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## BUILDING BARRIERS

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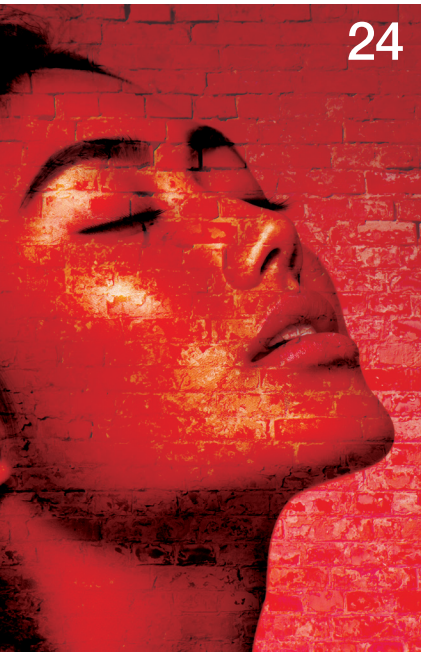


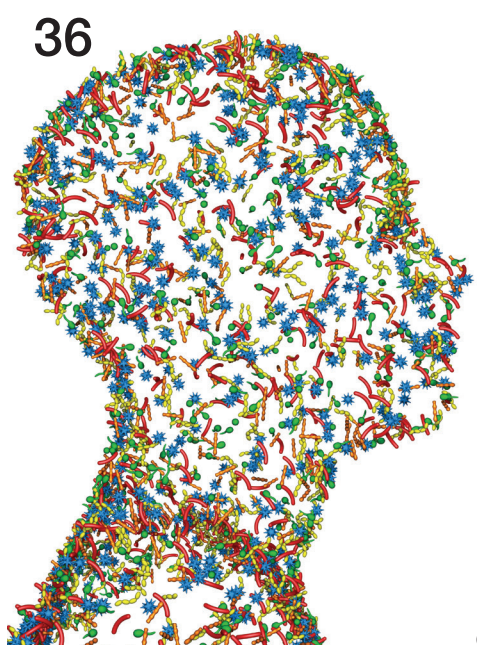


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### EDITORIAL

EDITOR IN CHIEF — Katie Anderson | 630-344-6077/kanderson@allured.com
CONTENT DIRECTOR — Jeb Gleason-Allured | 630-344-6069/jallured@allured.com

### SOCIAL MEDIA

SOCIAL MEDIA MANAGER — Emmanuel Henderson | 630-344-6020/ehenderson@allured.com

### ADVERTISING SALES

**BUSINESS DEVELOPMENT MANAGERS**

SKIN INC MANAGER — Perri Polowy | 630-344-6075/ppolowy@allured.com
FACE & BODY MANAGER — Kelly Smykal | 630-344-6041/ksmykal@allured.com
ADVERTISING PRODUCTION MANAGER — Kasia Smialkowski | 630-344-6025/ksmialkowski@allured.com
ADVERTISING PRODUCTION SPECIALIST — Dariia Taalaibek kyzy | 630-344-6058/dtaalaibek@allured.com

### AUDIENCE DEVELOPMENT

AUDIENCE DEVELOPMENT MANAGER — Sam Attebery | 630-344-6027/sattebery@allured.com
CUSTOMER SERVICE — 847-559-7551/customerservice@skininc.com

### DESIGN

ASSISTANT DESIGN MANAGER — James Fergus
GRAPHIC DESIGNER — Laura Fenwick
DIGITAL PRODUCTION SPECIALIST — Kyle Torain

### CORPORATE

PARTNER & CEO — George Fox
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DIRECTOR OF EVENTS — Christine Meehan
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Address: *Skin Inc.*, PO Box 3009, Northbrook, IL 60065-3009

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# On My Radar



KATIE ANDERSON
Editor in Chief
kanderson@allured.com

## Getting Ginger With It

*SKIN INC.* EDITOR IN CHIEF KATIE ANDERSON SHARES WHAT'S ON HER MIND THIS MONTH.

**Fall is in full force**, and with it the sweet smells of fall harvest fruits and spices. When it comes to spices, I feel like ginger doesn't get enough notoriety, as a spice that packs both serious skin care benefits and an aromatic profile. As you look to your treatment products for fall and winter and consider transitioning them into more warmer profiles, think about ginger. The professional skin care industry has a boatload of skin-loving products with ginger, a few of my faves included below




### 1 Skin Script Ginger Enzyme

Ginger is incporporated in Skin Script's Ginger Enzyme as a ginger puree. The ingredient contributes its microcirculatory action to the product for a warming feel. It also provides antioxidant and anti-inflammatory benefits. Salicylic and mandelic acid are added to the product to exfoliate skin and refine pores for skin that is brighter and healthier.
*https://skinscriptrx.com*




### 2 Sothys Delicious Scrub Cinnamon and Ginger Escape

The name really says it all for this one, doesn't it? It smells delicious! But more than that, the scrub exfoliates skin with grains from rice, sugar, nutmet and ginger, for skin that is soft and supple.
*www.sothys.fr*




### 3 Comfort Zone Skin Regimen Ginger Cleansing Oil

This cleansing oil is formulated with skin-compatible oils to remove any makeup residue, SPF, and pollution. Ginger oil leaves the skin pleasantly soft and scented.
*https://us.comfortzoneskin.com*




### 4 Espa Yuzu and Ginger Cleansing Sorbet

I love to eat sorbet, and there is something so enjoyable about experiencing a sorbet-like texture in a cleanser. This uniquely textured cleanser transforms from a jelly-like consistency to an oil and then a foamy milk to rid the skin of impurities and hydrate. Ginger is included to help soothe the skin, while mango gently cleanses and other botanical oils moisturize skin.
*https://us.espaskincare.com*




### 5 KM Herbals Warming Ginger Hand & Body Lotion

KM Herbals has a whole Warming Ginger line of sweet smelling products including bath salts, a foot scrub, a foot lotion, body wash, body polish, essential oil and this Hand & Body Lotion. I'm giving the Warming Ginger Hand & Body Lotion a shoutout here because it is the gift (or scent) that keeps giving long after you rub it into skin. It combats dryness with marshmallow, seaweed and avocado, but the sweet scent stays on skin as long as skin is hydrated.
*https://kmherbals.com*

*Images courtesy of the manufacturers*

# HOLIDAY GLOW ACHIEVED!

## Environ's Cool Peel + Revival Masque

By Candace Noonan




As we ramp up for the holiday season, it is important to think of not only what treatments you are going to offer in the spa but also what products you are going to send clients home with. Environ's Cool Peel is an intelligent peel technology that refines and brightens sun damaged, aging and dry skin in a safe non-invasive way. Its a no-brainer for clients looking to achieve that holiday glow, but pair it with Environ's Revival Masque and ensure your clients maintain their glowing, healthy skin at home all season long.

### The Revival Masque Regimen

The regimen for using the Revival Masque effectively is as follows

- Initial Phase (Building Up Tolerance): Start by applying the masque 2/3 times a week for 10-20 minutes. Gradually increase the frequency to every night as your skin builds tolerance.
- Intermediate Phase: After a few weeks, increase to using the masque 3-4 times a week overnight.
- Daily Use (Maintenance Phase): Once your skin has adapted, you can use the masque daily. For optimal results, apply the masque in the evening and leave it on overnight.

### An Easy/Effective Holiday Sell

The Revival Masque can be an easy and effective sell during the holiday season for several reasons.

***Gift Appeal.*** The Revival Masque, marketed as a "facelift in a jar," makes for a luxurious and thoughtful present.

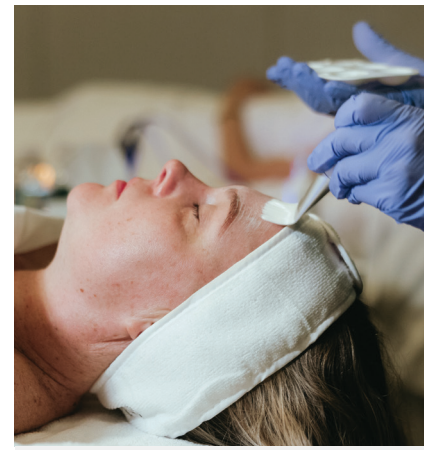
***Holiday Glow.*** The promise of the look of rejuvenated, radiant skin makes the Revival Masque a desirable product for achieving that holiday glow.

***Convenience.*** With busy holiday schedules, an at-home treatment that delivers professional results is highly appealing.

***Seasonal Promotions.*** Bundling The Revival Masque with other skincare products or offering discounts can incentivize clients to buy it as part of their holiday shopping.

***Self-Care Trend.*** The emphasis on self-care and wellness during the holiday season aligns perfectly with the benefits of the Revival Masque.

By highlighting these aspects, you can effectively communicate the value and appeal of the Revival Masque to your clients, especially during the holiday season.



### Benefits of Adding The Revival Masque

Supplementing a Cool Peel Treatment with a Revival Masque at-home regimen offers several synergistic benefits.

1. ***Enhanced Results.*** The Revival Masque enhances the effects of the Cool Peel Treatment by lifting, brightening and tightening the look of the skin, promoting a smoother, more radiant appearance.
2. ***Prolonged Benefits.*** Using the Revival Masque consistently at home helps to maintain and prolong the results of the professional Cool Peel Treatment.
3. ***Growth Factor Stimulation.*** The Revival Masque is designed to stimulate the effects of growth factors in the skin that are crucial for the appearance of skin regeneration, leading to the look of improved elasticity and firmness over time.
4. ***Convenient Rejuvenation.*** Clients can experience the benefits of professional treatments in the comfort of their own homes, making it a convenient way to keep up with their skincare regimen between clinic visits.

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*Imagecourtesy of Environ*

# NEW PRODUCTS

Highlighting the very latest in skin care products and equipment



## Digital Mini Facial Hard Wax Warmer

Nova Wax

*https://nova-wax.com*

This tiny, but mighty wax warmer is a 8.4oz hard wax warmer that can be taken nearly anywhere. The warmer is lightweight with a digital display and precise temp control from 30°C to 120°C. The locking lid keeps things safe, while the silicone insert makes cleanup a breeze. The mini warmer is great for facial, underarm and bikini line waxing. Note that the warmer is designed for hard wax only; it is not suitable for soft wax.

## Daily Defense Tinted SPF

Éminence Organic Skincare

*https://eminenceorganics.com*

This lightweight, tinted SPF 50+ sunscreen uses an zinc oxide to protect the skin from UV radiation, while aloe and prickly pear seed oil hydrate the skin. Rosemary and rice bran are included to provide antioxidant protection and help brighten the skin.







## Peel Pads

Sorella Apothecary

*https://sorellaapothecary.com*

Sorella Apothecary made skin treatment convenient and effective with its two peel pad introductions: Vitamin C & Ferulic Peel Pads and Mandelic & Willow Bark Peel Pads. The vitamin C pads are designed to gently exfoliate and leave the skin with a glow. Mandelic and willow bark are combined to balance oil in acneic skin and brighten dark spots.




## Aquagel Soft Sugaring Paste and Firm Sugaring Paste

Caronlab

*https://caronlab.com*

Made from sugar, water, and lemon juice, this 100% water-soluble formula cleans up easily with a warm water. The sugaring paste is free from resins and artificial additives, and offers a gentle, comfortable hair removal experience for all skin types. Caronlab takes pride in using 100% purified water in their products and maintains a low working temperature for the paste, which enhances comfort during the hair removal process.




## Hydrating Facial Cleanser

Topical Skin

*https://topicalskin.com*

Ceramide, allantoin, algae, amino acids, and antioxidants work together in this cleanser to provide essential hydration and leave the skin feeling soft to the touch. Ceramide NP, found naturally in the skin, reinforces the skin's barrier and contributes to hydrated skin, while allantoin soothes and moisturizes. Red algae, with its natural polysaccharides, peptides, and amino acids, helps the skin stay hydrated. Centella asiatica (gotu kola) extract is an herb with potent antioxidant properties, and aloe leaf extract provides soothing and hydrating properties.




## PRO Refining Eye Crème

Lira

*https://liraclinical.com*

Using advanced technologies like exosome technology and hydroxysomes delivery, this innovative crème strengthens the skin's structure, stimulates collagen production and provides lasting brightening benefits—all without causing irritation or inflammation.

## Lime Blossom Body Scrub

Jindilli

*https://jindilli.com*

Like all other Jindilli skin care products, Jindilli Lime Blossom Body Scrub uses the brand's signature macadamia oil to moisturize skin. The scrub gently exfoliates and helps to disrupt aging. Sugar crystals are in the scrub, and they dissolve with application. It can be combined with Body Nourish Oil Cream for a full treatment.







## Lashes By KeraFactor

KeraFactor

https://shop.mykerafactor.com

Lashes by KeraFactor is formulated with pentylene glycol and glycerin to moisturize, hydrate and serve an antimicrobial function. It also enhances cellular metabolism, increases blood flow, reduces shedding and revitalizes dormant follicles with PolyDeoxyRiboNucleotide (PDRN). Sh-Oligopeptide-1 and Sh-Oligopeptide-4 stimulate the follicle, improving circulation and encouraging the anagen phase, contributing to thicker-looking, healthier lashes while restoring vitality.

