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DECEMBER 2024

# SKIN INC.®

The Choice for Serious Spa Professionals & Owners

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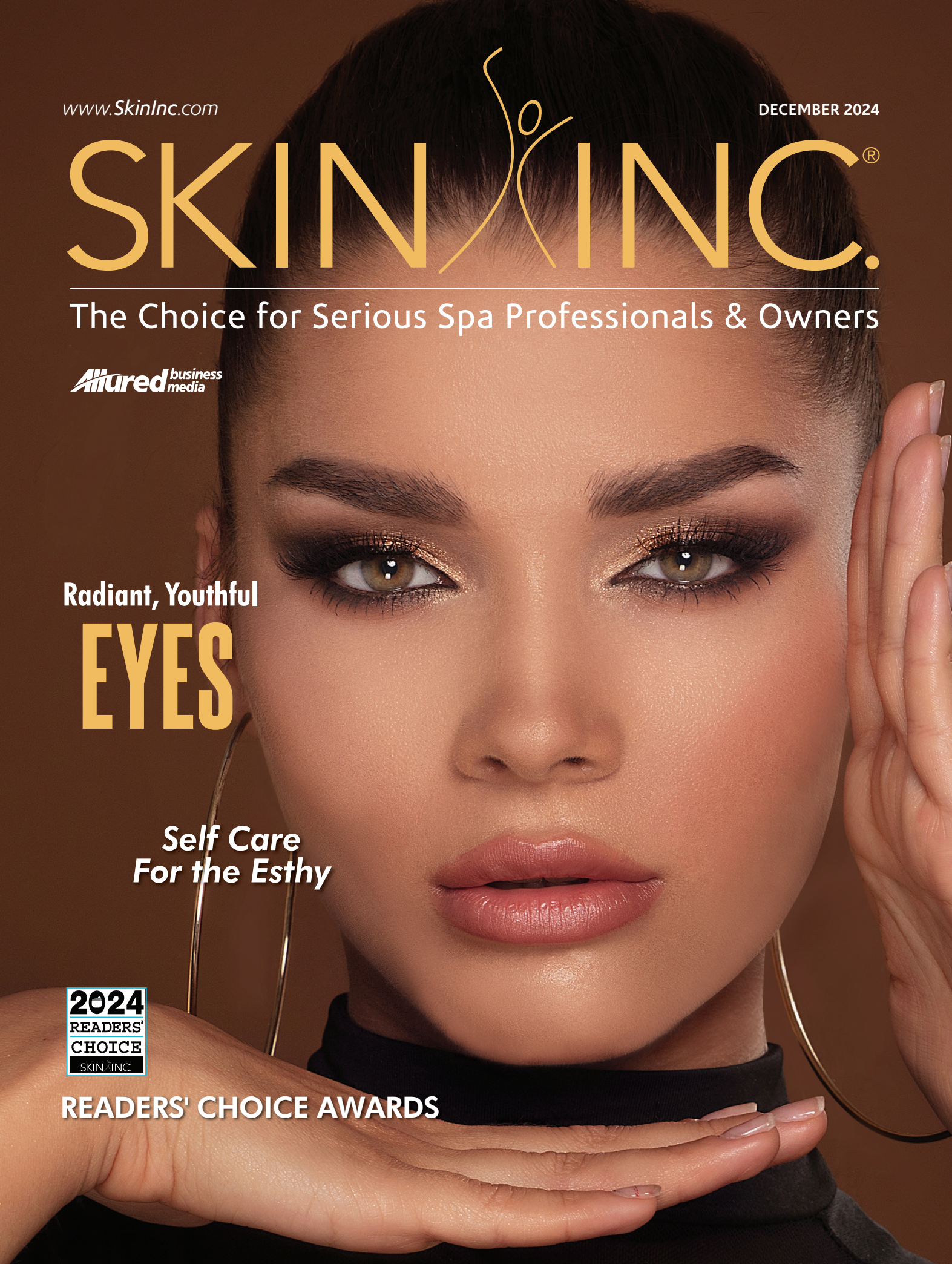

## Radiant, Youthful EYES

## *Self Care For the Esthy*

2024 READERS' CHOICE SKIN INC.

## READERS' CHOICE AWARDS


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DISCOVER THE SCIENCE OF

# *Superfood Enzymes*

## FOR *radiant* SKIN

The **NEW** Superfood Enzyme Collection features five formulas to give clients their ultimate glow — including three **exclusive pro-only** products.




