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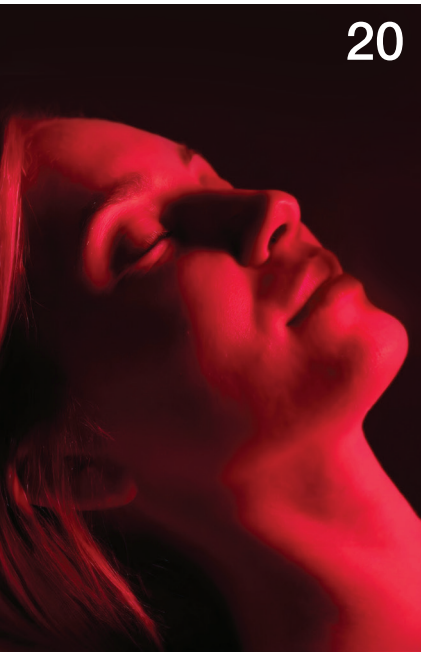



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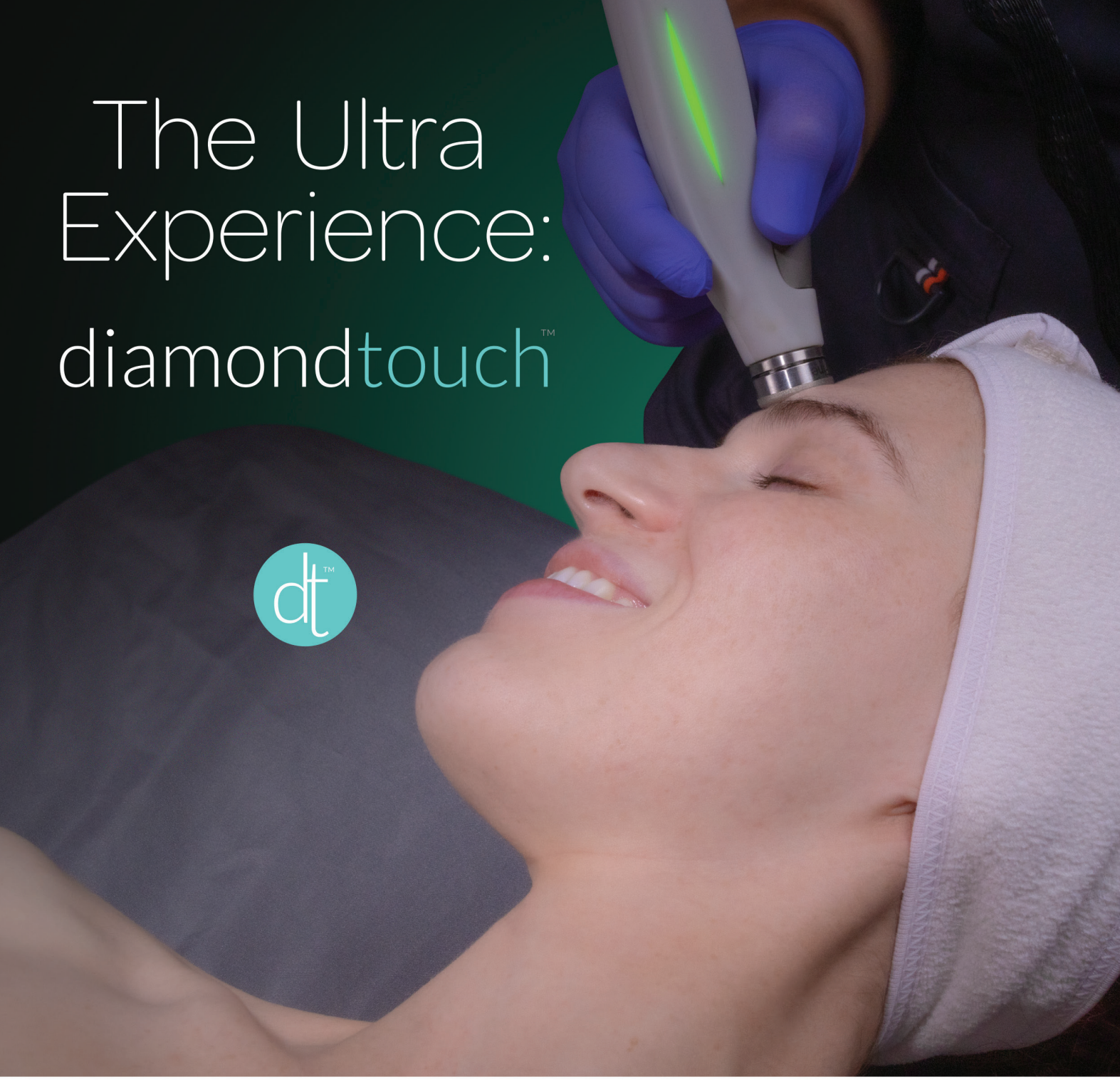

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On My Radar

Beyond Topicals



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

Skin care isn't always about the topicals you are putting on your face, although that is a BIG contributor. If we've learned anything with the continuously growing wellness movement, it's that skin care comes from the inside out. There are products out there that are just as important and can make a huge different in your skin health. I wanted to gather a list of my favorite non-skin care skin care products to share and highlight.



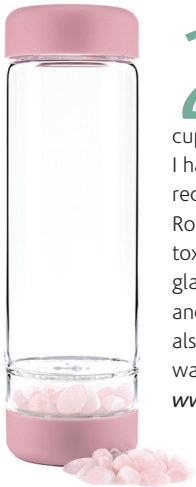
1 Eye Mask

A good night's sleep is so important for skin health. I always find that I can get a more sound night's sleep when I'm wearing my eye mask. More specifically, the NuCalm Premium Eye Mask is perfect at not only blocking out the light, but it's unique shape protects my lashes from getting squashed while I sleep.
https://store.nucalm.com



3 Pillowcase

Not washing or cleaning your pillowcase can be detrimental to having clean and healthy skin. I've recently fallen in love with the Eucalypso Pillowcase Set because it not only has a dreamy soft texture (making them perfectly gentle on the skin), but it has cooling technology. I am a hot sleeper, so having a pillowcase that stays cool and dry throughout the night makes a big difference.
https://eucalypsohome.com



2 Water Bottle

I'd be lying if I said I wasn't a Stanley girl. There is something about those cups that makes drinking water so easy, BUT I have found a new water bottle obsession recently. The Vitajuwel inu! Crystal Blossom Rose water bottle has been my go-to. Its non-toxic, lead-free and chemically unreactive glass makes the water I drink out of it pure and uncontaminated, which is a huge win. It's also filled with crystals that never touch the water and help to open the mind.
www.vitajuwel.us

4 Natural Caffeine



This one could be in my head, but as a dry skin girly, I tend to notice when I'm drinking a lot of coffee my skin feels more dry. I did find that the Rookie Wake Energy & Mood Support supplement gives me that caffeine boost without the damage to my skin. Not only does this taste delicious (like strawberries), but the caffeine is derived from green tea, which is way better for my hormones (another skin boost).
www.rookiewellness.com

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www.us.esseskincare.com

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MelaQuest Cysteamine Serum

DermaQuest Clinical

www.dermaquestinc.com

This potent brightening serum features cysteamine to target stubborn discolorations, dark spots and uneven skin tone.



Nourishing Mascara

Lash Spell

www.lashspell.com

This utilizes a limited edition formula that contains lash-loving ingredients, including nourishing acai oil and vitamin C, coupled with tea extract for a creamy texture.



Tone'd

Voesh

www.voesh.com

A body roller crème enriched with 2% caffeine and a peptide complex that works to firm and tone the body and minimize cellulite.



Age-Defying Peptide Serum

Topical Skin

www.topicalskin.com

The serum is enhnaced with Oleosome technology and a blend of peptides, vitamins and botanicals to improve the appearance of signs of aging.



Vitamin C Lactic Creamy Cleansing Oil

Dr. Dennis Gross Skincare

www.drdennisgross.com

The cleansing oil transitions from cream to oil to foam as it washes away all makeup, SPF and impurities to deliver clean, hydrated and radiant skin.



VibrantBoost Face Mist

Beauty Grass

www.beautygrass.com

A collagen-boosting face mist formulated with copper, tremella mushroom extract, glycine, niacinamide and more to repair and regenerate skin.



Hydramemory Body Lotion

Comfort Zone

www.us.comfortzoneskin.com

Daily moisturizing and illuminating body lotion that restores the skin's barrier and leaves the skin silky and smooth.



The Get Ready Wrap

SpaStar

www.spastar.net

The Get Ready Wrap is spa-inspired and designed with comfort and eco-elegance in mind for spa treatments, beauty rituals, special occasions, getting ready and more.



Coconut Restorative Mask with Turmeric & Honey

Skin Script Skin Care

www.skinscriptrx.com

Professional use only mask for brightening, hydration and support in re-establishing the skin's microbiome so the skin is refreshed and glowing.



The Body Set

Le Prunier

www.leprunier.com

This body care ritual set includes the Plumtox Dry Body Brush to slough away dead skin cells, Plumbody body cream for hydration and Midnight Muir to improve skin elasticity.

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

BRAND PARTNERSHIPS

LaFlore Chosen as Offical Product Pairing for Oncology Training Course



LaFlore Live Probiotic Skincare products have been selected as the official product pairing for the 360 Method Oncology Esthetics and Skincare Treatments training and certificate program. The training offers estheticians the opportunity to earn six Continuing Education Units (CEUs) while delving into advanced oncology esthetics treatment methods. The training curriculum covers a range of topics, including facial massage integration with acupressure techniques, the use of tools such as Kansa Wands, Gua Sha, Face Rollers, and LED Phototherapy, as well as the integration of hand, foot and scalp rituals intovarious service offerings.

Princess Isabella Orsini de Ligne x Nelly De Vuyst Collaboration



Princess Isabella Orsini de Ligne has been named brand ambassador for Nelly De Vuyst. The new collaboration reflects the desire of both entities to promote well-being and beauty that is mindful of health and the environment. Among the brand's range of products, Princess Isabella is reportedly a fan of the BioTense line, ecological skin care products for moisturizing and anti-aging. "The results of the BioTense range on my skin are striking," says Princess Isabella. "Thanks to its innovative formulation and high-quality organic ingredients, this line delivers the effective results that I was looking for."

