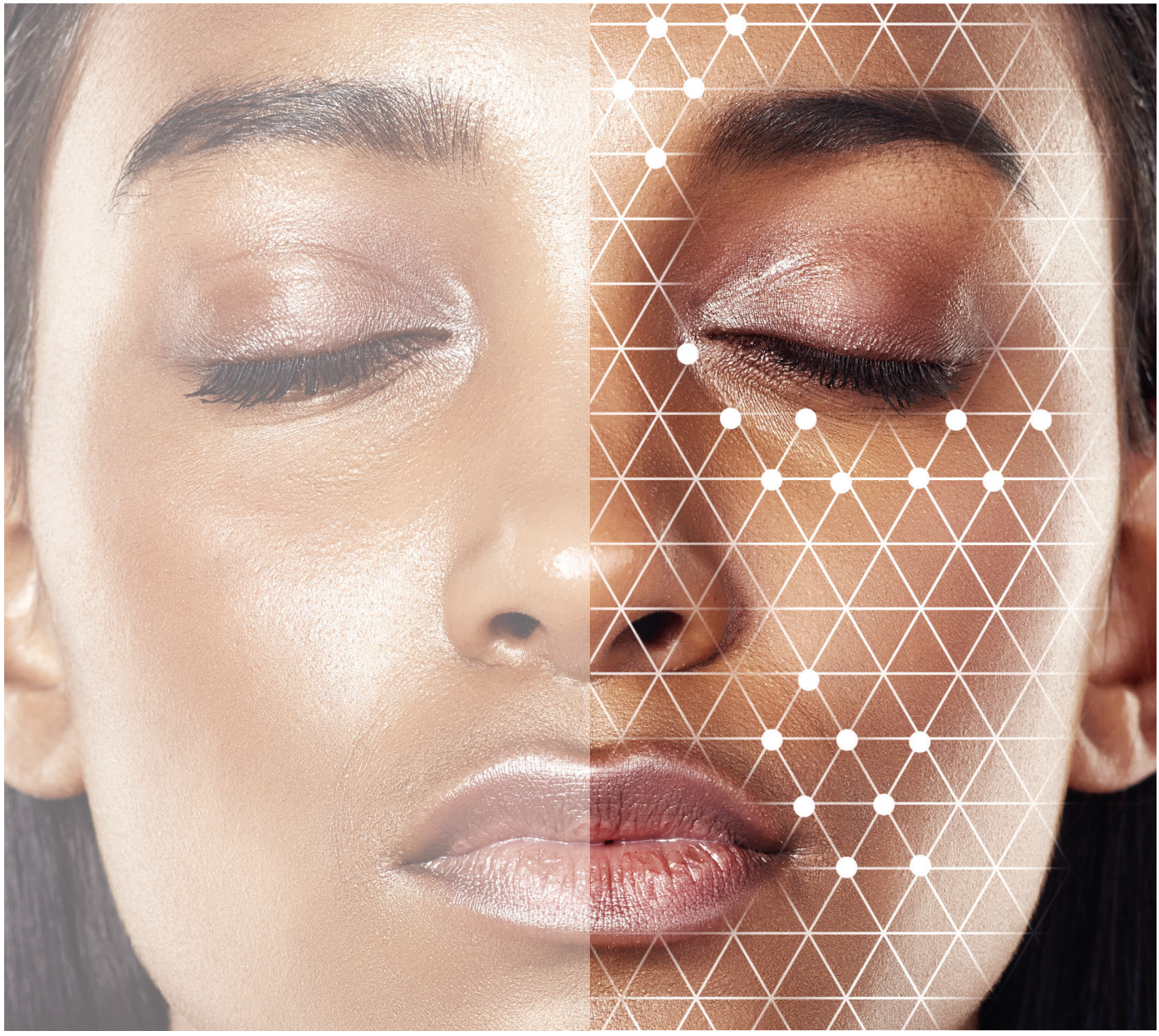

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PROTOCOLS IN PRACTICE
MASKS

PEPTIDE + PREBIOTIC FACIAL TREATMENT

PURE FIJI

The treatment delivers peptides and dragon fruit prebiotics to repair and balance the skin's microbiome.

Step 1. Remove eye makeup with a small amount of Coconut cleanser on cotton rounds.

Step 2. Apply steam to guest's face (optional). Dilute a small amount of Coconut cleanser and thoroughly cleanse the face, neck and décolleté. Turn steamer off. Remove cleanser with warm steamed towel. Tone using Coconut Water Hydrating Toning Mist.

Step 3. Dilute the Exfoliating Scrub in your hands and apply to face and décolleté using circular motions. Remove with damp sponges, then remove any excess with a warmed steam towel. Spritz Coconut Water Hydrating Toning Mist to tone.