**100%** of users showed reduction in sebum.*




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**In vivo study results measured one hour after first use.*

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**ON THE COVER:** Image by neonshot at Adobe Stock




# Conquer the Skin Barrier

Product penetration is essential for results that last, which is why our UltraWand combines the magic of ultrasonics + nebulization. Ultrasonics uses soundwaves to widen pathways between skin cells, and nebulization diffuses serums into smaller particles that can easily slip through those wider pathways; when used together, they help you conquer the skin barrier. Get maximum product infusion for visible, lasting results your clients want to see. Contact us for info about the DT UltraWand, today!

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diamondtomepro.com |

DT3

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SKIN INC. CREATORS OF FACE & BODY
The Event for Serious Spa Professionals & Owners

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*Perfumer & Flavorist* + magazine
*Flavorcon*
*World Perfumery Congress*
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*MedEsthetics* magazine
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# **Microneedling** For SERUM SUCCESS

Microneedling is ideal for rejuvenating the skin to achieve a healthy glow, but it should be paired with the right repair serums for optimal anti-aging results. High quality serums should protect the longevity and vitality of skin cell turnover and support a regenerative healthy microbiome. Stay ahead of the game and look for a clean skin care line with powerful ingredients that when paired with microneedling, bring your clients results.

Look no further for your new go-to serum for microneedling—HydraSilk Repair Serum. This powerful serum is refreshingly light, easy to use, appropriate for all skin types and packed with the highest quality ingredients sourced from around the world. Let's explore those ingredients.




- **Hyaluronic Acid** hydrates and rejuvenates.
- **Tremella** (snow) mushroom prevents moisture loss and provides excellent slip for microneedling.
- **Peptides** stimulate new collagen and elastin.
- **Stem cells** nourish and encourage bright, radiant strong skin cells.
- **Swiss Alpine rose** boosts epidermal regeneration and barrier function.
- **Gold and silver minerals** provide antibacterial and anti-inflammatory healing.
- **Cucumber melon** has a high water content and antioxidants that support healthy skin cells.
- **Vitamin C** brightens and evens out skin tone.
- **Vitamin K** reduces inflammation, swelling and puffiness.
- **Arnica** reduces bruising and inflammation below the skin, with slight antimicrobial properties.
- **Baobab** is high in vitamins B, C and omega 3s with a high antioxidant concentration.

## HOW-TO: Serum Success with Microneedling

**Step 1.** Cleanse with Piper Rose gentle Refreshing Enzyme Cleanser.

**Step 2.** Using Piper Rose HydraSilk Repair Serum as your "slip and glide" during microneedling.

**Step 3.** Reapply HydraSilk Repair Serum generously throughout your microneedling treatment.

**Step 4.** Apply Brightening Boost immediately, while the microchannels you just created are still open,

**Step 5**. Apply Brightening & Tightening Duo Eye Serum to the eye area. Pro tip: Use Eye Serum Roller Bottle over stubborn crows feet, "11's", forehead lines, etc. for added tightening and toning.

**Step 6.** Apply SheerLux Moisturizer. Add a drop of Brightening Boost when your client wants a little additional brightening.

**Step 7.** Always follow with your favorite sunscreen.

**Step 8.** For home care, HydraSilk Repair Serum should be applied 3-4 times daily until microneedling has healed, then am and pm in a regular skin care routine. Estheticians love recommending the Brightening Boost, Eye Serum Roller and SheerLux Moisturizer to home care as well.