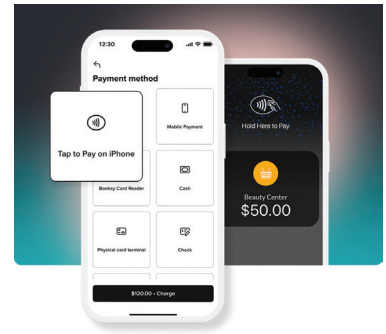
Borboleta & Milady Partner on Lash Supplies for Beauty Education



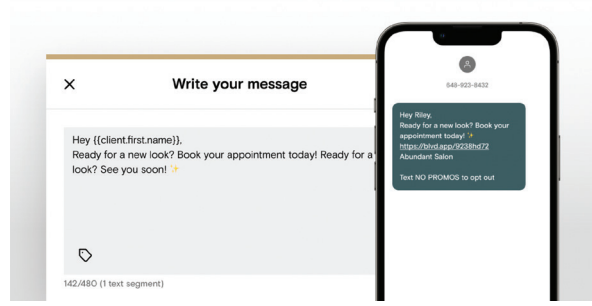
Borboleta Beauty has announced an exclusive new partnership with Milady, the leading provider of beauty and wellness education for schools worldwide. With this partnership, Borboleta will exclusively supply the lash kits and tools essential for learning and practicing the art of lash extensions during Milady's education and training. The education program will ensure students are upskilled in these profitable and in-demand services using Borboleta's professional supplies.

BUSINESS UPDATES

Booksy Adds Tap to Pay on iPhone Feature



Booksy's Tap to Pay On iPhone feature authorizes providers to accept contactless payments instantly via their phone, granting ease to Booksy Biz's broad consumer base as well as its providers. Suitable for businesses of all sizes. The enablement is seamlessly embedded in the Booksy Biz app, eliminating the need for providers to download additional software or purchase POS systems. Booksy providers can streamline workflows by accepting payments, tracking income and getting paid—all within the Booksy app. With a straightforward setup process involving Stripe verification, NFC access and location settings, providers can accept secure and efficient payment transactions within minutes of activation.



Boulevard Integrates Text Marketing Campaigns to Platform

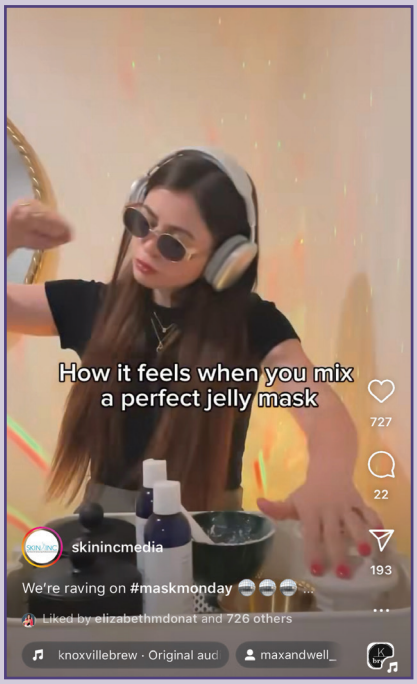
Boulevard has added text marketing to its platform. This new capability enables self-care businesses to reach clients through highly targeted SMS campaigns executed directly within the Boulevard platform. Text marketing provides a fast, efficient way to connect with clients and engage them in conversation, and booking links sent directly via text makes it easy to schedule that next appointment. Boulevard's text marketing capabilities leverage a dedicated phone number unique to each business location. All text communications from Boulevard — including client notifications, two-way texting, and text marketing — are sent from the same dedicated business number. Leveraging the same phone number across communications ensures client recognition and improves text marketing response rates.

Photos courtesy of companies featured.

Tuning In

Editor's Picks

Did you see this hilarious post we shared on our Instagram. We love to share entertaining and educational tips and tricks, so make sure to follow us.



Sounds Like Spa

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

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- Spa Hot Takes: Reading Reddit Stories
- Regulatory Updates in the Spa
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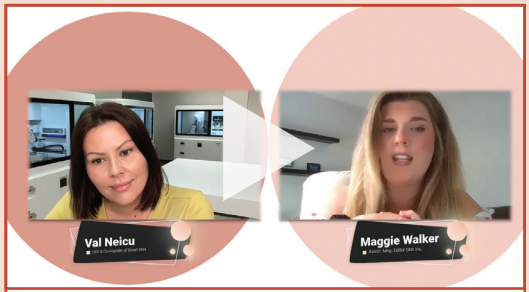
- [VIDEO] A Holistic Approach to Customized Microcurrent Treatments
- Fight Leaky Skin With a Healthy Microbiome
- **Shown Below:** [VIDEO] AI Advancements To Enhance Your Spa Business

Upcoming video interview with Face Reality



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Creating an Inclusive Spa Menu

By Michael Q. Pugliese



Image by Drazen at Adobe Stock

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Inclusivity is a word we hear often, but what does it really mean? Inclusivity is a practice or action that works to ensure everyone, regardless of their background, identity or personal characteristics feels welcome, respected and valued.

When it comes to skin care and esthetics, offering inclusive skin care options really means creating a space where every client feels like they can walk into your spa and know that they will be valued, respected and catered to. It involves understanding and addressing the unique needs of a diverse clientele, which could range from different skin conditions and cultural backgrounds to age, personal preference and gender.

An inclusive spa menu goes beyond simply offering a wide variety of treatments. In fact, it's probably logistically and financially impossible to add every single treatment you've come across to serve a diverse clientele. However, you can have an inclusive spa menu with just a few simple shifts in wording, seeking more knowledge surrounding different sensitivities and best practices, and actively working to address a wider range of skin conditions and concerns.

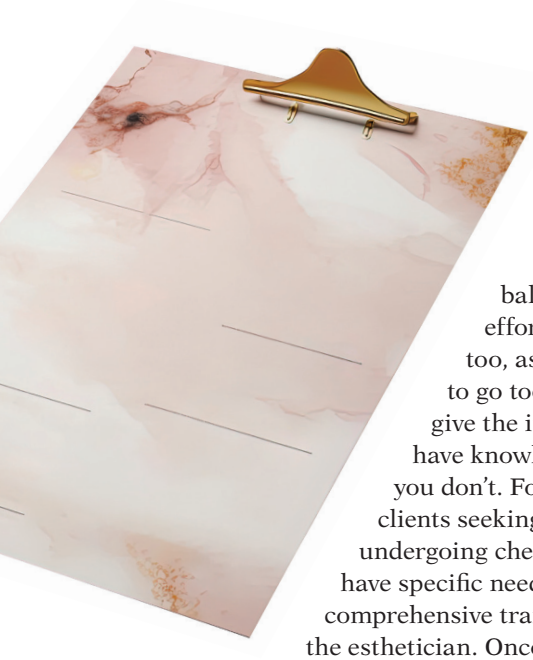
Language of Love

When you have an inclusive spa menu, essentially every client can find something that meets their specific needs. That doesn't mean you have to significantly increase your treatment offerings, but it does mean adjusting the language in your service menu.

Consider offering a menu where you have different treatment lengths instead of specialized services. For instance, you could offer a 30-, 60- and 90-minute treatment time, and with each level, comes different customizable offerings based on the client's skin needs at the time of their service.

This can be helpful to ensure clients feel like they are getting individualized treatments based on their unique skin conditions and needs, instead of a run of the mill acne or anti-aging facial, or worse, leaving them feeling excluded because the menu uses wording like "for her" or "for him" in the description.

In addition to gender neutral wording, you can also shift your language to include phrases like "for all skin types" instead of addressing normal/oily/dry skin specifically. Words like "customizable" and "personalized" are effective at making a client feel like their unique needs will be addressed, and it will enhance client satisfaction knowing they are getting something that is



specific to their skin type and needs. Finding balance in these efforts is important too, as you don't want to go too broad and give the impression you have knowledge in areas you don't. For instance, clients seeking care who are undergoing chemotherapy have specific needs that require comprehensive training on behalf of the esthetician. Oncology esthetics is a specialty area where practitioners need to have a thorough understanding of the effects of how cancer treatments change the skin and how to make modifications that won't cause reactions or further sensitize the skin.

Cultural Sensitivities

Simply being aware of cultural sensitivities can go a long way when it comes to making guests feel included at your spa. Some cultures place a high value on modesty. Guests may not feel comfortable without accommodations that allow them to maintain modesty. You can help this client feel comfortable by having private changing areas and not requiring them to change into a spa wrap for a service. It is essential to be prepared and aware if a guest prefers to keep their clothing on, and how you'll continue the service without making them feel uncomfortable.

Knowledge is Power

As any seasoned esthetician would tell you, age, sex, ethnicity and lifestyle all contribute to various skin types and tones. Understanding the intricate puzzle of how all these key factors play a role in the condition of the client's skin is essential to your success as an esthetician and takes practice.

Knowing that what's right for one client, may not be what's right for another, is rule number one. Offering customized solution-oriented treatments can give you the latitude to give each client the results they want, even if they don't get there the same way.

While you may market your services "for all skin types," you must understand that darker skin types can often see hypopigmentation and keloid scarring with more aggressive treatments like deeper chemical peels, lasers and other modalities. It's important to seek adequate training for treating darker skin, so you can properly address their needs in a safe and inclusive way.



The Benefits of Being Inclusive

An inclusive spa menu can open doors to new client segments who wouldn't normally seek out your services. When your treatment offerings encompass a range of skin types, conditions and preferences, you can attract a broader clientele, and consequently, increase your revenue.

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3 Easy Inclusivity Tips

- **Staff Training:** Provide ongoing training for staff on inclusivity and cultural awareness. This can include workshops, seminars and online courses, where you can lean on experts in the field.
- **Client Feedback:** Continuously seek feedback from clients about their experiences and use this information to make improvements.
- **Industry Trends:** Stay informed about trends and best practices in inclusivity within the wellness industry. Attend conferences, read industry publications and network with other spa professionals to keep your knowledge current.

The benefit of creating an inclusive spa environment goes beyond financial gains. It helps foster a sense of community and belonging that makes people feel included and valued.

Marketing an Inclusive Spa Menu

Ensure your marketing materials embrace a variety of models and clients. This includes your website, promotional pieces in print and your social media. Representation matters to your clients, and seeing diversity in your marketing will help attract a broader client base.

Continuous Improvement

Inclusivity is an ongoing process and should be reviewed regularly. Make sure you have up-to-date policies on inclusivity, and continuously take the time to reflect whether your treatment options and marketing strategies foster growing a diverse clientele.



As a third-generation CEO of Circadia by Dr. Pugliese, **Michael Q. Pugliese** has continued the family legacy of providing exceptional skincare solutions to clients worldwide. Michael's expertise as a sought-after educator and writer has enabled him to teach the principles of modern skin science to industry professionals across the globe. Under Michael's leadership, Circadia has achieved global recognition and distribution, making it possible for individuals with different skin types from all corners of the world to access quality skincare products.