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

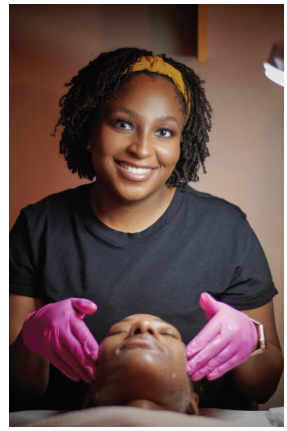
# HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

## PEOPLE

**Christine Valmy Opens N.J. School**

Christine Valmy announced the grand opening of a newly constructed location in Wayne, New Jersey, for Christine Valmy International School of Esthetics & Cosmetology. The 20,000 square-foot facility represents its largest school yet and was built with custom details to enhance the learning experience of students. Located next to the Willowbrook Mall in the Willowbrook Center, the school includes specially-designed classrooms for theory, hands-on practice and clinics for students to deliver spa and salon services to the general public. Lessons in skin care, hairstyling and manicure will be taught in dedicated classrooms with modern amenities to meet the needs of each curriculum.



*https://www.christinevalmy.com*

## ANNOUNCEMENTS



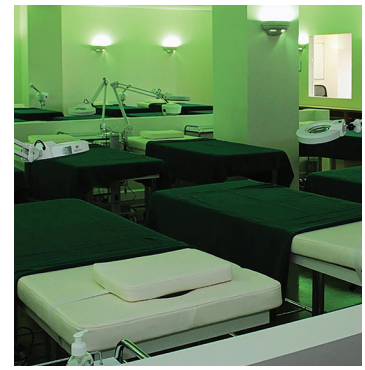

**LaFlore Enters Oncology Education**

LaFlore Live Probiotic Skincare announced that its products have been selected for the '360 Method Oncology Esthetics and Skincare Treatments' training and certificate program, which advances the knowledge and skills of estheticians in oncology esthetics. The training offers estheticians the opportunity to earn six Continuing Education Units (CEUs). They will obtain the skills to perform nine safe Oncology Skincare Treatments and earn an Oncology Esthetics Certificate. 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 into various service offerings, will be covered.

*www.laflore.com*

## OPENINGS, MOVES AND GROWTH

**Biologique Recherch Adds Boston Ambassade**



Biologique Recherche opened its second U.S. location in Boston on the historic Newbury Street. The Boston Ambassade serves as the exclusive representation of Biologique Recherche on the east coast, joining the brand's other U.S. location in Los Angeles in addition to the Ambassade on the Champs-Elysées in Paris. The Boston Ambassade delivers the essence of the brand's know-how, from its proprietary skin diagnostics to personalized treatments for the face, body, and scalp, as well as the full range of products. Examples of treatments at the new Boston Ambassade include the VIP O2 Booster Treatment, the Fruit Acids Peeling Treatment, the Alleviating Leg Treatment, The Sebo Regulating Treatment for Scalp and so much more.

*www.biologique-recherche.com*

## EDUCATION



**Scholarships Offered By My Salon Suite**

MY SALON Suite announced it is offering 10 new $1,000 scholarship opportunities to help aspiring salon professionals achieve a license in cosmetology, barbering, esthetics, nail technology or massage therapy. Students applied via an online form by August 15, 2024 to be considered for the MY SALON Suite Scholarship for Students. All scholarships are funded through donations made by MY SALON Suite Members and Franchise Partners to the brand's Suite Relief Fund and administered through a partnership with the Professional Beauty Association (PBA) Charities.

*www.mysalonsuite.com*

*Photos courtesy of companies featured.*

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# WHAT'S MY ROUTINE?



## Veteran Esthetician LEAH SIMON-CLARKE Spills Her Skin Care Secrets

As a veteran esthetician and president of Voussoir Consulting, Leah Simon-Clarke has dedicated her life to the practice of wellness through the vast world of skin care. Before her career started in her early 20s, she was an avid lover of all things skin and beauty. It was natural for her to make the art of skin care her life's work. It starts with prioritizing self and nurturing our body through a dedication to self care and wellness. This is why she commits to a standard of excellence with daily rituals, and teaches both clients and professionals how to do the same. She believes wholeheartedly that by taking the time to care for our skin and bodies, we also ease the mind and help regulate the central nervous system.

### Morning Ritual

Cleanse with VERSO Cleanser for daily use, followed by Omorovicza Queen of Hungary Mist to tone and follow with Vintner's Daughter Active Botanical Serum. Use OSEA Ocean Eyes Age-Defying Eye Serum and 111SKIN Cryo De-Puffing Eye Mask as needed. Do not remove serum after. Moisturize with Vanicream Facial Moisturizer Broad Spectrum SPF 30, then apply Natura Bissé Diamond Luminous UV Defense Light Tinted Fluid with Broad Spectrum SPF 40, blended with or on top of moisturizer for added protection and some makeup like coverage.

### Evening Ritual

Cleanse with VERSO Micellar Water with moist cotton pad to remove makeup, then VERSO Deep Cleanse as your double cleanse for gentle exfoliation with salicylic acid/BHA, as needed. Tone with Dr. Barbara Strum Hyaluronic Face Mist, then apply Vintner's Daughter Active Botanical Serum and OSEA Advanced Repair Eye Cream. Moisturize with OSEA Advanced Protection Cream or Collagen Dream Night Cream Daily.

### Body Ritual (during and after shower)

Cleanse with OSEA Undaria Algae Body Wash, followed by OSEA Hyaluronic Body Serum. Moisturize with Sisley Velvet Nourishing Body Cream and Sisley Restorative Hand Cream. Apply Joshua Tree Healing Salve as needed on cuts, burns or abrasions or added to hand cream for ultra hydration and healing in the evenings.

### Weekly Exfoliating and Masking Ritual

For body (1-2 times per week) exfoliate with OSEA Undaria Cleansing Body Polish and moisturize with OSEA Anti-Aging Body Balm.

For the face (1-2 times per week), exfoliate with Éminence Stone Crop Oxygenating Fizzofoliant, then apply Éminence Lime Stimulating Mask mixed with either Éminence Calm Skin Arnica Masque or Éminence Clear Skin Probiotic Mask. Leave on for 10 minutes and rinse off completely. Then apply Sisley Radiant Glow Express Mask with Red Clay and leave on for 10 minutes and rinse off completely. Then apply 111SKIN Cryo De-Puffing Facial Sheet Mask. Leave on for 10 minutes. Then take off and do not rinse off. Finally, apply Sisley Velvet Sleep Mask like a moisturizer and leave on overnight.




Courtesy of ShariFlemingPhotography; product images courtesy of the Manufacturers

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# Make A Healthy Barrier YOUR FIRST PRIORITY

by Shannon Esau

The skin is the largest organ of the body, and a healthy, functioning barrier should always be the first priority when it comes to treating the skin. We have a responsibility to protect and bring health to the barrier. Day-to-day life can certainly take its toll on the skin, weakening the barrier, with elements like pollution, stress, blue lights from computers and smart phones, UV rays, medications and autoimmune diseases. In the treatment room and home care recommendations can create a weakened barrier as well if we are not careful and aware. Things like too many aggressive treatments or treatments being done too close together will break down the skin barrier. Also, harsh home topicals, over-cleansing and over-exfoliating all contribute to a compromised barrier.

The skin barrier serves an important role in protecting us from toxins, bacteria, infection, and DNA-damaging elements. A stronger barrier allows the skin to age slower, be less sensitive and function in its highest ability.

When the barrier function is disrupted, skin becomes highly sensitive and quick to react to inferior products. Signs that the skin may be compromised might include dryness, redness, flaking and itching. And to make matters worse, when skin is dehydrated, it sends out a message to sebaceous glands to produce excess oil. This in turn can cause pores to swell and trap bacteria – creating an inflammatory response in skin. With a compromised barrier, you want to lessen forced exfoliation and begin to repair from the inside out.



## Strengthen The Dermis

The dermal layer of the skin (the inner layer of the two main layers of skin – includes connective tissue, blood vessels, oil and other structures) is the precursor to a strong epidermal layer (the thin, outer layer of skin that is visible to the eye) and a properly functioning barrier. Think of the dermis' existence to heal, protect and feed the epidermis.

The dermis needs and uses resources to provide healthy collagen, elastin, hyaluronic acid and blood vessels for the epidermis and the new cells making their way to the barrier. The fibroblast cells in the dermis can become depleted naturally as well as quicker than they should by all the elements we discussed in the opening —pollution, over exfoliating and so forth. With the application of encapsulated retinaldehyde, stem cells, and pyruvic acid, you can restore and fortify the dermis while optimizing cellular energy and cellular function.

## Rebuild The Epidermis

Repairing and rebuilding the epidermal layer relies on an abundance of resources, including those received from the dermis and topical vitamins and antioxidants. Vitamins A, C, and E offer both strengthening and antioxidant properties. In addition, these nutrients assist in thickening the dermal layer, defending against free radical damage, and healing weakened barriers.

## Restore Lipids and Hydration

Compromised barriers typically have a breakdown of lipids and suffer from trans epidermal water loss (TEWL), which can be remedied with specialized hydration and lipid support. A healthy lipid profile is essential when working to strengthen the barrier. Various humectants, organic oil and omegas bind and seal moisture into depleted skin, increasing hydration levels, improving overall barrier function and reducing irritations and reactiveness.

## What is Trans Epidermal Water Loss?

You may have heard this term in recent years and wondered what it means for the skin. Trans epidermal water loss (TEWL) is water evaporating from the epidermis. Let's take a deeper look into the causes and what is happening to the skin.

## What's Happening to the Skin?

Water and moisture from the dermis travels through the epidermis layers. A small percentage of water loss in the skin is expected; however, when this occurs on a much larger scale, skin can see increased dryness, sensitivities and even flaking.

The stratum corneum, top layer of the epidermis, has a "brick and mortar" appearance. The "bricks" are the skin cells and the "mortar" are intercellular lipids. When skin is experiencing a loss in lipids and the "mortar" begins breakdown down, hydration evaporates out of the skin, leading to TEWL. This leaves the skin with irritation, dryness and more vulnerable to allowing pathogens to enter the skin.



TEWL often leads to dry, irritated skin.

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## Causes of TEWL



There are many factors that may lead to TEWL, one of the most common being over-exfoliation of the skin. This may be initiated from excessive use of alpha and beta hydroxy acids, the use of prescription topicals or using a scrub or other exfoliant too frequently. Certain professional treatments performed too close together can also trigger TEWL.

Other causes include medications that deplete hydration and lipids in the skin, environment changes such as extreme heat and dryness or extreme cold and snow. Skin disorders such as atopic dermatitis, eczema and psoriasis, as well as auto-immune diseases can lead to this change in the skin.

## Preventing TEWL

Restoring lipids and hydration is the key to remedy or prevent TEWL. Hydration needs to be a blend of humectants as well as lipids to help bind and seal in moisture, repairing the barrier the function and decreasing water loss.

## Simple Tips for a Healthy Barrier

The good news is since our cells are constantly turning over and renewing themselves, topical skin care products can go a long way in resuscitating compromised barriers. Keep it simple and stay hydrated! Try using products with hyaluronic acid, refined oils and omegas to bind and seal in moisture–and drink more water! Use lifestyle-friendly correctives to rebuild the skin like encapsulated retinaldehyde or a gentle rejuvenator containing mandelic acid to encourage new cells.

Remember anytime we have new cells coming to the surface, we have an opportunity to feed the skin to help those cells become more and more strengthened. Epidermal growth factors are found in our skin both the dermis and epidermis layers. These growth factors are essential to wound care and cell mitosis. When adding this topically, it increases the repair and strengthen of cells.

Nourish the skin daily with vitamins and nutrients. Look for formulations that contain powerful antioxidants, vitamins and amino acids. Use masks that provide soothing, healing and hydrating benefits. Incorporating a therapeutic mask into a weekly skin care program can make a big difference for the barrier. Look for masks that contain rich, nourishing elements such as milk protein or shea butter and even grape seed to reduce irritations and redness.

## Take the First Step

Consistency and simplicity will be key at home, and each skin will require a specific, customized home care plan. However, there is one rather rudimentary step for those with compromised barriers, but it is the most often missed mark and yet the single most important.

Proper cleansing sets the tone for any skin care regimen and is essential for overall skin health. Skimping on this process can cause build-up in the pores, which means even the most powerful serums, gels and moisturizers will be rendered ineffective.



Most people under-cleanse and over-moisturize.

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Most people under-cleanse and over-moisturize, piling ingredients, sun protection and makeup on the skin causing buildup, which results in impurities among other skin issues. The simple act of cleansing can prevent a number of challenges that often result in compromised barriers.

## How to Clean Your Way to Healthier Skin

It is important to understand how to cleanse skin and take time to ensure skin is free of surface residue and makeup. Always apply cleanser with dampened hands to face and neck and work into skin for several minutes. Remove cleanser with a dampened 4 x 4 gauze or white soft cloth. Using white is helpful because it lets you see how clean your skin is. If nothing is on the cloth after several rinses, then you know the skin is clean. Make sure to pat the skin dry before applying anything else on the skin after cleansing.