*Images courtesy of Piper Rose*

## Maximum Microneedling Success

By following these steps and incorporating high-quality repair serums into your routine, you'll maximize the benefits of your microneedling treatment and achieve radiant, youthful skin.

PIPER ROSE SELECT

piperroseselect.com




# Achieving the Art of Skin Care Efficacy

Master Chemist Sam Dhatt on innovative ingredients in the skin care industry, perfecting his formulations and efficacy of products.

Sam Dhatt has formulated thousands of products on his path to perfecting his brand, DermaQuest Clinical. As DermaQuest Clinical celebrates their 25th year anniversary, Sam reflects on the skin care industry as a whole and why efficacy should be the primary focus for licensed skin care professionals.

## Why was DermaQuest Clinical created?

I created DermaQuest Clinical in 1999 because the companies that I was formulating for at the time were putting too much emphasis on packaging rather than the ingredients. At DermaQuest Clinical, we put innovative ingredients at the forefront. Products with active ingredients typically are priced at a high price point, but I wanted to make it a priority to make our high quality products with our robust ingredient deck as accessible as possible. I wanted to have results-oriented products created for our consumers to create value for their dollars while they achieve beautiful skin.

Having my experience in chemistry and formulation, I believe creating products that work effectively is an art form. From ensuring there is a great delivery system whether its time release technology or using cutting edge ingredients like cysteamine, we at DermaQuest Clinical differ because our priority is ensuring all of our products and treatments yield results. We want to

ensure that we are using the best of the best ingredients. Compared to other brands, we are always creating and looking to enhance the performance of our products. We never want to compromise the quality and we always pay attention to active ingredients as well as the blends as a whole. We conduct clinical studies to test the results and ensure our products work safely yet effectively. For us, innovation isn't just for marketing purposes. We are on a mission to help everyone achieve beautiful skin.

## What products are you most proud of?

That is a difficult question, as I take pride in creating all of the products with a purpose. In particular, our Advanced B5 with Ferulic Acid is a product that has helped treat people globally with differing skin concerns, skin types and fitzpatrick types. Hydration is the foundation of healthy skin, and our Advanced B5 with Ferulic Acid does just that. Healthy skin is beautiful skin and our products do not just give temporary solutions, but real results (and amazing skin)! I really do love our retinol and vitamin A collection using our unique retinoid blends, microencapsulated delivery and the powerful allosteris retinoid amplification system which makes this an intelligent skin care solution that will take retinol use to the next level.

## What ingredient do you think is a game changer for the skin care industry?

Cysteamine will reshape the industry in regards to pigmentation solutions. Our MelaQuest collection utilizes cysteamine which is a preventative and corrective hyperpigmentation treatment that is effective yet safe for all fitzpatricks. Cysteamine is safe and it works to both treat pre-existing dark spots while preventing hyperpigmentation from occurring. Cysteamine is not only good for hyperpigmentation, but it helps with antioxidant protection as well ensuring your skin will be treated and protected.

## What advice would you give to an esthetician exploring skin care brands or looking at new products?

My advice would be to not get distracted by the packaging, smells or claims made by other skin care brands, but to do your own research. Look into the ingredients within a product and look at the key actives. Compare and contrast the results that people are achieving with the products. Prioritize the ingredients and the results because that is why we are in the skincare industry: to ensure we are treating and achieving beautiful skin for our clients. At DermaQuest Clinical, we formulate and manufacture our products ourselves ensuring that we achieve the best possible delivery system as well as overall approach to treating skincare.



*Sam Dhatt is a master chemist, innovative formulator in the skincare industry, and CEO of an award-winning skincare company, DermaQuest Clinical. He says, "Everyone is entitled to beautiful skin," and DermaQuest Clinical is a testament to the work he has done to create a company that stands for results-driven skin care for all.*

## Can you give us any sneak peaks or insights into new products or ingredients that you are formulating with?

We have plans to introduce new products using plant exosomes and ceramides into our collections. We also are actively formulating with a unique 6 retinoid blend as well as copper peptides which we are excited about! I always try to incorporate new cutting-edge ingredients to better our products overall and ensure we are at the forefront of innovation. Using these products, doing testing before formulation, and having these ingredients used in our products is such a fruitful experience, and I cannot wait to have these reach the mass market.