Step 4. Using a fan brush apply Dragon Fruit Prebiotic Body Butter masque to hands, cover with a liner and warmed mitts.

Step 5. Apply Luxury face oil and perform face, neck and décolleté massage.

Step 6. Apply Dilo Coconut Face Hydrating Masque to face, neck and décolleté using two fan brushes in synchronized movements. Leave masque on to work for 15 min.

Step 7. Remove hand towel and perform a hand and arm massage with the remaining body butter, repeat on the other hand and arm. Take a little of the remaining body butter and massage back of shoulders neck.

Step 8. Take warm towel across décolleté, perform compressions and remove masque. Use a second warm towel and remove masque from face. Spritz Coconut Water Hydrating Toning Mist to tone.

Step 9. Apply Anti-wrinkle eye cream to the eye area. Apply Hyaluronic Booster to fingertips and gently press into skin. Apply Hydrating day crème and then Lip Balm using a Q-tip.

MULTI MASK FACIAL

SKIN SCRIPT SKIN CARE

Custom facial treatment option for clients who need additional care without intensive chemical exfoliation.

Step 1. First cleanse (choose one option):
a. Pomegranate Antioxidant Cleanser (normal/dry)
b. Green Tea Citrus Cleanser (combo/oily).

Step 2. Second cleanse (choose one option):
a. Green Tea Citrus Cleanser (all skin types/ sensitive skin)
b. Charcoal Clay Cleanser (oily)
c. Honey Brightening Cleanser (with mandelic and lactic acid)

Step 3. Tone with Cucumber Hydration Toner.

Step 4. Perform a Skin Analysis.

Step 5. Apply a thin layer of a Treatment Mask with a fan brush and leave on for 7-10 min. without steam. Remove with warm steam towel (choose one option):
a. Strawberry Spearmint (clarify/normal/combo)
b. Goji Berry Yogurt Mask (hydrate/all skin types)
c. Charcoal Refining Mask (purify/oily/acne)

Step 6. Perform extractions if needed.

Step 7. Optional Step: Gently massage the Golden Honey Nourishing Mask (warming and promotes microcirculation) into the skin for 5-10 min. Remove with warm steam towel.

Step 8. Apply Sweet Cream Cold Foam Mask with a fan brush and leave on for 7-10 min. Remove with warm steam towel.

Click here to continue reading Steps 9-14

ADDITIONAL PROTOCOLS FROM:

707 FLORA
PEVONIA
SORELLA APOTHECARY
SWISSLINE BY DERMALAB

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INDUSTRY INPUT
PEELS

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

TIP 1: OFFER PEELS FOR EVERY SKIN CARE CONCERN

Be your client's number one source for their skin wellness goals by prescribing home care peels for maintenance, along with recommended advanced peels in the treatment room. Whether you are treating acne, premature aging, or anything in between, having both retail and facial treatments available will further the health of your client's skin, as well as ensure client loyalty. As a licensed professional, your number one job is to be the solution to your client's skin concerns.

—Gina Marie McGuire, GINAMARIE Skincare

TIP 2: GOOD SKIN HEALTH IS A MUST

For a chemical peel to go well and prevent unintended side effects both during and after the procedure, the skin has to be in good health. A minimum of four to six weeks of consistent home care is a must for clients prior to the peel. A full skin care routine consisting of professional grade products such as a pH balanced cleanser, barrier strengthening peptide serums, and a nourishing moisturizer are essential to preparing the skin to accept the chemical solution, and provide a successful healing process and treatment results.

—Mark Viktora. Director of R&D at Viktoria Deann Cosmeceuticals

Click here to keep reading top tips from industry experts.

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Multi Mask Facial

(Continued from Page 38)

SKIN SCRIPT SKIN CARE

Custom facial treatment option for clients who need additional care without intensive chemical exfoliation.

Step 9. Tone with Cucumber Hydration Toner.

Step 10. Apply 1-2 pumps of Serum. Leave on the skin. (choose one option):
a. Ageless Skin Hydrating Serum (all skin types)
b. Vitamin C/Green Tea Serum (all skin types)
c. Citrus C Nourishing Cream (normal/dry/mature)
d. Mandelic Brightening Serum (normal/combo/oily)

Step 11. Apply proper moisturizer (choose one option):
a. New & Improved Ageless Skin Moisturizer (normal/combo)
b. Hydrating Moisturizer (very dry/mature)

Step 12. Apply a small amount of the Tri-Peptide Eye Cream to the eye area until absorbed.

Step 13. Apply Sheer Protection SPF 30 per application instructions to protect the skin.

Step 14. Apply the Ageless Lip Treatment in Peppermint or Pomegranate to the lips.

