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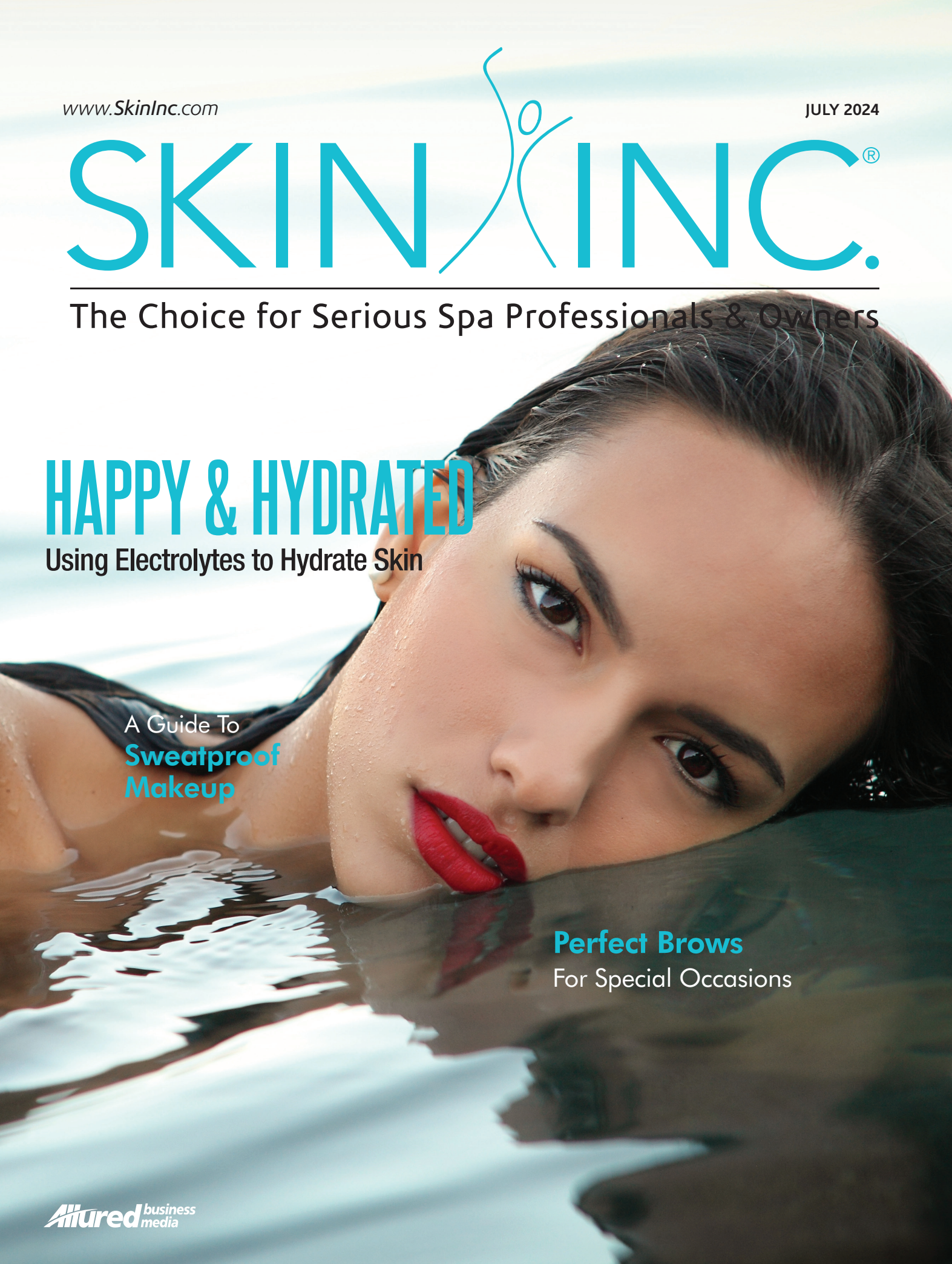

HAPPY & HYDRATED

Using Electrolytes to Hydrate Skin

A Guide To **Sweatproof Makeup**

Perfect Brows
For Special Occasions

Allured business media

Keep Skin Cool and Hydrated All Summer

By Shannon Esau, CEO and National Educator of Rhonda Allison Skincare



It's summertime and the weather is heating up! Skin becomes parched and is looking to be quenched and cooled. Let's explore some of the most popular formulas to have in your bag to beat the heat and keep skin youthful.

Dry and Dehydrated Skin

During these months the humidity and heat are turned up throughout most of the country. Many believe the increased humidity leads to oily skin. However, skin can still become dehydrated and even dry. Spending time at the pool or beach, extended hours in the sun and being in the air conditioning, all lead to this change in the skin.

How do we combat parchedness? A cool, refreshing drink of water of course! Well, let's do the same for our skin too. The **Pro Youth -10 HA Hydra Mist** gives the skin a hydrating and cooling drink of water! This spritz gives back to the skin the water it loses throughout the day with its high levels of hyaluronic acid and humectants. Keep HA Hydra Mist in the fridge or on ice to cool and soothe skin all summer long!

Increased Sun Exposure

UV rays lead to an increase in free radicals and damage to the skin. This damage accelerates aging, increasing fine lines and wrinkles. Protect against aging by increasing antioxidant properties with **Pro Youth -10's Resveratrol B3 Gel**. A cooling lightweight, hydrating gel that delivers key antioxidants, firming and toning benefits from grape seed extract. This hydrator also contains niacinamide which decreases transepidermal water loss (TEWL), while increasing cell-to-cell communication. With a hint of shimmer, it leaves skin glowing and radiant!





All this time outdoors can damage our skin on a cellular level. Epidermal growth factors assist in healing damaged tissue, providing vital nutrients to aged skin cells and increasing cellular proliferation. Growth factors are also known to increase the biosynthesis of hyaluronic acid, another key resource to boost hydration in the skin.

The Perfect Summer Serum

Pro Youth -10 Bio 53 Matrix Plus is a potent serum enriched with epidermal growth factors and additional rejuvenating, skin-strengthening benefits of chondroitin. An elegant, lightweight, and cooling serum that nourishes and soothes depleted skin. Perfect for daily use during the summer.

Arm your clients with formulas that keep skin healthy, cooled and hydrated all summer long. Discover many of Rhonda Allison's formulas that prevent, slow and reverse damage associated with summertime fun.

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

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On My Radar

Staying Hydrated



MAGGIE WALKER
Managing Editor
mwalker@allured.com

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

If you know anything about me, you know that I'm a dry skin girlie. No matter what kind of changes my skin has gone through as I've gotten older, I've always had to work through my dry skin. With this month's theme being one of my favorites, hydration, I decided it was the perfect time to share with you some of my all-time favorite hydration products. These are all my ride-or-die skin care products that give me that hydration boost, which is extra needed after spending some time in the sun.

1 Phytomer Hydracontinue Gel

This is an amazingly refreshing gel that you can just feel the hydration as it sinks into your skin. It has an "anti-thirst" formula that can be blended with facial creams or foundations to provide all day hydration.



2 Face Reality Hydracalm Mask

This is my go-to travel product. With my skin being both dry and acne-prone this is a must-have for me. My skin gets especially dry when flying, and this mask is perfect for adding that boost of hydration without clogging my pores.



3 Pure Fiji Nourishing Lip Balm

My dry skin is definitely not just happening on my face. My lips also get insanely dry throughout the day, and are always looking for that nourishment. The Pure Fiji lip balm both tastes amazing and adds long-lasting hydration so my lips look smooth, hydrated and youthful.



4 Lira Clinical Pure Hyaluronic

This was one of the very first hyaluronic acids that I ever used, and it's the one I always go back to. This truly hydrates my skin in a way that lasts throughout the day. My skin is plump, youthful and fully hydrated and happy when I'm using this product.



5 Pevonia Hyaluronic Acid HydraMist

If you're looking for a surge of moisture, this hyaluronic acid facial mist is everything you need. No matter what kind of dryness my skin was fighting, this truly did relieve all of it. There was no more flaking or itchy, and it even gave my skin a nice plumping effect.



Images courtesy of the manufacturers

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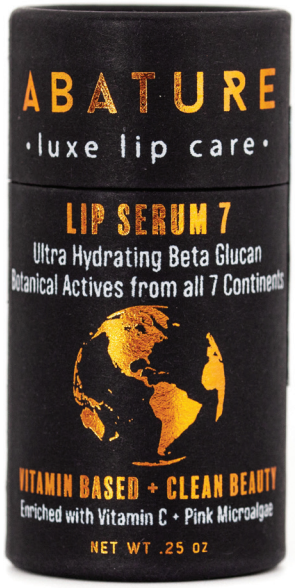


Beta Glucan Lip Serum 7

Abature

www.abature.com

A naturally plumping lip serum that utilizes seven botanical actives, one from every continent, and a combination of beta-glucan and vitamin E for maximum hydration.



Seeds of Today

Farm to Skin

www.farmtoskin.com

The facial serum combines a blend of seed oils and botanical extracts designed to calm inflammation, stimulate collagen synthesis, replenish moisture levels and restore radiance.



Eye Serum

Medi Lift

www.mediliftbeauty.com

This eye serum instantly hydrates and plumps fine lines and wrinkles to provide instant and prolonged effects of youthful skin, while deeply hydrating skin.



Milk Scrub

Beekman 1802

www.beekman1802.com

An oat milk and goat milk facial scrub formulated with jojoba beads to gently polish skin and minimize the appearance of pores for smoother, more vibrant skin.

Solarglow Mineral Serum Sunscreen

Nuda

www.nudaprofessional.com

A superfluid, lightweight mineral sunscreen serum enriched with vitamin E, niacinamide and squalene to hydrate, plump and protect skin.





Lip & Line Filler

PRAI Beauty Ageless

www.praibeauty.com

Provides an instant beauty filler-like effect that works by blurring and filling in fine lines and wrinkles, pores and small imperfections.



Body Serum

Omorovicza

www.omorovicza.com

Sustainably sourced Icelandic microalgae targets loss of elasticity, while Kakadu plum extract protects against oxidative stress in this body care serum.



Eye/Lash Cream

FACTORFIVE Skincare

www.factorfiveskin.com

A 3-in-1 cream that uses human stem cell-derived growth factors with biotin and redensyl to replenish the eye area while safely enhancing lashes and brows.



Brighten-C Mask

Face Reality

www.facerealityskincare.com

Specifically formulated for acne-prone skin, the ingredients of this mask work together to brighten the complexion, diminish hyperpigmentation and enhance skin appearance.



Himalayan Pink Salt Bricks

Himalayan SaltNSoul

www.himalayansaltnsoul.com

The salt bricks are made with pure Himalayan crystal rock salt to help decorate the walls of the home, workplace, bedroom, kitchen, bathroom or elsewhere.



Décolletage Crème

Rationale

www.us.rationale.com

This is a nourishing cream that harnesses a proprietary complex of B-Group vitamins and skin identical vitamin E to restore radiance and hydration to the neck and décolletage.



Eternal Renewal Face Cream MGO 800+

Manuka Health

www.manukahealth.com

This facial cream nourishes, deeply moisturizes, smooths, enhances and replenishes skin with royal jelly, bee venom and MGO 800+ manuka honey.

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



Terry Schatz Succeeds Bob Schatz as Bioelements CEO

Terry Schatz will succeed Bob Schatz as Bioelements' chief executive officer, the company announced. Bob Schatz is stepping away from the role at the family-owned brand started by his sister, Barbara Salomone, in 1991. Terry previously held the position of chief operating officer. Terry is only the 3rd CEO since the inception of Bioelements in 1991, and the second generation of Schatz to hold the position. Terry Schatz said, "I am humbled, appreciative, and thankful to lead such an incredible brand and team built over the last 30+ years. I am proud of Bioelements' legacy as a family-owned, independent company, and I am excited for a future of impressive growth – including formula and ingredient innovations, new investments in company infrastructure, and fostering an environment of expansion and success."

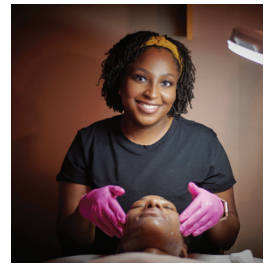
PROFESSIONAL EVENTS

Nuekie's Inaugural Two-Day Event for Women of Color



Nuekie held its inaugural Nuekie Beauty Durbar from June 15-16 at the Hampton Roads Convention Center in Hampton, Virginia. The two-day event was a one-of-a-kind celebration of beauty, wellness and cultural heritage tailored specifically to women of color. Derived from the rich cultural traditions of Africa and South Asia, the term "Durbar" evokes images of royal courts and formal gatherings, infusing the event with a profound sense of cultural significance and heritage. The Nuekie Beauty Durbar aimed to honor and celebrate the beauty and wellness of women of color.