Left: Image by zinkevych at Adobe Stock; Right: Image by Tylan E/peopleimages.com at Adobe Stock



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A Guide To Body Contouring and Cavitation

By Terrance Bonner

Body sculpting, also known as body contouring, is a non-surgical aesthetic treatment that reduces the adipose tissue and tightens the skin using ultrasound, electrical current, cold or injectables. Body sculpting can be done in a variety of ways, e.g. cavitation, radiofrequency (RF), CoolSculpting, Kybella and SculpSure, to name a few.

Each of these technologies have advantages and disadvantages, so understanding the differences is crucial. Here's what you need to know about the different types of body sculpting and skin firming treatment methods.

Cavitation

Ultrasonic Cavitation technology utilizes powerful, low-frequency ultrasound waves that penetrate fatty cells and disrupt their cellular membranes from the inside. This leads to a collapse in the adipocytes, so liquid content of the disrupted fatty cells is released into the intracellular space. This liquid substance exits the body through the metabolism of the body's lymphatic system.

Radiofrequency

RF is an energy-based electrical current technology that is able to penetrate deep into the skin, and affect the deeper dermis and subcutaneous layers. This causes tightening and other improvements to the underlying tissue structure. RF energy treatment is a non-surgical tightening method for the early signs of aging such as loose or sagging skin.

It is an ideal treatment for those who either don't want or don't believe they are old enough to have a surgical procedure to resolve their onset of skin laxity.

CoolSculpting

CoolSculpting, also known as Cryolipolysis, is a body sculpting thermal method that involves freezing of the fatty tissue. CoolSculpting is a non-invasive procedure. There are no needles or anesthesia used, and there is usually very little to zero downtime following the treatment.

Kybella

Kybella, also known as injection lipolysis, works by reducing fat cells in the target location by using the chemical deoxycholic acid. Kybella is normally performed under local anesthesia, and takes anywhere from five to 20 minutes to complete. Clients normally suffer mild soreness for a few hours following treatment, but there is minimal downtime, and they can resume their normal activities almost right away.

Sculpsure

Sculpsure uses precise laser light to remove fat cells. Sculpsure's key advantage is that the laser technology utilized is extremely accurate, allowing you to have better control over where fat is eliminated. Sculpsure is frequently the most cost-effective approach for eliminating tiny portions of unwanted fat. It's also the second-fastest process, with a total session time of only 25 minutes.



Ultrasonic cavitation is often more affordable than cryo sculpting.



A medical director is not needed to perform ultrasonic cavitation.

Ultrasonic Cavitation vs. Cryo Sculpting

Ultrasonic cavitation uses low-frequency ultrasound to collapse fatty cells. Results might be visible right after the treatment. Cavitation devices are often more affordable compared to CoolSculpting. There is also no medical director needed to perform cavitation. However, a medical director is needed to perform cool or Cryo Sculpting treatments. Cool Slimming is a local application of extremely low temperature and vacuum suction. This treatment aims to stimulate apoptosis (i.e. natural cell death).

Ultrasonic Cavitation vs. Laser Lipo

Laser liposuction (laser lipo) technology uses low-intensity cold diode lasers that aim to shrink fatty cells. Laser lipo is performed with small laser pads that are placed on the treated areas and attached with elastic stripes.

During a laser lipo treatment, pads dotted with laser diodes are placed on, or depending on the device, just above the skin. These laser diodes will penetrate the top layer of the skin to the subcutaneous layer where fat cells are found. Once the laser reaches this layer, it then increases the permeability of the fatty cell and allows it to expel fat, glycerol and any retained water that may be inside the cell.

Cavitation and laser lipo treatments both take approximately 30 minutes.

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Ultrasound Cavitation vs. Radiofrequency

The Ultrasound Cavitation treatment method uses the power of low-frequency ultrasound vibrations and aims to reduce the amount of fat cells, while stimulating the reduction of local fat deposits.

Radiofrequency (RF) treatment method uses the power of electrical current; it is focused on the dermal skin layer and aims to stimulate collagen production to tighten and firm the skin. RF technology uses currents similar to the ones found naturally in the body's electrical circuits to cause tissues to contract, which in turn, safely tightens the skin and improves its contour.

Because of the ability of RF to reach the dermal layer of the skin, the facial skin is made firmer, while existing collagen fibers are strengthened, and the production of new collagen proteins are stimulated.

Ultrasound vs. LPG Endermologie

Cavitation machines have ultrasound conductors with flat surfaces that are used to remove unwanted fat deposits.

LPG Endermological machines use vacuum roller massage, that is performed on a special soft and elastic bodysuit. This treatment aims to contour the body through stimulation of the lymphatic flow, increased skin tone and boosted cell turnover.

Vacuum massage can promote lymph drainage and decrease the volume of fat cells. The purpose of this is to detoxify the body by removing toxins and waste products from various kinds of tissues throughout the body. When lymphatic drainage in the body improves, so does overall health. This can be seen with more lively-looking skin and a brighter complexion.



Make sure clients have realistic expectations for body contouring.

Image by mariakray at Adobe Stock

Endermologie vacuum roller massage breaks up adipose connective tissue. The areas that can be treated include the top of arms and legs, hips and stomach and buttocks. Endermologie massage helps to normalize blood and lymph circulation, which subsequently reduces problematic cellulite on all areas of the body.

What Makes an Ideal Client?

An ideal client for body contouring and cavitation is someone who has realistic expectations and goals, and is willing to put forth the effort of changing their lifestyle and overall health and well-being.

This is not for everyone (See **Body Contour & Cavitation Contraindications**). If you have a potential client who doesn't want to change their eating habits, get more active, drink more water etc., then this is not the right candidate for this procedure.

Body Contour & Cavitation Contraindications

- **Infections**
- **Epilepsy**
- **Pacemaker**
- **Pregnant**
- **Breastfeeding**
- **Heart Disease**

Exercise Your Options

Whether you chose Cavitation, RF, CoolSculpting or Laser Lipo, training is a must! Seek professional training so that you are well educated and knowledgeable about everything concerning your new machine and what it can do, cannot do, and what it will do for your clients.

By offering visuals like before and after photos, you will be booked and busy in no time with your newfound technology and new clients.



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



Image by Igor Tichonow at Adobe Stock

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Why You Need LED & HIGH-FREQUENCY In Your Treatment Room

By Alex Hernandez

In today's competitive beauty industry, estheticians are constantly searching for innovative techniques and technologies to enhance their services and provide exceptional results to their clients. Two such advancements that have gained significant popularity are LED therapy and high frequency treatments.

By incorporating these cutting-edge technologies into their businesses, estheticians can offer a wide range of benefits to their clients, including improved skin health, enhanced age management benefits, targeted acne treatment and overall skin rejuvenation.

With LED therapy and high frequency treatments becoming increasingly recognized as effective and versatile skin care solutions, estheticians who embrace these technologies can elevate their services and attract a broader clientele seeking advanced and results-driven skin care.

All About LED

One of the key benefits of LED therapy is its ability to improve the overall appearance of the skin. LED devices emit specific wavelengths of light that penetrate deep into the skin, stimulating collagen production and increasing blood circulation. This helps to reduce the appearance of fine lines, wrinkles and hyperpigmentation, resulting in a more youthful and radiant complexion.

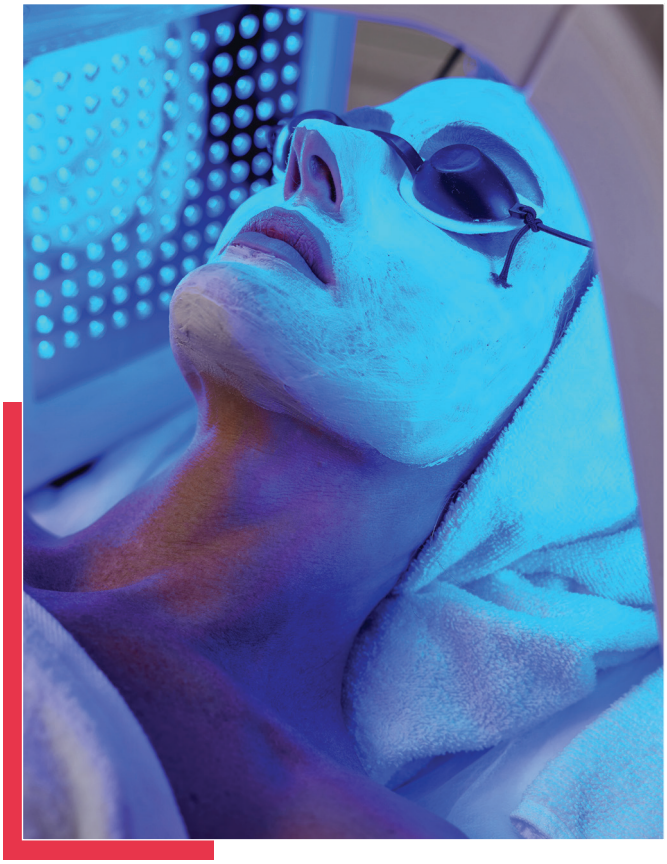
Additionally, LED therapy can help reduce inflammation and redness, making it an ideal treatment for clients with acne or rosacea. When it comes to acne, red and blue are the most beneficial lights. Red LED helps to accelerate the healing process, reduce inflammation and stimulate collagen production. Blue LED is great for reducing the c.acnes bacteria that lead to inflamed lesions.

LED Versatility

Another advantage of incorporating LED therapy into an esthetician's business is its versatility. LED devices can be used in combination with other skin care treatments, such as facials or corrective peels, to enhance their effectiveness.

Estheticians can customize LED treatments based on their client's specific skin care concerns, creating personalized treatment plans that address individual needs. This versatility allows estheticians to offer a wide range of services, attracting a diverse clientele and increasing their business revenue.





Cost and ROI

While LED devices can be a large initial investment, this is a service that estheticians should be charging more for. There is tremendous potential to not only make your money back, but to use these tools to grow your overall revenue.

Because LED services can be offered at a weekly cadence, you have the potential to see your clients much more frequently. Again, this not only increases your revenue, but will produce better results for those diligent clients.

All About High Frequency

Incorporating high-frequency treatments into your esthetics business also offers numerous benefits. High-frequency devices use electrical currents to stimulate the skin and promote various skin care benefits. One of the primary advantages of high-frequency treatments is their ability to reduce the c. acnes bacteria and promote healing in the skin.

