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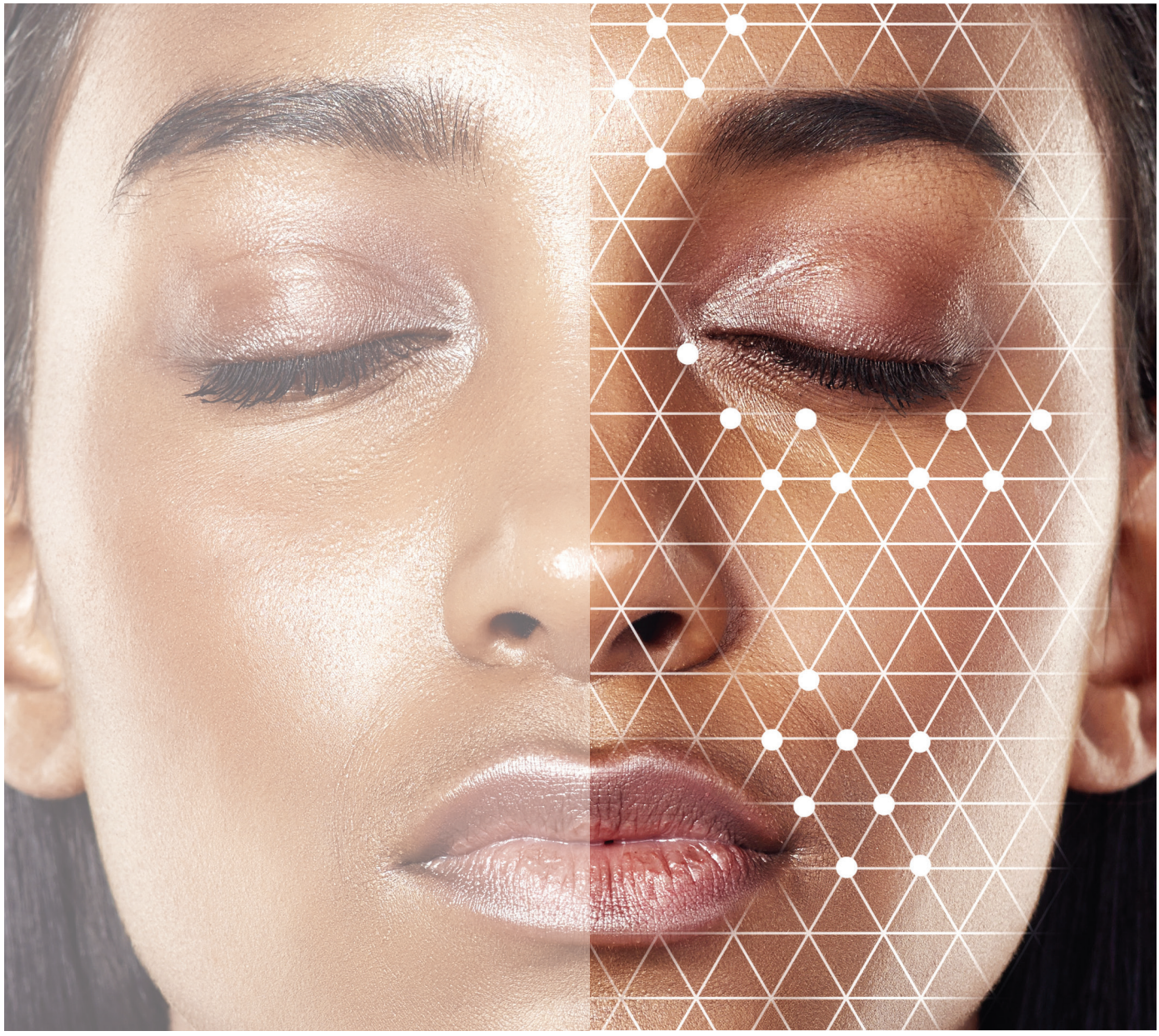

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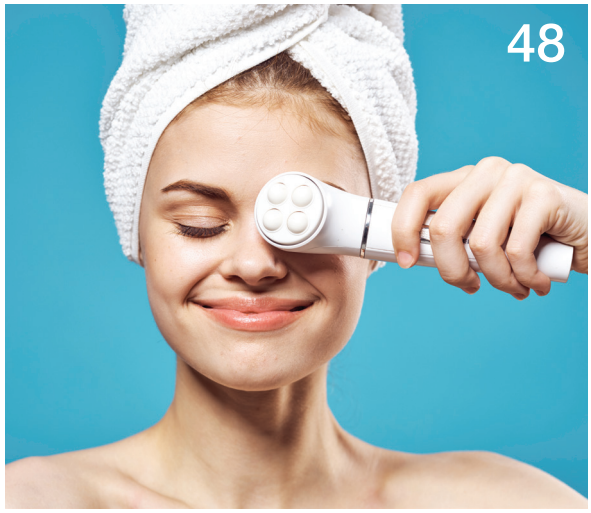

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On My Radar



MAGGIE WALKER
Associate Managing Editor
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Age Is Just A Number

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

This month marks an exciting milestone for me. I've finally made it to the 30, Flirty and Thriving Club. Growing up, turning 30 was treated as if it was the end of an era, but that couldn't be less true. I've never been more excited for a birthday, or to see what the next decade of my life has in store for me. My 20s were such a period of growth for me, and while I still have a lot more to experience, I wanted to share some of the lessons I learned before turning 30.



1 Age is Just a Number

This may seem like an obvious one, but growing up with the fear of turning 30 and being "old," was so engrained in our minds, especially for women. Now that I am almost 30, I've learned that age truly is only a number. Thanks to my skin care routine and effort to live a healthy lifestyle, I haven't found myself being hindered by my age, and I won't let it hold me back.

2 Keep Moving



One major change I actually did notice between being in my early to late twenties was how stiff my body would get if I was inactive. It's been so important for my overall physical and mental health to just keep my body moving, and this doesn't necessarily mean intensive exercise. I've fallen in love with yoga, long walks and pilates. As long as I keep my body moving (and specifically stretch), I notice a huge difference in my overall energy levels, body mobility and mental health.



3 Be A Flower

This was a big lesson I learned more recently in life. We live in a society that is always trying to get us to compare ourselves to our peers and counterparts. I've taken the stance now that I am going to be a flower because a flower doesn't look around to see how the flowers around it are growing, it simply blooms. In my 30s I want to just bloom.

4 Boundaries Are Healthy

Boundaries can be hard to implement both in a professional and personal space. But, there is no shame in setting boundaries for yourself, whether that has to do with your clients or in your personal relationships. Setting boundaries can be crucial for a happy and healthy work environment.

5 Old Dogs New Tricks

We've all heard the saying "you can't teach an old dog new tricks." I think this is a complete fallacy, and in fact, I encourage you to always continue to try and learn new tricks. This is especially true for the spa industry. It is constantly advancing and continuing to educate yourself on the changes is crucial.

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Colorescience Barrier Pro Collection includes the Barrier Pro 1-Step Cleanser and Essential Moisturizer. This product pair helps to enhance the skin's natural resilience and radiance.





Vibrant-Eyez

Rhonda Allison Skin Care

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Blending botanical extracts and peptides, this eye serum improves dark circles and puffiness while increasing antioxidant protection and boosting collagen.



T-Zone Balance Collection

Repêchage

www.repechage.com

This collection includes a facial kit, five-step skin care program and hydrating serum, designed to hydrate, balance and refine skin without clogging pores.



Dewluxe for Body

Bioelements

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This lightweight body oil is formulated with a blend of occlusive argan and squalane, plus halophytic sea kale for hydration and dewiness without feeling heavy.



Barrier Balance Creamy Cleanser

Face Reality

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This gentle, creamy cleanser supports the microbiome and natural skin barrier, while still effectively removing dirt, makeup and impurities.



Mandelic Resurfacing Serum 8%

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Anti-Aging Collagen +C Concentrate Serum

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www.drtemtusa.com

This serum incorporates high-dose ingredients that combat aging and leave the skin looking and feeling youthful and radiant.



Luxe Serum

Face It Skin

www.faceitskin.net

This Luxe Serum uses ultra hydrating vitamins and carrier oils to protect against blue light damage and soothe dry irritated skin.



ECHO2 Facial Device

Oxygen Lab

www.oxygenlab.com

This patented skin treatment system uses scientific principles to deliver critical pure oxygen, vitamins, minerals and more directly to the layer of 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



Grande Cosmetics Announces Promotions in Executive Leadership

Grande Cosmetics has announced the appointments of Dena Bruckman as president and Jerry Wu as chief marketing officer, reflecting the company's plans for expansion and growth during 2024. Dena Bruckman has worked at Grande Cosmetics for 14 years. In her new role, Bruckman will oversee operations and lead strategy across all departments. She will be responsible for employee growth and retention, retailer accounts, marketing, and branding. Jerry Wu has more than 20 years of experience in the retail industry. In his new role, Wu will be responsible for marketing strategy, branding, copy and content alignment, and will use his 360 branding and marketing experience to develop major campaigns and activations to support brand goals.



ReadyCare Appoints Kayla Barilla as Regional Vice President of Sales for Nevada Territory

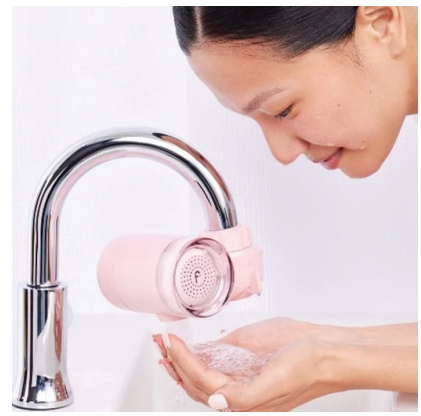
ReadyCare Industries and Pure Fiji USA have hired Kayla Barilla as regional vice president of sales for the Nevada territory. In her role, Barilla will bring more than two decades of expertise in the spa and hospitality industry. Barilla's extensive tenure in the Las Vegas area started in 2007 at Bathouse Spa at Mandalay Bay. Throughout her career, she has held key positions including lead aesthetician and lead coordinator at Cosmopolitan's Sahra Spa & Hammam and Bellagio Spa.

BRAND PARTNERSHIPS



Cynosure Partners with LaserAway To Bring Potenza RF Microneedling System Nationwide

Cynosure has announced a partnership with LaserAway to significantly expand access to Cynosure's Potenza RF Microneedling system at all their locations nationwide. This partnership enables LaserAway to provide best-in-class RF microneedling options to hundreds of thousands of patients across the United States. Potenza is the world's first four-mode radio frequency (RF) microneedling device, providing clinicians with versatility and even more customized options for patients setting a new standard in RF microneedling technology.



Tracie Martyn Spa Adds Filterbaby Skin Care Water Filters

Filterbaby has partnered with Tracie Martyn Spa in Manhattan to feature Filterbaby technology in its treatments and amenities. The brand is known for the Filterbaby Generation 2.0 skin care water faucet filter for the face that reduces chlorine, chloramine and contaminants in tap water. Filterbaby 2.0 also has an eco-friendly mode that saves 25% of water without sacrificing water pressure. According to the companies, this collaboration reflects a shared dedication to innovation, wellness and delivering unparalleled experiences to clients seeking the highest standards of skin care.

Photos courtesy of companies featured.

Tuning In

Sounds Like Spa

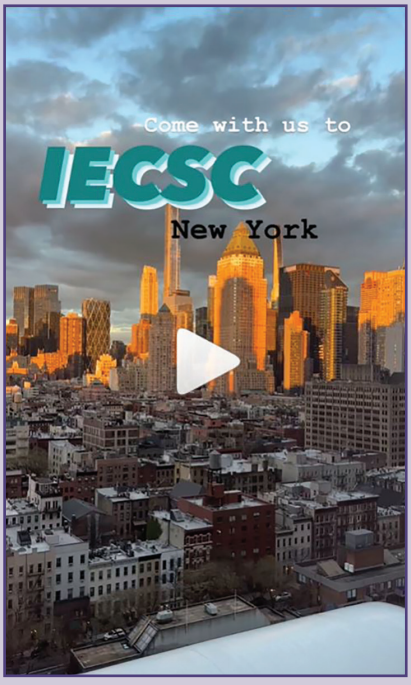
Don't miss the latest episodes on *Skin Inc.*'s Sounds Like Spa Podcast!