SCAN ME

dermaquestclinical.com




*Images Courtesy of DermaQuest*

# On My Radar



**KATIE ANDERSON**
Editor in Chief
kanderson@allured.com

## Self Care Superstars

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

**It's that time of year** where as skin care professionals, spouses, parents, etc. we have the tendency to do more for others than we do for ourselves. Even though it is all done in the name of holiday spirit, we cannot fill up the cup of others and leave ours empty. Although I am often guilty of this, I like to remind myself often to take a few moments for self care. Included here are some of my favorite self care pics, though your self care pics will likely be geared to your own personal likes/dislikes.




### 1 Naturopathica Schisandra & Chamomile Adaptogenic Stress Tea

If you aren't a tea drinker, this one might not be for you. However, even non-tea drinkers may consider this tea and its benefits for stress. Let's face it, anything that helps reduce stress is worth a shot. This tea contains lavender to reduce stress, oat straw to help stress related skin imbalances and holy basil to increase skin's resistance to stress. Also, note that it does not contain caffeine, so you can sip until you sleep.
*naturopathica.com*



### 2 Bloomy Lotus Bud Ultrasonic Diffuser

We all know and love diffusers in our spa spaces, but no one wants to relax to an ugly diffuser in their spa space or home. When it comes to beautiful and functional diffusers, Bloomy Lotus is on the top of my list. This diffuser was designed to resemble the bud of a flower, but it also provides a 2 or 5 hour continuous operation mode, operates silently, emits a soft light and has a large water tank.
*bloomylotus.us/*




### 3 KM Herbals Sleepy Time Roll-on Oil

With sleep being a global epidemic, sleep-assisting products have become an essential in most people's daily routines, including mine. I have loved KM Herbals' Sleepy Time blend for quite awhile, but the roll-on is a product that you can apply to pulse points to continue to work as you sleep deeply. The Sleepy Time blend can also be found in a linen spray and aromatherapy oil for maximum sleep efficacy.
*kmherbals.com/sleep*



### 4 Farmhouse Fresh Rosemary-Mint Hemp-Infused Large Fizzing Bath Soak

I love a good bath, both for its therapeutic benefits for the body but also its relaxation benefits for the mind. This bath fizzy has the refreshing and relaxing scent of rosemary and mint and 50 mg of calming CBD. As an amazing added benefit, it contains a Swellness fortune at the end of your soak.
*farmhousefreshgoods.com*




### 5 Pevonia Marine Magnesium

I curiously tried Marine Magnesium a few years ago when it was introduced, and it has been a staple in my product cabinet ever since. This 100% pure Marine Magnesium product is a light, easily absorbed, seawater-infused gel that helps revitalize and remineralize skin. Beyond that, it helps to relieve feelings of tension and fatigue, especially in muscle pains and aches.
*pevoniapro.com*

*Images courtesy of the manufacturers*

SKIN SCRIPT™
Professional Skin Care

# Skin Script- Master Course





Our master course is dedicated to the skin care professional seeking further knowledge in advanced skin care-related topics and the Skin Script product line.

"This is my third time taking master course... the information here is amazing."

"I feel like all the things I missed during the anatomy course, I can now recite. Best experience ever."

"We learned about cell health, skin health, more product knowledge than I could imagine. I am really happy I came and can't wait for the next one!"

"I have gained so much more confidence, motivation, and inspiration to go back and help my clients achieve their skin care goals."

"I didn't have to use my alarm clock to get up, I was looking forward to all the information and the vibes of the other aestheticians"

"Every aesthetician needs to take the Skin Script Master Course. Coming to a master course will help reinvigorate your career."

