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NOVEMBER 2024

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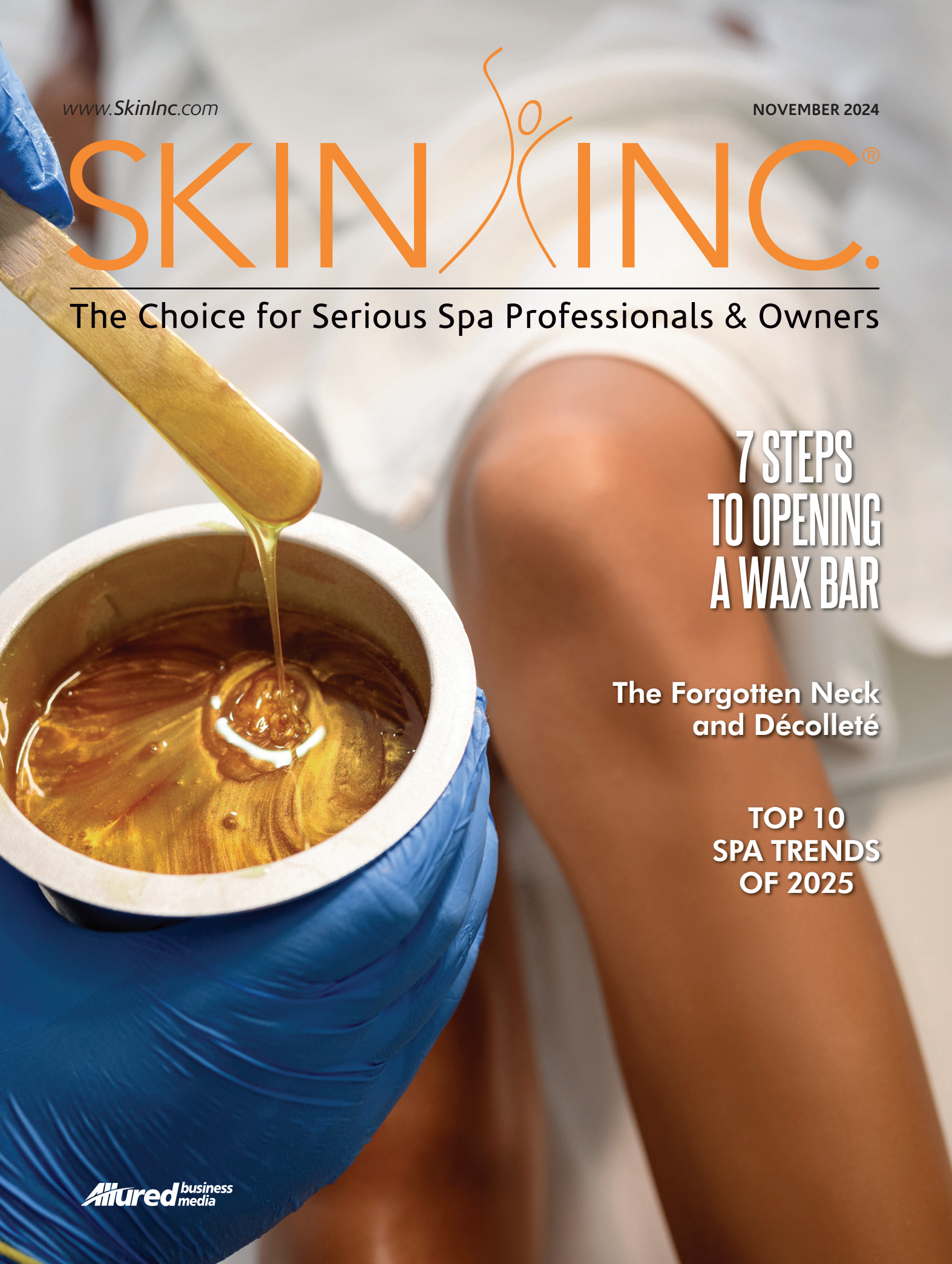

7 STEPS TO OPENING A WAX BAR

The Forgotten Neck and Décolleté

TOP 10 SPA TRENDS OF 2025

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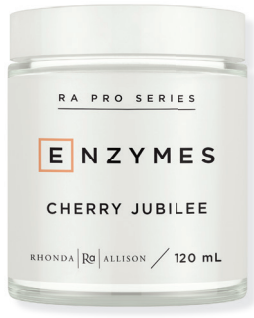



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CHOCOLATE ANTIOXIDANT MASK

It does not get better than this Chocolate Antioxidant Mask with its enticing aroma creating a happy mood! The ingredient composition is rich in antioxidants and fatty acids that hydrate, firm, tone and detoxify the skin while brightening the complexion.



RA PRO SERIES

For more information visit RhondaAllison.com

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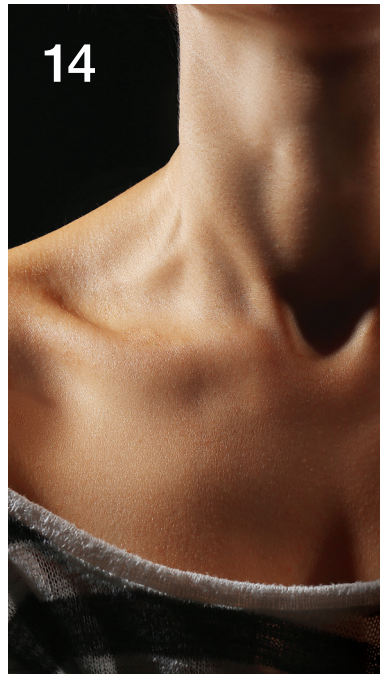

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The Event for Serious Spa Professionals & Owners

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2025 Dates & Locations

Coming Soon

On My Radar



KATIE ANDERSON
Editor in Chief
kanderson@allured.com

Necessary for Neck and Dec

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

As skin care professionals, you know that the neck and décolleté are too often ignored. Too often, clients will take wonderful care of their face, but scrimp when it comes to moisturization, treatment and even sun protection of the neck and dec. This is unfortunate, as the neck and dec is often one of the first places to see the signs of aging. Let's change this by pairing effective spa treatments for the neck and dec with proper home care and education on this area. Below are some of my favorite products for the neck and décolleté for you to add to your treatments or send home with your clients.



1 ProFerm Neck Contour Mask, Le Mieux

New to neck is this sheet mask from Le Mieux containing probiotics, because why wouldn't the neck need probiotics too! Formulated into the mask are fermented ginseng and green tea to accelerate the delivery of the ingredients. Goji berry, echinacea, dendrobium orchid, ceramides, hyaluronic acid and peptides help to moisturize and plump the skin on the neck.
lemieuxskincare.com



2 Hibiscus Ultra Lift Neck Cream, Éminence

Beyond being a really beautiful flower, hibiscus has some wonderful benefits for the skin. Along with hyaluronic acid, it moisturizes and firms skin of the neck and décollete in this cream. Acacia also moisturizes and firms, and edelweiss is included to tighten skin of the neck and dec. Finally, paprika comes into the formula to revitalize skin.
eminenceorganics.com



3 Neck's Level Smooth, Farmhouse Fresh

Farmhouse Fresh reduces the appearance of time on the neck and dec with its Neck's Level Smooth cream. Included in the formulation is micro algae to provide immediate tightening results. Pullulan, sodium PCA and panthenol bring moisture into the skin. Natural AHAs help exfoliate skin and licorice and L-ascorbic acid help brighten tone. Finally, antioxidant power is added with bilberry and amaranth.
farmhousefreshgoods.com



4 Myolift Mini, 7E Wellness

Thought the Myolift Mini was designed for the treatment room and packs a powerful microcurrent punch, it can also be sent home with the client with proper education. The Myolift Mini can be used to lift and tone the skin on the neck, and I love that the brand has bundles available for beginners with all the products and accessories you need at an affordable price. Of course, if you are intermediate to advanced, the Myolift 600+ and Myolift MD are better suited for you.
7ewellness.com

Images courtesy of the manufacturers

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www.skininc.com/multimedia

NEW PRODUCTS

Highlighting the very latest in skin care products and equipment



Penta Peel

Anna Lotan Pro

annalotanusa.com

Four AHAs and one PHA combine to create Anna Lotan PRO USA's new Penta Peel. This self-neutralizing peel combines these five potent exfoliants with a blend of natural enzymes and antioxidants for some serious skin rejuvenation. Designed to address multiple skin concerns and enhance overall skin health, this advanced treatment is set to redefine how estheticians approach peels.

Dennis Gross Blur + Repair Cream

Dr. Dennis Gross Skincare

drdennisgross.com

Dr. Dennis Gross Skincare takes hyaluronic acid to new heights with its latest launch, DermInfusions Blur + Repair Cream. Four different hyaluronic acid weights are included in this cream to penetrate skin at different depths for optimal hydration and plumping. Peptides are also included in this formulation to stimulate the production of collagen and elastin for firmer, smoother skin. Encapsulated resveratrol helps to protect the skin from oxidation and reduce inflammation. Finally, shea butter and ceramides are incorporated to moisturize the skin and strengthen the skin barrier. Users claimed to see softer skin, and clinicians noted a reduction in redness in as little as 15 minutes with the cream. The cream joins the DermInfusions line, which includes an eye mask, lip treatment and serum.







Refining Foam Cleanser

Skinbetter Science

skinbetter.com

Skinbetter Science addresses oily skin and clogged pores with Refining Foam Cleanser. The cleanser combines alpha hydroxy acids and salicylic acid to exfoliate and purify skin. The cleanser was created for normal to oily skin to decongest pores, remove surface oil and gently cleanse while removing makeup. It utilizes a mild surfactant derived from the amino acid, L-glutamic acid and coconut fatty acid that creates a dense foam with a light and airy feel. It also hydrates and conditions for softer, smoother skin. Skin looks brighter and more refined.

Esse Concealer

Esse Skincare

us.esseskincare.com

To address the need on the market for a concealer that provides coverage but doesn't dry or irritate skin, Esse has created Esse Concealer. This natural, microbiome-friendly skincare-makeup hybrid delivers flawless coverage of a high-performance concealer while still being gentle enough for sensitive skin. It is formulated with natural iron and titanium oxides as well as jojoba oil to improve elasticity and vitamin A to prevent free radicals. It is available in five shades.



Acne Peel & Acne Peel Plus

PCA SKIN

pcaskin.com

These two acne peels are formulated to treat all severities of acne, from mild to severe, and inflamed to non-inflamed conditions. Acne Peel and Acne Peel Plus address the four main causes of acne, with results in just one treatment. Both professional peels target visible surface issues while also addressing clogged pores that can lead to future breakouts, all while maintaining calm and soothed skin. Acne Peel exfoliates, unclogs pores, helps balance oil and treats mild persistent breakouts. It is ideal for mild acne and congested skin. Acne Peel Plus is a professional peel specifically designed for moderate to severe acne, helping to improve active acne and future occurrences.