BRAND UPDATES



My Salon Suite Expands Portfolio with Acquisition of Mera Salon Suites

My Salon Suite has announced its recent acquisition of Mera Salon Suites in Baton Rouge, Louisiana. The strategic development follows a string of acquisitions in 2023, including 13 locations across Reno, Nevada, Charleston, South Carolina and Herndon, Virginia. Mera Salon and Spa Suites is a luxury salon and spa suite concept in Louisiana founded in 2018 by Blair and Dustin Clouatre with two locations in Baton Rouge and Gonzalez, Louisiana. Mera Salon and Spa Suites' locations will rebrand as corporate My Salon Suite locations and join six existing salons in Louisiana, with the support of the brand's unparalleled resources to propel further development in the market.

Be + Well by Mason Brings Wellness Turndown Service and Products to Spa Industry



Be + Well by Mason, a luxurious wellness line with internal and external body products that range from boosting immunity to keeping skin glowing. The brand also offers a unique, custom turndown program, recently brought on board at Meritage Resort's Spa Terra. Rather than a simple mint or chocolate on the pillow, "Say Hello to Good Night" by Be+Well includes with a melatonin sleep aid packaged in a one-dose sachet, placed on the pillow with an informative tent card. The new luxury line includes supplements, gummies and a vitamin E body cream.

Bio-Therapeutic Introduces New bt-Sculpt PRO Facial Electrode Probe



Bio-Therapeutic has taken microcurrent to the next level with its new bt-sculpt PRO facial electrode probe, offering advanced facial lifting, toning and skin work in a patented new facial electrode probe that still delivers two channels and four pathways with the convenience of single handed use. The bt-sculpt PRO probe connects to either the bt-nano or Bio-Ultimate Platinum, in place of standard probes, enabling single handed use of both unit's powerful programming and numerous sequence options. Both the bt-nano and Bio-Ultimate Platinum showcase Suzuki Sequencing, a proprietary form of microcurrent that delivers frequency specific waveshapes over two channels

Photos courtesy of companies featured.

Tuning In

Editor's Picks

We made a wonderful guide to hyperpigmentation ingredients. Make sure to follow our instagram to stay up to date on all of our posts.

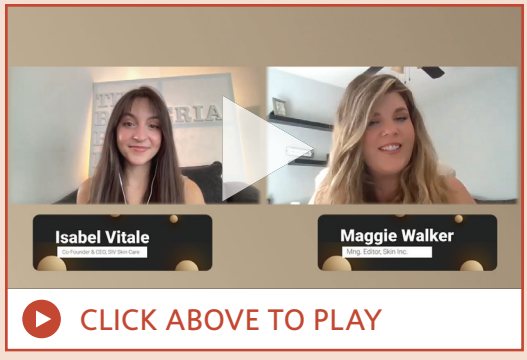


The Latest in Video Interviews

Don't Miss...

- **[VIDEO] How Neurocosmetics Combines Clean Beauty and Clinical Care**
- [VIDEO] A Holistic Approach to Customized Microcurrent Treatments
- **Shown Below: Fight Leaky Skin With a Healthy Microbiome**

Upcoming video interviews Smart Skn



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- Elevate Your Glow: Unraveling the Environ Advantage
- ***Keep an eye out for:*** Face Reality Skin Care and Celluma Webcasts in August

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ELECTROLYTES:
SKIN CARE POWER SURGE

By Janel Luu, Le Mieux

In the skin care realm, electrolytes are often overlooked ingredients. They seem to quietly step back and let bossy, swaggering active ingredients like growth factors, stem cells and peptides hog the spotlight. However, even in small percentages, electrolytes provide mighty skin care benefits. So, what exactly are electrolytes, and how do they contribute to healthier, happier, more youthful-looking skin?

Understanding Electrolytes

The word "electrolyte" is derived from the Greek words "electro," meaning "amber" (which has the ability to produce static electricity when rubbed), and "lysis," meaning "loosen" or "dissolve." Electrolytes are minerals that carry ions or an electric charge when dissolved in water or other solvents, creating an ionic solution. This ionic solution can help charged particles, including active ingredients, absorb more effectively into the skin through processes like iontophoresis.

Essential for nerve and muscle function, electrolytes regulate blood pressure, balance skin pH and keep the body hydrated. They support the moisture balance of skin and help prevent dryness and inflammation. The right balance of electrolytes and other minerals, like copper and zinc, help keep skin cells in the perfect environment by improving moisture levels, promoting collagen re-building and accelerating skin renewal.

Like powered-up batteries, electrolytes are minerals that communicate with skin cells to regulate and boost the skin's natural functions. They help transfer nutrients across cell membranes. They deliver key ingredients into the skin's deeper layers. They re-assemble amino acids from damaged proteins and recycle them into collagen and elastin. The result? Better absorption, increased effectiveness, and enhanced benefits from skin care products.



The Role of Electrolytes in Skin Care

Common electrolytes in skin care formulas include magnesium, sodium, potassium, calcium, chloride and phosphate. These minerals play crucial roles in impacting skin including maintaining proper hydration, reducing inflammation, protecting the skin barrier function, regulating pH levels, and enhancing the absorption of other active ingredients.

Hydration

Electrolytes help maintain skin's natural moisture balance by functioning as moisture factors and water-binding agents that attract and retain water. They form a protective barrier on the surface of skin, preventing moisture loss, locking in hydration, and keeping skin hydrated and plump. These minerals help provide relief and protection to skin suffering from transepidermal water loss (TEWL) and barrier disruption from seasonal change.

Anti-Inflammatory

Properties Certain electrolytes, such as magnesium and calcium, have anti-inflammatory properties that can help soothe irritated skin and reduce redness. An essential step in healing and repair is reducing inflammation. These minerals are particularly beneficial for clients with sensitive or reactive skin, and any skin suffering from barrier disruption, including post-procedure. Post-care treatments with electrolyte-based products can help lower the risk of scar tissue and post-inflammatory hyperpigmentation.

Preserving Skin Barrier

The skin barrier acts as a protective shield, guarding against external aggressors, bacteria, and other harmful substances. Electrolytes play a vital role in the integrity and resilience of the skin barrier function. They help reset skin that is disrupted by environmental stressors like climate change, UV rays, blue light from tech devices, as well as lifestyle stressors such as smoking, drinking or unhealthy diet. Electrolytes can also partner up with antioxidants, such as glutathione and superoxide dismutase, which helps boost protection from oxidative damage that leads to signs of skin aging.

pH Balance

The pH level of the skin is crucial for maintaining skin's natural balance. Since minerals transport nutrients into and out of cells, they help prevent skin from becoming too acidic or too alkaline. Minerals such as magnesium and potassium are electrolytes that help regulate the skin's pH level. They help maintain the skin's ideal pH balance, which is usually between five and six on a scale of one to 14. In this way, the skin stays in the optimal environment to accelerate healing and renewal, and to prevent issues such as TEWL, dryness, chronic irritation and sensitivity.

Improved Absorption

Electrolytes can also facilitate a deeper absorption of other skin care ingredients. Like shuttle buses delivering valuable cargo, electrolytes allow active ingredients to reach targeted areas, and provide improved efficacy and visible results for multiple skin concerns, with minimal risk of skin irritation.

Incorporating Electrolytes into Your Skin Care

Here are a few skin-saving electrolytes to look for on ingredient lists of anti-aging cleansers, toners, serums, masks, moisturizers, sunscreens and special treatments.

Magnesium

As a "Spark Plug of the Skin," magnesium improves blood flood, boosts antioxidant activity and maintains moisture levels. This mineral is also known for its anti-inflammatory properties and is beneficial for calming inflamed, sensitive, or reactive skin and reducing redness and irritation. Skin care products

Top: Image by LIGHTFIELD STUDIOS at Adobe Stock

containing magnesium can help alleviate symptoms of skin conditions such as eczema and psoriasis.

Sodium

Like a "hydration hero," sodium plays a crucial role in skin care by helping to regulate the skin's hydration levels. Sodium attracts water molecules, promotes hydration and keeps skin moisturized and plump. In skin care products, sodium is often used in cleansers, toners, masks, and moisturizers to help maintain the skin's natural moisture balance.

Potassium

Known as "The Great Equalizer," potassium helps regulate the skin's pH balance to keep cells hydrated and functioning optimally. By maintaining ideal pH levels, potassium contributes to healthy skin function and prevents issues like dryness, irritation and sensitivity. Skin care products containing potassium help support the skin's natural acid mantle and promote firmness, radiance and elasticity.



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Calcium

Dubbed the "Barrier Repair Expert," calcium plays a vital role in the integrity of the skin barrier. This mineral helps strengthen the skin's outer layer, making it more resilient to environmental stressors and preventing moisture loss. Skin care products enriched with calcium can help improve the skin's barrier function and facilitate renewal, resulting in smoother, more hydrated skin. Look for calcium in face and neck creams for photo-damaged skin.

Electrolyte Essentials In the treatment room, as well as daily life, electrolytes are essential for regulating the metabolic function of cells, strengthening skin and helping slow down signs of skin aging. Here are a few tips to share with clients to encourage them to incorporate these skin-saving minerals into a daily routine.

- **Choose skin care products with electrolyte-rich formulas.** Look for skin care products that contain electrolytes such as magnesium, sodium, potassium and calcium.
- **Stay hydrated.** Since hydration is key to maintaining balanced, healthy skin, it's crucial to keep it optimally hydrated. Drinking plenty of water throughout the day will help support the body's natural electrolyte balance and keep skin looking and feeling its best.
- **Schedule regular professional treatments that incorporate electrolytes.** Some examples of these types of treatments include electrolyte-infused facials or masks. These treatments can provide an extra boost of hydration and nourishment for skin while targeting specific skin concerns.
- **Remember that balance is key.** While electrolytes provide multiple benefits to the skin, it is essential to maintain a balanced approach to skin care. Incorporating electrolyte-rich products into a skin care routine is important, but other active ingredients such as antioxidants, vitamins, peptides and growth factors are absolutely essential for maintaining healthy-looking skin.



Founder and CEO of Le Mieux Cosmetics and PurErb, **Janel Luu** has over 40 years of experience in the beauty industry as an educator, researcher and formulator. She has taught over 40,000 skin care professionals and physicians on topics ranging from the latest anti-aging cellular technology to centuries-old meridian gua sha techniques.



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6 Summer Brow and Lash Trends

By Summer Vasilas, Waxing the City

As beauty trends continue to evolve, lash and brow services have surged in popularity, offering simple yet effective ways to enhance natural features without applying makeup. Many of these treatments are especially popular during the summer, offering smudge-proof, sweatproof and waterproof solutions to endure the summer heat during days spent at the pool or beach. From innovative application techniques, to bold colors and styles, here is a glimpse into some brow and lash trends we anticipate seeing throughout 2024 and into 2025.



1. Brow Lamination

As the reigning eyebrow trend of 2024, brow lamination is renowned for its ability to create a sleek, uniform look with minimal upkeep. Unlike tinting, which focuses on enhancing color, lamination reconstructs the shape and grooming of the brow. It offers a semi-permanent solution for unruly brows and achieves the coveted "no makeup, makeup" appearance. By pulling the hairs up vertically, it creates the illusion of new hair growth and fuller brows. The treatment is quick and easy, leaving clients with beautiful, defined brows that last for several weeks.



2. Ombré Brows

The ombré application technique creates a gradually lightened brow by semi-permanently filling the front of the brows while darkening the tails. The result creates a look with a softer finish and longer lifespan. When used in tandem with ombré brow tinting services, brow bleaching and dilution products help estheticians with lightening, color correction and developing different

Left: Image by Михаил Решетников at Adobe Stock; Right: Image by Volodymyr at Adobe Stock

shades. The more the eyebrows are bleached for styling, the more products are required for maintenance.

3. Gender-Neutral Brows

The rise in gender-neutral brows continues to dominate the fashion scene and runways. The demand for this service comes from those seeking a middle ground between traditionally masculine and feminine features. These services are common for androgynous and gender non-conforming clients, as gender-neutral brows find a balance between soft and feminine, and bold and masculine.