- 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

Upcoming Podcast Interview with Rhonda Allison

Editor's Picks

We got to go to the IECSC New York show in March, and we shared our experience on social. Don't miss it!



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- The 5 Must-Have Ingredients in Every Age Reversal Regimen
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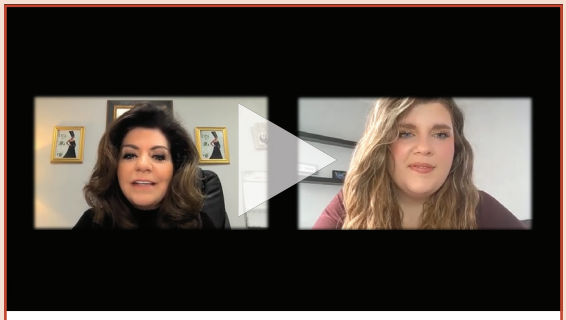
- **Shown Below:** Epidermis 101: How Clinical Care Can Change Your Spa

Upcoming video interviews Face It Aesthetics and Smart SKN



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Webcast Watch

- How Your Voice Can Make a Difference in the Spa Industry
- What You NEED to Know After Graduating Esthetics School with Richard Merrill Consulting, LLC
- ***Keep an eye out for:*** Environ's webcast in May.

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

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Stories of Success

Candace Holyfield,

Founder of Six Figure Spa Chick

by Marisa Sobotka

When it comes to business education in esthetics school, there is a gap that is in desperate need of being filled. Covering topics like spa operations, marketing and budgeting are crucial when it comes to spa success, which is why Candace Holyfield, founder of Six Figure Spa Chick, created an iconic platform that has helped hundreds of industry pros build a profitable and successful spa. This includes 26 professionals who have reached more than a million dollars in profit. After getting her start in massage therapy, Holyfield discovered esthetics and fell in love with healing through human touch. Holyfield sat down with *Skin Inc*. to discuss the growing trend of dermaplaning and the endless paths to industry education she uses to stay ahead in esthetics.



Photo courtesy of Candace Holyfield

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

Candace Holyfield (CH): My entry into the spa industry marks a significant departure from my 13-year tenure as a waitress. While considering nursing as my next career move, I stumbled upon the world of massage therapy and fell in love with it, compelling me to pursue this path. Now, 14 years later, my journey stands as a testament to the power of seizing unexpected opportunities.

SI: What inspired you to go into esthetics?

CH: What inspired me to delve into esthetics was my journey as a licensed massage therapist. Through continuous education courses, I discovered the realm of esthetics and fell in love with body treatments and the ability to heal people through therapeutic touch.

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

CH: Today, my typical day involves a boatload of activities. I engage in meetings with corporate clients to finalize deals, travel to events like Super Bowl weekends in Vegas to power spa activation stations and lead my team of seven individuals. Additionally, I oversee Spa Boss Tribe, a platform where I guide thousands of spa professionals in marketing strategies.

SI: What is the most important part of running Six Figure Spa Chick to you?

CH: The most crucial aspect of running Six Figure Spa Chick is bridging the gap for spa professionals. There's a significant void in operations education within the industry. Concepts like marketing, budgeting, team building and operations aren't typically covered in traditional schooling. As a result, many spa professionals struggle when it comes to building their own businesses. I take immense pride in providing support to these individuals, helping them achieve significant success as business owners.

SI: What is your favorite skin care trend you've seen come up recently?

CH: One skin care trend that I absolutely adore is the dermaplane facial. Witnessing the removal of all that peach fuzz and seeing how it leaves the skin incredibly smooth is my favorite. This service is in high demand, and my lead esthetician's schedule is consistently booked with appointments for it.

SI: What is your greatest accomplishment?

CH: My greatest accomplishment is empowering 26 spa professionals who own businesses to achieve their first million dollars in revenue. Additionally, I am extremely proud to have received the Presidential Lifetime Achievement Award from President Biden for my dedicated community service work within the spa community.

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

CH: My favorite part of the spa industry is its diversity and the opportunity for a lifelong career. There are countless modalities, products and licenses to explore, and the collaboration between professionals, ranging from doctors to holistic practitioners, is truly inspiring. I take immense pride in being a part of the spa industry, as it has not only changed my life for the better, but also continuously provides avenues for growth and innovation.





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

CH: My best advice for new or aspiring estheticians is to never hold yourself back. Take your career seriously, whether you're running your own business or working for someone else. Additionally, I highly recommend setting up your business correctly from the beginning, including maintaining good financial records and being prepared to seek funding if needed. Operational costs can be significant for spa professionals in the early stages of building their careers, so proper planning and organization is crucial.

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

CH: To ensure my knowledge of the industry remains current and dynamic, I have a couple of different strategies. I attend a minimum of four trade shows annually and regularly enroll in new classes every month. Additionally, as a partner with The Skin Games, I founded my own Spa Queen Expo, and I frequently travel to spas worldwide for market research purposes. I engage in daily conversations with spa professionals to address challenges and collaboratively find solutions. Also, I actively participate in several advisory boards, including one that I founded, with professionals such as nurses, estheticians and nail technicians from across the country.

***SI*: What is your favorite hobby?**

CH: My favorite hobby is traveling. Each week, I find myself out of town conducting spa audits, and assisting spa professionals in transforming their businesses from negative to positive revenue. To maintain balance and rejuvenate myself, I prioritize international travel every quarter, allowing me to recharge and explore new destinations.

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

CH: The future of the spa industry is evolving with technology and new advancements in medicine. While innovation continues to shape our field, the fundamental power of therapeutic touch can never be replaced. We are fortunate to be in an industry that thrives on providing healing and relaxation. Looking ahead, I think we will see the introduction of new machines with advanced technology and the development of products designed to deliver faster and more effective results.

Photo courtesy of Candace Holyfield

TREATMENTS TAKES

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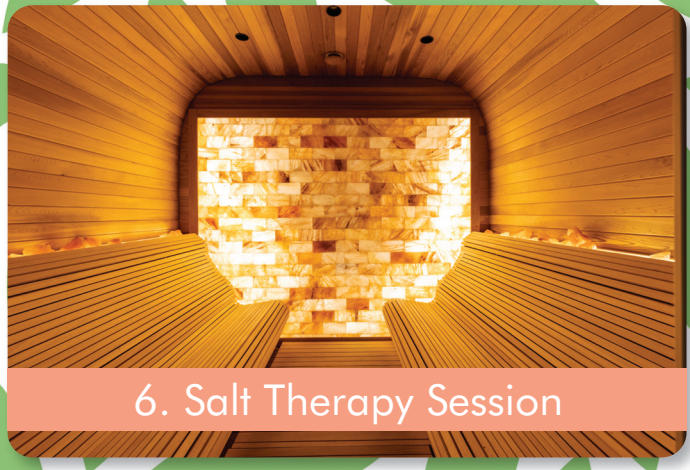
4. Essential Oil Aromatherapy



5. CBD Facial



6. Salt Therapy Session

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How to Holistically Treat Common Skin Concerns

By Simran Sethi, MD, RenewMD

Holistic skin care is a heavily desired approach to skin care and overall wellness for many, but its desirability has also led to confusion around what it actually means and how to achieve it.

As skin and beauty professionals, we can all relate to clients who want "holistic," "natural" or "organic" treatments, but often have very different views of what constitutes holistic and natural. It's important to understand holistic approaches to beauty and wellness, and most importantly, take the dialogue away from marketers who are largely responsible for spreading misinformation about it.

Holistic Skin Care 101



Holistic skin care incorporates daily skin care, nutritional and lifestyle changes to support healthy skin and reverse signs of damage and aging. Skin is our fifth vital sign and our largest organ, which means that it represents the state of our overall health. A holistic approach is the most successful way to achieve healthy and radiant skin, but mixed and often misinformed marketing messages have confused consumers into thinking that holistic skin care is the use of skin care products that are made with organic ingredients or stem from ancient traditions.

Skin care professionals have limited influence on their clients' nutritional and lifestyle choices, but they can provide a holistic approach through their clients' skin care, and more specifically, home care routine. There is another way of looking at skin care more holistically.

Redefining Holistic Skin Care

In skin care, we generally address skin concerns (e.g. acne, aging, sun damage or hyperpigmentation). This can make our approach singularly focused and ignore a larger or 'holistic' view of the skin renewal cycle.

For example, aggressively reducing sebum production to treat acne can easily lead to breakage of the skin barrier if all steps of the skin renewal cycle are not optimized. Adding a retinoid to combat aging can again cause skin barrier breakage, which will lead to skin sensitivity, hyperpigmentation and lack of skin elasticity. These are just a few examples that support looking at holistic skin care from the lens of the skin renewal cycle.

Holistically Approaching Skin Renewal

Being the largest organ in our body and the first line of defense against the environment and infections, our skin undergoes rapid cell division to continually renew itself. This means that we can successfully reverse signs of damage, as long as we are optimizing the skin renewal cycle.

Nourishing skin renewal requires lifestyle interventions like eating an antioxidant-rich and low-sugar diet, avoiding smoking, staying hydrated with water and diligently using sun protection. We can redefine "holistic skin care" by adopting a comprehensive approach that optimizes the skin renewal cycle at each step. Supporting all phases of skin renewal from collagen regeneration to skin barrier strengthening and exfoliation to reveal new, healthy skin will effectively address every skin concern for any skin tone, at any age.



Holistically Approaching Acne

Acne-prone skin typically has an over production of oil, which then traps dirt and dead skin debris in pores causing breakouts. As the problem step in the renewal cycle is excess sebum production, the obvious approach has been to reduce oil production with cleansers or exfoliants. However, this will inevitably compromise the skin barrier triggering more sebum production as the skin tries to compensate and repair itself by secreting more sebum. Acne may worsen, and in skin of color, it will also leave behind scarring and cause post-inflammatory hyperpigmentation (PIH).

If spa professionals were to take a holistic approach, and nourish every step of the skin renewal cycle, the results would be different. Just like before, oil reduction is important, but building the skin barrier and moisture protection is also essential. Exfoliants and deep cleansing should be accompanied by soothing and anti-inflammatory ingredients. A water-based moisturizer will help build the skin barrier and a hyaluronic acid product should be applied on top of the moisturizer to seal in moisture. Using a retinol will upregulate skin cell turnover, which heals scarring and PIH.

This multi-step regimen supports every step of the skin renewal cycle, not only the "problem" step of excess oil production, resulting in clearer and healthier skin.

Holistically Approaching Hyperpigmentation

There are multiple causes of hyperpigmentation ranging from sun damage to hormonal causes like melasma. Hyperpigmentation is defined by excess production



of melanin, but it's really a symptom of underlying damage. Hyperpigmentation due to sun damage actually represents collagen breakdown because UV exposure will cause both excess pigmentation and collagen degradation. In more complex conditions like melasma, hyperpigmentation is a symptom of a hormonal imbalance. In acne-prone, dry or mature skin, it signifies skin barrier breakage.

Even though hyperpigmentation is complex, we typically address it by simply suppressing melanin production, which is why this approach oftentimes fails. Melanin production is a protective mechanism and a symptom of an underlying insult. None of those insults are addressed solely by fighting melanin production. In fact, they often cause a paradoxical increase in hyperpigmentation, especially in skin of color. Alternatively, a multi-faceted regimen incorporating collagen growth and faster skin cell turnover with vitamin C and retinol, respectively, will erase hyperpigmentation by making new healthy skin faster. Simultaneously, building the skin barrier with a moisturizer and moisture sealant like hyaluronic acid will automatically down-regulate melanin production.

Holistically Approaching Aging

Growth factors, peptides, retinol and vitamin C are all the buzz in healthy aging, and for good reason. Again, there is not one single product that will achieve results like intentionally combining products that up-regulate every step in skin renewal. Retinols, growth factors,

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peptides and antioxidants are key supporters of collagen production and skin cell turnover, but we also need to have adequate lipids to replenish the skin barrier to protect new skin protein growth.