Sorella Body Buff

Sorella Apothecary

sorellaapothecary.com/

Body Buff is a dual-action exfoliating showerless scrub that leaves skin soft and radiant. It is part of the brand's new Revive and Thrive Body Treatment, which includes dry brushing, exfoliation with Body Buff and hydration with Body Balm and Body Nectar for a glow from head to toe. Estheticians can perform the treatment from head to toe or make it an add-on to any service. Body Buff is formulated with glycolic acid, pumice, siilca and camphor.



Ance + Pore Activists Collection

Bioelements

bioelements.com

This four-piece line was developed to not only effectively clear acne, but also strengthen the skin barrier. These formulas target every stage of acne and the skin cell lifecycle, changing skin care for oily and acne-prone skin and uniquely benefiting everyone from teenagers to adults. Acne Activists + Pore Activists focus on corneotherapy with non-stripping cleansers, mild acids and carefully balanced pH levels. It helps to clear and heal breakouts while strengthening the skin barrier for improved ingredient absorption.



Barbados Cherry Enzyme Cleansing Powder

Éminence Organics

eminenceorganics.com

Actinidin from kiwi and papain from papaya are combined to gently exfoliate skin in the Barbados Cherry Enzyme Cleansing Powder. The powder-to-foam wash is activated with water to cleanse skin and reveal a more radiant complexion. Vitamin C fruits like Barbados (acerola) cherry and Kakadu plum help to brighten the skin. Diatomaceous earth targets dirt and sebum to minimize the look or pores and leave skin balanced. The enzyme cleansing powder if part of Eminence's Superfood Enzymes collection.

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

OPENINGS, MOVES AND GROWTH



Sorella Hosts Collaborative Summit

On Sept. 22-25, 2025, Sorella Apothecary invited its customers to immerse themselves in a collaborative experience that offered connection, education, wellness, and inspiration. Attendees enhanced their knowledge and elevated their business with insights from key speakers and industry experts including: Noel Asmar, founder of Noel Asmar Uniforms; health and wellness professional Cameron Close; certified fascia trainer Malaena Kelson; and lifestyle coach Shayla Gifford.This partner-exclusive event gathered and celebrated the Sorella community to share their experiences and become inspired by one another.
https://sorellaapothecary.com/sorella-summit



SpaStar Launches Pro Portal for Spa Pros

Beauty business expert, Lori Crete, introduced the new SpaStar Pro Portal with resources and tools to support spa owners, spa directors and estheticians. The portal includes brand elements, sales scripts, shelf-talkers, video demonstrations, and articles on best practices, aimed at successfully marketing SpaStar's Get Ready Wrap in both the treatment room and retail boutique. SpaStar's Pro Portal includes brand elements to support marketing initiatives, shelf talkers for the treatment room and retail boutique, video demonstrations on how to properly market the Get Ready Wrap and employee scripts. Articles such as "10 Merchandising Tips & Sales Producing Scripts" offer practical tips and inspiration to increase retail sales.
https://spastar.net

TREATMENTS & PROGRAMS



GlossGenius Debuts New Product Innovations

GlossGenius added new innovative Teams features. With Teams features from GlossGenius, business owners seamlessly manage operations and finances, and staff spend more time nurturing the relationships at the heart of their craft. Key elements of this release include: enhanced time-tracking and payroll, collaborative team calendar, transparent performance insights and goal-setting tools, pre-set roles and custom permissions, branded website templates and customizable client engagement.
https://glossgenius.com

AWARDS & RECOGNITION



FarmHouse Fresh Highlighted in JPMorganChase Campaign

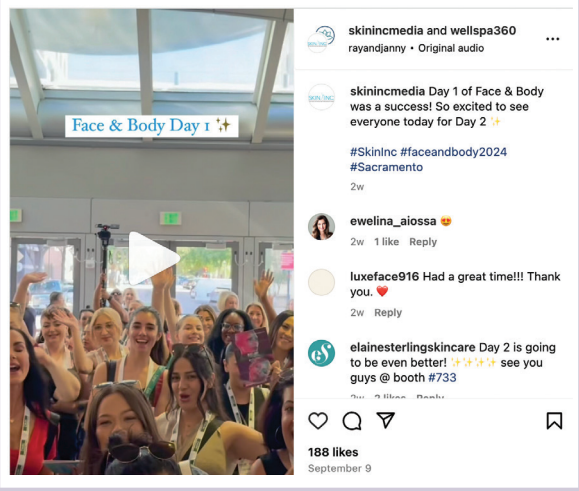
FarmHouse Fresh has been chosen for JPMorganChase's national campaign, "Women on the Move" that showcases women-run businesses across the United States. The initiative also focuses on improving women's financial health, advancing women's career growth and supporting women and girls in communities globally. Shannon McLinden, CEO and founder of FarmHouse Fresh, opened a business banking account at her local branch. Through this partnership, McLinden was able to scale FarmHouse Fresh from a small local business to a robust multinational operation.
https://farmhousefreshgoods.com

Photos courtesy of companies featured.

Tuning In

Editor's Picks

Even if you didn't join us for ***Face & Body*** in Sacramento on Sept. 8-9, 2024, we hope you saw some of our fun coverage?



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Webcast Watch

- [Try This:] Showerless Body Scrub Treatment
- Discover Osmosis: Holistic Solutions to Skin Concerns
- Energizing Skin Care Through Electric Innovation - Environ's DF Machine for Acne & Anti-Aging

Keep an eye out for a webcast from Bioelements in November.

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

The Latest in Video Interviews

Don't Miss...



VIDEO Acne Positivity: The New Era of Acne Care

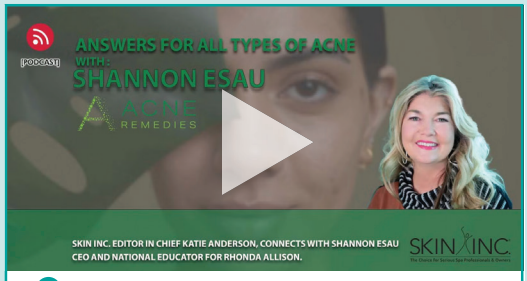
*Check out this video in your **November Digital Magazine** at **www.SkinInc.com/DM**.*

Upcoming video interviews with Environ

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

Sounds Like Spa

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



PODCAST Answers for All Types of Acne

*Check out this podcast in your **November Digital Magazine** at **www.SkinInc.com/DM**.*

Be The Acne Expert Your Clients Deserve Approaches and Insights Into Melasma

Upcoming Podcast Interviews with Hale Cosmeceuticals and Rhonda Allison

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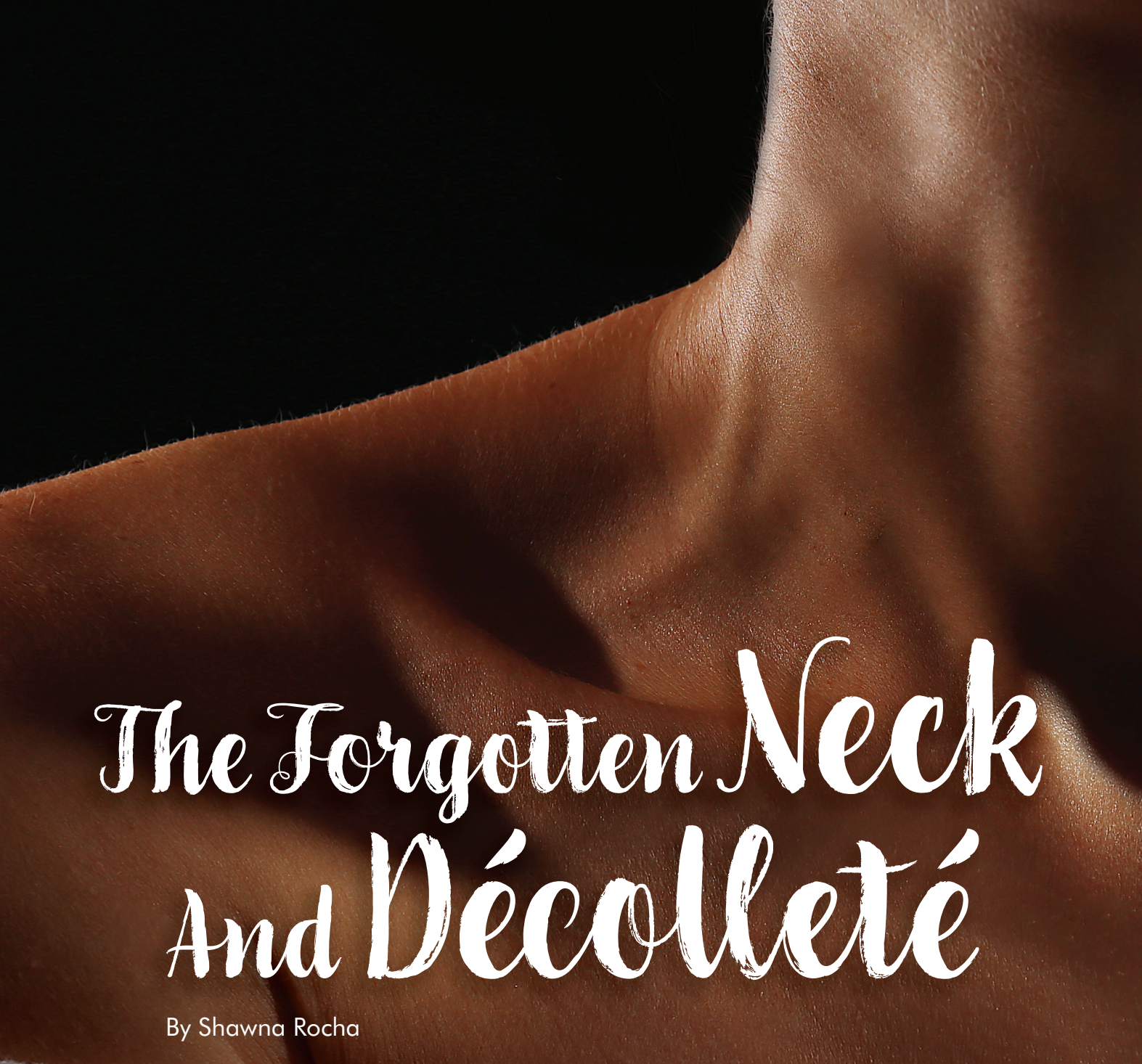

The Forgotten Neck And Décolleté

By Shawna Rocha

Beware of "the forgotten land," a place where skin care does not tread often, the dry, uncharted, and disregarded territory of the neck and décolleté. This forbidden area, so often neglected in a skin care routine, tells a haunting tale of sun damage and disrepair. Once vibrant, it now lies in shadows, bearing the terrifying marks of wrinkles, pigmentation, loss of elasticity and dryness. Like a ghostly reminder of the past, this parched, abandoned skin reveals a person's true age, a silent scream for attention. Don't let this neglected land become a wasteland—bring it back to life with the care it so desperately needs.