## Moisturizing and Healing Cleansers

Look for cleansers with the right combination of soothing, hydrating and healing ingredients that thoroughly cleanse without stripping the skin of nutrients and moisture. Be sure to check the ingredient decks for surfactants that will leave the lipid profile intact and don't contain dyes, synthetic fragrances, sodium lauryl sulfates, parabens or phthalates. For a healthy barrier, we suggest cleansers with the following ingredients:

***Sodium Lauryl Sarcosinate.*** This gentle surfactant derived from coconut cleans skin by attracting excess oil and skin debris so it may be rinsed away.

***Organic Grape Seed Oil.*** Grape seed oil is a powerful antioxidant with a small molecular structure that penetrates quickly, providing hydration at a deeper level. It protects capillary walls, acts as an MMP inhibitor, provides anti-inflammatory support, promotes tissue elasticity and healing, strengthens skin and restores collagen.

***Milk Protein.*** With a pH close to the skin's own pH level, it allows skin to more effectively absorb its hydrating properties and naturally soothe with vitamin support.

***Shea Butter.*** This natural, plant-based fat moisturizes and protects skin from dehydration.

***Zeolite.*** Zeolite is a mineral formed from the mixing of volcanic ash with seawater that pulls and absorbs toxins and impurities from the skin and rinses away.

## Resituate Those Barriers

Start down the path of healthy skin and resituate those barriers. Giving your clients life back to their skin!



**Shannon Esau** is 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*

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# 8 EXTRA TOUCHES FOR THE HOLIDAYS

By Lisa Stewart

The holiday season is a time of heightened energy and excitement when our clients are eager to look their best and spend quality time with their loved ones. As our busiest time of the year, it's the perfect opportunity to introduce new services, add-ons and little extra touches. These offerings enhance our clients' experience and showcase the best our industry has to offer, from innovative products to face and body devices, all complemented by our personal touch. By highlighting the benefits of these new services and add-ons, we can encourage our clients to try them and enhance their holiday experience.

During the holiday, some clients feel stress and anxiety about traveling, entertaining, or even searching for the best gift to give. In this fast-paced phase that we go through from October to the beginning of January, we must have everything ready for our clients to help them relax and trust in us that we have them covered. We want to anticipate their needs and let them know when they have a gift to give; looking their best, they know they can come straight to us. We are the first person they think of. How do we become their "go-to" person?

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## 1 Show Gratitude

It starts with how we would like to be treated and helped during the holidays and then extends to what we need to be thorough for our clients and ourselves. Let's start with ordering enough retail products and back bar products, gift cards, gift bags, tissue paper, ribbons, wrapping paper, labels, product samples, cleaning supplies, fresh linens, decorations and thank you notes.

I like to mail a handwritten thank you note letting my clients know how much I appreciate them. Without them, I wouldn't be in business.

## 2 Sample a Service

This time fram has the highest traffic due to increased clients' need to look and feel their best. I want to introduce a sample of a service they will benefit from. We offer a complimentary exfoliating body scrub for their back during a massage. It is a win-win. They get to try something new and have a nice exfoliated, hydrated, silky back. The next time they come in, they may want to add the exfoliating body scrub to their service. That is extra income for us, especially come January when it is slow. By doing this, you are planting the seed for the winter months to protect your skin by adding moisture and removing layers of dead skin cells. Not only will this service leave your clients' skin healthy and radiant, but they will also be ready to wear a strapless dress showing their back.

## 3 Electrify Your Services

The amount of add-ons you can offer is endless. If you have a micro-current machine, you can do an add-on for the eyes to lift the eyelids/brows and help tighten the crow's feet. This is a quick 5-10 minute add-on. I have seen with my clients that adding microcurrent to their eye area has extended their Botox injections.

High frequency works well, too. Your clients will thank you if you use it on their scalp. It relaxes and stimulates blood flow to the follicles. If you have not yet tried this yourself, please do. A high-frequency unit costs around $35.00 and helps de-stress your clients tremendously. Add a light therapy mask to them as you massage their neck and shoulders. Have light therapy devices to sell all wrapped up and ready for purchase.

## 4 Shake Out the Stress

If you have a shake plate, have them go on it for 10 minutes. The vibration helps detox and improves their energy due to increased blood flow. We offer our shake plate to our clients, especially when they need a body treatment service. It does not require any time from your book. It helps the clients feel better. It's like they are shaking off their stress! This is such a great offer for your clients; think about all the holiday parties they attend and the bloat that occurs to our bodies when we indulge in sugar, alcohol and even flour.

## 5 Think About the Lymph

Start and finish your facial with lymphatic drainage, helping them to detox. Lymphatic drainage is one of the best tools we can offer our clients. According to the spa software we use at our spa, they calculate a revenue generation of 27% of clients who are rewarded a complimentary service come back to pay in full for the service. In the long term, you will not lose out on revenue.



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## 6 Share On Social

Do a simple social media post of your treatment room. Film a 10-15 second video off your cell phone of your treatment room looking clean, relaxing and welcoming. Have spa music playing in the background. Walk your client through the experience. If you like, you can do a short video of the spa so a client is less intimidated to come in. One out of four women have never been to a spa, which can help them feel less anxious. You can make short videos of any devices you have and talk about the complimentary service you would like to add to their spa service. It is all about connecting and educating our clients. I believe that to be successful, you need to be vulnerable, so don't worry if your hair isn't perfect. It's about the message, and that is that you have our clients' needs taken care of. You are their person!

## 7 Show Off Your Products

Show a quick video of your favorite products and why you love them. Explain what the product will do for their skin and why you love it. Share your successful experiences using them. Create beautifully wrapped gifts, available in all price ranges from $25.00 to $500.00, and have them ready to sell. We are committed to meeting our clients' needs with ease and professionalism. This level of service keeps our clients returning and referring us to others. It is our lifeline. I like to make sure our best-selling products are in our clients' direct line, whether at the register, in a window display, or on a display within their site. This will attract them and make it easy for them to buy gifts. We have used retail nail polish and eye creams as ornaments on our tree, ready for purchase, and less expensive in purchasing decorations.

## 8 Countdown On Social

Once again, it is all about making everyone's lives less stressful. Offering a social media countdown is another way of being in front of clients. You could do a daily countdown of a holiday launch party, giveaway, or a holiday package, whatever you decide is right for you and your clients. You know what they like and dislike. Keep the social media post engaging by posting daily to build anticipation. They can be a post with a picture or a 10- second video. If you have the time, try this idea: Ask your clients to post about their favorite service at your business and tag you. A great time to do this is in December for the 12 days of Christmas. You can offer $5.00 off any service for the posting. It's a great way to build your business fast.

## Be Kind To Yourself

Remember to be kind to yourself and have grace. This season is filled with nonstop energy of excitement, anticipation, and stress, which create long days for us. Do something for yourself daily to help ease the stress, whether taking deep breaths, having your coworkers massage your shoulders for 5 minutes, or prepping healthy food that is easy to eat on the go. I like having lemon balm or peppermint oil near me to breathe it in. It helps me decompress and continue. I also prep my food in advance because if I don't, I will eat foods that deplete me, and the next thing I know, I'm exhausted. I wish you all the most amazing and blessed holiday season!


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



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# The Impact of the Skin Barrier

By Terri Wojak

The skin barrier, our bodies' first line of defense, is essential for maintaining overall health including the skin. Understanding the components of the skin barrier is necessary to treat the skin effectively. The skin barrier not only defines the health and appearance of the skin but also influences how it reacts to treatments and products. Let's delve into the vital role of the skin barrier, its impact on various skin conditions, and how to support and enhance its function to achieve optimal skincare results.

The skin barrier performs many vital functions; think of it as our shield against environmental risks. It protects the body from physical, chemical and biological threats. The skin barrier prevents the penetration of pathogens, allergens, and toxins protecting from potential damage. It also can detect and remove harmful microorganisms with antimicrobial peptides, immune cells and the microbiome. The barrier regulates water loss in the body to maintain hydration. The skin is also a sensory organ allowing us to detect temperature and pain to avoid injury to environmental changes. These functions are all necessary to maintain the health of the body and the skin.

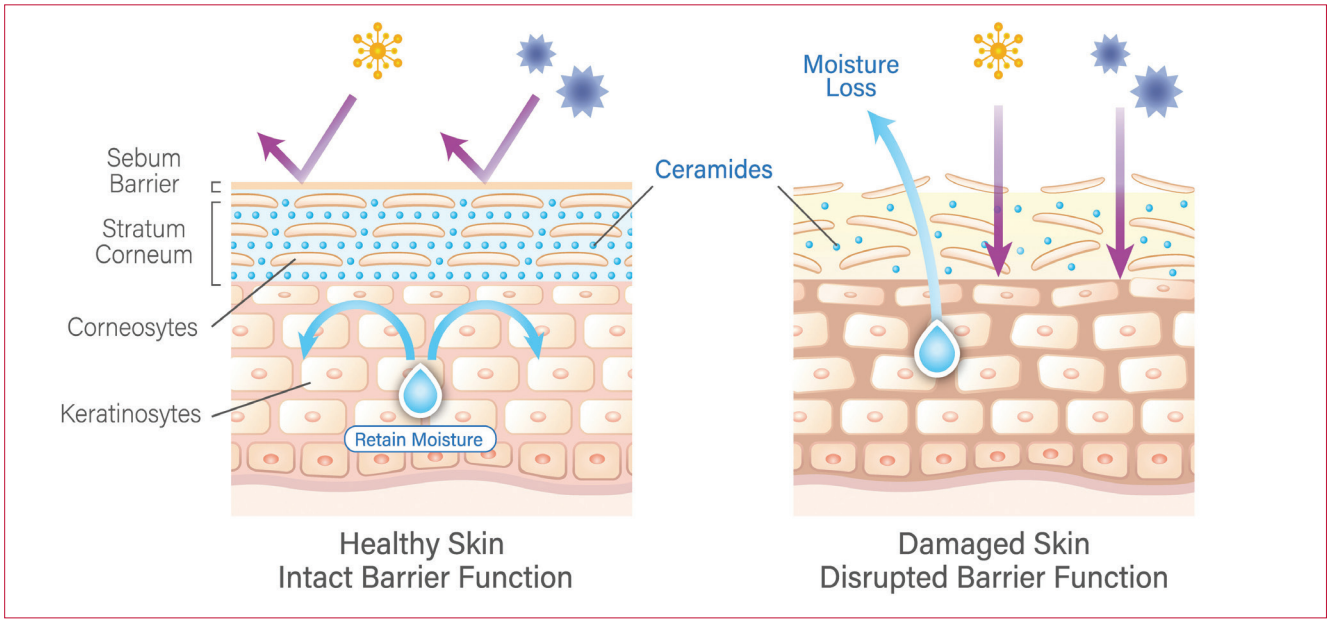
## Structure

The skin barrier consists of several components that ensure it functions properly. Corneocytes, flattened dead cells often referred to as 'bricks,' form the primary structure of the barrier. The corneocytes are embedded in the lipid matrix, known as the 'mortar' since it holds cells together and maintains the barrier's integrity. Other essential elements include filaggrin, natural moisturizing factor, corneodesmosomes, the acid mantle, and the microbiome. Understanding how each of these components functions and interacts is key to comprehending the overall operation of the skin barrier.



### CORNEOCYTES

Corneocytes are the primary structural cells of the skin barrier playing a pivotal role in its function and integrity. These are cells that began as keratinocytes and went through the process of differentiation. Keratinocytes are the primary cell of the epidermis created in the basal cell layer. As the keratinocyte makes its way up through the layers of the epidermis, it goes through a series of changes. In the stratum granulosum, cells start to lose their organelles and nuclei while flattening to form corneocytes. The tough surface of the skin created by the corneocytes allows it to withstand physical or mechanical stresses including UV exposure.