Mature skin needs adequate exfoliation to remove stagnant dead skin cells that block optimal product penetration and make the skin look dull. Finally, mature skin has excess transepidermal water loss (TEWL), which means that sealing in moisture with ingredients like hyaluronic acid is even more important. All these interventions will support the benefits of any anti-wrinkle serum, but this also means that without all these steps, there will be limited improvement with age-fighting serums alone.

Protecting the Skin

Skin cells are one of the fastest reproducing cells in our body, which allows us to do so much with it, no matter what age or skin tone we are. The skin also has multiple mechanisms like melanin production and sebum production to keep itself strong and capable of fighting damage from the environment to protect us. Skin care that attacks these protective mechanisms (reducing oil or pigment production) will inevitably signal these protective mechanisms to work even harder, and as a result, create an imbalance that will fail to make skin healthier. Nourishing every step of the skin renewal cycle will holistically make our skin healthier, clearer and more radiant.



Dr. Simran Sethi has practiced Internal Medicine for over 16 years. She is a graduate of the Medical College of Wisconsin and completed her Internal Medicine residency training at Santa Clara Valley Medical Center, San Jose. Her mission with her MedSpa, RenewMD, and medical-grade skincare line, skin by Dr. SimranSethi, is to empower women who have struggled to find the right skin care products and treatments for their melanated skin, and to celebrate and care for their complexion by working with this process rather than against it.









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Sugaring Oncology Clients

By Shawna Rocha, Hale & Hush

Oncology esthetics goes beyond traditional spa treatments by addressing the specific needs and concerns of individuals undergoing cancer treatments. It's the job of these hard-working estheticians to create and perform services that target this type of clientele—from managing skin conditions, symptoms and irritations to referring clean quality home care products. It's crucial to provide a safe, comfortable place for these clients, ensuring their safety and helping them feel more comfortable, confident and supported throughout their journey.

Not surprisingly, more than half of all cancer patients struggle with body image at some point in their cancer journey. Hair removal services, or appearance recovery, can help alleviate these issues and increase self-esteem.

Study Up

Completing a recognized oncology esthetics program and obtaining certification from a reputable organization can enhance an esthetician's credibility. A professional sugar certification is also important, and with that, the skills and experience to choose products, perfect techniques, consider all contraindications and use a more cautious approach to hair removal.

One of the most important attributes of being trained in oncology esthetics is understanding and utilizing the adaptability of protocols and services. The one-size-fits-all approach is not the appropriate choice to make with this type of clientele. Having the knowledge to revise and alter the protocols that are used for the majority of our clients is true expertise. The skills to change existing protocols and services to fit the clients' needs is crucial in successful hair removal services for cancer clients.

Getting Started

An extensive and comprehensive health history form needs to be taken before any services can be performed. Cancer treatment and medication side effects are a huge factor in whether a service can be offered, adapted and even performed on the client. The first step is to learn what treatments have been given to the client, what stage of treatment they are currently in, the medications administered or currently taken, and any side effects they are currently experiencing.

Sanitation is especially important with this type of clientele and gloves must always be worn. Any microscopic wounds caused during hair removal services leave the skin vulnerable to viruses and bacteria. Clients can be immunosuppressed from chemotherapy, so ensure sanitation and infection control procedures are in place.

It's always important to request a release from a physician before any spa service.

Knowing Cancer Treatments and Drugs

There are many types of cancer out there and just as many medications. Traditional treatments can include surgery, chemotherapy and other drug therapies such as targeted therapy or immunotherapy drugs and radiation.

Most chemotherapy drugs are systemic, targeting cancer cells. However, they also affect healthy fast-growing cells such as the skin, hair and nails. Not all chemotherapy drugs cause full hair loss. Some drugs cause partial hair loss or thinning, and other drugs, like





targeted therapy and corticosteroids, can cause unwanted hair growth.

Also, clients who had a surgical procedure, followed by radiation to a localized area, may be treated differently than a client who has a surgical procedure, followed by chemotherapy and then radiation therapy. If the skin is inflamed, too dry, sweaty, clammy or the client bruises easily, cannot take the pressure of the sugaring technique, or the client has a low pain threshold, then any hair removal service may not be recommended.

Why Sugaring?

Sugaring is the gentlest option for medically compromised skin, and a safer alternative to waxing if offering hair removal services to clients living with cancer. Sugaring is a simpler, less painful way to remove unwanted body hair. It's the act of pulling hair out of the roots using a paste made from sugar, lemon and water. Sugaring can be performed all over the body from the face to the toes (yes, they are sometimes hairy too).



Sugar can be used at room temperature, adding no warmth or heat to the skin. Heat can aggravate or burn sensitive skin and is contraindicated for conditions like lymphedema (especially undiagnosed lymphedema).

Sugar also only adheres to hair and dead skin, taking only that with it when removed. Wax adheres to both the skin and the hair, and it can therefore remove skin during the hair removal process increasing the risk of infection. This makes sugaring especially good if the client has sensitive skin, as it causes less pain, irritation and redness.

Sugar paste is made with all natural ingredients, even sensitive skin is usually reaction-free after the service. Another benefit of sugaring is that, unlike wax, the paste is water-soluble, so it will easily wash off the skin without leaving an oily residue behind. Lastly, the hair length does not need to be grown out as long as with waxing and the service also lasts for a longer period of time.

What to Look For

Ask all the questions and discuss the expectations of the treatment including:

- Does the client feel pain in the area they are requesting the service to be performed?
- Does the client have a proper range of motion for the desired area?
- Will body positioning be a problem for the client?
- Can the skin tolerate the ingredients and pressure of the treatment?
- Does the client have enough energy to make it through the service
- Will the client bruise too easily?

If the client is hesitant in any way after describing the process of the treatment, then do not continue the service. Patch testing an area of skin first in the same region may be necessary to make sure the client is comfortable with the procedure.

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Prepping Oncology Clients

Any hair removal service works better if the skin is hydrated. Even though some cancer medications can cause chronic dryness to the skin, it is important to include this especially crucial step in the process. Drinking more water and using hydrating creams are not difficult to request for the client.

Hair removal, in general, causes trauma to the hair follicle, so the skin is likely to be red and sensitive. The use of a topical product that can soothe, hydrate and reduce inflammation in the area is vital. It is imperative that the appropriate topical product is used post-hair removal, and the client continues to use the product at home or is given guidelines to prevent further inflammation to the area.

Be mindful of the clientele and how they feel at all times. Organize room setup, tools and products for the service with consideration and modesty in mind.

Know Your Adaptations

Adaptations for this type of clientele are the following: softer sugar, proper and slower molding, shorter areas treated at one time, pulling skin taut and using short and succinct flicks to remove sugar. For sugaring this type of clientele, the process should be unhurried and gentle. Add time to the service to allow for these necessities during the treatment.

Always make sure the sugar is at room temperature or only slightly warm. The skin should be cleansed with tepid water and mild cleanser using soft cotton or gauze. Pressure should be light, and molding in the area should be gentle and slow. The flick should be short and quick, while holding the skin taut as possible.

Holding the skin taut is the single most important aspect during the treatment. Do not go over any place on the skin more than once with this clientele. The first application to one area should be the only application. Remove any residual sugar with a tepid soft towel or cloth. Finish the service with calming, soothing and hydrating moisturizers or masks.

Knowing Your Niche

This is an incredibly special niche in the esthetic industry. Oncology esthetics is a practice that takes bravery, skill, experience and patience. Sugaring is not an easy skill to master either, but it will greatly benefit your business.

This allows estheticians to service clientele that other estheticians are not able to service. These niche services create more revenue and retail sales in the business. Not to mention, the huge increase in client loyalty. Only the most compassionate and empathetic estheticians offer their treatment rooms, beds, hands and hearts to cancer clients.



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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.



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6 Modalities to Add to Your Treatment Room

By Lisa Stewart, Solia Spa

We work in an exciting industry that offers so many choices to our clients, but how can we decide what the best modalities for our clients are? Let's start with the true-blue ones that have been with us for many decades and are proven effective and safe. Whatever modality you choose with your clients, the most important part is if it is safe for them and their skin.



1. High Frequency

This modality is high-intensity, electrical currents that oxygenate the skin by heating the sebaceous glands. Developed by Nikolas Tesla in the late 1800s, high frequency destroys acne-causing bacteria, smooths skin texture, calms inflammation and aids in lymphatic drainage. High frequency can even be used on the scalp to increase blood flow to the hair follicles. If you have yet to try this modality, please do! It feels incredible on your scalp. This is great to incorporate in your facials. Kits usually start at $50 and up.

2. Lymphatic Drainage

Since the lymph fluid is being removed, and is not stagnant during lymphatic drainage treatments, it enhances the natural contours of the face, reduces puffiness and gives a boost of radiance to your clients' skin. You must ensure it's done correctly, or clients can experience headaches, fatigue and nausea.

Jade rollers and gua sha stones are examples of lymphatic drainage tools. Gua sha originates from Eastern Asia and helps the parasympathetic nervous system, which aids in client relaxation. The practice encourages lymphatic flow, increases circulation and gives a smooth and lifted boost. Gua sha also helps with the facial meridian channels to relieve blocked energy. Depending on the crystal stone the gua sha is carved out of, it has healing properties as well. Jade rollers and gua sha tools can be purchased for as low as $1,000, but other lymphatic drainage tools can cost up into the thousands.

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3. Microcurrent

Microcurrent improves muscle tone to lift jowls and eyebrows. It reduces wrinkles, eliminates fine lines and improves facial circulation. A microcurrent facial is even referred to as a natural facelift.

Microcurrent uses a low level of electricity that mirrors the body's natural electrical current. This triggers chemical reactions at a cellular level to enhance the production of natural collagen and elastin, providing circulation benefits and re-educating the muscles of the face. Working on a cellular level to repair damaged skin and stimulate collagen and elastin is a win-win. Plus, it naturally tightens the muscles, so the face looks fresh and natural. It's essentially a workout for your face.

I like to use this modality around the eyes, especially since eye muscles are the busiest muscles in the body. Scientists estimate that our eye muscles move more than 100,000 times a day.[1] Due to this, and the skin on the eyes being so fragile, we should be kind to our eyes. Microcurrent devices start at $325 and span into the thousands.

4. Ultrasound

Ultrasound is another excellent modality for muscles. Ultrasound waves generate heat within the dermis without damaging the epidermis. Ultrasound helps to restore dermal density and tighten the skin, which helps slow down intrinsic aging. Intrinsic aging is how the body ages from the inside.

We tend to experience muscle and bone loss as we age. You'll see the eyes become more hollow and sunken, making our faces look tired 24/7. Nasolabial folds thin out and make us look angry. Intrinsic aging makes our facial expressions appear more rigid. Ultrasound re-educates the muscle, giving them a lift. The controlled dermal heating incites a "wound healing" response that stimulates fibroblasts to synthesize and lay down new collagen.[2] Price ranges from $300 to the thousands.





5. Radiofrequency

Radiofrequency (RF) is non-invasive and works by heating the skin in the dermis layer with a rolling probe. The energy created stimulates collagen production, which triggers lifting and skin remodeling to tighten skin. RF devices are ideal for the face, jawline and body. Clients often find it relaxing, especially with the warmth the wand provides. RF devices start at $500 and go well into the thousands.

Clockwise From Top: Image by Anna at Adobe Stock; Image by mad_production at Adobe Stock; Image by JackF at Adobe Stock ; Image by blackday at Adobe Stock



6. Cryotherapy Facial

This treatment is a non-invasive facial treatment that increases blood and oxygen flow to the face, making the skin look healthy and plump. It creates a more taught, vibrant and glowing appearance. This modality is our most popular service at Solia Spa. Clients love it because they see a difference right after the treatment, and it doesn't leave the client's skin red or swollen. I highly recommend a Cryotherapy facial device. It can also be used for the body for cellulite, fat loss, stretch marks, crepe skin, etc. Cryotherapy devices cost well into the double-digit thousands, but the return on this investment is outstanding. More importantly, how it transforms the client's face and body is excellent.

Combined Modalities

Several other modalities work to tighten and sculpt the skin such as a laser, IPL, LED, etc. The effects of these modalities are enhanced when combined, such as LED and microcurrent or microcurrent and ultrasound. Another good modality combination would be a cryothearpy facial device and LED therapy. I like to combine a Cryo T-Shock Facial with an LED Mask, followed by lymphatic drainage.