In the realm of skin care, the face typically receives the most attention, often at the expense of other vital areas like the neck and décolleté. This oversight is a common mistake that can lead to significant long-term consequences. Known as "the forgotten land," the neck and décolleté are just as vulnerable to aging, sun damage, and environmental stressors as the face. However, with proper care and attention, the aging process in these areas can be effectively slowed, preserving a youthful appearance.

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Why Is This the Most Forgotten Area?

A typical skin care routine ends at the jawline, leaving the neck and chest exposed to the same environmental stressors without the protection and care that the face receives. Over time, this can lead to sagging, wrinkles, and discoloration, which are all signs of premature aging. Scary fact, the neglected skin on the neck and décolleté can make a person appear significantly older.

Why Is the Skin in This Area Unique?

The skin on the neck and décolleté is distinct from the skin on the face, which is why it requires specialized care. The skin on the neck and décolleté is thinner and contains fewer oil glands than the face, making it more susceptible to dryness, loss of elasticity, and sun damage.

Additionally, hormonal changes and weight fluctuations can further compromise the skin's elasticity and firmness in this area. As a result, caring for the neck and décolleté presents unique challenges that require targeted skincare solutions. Without proper care, these areas can quickly become dry, rough, and aged, creating an incongruous appearance with a well-maintained face.



Special Care for the Neck and Décolleté

Addressing the neglect of the neck and décolleté requires a change in daily skin care routines and consistency. Certain ingredients are particularly beneficial for these areas. Retinoids are key for stimulating collagen production and reducing the appearance of wrinkles and fine lines. Hyaluronic acid is crucial for hydrating the skin and maintaining its elasticity, which is particularly important given the dryness often experienced in these areas. Antioxidants, such as vitamins C and E, protect the skin from environmental damage caused by free radicals, helping to prevent premature aging. Peptides are also beneficial, as they boost collagen production, enhance skin firmness, and improve overall resilience.

In addition to these ingredients, it is important to consider the texture and consistency of the products used. Because the skin in these areas is thinner and more delicate, lightweight serums or moisturizers are preferable to heavy moisturizers, which can clog pores and lead to breakouts. By choosing products that are specifically formulated for the neck and décolleté, it is possible to effectively maintain the health and appearance of the skin in these areas.



Hydration is important in the neck and dec area.

The Importance of Home Care for This Area

Home care is a vital aspect of supporting the health of the neck and décolleté. In addition to regular in-spa treatments, clients should be encouraged to use a variety of home care products and devices to treat this area. Home care is essential to maintain a healthy appearance, and a comprehensive routine should include sun protection, masking, exfoliation, serums, moisturizers, and toners. Not to mention, adding modalities and devices into these routines for the best results.

Sun Protection

Sun protection is paramount, as the décolletage is often exposed to the sun, making it highly susceptible to damage and premature aging. Applying broad-spectrum sunscreen daily is essential to protect against harmful UV rays, prevent sun damage, and is one of the most effective ways to slow down the aging process.

Masking

Masking is a powerful way to deeply hydrate and rejuvenate the skin in this delicate area. Options such as sheet masks, silicone-based masks, cream masks, and overnight masks can deliver intense moisture and target signs of aging. These masks work to improve hydration, enhance moisturization and combat fine lines and wrinkles.

Exfoliation

Exfoliation is another key component of caring for this area. Using silicone scrubbers, gentle polishes, scrubs, or enzymatic exfoliants helps remove dead skin cells, encouraging cell turnover, prevents build up of rough patches to reveal fresh, glowing skin beneath.

Hydration

Hydration is equally important to this area. Dry skin tends to look older, so using moisturizers that prevent transepidermal water loss (TEWL) helps keep the skin hydrated, and healthy. Proper hydration also supports the skin's natural barrier, protecting it from environmental damage. Moisturizers containing hyaluronic acid, natural brighteners, and emollients ensure that the skin remains plump and radiant. Toners should also be part of the home care regimen, as they

Image by Prostock-studio at Adobe Stock



hydrate, brighten, and fortify the skin with essential nutrients and antioxidants.

Incorporating serums into the routine is vital for hydration, fighting the signs of aging, and renewing the skin. Hyaluronic acid serums boost moisture retention, while vitamin C serums can be used for brightening and collagen and elastin growth. Peptides enhance collagen production and skin firmness while retinoids serums are excellent for improving skin texture, and cell turnover. Any serum full of antioxidants helps to protect the skin from environmental stressors and DNA damage.

Devices

Home care devices, such as LED lights, microcurrent devices, radio frequency, and holistic tools like facial rollers, can enhance the effectiveness of at-home routines by promoting better product penetration and improving skin tone and texture. A well-rounded skincare routine for the neck and décolleté, incorporating these targeted products and devices, will help support the skin health and integrity.

Educating Clients to Stop Neglecting This Area

Educating clients about the importance of extending their skin care routine to include the neck and décolleté is essential. Many are unaware of how susceptible these areas are to damage and aging, often focusing solely on their face. By incorporating the neck and chest into daily regimens, clients can significantly improve the appearance and health of these often-overlooked areas.

Teaching the appropriate way in which to apply skincare products can also influence effectiveness. When applying products to the neck and décolleté, use gentle upward strokes to promote circulation and help prevent sagging.

Combining professional treatments with proper home care can give optimal anti-aging results. Professional treatments such as chemical peels, microdermabrasion, and radiofrequency can enhance the results of a home care routine. Chemical peels and microdermabrasion remove dead skin cells and increase collagen production, while radiofrequency tightens the skin and improves its texture. By combining these professional treatments with proper home care can achieve optimal anti-aging results.

Benefits to the Spa of Working with the Neck and Décolleté

Incorporating treatments for the neck and décolleté into spa services offers numerous benefits. Adding specialized neck and décolleté treatments to the spa menu can attract new clients looking for comprehensive skincare solutions. Offering these treatments as "add-ons" to existing service, such as facials or body treatments, increases the overall value of the spa visit and increases service income. Educating clients about the importance of home care can boost retail sales, as clients are likely to purchase products and devices. Restoring the forgotten land through targeted skincare treatments and consistent care can rejuvenate the neck and décolleté, ensuring these areas remain healthy and youthful looking.



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

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7 Steps To Opening A WAX BAR

By Lindsay Miller

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Starting a wax bar involves several steps, from planning and legal considerations to setting up the space and marketing your services. Prior to starting your wax bar business, it is important to do your research and have a roadmap for your business. A business plan will provide a reference to help you make decisions along the way on how to set up certain areas of the business. Here are some things to consider when starting your wax bar.

1. Create a Comprehensive Business Plan

Writing a detailed business plan will allow you to map out your vision and articulate your strategic goals. It will guide your operations including marketing strategies, sales plans and the roles and responsibilities of your team. The business plan will help you to stay focused on your long-term vision. Below are a few areas to include in your business plan.

Define your services. Decide what types of waxing services you will offer (e.g., eyebrow, facial, bikini, Brazilian, leg, full body, etc.). You may also consider offering services that complement the wax such as a vajacial and also adding retail product offerings. Knowing what services you plan to offer will allow you to understand your supply purchases appropriately. For example, if you are planning to offer full body waxing, you will need to consider carrying both a hard (hot) wax as well as a strip (soft) wax. Hard wax is recommended for use on all smaller sensitive areas whereas strip wax is intended for larger areas such as legs and arms.

Understand your target market. Before opening your waxing business, first identify your ideal customer base. What is the demographic and geographic area you intend to target. Understand their preferences, needs, and spending habits. This will allow you to design a menu of services best suited for your target market. For example, if you are located in an area close to a university you may want to look at offering student pricing.

Perform a competitive analysis. Understand your local competitors through research in order to gain insight on their services, pricing and customers. Try and look for gaps or opportunities in the market that you can target.

Plan your budget. Try and estimate the startup costs that includes equipment, rent, supplies, marketing and ongoing expenses. Also, plan for your expected revenue and when you will break-even.

2. Choosing a Location

When choosing a location for your new wax bar, it is important to consider things such as foot traffic, accessibility for cars (i.e. parking) and the proximity to public transportation. Locations near high trafficked areas like shopping centers gyms or high-density neighborhoods are great options. The size of your wax bar will depend on how many treatment rooms you intend to have and also if you decide to have a waiting/reception area and storage for supplies. Consider how many team members you plan to employ as this will also determine the size of your space.

3. Design of the Wax Bar Space

When your clients first walk through the door, they want to feel at ease with a clean and relaxing environment. The reception area is your first opportunity to leave an impression on your customer. Consider the choice of your furnishings. Having a comfortable couch or chairs available for your clients while they wait for their appointment will help them to relax prior to going for their wax. Additionally, displaying retail products is a great way to make the space look professional and also a good opportunity to increase revenue.

4. Recruiting Staff

Building a strong team will be integral to the success of your wax bar business. For each new hire, you will need to provide training on your wax bar's specific techniques, customer service standards and safety protocols. Consider how you will encourage your team to stay current with industry trends by providing incentives for them to attend education courses, tradeshows and industry events. It may also be advantageous to establish an employee policy manual from the start that outlines all policies on dress code, hygiene, customer interaction, and safety procedures. Ensure all staff members understand and adhere to these guidelines.

5. Marketing and Branding

When choosing the name of your wax bar, consider your logo, color palette and overall feel that you are looking to achieve. Once you have this established, this will guide you towards creating a strong brand identity. Your brand identity should support the values, mission, and target audience of your wax bar.



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Marketing your wax bar can be done by various means including a website, signage, flyers, postcards and social media. Websites are an easy way for new customers to learn about your business and do their own research prior to booking. Ensure that your website is professional with details about your services, pricing, staff and booking options. Optimize your website for search engines to attract local customers. Create profiles on social media platforms like Instagram, Facebook, and TikTok to engage with potential clients. A great way to build brand credibility and positive exposure is to encourage clients to leave positive reviews on platforms like Google, Yelp, and social media. Make sure to respond to all reviews, both positive and negative, to demonstrate your commitment to customer satisfaction.

6. Customer Communication

Focus on creating a memorable experience for your clients, from the moment they walk in until they leave. This includes a warm greeting, a clean and comfortable environment, professional service, and follow-up communication. Maintain regular communication with your clients through email newsletters, social media updates, and personalized offers. Use their feedback to improve services and build long-lasting relationships.

7. Consider Customer Loyalty Programs

Loyalty programs are a great way to attract and retain loyal customers. Offer loyalty programs or rewards for repeat customers. These types of programs can include special discounts, free services, invites to VIP events or exclusive promotions. Customers will want to return to your wax bar and will tell their network about it. Additionally, offering special promotions and discounts throughout the year will allow you to attract new customers and encourage repeat business.