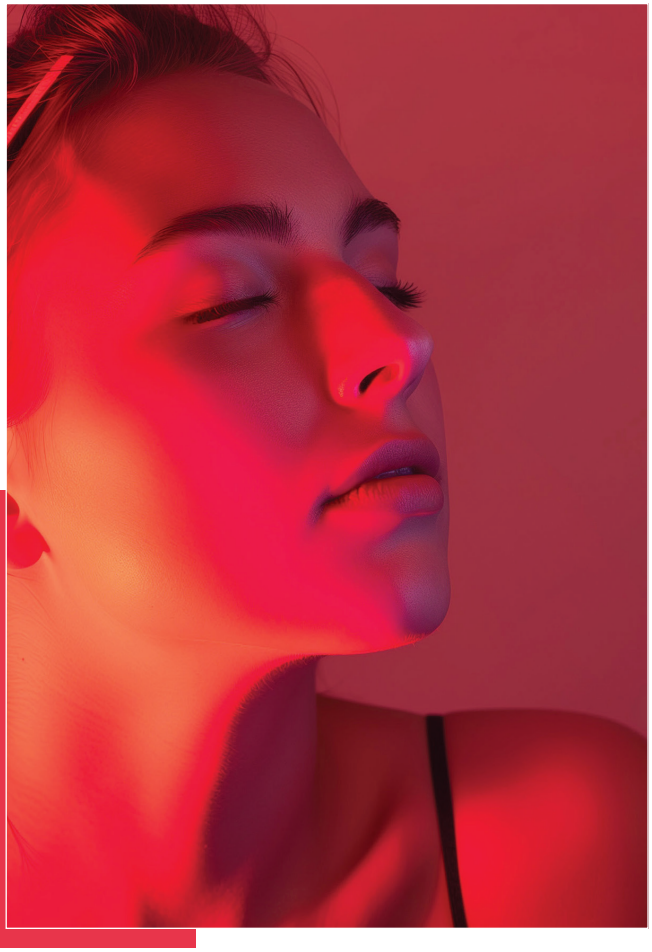
Top: Image by rouda100 at Adobe Stock; Bottom: Image by as-artmedia at Adobe Stock

The electrical currents generated by high-frequency devices create an oxygen-rich environment that is inhospitable to acne-causing bacteria, helping to clear up existing breakouts and prevent future ones. Argon gas, or the purple electrode, is traditionally the favored choice for treating acne. However, if you have a neon or orange electrode, it will also benefit the skin even though it is traditionally used for age management.

High-frequency treatments also have a rejuvenating effect on the skin. The electrical currents stimulate blood circulation, which helps to nourish the skin cells and promote the production of collagen and elastin. This leads to improved skin tone and texture, as well as a reduction in the appearance of fine lines and wrinkles.

High Frequency In The Treatment Room

Estheticians can incorporate high-frequency treatments into their facials or as standalone treatments, offering clients a non-invasive and effective solution for skin rejuvenation. This can be a very affordable modality to bring into the treatment room, so estheticians typically do not charge an additional fee for this service, or if they do, it is usually minimal in comparison to the upcharge for LED.



Build Your Business Using Modalities

One of the significant advantages of incorporating LED and high-frequency treatments into esthetician's businesses is the potential for increased client satisfaction. These treatments provide visible and long-lasting results, making clients feel more confident and satisfied with their skin care journey. By offering advanced treatments that deliver real results, estheticians can build a loyal client base and generate positive word-of-mouth referrals.

This ultimately leads to increased business growth and success. LED and high-frequency treatments are safe and non-invasive, making them suitable for a wide range of clients. These treatments do not require any downtime, allowing clients to return to their daily activities immediately after a session. This convenience makes LED and high-frequency treatments a popular choice for busy individuals who are seeking effective skin care solutions without disrupting their schedules.

Yes to Modalities

From improving the appearance of the skin to increasing client satisfaction, LED and high-frequency technologies elevate the level of service you are providing your clients. By offering personalized and effective treatments, you can attract a diverse clientele and enhance your business revenue.

Additionally, the versatility and safety of LED and high-frequency treatments make them suitable for a wide range of clients. Estheticians who embrace these innovative technologies are well-positioned to thrive in the competitive field of esthetics.



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

Top banner: Image by Евгений Вершинин at Adobe Stock; Bottom: Image by as-artmediaat Adobe Stock

Head to Toe

Summer is the perfect time to retail products that rejuvenate the whole body!

1. **Raspberry Refining Scrub**
   Skin Script Skin Care
   www.skinscriptrx.com
   Raspberry Refining Scrub polishes and energizes the skin with the antioxidants raspberry and marionberry, which brighten and soothe skin irritations on the body.

2. **Yuzu Solid Body Oil**
   Eminence Organic Skin Care
   www.eminenceorganics.com
   This transformative solid body oil infuses dry, dull skin with dreamy yuzu and vitamin-rich camu camu for radiant skin. Refining PHA and tropical oils enhance hydration for all skin types, leaving glowing skin from head to toe.

3. **Body Buff**
   Sorella Apothecary
   www.sorellaapothecary.com
   This dual-action exfoliant uses a combination of pumice and glycolic acid to target rough, dry skin. This showerless scrub leaves the skin perfectly polished and ready for hydration.

4. **Regrowth Routine Legs**
   Tamara's Sugar
   www.tamarassugar.com
   This simple two-step process will transform your dry and itchy legs into hydrated and smooth skin, preparing them for a sugaring experience. Remove trapped hairs, rehydrate and exfoliate for the best results.



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

WHAT'S MY ROUTINE?

JACLYN PERESETSKY

CEO OF SKIN PERFECT UNIVERSITY, SKIN PERFECT SPAS AND COLORE ME PERFECT ANALYSIS & COSMETICS



MY "HOT" SKIN CARE ROUTINE



My lifestyle of biweekly Bikram hot yoga sessions and weekend boating trips in the hot, Florida sun can wreak havoc on my skin. Delivering active ingredients to prevent further skin aging and reverse old sun damage, while trying to keep my skin hydrated and barrier intact is a bit of a challenge. I try to drink lots of water with electrolytes and nourish my skin with humectants and ceramides on a daily basis. My skin care routine takes a bit of dedication and discipline, but my husband says I have aged like fine wine!

1. I cleanse my skin with the Skin Perfect Enzyme Sal Cleanser (papaya enzymes with 1% salicylic acid) to help break up dead skin and oil for a hopefully sleepful night.
2. Next, I swipe Skin Perfect Vitamin C Pads all over my skin. This deposits 10% vitamin C to help protect my skin from free radicals and UV rays. They leave my skin refreshed and glowing.
3. Now that my skin has its vitamin C armor, I apply Skin Perfect's HydraBoost Serum that has niacinamide and hyaluronic acid with Zinc PCA and Copper PCA. Zinc PCA is has anti-inflammatory benefits and prevents my skin from getting red in heat, and niacinamide is a form of vitamin B3 that reduces water loss and increases my skin's hydration in the top epidermis, which is ideal for my "hot" lifestyle.
4. Next, I do 10 minutes of my NanoSkin device with Skin Perfect's Nano Lotion to drive hydration (aloe, vitamins, hyaluronic acid, etc.) deeper into my skin, increase microcirculation and tighten the facial muscles. This step makes anything applied after that apply effortlessly and keeps my skin smooth and glowing throughout the day. In fact, when I am diligent about this step, my clients always notice and compliment my glowing skin.
5. Finally, I apply Colore Me Perfect's Perfect Canvas with an SPF of 50 and a star ingredient of zinc oxide to prepare my skin for any and all sun exposure. Now, I am ready to apply my mineral makeup or just head directly to hot yoga or a boat trip ready to sweat!



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How Men Are Breaking Into The Beauty Industry

By Lashelle Ullie

I've created a path for myself through decades of working in the beauty industry. As I continue to blaze that trail, I notice the need for more men in the industry. It makes sense that women dominate the professional and consumer sides based on women's natural ability to nurture others and themselves, coupled with how the industry markets products.

I believe a shift is coming due to men being more interested in how to care for themselves. This not only changes the industry for the better, but it also changes how we seek self-care for others and ourselves.

Connecting With Male Clients

Seeing a professional in an industry that possesses knowledge and relates to you can generate interest in that particular industry. As men become more prevalent as consumers in this space, they need to see themselves as estheticians, makeup artists and all other lanes in the skin care industry.

The traditional man has been taught to be of service and provide, so revealing to them the level of success and profitability obtainable in this industry, while being of use to someone in need can be eye-opening. Many men believe that only women can do this work, but because self-care in the beauty industry is directly related to your overall health, having men more involved will be a game changer in a positive way.

Making a Good First Impression

As we're exploring how men can get more involved and the needed diversity, it's warranted to take a deeper dive into men currently in the beauty industry. In my



experience, I see more Black and brown, gay men in this space. Most of us have been conditioned to care about what we look like. Having such a complex history with equality, men of color understand that the benefit of the doubt may not be given so quickly, making the first impression very important.

We understand that people see you before they hear you, so being conscious of your outer appearance is just one layer with a much deeper core. Some men are conditioned with confidence through the lack of barriers in any field of endeavor, so that layer of self-care can be a luxury for them, while being a necessity for others.

To truly satisfy our need for more men in the skin care industry, we need representatives of all men, including straight men. Historically, it's assumed that straight men don't care about appearance as much, which can be a direct correlation to overall health. Your appearance includes your skin, the biggest organ on your body. We must remember that skin care is also health care, and the more all men are represented in the industry, the healthier and safer more men will feel under professional care.

Breaking Into Beauty

Some men may believe it's difficult to break into the beauty industry, but what's more difficult is the path to success while in it. Plan your route, including receiving education and certification in your chosen area. Putting your heart into this can expose you, so you must care for yourself while caring for others.

Authenticity is one of the most widely respected character traits in any industry; the spa industry is no different. In this field, you are a salesperson and mustn't be void of honesty or emotion, as clients trust you with their appearance. Putting your heart into this helps establish a relationship with your clients. That relationship of nurturing them is just as much a part of the experience as the service you provide.

I have tried to be the change I've wanted to see in the industry. I am a Black, gay man who allows my thirst for knowledge, integrity and experiences to be pillars in my profession. Even though I'm a man, I learned from the women I worked with. For example, one of my first positions was at Estée Lauder as a stock person. I watched how the women on the cosmetic floor took pride in making their clients look and feel good. They could be ruthless, but it was all to give their client the best. I watched them display a supreme level of emotional intelligence, so I made it a point to work with them and continue learning from them when I got on the cosmetic floor.