4. Lower Lash Lifts

While upper lashes have traditionally taken center stage amongst clients, we're anticipating a shift towards emphasizing lower lashes this summer. While many salons offer lower lash lifts, most clients are unaware of them. The benefit of a lower lash lift is to minimize the lashes' natural curl by straightening it, making it easier to apply mascara and eyeliner. A lower lash lift will create a natural bend to make the bottom lashes look longer. By gently lifting and curling the lower lashes, it adds dimension and depth, making the eyes appear bigger and brighter. The service should always be done before lash tinting. Since the perming solution makes natural lashes more porous, the dye will be absorbed at a faster rate and can lead to better results.

5. Men's Beauty Regimens

Men's interest in brow and lash tinting services is on the upswing. We credit the demand for these services to their ability to boost men's confidence. Men who regularly upkeep their brows and lashes find these services can make a huge difference in their looks. While these enhancements are more common amongst women, they easily cater to a broader clientele. Darkening natural brows and lashes not only defines the eyes, but also brightens light, "hard to see" brows or lashes, conceals gray hairs and addresses thinning eyebrows.



6. Environmentally Conscious Formulations & Products

With a growing emphasis on eco-friendliness, clients are gravitating towards tinting products with natural ingredients and formulations devoid of harmful chemicals like PPD. More PPD-free tints, like Silver Nitrate, are rolling out nationwide. The introduction of Silver Nitrate-based tints offers safer alternatives, while tint lock serums and aftercare lotions provide protection against fading and sun damage without compromising efficacy or texture. When used consistently, these products aid in prolonging color and hydrating the hair.

Customized Services

The demand for personalized beauty experiences continues to soar, driving a trend toward customizable lash and brow tints. Nowadays, salons are striving to offer clients specific shades or formulas tailored to their preferences. For example, some clients may opt for the "clean girl aesthetic," seeking hues that harmonize with their natural hair and skin tone.

This customization can go beyond conventional brown brow colors, extending into the realm of reds,

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chestnuts, and graphite to add warmth or coolness based on the client's preferences. On the other hand, more daring clients may embrace vibrant shades like black, blue or lavender to insert bolder colors into their looks. From subtle enhancements to bold statements, offering customizable options empowers clients to tailor their treatments to mirror their unique preferences and styles. We see this trend marking an era of self-expression and experimentation in the brow and lash space.

Easy Enhancements

Enhancing the eyes, the focal points of the face, has never been easier with lash and brow tinting services. Offering long-lasting results and minimal maintenance, these treatments provide a practical solution for clients with busy lifestyles. These services open exciting possibilities for clients to embrace their natural beauty, ultimately saving them time and money. From brow tinting and lamination, to lash lifts and tints, all of these services can lead to amazing and enviable eyes!.



Summer Vasilas is Co-Founder & Director of Education and Training of Waxing the City, a 150-unit franchise devoted to the art of waxing, catering to both women and men and a top ranked franchise 500 company 10 years in a row. She has 25+ years of experience in the beauty industry and has been a licensed esthetician since 1999.

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The Perfect Prep

Gently treat eyes before and after professional lash treatments.

1. **Herbal Eye Make-up Remover**
Eminence Organic Skin Care
www.eminenceorganics.com
This pH-balanced makeup remover uses cucumber, lavender, calendula and chamomile to gently soothe even the most sensitive eyes.

2. **Pomegranate Antioxidant Cleanser**
Skin Script Skin Care
www.skinscriptrx.com
Pomegranate Antioxidant Cleanser is a rich cream-based cleansing option that is infused with a wide array of antioxidants, nutritional elements and oils that gently remove eye makeup, making lashes feel nourished and healthy.

3. **Orange You Jelly Cleanser**
Sorella Apothecary
www.sorellaapothecary.com
This refreshing gel cleanser will remove impurities without drying skin out, leaving skin clean and hydrated. Oil-free ingredients help to protect lashes before and after professional services, while also evening skin tone, giving you a healthy, glowing complexion.

4. **Makeup Remover**
Rhonda Allison
www.rhondaallison.com
This gentle cleanser removes makeup and mascara without depleting or irritating even the most sensitive skin and eyes, including contact lens wearers. Nourishing botanicals, and age reducing actives are perfect for treating eyelash extensions gently.



Product images courtesy of the manufacturers, Background: Image by Utkamandarinka at Adobe Stock

TREATMENTS TAKES

Soak Up Summer Services



Looking for new treatments to add to your menu? We've got the top additions for your summer treatment menu.

1. Sun Soothing Treatment



During this time of year, your clients endure more sun exporsure and often damage. Try adding a soothing facial or body treatment to heal sunburns.

2. Lash Lift/Tint



Your clients may want to participate in water activities this summer, so try recommending lash tints/lifts instead of extensions for extra durability.

3. Body Wrap



Summer is the perfect time to market your body services. A body wrap that detoxifies and rejuvenates is a great addition to your seasonal services.

4. Lympahtic Drainage Massage



Many clients will be getting outside and participating in physical acitvites once the weather is warmer. Help them detox and relax with a massage.

5. Hydrating Facial



Warm temperatures, mixed with time in the sun or in pools often means dry skin. Help your clients hydrate with a thirst quenching facial service.

6. Body Scrub



Due to sun damage and dry climates, your clients may experience a build up of dead skin. A body polish should be recommended to rid the skin of debris and refresh instead.

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Sweat Proofing Your Makeup

By Jaclyn Peresetsky, Skin Perfect Wellness Spa

Sweat proof makeup can be a necessity when living in a hot and humid climate, getting caught in the rain, or most of all, attending a special event that could include sweating or tears. Sweat is liquid made up of 99% water and little bit of salt, while tears are a very similar make up.

When your body gets overheated or your cortisol rises, you sweat more, so it can cool down. When you are upset, your body secretes tears to help flush out the emotional buildup. So, what does it take to create a smudge proof and sweat proof look when there is so much going on in our body and environment? It is all about how you begin.

The Prep

Unfortunately, this is where the quality of the skin can be super important, as there is no replacement for a healthy glowing canvas. It makes logical sense that skin prepping before makeup is important. Having the skin prepped properly helps your makeup products sit and stay on the skin.

You always need to start with a clean canvas, which means no prior residual makeup products can be left on the skin. Properly cleansing your skin and following with a good skin care routine is an absolute must.

Starting with Skin Care

No matter the time of day you're creating a makeup look, cleansing is the first important step. Skin is impacted by exposure to excess sweat, dust and bacteria, which can imbalance moisture content and brightness across complexions. Products like foundation, concealer, blush and bronzer are developed to work best with clean, fresh and hydrated skin.

Regular exfoliation lends to having healthy skin, so plan on exfoliating twice a week, including your lips, to keep dead skin from building up and help makeup adhere better.

The moisturizer used at the end of a skin care regimen will influence how makeup products will sit on the skin and how they reflect light. Applying a well-balanced, hydrating moisturizer for your specific skin type will help makeup adhere and remain fresh, dewy and bright. However, oily skin types should opt for a lightweight gel or oil controlling moisturizer to minimize any excess oil production and minimize pores that could create shine through the day.

Pro Tip: Make sure the moisturizer has enough time to absorb into the skin before applying any makeup.

When using skin care prior to makeup, it is important to avoid products that won't dry out the skin.



Your skin will want to find water somewhere, and most often, it will absorb any water in the makeup you apply. Thereby, makeup will not stay all day. You also want to avoid any products that can leave the skin too greasy. Too much oil laying on the skin can break down any water-based products that are applied to the skin, which will make products move and not stay put.

Priming

The next step is priming and that can be interpreted in many ways depending on preferences and skin types. Primers are supposed to help other makeup products like foundation and concealer glide and lock into place. A lot of primers are silicone-based. There are some positives and negatives to silicone.

Silicone does create a blurring effect, which can help minimize the appearance of pores, irregular texture or fine lines. The downside is that some primers may overdo it with the amount of silicone in the formula, and it can create too much of a barrier between the skin and makeup. Some makeup artists prefer to use moisturizer as the primer to marry the makeup to the skin.

I find that primers are great three-dimensional fillers to prevent foundation going into larger pores or creases. I also love color-correcting primers that can neutralize redness and can prevent an overly heavy foundation application. A setting spray can be a great alternative to a silicone primer. You can spray the face before foundation application, and then also use the spray at the end of the makeup application.

Sealants

A long-wear sealant is the most effective way to transform non-waterproof products into waterproof ones. You can add a drop of a sealant to eyeshadow and make it a waterproof gel liner with more intense pigment payoff. You can also add a sealant to a foundation to give the existing formula you may have on hand for more waterproofing abilities.

Foundation

To ensure your foundation doesn't smudge or melt away in the rain, it is better to opt for a matte finish. Matte finishes have a fair amount of pigment in the formula and tends to provide additional coverage while resisting water, giving the makeup longevity.

Blush and Bronzer

In order to keep the intensity of the color from fading away, it is best to layer liquid and powder formulas.

Image by lisomiib at Adobe Stock

Powder

Translucent setting powders have a nice finishing and mattifying effect on the skin, as well as gripping properties, which is a great addition for a sweatproof makeup look. I like to apply a thin layer on the face then leave it on a for a few minutes, then gently brush off with a larger brush, which is a baking technique.

Eye Makeup

Eye makeup is specifically vulnerable to sweat and tears, but choosing waterproof formulas will help eye products prevent smudging or running. Layering your eyeliner with eyeshadow is a great way to set it in place and give it extra staying powder.

Brow gels and creams that are applied with a brush resist humidity and sweat because they have more pigment and less wax. Proper mascara layering prevents volume or length loss in your lashes, and it keeps mascara tear proof while protecting your lashes from drying formulas (See **3-Step Sweat Proof Mascara Routine Sidebar**).

3-Step Sweat Proof Mascara Routine

1. Apply a lash primer to the lashes.
2. Apply your usual mascara.
3. Layer a waterproof mascara over top.

Lips

Matte lip color gives long-lasting color and keeps lip color looking vibrant and not faded. I prefer stay-proof liquid lipsticks that are formulated with water-resistant properties, which provides smudge-proof and transfer-proof benefits while not drying the lips out.

Setting Spray

Finishing the makeup routine is the final step to seal the makeup, as it creates a barrier from the outside world. I like to refer to this step as your protective makeup shield. Simply spritz over the face at the very end of completing the makeup look to prevent makeup from melting off the face.

Pro Tip: Buy a small travel size spray bottle to pour some of the setting spray to have on hand to refresh and reinvigorate makeup and hydrate the skin throughout the event.

Touch-Ups

It is always wise to carry touch-up essentials such as a compact powder with a makeup brush, travel-size mascara, lip color and concealer. This way you can effortlessly touch up a smudge caused by water, sweat or humidity. Remember, makeup strategy is key! Evaluate your surroundings and be prepared for anything.



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Jaclyn Peresetsky is an esthetician and owner of Skin Perfect Wellness Spa. She is known as the go-to expert in the greater Columbus, Ohio, area for microcurrent treatments, custom blend makeup, eyebrow design, color theory and custom skin care. She is also the author of "The Power of Your Colors", and she is working on her second book,The Journey to Perfect Skin. She also has a patent-pending color identification system created to better identify unique color characteristics for choosing makeup.



Total Hydration: Topical and Ingestible Hydrating Ingredients

By Lisa Stewart, Solia Spa

We have all heard of hydration, but what exactly is it, and what is the best way of obtaining hydration for our body? According to the Oxford Dictionary, hydration is the process of causing something to absorb water.[1]

The primary purpose of keeping our body hydrated is vital. Hydration allows the blood to carry glucose, oxygen and other nutrients to cells. It helps kidneys rid waste products and lubricates the eyes, joints, skin and GI tract to function healthily.

Hydration in the Spa

Our job as spa professionals is to care for the skin. We see dehydration every day in our clients. We can tell when we place our hands on their skin. Is their skin pliable? Does it bounce back, lack spring action and have many fine wrinkles?

We know the skin is the largest organ in our body, weighing around eight pounds. Without it, we would evaporate! This organ deserves the respect of consuming foods that fuel and heal, rather than wear down and destroy it, as well as skin care ingredients that aid in hydration.