Other modalities include HydraFacial, LED, dermaplane, microneedling, oxygen therapy, dermabrasion, nano infusion and galvanic.

Do Your Research

Visit spa shows or call the manufacturers, and ask their sales representatives to come out and demonstrate their devices to see what is best for you and your clients. Take your time choosing which modality is best. Does it make sense in your practice and your comfort level? Always experience the modality first to see how you like it.

Hands On

Your hands are the most phenomenal modality you can use. Our hands carry a tremendous amount of energy. Most of us enter the spa business because we want to help people feel and look good. It warms our soul to know we helped someone achieve this. The energy that radiates from our hearts and out of our hands is a high vibration of love and nurturing energy, which provides a safe and ultra-relaxed experience for the client. They trust we will take excellent care of their needs, and most importantly, they know they are cared for.

Human touch is powerful and will always win over any device because of our intent and energy. Human touch reduces blood pressure and helps us to feel less stressed and calmer. It is a boost to the immune system and increases levels of serotonin.

Over the past four years, we all have seen an increase in anxiety and depression with our clients and with ourselves. To know that our hands can help ease these symptoms and help people is incredible. Clients feel the connection and love from us. Artificial Intelligence (AI) or a facial modality can never replace this. Connect with your clients on this level; you will have a client for life.

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Renowned beauty industry expert **Lisa Stewart** is a trusted skin care expert whose passion and tireless efforts have earned her a place in the market as one of the country's most beloved and most sought-after skin care professionals. She is the guest beauty expert for Fox, The Doctor's, writer, and advisory board member for Skin Inc. She is the founder and owner of Solia Spa and Peri Skin Care and is a co-host for the national TV show, Lite It Up TV.



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Demystifying Tricky Sensitive Skin

By Brian Goodwin, Éminence Organic Skin Care

As a spa professional, you're undoubtedly familiar with different skin types–including sensitive. When it comes to taking care of sensitive skin, there's much more than what you may see on the red, irritated surface. Let's explore some essential information to effectively care for this often tricky skin type.

What is Sensitive Skin?

Sensitive skin is one of the main skin types (along with dry, normal, oily and combination), and it experiences frequent sensory reactions. You'll commonly see redness, dryness, flaking, scaly patches, blistering, bumps and rashes on this skin type. Sufferers may also report itching, swelling, burning and stinging.[1] These reactions are often triggered by something the skin comes into contact with, including products we apply to our skin, fragrances we use, clothes we wear and foods we consume.[2]

Can Any Skin Type Be Sensitive?

Not all skin is sensitive, but all skin types can become sensitized. Though they sound similar, there's a difference; the former refers to a skin type, while the latter refers to a caused condition. A sensitive skin type will routinely experience flare-ups in sensitivity, while "sensitized" refers to temporary sensitivity that can occur on any skin type.[3] Because of this, clients may incorrectly believe their skin is sensitive.

For example, both sensitive and dry skin regularly experience flaking, redness and irritation. Those with dry skin may believe that they have sensitive skin. The difference lies in the physiological cause for why these two skin types behave as they do. Dry skin is typically more common in elderly clients and is often caused by dysfunction in the moisture barrier of their skin, while sensitive skin overreacts to stimuli that would not cause such a response in other skin types.[4,5]

What Causes Sensitivity

As much as we may want to know the cause, it can often be difficult to track down the exact reason our skin experiences sensitivity at any given moment. However, there are common triggers often related to underlying physiological conditions or lifestyle behaviors that have been found in clinical studies to cause sensitivity. Let's discuss some of the specific conditions or behaviors that can be triggers.

1. Overuse of Active Cosmetic Ingredients

While a high concentration of actives can be great in some circumstances, their incorrect use can be detrimental for sensitive skin. Popular ingredients can potentially push sensitive skin beyond its limits including:

- Retinols
- Hydroquinone
- Certain AHAs (including glycolic and lactic acid) and BHA (salicylic acid)
- Physical, gritty exfoliants
- Chemical SPF
- Benzoyl peroxide



Contact dermatitis



Eczema



Rosacea

When used properly, these ingredients can be highly effective at achieving specific desired results in the skin, but those dealing with skin sensitivity should integrate these with a high degree of caution under professional guidance.

As a spa professional, you should perform a patch test as an additional step in the treatment before the full application of products with these ingredients. While this is a good idea for all skin types, this is an absolute must for sensitive clients. Apply products behind the ear and allow to sit for three to five minutes. If no reaction occurs, carry on with the treatment as planned. If there is cause for concern, examine the skin to adjust the treatment and your advice accordingly.

2. Allergies

Though allergies are typically associated with a runny nose and itchy eyes, they have also been found to be the cause of increased skin sensitivity.[6] Sometimes referred to as allergic contact dermatitis, this type of sensitivity occurs when someone is exposed to allergens like synthetic fragrances, nickel, dyes, laundry detergents, certain cosmetic preservatives and even botanical ingredients.[7]

After such an encounter, an allergic reaction may produce signs of sensitivity, including redness, swelling, flaking, rashes or blistering. Clients with allergies will want to take extra care to review ingredients in their skin care products and may also want to consult with an allergist or physician. Of course, you should always make sure to ask your client about any allergies prior to treatment.

3. Skin Conditions

Connected to Sensitivity Beyond allergies, other conditions manifest as sensitivity. Dermatitis is a term used to describe various linked skin irritations that cause skin irritation, with "derm" meaning skin and "itis" referring to inflammation.[8] Clients seeking a reprieve from sensitivity may be coping with perioral, contact, periorificial or another variety of dermatitis, and may routinely experience inflammation and increased sensitivity.

Likewise, eczema (a.k.a atopic dermatitis) is characterized by persistent, itchy, dry patches of skin. While more prevalent in childhood, eczema can also affect us as we age. This condition is specifically linked to sensitivity on the face, neck, legs and joints like elbows, wrists and knees.[7]

Rosacea is another concern for sensitive skin. As its name suggests, this chronic condition's hallmark signs are redness and a rosy flush, though this is less visible in deeper skin tones. Rosacea is also connected with factors like blood vessel abnormalities, burning or stinging rashes and bumps that resemble acne.[9]

Clients with psoriasis are also likely to seek your advice on sensitivity. This chronic immune condition causes skin cells to multiply more rapidly than they

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should. Psoriasis often leads to inflamed, scaly sections of skin with susceptibility to sensitivity.[10]

Due to its potential link to health concerns, you should ensure that clients with sensitivity are also seeking the advice of a dermatologist, physician or other qualified health practitioner.

4. Genetics & Demographics

Some of us are gifted with naturally strong nails, healthy teeth, and lustrous hair, but our genetics can also be responsible for less-than-ideal skin effects. Skin can be prone to sensitivity without any underlying health or skin conditions, and clients may share this trait with family members, a strong indication that their skin type is genetic.[11] Additionally, women are more likely to deal with sensitivity. While around 50-60% of men surveyed reported having sensitive skin, that number can be as high as 70% for women.[1]

5. Exposure to the Elements

Environmental stressors we encounter daily impact our skin. Wind, sunlight, extreme heat and cold are all known to bring out skin's sensitivity and dryness, particularly when exposed for long periods and without protection.[7] Advise clients to avoid excess exposure and to take necessary precautions before prolonged time spent outdoors.

How to Work with Sensitive Skin

Now that we've reviewed what sensitive skin is and how it comes to be, it's your time to shine. Even with the challenges that this skin type poses, there are reliable ways to treat it, and your expertise is a major asset to your clients.

So, where to begin? Firstly, it's good to know what to avoid. While potent actives may or may not work for sensitive clients, other ingredients should be avoided. Some skin care products are formulated with ingredients such as sulfates, parabens, and preservatives, like methylisothiazolinone, methylchloroisothiazolinone and alcohol.[7,8] These ingredients are known to potentially worsen the symptoms of sensitivity (please note that fatty alcohols, like cetyl and stearyl alcohol, are generally tolerated well on sensitive skin).[12]

Ingredients for Sensitive Skin

On a positive note, there are many accessible and natural ingredients excellent for sensitive skin. Oat, aloe vera, chamomile, green tea and calendula all have soothing properties that tackle the irritation, redness and stinging sensation sensitive skins are suffering from.[9] Ceramides, hyaluronic acid, squalane and niacinamide can also be used to hydrate and balance the skin's moisture barrier, addressing dryness and flaking.





There are also sensitive skin-friendly alternatives to popular active ingredients; botanical extracts from plants such as bakuchiol and tara tree are gentle options to reach for instead of conventional retinols for smoothing and visibly enhancing the look of collagen. African potato is also a fantastic ingredient to brighten hyperpigmentation in place of hydroquinone. Furthermore, all-mineral SPFs are a safer choice for sensitive skin over chemical formulas.

Getting Sensitive

Sensitive skin and its sometimes painful effects can be quite persistent. Those living with this skin type may have dealt with the issue for years, and many have tried countless products hoping to address the symptoms, only to find that they worsened the issue. However, with your professional touch and expertise, clients can discover what works for them. Finding solutions may take trial and error, but you are an invaluable guide for your clients. You can lead them toward soothing ingredients that will leave their skin calm, happy and healthy.

When you know how to manage all skin types, you'll increase client trust in your abilities, securing their long-term business and your spa's success.

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Nature's Essence

Organically treat skin with these natural products.

1. **Charcoal & Black Seed Clay Masque**
   Eminence Organic Skin Care
   www.eminenceorganics.com
   This clay masque absorbs excess oil while reducing the appearance of large pores and dark spots. It is formulated with activated charcoal, illite clay, black seed oil and squalene.

2. **Blueberry Milk Moisturizer**
   Sorella Apothecary
   www.sorellaapothecary.com
   Ease the appearance of fine lines and fatigue with powerful antioxidants. Aloe, hyaluronic acid and vitamin C repair the skin leaving it revitalized, while peptides lighten and brighten.

3. **Charcoal Refining Mask**
   Skin Script Skin Care
   www.skinscriptrx.com
   The mask is formulated with anti-microbial, skin detoxifying and pore cleansing ingredients, including Kaolin clay. These ingredients clarify and purify the skin, while aiding in the absorption of excess oil and impurities.

4. **Organic Hair Removal Sugaring Paste**
   Tamara's Professional Body Sugaring
   www.tamarasprofessionalbodysugaring.com
   The sugaring paste is available in three consistiencies: Ultra, Smooth and Strong. Ultra paste is a soft consistency for larger body areas; Smooth paste is a medium consistency for all body areas, and Strong paste is a firm consistency for warmer climatesand custom blending.







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4 Modalities to Master for a Holistic Facial

By Megan Jones, Clove Skin Studio



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As skin care professionals, it's common for a facial treatment to include a combination of cleansing, exfoliation, masking and moisturizing. However, choosing a holistic approach in the treatment room can provide a deeper, more comprehensive skin care experience for clients. So, what distinguishes this alternative method?

Making a Facial Holistic

While all facials aim to calm the central nervous system, reduce inflammation, revitalize the skin and more, estheticians who incorporate holistic methods focus on tailoring their approach to each client's lifestyle and goals. Customized treatments, integrating a diverse range of organic ingredients and holistic modalities, are often crafted per individual. In a holistic facial, addressing the underlying causes of skin issues, rather than offering temporary or "quick-fix" solutions is a central focus.

The key components of using holistic modalities often involve drawing from ancient practices to rejuvenate the skin such as Traditional Chinese Medicine (TCM). For example, instead of relying primarily on injections or fillers, a holistic stance may emphasize in-depth facial massage techniques. These techniques can yield the same desired result of achieving firmer and more sculpted facial features. Another significant difference lies in the preference for organic and natural products over intensive chemical peels and extractions.

Let's delve further into holistic facial treatments by understanding some commonly used modern modalities and ancient practices.

Manual Lymphatic Drainage

The lymphatic system, which is considered the "second" circulatory system, is the sanitation and recycling system of the body. Since it is not propelled by a master pump, like the heart, its flow relies on the pulsing of nearby arteries, skeletal muscles and breathing.