## 2025 Dates & Locations

Coming Soon

# NEW PRODUCTS

Highlighting the very latest in skin care products and equipment




## Exo Retinoid, Exo Mandelic and Shikimic Plus

**Lira Clinical**

*liraclinical.com*

Lira Clinical has expanded the Smart Peels collection with the release of three peels designed to target multiple skin conditions with less inflammation, volumize skin and maintain healthy barrier activity. Two of the peels (Exo Retinoid and Exo Mandelic) tap the brand's EXO-tech technology to deliver powerful ingredients while maintaining barrier protection, whereas the last introduction (Shikimic Plus) expands the carboxylic acid family.

## Skin Health Testing Kit

**LaFlore Live Probiotic Skincare**

*laflore.com*

Skin Health Testing Kit is designed to provide an in-depth analysis of the skin's microbiome with the power of postbiotic metabolites to offer personalized solutions for optimal skin health. The kit provides a clear and detailed evaluation of the skin microbiome balance, reflecting the current state of skin's microbial community. This analysis helps in understanding how physical environment impacts the skin. Using advanced testing methods, the kit determines the age of skin, offering insights into its health and vitality. This allows for tailored skin care regimens to address specific aging concerns.










## B2 Hydrating Eye Masks and Ultra B2 Recovery Cream

**Ultraceuticals**

*ultraceuticals.com.au*

Ultra B² Hydrating Eye Masks are hydrogel eye masks formulated to reduce puffiness and tired-looking eyes. Theys are infused with hyaluronic acid and panthenol (provitamin B5) for instant hydration, while niacinamide (vitamin B3) and peptides brighten and firm the complexion. Ultra B² Recovery Cream is a hydrating cream that comforts skin post-procedure, post-treatment or post sun exposure. This fast-acting formula boosts moisture and soothes skin with B2 technology (niacinamide and panthenol).




## CBD Skin Soothe Balm

**Global Beauty Private Label**

*globalbeauty.net*

CBD Skin Soothe Balm contains 1000 mg full-spectrum CBD, calming botanicals, and natural butters to provide relief for clients. It may be used daily for compromised skin conditions such as chronic topical dermatitis, eczema, rosacea, inflamed acne, general dryness or as part of a post-treatment regimen.




## Hydralock HA Booster

**Hydrafacial**

*hydrafacial.com*

The Hydralock HA Booster was developed to help combat dehydrated, dull, and stressed skin. Clinically proven to increase hydration by three times, the formula helps plump and firm the skin, delivers 24-hour moisture and glow and reduces the appearance of wrinkles by 63% after just one treatment. This booster features a proprietary blend of Triple Hyaluronic Acid Complex, vitamin B5, and fruit extracts, which work together to deliver both instant and long-lasting moisture and glow, while also helping to plump and firm the skin and reduce the appearance of fine lines and wrinkles. The Hydrafacial treatment deeply cleanses and infuses these ingredients into the skin through its wand's delivery system operated by highly trained skin health professionals.




## hydraRemedy Gel Serum

**Face Reality**

*pros.facerealityskincare.com*

Designed to support skin health on multiple levels, this powerful, lightweight hydrator is packed with ingredients that hydrate, strengthen, and soothe stressed, dehydrated, and sensitive skin, while still being safe for acne-prone skin. HydraRemedy Gel Serum cibtaubs a blend of four types of hyaluronic acid to deeply hydrate, plump, and smooth the skin. Tri-Recovery Complex strengthens and rejuvenates the skin's protective barrier and a Phyto-Ceutical Blend soothes and balances for a calmer complexion.




## Peptide Nourishing Cream

**Dermaquest**

*dermaquestclinical.com*

Peptide Nourishing Cream is a deeply nourishing, anti-aging moisturizer for dry and ultra-dry skin. Advanced peptides, antioxidants and hydrators work together to moisturize and restore essential lipids to dry skin, resulting in restored comfort, radiance, and a youthful appearance. Peptides support skin firmness, reducing the appearance of fine lines and wrinkles. Sodium hyaluronate helps to retain water in the skin, ensuring it remains well hydrated and plump. Imperata cylindrica root extract is known for its exceptional hydration and water retention abilities.