Consider partnering with local businesses or influencers to increase your visibility. There are many aspects to consider when opening a wax bar. Researching, planning and writing a well thought out business plan will help to ensure success. The plan should include an overview on a service menu, staffing supply, competition and overall business goals. It is important to do your research and align with your business vision prior to opening your wax bar business.



Lindsay Miller is the owner of LYCON Cosmetics North America, which she started eight years ago to exclusively distribute LYCON cosmetic products. Her role has evolved over the years, but she continues to be involved with all aspects of the operations of the company, including working in the warehouse to pack orders, and managing all of its marketing initiatives, finances and business development. Find her at @lindscross.





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WHEN TO GO [AND NOT GO] AGAINST THE GRAIN

By Cali VanAelst, L.E.

When it comes to professional waxing and skin care, there are concrete rules that must be followed for client safety and comfort and for the success of the service. But are there any grey areas when you discover an element of the waxing or skin care process that works even better but it goes against what you learned? Going against the grain can lead to greater results and success, but you need to know when to push the envelope and when not to because this also may come with risks.

Estheticians have strong opinions that might have opposing views from their peers on many topics. I love to listen, learn and try new techniques to see if there is a better way to achieve an even better result. Through educating others, I also learn. As a visionary, I like to question the norm and see if there is something we might be missing as a whole. However, I always say that if you are given any advice that you don't agree with, let it gently float off into the universe. Controversial topics are no stranger to the esthetic arena, but when is there room for flexibility and when is there no room for error? Can going against the grain elevate the client experience or create a catastrophe? Here are some examples of when it is ok to go against the grain and when it isn't.



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GO: STEAM IN A FACIAL

Some clients love steam, while others feel claustrophobic or may be on the verge of an asthma attack. As a classically trained esthetician, steam has always been incorporated into the facial procedure. Typically, steam is utilized after the exfoliation step but before extractions while using a desincrustation solution.

For sensitive skin, we may keep the steam farther away, but do we ever skip the steam entirely? We do not usually, but we should. Steam can cause broken capillaries. For those with rosacea or sensitive skin, steam can potentially cause or worsen broken capillaries due to the increased blood flow and heat. Steam can also cause dehydration. Although steam is meant to hydrate, it can sometimes strip the skin of its natural oils, resulting in dryness or exacerbating existing dryness.

While steam can help open pores, it might also aggravate acne in some individuals by increasing oil production or causing bacteria to spread. With a good desincrustation solution, you can easily perform extractions without the use of steam but instead using a warm wet towel. If looking for hydration, hydrating the skin is easily achieved with a hydrating mask and hyaluronic acid serums. For sensitive skin, skip the steam.

GO: ACIDS POST WAXING

Am I really recommending applying an AHA or BHA immediately after waxing? When following manufacturer's directions for post waxing products designed for ingrown hair, bumps, and irritation, you will commonly be instructed to apply the product 24-48 hours after waxing. Always follow the manufacturer's directions.

For areas that are prone to breakouts or irritation post waxing, like the upper lip or the bikini area, immediately applying a salicylic, glycolic or lactic based post waxing product will reduce the chance that the client will breakout or experience ingrown hair plus the irritation will resolve sooner. While it seems counterintuitive to apply an exfoliating product to freshly waxed skin, it works. Just proceed with caution, paying attention to any allergies and making sure the skin is not compromised.

NO GO: SANITATION

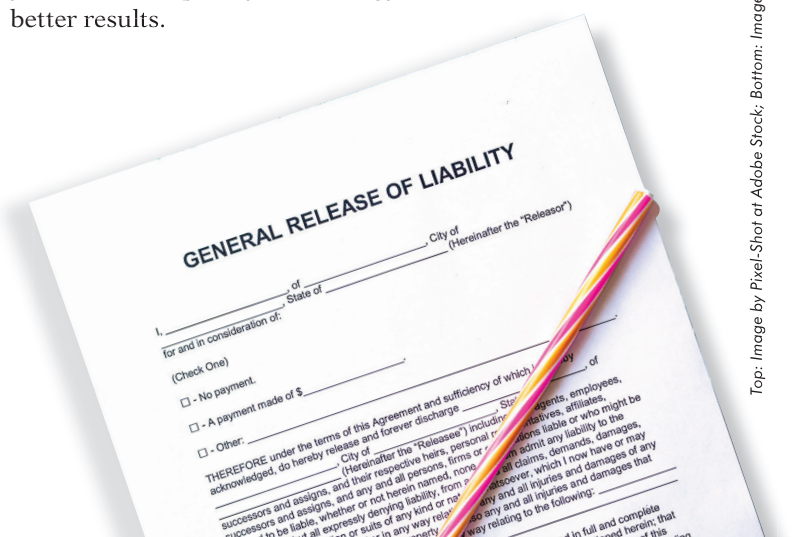
Following your state's laws, rules and regulations takes precedence over all else. Sanitize your hands and surfaces before and after every client. Disinfect all services and touchpoints before and after every client including door handles, light switches and products. Bonus points for adding an air purifier and adding disinfectant to your laundry. Never double dip the spatula when waxing and always wear gloves.

NO GO: WAIVER AND CONSULTATION

The consultation needs to happen for every client at every appointment along with a signed release or waiver approved or created by your attorney. The forms can be sent digitally to the guest a day or two before. This will reduce the risk of a client having a contraindication that could cause you to not perform the service, losing time and money.

NO GO: A DOCTOR'S NOTE

Anytime you are unsure if a client can be serviced, request a doctor's note. Differing opinions reflect the personal experiences, training and philosophies of estheticians, and navigating these aspects can be crucial for delivering the best service while respecting client preferences and needs. Have fun while doing what you love and expand your ideology for even better results.



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GO: POWDER FOR WAX PREP

The cat's out of the bag. Talc is a known carcinogen, meaning it can cause cancer. Skip using talc powder to prepare the skin for waxing and opt for pre-waxing oil instead. If the client is sweating, it seems illogical to use oil vs. powder before waxing, but it works. And it works better while making the waxing less painful simultaneously. This is a win-win. A better result and a safer environment for your client and yourself!

GO: PRE AND POST-WAX PRODUCTS

We know the rules...always prepare the skin prior to waxing and apply a post-wax product to calm and soothe the skin. Rules are made to be broken, or are they?

When it comes to Brazilian waxing, it is important to first cleanse the skin with a pre-wax cleanser. Then, apply a pre-wax oil to protect the skin by creating a barrier between the skin and the wax. After waxing, it's important to apply a post-wax oil or calming cooling gel.

But what about between the cheeks? The client is laying on the table, and you've just waxed between the cheeks (i.e. their butt crack). Do you apply a post wax oil? Clients report that when oil is applied between their butt cheeks, it felt slippery and slimy, and not in a good way. And cooling gel did not feel good at all. Most clients will agree. Skip the post-wax product but just cleanse after waxing to remove any wax or stickiness. Your clients will thank you. If you opt for a dash of powder after waxing between the cheeks, be sure it does not contain talc and that they aren't wearing black. Powder tends to transfer to people's pants when they get dressed.

GO: PROPER BODY POSITION

After surveying hundreds of clients, the number one reason they do not return to an esthetician wasn't technique or cleanliness...it was body position. For some people who may have experienced past trauma, muscle memory can create a situation that is triggering for them. For others, they say it feels embarrassing or vulnerable. For us, it's just another day. But for a client, it could be uncomfortable.

Your clients don't want to be naked from the waist down in happy baby pose or while on their hands and knees. It is very easy for us to wax between the cheeks by either having the client lift one leg at a time or simply lie on their stomach. The key is to have their upper body flat and relaxed. If they are on their stomach but their chest is raised while resting on their elbows, it will tuck the butt under tighter. Instead have them lay flat.

Of course, you could also communicate with the client and ask what they feel most comfortable with. If any body position is uncomfortable emotionally or physically, don't do it. There is always an alternative like laying on their side. Client comfort and safety is of the utmost importance.

GO: PRICING

When deciding amount, it's strategy and math. You may even consult with a professional to be sure you are on target. Calculating product costs, researching your demographics and staying within a certain percentage of your overhead is a good strategy. Also, looking at the competition in your area and factoring in your level of experience, client retention and volume are all key points to consider. If you are independent, you have the luxury of deciding which services to offer or not. But there are times when you want to offer a service as a convenience to your clients, but it may be a thorn in your side. It's not your passion and you dread it. For these types of services that are less frequent and not your bread and butter, price high.





Cali VanAelst, L.E. has been a licensed and practicing cosmetologist and esthetician since graduating from Pivot Point in 1989. She is currently the training director for Cirépil by Perron Rigot. She was selected by New City as the "Best Waxer in Chicago" and has been featured in both Allure and Chicago Magazine as one of Chicago's best.

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TOP 10 SPA TRENDS OF 2025

By Katie Anderson

Spas are back on the rise, as the Global Wellness Institute reported a an 8.3% annual growth rate from 2022 to 2027 to reach $156 billion. Among the markets that have seen growth over the past few years, North America exceeded pre-pandemic levels. As stress levels rise and sleep levels drop, we can certainly look forward to a growth for spa in the next few years. Of course, younger generations are also more intune with their health and wellness, bringing in a new crop of spa clientele and with them, new trends. This report explores the trends that I believe will be buzzing about the spa community in 2025.

1. Dopamine On The Menu

Those on TikTok know that "the dopamine menu" was a thing in 2024, started by "How To ADHD" founder Jessica McCabe as a way to get those who struggle with ADHD to stimulate their brains for happier, more productive days. This got me thinking, what does this mean for spas? Many of us know that dopamine is the hormone produced by the brain when you engage in an activity, task or sense that you enjoy and makes you feel good. Some examples are exercise, aromatherapy, listening to music, seeing a friend, hugging someone, etc. The thing is, we have so many elements and services in the spa that help to increase dopamine levels, we just don't promote it.

In 2025, I see more spas embracing this concept and discussing the subtle elements and larger services of their property that may produce more dopamine for the client. Similar to the dopamine menu introduced by McCabe, the spa can segment the offerings into entrees (those that require more time), appetizers (quick and accessible experiences), sides (those that accompany less enjoyable tasks), desserts (those that should be enjoyed in moderation) and specials (those that aren't always available). For example, a spa day, body treatment or brightening facial could be an entree, whereas an appetizer could be aromatherapy or reiki and a side could be a mask during hair removal.





2. Nano Brows

Ever since microblading entered the market, we have seen a good smattering of trending brow techniques, from ombre brows to 3D brows and powder brows. The newest microblading trend that clients are clamoring for is the nano brow. The difference between the nano brow technique and other microblading techniques is it involves a single needle to create individual precise eyebrow hairs. The result is a more natural look; however, it does not last as long as other forms of microblading due to a more shallow penetration. The nano brow is also said to give the technician greater control and more flexibility in shape, and it is more gentle on the skin.