Functions of the lymphatic system can be improved with manual lymphatic drainage (MLD). MLD is a form of gentle massage, which encourages the movement of lymph fluids. It's a technique with soft, skin-stretching movements. These rhythmic, downward movements transport lymphatic fluid from specific areas to increase lymph flow and eliminate toxins, fluids and waste naturally. Additionally, receiving MLD can relieve stress, anxiety and tension. Self-massage, breathwork and exercise are important for healthy lymphatic support too.

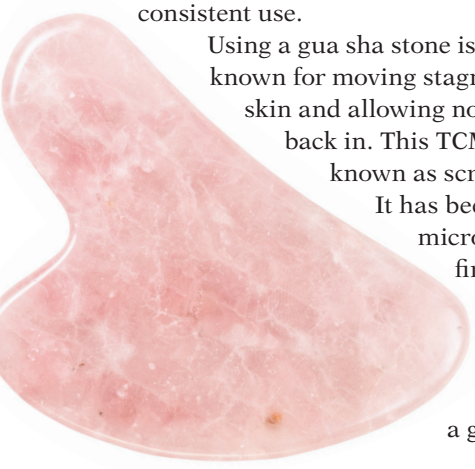
4 MODALITIES TO MASTER FOR A HOLISTIC FACIAL





1. Gua Sha

A gua sha routine involves using a smooth-edged tool to gently glide over areas such as the jawline, cheekbones, chin and neck. It helps release tight facial muscles and can give the appearance of a more sculpted face with consistent use.



Using a gua sha stone is an ancient technique known for moving stagnation out of the skin and allowing nourishment to flow back in. This TCM practice is also known as scraping or spooning. It has been proven to increase microcirculation, lift and firm the skin, reduce the appearance of fine lines and open detoxification channels, resulting in a glowing complexion.

2. Microcurrent

Microcurrent is one of the few modalities used in professional skin care to achieve great results without being invasive or requiring injury to the skin to generate a healing response. It's often described as a natural alternative to surgical facelifts and Botox or a "workout" for the face. Microcurrent has been around for decades and used in physical therapy. Physical therapists have used microcurrent treatments since the 1970s for pain relief and even facial paralysis conditions such as Bell's palsy.

One of the primary benefits associated with microcurrent is its facial lifting and toning results. This unique modality works with the natural function of the body to re-energize the facial skin and muscles from a cellular level.

It uses low-voltage electricity, delivered through two handheld prongs, which targets adenosine triphosphate (ATP) cell growth and tightens muscles and connective tissues of the face. It's a relaxing treatment accompanied by a slight buzzing sensation which is the contraction of facial muscles. As a result, it stimulates key cellular activities such as collagen production, lymphatic drainage, skin lifting and texture-smoothing.

3. LED Devices

Light has always been essential to human health, but this isn't a new discovery. Specifically, LED (light-emitting diode) red light penetrates the top layer of skin and the dermis stimulating natural healing and restoration capabilities. The dermis is where collagen, elastin and other essential proteins reside.

Red light photons, which are light wavelengths,

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are absorbed by cells and converted into energy. The energy produced can stimulate the production of collagen, elastin and adenosine triphosphate which creates more fuel for all of the cells to use. With more energy, cells can do their work more efficiently, such as repairing skin, boosting new cell growth and enhancing restoration. It increases oxygenation to the skin, which improves circulation while healing damaged tissue.

It's beneficial for the whole body too! Red light therapy can be used to treat muscle and joint pain, acute or chronic, and reduce swelling caused by harmful oxidative stress. Unlike ultraviolet rays from the sun, which damage the DNA of skin cells, light emitted in this spectrum is perfectly safe. Since its effects happen deep inside at the cellular level, no tanning or burning happens when exposed to red light.

4. Facial Cupping

Cupping, which is rooted in Chinese and Egyptian traditions, entails using heated glass cups to relax muscles, typically administered by estheticians or acupuncturists. It generates suction by drawing blood to the surface and stimulating healthy circulation. In facial cupping, smaller, gentler cups are utilized for the delicate facial tissue. While body cupping prioritizes pain relief, facial cupping enhances blood circulation, providing beauty benefits such as diminished puffiness, healthy aging effects and a more vibrant complexion.

Other facial cupping advantages include enhanced skin quality, muscle relaxation and various aesthetic improvements such as minimizing imperfections and toning specific areas. This non-invasive and needle-free holistic approach supports the body with minimal recovery time.

The Art of a Holistic Facial

A holistic approach to facial treatments goes beyond conventional skin care. Holistic facials represent an integrative way to achieve radiant and healthy skin while working naturally with the body. By combining modern modalities and ancient practices, such as manual lymphatic drainage, gua sha, microcurrent, LED and facial cupping, these treatments offer a comprehensive skin care experience for all.



Megan Jones is a licensed esthetician and writer with a heart for teaching skin health, self-love, and holistic living. Her interest in skin care began over a decade ago when she experienced chronic acne for over 5 years. This challenged Megan to search deeper into understanding how the skin functions. Megan currently nurtures faces at Clove Skin Studio in Kansas City, MO. Her enthusiasm for wellness, creativity, and beauty ensures a wholesome facial experience for everyone.

PROTOCOLS IN PRACTICE
SPRING

TRIPLE BERRY BRIGHTENING FACIAL

CIRCADIA

Brighten and rejuvenate the skin with exotic Riberry, Muntries and Pepper berries from Australia.

Step 1. Apply 1/2 pump Vitamin Veil Cleanser. Cleanse in circular motions and remove thoroughly.

Step 2. Apply 1 pump Amandola Milk Cleanser to face and cleanse in circular motions. Remove thoroughly. Pat skin dry.

Step 3. Mix 1/2 tsp. of Raspberry Enzyme Powder and 1 1/2 tsp. Raspberry Enzyme Activator into a portion cup. Apply with a fan brush to face and neck. Apply damp 4X4 compress over entire face, followed by either steam or hot towel for 5-10 min. Thoroughly remove all product with warm towel or 4X4 gauze. Pat skin dry.

Step 4. Perform extractions if necessary. After extraction process, apply Spot Stop to areas of redness.

Step 5. Spray 3-4 sprays of Licorice & Bearberry Brightening Mist to face. Apply 1 pump Vitamin C Reversal Serum, followed by light tapotement.

Step 6. Apply 1-2 pumps Hydralox blended with 1-2 pumps of AquaPorin Hydrating Cream and massage for 5-10 min, Remove excess products with warm towel.

Step 7. Dispense 1 tsp. of Australian Super-Berry Antioxidant Mask into portion cup. Apply evenly to face and neck with fan brush. Optional additional massage for 10 min. Remove mask with warm towel and 4X4 gauze. Pat skin dry.

Step 8. Gently stipple 1/2 pump of Emergency Eye Lift to eye area.

Step 9. Apply 1 pump of Vitamin C Reversal Serum to the face and neck. Cocktail Post Peel Balm and Light Day Sunscreen Broad Spectrum SPF-37 and apply to face and neck.

FLOWER POWER REVIVAL

RHONDA ALLISON

This treatment merges the strength of flower acids for moisturizing and brightening benefits.

Step 1. Cleanse skin with Foaming Peptide Cleanser. Work into skin for several minutes in a circular motion for thorough cleansing. Add water for more lather. Remove with warm water and 4x4 gauze.

Step 2. Perform second cleanse with Beta Green Tea Cleanser. Work into skin for several minutes. Remove with warm water and 4x4 gauze. Pat skin dry.

Step 3. Saturate 2x2 gauze with Brightening Pigment Lotion and apply to skin with firm, even pressure. Let absorb and remain on skin.

Step 4. Mix 1/2 tsp. of Milk Mask and 1/2 tsp. of Maui Peel into glass beaker and apply evenly to skin with firm, square brush, avoiding the eye area. Massage in well; let remain on skin for 5 min.

Optional: If there are no signs of severe erythema or irritation, apply a quick heat immersion by placing damp, tepid 4x4 gauze over face. Apply heated compress over gauze for 30 seconds to penetrate. Pat skin dry. This step is especially beneficial for thicker, more sun-damaged skin.

Step 5. Remove enzyme with tepid water and 4x4 gauze. Do several rinses. Pat skin dry.

Step 6. Place eye pads over eyes and offer client a hand-held fan. Dispense 1 tsp. of Hibiscus Peel into glass beaker and apply evenly to skin using a firm, square brush. Let remain on skin 4-5 min. Gently remove eye pads. Rinse skin well with warm water and 4x4 gauze. Pat skin dry.

Continue reading Steps 7-16 in the Digital Magazine

ADDITIONAL PROTOCOLS FROM:

PURE FIJI
FACE IT SKIN
BIOELEMENTS
ÉMINENCE ORGANIC SKIN CARE
ESSE SKINCARE

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INDUSTRY INPUT

DEVICES/MODALITIES

TOP TIPS, TECHNIQUES AND ADVICE FOR DEVICES AND MODALITIES IN YOUR SPA.

TIP 1: LEAN INTO AI & TECHNOLOGY FOR CLIENT CUSTOMIZATION

Imagine a world where advanced skin analysis, once limited to exclusive clinics, is readily available to professionals everywhere. This is the reality we're entering now. Devices are becoming accessible, compact and seamlessly integrated into skin care practices. The integration of AI is truly groundbreaking. These devices provide unparalleled precision in analyzing skin concerns, allowing for highly personalized treatment plans. We can now validate the effectiveness of treatments in real-time, fostering trust and transparency. This personalized approach ultimately leads to better results and happier clients. The future is incredibly exciting. We'll see AI playing an even greater role, not just in analysis, but also in treatment recommendations and product development. We're moving towards a future where technology empowers professionals to deliver truly transformative skin care experiences.

—Val Neicu, Co-founder and CEO of Smart SKN

TIP 2: OFFER COMBINATION THERAPIES

Get into the habit of layering your treatment day plan with devices like Hydrafacial, lasers, peels, microneedling, RF and HIFU. Technology in the skin care industry is accelerating full speed ahead. The best way to harness all of these great new devices and modalities is to develop a combination treatment plan that checks all the boxes for your client and their skin type. This helps you as the provider specialize and monetize your treatment room, while achieving your skin care transformation at a faster timeline!

—Brittany Blancato, Celebrity Aesthetician

Keep reading top tips from industry experts in the Digital Magazine.

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Flower Power Revival

(Continued from Page 38)

RHONDA ALLISON

This treatment merges the strength of flower acids for moisturizing and brightening benefits.

Step 7. Optional: While client is in hot compress, take time to perform a neck and shoulder massage using 2-3 pumps of Omega 6.

Step 8. Dispense 1 tsp. of 12 Flower Mask into glass beaker and apply to skin with firm, square brush. Place chilled eye pads over eyes. Place unfolded 4x4 gauze, dampened with cold water, over upper and lower portions of face; roll chilled IceGlobes for several minutes. Let mask remain on skin for 10 min.

Step 9. For more sensitive skin, mix 1/2 tsp. of 12 Flower Mask with 1/2 tsp. of Milk Mask.

Step 10. Optional: Place hot compress over gauze and let remain until cool. Continue body massage using Omega 6 by working on the back and arms. Shimmy hands down the back – to lower back if possible. Using pulsing and lifting motions, gently massage the back and shoulder area. Don't forget to work the arms.

Step 11. Start at the elbows and work your way up to the neck area.

Step 12. For a "fresh as a cucumber" feel - spray skin with Cucumber Spritz. Let your client know that you will be misting the skin. Be sure to hold spritzer bottle over the hairline and spray out over the face, so the client does not inhale mist. Work in with light tapotement.

Step 13. Apply 2-3 pumps of Exotica Rhodiola – do not over-work the skin.

Step 14. Finish with a thin layer of Daytime Defense SPF30 or IllumiColour Natural Mineral Crème or Powder for daytime protection. Have client sit up slowly.

Step 15. Offer them a cool, refreshing drink before leaving.

Image by sosiukin at Adobe Stock

Orange Blossom Back Ritual

PURE FIJI

This body ritual rejuvenates skin for the new season.

Step 1. With guest face down, apply Orange Blossom Hydrating Body Lotion to your hands and perform inhalations having your guest take 3 deep breaths.