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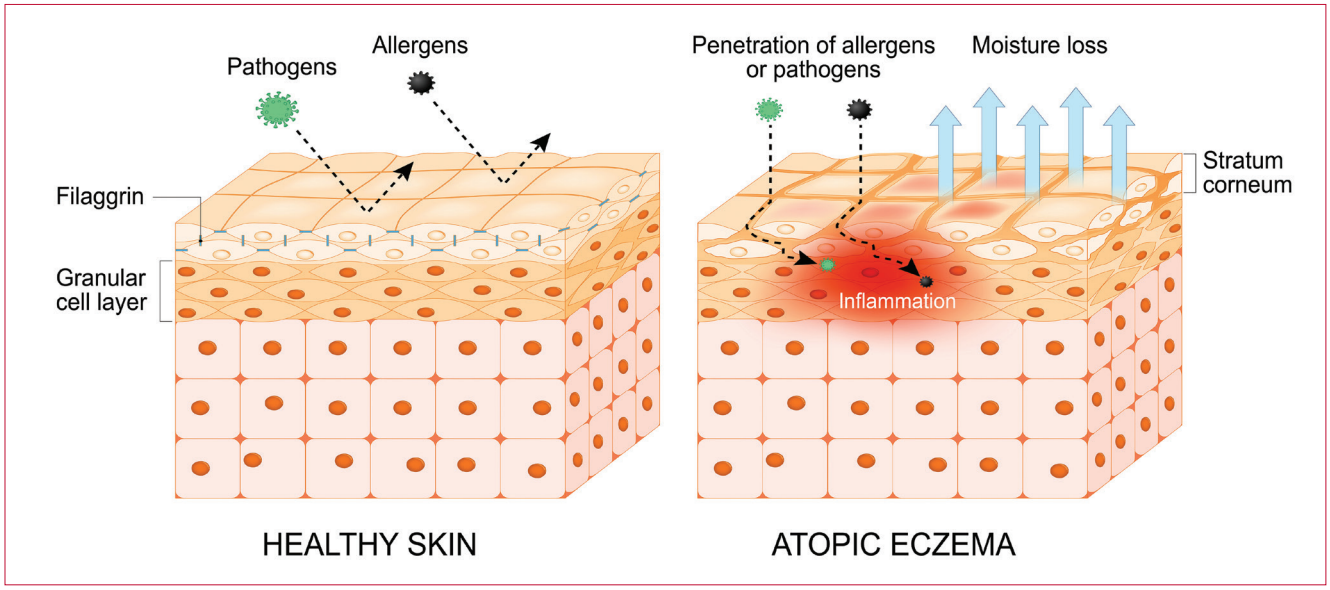


## LIPID MATRIX

The lipid matrix of the skin barrier, primarily located in the stratum corneum, is a complex and organized structure crucial for maintaining skin hydration and protecting against environmental aggressors. It is composed of ceramides, free fatty acids and cholesterol. These lipids are arranged in a lamellar configuration. This organization forms a dense, cohesive barrier that prevents excessive water loss and shields the underlying tissues from harmful substances and pathogens. The integrity and function of this lipid matrix are essential for healthy skin, as disruptions can lead to conditions such as dryness, irritation, and increased susceptibility to infections

## NATURAL MOISTURIZING FACTOR

Natural moisturizing factors (NMFs) are crucial for maintaining the barrier's hydration and function. NMFs are hydrophilic substances found primarily within corneocytes. They are made up of amino acids, urea, lactate, and pyrrolidone carboxylic acid. They are derived from a breakdown of filaggrin, an essential protein in the skin. The primary role of NMFs is to attract and retain water from the atmosphere and deeper layers of skin. This keeps the stratum corneum hydrated, which is vital for overall barrier function. Environmental exposure and improper skincare can deplete NMFs leading to dry, flakey, and irritated skin.

## FILAGGRIN

Filaggrin is a protein in the skin barrier that is necessary for maintain healthy skin. It contributes to the structure and function of the stratum corneum. Filaggrin is synthesized by profilaggrin, a precursor protein found in the stratum granulosum. Filaggrin binds to keratin intermediate filaments in keratinocytes. This causes the keratin filaments to form dense, tight bindles that flatten and strengthen the corneocyte. During the transition from keratinocyte to corneocyte, filaggrin is degraded into smaller fragments including amino acids. These amino acids make up the NMF which is needed for hydration and elasticity. Mutations or deficiencies in filaggrin lead to an impaired barrier resulting in inflammatory skin conditions including eczema.

## ACID MANTLE

The acid mantle is a thin slightly acidic film on the skin's surface. It is made up of sebum, sweat, fatty acids, lactic acid and amino acids. The acidic pH of 4.5 to 5.5 inhibits the growth of harmful microbes to protect against infection. The pH of the acid mantle is also needed for enzymes to function properly. Various enzymes support cell turnover and help form the lipids of the barrier. Disruptions to the acid mantle can lead to a compromised barrier and eventually skin ailments.

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### MICROBIOME

The microbiome is a key part of the skin barrier. It is a community of microorganisms including bacteria, fungi, viruses, and mites that live on the surface of the skin. They are responsible for preventing pathogenic microorganisms from causing harm. The beneficial microorganisms of the microbiome can increase lipid production as well as maintain the skin's acid mantle. When there is an imbalance in the microbiome, it can lead to sensitivity, infections, and inflammatory skin conditions.



Psoriasis

## Abnormalities From Impaired Skin Barrier

### ECZEMA OR ATOPIC DERMATITIS

Eczema is a chronic inflammatory skin condition that results in red, itchy, inflamed skin. An impaired barrier can not only exacerbate eczema but can also trigger it. When the barrier is compromised allergens, pathogens, and irritants can penetrate more easily. Due to the penetration of harmful substances, there is often an increased immune response which exacerbates inflammation and itching. There is evidence that a filaggrin deficiency from a mutation in FLG gene is associated with eczema. In those with eczema, there is often an imbalance in the microbiome with decreased beneficial bacteria and increased pathogenic bacteria.

### PSORIASIS

Psoriasis is caused by a rapid proliferation and abnormal differentiation of keratinocytes leading to the formation of thick, scaly skin with inflammation. Mutations or variations in certain genes involved in integrity of the skin barrier are often shown in psoriasis. There is also a reduction in ceramides and changes in other lipids leading to increased TEWL and the possible penetration of allergens and irritants which also trigger immune cells. Microbiome imbalance such as an abundance of streptococcus species have also been associated with psoriasis flares. Reducing inflammation, increasing hydration, and managing lifestyle habits are all important for managing psoriasis symptoms.

### ACNE

If the barrier is impaired the sebaceous glands may try to overcompensate for the dehydration by producing more oil. The lipid composition Is often off in those prone to acne. There is a deficiency in ceramides which can weaken the barrier function. This can also lead to abnormal hyperkeratinization resulting in an accumulation of dead skin and oil that forms a mirocomedone. This leaves a breeding ground for Bacteria, especially c. acnes. C. acnes is a normal part of the microbiome, when the barrier is impaired, it can cause an overgrowth. The abundance of specific

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c. acnes bacteria triggers an immune response leading to the production of inflammatory mediators. The combination of dead skin cells, excess lipids, inflammation, and bacteria are what make up acne lesions.

## ROSACEA

Rosacea is a chronic inflammatory skin condition characterized by redness and flushing. A key factor in the development and exacerbation of rosacea is the integrity of the skin barrier. When the barrier is altered it can result in trans epidermal water loss or TEWL; dehydration makes the skin more prone to irritation and inflammation. A healthy microbiome is also crucial for those with rosacea. Higher densities of demodex mites are often seen in rosacea and can trigger an inflammatory response. A compromised barrier can also lead to an overactive immune response increasing the production of antimicrobial peptides that promote inflammation.

## *Maintaining the Barrier*

Maintaining and improving the skin barrier is vital for healthy, radiant skin. First, it is important not to strip the skin by over-cleansing or using harsh cleansers that can disrupt the lipid matrix. It is equally important to hydrate and moisturize. Humectant ingredients like hyaluronic acid, vitamin B5, glycerine, and urea are good options for promoting hydration. Moisturizers can include ceramides, fatty acids, and cholesterol to mimic the skin's natural lipids. Other moisturizers like shea butter, squalane, and avocado oil are equally beneficial for locking moisture in. The use of sunscreen is mandatory since UV radiation can weaken the skin barrier. Gentle exfoliants can be useful but should be limited to one to two times a week. Caution should be taken with active ingredients, always introduce stronger ingredients like AHAs and retinoids slowly to reduce the chance of over stimulating the skin.

Promoting a healthy skin barrier can be done through lifestyle habits as well. Sufficient water and eating nutrient rich foods like fish, nuts, seeds, and colorful vegetables help to maintain and promote moisture. Stress impacts the barrier function of the skin and exacerbates inflammatory skin conditions including the previously mentioned. Adopting stress-reducing methods will have a healthy impact on the skin.



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Understanding the impact of the skin barrier is necessary to providing effective skincare recommendations. A healthy skin barrier is essential for maintaining skin hydration, protection, and overall health. Estheticians can help by recognizing the factors that affect the barrier, identifying skin conditions linked to barrier dysfunction, and incorporating barrier-supporting ingredients and treatments. Remember, a strong skin barrier is the foundation of beautiful, healthy skin.


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**Terri Wojak** is a licensed esthetician with over 25 years of experience in the esthetic industry. She runs her own education company, Aesthetics Exposed Education, and is a master trainer for DermaConcepts. She has built over 50 individual courses, written more than 100 articles and published two books, Aesthetics Exposed: Mastering Skin Care in a Medical Setting & Beyond and Mastering Medical Esthetics.



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# TOP HOLIDAY -2024- MAKEUP TRENDS

By Lisa Shor

For most people, makeup is a way to enhance certain features and minimize imperfections. The holidays are also a time to add a festive touch, create a mood, tell a story, and really tap into your creativity. Here are holiday 2024 makeup trends and a few tips on how to achieve that flawless complexion that accompanies the trend.



## THE FROSTY LOOK

Choose bright whites, metallics, silvers, icy blues, mint and cool pale pinks. Think winter sky at dusk. Visualize platinum highlighters like crystalized snow in the moonlight. A sparkly shimmering, reflective lip gloss, like the glaze on a frozen lake would be useful in this look. Pastels work well with the bright reflective blanket that covers much of the world throughout the wintry months.



## VAMP GLAM

For those who want to balance the holiday glitz with a little foreboding mystery, pair wintry tones that sparkle and shine, with an added sophistication of a vampy dark lip. Use an umbre' with mid to deep tone reds for added allure. Try a matte black lip for the ultimate boldly sophisticated statement.

## CANDY COATED

Use pastel, metallic, icy or warm hues. A monochromatic pallet of a well-placed assortment of pink would be useful here. Create a soft look by lining the lid with the deepest burgundy shade blending up to a fully saturated pastel pink. Lighten up even more with a snowy glow trend. If your skin is fair and flawless, go with a minimal tint on the skin and gloss on the cheeks. If needed, add a bit of subtle concealer. For the eyes, add shimmer white and barely-there pastel pinks, like a winter sunrise reflecting off newly fallen snow, subtle and beautiful. Add a translucent pink lip tint or balm, and plenty of mascara to finish.





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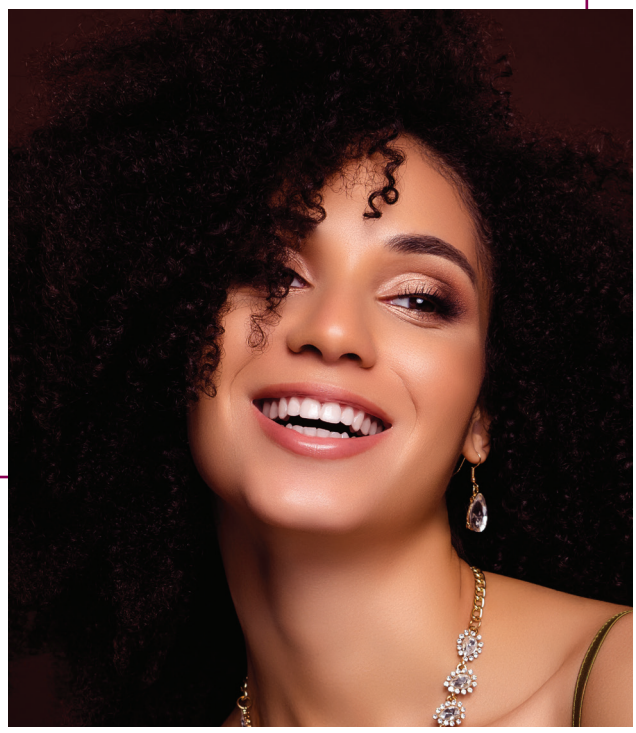



## ESPRESSO, LATTE, CAPPUCCINO

Coffee is still in however you take it. Drink up these rich, monochromatic, earthy hues. Although these colors enhance this year's (back by popular demand) reds, they will be especially great for autumn as well. Autumnal hues of gold and red are all too soon replaced with hazy beige, taupe and brown. Chunky sweaters and woolen textiles call for the balance of these deep rich tones, not only on the eyes, but also on the lips. For daytime, try a matte beige, or a mid-tone mocha lip shade. As the shorter days cast evening shadows, let your eyes reflect their surroundings. Add a layer of copper metallic, sparkling chocolate, or shimmery taupe for the evening.

## SUDGED GRUNGE EYELINER

This year is reminiscent of the 90s when kohl eyeliner blurred the lines between grungy and sophisticated fashion. A decade later, it was touted the morning after look, as we proudly smeared mascara under our eyes. All of this was preceded by the kohl and Vaseline adorned eyes of the roaring 20's. A perfect time to honor this burgeoning era of artistic expression might be New Year's eve. Donning a fabulous "flapper-esque" metallic display paired with brooding kohl liner is sure to be a hit. Red is sticking around in a big way this year, and this look is a perfect way to express the fiercely independent, vibrant, well defined red lips of the 1920s, so striking against a flawless complexion.



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## OFFICE SIREN

This look may not be everyone's choice for every day; however, what could be a better choice for an office party? There is at least one day you shouldn't have to debate whether to adhere to masculine dress codes for the office. Assert your confidence with sleek femininity looking flirty yet structured. Start by taking your usual brown/beige lip colors and ombre them from deep to nude and add a clear high gloss. Break out your strobe creams and give your matte foundation a hint of glow on the highlight points. Paint on a nice statement eyeliner on upper and lower lids. Using a gel or liquid create a wing or cat eye, amp it up even more with deep toned metallic flicks. Keep the shadow in cool matte muted tones. Apply blush and bronzer and blend to a subtle contour. Use a matte powder to diffuse if needed. A pair of dark framed oversized blue light glasses can be a fun yet useful addition.