3. AI Skin Analysis

Skin analysis technology has really come a long way in the past few years, 2023 specifically with the introduction of a few new AI options for skin analysis. This year, Perfect Corp. debuted a simulator tool for non-surgical aesthetic procedures. Created for dermatologists, estheticians and beauty professionals, The Skincare Pro Aesthetic Simulator can visualize 27 types of non-surgical facial treatments across six facial zones. With the tool, clients can immediately see what they might look like after the beauty pro's recommended treatment.

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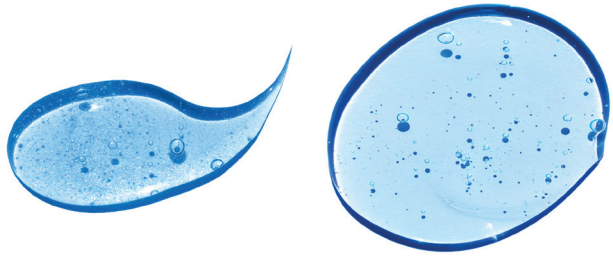
At Face & Body Northern California, I had the opportunity to catch up with the folks at Smart SKN, a new brand in the spa market. Using the brand's AI, a skin care professional is able to scan the client's skin with a dermoscope and send the data to the brand's software to allow personalized skin care formulations to be created based on their individual needs.

4. Exosomes

There has been a lot of talk on exosomes lately and even a few launches in the professional space this year. Exosomes are nanosized vesicles released into the extracellular medium by certain cell types. They have been identified as beneficial for treatment of certain diseases and skin issues because they help cells communicate with one another. In other words, exosomes have been found to be key to intracellular communication, carrying chemical messagers such as DNA, RNA and proteins from one cell to another. Though exosomes have shown therapeutic benefit for certain cancers, orthopedic conditions, neurogenerative disorders and cardiovascular issues, they have recently become a popular topic in the skin care world. They can aid in skin regeneration, produce collagen, reduce scar appearance, reduce inflammation and hydrate the skin. They are used after treatments like microneedling to reduce inflammation and speed healing; however they have recently made their way to topical formulations. In Lira's Pro Refining Creme, exosomes from apple are employed to promote cellular rejuvenation and brighten the skin.



5. Cryotherapy 2.0

Cryotherapy goes back as long as medicine, with early records noting it was used by Egyptians; however, innovation over the last decade has seen the introduction of cryotherapy chambers, cryofacials and cryolipolysis, among others. After the popularity of these treatments began to surge by athletes and those looking for rejuvenation, inventors then began to look at making the innovations electric rather than using liquid nitrogen.

Zemits launched CoolRestore Elegance, which uses CryoElegance technology to maintain a consistent low temperature for precise and safe treatment. The treatment is said to rejuvenate skin, reduce inflammation, increasing circulation and reducing pore appearance.

Some manufacurers have taken cryotherapy one step forward by looking for ingredients that mimic cryotherapy. 111Skin is one such manufacturer, launching the Cryo Collection that uses ATP and ATP-stimulating ingredients to mimic the affect of extreme cold on skin. Similarly, Clarins introduced Cryo Flash Mask, which was inspired by cryotherapy to lower the skin's temperature by 7°F. The brand incorporates a proprietary blend of a menthol derivative and evening primrose to firm, reduce pore appearance and help fight the signs of aging.



Cryotherapy chamber

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Caption

6. Active Body Care

Long gone are the days of simple, humdrum body moisturizers. After all, clients want to see results with their body skin too. The body care to recently enter the professional skin care market is packed with active skin care ingredients to produce real results on body skin.



Retinol is included in FarmHouse Fresh's Blissed Moon Dip to rejuvenate the body skin and reduce the appearance of fine lines and wrinkles. The formulation also contains firming peptides and is scented with watermelon and basil.

Peptides are also included in Hydropeptide's new LUMIFIRM Radiant Tightening Lotion, which also includes niacinamide to brighten, biotin and ceramides to repair the barrier and ceramides. The cream is said to reduce the visible signs of aging and give the body a glow.

7. Scalp Care

Scalp care is no longer relegated to hair care. This segment of skin care is poised to grow even further, with clients noticing not only how therapeutic scalp care can be but also how much healthier it can make their hair. In the past few years, scalp care has really taken off, with new brands entering the market with a sole focus on scalp care and existing manufacturers adding scalp care products and protocols to their lineups.

At the recent Face & Body show in Sacramento, I had the pleasure of seeing K HeadSpa in action. The brand is dedicated to scalp facial treatments, providing literally everything you need to perform the service, from the equipment to the tools, treatments and support products. The treatment looked like the ultimate in relaxation, and is complements most traditional spa treatments very nicely.

Pure Fiji has a Fijian Scalp Ritual, where warm Nourishing Exotic Oil is massaged into the scalp and left on for a treatment, followed by the brand's Coconut Milk Shampoo and Coconut Creame Conditioner.

8. Microbiome Beyond the Face

The spa market has seen its share of microbiome-focused facial launches over the past few years, but the microbiome market has broadened recently to also

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include the body. It was only a matter of time before we realized that all skin needed a balanced microbiome.

LeMieux's Proferm Neck Contour Mask contains probiotics to ensure a healthy microbiome on the neck. Fermented ginseng and green tea accelerate the delivery of the formulation's ingredients, while goji provides fights free radicals, orchid plumps, peptides firm and hyaluronic acid hydrates.

Radeq Lab Sugaring was present at the recent Face & Body show in Sacramento to showcase its probiotic sugar pastes. There are five pastes, each with prebiotic ingredients that help maintain a balanced microbiome. The line also has pre- and post-biotic prep and treatment products for sugaring.

9. Facial Bars

With our increasingly busy lives, some clientele just don't have the time to spend long hours at the spa often. Enter the rise of the facial bar, where clients can go and receive an express facial for beautiful, healthy skin and less time commitment. Of course, we know that an abbreviated facial time and a different setup only lends itself to certain facials. Nevertheless, these types of facial property continue to be popular accross the United States.





Cloud creams are a trending product category.

There are a number of facial bar chains out there such as Heydey, Skin Laundry, Face Foundrié and Glowbar. Both Face Foundrié and Glowbar expended their properties in 2023, with more on the way. These properties offer a range of brow, lash and facial services ranging from a quick 20 minutes up to a 50 minute treatment. Though these properties will continue to grow, there is a way that dayspas can compete, but creating their own version of a facial bar with more express services. This could be a separate area of the spa if you have room, or you could do it in an existing space that is just dedicated to shorter services.

10. Cloud Creams

Do you feel like you are seeing more cloud creams than ever before? If so, you aren't going crazy. The professional skin care industry, and the beauty industry as a whole saw a whopping amount of cloud cream introduction is 2024, and the trend is likely to continue. So, what is a cloud cream, and what options are available to skin care professionals.

A cloud cream is an airy, lightweight moisturizer that packs a heavy nourishing and hydrating punch, hence why it has the cloud reference. Oftentimes, these formulations will contain hyaluronic acid to hydrate and ceramides to restore the skin barrier; however, formulations vary. And cloud creams aren't just for the face, there are plenty for the body as well.

Éminence has its Snow Mushroom Moisture Cloud Eye Cream that uses snow mushroom, reishi and birch water to provide intense hydration. This fluffy eye cream is also formulated with peptides from quinoa to improve the appearance of the eyes.

Squalane is utilized to provide hydration in Image's Biome+ Smoothing Cloud Creme. The formulation also contains hyaluronic acid to hydrate and a blend of flax and celery seed to smooth uneven texture.

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Natural Vs.



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Synthetic Resin In Wax

By Chanel Mak

Do you know what is in your wax? Picture this: You stroll into a store, ready to grab some skin care goodies. Your first move? You scrutinize the labels, examine the packaging and study the ingredients. The price tag? That's an afterthought—only a final check to ensure you're getting the best bang for your buck.

Now, flip the script: You enter a store to buy wax. The price is the first thing you notice. The label? Sure, it tells you what it's for. Perhaps you're looking for words that stand out right away for what you're looking for. You see hypoallergenic, sensitive skin, fragrance-free, etc., but most of us barely glance at the ingredients before making a purchase. We tend to trust the labels and the small fine-print to make us think, "this is what I need." Why is it that we're meticulous about skin care, which touches our skin and hair, but treat wax—the very product used in hair removal—with so much less scrutiny? Wax is applied to the skin and hair too. So, what's the deal?

In this article, we're diving into the world of wax ingredients, focusing on the crucial element that defines them: resin. We'll explore how different types of resin can make or break your waxing experience. Next time you're choosing wax, take the time you would with skin care. Understand what's in it for you and your clients because waxing is more than just "wax on, wax off."

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NATURAL VS. SYNTHETIC RESIN IN WAX



Resin: The Core of All Waxes

At the heart of every wax is resin. From natural to hybrid to synthetic, each type of resin brings unique benefits and drawbacks. Understanding your resin is key—it can solve many common issues faced by both clients and technicians.

Natural Resin

Natural resin is the most prevalent, often labeled as pine resin, colophonium or glycerol rosinate. Sourced from pine trees, it's a natural choice for hair removal and offers excellent adhesion to hair and skin. It's especially effective for removing stubborn, short or difficult hairs, making it a favorite for speedy waxing sessions with minimal cleanup. Plus, it's generally more budget-friendly. However, natural resin isn't without the following pitfalls.



Natural resin waxes can up the risk of skin lifting and bruising.

1. Brittleness. Natural resin-based hard waxes often become brittle, breaking easily. Even experienced technicians can struggle with this issue. If your wax feels off—whether it's the appearance, scent, or performance—it could be due to inconsistent quality from different batches of pine resin. Higher-quality brands invest in better extraction processes, but this comes at a higher price. Lower-priced options might cut corners, affecting performance and quality.

2.Skin Reactions. Natural resins can sometimes irritate the skin, leading to redness, bumps, or even burning. This can discourage potential clients who have sensitive skin or adverse reactions.

3.Risk of Skin Lifting. Natural resin waxes can be overly grippy, increasing the risk of skin lifting and bruising. Special care is needed to prep and protect the skin, hence why pre-oiling is necessary, and certain areas may be considered off-limits.

If you're opting for natural resin, do your homework. Research brands and their quality control processes to ensure you're getting a stable and refined product. There are some amazing brands out there who are willing to produce a beautiful natural wax as long as you are willing to put in some work.