Step 2. Using the body masque brush apply the AHA Perfecting Masque to the back and back of arms.

Step 3. Massage the masque into the body with hot stones.

Step 4. Moisten the back with the Coconut Milk Bath Soak mixture then apply the Orange Blossom Sugar Rub to the nape of the neck. Feather the Sugar Rub out evenly on the back and back of arms, drizzling more Coconut Milk Bath when the sugar breaks down to a honey consistency. Cover back with towel or sheet.

Step 5. Remove with a steamed towel.

Step 6. Mist the entire back with the Hydrating Body Mist.

Step 7. Massage the back and back of arms with Orange Blossom Hydrating Body Lotion to conclude this treatment.

Barrier Repair + Relax Facial

BIOELEMENTS

Designed for stressed or delicate skin – and ideal for spring allergies, this corrective facial triple-targets sensitivities, and nourishes skin's barrier.

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

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

Step 3. Apply Sensitive Skin Cleansing Oil under steam and perform the Bioelements Cleansing Massage. Remove and blot with Soothing Reset Mist.

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

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

Step 6. Blend up to 6 drops of an Aromatherapy Blend into a massage product and apply to face, neck and v-area. Perform the Bioelements Calming Acupressure Massage of focused, steady pressure on specific points of the face. Remove.

Step 7. Apply a Power Treatment of Softening Gel blended with Deeper Hydration and Inflammation Inhibitor. Leave on.

Step 8. Apply a Power Mask of Gel Therapy custom blended with Deeper Hydration and Inflammation Inhibitor. Leave on for 10 min. Remove and blot with Soothing Reset Mist.

Step 9. Finish with Barrier Fix Daily Hydrator, then RayDefense SPF 30.

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The High Maintenance Facial Protocol

FACE IT SKIN

This spring facial treatment stimulates the sensory receptors of clients' skin using specialized products and techniques.

Step 1. Begin by performing a double cleansing using the Clean & Soft Cleanser. Follow with either the Luxe Cleanser or the Purefect Charcoal Cleanser.

Step 2. Next, use the Luxe Serum to Dermaplane and remove vellus hairs and dead skin cell layers.

Step 3. Utilize the DT2 device with the Hydro-wand or use an Ultrasound to fluff new cells. If using the hydro-wand, apply the Luxe Potion (hyaluronic acid) and press it into the new skin. Alternatively, you can mix a 50/50 combination of Altier Hydro Serum with Luxe Potion. If using ultrasound, be sure it's on a low setting and move in small circular motions pressing Luxe Potion into skin.

Step 4. Place the Celluma Light device over the client's skin. Use the blue setting to address inflammation caused by rosacea or acne, and the red setting for anti-aging and collagen production stimulation. For optimal results, 30 min. is recommended. If necessary, you can use the blue light for 10 min. after 20 min. of the red light, totaling 30 min.

Step 5. Use the Nano-Needle or #36 or #24 needles along with five pumps of Luxe Potion mixed with 1-2 dropper full of TopTox by Face It Skin. Ensure that the mixture is thick in the areas you are working on. Use a high speed at .5 for the forehead and around the eyes.

Step 6. Apply a thick layer of Hydra Drench Mask.

Step 7. Take the time to massage the decolletage and neck for 10-15 min. if time permits. Remove the mask with a lukewarm towel once the massage is complete.

Step 8. Finish off the treatment by applying Luxe Serum, Hydra Bomb, and/or a small amount of Rose Glow Balm blending to all areas of the skin. However, only massage the temples, hairline, and jaw, as the nerve endings on the face may be more sensitive.

Spring Detox Facial Protocol

ÉMINENCE ORGANIC SKIN CARE

This detoxifying facial deeply cleanses and decongests pores to leave skin visibly clarified and balanced.

Step 1. Apply a small amount of Kombucha Microbiome Foaming Cleanser and massage gently with fingertips in a circular motion covering the face and neck areas for 1-3 min. Remove with a warm, wet towel.

Step 2. Apply 1 to 2 shakes of the Pineapple Refining Tonique in an even layer onto face and neck area with either your hands or a cotton round. Leave on.

Step 3. Apply a thin diluted layer of the Stone Crop Oxygenating Fizzofoliant mixed 1:1 with water and gently polish the skin with a sweeping motion (for deeper treatment, use a circular motion) for 3-5 min. Remove with a warm, wet towel.

Step 4. Dispense 2 to 3 pumps of the Charcoal & Black Seed Desincrustation Gel into a small bowl or palette. Apply on cleansed skin directly to the area to be treated. Allow a minimum of 3 min. before performing extractions. Maintain a thin layer on the skin as extractions are being performed. Once extractions are complete, remove excess with warm water.

Step 5. Apply the Charcoal & Black Seed Clay Masque. Leave on for 5-10 min. Remove with a warm, wet towel. A slight tingling, cooling, or warming sensation and temporary redness are natural reactions to this product, which may be caused by the properties of the clay absorbing impurities from the skin. Do not use products on broken or abraded skin or if irritating to skin. Not suitable for skin types prone to irritations.

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Step 6. Shake the Charcoal & Black Seed Clarifying Oil well before use. Press in 2 drops. Leave on. Note: This face oil can absorb quite fast and may not allow for enough slip for those who are Normal to Dry skin types, thus a second product application is recommended.

Step 7. Next, apply the Kombucha Microbiome Leave-On Masque. Add a few drops of water to help maintain slip and massage into skin for 10 min. Remove excess with a warm, wet towel.

Step 8. Dispense 2 to 3 drops of the Birch Water Purifying Essence in hands or on a cotton round. Apply by gently pressing into skin until fully absorbed. Leave on.

Step 9. Dispense 2 to 3 drops of the Kombucha Microbiome Luminosity Serum and apply a thin layer on skin. Allow 30 sec. for optimal absorption. Leave on.

Step 10. Shake the Charcoal & Black Seed Clarifying Oil well before use. Dispense 2 to 3 drops and apply a thin layer on skin with circular motions. Leave on.

Step 11. Apply a thin layer of the Hibiscus Ultra Lift Eye Cream to the eye area using light, blending motions until absorbed. Leave on.

Step 12. Apply a thin layer of Citrus Lip Balm using a cotton swab or covered fingertip and apply to the lip surface. Leave on.

Step 13. Select and apply the appropriate All Mineral SPF according to the skin's need and as per instructions to finish and protect skin. Leave on.



Step 10. Following the massage, begin the mask portion of the experience by applying the Probiotic Ampoule (shake the vial) to the client's skin.

Step 11. Immediately follow with the application of the Eye Contour Mask in a figure 8 motion to the eye area using a mask brush.

Step 12. Use the scoop provided to mix a scoop of the Exclusion Mask with a scoop of cool water in a suitable bowl until it reaches an even, smooth consistency.

Step 13. Using a spatula, apply the mask in a thick even layer to the face, neck and décolleté, covering the eyes and mouth but taking care to not cover the nostrils. Adjust the mask application for claustrophobic clients.

Step 14. Allow setting of the mask for 15 min. During the mask setting period, incorporate a touch therapy: Scalp Tension Release Massage or Foot Tension Release Massage.

Step 15. When removing, gently loosen the mask around the edges and peel the mask away from the skin, moving from the forehead down towards the chin in one slow movement while supporting the skin with the free hand.

Step 16. Spritz the skin with the Sensitive Mist.

Step 17. Apply Eye and Lip Cream to the eye and lip area.

Step 18. Apply Protect Oil to dry areas, if needed.

Step 19. Apply the Hydro Moisturizer or Nourish Moisturizer, depending on the hydration/nourishment required.

Step 20. Optional - Apply a layer of Esse Foundation or Sunscreen.

Live Probiotic Experience

ESSE SKINCARE

The facial is designed to reduce inflammation, enhance barrier function and address signs of aging.

Step 1. Prepare the Probiotic Ampoule by mixing the two parts together and setting it aside to colonize. The ampoule ideally requires 30 min. to colonize.

Step 2. Start the Esse Live Probiotic Experience with the signature Esse Welcome Touch.

Step 3. Start the experience with Esse's Signature Cleanse (if cleansing is required). Use the appropriate cleanser according to skin type. Use Esse Makeup Remover if the client is wearing makeup. Use Esse Sensitive Cleanser on all skin types.

Step 4. Remove cleanser using warm, damp towels.

Step 5. Conduct a thorough analysis of the skin to gauge sensitivity, congestion, active acne etc.

Step 6. Exfoliate using the appropriate product according to skin type. It is optional to use steam to help loosen the buildup in the pores, allowing the exfoliator to remove impurities easier. Leave the exfoliator on for 10-15 min.

Step 7. Remove the exfoliator using warm, damp towels.

Step 8. Conduct light extractions on comedones only, if applicable.

Step 9. Using the Protect Oil, perform the Anti-inflammatory or Lifting Massage depending on the client's skin concern. Massage should last 30-40 min. Leave the Protect Oil in place.

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TIP 3: CHOOSE PARTNERS THAT PROVIDE DEVICE SUPPORT

Choosing the right microdermabrasion device for your business goes beyond mere functionality — it's about investing in a partner that prioritizes your success every step of the way. Customer service and brand reputation should be top-of-mind when considering your machine options. Look for a provider that offers comprehensive technical assistance, on-time delivery, problem-solving solutions, and ongoing support. Your choice reflects a commitment to ensuring your clients the highest level of service and satisfaction. Invest wisely to elevate your business and get the most out of your device.

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

TIP 5: BOOST CLIENT LOYALTY WITH SMAR

Our guests are more savvy than ever, and as a professio knowledgeable and up-to-date with the different devices look to us to guide them towards which at-home device i helps build trust with our guests when we use the device the treatment room or personally at home. Consistency i so having that partnership between professional and ret together to reach the desired goal. When the guests can a tutorial, and see results they are more likely to invest i retailing, and in return, this helps increase sales and cli

—Lindsay Owen, Lead Esthetician and Woodho

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TIP 4: LEAN INTO THE RISE OF MODALITIES IN THE TREATMENT ROOM & IN RETAIL

There has been a surge in the popularity of modalities of treatment such as LED light therapy. This method specifically uses certain wavelengths of light: red for collagen stimulation, blue for acne treatment, green for pigmentation balance, and more - offering a non-invasive and versatile skin care approach for various concerns. This trend has even led to the development of accessible light therapy devices designed for non-professional use, providing individuals with the convenience of experiencing the treatment and its benefits within the confines of their own homes.

—Renee Sison, Esthetician and Vagaro Product Marketing Manager

T DEVICE MARKETING

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ouse Spa Ambassador

TIP 6: CREATE A LUXURY MODALITY EXPERIENCE

The secret sauce to a high end clientele that keeps coming back for more is developing a menu with signature modality rituals exclusive to your practice. I crafted a series of customizable luxury treatments that seamlessly integrated various devices and advanced modalities: dermaplaning, microcurrent, microdermabrasion, advanced extractions, Celluma LED, Glo2, laser, and chemical peels, to name a few. Instead of having a base facial with no modalities, I added them into my signature No Filter Facials and timed each service accordingly using a "Good, Better, Best Marketing Strategy." This allows our client's to pick the time they wanted to spend on the table, and lets my team of professionals create an indulgent experience clients can't find anywhere else. It's not just a facial; it's a results oriented luxury skin care experience.

—Laticia Kristine LE, CEO & Founder of No Filter Aesthetics & Certified Sr Paramedical MD Skin Revision Therapist

Image by broniktav at Adobe Stock



TIP 7: OFFER DEVICES FOR EVERY SKIN CONCERN

In today's highly competitive marketplace it's critical to offer technology in every skin service. This not only leads to accelerated skin improvement, but satisfies your clients desires for instant visible results. From deep cleansing with microsonic or ultrasonic brushes and applicators, to progressively layered wet microdermabrasion or nano-tip microexfoliation for remove dulling skin debris, evening skin tone and boosting skin smoothness. To firming, lifting and toning with microcurrent, there is no shortage of amazing tools you can add to your arsenal and use throughout multiple steps of the service.

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



Mastering Manual Lymphatic Drainage

By Terrance Bonner, Terrance Bonner Institute

Image by Microgen at Adobe Stock

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When we begin to think of holistic skin care, manual lymphatic drainage (MLD) is at the top of the list. However, maybe you haven't thought about it in that way. Let's take a look at what manual lymphatic drainage is, how it works, and how it goes hand-in-hand with the world of esthetics.