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Moisture Matrix CBD Power Soother Mask Treatment Protocol

707 FLORA

This soothing mask protocol utilizes the benefits of CBD for skin.

Below are the steps that are ideal for the client who has had a stimulating treatment, such as microdermabrasion, microneedling, peels and the skin feels toasty.

Step 1. Apply a generous layer of 707 Moisture Matrix and massage with cold globes for 8-10 min,, depending on client's tolerance.

Step 2. Continue to apply the mask if it starts to absorb to maintain a smooth slip.

Step 3. Use a lukewarm towel to remove excess mask, then follow with sunscreen.

Below are the steps if the client had a treatment that was less stimulating:

Step 1. Massage in a buttery layer of Moisture Matrix with a hot hammer, other warming device, or ultrasound for 10 min.

Step 2. If the clients' skin starts absorbing Moisture Matrix too rapidly, mist skin with a toner.

Step 3. Use a hot towel to remove excess product, follow with the finishing touches of your facial protocol or complete service with eye cream, serum and sunscreen.



Lumafirm Repair Mask Lift & Glow Treatment

PEVONIA

This mask treatment lifts and firms skin.

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

Step 2. Apply Facial Cleanser. Work it gently. Lift off the cleanser with pads wet with warm water. Follow with Facial Lotion.

Step 3. Apply the Enzymo-Sphérides Peeling Cream all over the face and neck, 1/2 an inch away from eyes. Apply the Peeling Cream until you spread it completely over the entire skin surface. Wet your fingers with warm water and gently work the Peeling Cream. Leave Peeling Cream on skin for 3 min.

Step 4. Wet your fingers with warm water and work the Peeling Cream one more time. Remove the Peeling Cream thoroughly with pads wet with warm water.

Step 5. 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.

Step 6. Wipe the skin with pads moist with Facial Lotion.

Step 7. Apply Intensifier – Elastin & Sorghum Ampoule all over face and neck. Proceed with massage.

Step 8. Apply "C" Évolutive Eye Gel around the eyes, 1/4 of an inch away from lashes.

Step 9. Cover eyes and eyebrows with eye pads moist with Anti-Stress Eye Lotion. Make sure eye pads adhere completely to the skin.

Step 10. Apply Lumafirm Repair Mask and leave on for 15 min. Rinse mask with pads wet with cool water. Follow with Facial Lotion.

Step 11. As a final step, apply any Pevonia Care Cream/Moisturizer according to skin type over face, neck and décolleté. Massage gently until absorbed.

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Virtual Mask Application

SWISSLINE BY DERMALAB

The mask treatment treats aging skin and provides hydration.

Step 1. Remove the mask from the sachet and gently unfold it. Remove the white plastic protective sheet and discard it.

Step 2. Place the middle transparent mask on the face, starting at the eye area and gently press onto the face working downwards.

Step 3. When the mask has been placed evenly on the face, remove the outer protective sheet (blue) and gently press onto the face, using the entire hands.

Step 4. Paint a thin layer of Perfect Profile Remodeling Cream over the neck and decolleté.

Step 5. Leave the Virtual Mask on for 10-15 min.

Step 6. Proceed to hand massage using the Cell Shock Age Intelligence Make Peace Hand Balm.

Step 7. Gently roll off the Virtual Mask, starting on the chin and ending on the forehead.

Step 8. Softly pat any remaining traces of moisture into the skin.

Just Peachy Spring Facial

SORELLA APOTHECARY

This rejuvenating facial features a mask formulated with peach and honey.

Step 1. Cleanse with Apricot Mango Cleansing Milk and remove with warm towel.

Step 2. Perform second cleanse with Orange You Jelly Cleanser and remove with warm towel.

Step 3. Spray Watermelon Mint Hydrating Mist onto cotton pads and wipe to remove excess cleanser and impurities.

Step 4. Apply a thin layer of Blackberry Lime Fruitfoliant and allow to sit for 8-10 min. *If using Glow Boost: Mix together 2-10 drops with exfoliant before applying.* Remove with cool towel.

Step 5. Apply a thin layer of Pore Primer Extraction Solution to any areas you intend to perform extractions. Allow to sit for a minimum of 3 min., no longer than 10 min.

Step 6. Spray Watermelon Mint Hydrating Mist onto cotton pads and wipe to remove excess Pore Primer and impurities.

Step 7. Using Massage Butter, perform Signature Sorella facial massage. Remove with a warm towel.

Step 8. Spray Watermelon Mint Hydrating Mist onto a cotton round and wipe eye area. Perform orbital eye muscle release technique. Apply 1/2 pea size amount of Aloe Cucumber Eye Gel and massage in until absorbed.