With your dehydrated clients, you'll notice that they may have itchy skin, under eye circles, sunken eyes, dull skin and more noticeable fine lines. The skin tends to lose its elasticity, which makes it more prone to wrinkles and sagging. Other signs of dehydration are: dry mouth, extreme thirst, headache, sleepiness/fatigue, dizziness or lightheadedness, confusion and no tears when crying.

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Hydrating From the Inside Out

It has been studied that sugar, alcohol, processed foods and smoking all contribute to the acceleration of the aging process, along with the dehydration of our skin. Knowing this, it's essential to focus on limiting these depleting options and consuming foods and products proven to reverse this phenomenon. The fact is that it's never too late to begin this lifestyle.

Drinking enough water each day is crucial for so many reasons, too. Water helps to regulate the body's temperature, keep the joints lubricated, prevent infections, deliver nutrients to the cells and keep organs functioning properly. Being well-hydrated also improves sleep quality, cognition and mood.

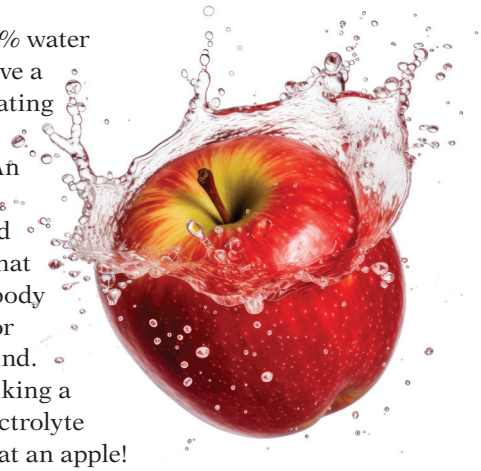
The water you're drinking must penetrate the cells to hydrate them fully. Many health practitioners say just drinking water does not achieve this and suggest adding a pinch of Celtic Salt or Pink Himalayan Sea Salt to push the water into our cells, hydrating them. This is why when someone goes to the ER, they are immediately put in a saline bag, so their cells are hydrated. Table salt will not do this and is not healthy for our bodies.

Our skin will always show us what is going on inside the body. When the skin is dehydrated, it loses more water than it absorbs. Not drinking enough or sweating too much can cause water loss, bringing dry skin.

Foods with a high concentration of water will hydrate us from the inside. Along with high water content, these

foods are filled with vitamins, minerals and a ton of healing benefits for both our physical bodies and our cerebral emotions. What a win! There is something to be said about eating a healthy meal and feeling great instead of the uncomfortable sense we have after eating a meal filled with processed chemicals. Here are some foods that are amazing at increasing hydration inside the body.

1. Apples



Apples have 86% water content and have a profound hydrating effect on the cellular level. An apple provides electrolytes and mineral salts that rehydrate the body after exercise or stress of any kind. Instead of drinking a sugar-filled electrolyte sports drink, eat an apple! Eating an apple can heal and calm us by providing phytochemicals that feed the neurons and increase electrical activity in our brains.

Additionally, they help speed up our liver's regeneration process and cleanse our organs and lymphatic systems while repairing damaged skin. There is a reason why we hear "an apple a day keeps the doctor away."

2. Radishes

Radishes are an immune builder and have a whopping 95.3% water content. The sulfur in radishes helps clean our arteries and veins, and helps stop plaque from adhering to the linings of our blood vessels. Radishes are incredibly helpful and act as an excellent food source for our hearts. They help in reducing bad cholesterol and increasing good cholesterol.



The best part of a radish is the top part, the leafy greens. This is known to be the second most potent prebiotic (wild blueberries being first). The radish greens contain many nutrients rich in vitamins, minerals, antioxidants, phytochemicals and cancer-fighting alkaloids. The emotional support a radish offers is an uplifting effect. They are great to eat and can lift your spirits when feeling down. You can eat them raw or cooked.

3. Wild Blueberries



Wild blueberries are the most powerful antioxidant out there. They are considered one of the world's healthiest foods and contain 84% water. Wild blueberries are full of polyphenols, anthocyanin and amino acids, all of which help in detoxing heavy metals inside the body. They are the most powerful brain food in existence, contain prebiotics and restore liver function. These tiny blue orbs are the skin's best friend. They help to brighten and repair the skin. Wild blueberries offer emotional support when we feel distracted or unsure. Eat a bowl of these little blue wonders and observe how your mood and skin changes.

4. Cucumbers

Cucumbers are 97% water. This vegetable is one of my personal favorites. Cucumbers help hydrate on a deep cellular level, similar to an apple. They cool down the adrenals and kidneys, helping aid in their filtering process. Cucumbers can also help reduce anxiety, as they deliver trace minerals and amino acids to neurotransmitters. The emotional aspect cucumbers bring is calming. You've heard the saying "cool as a cucumber." Now, you know why.

Clockwise from the top: Image by Gasi at Adobe Stock; Image by sticker2you at Adobe Stock; Image by Paitoon at Adobe Stock; Image by Tatiana Desnitskaya at Adobe Stock



4 Skin Hydration Tips

- Sleep eight hours.
- Limit caffeine and alcohol.
- Use lukewarm water when showering instead of hot.
- Incorporate fatty acids into your diet.

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Hydrating Skin Care Ingredients

Let's look at ingredients that help prevent water loss and help skin rehydrate from the inside. There are many to list, but I'll just name three basic ingredients that aid in hydration. There are also other tips and tricks to keeping the skin hydrated and healthy. (See **4 Skin Hydration Tips**).

1. ***Humectants.*** Ingredients such as hyaluronic acid, glycerin and shea butter pull water from the air and deeper layers of the stratum corneum to add to skin moisture. One of the most well-known and influential ingredients is hyaluronic acid, which is known to hold up to 1,000 times its weight in water. This is an excellent plumping mechanism, and our body naturally makes hyaluronic acid, so it is not foreign to our cells, which means a low risk for allergies.
2. ***Glycerin.*** Glycerin is a sugar alcohol and is referred to as glycerol. Glycerin is produced from vegetable or animal sources. I prefer organic glycerin extracted from flax seeds. It's palm-free, non-GMO, alcohol-free and vegan. It's important that an ingredient has no alcohol when applied to dehydrated or dry skin, as alcohol can dry and irritate the skin.
3. ***Shea Butter.*** This ingredient is my absolute favorite for hydrating the skin. Its creamy consistency moisturizes, soothes and protects dry skin. Shea butter is a highly nourishing butter native to Africa. Shea trees only bear fruit once annually after they are around 20 years old. Organic shea butter is a premium quality, cold-pressed and 100% natural—no harsh chemicals or GMOs. I absolutely love this ingredient for all skin types.

Happy Hydrating

Fruits, vegetables and skin care ingredients can enhance or deplete our health. One of my favorite quotes is from Hippocrates: "Let food be thy medicine; thy medicine shall be thy food."

REFERENCE:

1. *https://www.merriam-webster.com/medical/hydration*



Renowned beauty and skin care expert, **Lisa Stewart**'s 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. She is also working on launching her nonprofit, Michael's Promise.



What's In Your Makeup?

Cosmetic Ingredients To Look For

By Shannon Esau, Rhonda Allison Skincare

Image by Gefer at Adobe Stock

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What does the last step in our regimen really mean? Most of us are probably thinking SPF or maybe even a moisturizer. This is true, and for years this has been the idea behind a healthy skin regimen.

However, we need to think beyond our "skin care" products and understand our last step during the day is our makeup and foundation. We tend to scrutinize labels and look for the healthiest ingredients for our "skin care" formulations, which is so important for longevity of skin cells and creating a beautiful skin regimen. However, the makeup category seems to get missed, and in many cases, the ingredients in these foundations are not even looked at. Before we jump into this discussion, let's lay the foundation of a healthy synergistic skin care regimen.

A Synergistic Home Care Routine

A consistent at-home regimen is essential for healthy skin and slowing down skin aging. A simple three-step regimen for the morning and evening routine can transform your skin.

Start with a thorough cleanse without over stripping the skin. Remember in the evening you are removing the grime, makeup and pollution that has accumulated from the day. After cleansing, add a building and strengthening serum that will boost antioxidants and infuse nutrients into skin during the day. At night, add a rejuvenating formula that will work with the circadian rhythm and support cellular repair. These rejuvenating formulations should help to soften fine lines and wrinkles, brighten complexion and reduce bacteria.

Now, the skin is ready for a hydrator. Selecting the proper hydrator is an important step for every routine. For those with drier skin, opting for a lipid-based or creamier hydrator may be key. If you are oily, a lightweight gel or even just sun protection may be enough during the day. The majority of skin types will use a different hydrator from morning routine to nightly routine for the perfect balance, and to keep the skin healthy and hydrated.

Everyday skin care and professional services are great investments into the health and beauty of our skin. We go out of our way to find the best skin care, but are we considering the last step in our morning routine? Have you stopped and researched the ingredients in your makeup and cosmetic lines?

Looking at Makeup

Knowledge of ingredients is becoming greater than ever before. The trouble is, that same level of awareness tends to not carry over to products in a makeup bag. It's easy to overlook the



ingredient deck of cosmetics primarily because we're not looking for them to affect change in the skin, we're merely looking at how well it performs in enhancing or downplaying certain features.

For the majority of those using makeup, it's typically on the skin for a significant amount of time, used every day and most definitely impacts the overall health of the skin. It's so important to be educated on what to look for and what to avoid in cosmetics.

Ingredients To Look Into

While it has improved over the years, there are still several cosmetic brands that use harsh chemicals, parabens, parfum (synthetic fragrance) and other ingredients that may harm the skin, although there have been debates on this matter. These ingredients can be found in foundations, powders, mascaras, eyeshadows, lip products, highlighters and more.

Sodium Lauryl Sulfate. This is a surfactant most commonly found in cleansers. It is also found in various makeup products, primarily mascara and is a known eye irritant.

Parabens. These are a widely used preservative. They prevent bacteria, mold and yeast from growing in cosmetic products, but they also contain estrogen-mimicking properties that have been linked to certain cancers. Although, to date, those concerns have not been (clearly) substantiated.

Petroleum Distillates (PEG/PPG). These are synthetic chemicals, including paraffin and mineral oil, known as comedogenics and carcinogenic. These can clog pores getting sebum stuck and creating bacteria.

Synthetic Vitamin E. This is commonly found in cosmetic formulations and many lip products. This form of vitamin E is inferior and may cause free radical damage versus reversing or stopping free radicals.

Parfum. This is one of the most widely used and somewhat of a catchall term that allows manufacturers to get away with using chemical instead of pure, natural fragrances like essential oils. They can also irritate sensitive and rosacea-prone skin.



Top: Image by Lumeez Vpeopleimages.com at Adobe Stock; Bottom: Image by eshma at Adobe Stock



Chemical Sunscreens. These are commonly found in cosmetic formulations with chemicals like avobenzone, oxybenzone and octinoxate, which have been found to be carcinogenic and endocrine disruptors. Although, to date, those concerns have not been (clearly) substantiated.

Minerals. This one might be confusing, but remember not all minerals are created equally. The purity of minerals has a major impact on your skin. When evaluating, ask about water testing, how many times minerals are milled and look at what other ingredients are formulated with the minerals. You can do your own water testing by getting a small glass of water, add in the minerals and stir. If the water gets muddy, this is not a pure milled mineral, and those elements can get into the skin causing irritation and aging.

Ingredients to Promote Healthy Skin

Advancements in ingredients and distillation processes have made it possible to formulate with pure, cleaner ingredients in cosmetics. Here are some healthy, skin-promoting ingredients to look for in cosmetics.

Carrot Seed Extract. This provides antioxidant, antibacterial and beta-carotene support. It helps hydrate, reduce sensitivities and brings new life to the skin.

Zinc Oxide. This is the safest, non-irritating, pure mineral broad spectrum UV protectant. Zinc oxide also has the ability to sooth skin and provide healing relief.

Cetearyl Olivate/Sorbitan Olivate. This is derived from pure olive oil. This ingredient maintains integrity of the skin barrier, reduces inflammation and protects skin from harsh environments.

Omega EFAs. These soften, hydrate and nourish skin. A blend of linoelic and oleic acids work to prevent skin from aging, while reducing inflammation.

Olive Fruit Oil. This is rich in antioxidants, assists in slowing the aging process, prevents water from evaporating from the skin and absorbs UV rays.

L-Sodium Hyaluronate. This is a natural humectant that binds hydration in the epidermis, leaving the skin moisturized without feeling weighed down.