Diving into MLD is very intriguing and fulfilling. As estheticians, we find ourselves wanting more and trying to fill that void of wanting exactly what our clients need without having to compromise the skin. The theory of MLD took me back to school, as I felt the pressure to pass all my work with passing colors.

What is MLD?

This practice is a light touch physical therapy recognized by the medical, spa and wellness communities, alike. It stimulates the lymph fluid to flow through the lymph vessels by providing a deep relaxation while accelerating cellular repair and regeneration.

How Does It Work?

MLD draws from its name, with its primary objective being "drainage." By accelerating the flow of lymph, MLD accelerates the removal of metabolic waste and pathogens stored in the loose connective tissues, allowing for a more efficient transportation of nutrients and oxygen to the cells.

What is the Lymphatic/Immune System?

The lymphatic system is a vast network of vessels and plays a vital role in maintaining balance to circulation fluids. It's responsible for carrying excess water, proteins, pathogens and waste from the connective tissue back to the blood system. During the transportation process, it is cleaned, filtered and concentrated with many immune reactions occurring in the lymph nodes.

The lymphatic/immune system is a vital factor to the circulatory and immune system, and is made up of the liver, lymph, lymph nodes, thymus gland, spleen and lymph vessels that act as an aide to the circulatory



system. The lymphatic and immune systems are closely connected in how they protect the body from diseases by developing resistance to pathogens and destroying disease-causing microorganisms.

The lymphatic system is closely connected to the circulatory system for the transportation of fluids. The difference is that the lymphatic system transports lymph fluid, and the circulatory system carries blood. The lymphatic system does not have its own pumping mechanism like the heart. It relies on some actions in the circulatory system and helps muscles to move lymphatic fluid. MLD, a specialized form of massage that assists in moving collections of lymphatic fluid, can be a very healing part of an esthetician's work.

MLD and Skin Appearance

Stress and inflammation are the two most damaging aging factors. MLD targets and inhibits the negative effects of stress and reduces inflammation. In cases of acne, MLD consistently produces remarkable results. In general, skin conditions respond well to the nature of MLD and carry cellular debris away from the skin tissue, and facilitate the delivery of oxygen and nutrients to the cells.

For example, if you have a client come in, you thoroughly go over consultation, health history and holistic wellness check. The client is dealing with grade one or two acne and your normal routine is something more aggressive, active ingredients. However with MLD, your now able to address the inflammation in the skin first by flushing out any negative debris, unwanted waste and now your able to flush new oxygen, cleaned and filtrated back into the cells for repair. Once this is done and you begin to see improvement and your treatment plan has changed, you may only need to introduce enzyme treatments to this client and keep thier treatment plan at minimum without more aggressive treatments.

Understanding MLD as a Modality

As stated, using the manual lymphatic drainage technique helps cleanse and detoxify the body. Congestion, water and waste in the lymphatic vessels create edema in the tissue. By moving the fluid out of the body with light massage techniques, you will help decrease the swelling from excess fluid.

Depending on your state estheticians may perform pre- and post-operative treatments and provide client/patient education before cosmetic surgery. This is very important because this information can speed up client/patient recovery time. During pre-operative

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care, you are able to prepare the skin for the procedure. Preparing the skin for optimum state by using MLD techniques to pump the lymphatic system of fresh oxygen and get rid of metabolic waste.

By doing this, the skin is now prepped for cosmetic surgery and has fewer traumatic issues with the tissue of the skin and helps shorten the recovery time. Increasing the skin's metabolism and reducing cellular debris on the surface are part of conditioning the skin. This can be done inside your private practice or in a more clinical environment.

Exercise Your Options

MLD treatments can be excellent "add-ons" to elevate any facial or treatment, lasting anywhere from 15 to 30 minutes. For clients dealing with weight loss and have that pesky, unwanted loose skin under their chin, offering a non-surgical facelift is always a go-to treatment. Not only would it target under their chin, but it would also target the whole face and neck. The procedure will lift the forehead, reduce puffiness and fine lines under the eyes, lift cheeks, chins, improving skin tone and slimming the neck. This is done by using the MLD techniques without any surgery or machine.

Are You Trained in MLD?

Whether offered as a stand-alone treatment or an add-on, MLD is highly effective and remarkable for clients of all ages. Become trained in MLD by attending an in-person training. Expand your service menu. Offer MLD for clients who are thinking about surgery and want to save money. Introduce MLD to your acne and aging clients to help with flushing out inflammation without using aggressive treatments, and help give their glow back even faster with your newfound MLD techniques.

By offering MLD, you will become more sought out and your books will be completely booked. Partnering with a physician's office would excel your business, as it did mine. Use your before and after pictures to show your great, quick results. Some clients will allow you to take and post on social media, however, some may not. That is okay. Ask if it is okay to just show other clients without showing on social media.

Yes, it may not be seen by the masses, but word of mouth after they see the results works even better. "Girl, my esthetician just lifted my face without surgery, you have to go see her too!" "OMG, your face and skin looks amazing! Who is your esthetician?" Boom! You're a hit! Lastly, did I mention there are no supplies needed for MLD? So, with that being said, your cost per service just went out the door! More profit for you!







Founder and CEO of The Glam Station and Spa and The Bonner Institute ®, **Terrance Bonner** has over 13 years of experience in the beauty industry as an educator, author, LMT and LE. HE has taught over 4,000 skin care and massage therapist professionals on topics ranging from chemical peels, manual lymphatic drainage and advanced modalities in massage therapy and esthetics.

Enhancing Natural Beauty with Dermal Fillers

Click here *to read this article in your April Digital Magazine.*





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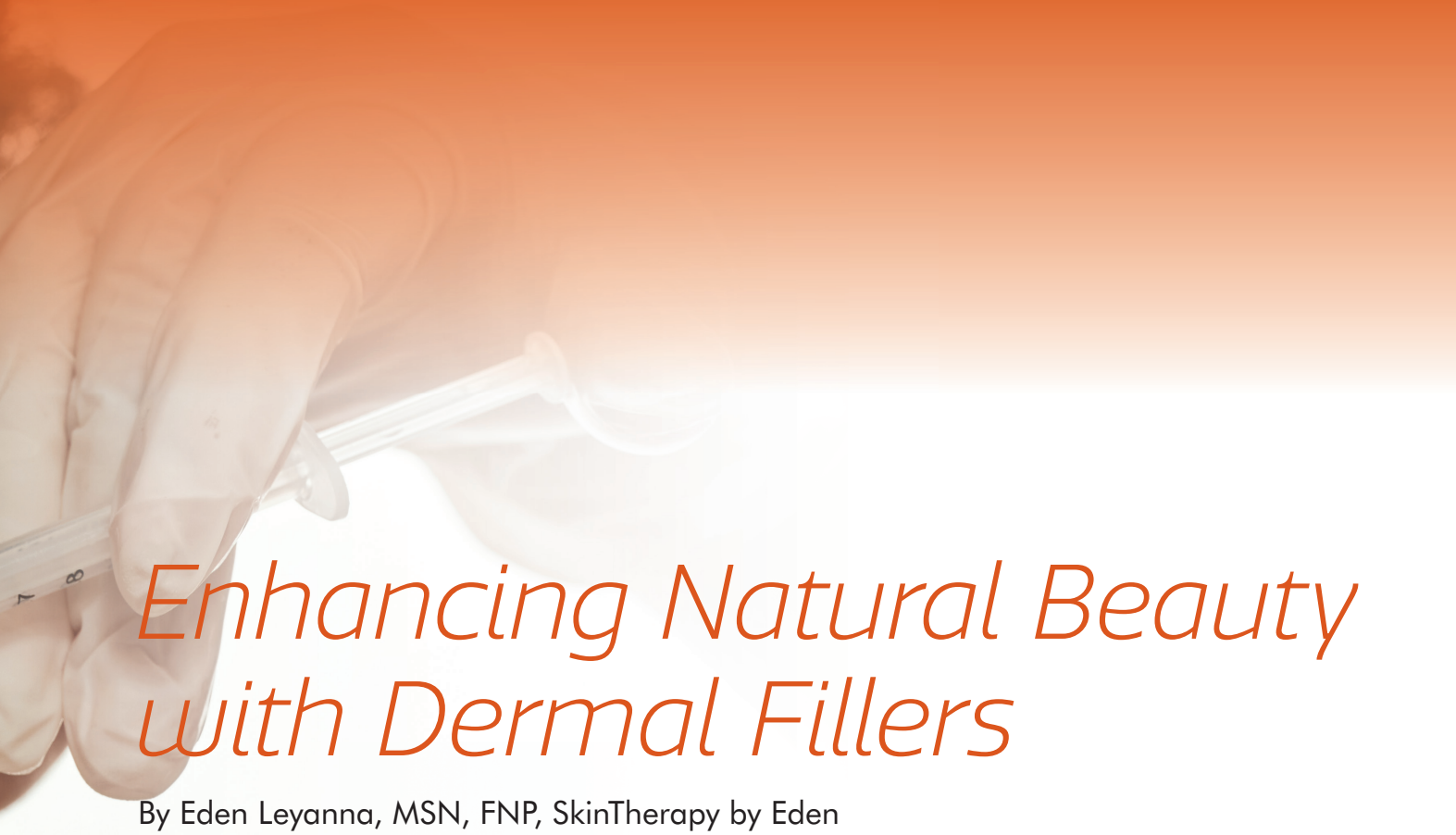


Enhancing Natural Beauty with Dermal Fillers

By Eden Leyanna, MSN, FNP, SkinTherapy by Eden

There is no single definition of beauty. In recent decades, society has come to celebrate individuality and the personal expression of beauty. When I opened Skin Therapy by Eden, my goal was to provide personalized skin therapy with a customized natural approach to enhance one's unique features. My methodology is multi-faceted based on more than a decade and a half of practiced aesthetic expertise. I embrace many of the tools of the trade, while being careful to exclude gimmicks that don't have efficacy or a foundation in real, evidence-based medicine.

A singular modality is not effective in achieving optimal skin health and natural results. My clients are happiest when their healthy aging needs are met with combination therapies that include lasers, dermal fillers, neuromodulators and medical-grade products for home use. I have also made it a priority to allot ample time per client focusing on quality and thoughtful interventions versus quantity.

There has been a recent trend within this past year with the introduction of skin-boosting dermal fillers and peptide neuromodulator options. These adjunctive injectable therapies offer internal skin hydration with collagen stimulation, without the addition of volume. The end result is delivering hydration and radiant skin. I embrace this movement towards celebrating and honoring one's unique beauty utilizing all the tools in my toolbox thoughtfully.