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Step 9. Place a pair of Eye-luronic Hydrating Patches over the desired treatment area. Use wet Glacier Ice Globes to enhance cooling sensation. Allow to sit for 10-15 min. while masking.

Step 10. Apply a thin layer of Peach & Honey Mask and allow to sit for 8-10 min. Remove with tepid towel.

Step 11. While mask sits, perform shoulder, arm, and hand massage using Body Balm. For an added barrier boost layer Body Nectar over the top.

Step 12. Mist Watermelon Mint Hydrating Mist over face to prep skin for finishing products.

Step 13. Lightly massage Main Squeeze Hydrating Serum into skin until fully absorbed.

Step 14. Follow with a thin layer of Pomegranate Acai Antioxidant Serum press until absorbed, then apply a thin layer of Lemon Lightening Serum and press into the skin until fully absorbed.

Step 15. Apply Blueberry Milk Moisturizer, massage and press into skin until fully absorbed.

Step 16. Apply Tropical Topical Matte SPF 30 or Quench and Protect SPF 30, or Tinted Dew Drops SPF 50 and press into skin until fully absorbed.

Step 17. Apply Avocado Oil Lip Hydrator to the lips to finish the facial.

TIP 3: PEEL CONSISTENTLY TO REPAIR WHILE PREVENTING SKIN DAMAGE

Peels are an effective method to decongest and detox pores, minimize fine lines and even skin tone. I recommend that clients receive a professional peel monthly alongside a facial while continuing their home care regime,including additional exfoliation twice a week. Peels and exfoliation help repair while also taking preventative measures.

—Tag Ceder, Spa Consultant and Industry Expert

TIP 4: LOOK FOR NATURAL ALTERNATIVES FOR ACID PEELS

For those avoiding acid peels, organic spas may offer alternative treatments, such as face massages using slices of eggplants or mushrooms. Mushrooms naturally contain kojic acid, aiding in discoloration reduction and skin lightening. Additionally, the high antioxidant concentration in store-bought mushrooms aids in restoring skin cells affected by oxidative stress.

—Elina Fedotova, Founder of Elina Organics Skincare

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TIP 5: PROVIDE GENTLE, YET EFFECTIVE RESULTS WITH PEEL SERIES

Modern chemical peels differ from those in the past, replacing old-school methods with a new approach that aims to rejuvenate the skin without causing traditional side effects like redness, flaking, irritation, pigmentation or scarring. The contemporary peels are safer, milder and deliver superior results when administered in a series.

—Candace Noonan, LE, COE and Director of Education for DermaConcepts

TIP 6: LIGHTLY EXFOLIATE BEFORE PEEL TREATMENT

My favorite way to boost peel efficacy is to do some type of mechanical or enzymatic exfoliation beforehand. Removing or dissolving the top layer of skin allows the peel to penetrate easier and more evenly. I always use blended peels with added support ingredients like tranexamic acid (TXA) and hexylresorcinol for more targeted results.

—Danae Markland, VP of Clinical Development & Partnerships for Linder Health

TIP 7: EDUCATE CLIENTS ON PROPER AFTER-CARE

Clients love immediate results! Peels are effective treatments for your client to leave with smoother, glowing skin. Microdermabrasion and glycolic acid peels help reduce the appearance of fine lines, wrinkles and dark spots. While the peel treatment itself is a pivotal step in your client's skin care journey, an in-depth post-peel skin care routine ensures lasting beauty. After the peel treatment, guide your client on proper skin care and sun protection. Appropriate post-peel care not only enhances your client's results, but also guarantees they're getting the most out of their treatment.

—Jeanine Faust, President and Owner of UBS Aesthetics / Distributor of PowerPeel

TIP 9: UTILIZE LOWER

Professional chemical peels remain one o
treatments available to address a variety
percentage acids are preferable over high
allow you to treat a wider variety of patie
additional ingredients that support the p
that will provide you with more targeted

—Alison Adams-Woodford, PC
Research and

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TIP 8: MAKE SURE YOUR CLIENT IS A SUITABLE PEEL CANDIDATE

When engaging in discussions about peels with guests, it's crucial for them to recognize their pivotal role in achieving desired results. A significant 70% of the outcome is attributed to their commitment to post-facial aftercare. Providing a comprehensive at-home step-by-step guide, detailing dos and don'ts, becomes imperative for their success. It's essential to acknowledge that not all guests may be suitable candidates for peels if they are unwilling to adhere to your guidance. Enhancing the aftercare experience can be facilitated by offering an at-home skin care kit as part of the facial, ensuring optimal results. The key to the success of any peel lies in maintaining consistent hydration post-treatment, fostering the development of a new, vibrant skin tone and texture.