## JEWEL TONES

Go ahead and compliment that Christmas tree by wearing vibrant jewel toned eyeshadows. Add matte or shimmering jewel toned eyeliners and mascara for an even more festive look. Another luminous gold highlight trend would pair beautifully with this look. Try a golden hued cream for the cheeks for a softer look, and a dusting or glaze of gold over the jewel toned shadow on the lids.

## FLAWLESS FOUNDATION

Every year it seems as though we are being told that foundation trends should be dewy, natural, ethereal or barely there. The problem here is that most of us do not have the flawless skin to support this ongoing trend. Here are some tips for specific skin types and conditions for those that might find this trend challenging. The most common problems are how to cover blemishes, hyperpigmentation, post inflammatory hyperpigmentation or rosacea, without getting the foundation cakey or exacerbating wrinkles.



For unwanted pigment, always use your complementary colors on the color wheel; however, try applying your natural foundation first. If you do require fuller coverage, try mixing products. In a clean jar, take a small amount of your favorite full coverage 12-to-15-hour foundation. Mix

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varying amounts of your favorite glow or BB cream with an optic blur. If the product is still too thick, add a bit of tint or sheer foundation. These products can be used to alter the undertone (warm, cool, neutral) and intensity level from season to season as well.

When applying the foundation, spray your skin first with your favorite toner, as well as spraying your blender/sponge. Apply small amounts of base by area, then stipple the foundation thoroughly, build coverage as needed, spray and stipple. It is better to work in thin specific layers rather than trying to apply one heavy layer. Now that the foundation is in place, go to your color wheel to neutralize pigmentation showing through your flawless foundation. For example, for a red papule, take a minute amount of earthy green camouflage concealer and stipple onto the lesion not affecting the surrounding tissue. Set that with a good setting powder, then dot on a small amount of full coverage camouflage cream foundation or full coverage concealer in a matching undertone (less is more). Again, stipple with setting powder. People notice the big picture, not the tiny spots of camouflage. The overall look will be natural to dewy depending on the ratio of the mixture. Try finishing off the look with another 2024 trend by highlighting the center of the face. This can also be helpful by pulling focus to the center on broader faces, but not advisable for excessively oily T-zones.

Dewy makeup is also not very realistic for very oily skin. If the skin is very oily, use a mattifying lotion that is designed to keep oil at bay all day, and then follow the steps above, omitting any glow. Research to find a mattifying lotion that works for you. Be sure to use a good makeup remover (dissolver) to keep pores clean. This is especially important for oily skin when wearing foundation. In addition to regular exfoliation, optionally spot treat breakouts with salicylic prior to makeup application. Some looks call for natural matte foundation this year. This will be a great look for oily and textured skin. For this look, apply full coverage all-day-wear powder foundation on top of the finished look. As muted blush is another great trend this year, apply powder right over the blush. However, instead of a beauty blender heavy application, dust lightly with a large fluffy brush, feathering off at the edges of the blush for a beautiful soft matte look.



If you need to cover larger areas of redness as with rosacea, try a slightly different approach. In addition to a green optic primer, add a bit of green toner drops to your long wear foundation. Apply only to the affected pigment. Then tone and stipple lightly over the top of the area with the luminous foundation match that you made. Straight green concealer can be impossible to cover.

For under eye circles, use an array of peach to pumpkin orange or even brighter depending on the intensity of the unwanted pigment. A thin layer well stippled will keep things smooth. Peaches and oranges are great to neutralize dark pigmentation. These warm hues work great for most hyper pigmentation. Also, for dark undereye circles, utilize eye cream with light diffracting pigments. These are like sandwiched metallic layers that create multilayered reflections and can be great to dab on top of the makeup. As great as these products are for dark circles, they will exacerbate eye bags. You can skillfully apply the optics to the crease line only, over the orange color corrector and concealer. Keep the high point of the bag slightly darker and matte.

For dry mature skin, it would be advisable to have a series of chemical peels to make the canvas as smooth as possible. Dermaplaning also alleviates the problem of fleshy colored vellus hair left by foundation. Be sure to apply makeup to well hydrated skin, no matter what the skin type. I the winter months when the humidity is low, and forced air heat is everywhere, Keep a fine mist toner in your purse to rebloom the look.



**Lisa Shor** is a makeup artist and an esthetics educator at Tricoci University of Beauty Culture. Prior to her current role, she served as director of makeup education for The Art Institute of Makeup, a division of the New Age Spa Institute.

*Clockwise from top: Image by New Africa at Adobe Stock; Image by deagreez at Adobe Stock*

# Holiday Gift Guide

Help clients give the best gifts this holiday with these amazing sets.

1. **24K Elite Gold Treatment Set**
   **BioFrance**
   The 24Kt Elite Gold Treatment Set combines 24kt gold and vitamin C to stimulate collgen and brighten the skin for plumper, younger looking skin. Included in the set is a cleanser, toner, serum and facial cream formulated for very mature skin. This protocol addresses all signs of aging. During the holiays, BioFrance will have 10% off the entire site and extra gifts.
   ***www.retailbiofrancelab.com***




2. **Eye Love Lip Love Kit**
   **Dermaquest**
   Eyes and lips need love too! The Eye Love Lip Love Kit combines the RiQ Retinol Eye with the C Infusion Lip Hydrator for the perfect eye/lip duo. RiQ Retinol Eye blends microencapsulated retinaldehyde with allosteris and soothing ceramides for maximum results without the downtime typically associated with retinol. Boosted with firming peptides and hyaluronic acid, eyes are brighter, lifted, plump, and hydrated. C Infusion Lip Hydrator blends vitamin C and vitamin E with peptides and ubiquinone to guard against environmental stress while addressing the visible signs of aging. The delicate skin of the lip is nourished, plumped and smoothed.
   ***wwwdermaquestclinical.com***




3. **Essential Serum Trio Gift Set**
   **Éminence**
   Reveal bright, beaming skin with three of Eminence's most popular serums: Citrus & Kale Potent C+E Serum, Strawberry Rhubarb Hyaluronic Serum and Marine Flower Peptide Serum. Each feature a blend of specially crafted, age-defying and hydrating botanicals to enrich the skin. Try each individually to reap its unique benefits or layer all three serums for luxuriously smooth, bright and healthy-looking skin.
   ***www.eminenceorganics.com***




4. **Blackberry Crush 2-Step Luscious Lip Kit**
   **Farmhouse Fresh**
   Treat your lips to a berry juicy renewal! This set includes delicious organic Blackberry-Wine sugar lip polish infused with Texas merlot wine and Blackberry Crush creamy lip therapy with organic blackberry juice.
   ***www.farmhousefreshgoods.com***




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

5. **Five Steps to Fab**
**Grande Cosmetics**
Help clients have beautiful brows and lashes this holiday season with Grande's Five Steps to Fab gift set. The set includes a full size bedazzled GrandeLASH-MD, a mini GrandeDRAMA, a mini GrandeBROW, a mini clear GrandeLIPS and a travel size GrandeBUFF.
***www.grandecosmetics.com***




6. **Countdown To Glowing Skin**
**Sonage**
We love a good Advent calender! Sonage will be launching a clean Beauty Advent Calendar with their most-loved and latest launches. It's filled with 24 glowing skincare surprises for a new present each day including the following: Botannica Souffle Crème, Lumenez Vitamin Rich Crème, Jolie Contour Body Crème, Tulsi Soothing Tri-Clay Mask, Saffron Energizing Mask, Pom Crush Detox Mask, Patagonia Berry Stem Cell Mask, Roux Tinted Day Crème with SPF 30 , Hydrating Cleanser, Soothing Cleansing Crème, Refixion Sans Retinol Crème, Gommage Exfoliating Gel, Laserine Botanical Salve, Luster Eye Crème, Hydrating Rinse, Harmony Glycopolymer Solution, Vitality Nourishing Facial Oil, Facial Rinse, Opaleze Brightening Serum, Collagen Boosting Serum, NMF Hyaluronic Serum, C Shield Smart Serum and Vegan Glitter Mask Brush.
***www.sonage.com***




7. **Tropical Escape Body Care Gift Set**
**Pevonia**
Transform your winter routine with the Pevonia Tropical Escape Body Care Gift Set. This luxurious collection includes the De-Aging Saltmousse – Papaya-Pineapple to exfoliate and the De-Aging Body Balm – Papaya-Pineapple to moisturize.. Enhance your pampering experience with the Pevonia Body Brush, designed to improve circulation and exfoliation, and complete your relaxation with the Pevonia Silky Satin Aromatherapy Sleep Mask
***www.pevonia.com***




8. **3-Step Starter Set: Acne Prone Skin**
**Bioelements**
This 3-step system is designed to clear breakouts, pimples, clogged pores and congestion with OTC medicines and ingredient innovations for acne clearing and barrier strengthening – no skin stripping, no damage, no harm. It includes full sizes of new Pore Thing cleanser, Daily Meds clearing serum and Spot Defy overnight treatment.
***www.bioelements.com***



9. **Coffee & Cold Foam Double Masking Facial**
**Skin Script**
Efficacious rejuvenation and the delicious scent of coffee sounds too good to be true, right? Well it isn't with Skin Script's new Coffee & Cold Foam Double Masking Facial. The facial combines the brand's Arabica Coffee Bean Mask with its Sweet Cream Cold Foam Mask for rejuvenation and care without intense chemical exfoliation.
***www.skinscriptrx.com***




10. **Body Kit**
**Sorella**
Everything you need for beautiful skin on the body is this kit. Included is Sorella's Body Balm, Body Nectar and a Dry Brush, all enclosed in a beautiful box for gifting. An instruction card is provided for the dry brush process, which is then followed with the balm and nectar to seal in hydration.
***www.sorellaapothecary.com***




11. **Body Kit**
**DMK**
The Bright Eyes Holiday Essentials package is a curated collection designed to lighten, tighten and brighten your skin, delivering an elevated skin care experience specially tailored for the delicate under-eye area. This package includes DMK Eye Tone and Super Serum, along with silicone under-eye pads and a luxurious sleeping mask to rejuvenate, brighten, and tighten.
***www.dannemking.com***




12. **Refresh & Recharge Gift Set**
**TiZO Skin**
Give skin some R+R with this holiday gift set from TiZO Skin. Features Advanced Vitamin C+E Serum with bakuchiol for a daily antioxidant recharge, AM Replenish Lightly Tinted SPF 40 with ceramides to hydrate and protect, and Gentle Amino Gel Cleanser with Green Tea Extract and Copper Ferment.
***www.tizoskin.com***




13. **Timeless Youth+ Trio**
**Environ (Distributed by Dermaconcepts)**
Visibly improve the signs of photo-damage and revitalize your skin's youthful radiance with Timeless Youth+ Trio. Included in this trio are Environ's Youth+ Avance DFP312 Moisturizer, Youth+ Tri BioBotanical Revival Masque and Includes a FREE 100ml Alpha Hydroxy Toner.
***www.skincare.dermaconcepts.com***



# 4 Perfect Pumpkin Treatments For Fall

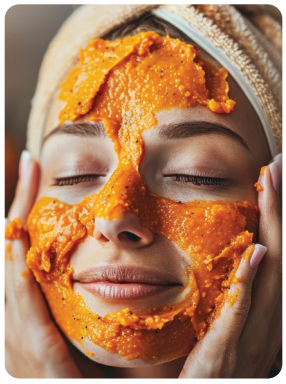
It's my favorite time of year again...pumpkin spice season. Even if you are not a fan of pumpkin spice, you can't deny the skin renewal benefits of pumpkin. I took a peek around and found four spas that are offering unique pumpkin treatments this fall. If you haven't already, consider adding a pumpkin skin or body treatment to your menu...spice optional.