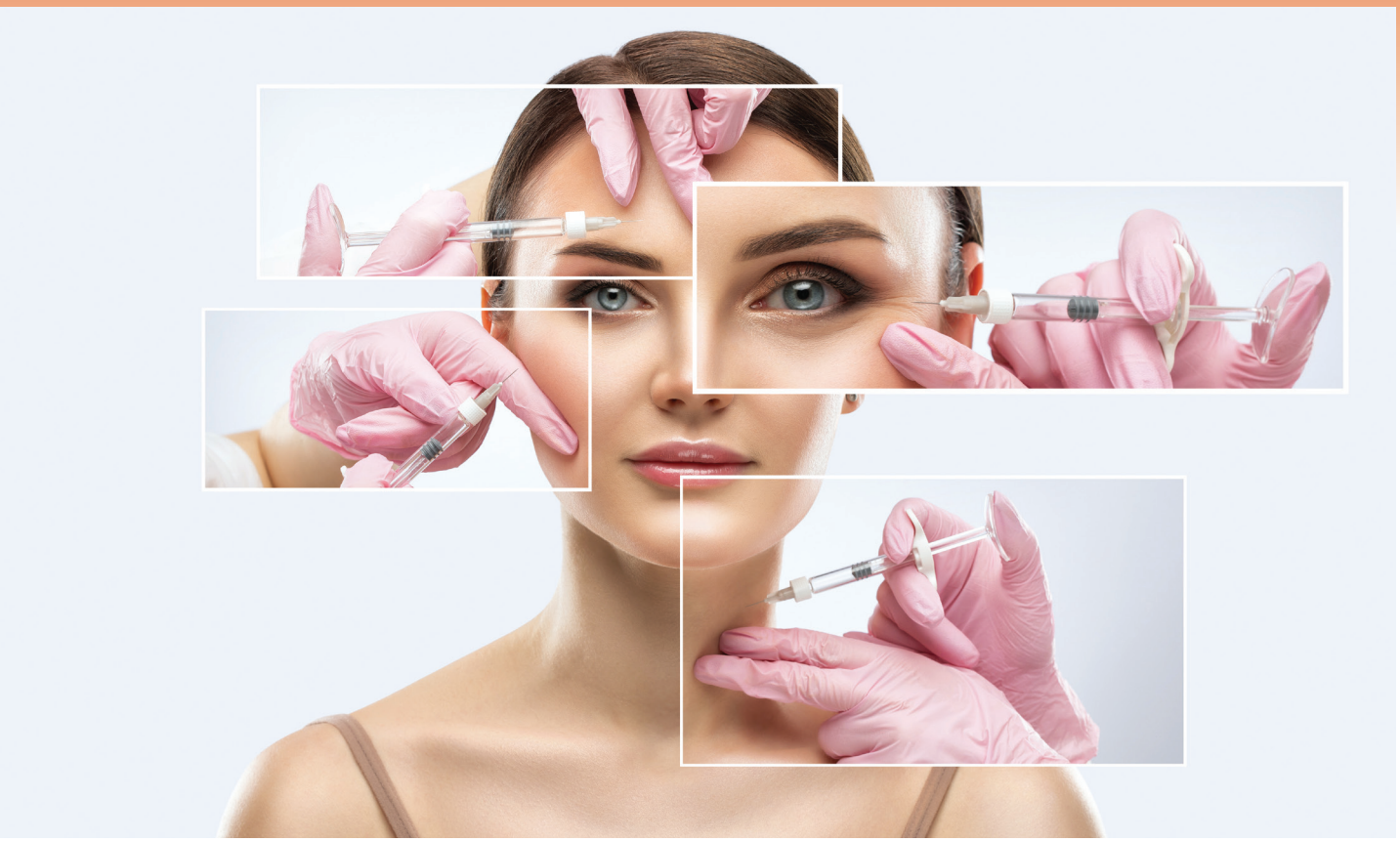
Understanding Individual Beauty

Aesthetic professionals, first and foremost, should always prioritize their clients' concerns and needs. I value this intention, yet I strive to deliver honest client feedback staying true to the delivery of natural aesthetic practices. It is the spa professional's job to assess each client individually and develop a customized care plan.

A personalized approach helps facilitate skin enhancements that complement one's natural features. Educating each client on the various skin-boosting treatments applicable to their needs and the setting of realistic expectations is of utmost importance. My goal is focused on the natural enhancement of existing characteristics with respect to facial symmetry and balance.

Using Discretion with Injectables

Injectables, such as neuromodulators and dermal fillers, can be used strategically to correct wrinkles, fine lines, increase fullness and restore facial fat loss. Global facial filling (i.e. a liquid face lift) with dermal fillers has become very popular within the last decade. Restoring facial volume loss carefully without



over-volumizing is a game changer in achieving a rejuvenated, youthful appearance.

To avoid an over-filled face, a slow approach using careful discretion is ideal. This allows for edification and evaluation of product integration within the skin. Typically injecting discernibly over two-to-three sessions is recommended to allow for the settling of swelling and bruising, and preventing unnecessary chasing of product.

Things to Do

Here is a list of the top things you can do for your clients when it comes to enhancing their natural beauty and treatment experience.

Customize Treatments

I always assess each client's unique facial anatomy and educate them on which treatments will serve them best. I also tailor a personalized treatment plan as there is not a "one size fits all" prescriptive.

Progress Slowly

I allow for a gradual approach when introducing injectables to ensure the client is satisfied with their results. This carefully plotted plan helps facilitate a thoughtful slowly-paced progression with facial balancing for optimal skin rejuvenation.

Educate and Communicate

Ample time is allocated to discuss and educate on the fine details of each recommended service. Answering questions helps facilitate the correct frequency of services per my practiced experience as guidelines are based in science-backed research.

Discussion of the pre-and post-treatment details is essential for planning and keeping realistic expectations. I also make sure that I explain in real time what I am doing while actively treating the client. This is essential to develop client trust, so they are comfortable and safe throughout the entire process.

Expert Injector

There is an artistry in technique that comes with decades of experience. An advanced injector is more apt to achieve natural-looking results with their many years of injecting experience. The artful placement of product is a honed skill that is developed over time. The old saying "practice makes perfect" can be extrapolated to any industry. My recipe for success is ample time allocation, thoughtful placement using

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seasoned skills, and follow-up care to assess product integration and efficacy.

Things to Avoid

Here are the top things you should avoid.

Overuse of Product

Products should not be recommended or injected if the client does not visually need them after a consult and assessment of their skin. The timeline of the last filler placed is irrelevant if one's dermal fillers are still appearing balanced and sitting naturally.

I offer fillers based on a visual assessment of need. I prefer not to inject and offer another service with a risk of a small financial loss, rather than adding unnatural appearing volume. In the long run, my perspective is that clients are advertising my professional work and with a business based on referrals; I am considering both the client and my professional reputation. Clients are usually appreciative of my professional honesty, and this helps foster a trusting long-term relationship.

Not Listening to Clients

It is important to understand that different people wish to achieve different results, and addressing a client's concerns is key for a successful outcome. Respecting a client's wishes is always the priority with gentle reassurance and guidance.

Standardized Services

Every face is different and unique and requires a specific approach. Thinking one can treat all clients the same is a recipe for problems. However, a protocol is in place for each service and the client is educated on the specifics for both pre- and post-care with verbal and electronic written consent.

Embracing Beauty

Embracing a multifactorial approach that is client-focused and individualized is essential to achieve and elevate natural beauty. It is important to listen to clients and try to guide them with ethical and honest practiced expertise.

At the end of the day, despite the circumstances, a client will always remember how you made them feel above and beyond anything else. Exercising humility and listening with empathy is the key to any successful relationship. We are all unique and our natural beauty should be honored and highlighted. I am grateful for the continued opportunity to provide skin therapy to my loyal family of clients.



Eden Leyanna, MSN, FNP, is the Founder of a boutique skin care haven in Encino, California, SkinTherapy by Eden. With over 16 years of experience in aesthetic medicine, Eden is dedicated to enhancing her clients' natural beauty while preserving their unique features. She brings expertise honed by top industry professionals and exposure to cutting-edge treatments.



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Chebula

by Maggie Walker

Chebula ranked as one of the top 2023 skin care trends with a 922% increase in search volume on Google. This Ayurvedic ingredient is a powerful antioxidant when it comes to being formulated into skin care.

Chebula, also called terminalia chebula, has been said to help in reducing the appearance of fine lines, evening skin tone, smoothing skin, brightening and firming. Let's break down each of these benefits and how this ingredient works.

Skin Benefits

Starting off with reducing fine line and wrinkles, the powerful antioxidant qualities of this ingredient play a huge factor in this. The antioxidant activity level in chebula, allows it to scavenge more free radicals and for a longer duration of time.[1] It's ability to provide strong hydration to the skin is what helps this ingredient deliver brightening benefits.

Another amazing benefit this ingredient delivers is helping to reduce photoaging caused by UVA and UVB damage. It was found that "T. chebula extract reduced the UVB-induced MMP-1 and MMP-13 expression," while also creating more collagen in the skin.[2]

"Chebula emerges as a promising ingredient for shielding the skin against the harmful effects of pollution and blue light exposure. Its powerful ability to reduce oxidative and inflammatory stress while repairing the skin barrier makes it an excellent candidate for enhancing overall skin appearance.
—Tami Blake, Free+True



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In The Spa

With the myriad of benefits it offers, chebula can be found in a wide range of skin care products. Free+True use this magical ingredient in their Resent Barrier Cream, where chebula is specifically utilized for its revitalizing and strengthening benefits. It works alongside rose of jericho and niacinamide to hydrate, calm, refresh and balance the skin.

PCA Skin takes advantage of chebula's age management qualities in its Intensive Age Refining Treatment: 0.5% Pure Retinol. This product combines retinol and chebula to address signs of aging while delivering antioxidant benefits to the skin.

Shabooya on Chebula

It's safe to say this is an ingredient you don't want to miss out on. Between its many skin benefits and its versatility of being used in skin care products, this ingredient has a lot to offer.

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(All websites accessed Mar. 8, 2024)

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GLO30 Spa Franchise

Seattle, Washington







GLO30 is modernizing the original spa franchise concept with innovative spa spaces that prioritize the client experience through customization and appreciation. Arleen Lamba, MD, founder of GLO30, has created a brand that has franchise locations spanning across the country. Dr. Lamba sat down with Skin Inc. to discuss the importance of providing inclusive spa spaces, how to create a sensory experience through sound and so much more.

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

Dr. Arleen Lamba (AL): Our interior design revolves around a harmonious blend of neutral tones and rose gold accents, complemented by natural wood elements. We believe in celebrating the diversity of our membership and strive to create an environment where all humans are embraced with warmth and respect. To prioritize privacy and enhance the sense of exclusivity, each individual is treated to their own private treatment room.

***SI*: What inspired your design components and process?**

AL: Our approach to designing our spaces is deeply rooted in our core values of equality, inclusivity and providing an intimate luxury experience in a gender-neutral environment. We believe that every individual deserves to feel valued and respected, and our design reflects this belief by offering gender-neutral spaces that promote inclusivity and comfort for all. From the selection of materials to the layout of our studios, every design element is carefully chosen to evoke a sense of warmth, comfort and sophistication. Our design process is collaborative and iterative, involving input from our team, clients and community.

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

AL: Ultimately, our goal at GLO30 is to create a sanctuary where clients can escape the stresses of daily life and indulge in the transformative power of self-care. We believe that our spa's aesthetic and uplifting ambiance play a crucial role in cultivating a memorable and enriching experience for every individual who walks through our doors.

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

AL: One feature that sets GLO30 apart is our commitment to continuously evolving and transforming our space to reflect the changing seasons and monthly themes. We view our studios as living, dynamic environments where each visit brings a fresh and exciting experience. In addition to our ever-changing ambiance, we take pride in curating soundtracks that complement the monthly aesthetic and theme. Gone are the days of typical spa music; at GLO30, we believe in creating an immersive sensory experience that engages both the mind and body.





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

AL: My advice is to stay true to yourself and your vision. Consider what message you want to convey and what emotions you hope to evoke in your customers. Reflect on your core values and let them guide your design decisions. Whether it's a sense of tranquility, rejuvenation, inclusivity or luxury, infuse these principles into every aspect of your spa's interior. Additionally, prioritize functionality and comfort.

Ask The Esty

With Deedee Crossett

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

Q: What devices do you recommend for estheticians?

A: Large spas and medical practices usually have the funds to purchase expensive equipment. But, what do you do if you are a single-room esthetician or a smaller spa that wants to offer result-driven treatments, but don't have the budget? Here are four must-have devices for 2024.

1. **High frequency.** Provides ozone to sensitive skin, reduces inflammation and helps heal acne.
2. **Woods lamp.** Analyzes the skin.
3. **Handheld devices** (e.g. Dermalogica's Nano Infusion or Bio Therapeutic's Titian). These handheld devices allow spa professionals to offer microneedling or professional exfoliation without purchasing large dermabrasion machines.
4. **Microcurrent/galvanic.** Penetrate product and prep the skin for treatment.

It's not common anymore, but the Dr. Lucas Pulverizer is a luxurious way to mist sensitive, dehydrated and aging skin. This is not necessarily a "must-have," but it is a professional piece of equipment that allows you to enhance your services.

I also must remind everyone about the importance of a good treatment chair or bed and quality sheets. If the client is comfortable and takes a little snooze, they don't really care what "gadgets" you are using.

Make sure that all of the equipment you purchase has online and in-person training offerings. Be prepared to answer client questions, know contraindications and adjust your menu pricing to reflect your upgraded services.



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

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