—Rachael Gallo, esthetician and Chief Operating Officer at Silver Mirror Facial Bar

PERCENTAGE ACID PEELS

of the most efficacious, cost effective
of skin conditions. Blends of multiple, lower
percentage single acid solutions, as they
nts. Also, look for formulas that contain
articular conditions you are looking to treat
treatment solutions.

A SKIN Senior Education Manager,
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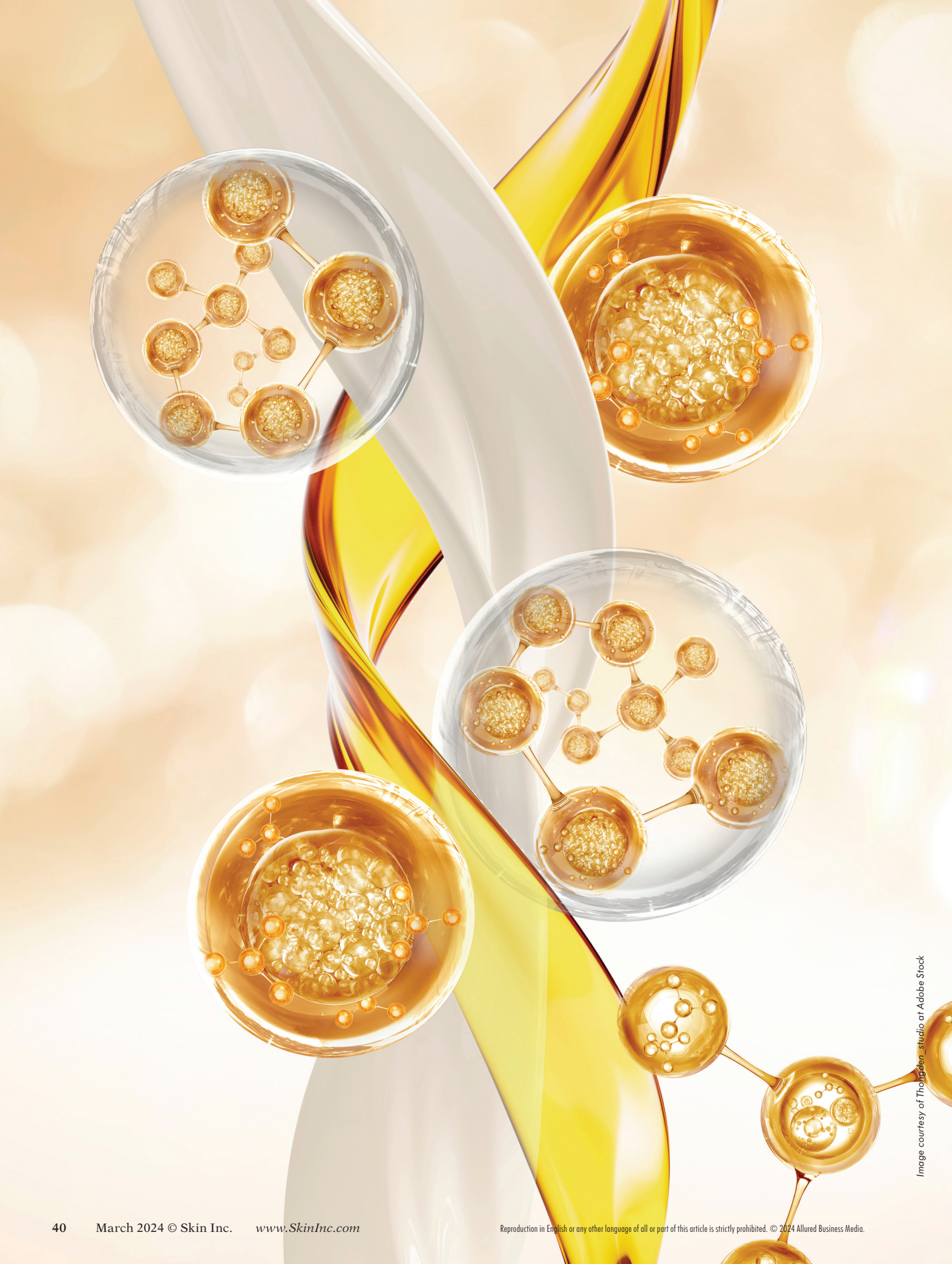

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Stem Cells: Myth or Medical Breakthrough?

By Danné Montague-King, DMK Skincare

A few years ago, stem cells and epidermal growth factors became hero ingredients in skin care formulations. Some brands claim that plant-based stem cells can help reproduce human stem cells and growth factors, directly changing the behavior of human DNA. I want to illuminate a few facts on stem cells in skin care products.