I worked many years in the industry, and had an amazing journey to becoming the proud owner

Image by HBS at Adobe Stock



of The Lashelle Effect Atelier in Beverly Hills, California. A big part of my growth has been working on myself, so that I am emotionally available to connect to the people I care for.

Revolutionizing The Industry

Only some of my clients are men. However, I am dedicated to showing men we can be professionals and consumers in this industry because the industry needs this. Every human being deserves to be cared for and nurtured. I don't want men to be forced to compartmentalize their masculinity to administer or receive care from another man. Expanding that masculinity will allow men to be brave about carrying and mirroring that openness in their everyday lives.

As men, we must look to care for each other in moments of tragedy and every moment we get. We must continue to work with our peers, women and men to help change each other, and hopefully, the world.



Lashelle Ullie is a licensed skin health professional and integrative esthetician committed to promoting holistic wellness for men. By combining conventional and complementary treatment strategies, he helps men achieve optimal health by addressing the root causes that impact their overall well-being. His exceptional commitment to excellence has earned him a stellar reputation and celebrity clientele, including Kelly Rowland, Toni Braxton, Emma Watson, and numerous other entertainment insiders. With over 20 years of experience, Lashelle's passion for integrated health has led him to build a network of health professionals from various therapeutic modalities, working together to improve the quality of life for men.



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3 Reasons to Attend FACE & BODY® 2024

By Maggie Walker

Face & Body couldn't be more excited to be coming back to Sacramento, CA for our spa conference and expo this year. One detail did change in that we're coming to you in fall instead of summer. That's right, the Face & Body show is happening September 8-9, 2024 at the Safe Credit Union Convention Center.

As per usual, we have some exciting news to share with you on what is different and exciting at our show this year.

1. NEXT GEN BEAUTY

While there are a lot of exciting changes, one we are particularly excited about is our theme this year. We really listened to and looked at what was happening in the industry, so that we could tailor the education we provide to what you need. That is exactly how our theme was crafted this year.

Next Gen Beauty is exactly what it sounds like. It is all about bringing you the next



generation of beauty. This means we are focusing our education and offerings around the latest technological and scientific advancements in the spa and beauty industry. You will see this theme come to life in our advanced education offerings like our classes:

- Increasing Longevity with Chemical Peels
- Next Generation Service Menu: Confidently Raise Your Prices and Never Get Guilted Into a Discount Again
- Synergy of Science and Tradition: Advancing Spa Practices through Indian Healing Traditions
- Why Bioneedling Is The Latest Treatment Your Clients Will Beg For
- Leveraging Technology to Build Your Beauty Business
- Revitalize & Rejuvenate: Recovery Treatments & Tech
- And so much more!

This theme will not only be present in the classroom though. Be prepared to see the latest technologies and skin care science solutions being demonstrated and showcased right on the expo hall floor.

2. LIVE! EDUCATION

The LIVE Stage is getting a little makeover this year as well. While we are still bringing you the latest trends that are happening in the industry, we did revamp it to a wider net of beauty services. We didn't want to restrict the education we could provide on the stage for you, so now you will see a wider array of classes that cover topics of all ranges in the beauty industry, from skin to nails.

We are also amping up our panels for you. We have some amazing industry experts like Elaine Sterling, Shannon Esau, Sherrie Tennessee, Drew Coleman and more to lead these expert discussions. There are three different panels scheduled out among the two days covering the following topics: Blending Modalities with Traditional Techniques, Compliance and Scope in Nails and Treating Different Generations of Skin.

As always, the LIVE! Stage will be located directly on the show floor, and it is free for all attendees to check out and attend. With trend discussions from Exosomes Exposed all the way to Infusing Gemstones in the Spa, there is something for everyone on this stage.

3. FINDING OASIS

For the first time ever, we are bringing in a wellness center for attendees to go to and relax during the Face & Body Show. Oasis will be coming to provide chair massages to individuals, which could not be more perfect during a busy show. Being on your feet all day during a show can be exhausting; we know this first



Top: Image by Nina L/peopleimages.com] at Adobe Stock

hand. So, we wanted to provide an area where you will be able to really unwind and relax.

BRINGING SPA INTO THE NEXT GENERATION

Our theme could not be more spot on this year, as we are really seeking to bring you into the next generation of the spa industry. We are an industry that advances constantly, and it is imperative to stay up-to-date with what is happening next.

We want to be your guide into furthering your spa education and taking your business and career to the next level. Let us guide you at Face & Body 2024.



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PROTOCOLS IN PRACTICE
BODY

SMOOTH ME OUT BODY TREATMENT

OSMOSIS BEAUTY

This service holistically reduces the appearance of cellulite, decreases inflammation and lowers stress.

Step 1. Using a dry brush, firmly brush the body in an upward motion. Immediately improving blood flow to the given area and begin the exfoliation process.

Step 2. Gently cleanse the area of treatment with 1-2 pumps of Cleanse. Remove with steamed towels.

Step 3. Apply 1-2 pumps of Polish MD to the area of treatment and 1 pump of Infuse into skin for 3-5 min. Apply warm towel to skin and allow the towel to rest until skin is lukewarm in temperature. Remove with moderate pressure until skin is free from any product residue.

Step 4. Apply 1-2 pumps of StemFactor MD and massage evenly into the area of treatment. Using the EPIC Body Tool, gently roll in an upward motion as hundreds of mini-pyramids penetrate StemFactor MD into skin, just beyond the lipid barrier. You may roll up to 3 times in any given area.

Step 5. Apply 1 dropper full of Nourish to the given area of treatment. Gently massage into skin.

Step 6. Using the Rose Quartz + Gua Sha massage tools, perform massage to the given area. Apply slow, consistent pressure in an upward motion throughout the treatment to clear out inflammation. Using long strokes in your treatment will assist the immune and lymphatic system to function properly.

Step 7. Generously apply Rejuvenating Body Cream to the area of treatment. Refresh client with an 8 oz glass of water with a lemon slice. For best results, client should drink at least ten 8 oz glasses of water after treatment within a 24-hour period.

Step 8. For best results, client should perform regular dry brushing at home.

SUMMER RESET

BODYBLISS

This body treatment rejuvates skin for summer.

Step 1. Place four cubes of Virgin Coconut Bee Balm Mask in flex bowl and then into the hot towel cabi along with a wet hand towel prior to the guest's arrival. Allow time to warm.

Step 2. When starting your session, remove the bowl from the hot towel cabi and add 2 ml of IPLAY essential oil blend.

Step 3. With your guest lying face down, undrape the back and place the hot wet towel from the sacrum to the shoulders. Press in the warmth with firm compressions.

Step 4. Pour some of the melted mask in your hands and place under the face cradle, ask your guest take a long slow deep cleansing breath.

Step 5. Spread mask blend over the entire back and arms, massaging with long firm flowing strokes.

Continue reading Steps 6-10 in the Digital Magazine

ADDITIONAL PROTOCOLS FROM:

PURE FIJI
PEVONIA
COSMEDIX
DERMAJEM & SPACEUTICALS
BODIPURE

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INDUSTRY INPUT
MULTICULTURAL SKIN

TOP TIPS, TECHNIQUES AND ADVICE FOR TREATING MULTICULTURAL SKIN IN YOUR SPA.

TIP 1: HOST CREATIVE EDUCATION SESSIONS FOR CLIENTS

In an effort to effectively treat multicultural skin, it's essential to have a diverse team with the knowledge, understanding and skills to address various skin issues. Additionally, marketing materials should reflect a diverse clientele and address their specific concerns—acknowledging that not all mature women are seeking anti-aging treatments. For example, my primary concern is hyperpigmentation, not wrinkles. It's also crucial to provide education on how to care for different skin types at various ages, in different seasons, and in different regions. Instead of trying to educate clients while they are relaxing during treatments, consider hosting "lunch and learn" or "wine and dive" sessions. These events can offer educational insights to potential and current clients, addressing their specific skin types, issues and concerns. The sessions enhance client knowledge and increase bookings - a true win-win. It's essential to acknowledge skin care is not one size fits all.

—Sherrie Tennessee, MBA, CHE, Doctoral Candidate, Director of Education, SpaSOS

TIP 2: BUILD UP SKIN RESISTANCE BEFORE AGGRESSIVE SERVICES

If estheticians want to achieve significant results when treating multicultual skin types, they are going to have to be able to offer a variety of treatments to address and correct their most common skin concerns and conditions. Skin prepping or priming the skin works and is most effective when wanting to push the envelope and introduce more aggressive treatments and modalities to your skin of color clientele. The goal is to build the skin's resilience up to be able to endure and handle more aggressive treatments and products. In other words, you want to incorporate a step-up approach to reach your skin of color client's goals and results.

—JoElle Lee, Advanced Esthetics Training, Skin Care Expert & Celebrity Esthetician

Click here to keep reading top tips from industry experts.

Image by Ejatu Shaw at Adobe Stock

Summer Reset

(Continued from Page 34)

BODYBLISS

This body treatment rejuvates skin for summer.

Step 6. Repeat on the back of the legs. Return the unused mask mixture into the cabi.

Step 7. Have guest turn over and cover guest's eyes with an eye pillow.

Step 8. Spread mask blend over the legs and feet, massage with long firm flowing strokes.

Step 9. Repeat on the arms, hands, shoulders, neck and décolleté.

Step 10. Finish with a refreshing spray of I Rejoice Neroli Hydrosol Mist a few inches above guest's face. Remove eye pillow.

Image by Syda Productions at Adobe Stock

Coconut Lime Blossom Skin Renewal

PURE FIJI

Keep your summer skin silky smooth with this reparative and nourishing body treatment.

Step 1. With guest face down, apply a little Exotic Oil to hands and perform inhalations having your guest take 3 deep breaths.

Step 2. Beginning with the left leg, apply the Coconut Lime Blossom Peptide Masque with the treatment brush using long, slow strokes. Cover and move to the right leg, back and arms. Turn the guest over and repeat on the front side.

Step 3. Wrap the guest with the sheet, mylar/plastic, then blanket to ensure they are warm. Place a bolster under the knees.

Step 4. Perform a Fijian Scalp treatment for 15 minutes.

Step 5. Uncover the guest's left leg, cup the milk bath soak mixture and moistening the leg. Take a pinch of Sugar Rub, apply to ankle, spreading evenly with long effleurage and circular movements. Continue until sugar dissolves into a honey like consistency. Repeat on the right leg, arms and abdomen (with guests permission) and décolleté.