## The Great Pumpkin Facial

**Spa at the Hotel Hershey**

For all my Charlie Brown fans, check out The Great Pumpkin Facial (60 min, $180-205), where a puree of yams and pumpkins exfoliates skin, stimulates cell turnover and evens skin tone. Collagen production is increased and a fresh and more radiant complexion is revealed.
*www.chocolatespa.com*



## The Yam & Pumpkin Enzyme Peel Facial

**Touch To Heal Spa**

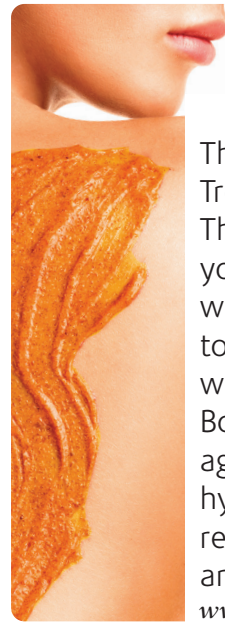
Why just go for pumpkin, when you can tap into the power of yam too! The Yam & Pumpkin Enzyme Peel Facial (60 min., $145) starts with a double cleanse and facial massage, followed by the Yam and Pumpkin Enzyme Peel for exfoliation. A Pumpkin Latte Hydration Mask is then applied while the esthetician performs a face, neck, head, hands and arm massage. The treatment is concluded with a custom serum and a sun-protective moisturizer. The treatment is said to renew skin and help counteract summer sun damage.
*www.touchtohealspa.com*

## Fall Pumpkin Spice Renewal Day Spa

**Ste. Anne's, A Haldimand Hills Spa**

For fall spagoers that want to get some serious relaxation at the spa, Ste Anne's Fall Pumpkin Spice Renewal Day Spa is where it is at. The fall spa package includes the whole day at the spa, a signature robe, a Pumpkin Spice Foot Focus service (or $150 spa and wellness allowance), a three course lunch, afternoon tea, unlimited beverages at meals and use of the facilities such as the hydrotherapy pools, eucalyptus room, outdoor saun a and zen garden. Sounds like a dream come true!
*www.steannes.com*



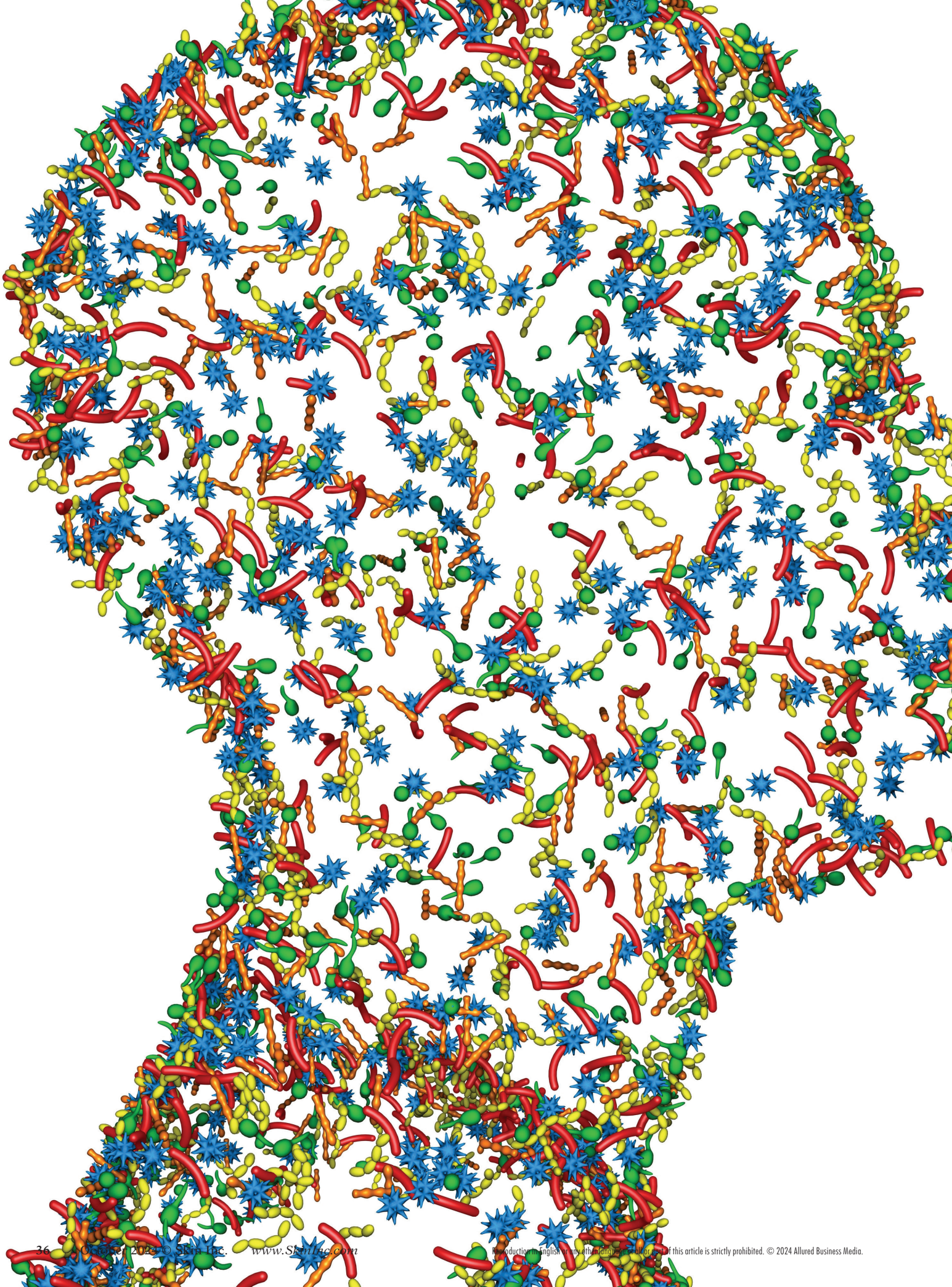


## Pumpkin Spice Body Treatment

**The W Spa**

The Pumpkin Spice Body Treatment (90 min., $270) at The W Spa is like a treat for your skin and senses. It begins with a whole body exfoliation to prepare the body for the wrap. The Hydrating Pumpkin Body Wrap follows to treat aging, loose or dry skin to hydrate, soften and elasticize. It rejuvenates tired, stressed skin and creates a healthy glow.
*www.thewspa.com*

Clockwise from top: Image by selentaori at Adobe Stock, Image by Pixel-Shot at Adobe Stock; Image by Valua Vitaly at Adobe Stock; Image by ygenia_lo at Adobe Stock

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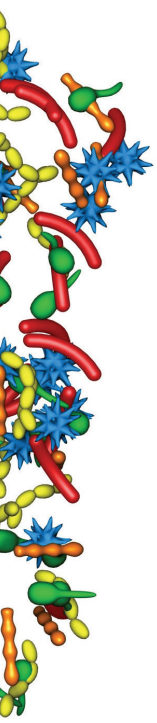


Image by vrx123 at Adobe Stock

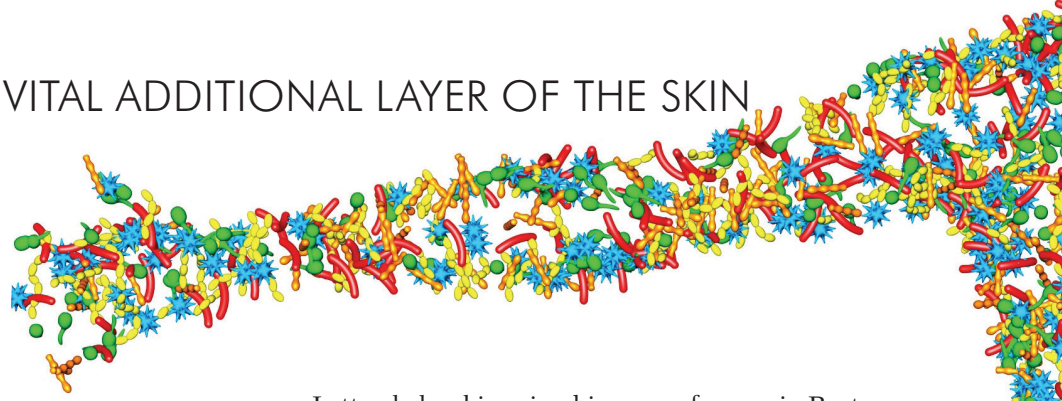
# THE MICROBIOME—

## A Vital Additional Layer of the Skin

By Danné Montague-King

The human body, including the skin, is host to thousands of bacterial and fungal species. Some of these bacterial and fungal species are harmful, and some are known to be beneficial. All bacterial environments in the body are different. The microbiome is the invisible top layer of the skin, made up of millions of microbes that work in tandem with our epidermis. These microbes can bring harmony or dysfunction to the skin's surface, depending on what kind of species exist and in what concentrations. The skin flora is different from that of the gut, although a stomach suffering from bacterial overload may also show symptoms on the skin (this is especially true in cases of acne, rosacea and other dermatological disorders).

The professional therapy field has addressed the concept of skin microbiota, but until recently, no one had identified this massive iceberg in our physiognomy with a name. Rebecca James Gadberry gave a comprehensive lecture on the skin microbiome back in 2015, but in the past two years, microbiome care has suddenly become the trend and focus of marketing efforts in the skin care industry.



## INVESTIGATING THE MICROBIOME

For decades, we have maintained a healthy microbiome in the skin with professional treatments. Post-treatment infusions include fractionated oils that mimic the skin's natural sebum combined with a polarized herb and water blend replicating the acid mantle. Beta-glucans support the skin's immune system. Lactic acid also plays a role in timely skin turnover and microbiota maintenance.

Despite these tools, my business partner asked me to formulate some "probiotic products" because they were trending in the skin care industry. At first, I scoffed at this, thinking, "Those companies are putting dried yogurt into creams. It's a dead product that has little to do with probiotics!" Then, I saw some stunning research out of Japan, in which the relationship between eczema and the skin's microbiome was proven to be connected. Since eczema has always been an intrepid skin disease that we could temporarily treat but never truly cure, I jumped into the research to give me some direction on how to approach the skin's microbiome and better treat eczema.



I attended a skin microbiome conference in Boston where a group of leading R&D scientists (and a few just plain good scientists) gave comprehensive dissertations on their studies and research. As I sat there at the end after two days, I was reminded of an old Indian folktale about four blind gentlemen confronting an elephant for the first time and describing what they "saw." Grabbing the tail, one exclaimed, "Aha, the elephant is like a living rope!" The next one shouted, "You are wrong, it's like a snake!" as he grabbed the trunk. A third man laughed and said, "You are both crazy; it's like a wall," as he slapped the elephant's side. The last one claimed they were all wrong as he touched the ear: "The elephant is like a fan!" They were all individually correct in describing the elephant, but collectively, it was the old "Can't see the forest for of the trees" syndrome.

It was the same story at this conference. Each speaker had a point of view from their intense study of specific skin conditions and the bacterial aspects of bringing skin to homeostasis. Each speaker had similar knowledge of the various elements of skin microbiome; some, especially the young Japanese scientists, were quite brilliant and even had me on the edge of my seat as they flashed their charts and graphs, their laser pointers flickering wildly! But then I would sink back after waiting for conclusive concepts—there were none, though the whole thing ended with the organizer giving an emotional closing filled with what the future may hold, with more understanding of the body's new layer of skin beyond the epidermis—the microbiome!

I took copious notes, especially on what was shared amongst the group, and went away filled with ideas that would take me a year to compile into usable concepts. I was highly amused to see so many young "lab rats" sent by Proctor and Gamble and other huge corporations looking to create new commercially viable products under the probiotic buzzword.

## PRE- AND PROBIOTICS SOLVED

New research into the mysteries of eczema and other inflammatory diseases led me to explore more efficient ways to maintain the skin's microbiome at levels that would ward off the invasive "bad" bacteria while protecting beneficial bacteria with pre- and probiotics.

Prebiotic materials stimulate the existing "good" but failing bacteria colonies in specific skin areas, helping them increase over the entire epidermal areas on less-than-healthy skin. Prebiotics also help



Bottom left: Image by Rabizo Anatolii at Adobe Stock; Middle: Image by vrx123 at Adobe Stock

convert detoxified waste materials and hydrolyzed proteins into active proteins, or "skin food." These are known as Chemoorganotrophs, capable of breaking down organic material such as dead skin cells and converting them into organic material that kick-starts dormant (usually from aging) extracellular enzymes, particularly the transferase gang, whose job is to send "wake up" messages across cell membranes! Autrotrophs from green plants also have a conversion role in skin, along with heterotrophs. While they do not necessarily directly fight harmful bacteria, they do love to munch up other toxins, including carbon dioxide.

Probiotics support all skin repair modalities, boost natural immune functions and calm inflammatory conditions. The Probiotic maintains the probiotic bifido cultures and the lactic acid group bacteria that guard against bad bacteria and fungus attacks. It also helps increase the metabolic activity of the skin's immune system and helps with glycosylation. The microbiome influences all parts of the skin, and many dysfunctions, such as foot fungus, body rashes, and folliculitis, can be linked to a microbiome system that is out of balance.

## GOOD, BAD AND UGLY BACTERIA

Many skincare products can affect the microbiome simply by not helping to maintain the homeostasis of good/bad bacteria, allowing the bad bacteria to take over and resulting in a breakdown of the skin's natural defense mechanisms. This is why we have added specific microbiome products to our already supportive arsenal of skin defense weapons—giving us maximum control over our skin's ecosystems. I believe skin afflicted with eczema, fungus, and *S. Aureus* will be the major beneficiaries of pre-, pro-, and post-biotics. However, nearly every skin condition can benefit from highly active products.

One university bacteriologist in Australia referred to skin bacteria as "The Good, The Bad, and The Ugly," from the old spaghetti western starring Clint Eastwood, and in a way, his analogy was spot on. Our skin is colonized by good bacteria, (defense mechanisms designed to ward off attack), the bad guys, (who wreak havoc) and the ugly (the sometimes-neutral, sometimes-damaging parasites we all possess). Just look at a blown-up photo of the demodex mite, one of the culprits in rosacea! Nothing more nightmare-ish and ugly than those little varmints!

Let's identify the unmutated bacteria we all start with on our skin to better understand what we, as skin practitioners, are up against.