My methods have always been to work with the body's chemistry, and it has long been my contention that the cells of the body are not programmed to die easily. They are programmed to stay alive as long as possible, given the proper maintenance and environmental surroundings. True skin revision is based on the principles of the skin's biochemistry.

Remove, Rebuild, Protect, Maintain

Our steadfast concept is RRPM:

Remove the redundant cuticle on the epidermis, and other toxins and effluvia that slow down or block natural respiration and new cell proliferation.

Rebuild by offering the new, unencumbered baby cells the food they need to stay alive longer, e.g., essential amino acids, essential fatty acids and proteins.

Protect and guard against free radicals, which can lead to lipofuscin, glycosylation and DNA damage from solar elastosis.

Maintain. refers to clients' at-home maintenance. Follow-up home prescriptives must be a match for the client's own genetic cell structures and biochemistry. No two people are exactly alike, and we have to factor in stress levels, age, ethnicity and hormonal cascades.

Stem Cells' Role in Skin

Let's start by clarifying the roles that stem cells and growth factors play in regenerating skin. There are two main types of stem cells. Embryonic stem cells (ES) are the type that build the human body in the womb and can become any cell. Adult stem cells can generate different cell types for their specific tissue or organ. Other subtypes, such as induced pluripotent stem cells (PCSs), are lab-produced by re-programming adult cells to express ES characteristics. All stem cells in the body are interconnected, but organ-specific, fitting together like a giant puzzle.

Growth factors are proteins that regulate cellular growth, proliferation, and differentiation under controlled conditions, maintaining healthy skin structure and replacing cells as they age and die off. Growth factors are secreted by all cell types that make up the epidermis (the outer layer of skin) and dermis (the layer of skin between the epidermis and subcutaneous tissue), including keratinocytes, fibroblasts and melanocytes.

Growth factors are naturally occurring regulatory molecules. They stimulate cell and tissue function by changing their biochemical activity and influencing cell differentiation. Certain types of beta-glucans exist in this class, regulating the proliferation rate and enhancing dendrite strength in the Langerhans cells. This action changes macrophages at the end of each dendrite into a weapon of destruction against free radicals, bacterial attacks, viruses and even parasitic invasion.



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Medical stem cell implantation can be performed to back up the stem cells, though immune system rejection is possible. So far, there have been many successes in aspirating fresh stem cells from the hip bones and re-injecting them into injured areas such as a torn meniscus. These mesenchymal stem cells can develop into distinct mesenchymal tissue such as bone, tendons, muscles, adipose tissue cartilage, nerve tissue, blood and blood cells. However, this invasive, complex procedure is a far cry from the mechanisms of creams, serums and other skin care formulations.

Stem Cell Skin Care

The most common question I receive about stem cell formulations is how the plant stem cells in a cream or gel serum work with our human stem cells. The answer is… they don't.

Plant stem cells are harvested when technicians scratch cultured plant tissue to inflict miniature wounds. This damage stimulates the plant's stem cells to react, inducing the formation of new cells on the wounded surfaces. Slow replication and division create a large accumulation of colorless cells called 'callous.' Cells composing the callous divide into cells that do not carry the specific features of individuated plant cells. This callous is usually used as the main ingredient in facial plant stem cell creams.

The issue with this method? Plant stem cells have nothing to do with the human genetic blueprint, so plant totipotent stem cells cannot produce substances capable of directly affecting human stem cells. Only live pluripotent (human) downstream differentiated stem cells possess the biochemical machinery required to produce the myriad of regenerative activities in the human body, including the skin. Even if plant stem cells did have the power to kick-start cells biologically and could somehow remain alive in a formulation, research has concluded that they are too large to penetrate the lipid barrier of the epidermis.

Some argue that these plant stem cell extracts have many micronutrients that benefit the skin. Stem cells derived from plants included in extracts that have pharmaceutical or other value (e.g., quinine, digitalis, aloe vera, etc.) would not be active ingredients—although the other botanical micronutrients may very well be! This is no more true than in other plant aspects, including roots, leaves, buds, flowers and fruit. Even plant material known as beneficial to the skin can only benefit cells depending on where the plant is grown, how it is prepared for extraction, how it is processed into a product with bio-availability, and the delivery system into the skin. Think of these methods as "skin food," not stem cell therapy.

The Future of Stem Cells

There is hope in stem cell research for total skin revision, however. Remember that we call upon stem cells to complete the healing process during aggressive

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exfoliation. However, this usually is not very well controlled or targeted, and the healing can be spotty or focused only on areas of the epidermis where trauma is the most virulent.

Directly using our skin stem cells, which we have a rich supply of (although the amount decreases slowly with time), requires the following steps:

- Getting to our stem cells with minimum inflammatory response (although some activation is needed).
- Getting the stem cells out of their "house" and on a genetic pathway to another "house" in the skin, such as a keratinocyte or a fibroblast cell. We call this getting past mitotic shock.
- Maintain the cell differentiation over at least 47 days until fresh epidermal tissue is maximized.