D-Alpha Tocopherol. This is an antioxidant superstar that protects the skin, promotes healing and skin strengthening, while reducing transepidermal water loss (TEWL).

Bismuth Oxychloride. This is an inorganic compound commonly found in mineral makeup. It provides a smooth, luxurious feel and helps keep powder looking fresh all day.

Boron Nitride. This is found in various crystalline forms, improves the application of mineral foundations, and adheres to skin for long lasting wear.

Mica. This is a natural silicate mineral that offers a luminous glow to the skin.

Mineral makeup gives the skin a more natural look, and in general, is a skin-friendly alternative to conventional makeup. The minerals have purifying benefits and allow the skin to breathe, which is critical, especially for acne. Look for pure minerals formulated with the ingredients above for a healthy, flawless look.

Another important factor when looking at mineral foundation options is that they are non-comedogenic, meaning they're less likely to clog pores and cause breakouts. This can be particularly beneficial for individuals with sensitive or acne-prone skin. Sun protection is another plus, as many mineral makeup products contain minerals like titanium dioxide and zinc oxide, which provide sun protection by acting as physical barriers against UV rays.

Mineral Makeup for the Win!

I am excited for you to take your last step to new heights,and create a complete healthy, beautiful skin care routine from true start to finish!



Shannon Esau the CEO and national educator at Rhonda Allison Cosmeceuticals. She brings more than 20 years experience in the esthetic industry. Esau owned skin care salons in the Dallas/Ft. Worth area, has studied chemistry in skin care formulations and has been mentored by Rhonda Allison for decades. *www.RhondaAllison.com* and *www.REDmethod.com.* For more information about Pigmentation Solutions, go to *rapigmentationsolutions.com.*

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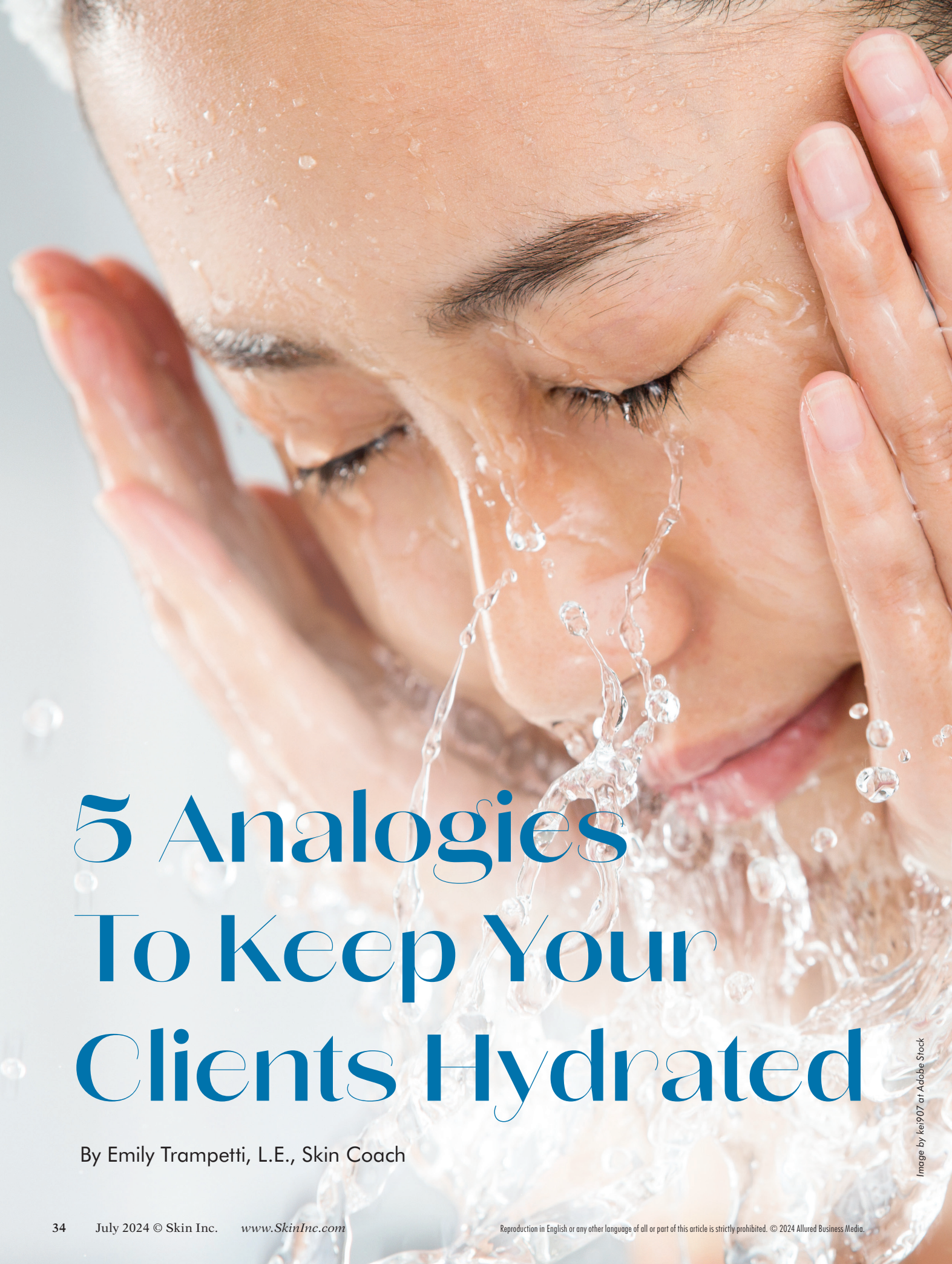

5 Analogies To Keep Your Clients Hydrated

By Emily Trampetti, L.E., Skin Coach

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Hot summers aren't going anywhere. And for some of us, we experience warm and sunny climates year round. Summer months are notorious for more easily dehydrating our skin and exacerbating certain skin conditions. But keeping a strong skin barrier is absolutely essential for any summer skin strategy, and now is the perfect time to remind your clients of that.

Early in our careers, we learn the importance of a healthy and hydrated skin barrier function and its integral role in every single skin condition. Somewhere in the midst of recommending the newest treatment or product, we forget to keep hydration standards on our clients' minds too. This thought recently came to mind as I coached a client through some recent acne and textural issues that popped up. Her immediate reaction to the skin changes, which included a rougher texture, slight erythema and a few extra inflamed comedones was to re-wash her face and exfoliate. She then reached out to me and asked if I thought she was having an allergic reaction to her products and what she should do. After collecting more pertinent data, I had a strong suspicion that her skin was simply super dehydrated versus unexfoliated, dirty or experiencing an allergic reaction.

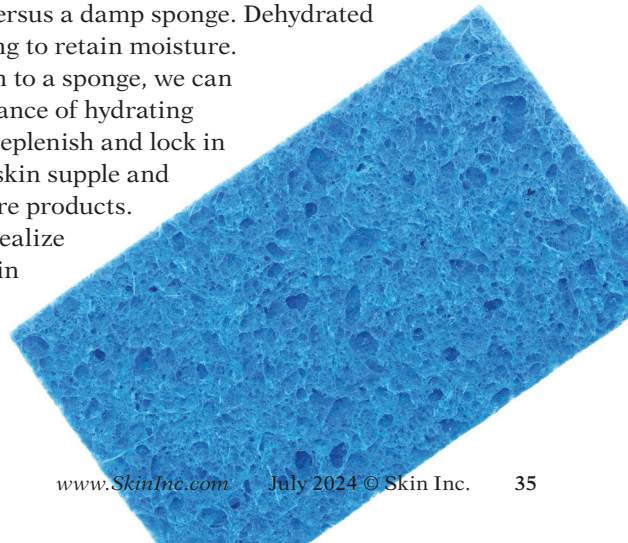
This prompted me to create a more powerful and prioritized script for all of my clients on the importance of skin hydration, along with easy-to-understand analogies that put hydration in the same seat as sunscreen. I share them with you below so we can all help our clients a little better this season and into the fall and winter months.

1. The Sponge Analogy

This teaches us why hydrating products should be part of every regimen to help our products work better.

Have a regular old sponge handy, or simply ask your client to imagine a dry sponge and a damp sponge. Demonstrate or describe the fact that the dry sponge will have a harder time absorbing a product versus a damp sponge. Dehydrated skin finds it challenging to retain moisture.

By likening the skin to a sponge, we can emphasize the importance of hydrating ingredients that help replenish and lock in moisture, leaving the skin supple and thirsty for our skin care products. This will help clients realize that the dryer their skin is, the less effective their skin care products will be.





2. The Bathtub Analogy

This teaches us why hydrated skin is essential for acne management.

Tell your client to imagine an empty bathtub full of wax candles. The tub in this analogy represents your pore and the candles represent the sebum and dead skin cells that can accumulate inside it if not properly hydrated. Now, tell your client to imagine filling the bathtub with water and watching the candles eventually float to the top and flow over the tub.

Clients with acne and blemishes still have a hard time grasping the fact that drying out the skin is mostly unhelpful for acne. By using this analogy, it's easier for clients to understand the importance of giving the skin enough moisture to keep pores clean.



3. The Wound Analogy

This teaches us that dehydrated skin may react to anything, even soothing products.

Imagine your client is experiencing erythema and a burning sensation from a super soothing and hydrating product. Most of the time, this is a reaction due to an impaired skin barrier versus a product reaction. However, clients will automatically connect burning to the product even if their skin may need that product.

For this analogy, we want our client to imagine a skin wound. Ask them how they would first address a wound. Most will say they would clean it with water and soap, then put a healing ointment on it to keep it hydrated and protected. When our skin is red, irritated and dehydrated, we can picture a similar situation. Sometimes, that water and ointment can sting, but we know it's necessary for improvement. We aren't going to exfoliate it or immediately assume we are allergic to the ointment when it burns. We are going to give it time and protection to heal.

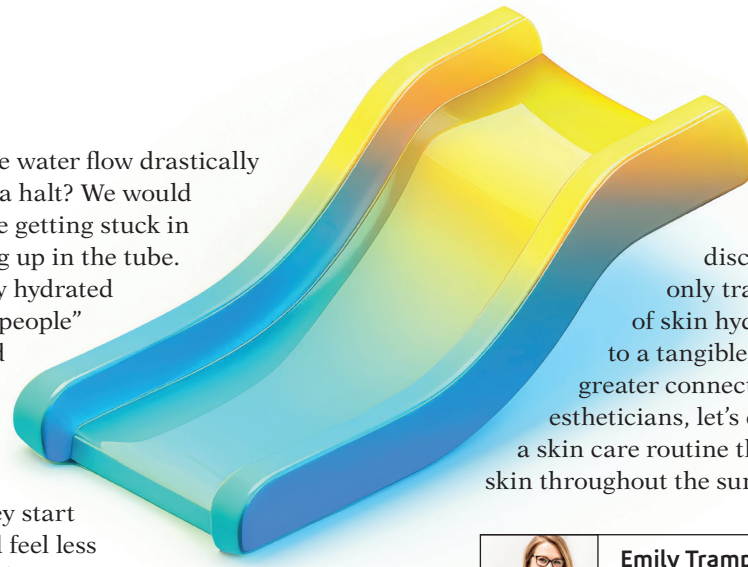
Obviously, there are many exceptions to this analogy, but I find it helpful for my clients that are prone to dehydration to remember that soothing product stinging can be a sign of a wounded skin barrier and that we need to go back into protective mode for a bit before we jump back into exfoliants and retinoids.

4. The Waterslide Analogy

This teaches us that rough skin is not always about exfoliation.

When a client feels a rough texture, nine times out of 10 they are going to intuitively scrub it smooth with an exfoliant. This is intuitive to them. But what if you tell them to imagine getting in line for a water slide this summer. Tell them to imagine a gushing water flow sending happy people down a fast-paced tube into a shimmery pool at the bottom.

Image by Bert Folsom at Adobe Stock



Now, what if the water flow drastically slows or comes to a halt? We would imagine the people getting stuck in the slide and piling up in the tube. Without a properly hydrated skin, those stuck "people" are like stuck dead skin cells trying to make their way up and out of the skin. Without water, they start to accumulate and feel less smooth to the touch.

This helps my clients realize that sometimes a rough texture can be alleviated by adding hydration versus scrubbing the life out of the skin, which many of us know to be an exacerbator of the symptom.

5. The Garden Analogy

This teaches us that skin hydration is essential for any skin goal.