### BACTEROIDES FRAGILIS

These species are part of the normal flora found in the human colon. They are generally commensal but can cause infection if let into the bloodstream via microneedling or PRP on the skin or surrounding tissue following surgery. They can become "bad" during trauma from acne, dermatitis, rosacea and eczema

### FIRMICUTES

These gram-positive bacteria with strong cell walls do have some species of lactobacillus, the good guys that act as a major portion of bacterial homeostasis (the most important word in the microbiome). They are anti-inflammatory and antibiotic. Conversely, gram-negative bacilli make up a very small portion of the skin flora. They are mainly found in the toe webs and Axillae. They are the P.U. factor from the armpits. However, we do need them in the correct numbers to create homeostasis in the entire skin flora.

### PROTEOBACTERIA

This strain can create nitrogen phagocytosis, facilitating the acquisition of toxic debris and cell nutrients. However, they can be strong predators of bad bacteria that are gram-negative.



### LACTOBACILLUS PLANTARIUM

We get this beneficial bacteria when we eat fermented foods such as sauerkraut or kimchi. To suggest a "sauerkraut mask" may not be so outrageous after all!

### S. EPIDERMIS AND S. AUREUS

These two hate each other and are mostly found in eczema and atopic dermatitis research. S. Epidermis is a major denizen of the skin and, in some areas, makes up more than 90% of aerobic flora! S. Aureus, on the other hand, is a bad bacterium, very common on the nose and perineum, and accounts for 40% of the microbiome in normal adults. But this can rise to 80-100% on the skin of patients with various skin disorders such as atopic dermatitis. S. epidermis can roll right over S. aureus and destroy it in minutes.

### MALASSEZIA

This is in the fungus category and is natural to almost everyone's skin. When allowed to become predominant, sometimes accompanying Eczema, it can cause both hypo- and hyper-pigmentation, thus often mis-diagnosed. Pre- and probiotics can help set up defenses against this sneaky fungus, but primary enzymatic removal treatment is required to get rid of it, with ongoing pre- and post-biotic home treatment to maintain homeostasis. Older cases can vanish within 48 after treatment.

### MICROCOCCI

It is not common but frequently found on normal skin and reflects poor skin habits, diet, and contaminated surroundings.

### STREPTOCOCCI

Very harmful bacterium not seen on normal skin. Lipids such as healthy sebum are lethal to this species. Some of these species start in the mouth and then spread to the skin—very symbiotic to viruses such as herpes. In fact, viruses, bacteria and parasites love to party together, leading to many flawed diagnoses and falsely presumed causes of dozens of skin disorders such as "acne rosacea," used for decades until the medical field disowned it as a disease. I still hear that dermatologists use it globally.

### BIFIDOBACTERIUM

These are the angels of bacteriology and most often used in "functional foods" and supplements due to their health promoting probiotic properties-and act as protection, not predators against pathogens.

## WHAT WE DO KNOW

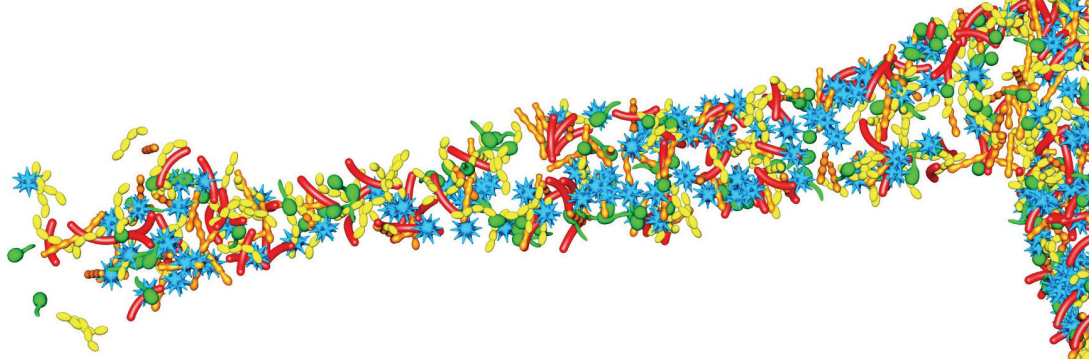
One outstanding imbalance right under our noses all along was the large amounts of *S. Aureus* that is always present in eczema cases!

One theory was that *S. aureus* was causing the dry, itchy, and inflamed symptoms of the disease. To fight this, researchers applied copious amounts of pure *S. Epidermis* and *S. Hominis* over the affected area (via cultures in a petri dish). The bad guys died within seconds. Follow-up treatment included infusing the good bacteria in a topical cream on a human subject, which reduced eczema by 90% in minutes.

The use of lysates also looks promising. Cell lysis is a purifying process used in laboratories to break open cells to purify and study their contents. Enzymes and detergents of chaotropic agents may be used in this process. Lysis can be used for DNA/RNA extraction and protein purification and as "mulch" to help grow friendly bacteria. Lysates are also powerful inducers of specific immune responses against bacterial infections, especially pulmonary, though it's not fully understood why yet.

Other global studies are researching which bacteria will fight specific skin conditions. One discovered that Lactobacillus plantarum lotion reduced skin redness and pustule size in persons with acne vulgaris. Others still are investigating ammonia-oxidizing bacteria. This bacteria metabolizes ammonia, a major component of sweat, and may someday be used for acne treatment and even chronic wounds such as austyomitis. For these studies, a strain of nitrosomonas eutropha isolated from soil in double-blind tests resulted in incredibly

*Image by Model Republic at Adobe Stock*



improved skin on scalps and faces. Nitric oxide, which dilates the blood vessels, can also make it easier for the heart to pump blood flow through the body and helps regulate inflammation.

The days of trying to heal skin diseases by destroying bacteria on the skin may be over sooner than later, outside FDA and EU regulations. It will be certain that our professional tools will include spraying or petrissaging bacteria over our clients' faces and training them to be less antibacterial-conscious, outside of washing our hands several times a day. Bacterial diversity will become a buzz word and hopefully a trend. Trends are only stable, however, when the trend evolves into effective concepts in science that not only change the way we think—but what we do in our practice.

## CONCLUSION ON PRE AND PROBIOTICS

Prebiotics should stimulate dying but still viable bacteria on less-than-healthy skin. They induce the detoxifying waste recycling process, rendering it as autophagy which converts inactive proteins into acting proteins necessary as "skin cell food." They support the skin's natural skin repair modalities and help boost Langerhans cells and other skin immune defenses. They also calm and repress inflammatory conditions.

Probiotics maintain the probiotic bifudo cultures. They help maintain active skin nutrients after application. They also increase metabolic activity of skin cells and immune systems and protect against environmental stress including solar damage and pollution. Probiotics protect against the overload of bad bacteria, which takes healthy skin out of homeostasis. They are also helpful in cases of glycation. *I would add postbiotics to this because they have to be a daily practice, especially in problematic recurring skin disorders.

I have been asked "what to look for in probiotic products." Because the field is new, I can only say that all of the above "good" bacteria should be present in the products. The cultures must be alive. There was an owner of a skin care products range that approached our colleague Dr. Jayant Lohkande after one of his lectures on the microbiome at a NASANPRO conference. A month later, this same company took out a full-page ad in an aesthetics magazine claiming to be "the first company with probiotic skin products containing 'live' bacteria." Apparently, this person was not really paying attention to Dr. J's lecture; because if this is true, putting live bacteria in a cream or lotion is not only against FDA regulations but would cause a myriad of bad skin conditions. Fortunately for them, live bacteria would not stay active in a cream or indeed, on the skin, due to various pH factors and local environmental changes. Using encapsulated live SPORES is another matter. They are hard to get and very expensive to process, and they do not reset our microbiome until placed on the skin in transepidermal products that effectively permeate the skin.

## MORE KNOWLEDGE TO COME

One thing I have noted in the last few years is therapists are becoming more and more savvy, seeking true education as opposed to trendy product knowledge. It seems more and more industry leaders and customers alike are realizing that the adage "the devil is in the details" is true. Real results can only come from proven scientific research, trial and error proven over time.

So much about the microbiotic world is yet unknown, but my personal opinion is that many of us have been AWARE of the unknown and have been trying many things outside of acceptable medical practice, unknowingly heading in the right direction. We needed a name that evolved into a trend, and the trend is here. And it will change medicine forever. The more we learn about the microbiome, the more we will understand that it is not the presence of bacteria that causes all the anomalies of skin disorders but the imbalance of the types of bacteria that live on our skin.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**Danné Montague-King** is a botanical chemist, author and founder of DMK. For the past 50 years, DMK has used its unique DMK Skin Revision concept and tretments to provide skincare programs for all ages and ethnicities in more than 30 countries.


Image by vrx123 at Adobe Stock

PROTOCOLS IN PRACTICE

# 5 TREATMENTS FOR A BETTER BARRIER

This month for our Protocols in Practice section we are focusing on rebuilding the skin barrier. We have gathered six brands that shared their acne protocols for us to feature in our digital magazine.

## BIO-BALANCING FACIAL PROTOCOL

**CIRCADIA**

**The bio-hacking facial will restore, balance, and protect skin from the daily compromise of time and environmental damages. This facial is packed with antioxidant, brightening, and refining properties reverse and defend against free radical damage. It also helps support a healthy microbiome and circadian rhythm balance, strengthening immune and barrier function, and improving hydration.**

**Step 1.** *Pre-Cleanse (Optional). Apply ½ pump Vitamin Veil Cleanser. Cleanse in circular motions and remove thoroughly.*

**Step 2.** *Cleanse. Combine 1 pump Lipid Replacing Cleansing Gel with a little water to create foam and apply to the face and cleanse in circular motions. Remove thoroughly. Pat skin dry.*

**Step 3.** *Exfoliate. Combine 1 pump Amandola Milk Cleanser with 1 tsp. Australian Super-Berry Antioxidant Mask. Mix well. Apply with a fan brush to face & neck. Using gentle circular motions, massage onto the skin for 2-3 minutes. Apply damp 4X4 compress over entire face followed by either steam or hot towel for 5-7 min. Thoroughly remove all product with warm towel or 4X4 gauze. Pat skin dry.*

**Step 4.** *Infuse. Spray 4-5 mists of Aloe and Calendula Calming Mist on the skin, followed by light tapotement.*

**Step 5.** *Nourish/Massage. Apply 1-2 pumps Hydralox to 1 pump of AquaPorin Hydrating Cream and massage for 5-10 mins, remove excess products with warm towel.*

**Step 6.** *Balance Biome. Dispense 1 tsp. of Pre & Post Biotic Nourishing Mask with Royal Tea into a portion cup. Apply evenly to the face and neck with a fan brush. Cover with damp 4x4 and a hot towel. Let this sit on the skin for 7-10 minutes.*

**Step 7.** *Eye care. Gently stipple ½ pump of Emergenc Eye Lift to eye area.*

**Step 8.** **Hydrate/Protect. Apply 1 pump of Vitamin C Reversal Serum to the face, neck and décolleté. Cocktail a small amount of Post Peel Balm and 1/2 pump of Light Day Sunscreen Broad Spectrum SPF-37 or Circa-Shield and apply to face, neck, and décolleté.**

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## MICROBIOME RESTORATIVE FACIAL

**EMERGINC**

**The Microbiome Restorative Facial helps to renew and restore the skin's natural barrier. Powered by plant-derived retinol, organic probiotics, and antioxidants, this facial provides calming, nourishing, brightening, and glowing benefits to all skin types, especially breakout-prone and sensitive skin.**

**Step 1.** *Opening. Cover the client's eyes with dampened cotton rounds or pre-saturated cotton rounds with Kombucha Cleansing for eye make up removal. Applya small amount of Raw Facial Oil to the hand (about nickel-size amount). Massage the decollete, neck and upper shoulders with Raw Facial Oil up to two minutes.*

**Step 2.** *Cleanse. Cleanse eyes and lips (if applicable): Apply asmall amount of Kombucha Cleanser to your fingers. Cleanse both eyes by rolling your finger down the eyelashes and gently making circles on the lids, cleanse lips, and emulsify with water. Remove clean with esthetic wipes or cotton rounds. Apply Kombucha Cleanser on dampened skin. Perform cleansing techniques. Add water and cleanse the skin.Remove with a warm towel You may double-cleanse the skin. Remove with sponges, steam towel, or esthetic wipes. Finish cleansing by applying Spirulina Toner with an esthetic wipe and gentle pressure on the face, neck, and décolleté.*

**Step 3.** *Exfoliation. Apply Mandelic Acid Peel (2.0 ml) to the skin. Leave on for 3 minutes or less depending on the appearance of your client's skin, and remove with cool water andesthetic wipes or a cool dampened face towel*

**Step 4.** *Extractions. Apply 20-30 drops of Fast Extract Step 1 (2.0 ml) and gently massage into the skin. Do not remove. Apply Face Extract Step 2 (2.5 ml) in a mask-like layer onto the face and steam the skin for 7-10 minutes.Perform extractions. Gently wipe Spirulina Toner (2.0 ml) over the skin with a cotton round or esthetic wipe. While skin is steaming,massage the neck/shoulders.*

**Step 5.** *Mask. Apply Earth Mask to face, neck, and décolleté. Leave on for 15 minutes and remove with dampened esthetic wipes or warm steamed towel. Perform hand/arm massage while the mask is on the skin.*

**Step 6.** *Serum. Apply Multi-vitamin + Retinol Serum to the face, neck, and décolleté.*

**Step 7.** *Moisturize. Apply Eyelight Cream (0.5 ml) to the orbital eye region. Apply In Lips We Trust lip balm (0.25 ml) to the lips.*