I am deeply involved in epidermal stem cell research; it can feel like looking out into an abyss at first. There are so many microscopic variables. After months of study, I had an overnight epiphany about how stem cells develop, and how we could stimulate stem cell growth therapy, and enzyme therapy to birth new stem cells and shepherd them to their destiny of creating healthy, beautiful skin.

Stem Cell Research Terms

Use these different terms to kick off your stem cell research:

- Adult Stem Cells
- Blastocyte
- Bone Marrow Stromal Cells
- Cytoplasm
- Fibroblast
- Langerhans Islets
- Induced Pluripotent Stem Cells
- Multipotent
- Mesenchymal
- Somatic Stem Cells
- Teratoma
- Tissue-Specific Stem Cells
- Totipotent
- Progenitor Cells



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Know the Facts

If you are interested in stem cell therapy as an esthetician or dermatologist, it is vital to know the facts, so I leave you with some essential terms to kick off your research (See **Stem Cell Research Terms sidebar**). These terms make up the tip of a vast iceberg. Still, I encourage everyone to arm themselves with the available, yet ever-changing knowledge of stem cells. In turn, you can spot inaccurate treatments a mile away. You may be able to put two and two together and come up with an answer nobody else has thought of yet! The field is wide open. With stem cells, the possibilities are endless.

inherent in the body and then carefully guide those new stem cells to develop into skin that functions at its highest capacity. I recruited an international team of doctors, botanists and biochemists to take a leap of faith on a project like this with no commercial aspect other than to see if it can be done.

This research led to the release of a treatment that uses key active botanical ingredients, alkaline



Danné Montague-King is the visionary leader behind DMK. He represents over 50 years of scientific research, formulary breakthroughs (such as the original Enzyme Masque), skin healing, education, and support of estheticians worldwide. He is committed to improving scientific understanding of the skin and assisting estheticians to level up their clinics and provide visible, lasting results to clients everywhere.



Papaya

By Maggie Walker

Papaya (*Carica papaya*) is a fantastic ingredient for healing the skin. The vitamins found in papaya make it great for use in exfoliating and anti-inflammatory skin care products.

The origin of using papaya in skin healing treatments started thanks to ancient Mayan civilizations. They would use papaya fruit in the form of a paste to heal skin rashes and other problems; they even honored the papaya tree and called it the "Tree of Life."[1]

Now, in modern times, papaya has easily become a favorite for its use in skin care, and it's no wonder why, considering the myriad of benefits it provides.

Skin Care Benefits

While it is best known for it's anti-inflammatory and soothing properties, papaya actually has several benefits it provides to the skin.

Acne control. Helping to reduce inflammation, while also providing exfoliating benefits, makes this a great ingredient when it comes to healing acne.

Wrinkle reduction. Papaya is a rich source of antioxidants that help to reduce signs of aging. It has even been shown in studies to combat free radical damage for a smooth and youthful appearance.[2]

Exfoliation. Papaya is a great enzyme to use in skin care to help slough off dead skin cells and leave a radiant glow.

Brightening. The enzymes, beta-carotene, vitamins and phytochemicals found in papaya make it great for evening skin tone and removes discoloration.[2]

Moisturization. Papaya juice specifically helps to deliver hydration to the skin, while the vitamin A and E found in papaya makes the skin more supple.[3]

"Papaya Enzymes remove dead skin cells while repairing damaged skin making it a great ingredient for resurfacing." —Rebecca Olpin, Director of Education for Sorella Apothecary



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"Papaya contains bromelain, a protease (enzyme) extracted from the Papaya fruit. Used in a professional and an at home environment, it assists with exfoliation of the skin through the elimination of epidermal build-up (thickening of stratum corneum layer cells) due to its keratolytic (proteolytic) properties: it breaks down the intercellular bonds and structural protein constituents of surface keratinocytes into smaller fragments that can easily be dislodged."
—Christian Jurist, MD, AMS, FS, Medical Director of Global Education for Pevonia International

In The Spa

Papaya is actually harder to avoid than it is to find when it comes to skin care products and treatments. One popular pairing is papaya with pineapple in skin care, which can be found in products like Bio France Lab's Papaya and Pineapple Facial Enzyme Gel Wash Off Mask. This mask delivers vitamin A, C and E to the skin to protect against damage, moisturize and exfoliate. Green Envee also combines papaya and pineapple in their Rejuvenate Brightening Enzyme Masque that illuminates the complexion and reawakens the skin for an instant glow.