Tell your client to imagine their spring or summer garden. What does it look like after a summer thunderstorm? What does it look like when there's a drought and you have forgotten to water it for three days? This is a pretty obvious question, but helps your client to understand the importance of how water is used in the skin.

Explain to your clients that each veggie or herb growing represents a skin goal. They all need that hydration to live and grow. In that sense, they can also understand that hydration is still FIRST when it comes to ALL of our goals.

Happy and Hydrated

So this summer, along with your autopilot sunscreen pitch, I hope that you are able to incorporate some extra hydration reminders in there as well. These analogies have worked really well for me, and I hope they can help you as well. Remember that these discussions with clients can not only transform their understanding of skin hydration from a mere concept to a tangible necessity, but also create greater connection and trust. As empathetic estheticians, let's empower our clients to embrace a skin care routine that nourishes and protects their skin throughout the sunny days ahead.



Emily Trampetti is a multi-state licensed esthetician, skin care expert and founder of Skin Property Virtual Esthetics. After successfully owning and running her spa in Chicago, she decided to expand virtually with her proprietary skin coaching program, which now supports clients from over 15 states, Puerto Rico and Europe. Her mission is to empower her clients to finally feel in control of their skin and reach their goals through personalized skin care, tailored education and lifetime empowerment!



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NOW TRENDING

5 MICRO BEAUTY & PRO MAKEUP TRENDS

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



Trends in beauty and makeup are always evolving, with some making lasting impressions on the beauty industry, and others fizzling out quickly. While it's not essential to always change up your services to include the latest trends, it can benefit your spa business to capitalize on micro trends that can add to your services and make for catchy marketing.

Experts at Cult Beauty revealed several spring micro trends in a trend report, and we are bringing these trends to you. The trends cater to a diverse clientele, and are easy to add to your services, social pages and retail space at a low cost to boost your overall ROI.

1. Soft Glam

This year has seen a giant push for simplified skin care and makeup application. Many are interested in using less products on their face, and looking to enhance their natural features with beauty tactics. As a professional makeup artist, it's essential to master the art of soft makeup to help clients achieve their desired look without the surprise that bold makeup can often cause, and to evolve with current trends clients may find on social media.

2. Glazed Blush

Who doesn't love to look as glowing as a glazed donut? Glowing skin and makeup has had a moment for the last few years in the beauty space, and it isn't going anywhere, anytime soon. A healthy, hydrated skin texture is what many clients hope to achieve when seeking out an esthetician. Another huge trend in makeup is the flush of color that blush provides; anything that can provide a youthful look to the face. This is an easy add for professional makeup artists, and a step that you might already include in your services.

3. Mob Wife Makeup

For your clients that aren't looking for a natural makeup application, and want to have some fun with a bold look, "mob wife makeup" is the perfect trend. This trend is made for your clients that are attending an event and want to take their makeup to another level, with a distinctive look that doesn't stray away from smoky techniques, bright colors and big confidence to match.

4. Color Play

'Tis the season for playing with endless shades of color to add a little depth and excitement for any pro makeup look. Whether it's through eye shadow, blush or lips, there are so many opportunities to expand your color options in your professional makeup collection. This is your time to experiment with playful and bold color combinations, allowing your creativity to shine. Adding color to your services can also make for more organic retail opportunities.

5. 90s Makeup Continued

It's no surprise that beauty trends continue to cycle and resurface throughout the years. A trend that has continued to grow in popularity is the 90s makeup aesthetic. This distinctive look has many features that will forever remain iconic including thin eyebrow lining, smoky coloring and most notably, dual-shaded lip liner. Serve up a dose of nostalgia for clients by using aspects of this trend in their makeup application.

Image by Drobot Dean at Adobe Stock

Click here to check out this article **5 Micro Trends in Beauty & Pro Makeup** at *www.SkinInc.com*


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PROTOCOLS IN PRACTICE
THIRST QUENCHING

LASTING HYDRATION PROTOCOL

LAFLORE LIVE PROBIOTIC SKINCARE

A powerful combination of natural ingredients paired with LIVE probiotics that will help to, hydrate and strengthen your guests' skin.

Step 1. Use 2-3 pumps of LaFlore Enzymatic Cleanser and massage into face, neck and décolletage.

Step 2. Emulsify with 1 pump of Enzymatic Cleanser with an equal amount of water. Apply and massage into the skin for 90 sec. Remove cleanser with warm, damp towel.

Step 3. Add 1 Tbsp. of Hydrating Masque and mix 1 dropper of Live Probiotic Booster. Apply mixture to the face, neck and décolletage. Let sit on skin for 10-15 min. Apply additional product if masque becomes clear. Use warm, damp towel to remove.

Step 4. Mix 1 pump of Live Probiotic Concentrated Serum with Longevity Concentrate and perform a 10 min. facial massage. To remove, apply a damp, warm towel, and massage as you wipe away excess.

Step 5. Evenly distribute Daily Defense Moisturizer onto the skin. Apply 1 drop of Eye Cream Complex to ring fingers and gently massage under the eyes.

HYALURONIC MARINE HYDRATING FACIAL

DR. DENNISS GROSS SKINCARE

Replenish hydration with this ultra-hydrating facial that gives skin an instantly plumped, smoother appearance.

Step 1. Using dry hands, massage Hyaluronic Marine Meltaway Cleanser onto dry face, neck, and décolletage until all makeup, SPF, and grime is dissolved.

Step 2. Wipe away using dry or slightly damp 4x4 or towel.

Step 3. Note areas of broken skin or dermatitis; this includes rashes, open wounds, cold sores, eczema, active cystic acne, or psoriasis. If present, the peel cannot be performed.

Step 4. Mix Alpha Beta AHA/BHA Daily Cleansing Gel into damp hands. Massage onto face, neck and décolletage. Remove cleanser with dampened 4x4 gauze, disposable sponge, or steamed towel.

Step 5. Steam should be administered during second cleansing step only on asphyxiated skin, oily, or acid-experienced skin.

Step 6. Perform extractions gently and only if necessary.

Step 7. Wrap the face in a cool towel until skin returns to temperature and no longer pink.

Step 8. Place SpectraLite EyeCare Pro Max device comfortably over eyes. Power on. Remove when device automatically shuts off.

Click here to continue reading 9-17

ADDITIONAL PROTOCOLS FROM:

CIRCADIA
ESSE SKINCARE
HALE & HUSH
HYRDOPEPTIDE
ÉMINENCE ORGANIC SKIN CARE

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INDUSTRY INPUT

SPECIAL OCCASIONS

TOP TIPS, TECHNIQUES AND ADVICE FOR EVENT PREP IN YOUR SPA.

TIP 1: HELP CLIENTS PREP FOR EVENTS BY PLANNING AHEAD

In order to be prepared for your big event, plan ahead! Many treatments, such as Botox and fillers, can cause bruising and take a week or so in order to see full effects. Schedule your appointments so that any bruising can completely resolve and you have a change to return to your provider if the results are not perfect. In addition, many treatments that improve texture, brown spots and fine lines get best results with a series of three or four sessions. By starting these six to eight months before your event, you will see maximum improvement in the quality of your skin in time for your special day!

—Lisa S. Jenks, MD, Medical Director of Genesis Medspa

TIP 2: CREATE A PRE-PLANNED TREATMENT SCHEDULE

Special occasions are a great time to make clients feel better about themselves. First, you want to discuss treatment goals and ensure the client has realistic expectations. Next, develop a treatment plan according to the clients goals and timeline. This should include a combination of corrective treatments, home care and a pre-event treatment. The pre-event treatment should be done at least once before the final appointment to be aware of any possible reactions. I learned this the hard way, I did a new treatment on a bride the week before her wedding and it resulted in an acne breakout. Luckily, I was able to calm her skin down, but it is not always possible. For this reason, it is ideal for the client to come in at least a month before their event. If it is a new client with limited time before the event, I suggest doing a treatment with low risk of complications. enzymes, dermaplaning, oxygen treatments and hydradermabrasion are all good low-risk options to brighten the skin for special occasions.

—Terri Wojak, Esthetician, Educator & Author

Click here to keep reading top tips from industry experts.

Image by Anna at Adobe Stock

Hyaluronic Marine Hydrating Facial

(Continued from Page 40)

DR. DENNISS GROSS SKINCARE

Replenish hydration with this ultra-hydrating facial that gives skin an instantly plumped, smoother appearance.

Step 9. Verbally review each step of the Alpha Beta Professional Peel — Universal Formula with client. Monitor Step 1 sensation from 1-10. Ensure client has NO sensation before ending Step 2.

Step 10. Using gloves, apply each step according to Peel Face Map.

Step 11. Mix contents of Step 1 and Step 2 packets of the Hyaluronic Marine Hydrating Modeling Mask together until blended smooth. With spatula, immediately spread mask in a thick, uniform layer all over face. Avoid eye area. After 5-7 minutes, lift off mask and discard. Wipe off excess with damp 4x4.

Step 12. Hold Vitamin C Lactic Hydrate & Soothe Antioxidant Mist bottle approximately 8-10 inches from face. Mist 4 times to treat skin.

Step 13. Dispense Hyaluronic Marine Hydration Booster onto fingertips. Massage onto face, neck and décolletage.

Step 14. Lightly tap a thin layer of Hyaluronic Marine 2n1 Eye & Lip Cushion around the eye area, avoiding the immediate eyelid.

Step 15. Apply Hyaluronic Marine Oil-Free Moisture Cushion to face, neck, and décolletage in upward, lifting movements.

Step 16. Using a single-use applicator, apply Hyaluronic Marine 2n1 Eye & Lip Cushion to lip and vermillion border.

Step 17. Apply All-Physical Lightweight Wrinkle Defense SPF 30 PA++++ evenly to face, neck and décolletage.

Image by tatyanarow at Adobe Stock

High Tide Luxury Facial

CIRCADIA

The hydrating and rejuvenating power of lactic acid is combined with oxygen to rebalance and renew the skin.

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

Step 2. Combine 1/2 tsp. of Micro-Exfoliating Honey Cleanser with a little water and emulsify in hands, then apply to the skin and cleanse in a circular motion. Remove thoroughly and pat skin dry.

Step 3. Dispense 3 ml. of Lactic Acid 30% in a small bowl. Give the client a handheld fan to hold and direct their face. Using a 4x4 or fan brush, apply the Lactic Acid on the face, avoid the eye area and the nasolabial folds. Gently manipulate on the skin with gloved hands for 5-15 min. Gently remove peel solution with a cotton wipe. Keeping the eye covered, lightly mist the face with 5 to 6 sprays of the pk Peel Neutralizing Spray completely covering the treated area. Remove all product with cotton wipes and cool water. Pat dry. Apply pk Peel Neutralizing Spray to the treated area again. Rinse with cool water.

Step 4. After extractions, apply Spot Stop to areas of the skin that are inflamed.

Step 5. Apply 1-2 pumps Vitamin Veil Cleanser and massage for 5-10 mins. Remove excess products with a warm towel.

Step 6. Spray the skin with 4-5 sprays of Blueberry & White Tea Hydrating Mist. Apply 1-2 pumps of Meri-Stem Serum to the skin.

Step 7. Perform Rebalnce (Oxygen Boost) Protocol.

Step 8. Combine 2 tsp. Firming Peptide Enzyme Mask and 2 tsp. Firming Peptide Mask Activator into a mixing bowl (TIP-let powder and activator sit in the bowl for 3-5 min. before mixing) Apply the mixed mask with a fan brush to face, décolleté and neck area. Leave on the skin for 20-30 min.

Step 9. Combine 1/4 tsp. of Snow Algae and Spirulina Cooling Mask and 1 pump of Lipid Replacing Cleansing Gel into portion cup with a few drops of water, and whip with a fan brush until you get foam. Apply the foam evenly to the treated area with fan brush in circular motions. Apply a warm towel over the top of the mask and cleanser mixture for 2-3 min., apply gentle pressure to break up the mask. Use a warm towel to remove the mask. A second cleanse with Lipid Replacing Cleansing Gel might be needed.

Step 10. Gently stipple 1/2 pump of Emergency Eye Lift to eye area.

Step 11. Apply 1 pump of Vitamin C Reversal Serum to the face, neck. Cocktail Phito-Pep and Light Day SPF 37 and apply to the face and neck.

Esse Experience

ESSE SKINCARE

The Esse Experience harnesses the power of prebiotics and postbiotics to improve the microbial balance on the skin.