**Step 8.** *Closing. Apply Raw Facial Oil (3.0 ml) to the face, neck, and décolleté. Gently massage the oil into the skin for 8-10 mins. Gua sha massage tool can be used.*

# Boomaglam Massage

JINDILLI

**A unique deeply effective muscle therapy which combines traditional massage with the BoomaGlam, an ergonomically designed massage implement, which provides deep muscle relief. Macadamia oil, rich in Omega 7 fatty acids, deeply penetrates leaving the skin unbelievably soft and supple.**

**Step 1.** *Grounding. Put 1 drop of eucalyptus oil in the palm of your hand and rub hands together. Place hands under the face cradle and ask the guest to take three deep breaths in through the nose and out through the mouth, clearing their mind. Place hands on the guest's back over the blanket and apply slight pressure on the lower back, mid-back, and upper back. Stroke down from the shoulders to the lower back over the blanket 3-4 times. Finish with pressure on both shoulders. Hold for 3 seconds and then release.*

**Step 2.** *Back Massage (15-25 Minutes). Pull the blanket and sheet down to the buttock area. Pour 1 tsp. of warm Macadamia Oil into your hand and begin a Relaxing (Swedish style) Massage of the back, shoulders, and arms using slow, firm strokes. (10 minutes).*

**Step 3.** *BoomaGlam. Remove BoomaGlam from the hot towel cabinet, unwrap the towel, and set the towel aside. For BoomaGlam Massage, grip with both hands; use the flat underside of the BoomaGlam with a rocking movement back & forth. Adjust BoomaGlam to the contours of the body. (5 minutes).*

**Arm.** *Slide BoomaGlam over the shoulder (trapezium) with medium pressure using the center flat curve horizontally down the shoulder. Check with the guest about the pressure being used. Repeat 3 times. Continue down the arm. Place the arm and hand on the treatment table beside the client. Slide 3 times over the triceps, lightly over the elbow, and continue to the forearm. Adjust pressure as needed. Slide over the forearm 3-4 times. Continue to slide over the hand and fingers 3 times. Repeat the same procedure on the other shoulder, arm, and hand.*

**Neck/head.** *Slide BoomaGlam up the neck (side-mid-side) 3 times, ending with slight pressure on the base of the skull using the rubber edge of the BoomaGlam. Finish with slight pressure using the flat side of the BoomaGlam on the occipital bone, rocking the BoomaGlam back & forth. Hold in the middle for 3 seconds, and then release.*

**Back.** *Move back to the head of the table and slide BoomaGlam horizontally down the contours of the back. Adjust to the contours of the body. Apply 3 full strokes for each area of the back, avoiding contact over the spinal bone. Set BoomaGlam aside. Remove a warm compress towel from the hot towel cabinet and place the towel over the back lengthwise. Press down on the warm towel. Hold for 3 seconds and release on the lower back, mid-back, and upper back. Remove the towel with a firm stroke down the spine to the lumbar and off. Cover the guest with the sheet and blanket. Use the towel to wipe off BoomaGlam. Place the soiled towel in the hamper. Rewrap BoomaGlam in the original towel and return it to the hot towel cabinet.*

**Step 4.** *Arms, Chest, and Neck (10 Minutes / 15 Minutes). Uncover the right arm and drape securely. Apply ¼ tsp. of Macadamia Oil and begin a relaxing massage using long, deep strokes and thumb friction on the forearms, hands, and upper arm. Cover the arm. (3 minutes). Repeat the massage on the left arm. (3 minutes), Uncover the upper chest and drape securely. Apply ¼ tsp. of Macadamia Oil to the upper chest and begin a relaxing massage with slow, firm, and flowing pressure. (2 minutes). Move to the neck and upper back. (2 minutes). Cover the upper chest and gently stroke hands over the blanket.. Finish with gentle pressure on the upper chest using flat hands. Hold for a few seconds and then release.*

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# Inflacure Basic Protocol

**KIN AESTHETICS**

**This healing treatment containing urea, chlorophyll and healing botanicals. This treatment helps reduce inflammation from the inside out, with results seenimmediately. This purifying treatment kills acne causing bacteria, and instantly soothes skin conditions such as eczema, rosacea, dermatitis, psoriasis and even burns. It can be used for a nano infusion treatment, mask with facial tools, ultrasound, and can be used with red light therapy.**

**Step 1.** *Cleanse using KrX's gel or oil cleanser*

**Step 2.** *Perform a second exfoliating cleanse with KrX enzyme cleanser*

**Step 3.** *Apply Inflacure to skin.*

**Step 4.** *Nano-needle the skin as you normally would. We recommend 3 passes, and stamping cystic acne. This step is* **OPTIONAL.** *If skin is inflamed, skip nano-needling*

**Step 5.** *Apply occlusive sheet mask overtop + use RED or BLUE LED (optional) for 20 minutes*

**Step 6.** *Remove Inflacure and apply Cica Sheet Mask for 10 minutes (may use modality overtop for infusion such as the Leaf)*

**Step 7.** *Remove sheet mask and apply serum, moisturizer and SPF*

# Microbiome Reset Facial

**LAFLORE**

**Step 1.** *(pre-cleanse). Dampen the skin with water or a steamed towel. Use 2-3 pumps of Enzymatic Cleanser and massage into face and neck. Remove cleanser using sponges, steam or cool towel or damp 4x4 wipes.*

**Step 2.** *(cleanse). Combine 1 pump of Enzymatic Cleanser with an equal amount of water in a rubber bowl and whip with a fan brush until foamy. Apply to the face and neck and massage into the skin for 90 seconds. Apply a damp, warm towel to the face and massage along the jawline and under the cheekbones. Finish with forehead compressions and remove the cleanser from the face and neck.*

**Step 3.** *(mask). Add 1 tablespoon of Hydrating Masque and mix 1 full dropper of Live Probiotic Booster. Apply a white layer of masque and booster mixture to the face, neck, and décolletage. Be sure to avoid the eye area. Let sit on skin for 10-15 minutes. When masque disappears (becomes clear) this is an indicator that the skin is dehydrated in those areas. Apply additional product to the skin, on the clear patches, through the duration of this step. Use a warm, damp towel to gently remove product from the face. Steam may be used for up to 5 minutes.*

**Step 4.** *(massage). Mix 1 pump of Live Probiotic Concentrated Serum with Longevity Concentrate and perform a relaxing 10-minute facial massage. This will help neutralize any remaining surface bacteria, reduce redness, and soothe residual inflammation. To remove, apply a damp, warm towel to the face and massage along the jawline and under the cheekbones. Finish with forehead compressions and remove any remaining massage cream from the face and neck.*

**Step 5.** *(moisturize). Use 2 pumps of Daily Defense Moisturizer and evenly distribute onto the skin. Apply 1 drop of Eye Cream Complex to ring fingers, tap together and gently massage under the eyes.*



# Let's Talk About ATP

by Katie Anderson

Adenosine Triphosphate (ATP) has been a buzzy word in skin care for a few years now, but before we get into what it means to anti-aging and skin care, I think we should first do a brief review of what it means to the human body and its everyday function.

## How ATP Is Made

ATP is known as the "universal cellular energy currency" because quite simply it is the energy source for all living cells. Cells rely on ATP to function properly, and all living organisms need ATP to stay alive. ATP was first discovered in 1929 by Karl Lohmann when studying muscle contractions, but it wasn't until a decade later that Fritz Lipmann classified it as the energy source for all living cells.

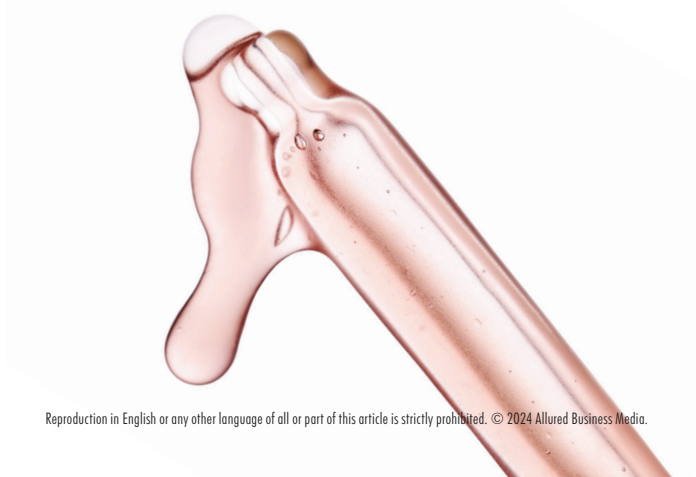
So, how does the body make ATP and what does it use it for? When we eat food, our body turns that food into glucose. This glucose is then sent to the mitochondria in cells, which use it for energy and tap into a process known as cell respiration to convert glucose into ATP. There are different types of cell respiration and a number of details in this conversion that we won't get into in this article, but at the end of the day, the mitochondria take the glucose from food and make ATP to help power the cells.

## ATP Uses In the Body

ATP has many uses in the human body. ATP helps maintain homeostasis in the human body by functioning as a neurotransmitter. ATP is a vital part of cell communication, not only from cell to cell but within the cell.

APT is secreted by cells to communicate with other cells. ATP is used to send messages within cells. It releases messengers such as reactive oxygen species, hormones, enzymes, growth factors, neturotransmitters and more to dictate the working processes of cells.

Muscles also store ATP and use it when contracting. The more physical activity you engage in, the more ATP your muscles need to function properly.



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Finally, the body uses ATP to product both RNA and DNA. ATP is one of the four monomers required to make RNA. It is also used to make DNA, but is first converted to deoxyriboneucleotide dATP.

## ATP In Modern Medicine

So, we all want to know how ATP can be used to create healthier and more beautiful skin, but first we should know how it is being synthesized for use in modern medicine. With ATP being such a multifunctional and vital molecule in the human body, it should come as no surprise that it can be used to treat a range of health issues in the human body.

ATP is an effective solution to controlling pain. It can be given during the time of surgery to reduce inflammation and resulting pain. It has also been shown to reduce the pain associated with allodynia and hyperalgesia conditions.

Cardiology is also a useful area for ATP treatment. ATP has shown to be an effective vasodilator in patients with pulmonary hypertension. It can also be used to prevent hypotension during surgery.

## ATP In Skin Care

Clinical studies supporting the efficacy of ATP in skin care products is still limited. However, current studies suggest ATP to be beneficial to soothe skin, reduce inflammation, provide antioxidant protection, moisturize and reduce the signs of aging.

ATP's ability to reduce inflammation has shown promise in products designed to soothe and calm skin or for products formulated for acneic skin. Research on ATP in skin care has also shown that it may help signal the cell to product collagen and elastin, thereby reducing the appearance of wrinkles and aging.

Although ATP is a buzzy word in skin care, its use in topical skin care products is still in its infancy. However, you can find it in some professional skin care products currently available.

The Cryo ATP Sports Booster Serum from 111Skin contains ATP to optimize cellular function. Is is designed to be used post workout or on dull skin to reinvigorate, tone and tighten the complexion. It is said to mimick the effect of extreme cold on skin.

Babor has created its ATP Adenosine Concentrate in its Dr. Babor line to give tired skin a boost of energy. The concentrate is designed to make skin cells perform optimally.

ATP is also formulated in Revision Skincare's D·E·J Daily Boosting Serum, which is said to reduce fine lines and wrinkles and improve tone and texture. The serum contains a sunflower sprout extract that contains ATP to energize the skin cells and help them work better along with acetyl L-carnitine for antioxidant protection and omega 3 fatty acids to help support the skin barrier.

## The Future is Energized

We are still in the early stages of understanding the scope of what ATP can do for the human body and skin. What we do know is that this "cellular energy currency" is important to cellular function and its use in skin care is certain to offer some if not many benefits.


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# Ask The Esty

*With Deedee Crossett*

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

## Q: How can I best prepare my business for the holidays?



**A:** The holiday season consistently shows an increase in personal services and gift giving, so it's smart to have a plan! Start now! Create signage and communicate with guests during scheduling. This is the time to prep the skin for holiday events and travel.

Now is the time to get 2-3 wax appointments to have the best results for holiday travel. Do the brows need to be groomed or do we need them to grow? Now is the time to schedule brow and lash tints, lash perming, brow lamination etc. Also, the fall/winter is peel season. This is the time to promote a series of treatments, peels, microcurrent, LED etc. The client should plan to come in once a week for 4-6 weeks. You can offer a package that includes home care products with a compatible service to promote GLOWING Holiday skin.

Peppermint foot soak, naughty or nice bikini wax and the champagne facial are common menu items with a holiday twist. Clients love a seasonal special! I like to watch what the BIG retailers are doing and adjust their ideas/deals to my business. Gift cards are a must! An example of a gift card promo is, "Purchase $100 gift card and receive a complimentary spa candle." Label your travel sizes as "stocking stuffers," and create spa gift packages in multiple price ranges. Ask clients if they have any gift giving needs you can help with. Clients, employees, family and friends all love spa goodies. Offer to create and wrap personalized gifts in their price range. Holidays are a great way to improve your profits while spreading holiday cheer! Take the time to plan Q4 2024 now!



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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