Synthetic Resin

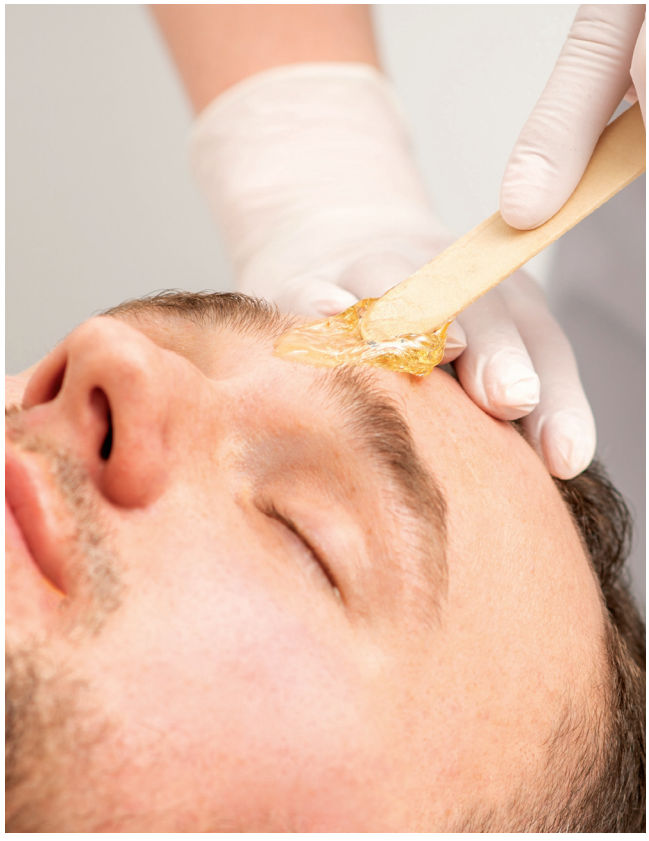
Synthetic resin, on the other hand, is entirely colophonium-free and man-made. Synthetic resin waxes offer improved stability, performance, and a longer shelf life. They can be safer and just as effective as natural resins, making them a worthy investment for both technicians and clients. While it may come with a higher price tag due to the complex production process, the benefits often outweigh the cost.

1. No prep necessary. Forget the fuss of prepping your skin with layers of barriers. Synthetic-based resins don't stick to the skin. Instead, they sit gracefully on top, cooling down and gently shrinking around the hairs for a seamless removal. This means you skip an extra step and save some money while you're at it. The cost of spending a bit more on a high-quality synthetic resin wax balances itself out to make your job simpler.

Clockwise from the top: Image by XeniaDenisova at Adobe Stock; Image by Kirill at Adobe Stock

2. Overlap the area more than once. For those who've ever felt the frustration of only getting one-shot with a traditional natural resin strip wax, rejoice! Synthetic strip waxes have a magical twist: they let you overlap the same area more than once—sometimes even twice—without any hassle. Because these waxes don't cling to your skin, you get more flexibility and can achieve a smoother finish with less effort. Say goodbye to those annoying missed spots and goodbye to your tweezers.

3. Mold it with a premium hard wax. Premium synthetic hard waxes come with cutting-edge technology that allows them to conform to every curve and contour of your body. This incredible adaptability and flexibility mean that even the most intricate areas can be waxed with precision and ease. It's like having a wax that's tailor-made for your anatomy, opening up a world of possibilities for techniques that were once thought impossible. You can achieve a clean and intimate hair removal experience like never before.



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Esthetician Wax Priorities

I ran an anonymous poll across several wax forums to uncover what professionals prioritize when selecting their wax. The top three attributes that emerged were hypoallergenic (ideal for sensitive skin), low working temperatures and fragrance-free.

Guess what? Synthetic-resin-based waxes check at least 2 out of 3 of these boxes. But how can you spot a synthetic-based wax among the myriad of options? Look for these key ingredients like polycyclopentadiene and microcrystalline. Synthetic resin waxes offer a plethora of benefits, but that doesn't mean they're immune to issues. Problems like skin lifting, burns, adverse reactions and subpar performance can still crop up due to factors such as technique, skin type, medications and health conditions.

Wax Education Is Critical

It's crucial to educate yourself about the brand of wax you choose and understand how to use it according to the manufacturer's guidelines. Think of waxes like apples: while they all belong to the same fruit family, but their varieties differ widely. A Red Delicious might be perfect for an apple pie, while a Granny Smith is better suited for a tart. A Red Delicious might be perfect for snacking, while a Granny Smith is better suited for a pie or tart. They're all apples, but not all are created equal nor should you treat them all the same way.

So, the next time you're selecting wax, remember: just like with skin care, knowing your ingredients can make all the difference. Take the time to learn about its unique properties and how to get the best results. Dive deep into the resin and choose wisely— after all, the right choice can make all the difference in your waxing practice. Your clients (and your bottom line) will thank you.



Chanel Mak has been a certified esthetician since 2012. In addition, she is certified in both laser hair removal and electrolysis. She co-owns On the Q.T. Salon and Spa with her husband, where she specializes in waxing and facial skin therapy. She has recently been promoted to Caronlab Master Educator of North America and is thrilled to share her knowledge and experience.

HAIR REMOVAL PROTOCOLS



BRAZILIAN WAX PROTOCOL

NATURAVERDEPRO

This Brazilian waxing protocol utilizes NaturaverdePro's Gold Flex Hard Wax. Infused with coconut oil for hydration, this wax is applied at a low temperature and in a thin film, using much less wax than most competitors. Its quick 3-second set time allows for efficient service, and its superior elasticity prevents cracking, making it user-friendly. Additionally, our unique multidirectional wax application technique ensures optimal results with minimal discomfort.

Step 1. Begin by applying NaturaverdePro's "Cleanse" Pre-Wax Solution to a textured 4x4. This ensures the skin is free of oils, sweat and impurities.

Step 2 Apply a pea size amount of Nourish Pre-Wax Oil to a dry textured 4x4 to hydrate the follicle, skin and to create a barrier. This ensures that the wax adheres only to the hair, not the skin, making the removal process smoother and more comfortable. Unlike other brands, we do not recommend the use of powder with our wax, as it is drying to the skin.

Step 3. Begin by having the client lay in a comfortable position. Start by applying the wax in a V pattern, beginning at the top of the bikini line. Use two larger strips, applied left to right. Position the client in a "four position" (heel to knee) or "butterfly position" (heels together), depending on their comfort. When applying each strip of wax, ensure you leave a tab at the end for easy grip. Never pick at the wax directly; always utilize the tab for removal.

Step 4. Apply wax in a thin, even layer (ensuring it is opaque but thin), starting with both right and left top of the bikini line. Apply one strip to each side of the bikini line on the underwear line, ensuring the wax is spread in a thin film. Apply one strip from the top of the labia to opposite end. Remove all five strips with swift, firm motions, applying counter-pressure with each pull to minimize discomfort.

Step 5. Continue to apply wax including to the opposite labia as needed.

Step 6. Once the front area is waxed, ask the client to either lay on their side or lift their knees to their chest. Apply a strip of wax to each side of the anus, again using a tab for easy removal. Remove the strips with counter pressure for comfort.

Step 7. After the waxing is complete, reapply Nourish Oil to remove any remaining wax and hydrate the skin. This step ensures the area is left smooth and clean.

Step 8. To elevate the waxing service, conclude by applying NaturaverdePro's Soothe Post-Wax Lotion with an effleurage massage.

Image by Molenira at Adobe Stock

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TOP 6 WAXING PROTOCOL TIPS

JAX WAX AUSTRALIA

Tip 1. Use a gentle, non-drying cleanser like our Jax Wax Australia Pre-Wax Cleanser to make sure your skin is free from oils and ready for the wax to do its thing.

Tip 2. For hard/hot wax, heat it until it's that thick, creamy consistency (think melted chocolate). Strip wax should be thinner, but not runny. Pro tip: In addition to using a digital wax warmer to keep the wax at a usable temperature, always test a small amount of wax on the inside of your wrist to ensure it isn't too hot and won't burn your skin.

Tip 3. For hard wax, apply a generous layer in the direction of hair growth. Leave a thick edge so you can easily grip and rip.

For strip wax, spread a thin, even layer and press on your reusable wax strip. Rub it like you mean it for full adhesion!

Tip 4. For hard wax, let it cool and set, then pull in the opposite direction of hair growth in one clean motion.

For strip wax, hold your skin taut and pull the strip off parallel to your skin for a clean, quick removal.

Tip 5. Missed a spot? No worries—repeat the process or grab a pair of precision tweezers to catch those last stubborn hairs.

Tip 6. Post-wax care is a vibe. Smooth on a after wax body lotion to soothe and hydrate, while leaving your skin gleaming.



PREBIOTIC SUGARING

RADEQ AND LOVESUGAR

Step 1. Apply Prebiotic Cleanser onto a cotton pad. Gently wipe the cotton pad accross the skin, focusing on the areas where hair removal is desired. Allow the skin to natually dry or use a soft cloth to pat it dry.

Step 2. Apply a thin layer of Premium Prebiotic Powder to the desired area to absorb excess moisture and ensure better adhesion of the sugar paste.

Step 3. Perform the sugaring treatment. Ensure you use the correct technique and select the appropriate sugar paste for best results.

Step 4. Spritz the skin with Pre & Post Biotic Rose Water to soothe and refresh the skin after sugaring.

Step 5. Apply Prebiotic Soothing Serum to the skin to provide additional hydration.

Step 6. Finish the treatment and apply Hexagonal Restore Balm to the treated area to calm any redness or irritation and promote skin healing. For big body areas, apply Prebiotic Soothing Milk.

Image by Pixel-Shot at Adobe Stock

VAJACIAL BIKINI/BRAZILIAN ADD-ON

LYCON

Vajacials are quickly becoming a popular service offered at spas and is an excellent ad on service to a waxing service. It can be performed immediately following a wax, two weeks before or two weeks after. The service is designed specifically for the intimate area and exfoliates the skin through steaming, and extractions of ingrown hairs and blocked pores. The products used are designed to soothe and hydrate the skin surface.

Step 1. Perform the Bikini/ Brazilian wax using a sensitive area wax such as LYCON's Pinkini Hard Wax or LYCODream Hybrid How wax.

Step 2. Cleanse the area after the wax using PINKINI Cleanser.

Step 3. No need to exfoliate the skin as waxing will open the pores. Perform extractions of any ingrown hairs or blocked pores.

Step 4. Cleanse the skin with PINKINI Cleanser

Step 5. Apply the Ingrown-X-It Solution to the skin

Step 6. Apply PINKINI Intimate Mask to rapidly soothe, hydrate and condition the skin. Leave on for 10 minutes, ensuring to cover the area modestly.

Step 7. Wipe the mask off with a damp towel. Dry the skin thoroughly.

Step 8. Apply the PINKINI Moisturizing Finishing Lotion. Vajacials can be performed every 10-14 days before a Brazilian or immediately after the wax.

SUGAR HAIR REMOVAL

SUGARMAMAPRO

Step 1. Warm sugar to desired consistency.

Step 2. Cleanse area to be sugared and apply powder to the area.

Step 3. With a gloved hand, reach into the jar to create a "ball of sugar."

Step 4. Apply "mold" sugar to prepped area going against the direction of hair growth. "Mold" slowly over the area 2-3 times slowly allowing the sugar to seep into the hair follicles.

Step 5. "Brace skin" with non-sugaring hand. "Flick" (remove) swiftly in the direction of natural hair growth staying parallel to the skin.

Step 6. Finish with our post soothing solution to calm skin.