Step 1. Start the Esse Experience with the Signature Esse Welcome Touch.

Step 2. Follow with Esse's Signature Cleanse (if cleansing is required). Use the appropriate cleanser according to skin type.

Step 3. Remove the cleanser using warm, damp towels.

Step 4. Conduct a thorough analysis of the skin to gauge sensitivity, ageing, pigmentation, rough skin texture, congestion etc.

Step 5. Exfoliate using the appropriate product according to the skin type.

Step 6. Remove the exfoliator using warm, damp towels.

Step 7. Conduct light extractions on comedones only, if applicable.

Step 8. Select the appropriate skin oil and perform the Esse Acupressure Massage. The massage should last 15 min., and the oil can be left in place.

Step 9. Apply the Eye Contour Mask in a figure 8 motion to the eye area using a mask brush.

Step 10. Follow with an application of the Cream Mask or Omega Mask using the Esse Signature Mask Application. Alternatively, for a premium hydration-boost option, incorporate the use of the Hydroboost Ampoule underneath the Exclusion Mask. Allow the mask to set for 15 min.

Step 11. During the mask setting period, incorporate a touch therapy: Esse Scalp Tension Release Massage or Esse Foot Tension Release Massage.

Step 12. If a cream-based mask was used, remove the mask using warm, damp towels. Alternatively, peel the Exclusion Mask away from the skin and leave the ampoule in place.

Step 13. Spritz the skin with Sensitive Mist or Hydrating Mist.

Step 14. Apply Eye and Lip Cream to the eye and lip area.

Step 15. If a wash-off mask was applied during the masking step, apply the Hydroboost Ampoule to the skin. Follow with the application of Hyaluronic Serum to the face, neck and décolleté.

Step 16. Apply the Hydro Moisturizer or Nourish Moisturizer, depending on the level of hydration or nourishment required.

Step 17. Optional: Apply a layer of Esse Foundation or Sunscreen.

Image by Aleksandra Konoplya at Adobe Stock

Soothing Summer Facial Protocol

HALE & HUSH

This restorative treatment reduces inflammation, redness, and itchiness while calming, healing and nourishing the skin.

Step 1. Apply 1/2 to 1 pump of Quiet Wash and emulsify with tepid water. Rinse thoroughly.

Step 2. Perform exact steps again for second cleanse.

Step 3. Apply 1/2 tsp. of Refine Polish to face and neck and massage in gentle circular motions for 3-5 min. and rinse well. (If necessary, perform an additional cleanse using 1/2 to 1 pump of Quiet Wash.)

Step 4. Drop 4-6 drops of Remedy Rehab Oil directly on skin and massage oil into the skin. Use more oil if necessary. Optional face massage can be performed at this time.

Step 5. Apply 1/2 to 1 tbsp. of Hush Hydrate Mask with 3-4 shakes of Relief Bio-Powder liberally for 5-10 min. Remove residual mask with towel.

Step 6. Apply 1-2 pumps of Soothe Essence Serum to face and neck.

Step 7. Apply 1/4 pump of eye treatment (Eye Mousse or Brilliant Eye & Lip Serum) to the eye area.

Step 8. Apply 1-2 pumps of moisturizer (Hush Hydrate Gel or Vital Lipid Lotion) to the face and neck.

Step 9. Apply 1-2 pumps of Broad Spectrum SPF 30 to face and neck.

Step 10. Apply 1/4 pump of Brilliant Eye & Lip Serum to the lips.

Ultra Hydrating Facial

HYDOPEPTIDE

This hydrating facial quickly replenishes moisture while restoring skin's natural barrier.

Step 1. Lather a small amount of Cleansing Gel with wet hands, then massage into skin. Remove with facial sponges, cotton 4x4s, or a steam towel.

Step 2. Dispense Cashmere Cleanse into damp hands and massage into skin. Remove with preferred method.

Step 3. Dispense Pre-Treatment Toner onto cotton rounds and wipe over facial area. (Can also be dispensed into hands and pressed into skin.)

Step 4. Apply a thin layer of Honey Tri-Zyme Peel to the facial area using hands. Leave on the skin for 7-10 min. Remove with preferred method.

Step 5. Soak 1 pre-treated pad with toner of choice and apply to areas of extractions.

Step 6. Warm Mositure Reset between hands and perform appropriate facial massage. Remove with preferred method.

Step 7. Apply a thin layer of Hydro-Lock Sleep Mask to the facial area with a fan brush or hands. Let the mask set for 7-10 min. and perform hand and arm massage. Treatment upgrades may be included during this time.

Step 8. Cocktail Daily Drench with Power Serum and apply to entire face. Press into skin until product is fully absorbed.

Step 9. Apply Eye Authority to entire orbital area.

Step 10. Apply Power Lift to entire facial area. *Customize your moisturizer to fit your client's needs.

Step 11. Choose Solar Defense Tinted or Non-Tined based on client's preference. Apply to entire face until blended. If using tinted version, be sure to break up color spheres prior to application.

Step 12. Apply a small portion of chosen lip product(s) with LipLock. *Upgrade lip treatment with PolyPeptide Collagel+ Lip Mask during mask portion.

Image by mitand73 at Adobe Stock

Radiant Hydration Renewal Facial Protocol

ÉMINENCE ORGANIC SKIN CARE

This facial naturally boosts hydration & replenishes the skin's moisture barrier for smooth, glowing and radiant skin.

Step 1. Apply a small amount of Mangosteen Daily Resurfacing Cleanser with water in hands and massage into the skin with fingertips in a circular motion. Remove with a warm, wet towel.

Step 2. Apply one to two sprays of Lime Refresh Tonique onto the face and neck. Leave on.

Step 3. Mix 1:1 Strawberry Rhubarb Dermafoliant with cleanser from Step 1. Apply to face using circular motions to gently exfoliate and brighten. Remove with a warm, wet towel.

Step 4. Apply a thin layer of Strawberry Rhubarb Masque to cleansed skin, avoiding the eye area. Dilute with water for easier application. Remove with a warm, wet towel after 10 min.

Step 5. Emulsify, apply, and massage the Coconut Age Corrective Moisturizer for 5 to 7 min. Remove excess with a warm, wet towel.

Step 6. Apply Strawberry Rhubarb Hyaluronic Body Lotion. Mix with a few drops of the Firm Skin Acai Booster-Serum. Remove excess with a warm, wet towel.

Step 7. Layer the following for deep hydration preparation. Apply the Stone Crop Hydrating Mist and follow by gently pressing a few drops of the Birch Water Purifying Essence over the top until fully absorbed.

Step 8. Apply the Strawberry Rhubarb Hyaluronic Serum. Allow 30 seconds between products for optional absorption.

Step 9. Apply the Strawberry Rhubarb Hyaluronic Hydrator to face, neck and décolleté. Gently massage until absorbed. Layer the Mangosteen Gel Moisturizer for added hydration.

Step 10. Apply a thin layer of Wild Plum Eye Cream to the eye area using light, blending motions until absorbed.

Step 11. Apply a thin layer of Marine Flower Peptide Lip Serum using a Q-tip or covered fingertip to the lip surface. Leave on.

Step 12. Shake Daily Defense Tinted SPF well before use. Apply liberally and evenly on cleansed skin, 15 min. before sun exposure. Apply Rosehip & Lemongrass Lip Balm to protect lips from broad spectrum UV rays.



TIP 3: USE SPECIAL OCCASIONS AS MARKETING OPPORTUNITIES

Special occasions are perfect for transformative story telling marketing because emotions are tied up in special occasions like weddings, Mother's Day and Valentine's Day. One of the most effective ways to market yourself is through storytelling, specifically storytelling focusing on the transformation your product or service provides. There are six parts to writing a transformational service description. First you introduce the product or service, followed by how the client feels before the treatment, then outline the key elements of the service. Follow up by describing the changes the person undergoes during your service and the end result (how they feel after the service).

—Kimberly Watkins-Swenk, Founder & CEO of Swenk Social

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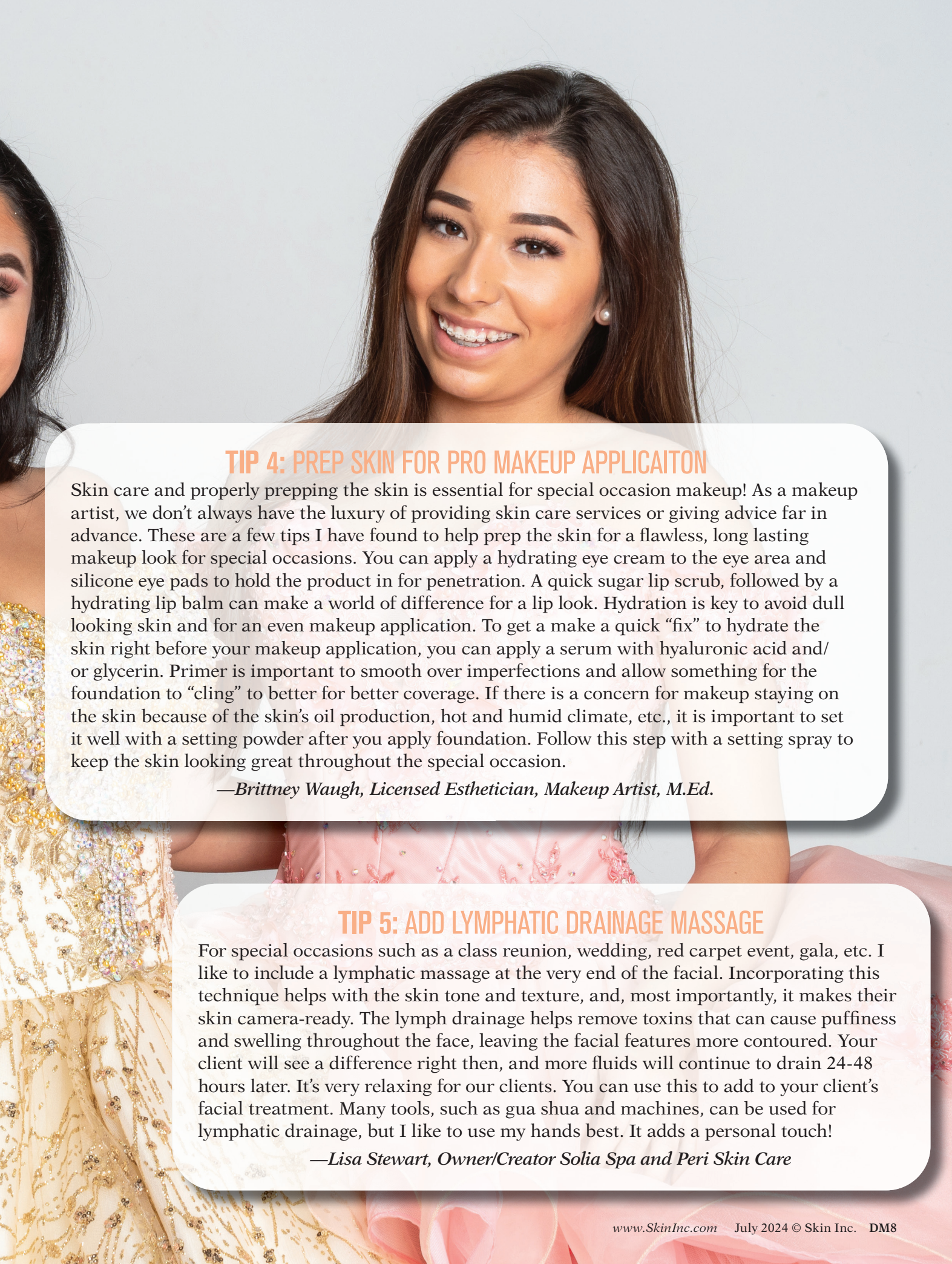

TIP 4: PREP SKIN FOR PRO MAKEUP APPLICAITON

Skin care and properly prepping the skin is essential for special occasion makeup! As a makeup artist, we don't always have the luxury of providing skin care services or giving advice far in advance. These are a few tips I have found to help prep the skin for a flawless, long lasting makeup look for special occasions. You can apply a hydrating eye cream to the eye area and silicone eye pads to hold the product in for penetration. A quick sugar lip scrub, followed by a hydrating lip balm can make a world of difference for a lip look. Hydration is key to avoid dull looking skin and for an even makeup application. To get a make a quick "fix" to hydrate the skin right before your makeup application, you can apply a serum with hyaluronic acid and/or glycerin. Primer is important to smooth over imperfections and allow something for the foundation to "cling" to better for better coverage. If there is a concern for makeup staying on the skin because of the skin's oil production, hot and humid climate, etc., it is important to set it well with a setting powder after you apply foundation. Follow this step with a setting spray to keep the skin looking great throughout the special occasion.