A couple more skin care products with the pineapple and papaya pairing include the Shir-Organic Pure Pineapple Papaya Enzyme Peel, which thoroughly exfoliates the skin and is heavily saturated with vitamins and enzymes that work to soften and heal the skin. There's also the Lucrece Skin Care Pineapple and Papaya mask that aims to strengthen the skin while reducing redness, lightening blemishes, firming, hydrating and nourishing.

Sorella Apothecary takes a different approach to this ingredient by pairing it with pumpkin instead of pineapple in their Papaya & Pumpkin Mask. This mask treats damaged skin with papaya and pumpkin that work together to hydrate and replenish, while honey provides the skin with a glow.

Remedios Skin Care moves away from masks by using papaya in their Papaya Enzyme Cleanse to help treat dry skin, premature aging, breakouts and cellulite by cleansing both the surface of the skin and deep within the pores. Pevonia also uses papaya in a variety of products like their De-Aging body balm, De-aging Saltmousse, Foam-A-Zym and Enzymo-Spherides Peeling Cream.

Ayur-Medic uses green papaya in their Papaya Enzyme Pee to resurface and soften the skin while reducing hyperpigmentation, exfoliating and improving skin texture.

The Papaya A-Peel

With all the benefits papaya provides to the skin, and so many ways it can be used in skin care, it is no question that is a must-have skin care ingredient for your spa arsenal.

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In The Know

By Susanne Schmaling, Esthetics Council

The latest regulatory updates happening in the spa industry.

Navigating the 'Danger' Zone for Scope of Practice

When a law is passed, it's just the beginning, not the end. The law sketches out the main ideas, but the specific rules you need to follow in your salons and spas are set up through regulations. These regulations are made through a public process, giving you a chance to share your thoughts before they're finalized. This is crucial, as sometimes they might limit or remove certain services you offer.

A big problem is that the people making these rules often don't fully grasp our industry and the services we provide. They tend to focus only on safety. When there's no safety data available, they might stop allowing certain practices, instead of working with us to understand them better. The issues with cryotherapy devices across the country are a perfect example of this.

Here's a breakdown of how this process usually goes, though it can vary depending on where you live:

1. **Law to Regulation.** After the governor signs a bill, it's up to a regulatory agency, like the State Board of Cosmetology, to turn it into detailed regulations. These rules decide which services you can offer. If the law is about medical practices, the State Medical Board is the agency involved.
   What You Can Do: Keep an eye on every board meeting during this time. You need to know what's being discussed and proposed.

2. **Drafting Regulations.** The agency writes up regulations that cover everything from hygiene to certifications. A legal expert from the state attorney general's office helps ensure these rules accurately reflect the new law.
   What You Can Do: Read these proposed rules, attend meetings, and speak up if you see something worrying.

3. **Public Commentary.** Before finalizing the regulations, there's usually a chance for you to give feedback. This is a key moment to express your concerns. Even a single poorly worded term can negatively impact your work. For example, vague terms like 'cryotherapy device' could end up making simple tools unusable.
   What You Can Do: Write a response to the rules with solid facts and how the rules will directly impact your business. Submit it publicly. If you're unsure, seek advice from the Esthetics Council, but remember that unclear or poorly constructed arguments might do more harm than good. Also, manufacturers should get involved if their products or devices are being targeted.



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4. **Finalizing the Rules.** The agency considers feedback from industry experts and the public, then finalizes the regulations. Hopefully, the board is fair and focused on public safety. But sometimes, despite your best efforts, they might approve rules that harm your profession. If that happens, and you're not suing, you'll have to wait for the next review cycle to try for changes.
   What You Can Do: If a rule hurts your business, comply as best you can and keep track of any financial losses or fines. If you're fined, let me know. We're keeping a database of such cases, and some have led to lawsuits or appeals challenging the rules.

Remember, understanding and participating in this process is key to protecting your profession and ensuring fair regulations. 2024 is shaping up to be abusy legislative year with rules being looked at as well. It's very important to sign up for board meeting notices or look at your State Cosmetology Board meeting schedule. This year we need to stay vigilant and involved.



Susanne Schmaling, a Licensed Master Esthetician, Certified Laser Technician and published author with over 29 years of experience, has made significant contributions to the spa industry. Her career spans sales, spa and medical spa ownership, and development of esthetics curricula, notably the Pivot Point Fundamental Esthetics for North America. She co-founded a digital personalization company in the US Beauty market and frequently presents at prestigious international conferences. As CEO and founder of the Esthetics Council, Susanne champions estheticians' scope of practice issues in the US. She holds advanced qualifications in instructional design, creating over 50 eLearning courses and numerous workshops on diverse topics like skin science, business mastery, and client retention. Susanne is a member of the Skin Inc. advisory board.

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