Step 6. Remove with a steamed towel and spritz guest's body with Coconut Lime Blossom Body Mist followed by an application of Coconut Lime Blossom Hydrating Body Lotion to lock in moisure.

Step 7. Turn guest and repeat step 5 and 6 on the backside.

Step 8. Spritz Hydrating Body Mist followed by an application of warmed Hydrating Body Lotion to lock in moisture and complete this service.

Lumafirm Body Firm & Glow Treatment

PEVONIA

This treatment provides instant firming, contouring, brightening and pigmentation control.

Step 1. Apply the Body Elixir all over the body, focusing on areas showing signs of uneven tone, hyperpigmentation and aging. Massage thoroughly until absorbed.

Step 2. Apply Lumafirm Micro-Release Massage Gel - Firm & Glow. Massage all over the body, concentrating on areas with evident signs of uneven tone and aging.

Step 3. Wearing rubber gloves, with your client lying on her/his side facing away from you, apply the Lumafirm Body Wrap - Firm & Glow all over her/his back by hand. Ask your client to turn on her/his back and apply a thin, even layer all over front area.

Step 4. Wrap the client with the plastic sheet, space blanket, and blanket. Make sure the plastic sheet adheres completely to the skin. Keep the client wrapped for 15 min. **NOTE:** Do not use a heat blanket.

Step 5. Let the client rinse off under the shower with lukewarm water. Towel dry. If a shower is unavailable, wipe-off excess wrap with a lukewarm wet towel.

Step 6. Ask your client to return and lie face down on the table. As a final step, apply a small quantity of Lumafirm Body Moisturizer - Firm & Glow all over the body, back and front.

Image by Donson/peopleimages.com at Adobe Stock

Clarifying Back Facial Protocol

COSMEDIX

This protocol decongests and clears back breakouts.

Step 1. With a Dry Brush, use soft sweeping motions to soften dead skin cells before applying your cleanser.

Step 2. Dispense 1-2 pumps of Purity Solution into dry hands. Gently massageonto dry skin for 1-2 min. Add water to emulsify and continue initial cleanse for 1-2 min. Thoroughly rinse the skin to remove.

Step 3. Dispense 1 pump of Body Clean into hands to perform a second cleanse under gentle steam ensuring the skin is free of all excess oil and impurities. Thoroughly rinse the skin and remove with steam towel.

Step 4. Methodically perform 7 Point Skin Analysis including Vascularity, Fitzpatrick's Skin Type, Glogau Classification, Skin Thickness/Thinness, Depth of Pigmentation, Hydration and Sebaceous Activity with the magnifying lamp and Woods Lamp.

Step 5. Saturate a 2x2 gauze with Purity Balance and wipe over cleansed areas to gently degrease the skin. Allow the skin to dry.

Step 6. Apply Polish to area and maipulate for 1-2 min.

Step 7. Perform extractions as needed; After completing extractions, saturate a 2x2 gauze with Purity Balance and wipe over cleansed areas to gently remove debris. Allow the skin to dry before moving on to peel application.

Step 8. Perform Back Massage using Motion - remove with sponges or steam towel when massage concludes.

Step 9. Apply Detox (or Clear) to back area and allow to set for up to 10 min. before removing witha steam towel.

Step 10. Gently Mist Benefit Balance over the entire area until evenly saturated.

Step 11. Apply A-Lift Firming Moisturizer to the entire area.

Step 12. Apply Zine Defense into hands and apply evenly onto area.

Keratin Gloves & Socks Add-On

BODIPURE

This body service is easy to add to any facial or spa service to rejuvenate the hands and feet.

Step 1. Place Keratin Gloves and Socks in towel warmer for 10-20 min.

Step 2. Remove Keratin Gloves and Socks from towel warmer (can be used with elect. Hand and Foot Warmer).

Step 3. Place Keratin Gloves and Socks on each hand and foot.

Step 4. Leave on during facial/body massage treatment.

Step 5. For a final massage step, massage fingers and cuticles first and peel off gloves inside out. Massage excess Keratin cream onto hands and arms.

Step 6. Perform same process for the feet.

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Intimate Brightening Protocol

DERMAJEM & SPACEUTICALS

This body protocol brightens and rejuvenates initmate areas.

Step 1. Start with a pre-cleanse, using the non irritating Intimate Cleansing Solution from Prana SpaCeuticals.

Step 2. Gently Cleanse the area being treated with the enzymatic Hoo-Haa Cleanser.

Step 3. Pat area dry.

Step 4. Degrease with Lactic Acid Peel, leave on for 3-5 min.

Step 5. Neutralize using tepid water.

Step 6. Fill Hydro Jar with 25 ml of Mederi Delicate Mandelic Hydro Exfoliating Serum.

Step 7. Perform Hydrodermabrasion, two passes are recommended. A third pass can be added in the second or third treatment if significant hyper-friction exists. Always taking into consideration client comfort and skin tolerability.

Step 8. Pat area dry.

Step 9. Apply a thin layer of Down under Booster, leave on for 1-2 min.

Step 10. Apply 2-5 layers of Bikini Brite Peel; making sure that the first layer of Bikini Brite Peel is complete before adding the 2nd-5th layers. The number of Bikini Brite Peel layers will depend on the severity of pigment. Bikini Brite Peel is a self neutralizing peel.

Step 11. If the client becomes reactive or too sensitive, gently cleanse with Hoo-Haa Cleanser and pat dry. Apply Arnica Calming gel with Cold therapy wand for 3-4 min. to alleviate trauma.

Step 12. Apply AHA/BHA Refining mask over the peel. Note - The client will go home with the AHA/BHA Refining Mask on their skin. Have them remove after 4 hours and apply the recommended Hoo Haa Brite Lotion.

TIP 3: PREP CLIENTS FOR CHEMICAL PEEL SERVICES

Before you perform a chemical peel on a client with skin of color, it is important properly prep the skin weeks prior to the chemical peel. The skin can be prepped with topicals that contain azelaic acid or kojic acid. If you have a client that is on anti-acne or hyperpigmentation agents that contain tretinoin, tazarotene, benzoyl peroxide or retinol, have them discontinue use one to two weeks prior to the chemical peel to prevent post-peel complications in skin of color.

—Eunice Cofie-Obeng, Founder, Nuekie



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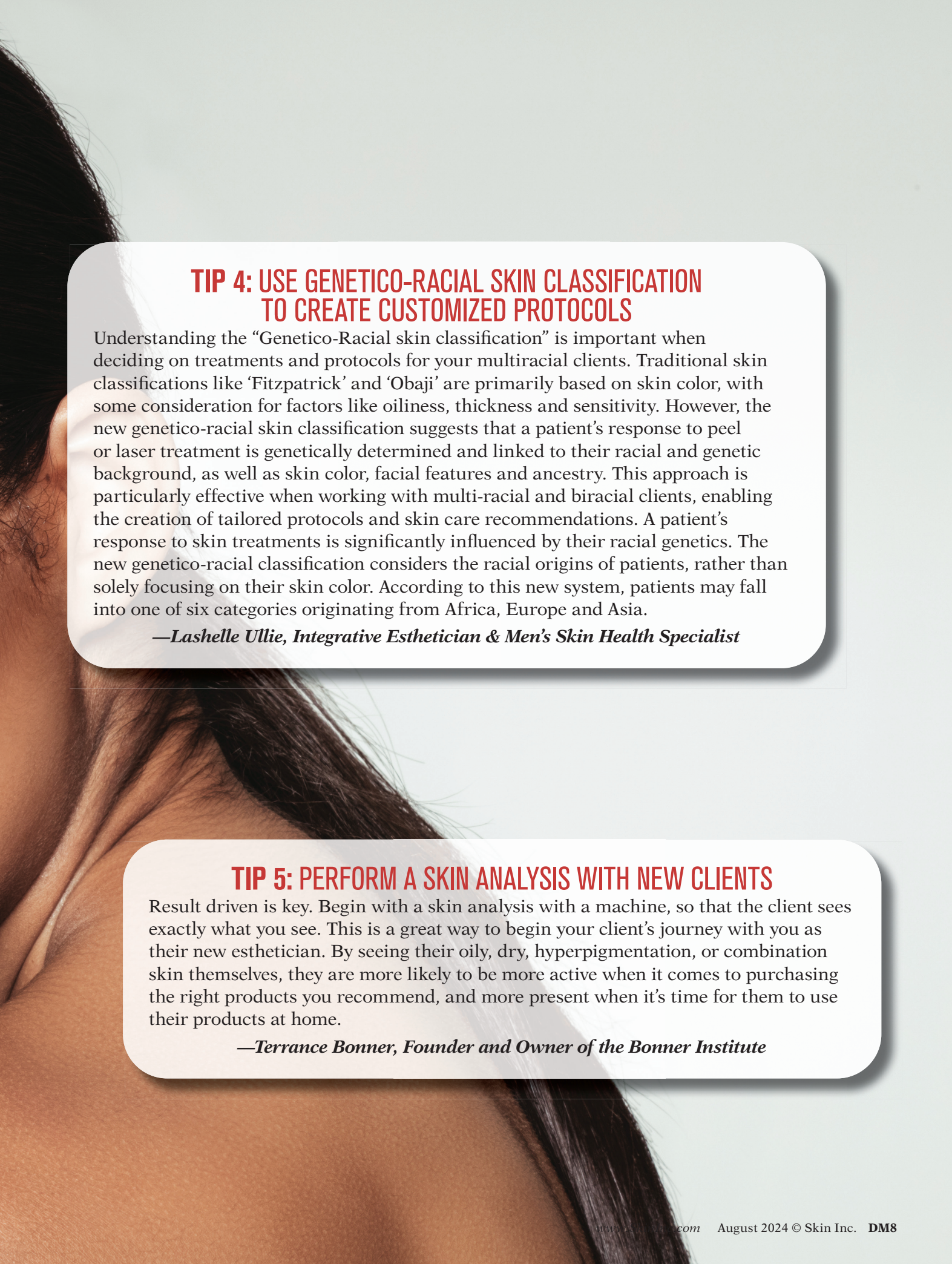

TIP 4: USE GENETICO-RACIAL SKIN CLASSIFICATION TO CREATE CUSTOMIZED PROTOCOLS

Understanding the "Genetico-Racial skin classification" is important when deciding on treatments and protocols for your multiracial clients. Traditional skin classifications like 'Fitzpatrick' and 'Obaji' are primarily based on skin color, with some consideration for factors like oiliness, thickness and sensitivity. However, the new genetico-racial skin classification suggests that a patient's response to peel or laser treatment is genetically determined and linked to their racial and genetic background, as well as skin color, facial features and ancestry. This approach is particularly effective when working with multi-racial and biracial clients, enabling the creation of tailored protocols and skin care recommendations. A patient's response to skin treatments is significantly influenced by their racial genetics. The new genetico-racial classification considers the racial origins of patients, rather than solely focusing on their skin color. According to this new system, patients may fall into one of six categories originating from Africa, Europe and Asia.