—Brittney Waugh, Licensed Esthetician, Makeup Artist, M.Ed.

TIP 5: ADD LYMPHATIC DRAINAGE MASSAGE

For special occasions such as a class reunion, wedding, red carpet event, gala, etc. I like to include a lymphatic massage at the very end of the facial. Incorporating this technique helps with the skin tone and texture, and, most importantly, it makes their skin camera-ready. The lymph drainage helps remove toxins that can cause puffiness and swelling throughout the face, leaving the facial features more contoured. Your client will see a difference right then, and more fluids will continue to drain 24-48 hours later. It's very relaxing for our clients. You can use this to add to your client's facial treatment. Many tools, such as gua shua and machines, can be used for lymphatic drainage, but I like to use my hands best. It adds a personal touch!

—Lisa Stewart, Owner/Creator Solia Spa and Peri Skin Care



Image by Nina Lawrenson/peopleimages.com at Adobe Stock

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Wedding Brows That Wow

By Megs Saxton, L.E.

Your client is planning their dream day and has come to you for advice to help get their brows perfect. So, what do you do? Where do you start? How do you make sure their brows are absolutely wedding ready?

Brow Assessment

First, you need to assess the brows. Is this a client you've had forever or is this a new client with a goal? The client who's come to you for years will be an easier process potentially, but they still should have a plan in place to avoid any mistakes along the way.

The struggle with a new client is just that, they're new, and there's a level of unknown. So, where do we start with either client?

With either client situation, the first priority is having a conversation. Along with the many well wishes and congratulations, there should be some necessary questions.

For example:

- "When's the wedding?"
- "What're your eyebrow goals?"
- "Do you have any inspiration photos?"
- "What makeup look are you planning?"

As you discuss these plans, you can get the information you need to map out your plan for your client's brows.



When Is The Wedding?

This gives you a clear timeline and allows you to set realistic expectations for your bride to be. For a current client, this may just be booking out their regular appointments, so they don't miss an appointment before any events. For a new client, this may be the time to help curb any unrealistic goals. You need to put on your educator hat and help them understand what the best options are. Not only for their brows, but also for what will be achievable in their timeline. The less time you have, the less major changes you can create.

Recommending something like permanent cosmetics could lead to a lot of possible issues. The best protocol is to keep them as natural as possible, so they still recognize themselves on their big day. You want to enhance their natural beauty.

What're Your Eyebrow Goals?

This may seem obvious, but it's ground zero for any plans. It's also something that gets overlooked, which can lead to misunderstandings. Addressing the client's goal may not always be clear and easy. Some clients need a bit of help getting to their dream eyebrow goals. It's your curious mind's time to shine, so ask tons of questions to get to the nitty gritty.



Do You Have Any Inspo Photos?

° you or your clients may be confused. Though this can make things clearer, it also has its confusing parts too. Depending on where your client found their photos, you may have to critique them a bit. Make sure to point out any makeup, treatments, etc. that you notice in the photo. This way you can explain realistic expectations and avoid confusion or issues later.

I love when a client uses my own social media feed as examples of what they like or want. I know exactly what it took to create that look and typically can recreate it or something similar to it.

What Makeup Look Are You Planning?

It's important to know what their plan is for a couple reasons. First, if their timeline is on the shorter end, you may be able to get them as close to the goal as possible and then give makeup recommendations to cross the finish line.

Second, if they plan on going super natural or super bold, you may have to adjust your game plan. Someone opting for a natural makeup look is going to have higher expectations than someone planning a bold makeup look.

Making a Game Plan

Once you've gotten really clear about their goals, it's time to assess the brows in their current state. If the client is new, you may need a little more consulting to ensure you're on the same page. A new client, depending on their goals, should come to you ideally nine to 12 months prior to their big day.

The bigger the adjustments needed, the longer the timeframe will need to be. With treatments like brow

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lamination and tinting, you can make bigger changes happen in a shorter time frame. However, if it's the client's first time doing anything outside their comfort zone, you need to account for that. I recommend them getting tinting done a minimum of three months before their wedding if they've never had a tint before. For lamination, I'd recommend a minimum of four months before the wedding or longer if they wanted to test it a bit more.

This will allow them to experience the service, results and aftercare without all the pressure. The last thing you want for your client is a terrible experience too close to any of their events.

Communicate, Communicate, Communicate

Maintaining a solid line of communication is important for any client experience, but especially when planning for big events, like weddings. Getting clear on their needs and goals is the first task in tackling a game plan. Once you're clear on your client's goals, it's time to educate, plan and get to work.

Common Brow Goals For Big Events

Let's talk about a few main goals I see most commonly:

- **The maintenance baddie:** Their goal is scheduled beauty treatments, so they don't have to worry. This bride/groom is all about sticking to a plan of action and goodbye to any worries. Supporting them will look like scheduling all or most of their appointments, so they slay every event they have planned. They probably don't want to try anything new, and the goal is to stay the course and keep it consistent.
- **The newbie:** Their goal is simplicity and guidance. This bride/groom may need a little more education. They could be really excited about a new treatment they've never tried. That would be the best time to explain the need for time to test out these treatments and total transparency about expectations. If they're short on time, it would be better to keep it super simple and not try anything they're unfamiliar with.
- **The drama queen:** These clients want it all, all the treatments and all the drama. This client may have unrealistic expectations at first. Thankfully, drama takes time, and they typically have a longer timeline. First, make sure their expectations are grounded in reality and be super clear about realistic results. Meet in the middle and find the perfect sweet spot that elevates their natural brows in the best way.
- **The growth guru:** Their goal is to rehab their brows back into shape. This is definitely the most unpredictable situation. First and foremost, you have to have the conversation that you may not be able to make growth happen in some areas. But, with enough time, you know you can make some real changes to the brow shape. The game plan for this client is patience and regular appointments to maintain shape and check-in. This also would be the best client to retail a brow serum to, along with a quick breakdown of how they should use it. Also, making sure to have them agree to stop grooming their brows at home.



Brow Wow!

Helping a bride or groom on their journey to their wedding can be such a magical experience! As a brow artist, it can be worrisome if you don't have a plan in place. Once you and the client have that conversation and set the goal, it's a breeze you both can enjoy. Just remember to maintain clear expectations, communication and realistic goals. You'll have your bride's or groom's brows slaying in no time.



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

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In The Know

By Susanne Schmaling, Esthetics Council

The latest regulatory updates happening in the spa industry.

ESTHETICIANS CITED FOR PRACTICING MEDICINE

Lately, California has seen an increase in citations issued to estheticians for the unlicensed practice of medicine, particularly for using cryotherapy devices. This trend highlights the evolving nature of the skin care industry, where the lines between cosmetic treatments and medical procedures are becoming blurred. Let's explore why these citations are happening, what they mean for estheticians, and how they can stay within the law.

There is a misconception in our regulatory boards and the medical profession that we are untrained and are doing treatments that can cause harm. Unfortunately, some cases feed that narrative like the unlicensed spa in New Mexico that spread HIV through their malpractice, or the social media postings and conversations estheticians are having that are out of scope and dangerous to try and gain followers.

The issue in California is just a snapshot of what is happening nationally. Cryotherapy is being regulated as a medical practice even though estheticians are not performing medical procedures like Cryolipolysis. This misinterpretation by state Cosmetology Boards, often without input from the industry, is problematic. Many board members don't understand the esthetics profession, viewing it as a subset of cosmetology with less training. This misunderstanding fuels the belief that estheticians are untrained and performing unsafe treatments.

Citations for practicing medicine without a license can lead to severe consequences, including fines, license suspension and criminal charges. Here's how estheticians can protect themselves:

Stay Current on Your License. Ensure your license is up-to-date, including facility licenses if you're self-employed.

Have Proper Insurance. Liability insurance should cover all services you provide. That means that it should list in writing exactly what services are covered. This is usually a customized policy, or a rider written specifically for your business. If employed, make sure your employer's policy includes malpractice coverage. Cheaper is not always better and an insurance company can use the fact that you are practicing out of scope to deny claims.



Know Your Scope. Trying to understand what treatments you can legally perform is essential. Only rely on official written guidelines from your state board. No individual, group, lawyer or organization can give you a legal interpretation outside of the board. This does not mean that it cannot be challenged.

Understand the Citation Process. Know how to appeal citations, similar to contesting a traffic ticket. This process is found in your state board rules and usually stated with the official citation letter.

Know Your Rights. Inspectors must follow legal guidelines which can be found in state statutes and rules. You can fight any citation issued to you and in most states, the fee for violations is publicly listed. Never pay an inspector for a violation directly, that's fraud on their part.

Research Manufacturers. Ensure the devices you use are FDA registered if required by your state and any product manufacturers are clear on what their products do. This is especially important around chemical peels, medium to deep peels are always out of scope for a basic esthetics license.

To help further this discussion, we are also going to share the top 3 keys to having a compliant spa. Stay tuned for Part 2 of this article, which will be featured in our September issue.



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

Image by Andrey Popov at Adobe Stock

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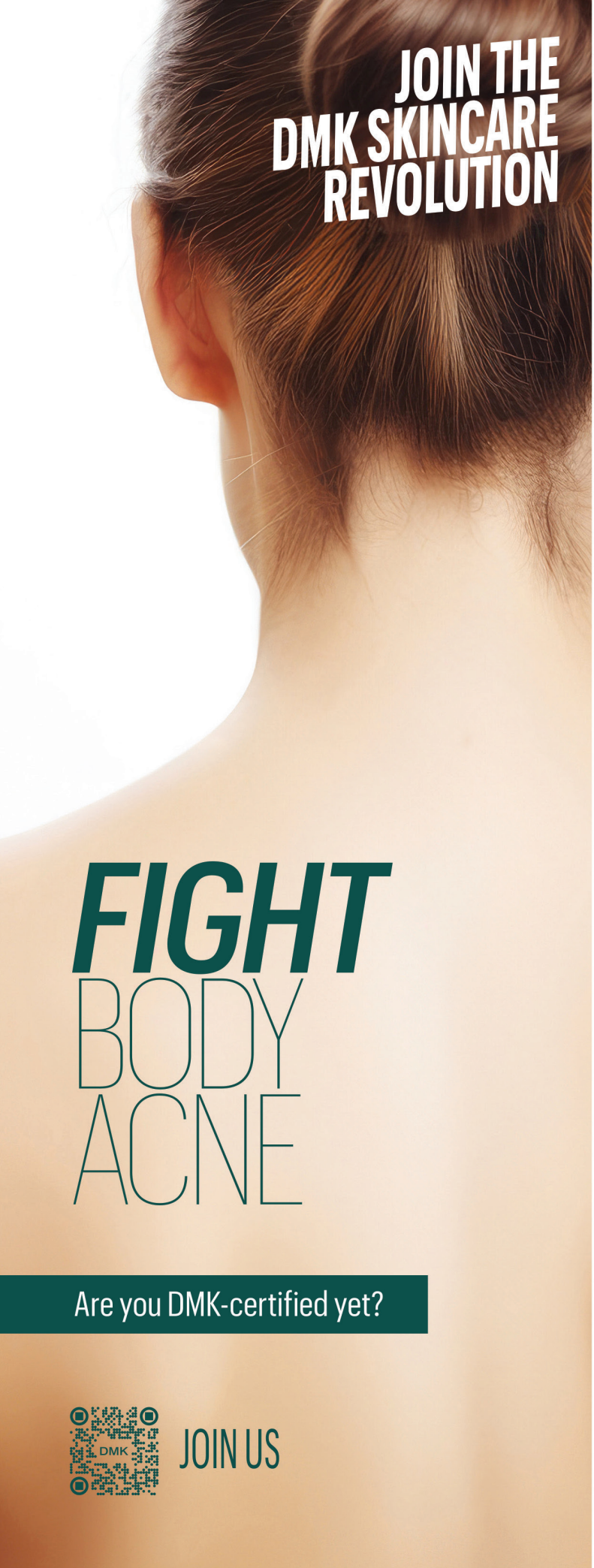

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