Image by pavelvoznischev/ muratdellioglu at Adobe Stock

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8 Steps to Bridge THE SPA BUSINESS GAP

By Sherrie Tennessee

The spa and wellness industry is a thriving sector that offers countless opportunities for estheticians to launch and grow their businesses. However, many aspiring esthetic business owners find themselves ill-equipped to navigate the complexities of running a successful venture, especially as solo-preneurs. The lack of comprehensive business training in traditional esthetic education programs can leave entrepreneurs struggling to bridge the gap between their passion for healing and the practical demands of managing a profitable enterprise.

My Own Journey

My own journey as a massage therapist and spa owner highlights the challenges that many solopreneurs face in the industry. After completing my massage therapy training, I was eager to start my own business despite the limited business education provided in my program. With a treatment room set up in my basement, I began accepting clients and quickly realized that I wanted to expand my concept into a stand-alone location.

Fortunately, I discovered the invaluable resources offered by the Small Business Development Center (SBDC) at the University of the District of Columbia. Through monthly meetings with my advisor over the course of a year, I developed a comprehensive business plan and secured funding to open ReNew Organic Day Spa with my business partner. The guidance I received during this process, including the suggestion to find a business partner, was instrumental in the successful launch of my spa.

However, as the economy slowed down and the great recession took hold, I found myself confronting the limitations of my business knowledge. Despite being a skilled massage therapist, I lacked the expertise needed to navigate the financial challenges that threatened the survival of my spa. Ultimately, my business partner and I made the difficult decision to close our doors.

This experience was a turning point in my career, as I recognized the need for greater business understanding among spa and wellness professionals. Determined to bridge this gap, I pursued an MBA and dedicated myself to assisting others in the industry to launch and maintain successful locations.

Increasing Spa Biz Resources

In recent years, there has been a notable shift in the availability of business training options for spa and wellness entrepreneurs. Schools, such as Christie Valmy in New York, now offer business management courses tailored specifically to the needs of solo-preneurs. Industry events, like *Face and Body*, provide up-to-date training sessions on launching and growing various spa and wellness enterprises. Additional sources are trade publications, including *Skin Inc.* and WellSpa360, which feature articles like this that offer valuable insights and strategies for improving business acumen.

Moreover, entrepreneurs can now access a wide range of resources to help them develop their business strategies. Organizations such as the Small Business Development Center (SBDC), Small Business Administration (SBA), SCORE, and local Chambers of Commerce offer expert guidance and support for aspiring business owners. Online education platforms, including Coursera, Edx, Udemy, and YouTube, provide a wealth of courses on business training, making it easier than ever for spa and wellness entrepreneurs to acquire the skills needed to succeed.

Growing Your Spa Business

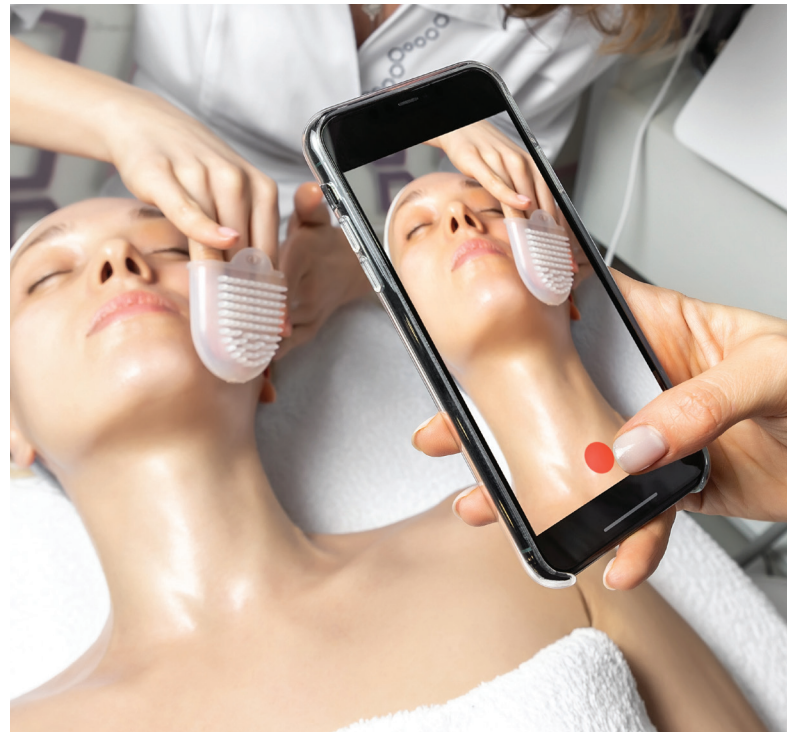
As the spa and wellness industry braces for the possibility of another financial downturn, it is crucial for entrepreneurs to establish a strong business foundation. Provided here are eight steps a spa owner can take to grow their business to not only succeed, but also weather any economic challenge.

1. Diversify Revenue Streams

One key aspect of weathering economic challenges is to diversify revenue streams. Spa and wellness businesses can explore opportunities to expand their offerings, such as incorporating online retail sales, virtual consultations or subscription-based services. By creating multiple sources of income, entrepreneurs can build resilience and adaptability in the face of market fluctuations.

2. Foster Strong Community

Another essential strategy is to foster a strong community within the industry. By connecting with fellow spa and wellness professionals, entrepreneurs can share knowledge, resources and support. Joining professional organizations, attending industry events, and participating in online forums can help business owners stay informed about the latest trends, best practices and potential collaborations.



Develop engaging social media platforms to attract new clients.

3. Harness Technology

In today's digital age, it is also crucial for spa and wellness entrepreneurs to harness the power of technology to enhance their business operations and reach a wider audience. Developing a solid online presence through a well-designed website, engaging social media platforms, and targeted digital marketing campaigns can help businesses attract new clients and build brand loyalty.

Moreover, investing in innovative technologies such as customer relationship management (CRM) systems, online booking platforms, and inventory management software can streamline business processes, improve efficiency, and provide valuable insights into customer behavior and preferences. By leveraging data analytics and automation tools, entrepreneurs can make informed decisions, optimize their offerings and deliver personalized experiences that keep clients coming back.

Top: Image by Kirill Gorlov at Adobe Stock

4. Cultivate Leadership Skills

Another key aspect of bridging the gap in business is cultivating strong leadership skills. As solo-preneurs, spa and wellness entrepreneurs must wear many hats and navigate complex challenges on a daily basis. Developing effective communication, problem-solving, and decision-making skills is essential for leading a successful team and driving business growth.

5. Never Stop Learning

In addition to these strategies, spa and wellness entrepreneurs must prioritize continuous learning and personal development. Investing in ongoing education, whether through formal courses, workshops, or mentorship programs, can help business owners stay ahead of the curve and adapt to the ever-changing landscape of the industry.

6. Find a Mentor

Seeking out mentorship opportunities and learning from experienced industry professionals can provide invaluable guidance and support for aspiring entrepreneurs. Building relationships with mentors who have successfully navigated the challenges of running a spa or wellness business can offer valuable insights, advice and encouragement along the entrepreneurial journey.

7. Embrace a Growth Mindset

Furthermore, embracing a growth mindset and staying open to new ideas and approaches is crucial for long-term success in the spa and wellness industry. As consumer preferences and market trends evolve, entrepreneurs must be willing to adapt, innovate and take calculated risks to stay ahead of the curve.

8. Look for Growth Opportunities

As things evolve, spa and wellness owners can explore new service offerings, expand new markets, and partner with complementary businesses to create unique and compelling experiences for clients. By staying attuned to the needs and desires of their target audience and by continuously seeking out opportunities for growth and improvement, spa and wellness entrepreneurs can build thriving businesses that make a positive impact on the lives of their clients and the broader community.



Strong leadership skills can help drive business growth.

Embrace Opportunity

Ultimately, bridging the gap in business for spa and wellness entrepreneurs requires a multifaceted approach that combines practical skills, industry knowledge, technological savvy and personal development. By embracing the challenges and opportunities of entrepreneurship and by leveraging the growing array of resources and support networks available, solopreneurs can build successful, sustainable businesses that reflect their passion for healing, and contribute to the continued growth and evolution of the spa and wellness industry.

As the spa and wellness sector continues to evolve, it is essential for entrepreneurs to bridge the gap between their passion for healing and the practical demands of running a successful business. By leveraging the growing array of resources, training options, and support networks available, solopreneurs can build the skills and knowledge needed to navigate the challenges ahead and thrive in the face of economic uncertainty.

The journey of entrepreneurship in the spa and wellness industry is a challenging one. Still, with determination, resilience, and a commitment to continuous growth, business owners can weather the storms and emerge more vital than ever. By embracing the opportunities for learning and collaboration and by building a solid foundation of business understanding, spa and wellness entrepreneurs can create a brighter future for themselves and the industry as a whole.



Sherrie Tennessee has almost 20 years of experience in the spa industry including the role of a massage therapist, nail tech, spa owner, speaker, professor, educator and author. She is the founder and education director of SpaSOS. Prior to that, she served as spa director for Mandarin Oriental in Washington D.C. and education manager for Sandals Resorts International-Red Lane Spas.

Image by mtrlin at Adobe Stock

Hair No More

Remove hair easily and safely with these products.

1. **Sculpting Brow Wax**
Naturaverde
www.naturaverdepro.com
Naturaverde partnered with celebrity brow artist René de la Garza of Brow Down Studio to create a wax tailored to the needs of brow artists. Sculpting Brow Wax is formulated specifically for the sensitive eyebrow area with hyaluronic acid to hydrate. This powerful ingredient, known for its ability to retain moisture and promote skin elasticity, enhances the waxing experience by nourishing and soothing the skin during the hair removal process.

2. **Browsie Hot Wax**
Jax Wax Australia
www.jaxwaxaustralia.com
Browsie Depilatory Hot/Hard Wax is designed for brow artists worldwide. With its superior grip, quick drying and easy application, you'll have amazing results in no time flat. Browsie comes in a jasmine scent and is suitable for lamination or hybrid tint services. Browsie is reliable high performance wax especially suited to eyebrow and facial waxing. Available in 350gm 'drop in tubs', you can put them straight into your standard 500mL wax warmers.

3. **Lycodream Hybrid Hot Wax**
Lycon
www.lyconusa.com
LYCON's LYCODream Hybrid Hot wax is a stripless wax that offers the same shrink-wrapping performance of LYCON hot wax, designed to remove hair as short as 1mm, plus the pliability and ease of use of LYCOtec film wax. Providing a comfortable waxing experience, LYCOdream sticks to the hair not skin and can be re-applied 5-6 times on just waxed skin without discomfort or irritation. The Australian-made wax is low temperature and also contains extra soothing ingredients such as aloe vera, argan oil and arnica.