—Lashelle Ullie, Integrative Esthetician & Men's Skin Health Specialist

TIP 5: PERFORM A SKIN ANALYSIS WITH NEW CLIENTS

Result driven is key. Begin with a skin analysis with a machine, so that the client sees exactly what you see. This is a great way to begin your client's journey with you as their new esthetician. By seeing their oily, dry, hyperpigmentation, or combination skin themselves, they are more likely to be more active when it comes to purchasing the right products you recommend, and more present when it's time for them to use their products at home.

—Terrance Bonner, Founder and Owner of the Bonner Institute



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When and Why to Add Oncology Esthetics to Your Practice

By Becky Kuehn

As the field of esthetics continues to evolve, its potential to profoundly impact the lives of those undergoing medical treatments, particularly cancer, becomes increasingly evident. Incorporating oncology esthetics into your practice not only broadens your professional expertise, but also allows you to offer unparalleled care and compassion to a vulnerable and often underserved population. Here's an exploration of when and why you should consider adding oncology esthetics to your practice.

Understanding Oncology Esthetics

Oncology esthetics is a specialized field that focuses on providing safe, effective skin care treatments tailored to the unique needs of cancer patients. This requires a deep understanding of how various cancer treatments affect the skin, hair and nails, and knowing how to adjust esthetic procedures to avoid causing harm or discomfort. Oncology estheticians address the specific dermatological and emotional challenges faced by cancer patients, playing a crucial role in enhancing their overall well-being and quality of life.



When to Add Oncology Esthetics to Your Practice

1. Growing Demand and Awareness

With the rising incidences of cancer worldwide, more individuals are undergoing treatments that can have significant side effects on their skin. This growing patient population is increasingly seeking skin care professionals who understand their unique needs.

If you notice an increase in inquiries from clients currently undergoing cancer treatment or survivors, it might be the right time to consider adding oncology esthetics to your repertoire. Also, if you aren't already, you should be asking every client if they have or have had cancer. I think you will be surprised how often clients won't tell us unless asked.

"I had no idea this type of help was available. I felt lost, left out and ignored. No spa I talked with was able to help me until I met my angel, an oncology-trained esthetician. Thank you for helping me feel normal and valuable. I am your client forever!" _Client Testimonial

2. Expanding Your Client Base

If you're looking to expand your client base, oncology esthetics offers a unique opportunity. By catering to cancer patients and survivors, you open your practice to a demographic that's actively seeking specialized care. This can help distinguish your practice in a competitive market, positioning you as a compassionate and knowledgeable professional dedicated to holistic wellness.

3. Personal Fulfillment and Professional Growth

If you seek greater professional fulfillment and the opportunity to make a profound difference in the lives of others, oncology esthetics can be incredibly rewarding. Providing care to individuals at such a critical time in their lives requires empathy, understanding and specialized knowledge.

This enhances your skill set, and offers deep personal satisfaction as you help clients regain confidence and comfort in their own skin.

Top: Image by Pixel-Shot at Adobe Stock

Why Add Oncology Esthetics to Your Practice

1. Filling a Gap in Client Care

Cancer treatments including chemotherapy, radiation and surgery often result in various skin-related side effects such as dryness, sensitivity, rashes and scarring. Traditional esthetic practices may not be suitable for these conditions.

By specializing in oncology esthetics, you can offer tailored treatments that alleviate discomfort, promote healing and improve the quality of life for your clients.

2. Enhancing Client Trust and Loyalty

Clients undergoing cancer treatment or who are in remission will deeply appreciate your specialized knowledge and care. Building a reputation as an oncology esthetician fosters trust and loyalty, as clients feel understood and safe in your hands. This trust can lead to long-term relationships and positive word-of-mouth referrals.

"I walked in yesterday as a dried-out husk, but walked out feeling moist and supple, and woke this morning feeling like I'd just left the service. I'm going to tell everyone I know about my oncology trained "esthetician magician." - Client Testimonial

3. Increasing Your Client Database

When you can care for a client with cancer, they will tell everyone, including family, friends and their medical team. It can open the door to many more clients.

4. Collaboration with Healthcare Providers

Oncology estheticians often work closely with healthcare providers, including oncologists, radiologists and dermatologists. This collaboration ensures that the treatments provided are safe and complementary to medical care.



Establishing such professional relationships can enhance your credibility and open up new avenues for referrals.

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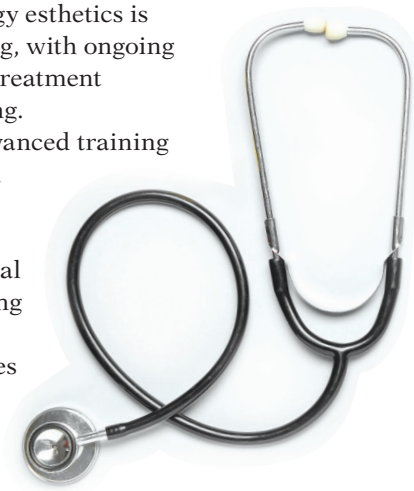
5. Continuing Education and Professional Development

The field of oncology esthetics is continually evolving, with ongoing research and new treatment modalities emerging.



By pursuing advanced training and certification in oncology esthetics, you commit to ongoing professional development, staying at the forefront of the latest techniques and best practices. This dedication to learning benefits your clients and keeps your practice dynamic and innovative.

The Beauty of Oncology Esthetics

Oncology esthetics is a rewarding, beautiful and beneficial addition to your current esthetic skills. It offers opportunities for personal growth, job satisfaction, and the chance to make a meaningful difference in the lives of others.

It enables you to meet the unique skin care needs of a growing patient population, build trust and loyalty with clients and collaborate effectively with healthcare providers. Most importantly, it allows you to offer compassionate care that enhances individuals' overall well-being during one of the most challenging times in their lives.

With the rising demand for specialized esthetic services, now is the perfect time to integrate oncology esthetics into your practice, positioning yourself as a leader in holistic, patient-centered skin care and wellness.



Becky Kuehn serves as the visionary founder of Oncology Spa Solutions® and is the esteemed author of "Life Changing Esthetics®." Her core mission revolves around enlightening spa, salon, and medical professionals on how to alleviate the often devastating side effects of cancer treatments. She stands as the foremost, leading advocate and intermediary for estheticians trained in holistic and oncology practices, whether they work within hospital treatment centers or collaborate with oncology specialists.



Addressing **Body/Skin Shame** to Bust Booking Barriers

By Meghan O'Brien

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Do you know why your followers or clients are hesitant to book with you? Commonly heard reasons might be pre-visit jitters, overwhelmed with where to start, or a busy schedule. But what about the reasons your clients might be reluctant to share, such as body and skin shame?

Through societies ever-shifting beauty standards and the increased use of social media in our daily routines, we've stepped into a world where comparison has become second nature. Your clients can now open their social feed, type up a quick search query, and pull up thousands of people who not only share their skin concerns, but also seem to have found miraculous remedies. They are bombarded with before-and-after pictures, influencers with flawless skin and ads promising quick fixes. This can exacerbate feelings of frustration. I'm sure you have heard a client express feeling behind, impatient and shameful of their current skin or body condition.

These internalized feelings can be powerful deterrents to booking. Someone experiencing body shame may avoid booking treatments because they fear judgment or exposure of their flaws. They might feel that their skin or body isn't "good enough" to warrant professional attention yet, or they could be waiting until they look a certain way before allowing themselves the luxury of a skin care treatment.

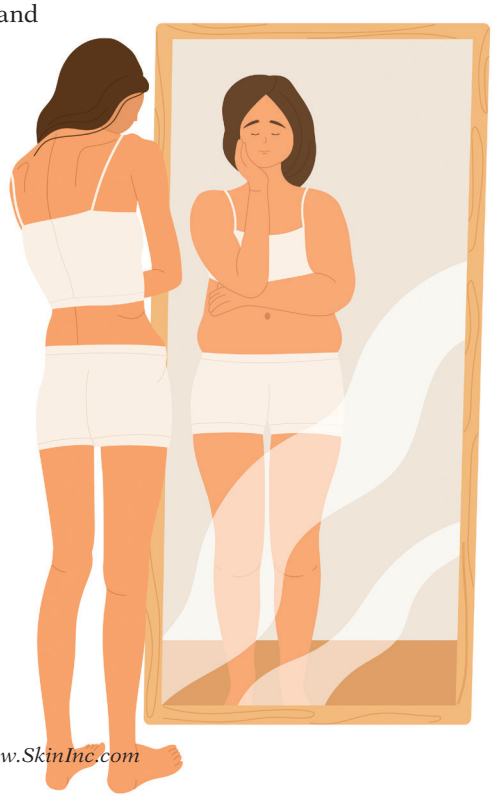
Understanding the emotions your clients feel in their day-to-day can help you to create a stronger bond with your online community members, as well as in-person during your treatments. It is so important that as a licensed esthetician, you promote body and skin acceptance online and in your treatment room. Be the industry leader that your followers and clients are searching for. Not only will this increase their sense of trust in you as a service provider, but it will also cut through the noise of the online world and provide an online space of solace for those who are feeling overwhelmed.



Leverage the Power of Social Media to Shun Shame

For many Estheticians, the content they share on their social media profiles is often the first point of contact with a potential client. You have an amazing opportunity to communicate your passion for body and skin positivity through your content. Keep reading as I share seven key actions you can take to communicate body and skin positivity:

- **Use inclusive language in your content.** Use positive and affirming language in your captions and video scripts. Make sure you are avoiding terms that might imply only certain skin types or appearances are desirable. A great way to tell if you are hitting the nail with your tone is to approach your content with empathy and understanding. Try to speak just as you would when speaking to your client 1:1 in the treatment room.
- **Be authentic and transparent.** Avoid over-editing images or relying on filters for your own content. Show real skin, including imperfections; this will help to normalize and celebrate natural beauty in all of the many ways it comes.
- Include client stories. When crafting the captions for your before and after graphics and videos, mention the emotions your clients felt before seeing you, during their treatments, and of course, after once they started to see progress with their skin.
- Don't skip your own personal stories. I say this in a lot of my social media content, but you really are a skin celebrity to your online community members. Share your own experiences or challenges with body and skin acceptance to show that shame is a normal emotion to experience.
- Promote self-care and wellness within your content. Share content that emphasizes overall wellness, including mental health, as part of skin care and beauty. When in the treatment room, ensure you stay within your scope when encouraging routines that focus on skin health, not just appearance.
- Collaborate with local creators. Work with local body positivity and skin acceptance advocates for guest posts or collaborative content. Invite them in for a facial treatment or suggest a dual Live.
- Use themed campaigns to further promote body and skin positivity. Get creative with it and dedicate certain months to specific aspects of body and skin acceptance, like "Self-Love September" or "Wellness Wednesday."



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Empower Clients by Making a Changes to Your Treatment Room

Your treatment room is your clients' oasis. It's their place to escape their skin worries, put their feet up, and have a blissful escape from their day-to-day stressors. You can further promote body and skin acceptance by taking these two actions:

- Verbally communicate with your clients that no body or skin fear, anxiety, or shame needs to be hidden from you. Let them know that your treatment room is not a space for judgment, instead it is a space for acceptance. While you might assume your client knows this, verbally communicating it with them can go further than you think.
- Take note of your room decor. From the paintings, posters, note cards beside your check-out desk, stickers you include in your after-care bags, and even small accent pieces let those statements of acceptance shine through. Not only can these elements up the cozy factor for your clients, but they can also work to further communicate your accepting mindset.

As a licensed esthetician and online community leader, you are in a unique position to foster an environment that shuts down shame, both online and in your treatment room. Your clients (and soon-to-be clients) are looking for a safe space where they know they won't be judged and can freely share their skin and body fears. By actively promoting a judgment-free zone, you're not just enhancing your client's comfort; you're building a community rooted in trust and acceptance.

Trust is what's needed to increase re-bookings from current clients and to entice followers to take that next step and book a treatment. Creating such an environment does more than just soothe fears—it also significantly boosts client retention and referrals. When clients feel understood and supported, they are more likely to return and share their positive experiences with others. This word-of-mouth is invaluable as it comes from a place of genuine client satisfaction and personal endorsement, which can be an incredibly powerful marketing tool.

Your commitment to body and skin positivity can set you apart in a competitive market, establishing you as a compassionate leader in skin care who goes beyond the surface to address client needs holistically. In doing so, you not only increase your bookings, but also enhance the overall reputation and impact of your practice.

Let your treatment room be a sanctuary of acceptance, and let your social media be a beacon of positivity. By shutting down skin and body shame, you can build a loyal client base that feels seen, heard, and valued—ensuring that they leave every interaction with you feeling better about themselves and confident in their skin.



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Meghan O'Brien is the owner of Marketing with Meg, a business dedicated to helping Estheticians and spa owners grow an online community ready to book. With 9+ years of marketing experience and a B.A. in Communications, specializing in Images and Persuasion, Meghan has helped thousands of Estheticians build an engaged community eager to book. Her programs are a testament to her commitment, she has supported thousands of Estheticians to embrace their authentic selves, confidently stepping into their power to sell and connect meaningfully with their community through social media and beyond.



Cacay Oil

by Maggie Walker

Unlike other skin care ingredients, cacay oil, also called Caryodendron orinocense, actually has a rich history of being used in skin and hair care. The oil is derived from the Caryodendron orinocense tree, which is native to Brazil and northwest parts of South America.[1] This Euphorbiacea plant had actually almost gone extinct in a period of time when forests were being destroyed, but it prevailed and has been used by villagers for centuries as a healthy dry oil for skin and hair.

While this ingredient has been around for a long time, it more recently exploded into the skin care market, specifically for its healing and hydrating properties.

Skin Benefits

Cacay oil has been said to visibly improve the skin in a bountiful amount of ways, which is why it is becoming so popular for use in skin care.

For starters, this ingredient has a powerful source of vitamin E, which helps to reduce oxidative stress and prevent wrinkles. The antioxidant properties of the ingredient also help to protect against pigmentation while boosting skin's radiance.[2]

Another major benefit this ingredient provides to the skin is its hydrating capabilities. Cacay oil has a unique composition that deeply penetrates the skin, feeding it with essential fatty acids and vitamins to deliver amazing moisturizing benefits.

Another way that this oil has been used in the market is as a retinol. You read that right. This ingredient has an abundance of natural retinols in the form of vitamin A, which helps with skin renewal, cell regeneration and collagen production. So, as you can imagine, that alone is making it an incredibly powerful ingredient.[3]

In The Spa

As previously mentioned, one way this ingredient is popping up on the skin care market is in retinol serums. For example, Image Skincare uses it in their Image MD



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Restoring Retinol Creme, which features this ingredient with a time released retinol technology. Skin Alchemist also uses this ingredient in their Time Traveler Phyto-retinol Face Cream. This product specifically boasts its ability to deliver the benefits of retinol without the skin sensitivity, thanks to the hydrating properties that cacay also provides.

However, we would be amiss if we didn't mention the hydrating products that also boast this ingredient. FaceTheory specifically crafted a product that is completely centered around this one ingredient. Their Dewy Cacay Oil 06 makes for a great and potent moisturizer that only requires two drops to cover your entire face.

Why You Should Care

With so many hot ingredients on the market it's easy to ask, "why is this one important?"

Cacay oil is a natural source of retinol, which has been buzzy on the skin care market since bakuchiol made its debut. On top of that, the combination of natural retinol and hydrating properties, makes cacay oil an excellent retinol choice for your clients who are looking to ease themselves into using retinol.

On top of the vitamin A present in this ingredient, the vitamin E is a top notch combo in really delivering those fine line and wrinkle reducing benefits while boosting collagen and stimulating cell renewal. Add this with the hydrating properties and you have one ingredient practically guaranteed to give your clients a youthful and glowing complexion.

Cacay With a Capital A and E

The vitamin A and E combination in this one ingredient really makes it stand out as something you need in your esthetic toolbelt. Keep your eyes peeled, as we predict you're going to see this ingredient pop up more and more in skin care.

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Hi, skin

MKT Heights, Houston, Texas





Say hello to a totally unique spa experience with Hi, skin, a new franchise that is modernizing the way you look at traditional studio design. The brand has created a highly curated customer service experience that prioritizes tranquility and results. The brand's founder, Mark Elias, sat down with Skin Inc. to discuss how to design a spa space that's futuristic, yet warm and welcoming.

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

Mark Elias (ME): The overarching concept behind Hi, skin MKT Heights studio was to infuse high-tech elements with a soothing, welcoming environment to offer an advanced, yet comforting skin care experience that defies the typical sterile doctor's room norm and creates an eccentric environment. This combination sets our studio apart and provides our customers with a unique skin care experience that feels both futuristic and personal.



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

ME: The choice of blue as the primary color for Hi, skin is driven by its associations with cleanliness, tranquility and trust. In the realm of skin care, where hygiene and precision are paramount, blue evokes feelings of calmness and relaxation, essential for a spa-like setting, which is why we wanted to implement this within the space. Additionally, blue's connection to technology, through its frequent use in tech company branding, complements the high-tech aspect of the MKT Heights studio design. We chose design elements that feel natural and welcoming, avoiding a sterile look. Incorporating curves softens the environment, making the space feel more organic and less rigid.

Lighting is also pivotal, so we selected blue laser lights that curve vertically, creating tranquil pockets at the treatment stations and breaking away from the traditional boxy approach. These choices help create a warmer, more inviting atmosphere, enhancing the customer experience while maintaining a clean and professional look.

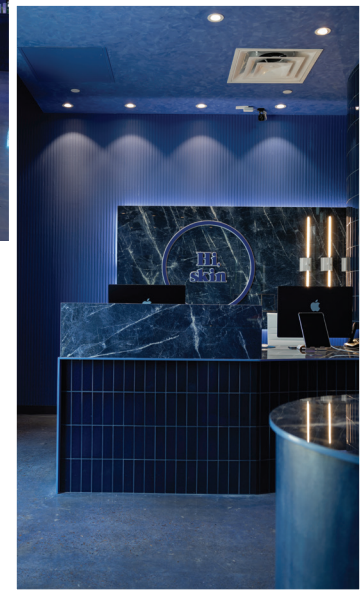


***SI*: What is the most important thing to remember when designing a successful spa space?**

ME: It's important to stick to your brand's identity and values, and seamlessly integrate those into the design to create a cohesive and personalized experience for your customers to equally reflect the brand identity.

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

ME: We incorporated a glossy denim lisso tile that reflects light beautifully, complemented by a deep blue porcelain tile that mimics the unique look of Sodalite, a rare marble from Brazil. Curvature played a key role in the design, from the main entry to the restroom corridor, featuring a series of curves, open shelving, seating arrangements and corridors fully lined with mirrors. Upon entering, visitors are greeted by a blue aura created by vertical laser lights, which evokes a sense of intrigue and enhances the immersive experience, perfectly aligning with our brand's signature color, blue.



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

ME: When designing your spa's interior, focus on creating a tranquil and cohesive environment that stands out from the traditional norms of doctors' offices. Use unique design elements, innovative materials, and distinctive lighting to make your space memorable in a crowded market by not only giving the consumer a great service, but also making it an enjoyable experience within the space from beginning to end.

Ask The Esty

With Deedee Crossett

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

Q: What advice do you have for estheticians that want to expand their services to be more inclusive?

A: Here are three ways to expand your services to be more inclusive.

1. **Research.** What opportunities do you see in your current market? You can find demographics from paid services or for free at census.gov. This is a great way to discover if you have any missed opportunities in your area. When you review the demographics, do an audit of your space. If you want to expand your clientele to be a male/female mix, ask yourself if your spa feels gender neutral? If you want to serve a more multicultural clientele, ask yourself if your marketing has diversity?
2. **Education.** You can find classes with your product company, distributor and trade shows. Remember classes hosted by a product or company will be motivated to sell their brand. This doesn't mean that the information isn't accurate, just that there is an ulterior motive. Unbiased education is available (usually at a charge) in person, online and via journals/books. Make sure the information is from a reputable source.
3. **Experience.** Practice really does make a difference. If you want to bring in more teenagers with acne, get some teen models and have them in your space. Ask them if it feels welcoming, what their skin concerns are, how they want to communicate and find information? Get hands-on, so you can learn more about your potential clients.

Remember, diversity can be race, gender, economic status, sexual orientation, language, age and religion. Having an inclusive menu creates a safe and friendly environment for everyone and may also increase your profitability.



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

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