Product images courtesy of the manufacturers, Background: Image by nadiytok28 at Adobe Stock



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4. Diamond Wax
Cirepil by Perron Rigot Inc.
www.cirepil.com
Diamond Wax is formulated with a specific technology that creates a stronger bond between the wax and hair while being gentle on the skin, ensuring efficient hair removal, even on sensitive skin. This innovated patented formula helps reduce discomfort during waxing and minimizes irritation, making the waxing process smoother and more comfortable for clients.The wax is vegan, hypoallergenic and easy to use.



5

5. Soothing Post Sugar Solution
Sugarmamapro
www.sugarmamapro.com
Soothe skin after sugaring services with this solution. It is formulated with arnica, turmeric, plaintain, chamomile, coat seed, clove and lavender to soothe and calm irritated skin.



6

6. Premium Prebiotic 03N° Sugar Paste
Radeq Lab
www.radeqlab.us
If you've never heard of a sugaring paste that protects the microbiome, keep reading. Premium Prebiotic 03N° Sugar Paste is part of Radeq's Premium Probiotic line, where it is the the most universal paste option. It was created with Inuflex Technology to make the sugaring process easier and quicker while supporting the skin and the balance of the microbiome. It is especially suitable for large areas.



7

7. Snatched Vajacial Bundle
Sweet & True Sugaring
www.sweetandtruesugaring.com
Have everything you need at hand for a relaxing and effective vajacial with Sweet & True Sugaring's Snached Vajacial Bundle. Included are seven products: Snatched Vajacial Mask, Oceana pH Friendly Body Wash, Micellar Cleansing Water-Citrus Mint, Botanical Water-Tea Tree and Lavender, Skin Smoothing Serum-Chamomile Everlasting, Heal & Hydrate Balm Lavender Cypress, Heal & Hydrate Balm Sweet Sandalwood and the Snatched Silicone Mask Brush.



Reishi Mushroom

by Katie Anderson

Reishi mushroom is a fungus with benefits for not only skin but also overall health. You can find *Ganoderma lucidum* in hot and humid areas of Asia, where is has a storied historical use to provide a variety of health benefits from the immune system to heart health. Lucidum comes from the Latin word lucidus, which means shiny in reference to the mushroom's shiny outer appearance. Before we get into some of the skin benefits of reishi, let's first explore its components and health benefits.

What Is In Reishi

Those who eat a lot of mushrooms know they are incredibly nutritious. Not only are they low in calories and fat, but they are high in antioxidants, vitamin D, vitamin B, fiber, protein and a number of minerals.

Reishi mushrooms specifically are rich in minerals such as calcium, potassium, phosphorus, magnesium and sulphur in addition to vitamins B and D. The mushrooms also contain lower levels of zinc, copper, manganese and iron. Reishi mushrooms also contain essential amino acids such as lysine and leucine as well as terpenoid, phenols and steroids.



Top: Image by StellaPattaya at Adobe Stock; Bottom: Image by Kompor at Adobe Stock

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Reishi has antioxidant and hydration benefits in skin care.

Reishi's Health Benefits

Due to its content of vitamins and minerals, reishi mushrooms have been know to pack a serious health punch. Generally, reishi's vitamin and mineral content has been shown to help boost the immune system as a whole. It is well-known that reishi supplements are often taken by those battling cancer, and studies have shown real benefit. It has been shown that reishi can help kill cancer cells and it may also boost white blood cell counts.

Other reports suggest that reishi may have anti-anxiety and anti-depression affects. Some studies suggest that reishi may help boost testosterone, thereby giving more energy to a person. The mushroom's vitamin and mineral content may also contribute to its potential effects on depression and anxiety.

Finally, it has been suggested that reishi mushroom may improve heart health by lowing blood sugar levels, decreasing triglycerides and increasing good cholesterol. It should be noted that although ancient medicine used reishi for a number of health conditions and the fungi shows promise, in many cases more research is needed. Also, use should be only for a recommended amount of time, as some studies have suggested that reishi can cause stomach discomfort, liver toxicity and an increased bleeding risk.

Reishi For Skin

Reishi has entered the skin care scene with primary benefits in hydration and antioxidant protection. Its content of polysaccharides allows it to serve as a humectant to bind and retain skin moisture and improve the skin barrier. This leads to skin that is healthier, plumper and more youthful looking.

Antioxidants can also be found in reishi, allowing the ingredient to help protect the skin from free radicals. There are also some studies to suggest that reishi mushroom has skin lightening effects by preventing melanin production.

Reishi in Spa

Manufacturers have taken notice of the incredible skin benefits of fungi. Reishi mushroom has found its way into a number of spa treatments and products.

At Organic Spa Chicago, The Organic Mushroom Facial includes an organic mushroom mask, which is delivered to the skin with ultrasound. The facial also includes cleansing, steam, vaccum and cupping massage, exfoliation, lymphatic massage, high frequency, microcurrent and finishing products.



Éminence includes reishi in its Snow Mushroom & Masque, where the mushroom improves hydration and protects against oxidation. Similar to reishi, snow mushroom serves both hydration and antioxidant benefits in the products. The mask also contains clay to remove impurities and birch water to purify and hydrate the skin. Caffeine is included to revitalize the skin's appearance.

Prana Spaceutical's Reishi Mushroom Serum is a lightweight skin recovery serum helps relieve stressed skin from inflammation by boosting skin immunity and helping to absorb unwanted toxins. Mushroom healing is a century-old ritual that enhances the skin's vitality.

The Cleopatra Neck Cream from Elina Organics contains reishi mushroom for its anti-aging powers. It notes that the mushroom provides restoring nutrients, supports sensitive skin and reduces inflammation.

REFERENCE:

1. https://www.ncbi.nlm.nih.gov/books/NBK92757/

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I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines, imprisonment, civil sanctions, multiple damages and/or civil penalties).

How 4 Spas Are Doing Oxygen Facials

We as human beings, and really all living organisms, need oxygen to sustain life. Not only do we need it to breathe, but on a cellular level, our mitochondria need oxygen to turn food into energy. Though it seems so simple to incorporate oxygen into spa treatments, sometimes it is the most simple of treatments—think hydrotherapy, halotherapy, etc. that benefit the skin and body the most. Many spas are adding oxygen to the menu in unique, and sometimes simple, ways. Check out these treatments and consider how you might add oxygen to your services.

Intraceuticals Oxygen Facial

Aqua Medical Spa

Said to be the only treatment that uses topical hyperbaric pressure, the Intraceuticals Oxygen Facial uses this high pressure to deliver antioxidants, peptides and multi-weight hyaluronic acid to skin to improve moisture levels and reduce the appearance of aging. The Intraceuticals Oxygen Facial is available in four varieties: Revjuvenate (for aging), Opulence, (brightening, soothing) Atoxelene (wrinkles) and Clarity (acne).

aquamedicalspa.com

Red Carpet Oxygen Facial

Berry Blonde Spa

The oxygen facial at Berry Blonde Spa also utilizes hyperbaric oxygen to deliver serums and boosters to the deeper layers of the skin; however, its version takes the traditional oxygen facial to a luxurious level. Like all of its facial treatments, it starts with an analysis and a lymphatic system opening sequence, followed by cleansing, toning and exfoliation. During its massage step, this facial includes a berry facial massage. It also includes a Living Cell mask, serums, moisturizer and SPF application. The facial is said to brighten, hydrate and reduce the appearance of fine lines and wrinkles.

berryblondespa.com

Purifying Oxygen Facial

Kim Gallo Esthetics, Naples, FL

Designed to deeply cleanse oily and congested skin, the Purifying Oxygen Facial is not only unclogs pores, but it also boosts radiance. The 60-minute facial includes extractions, along with an oxygen infusion treatment and LED light therapy. Though it is designed for oily, congested skin, it can benefit all skin types. The facial helps to plump and hydrate skin as well as reducing fine lines and wrinkles. It is recommended to add dermaplaning to the facial as an add-on.

kimgalloesthetics.com

Refresh Oxygen Acne/Pore Reducing Facial

ComplexCity Spa

The Refresh Oxygen Acne/Pore Reducing Facial was designed for acne prone oily skin. It employs the The Jet Clear device to use a pressurized stream of saline to exfoliate the skin, while hydrating, oxygenating, cleansing and promoting circulation in the skin. The device is used with a salicylic acid solution to help treat acne and prevent future breakouts. Microdermabrasion is then performed to gets rid of dead skin cells, stimulates collagen and deep cleanses the pores evenly.

complexcityspa.com

In The Know

by Susanne Schmaling, Esthetics Council

The latest regulatory updates happening in the spa industry.



WHAT THE NEW ESTHETICS COMPACT MEANS TO YOU

The U.S. Department of Defense (DOD) has recently awarded a grant to the Council of State Governments (CSG) to create an Esthetics Compact, which is expected to significantly impact the industry. This compact will mirror the current Cosmetology Compact being introduced to state legislators across multiple states. Once enacted, it will allow licensed estheticians in compact states to relocate and work in another compact state without the need for re-licensing, offering a streamlined solution for professionals who frequently move, such as military families.

What is a Licensing Compact?

A licensing compact is an agreement between two or more states that allows professionals licensed in one compact state to practice in another compact state without needing to obtain a new license. It eliminates the time-consuming and costly process of reapplying for licensure in each state, which can be a significant burden for professionals who relocate frequently, such as military families or individuals pursuing career opportunities in different regions. The compact helps streamline licensure across states, ensuring that a professional's credentials are recognized across state lines, if those states participate in the compact.

How Will This Help You?

For estheticians, the compact will offer several key advantages.

1. Ease of Mobility.
Licensed estheticians in compact states will be able to relocate to another compact state and begin working without delays caused by relicensing processes. This is particularly beneficial for individuals who move frequently, such as military spouses or those seeking new career opportunities.

2. Reduced Costs and Administrative Burdens.
The compact eliminates the need for professionals to reapply, submit documents, and pay additional licensing fees when moving to another state, saving time and money. Keep in mind there may be fees for participation, but this is to be determined.

3. Uniform Standards.
Participating states in a compact agree to uphold certain uniform standards for state licensure. With other professions this helps ensure consistency in the qualifications and training of professionals across state lines. In the case of esthetics these standards may not be identified, you will need to follow each state's specific laws just like a driver's license.

What the Compact Will Not Help

While the esthetics compact is a step in the right direction and provides a solution for mobility, it does not address the scope of practice issues currently affecting all licensed estheticians. We face varying regulations across states regarding what treatments and procedures they are allowed to perform and what are considered the practice of medicine. These inconsistencies create confusion for both professionals and consumers and may limit what an esthetician can do even if they hold a valid license in a compact state.

The statute for the esthetics compact is still being drafted, and stakeholders will have the opportunity to provide input when it is released for public comment in January 2025. This will be a critical moment for professionals and organizations to address concerns and shape the final version of the compact. The final version will be ready to be presented to state legislators by spring 2025. Ultimately, the esthetics compact has the potential to ease mobility within the profession, but the broader issues of scope and regulation remain unresolved, posing ongoing challenges for the industry.



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

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