## Masque Dermo-Apaisant

**Biologique Recherche**

*biologique-recherche.com*

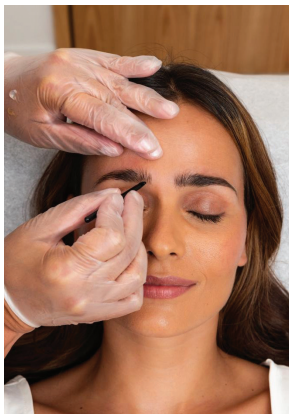
Biologique Recherche has taken its knowledge of the skin into scalp care. Masque Dermo-Apaisant is a hair mask to reduces sensations of discomfort (irritation, itching, tightnes), soothe the scalp, minimize scratching, help eliminate existing patches while preventing their reappearance, and replenish the scalp for lasting comfort. The mask is designed to be applied, massaged into the scalp and left on for 15-20 min, followed by a shampoo.

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

## TREATMENTS & PROGRAMS



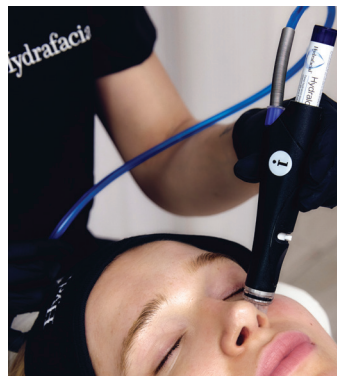
**European Wax Center Adds Brow Tinting**

European Wax Center will now be offering Eyebrow Tint as a new service in their hundreds of centers nationwide. EWC wax specialists will use a FDA-compliant brow tint formula to color eyebrows with one of their four universal shades. The semi-permanent eyebrow tint formula is ophthalmologist tested, non-irritating, and PH-balanced to give fuller, more defined brows that last up to four weeks. The Brow Tint service will be priced the same as a Brow Wax ($25; prices vary by location) and will be available nationally except where restricted or prohibited by state or local regulations. The results last for approximately four weeks.

*waxcenter.com*

## EDUCATION

**Hydrafacial Debuts Esthy Scholarship**



Hydrafacial announced the creation of a scholarship program designed for both aspiring and current estheticians. The Glow Getter Scholarship Program aims to support aspiring estheticians as they enter the growing field of esthetics and current estheticians as they advance their careers and their businesses. The scholarship announcement kicked off Hydrafacial's Estipalooza celebration, leading up to National Esthetician Day on Tuesday, October 15. The Hydrafacial Glow Getter Scholarship, administered by Beauty Changes Lives, will empower women who want to build a career in the exciting field of esthetics. This scholarship will financially support the tuition of those accepted or enrolled in an esthetics program that leads to licensure or certification in the United States and Canada, and also support the advanced education of currently licensed estheticians looking to elevate their skills even further.

*hydrafacial.com*

## AWARDS & RECOGNITION




**Circadia Wins Best Business**

Circadia has once again been awarded the ABIA Best Business Performance - Product/Equipment 2024 at the Australian Beauty Industry Awards (ABIA). This marks the second consecutive year that Circadia has earned this annual accolade. The ABIA gala was held on Sunday, August 25th, at The Star in Sydney. Circadia Australia, led by Rachael Stevens, was recognized as one of the standout winners of the night for its outstanding business performance in the product and equipment category. "We are incredibly proud to be honored once again by the ABIA. The recognition is a testament to the dedication and passion of our team," said Michael Q. Pugliese, CEO of Circadia. "Special thanks to Rachael and Phil Stevens and the Circadia Australia team for their relentless effort in elevating the brand's presence and performance in the market."

*circadia.com*

**MY SALON Suite Awarded For Customer Experience**

MY SALON Suite announced that it has been awarded the Franchise Customer Experience Certification. This certification, administered by the Franchise Customer Experience Institute, is awarded to franchise brands that demonstrate superior practices leading to enhanced franchise profitability via exceptional franchisee and consumer experiences. The only brand in its category to be recognized, MY SALON Suite underwent a comprehensive evaluation process, which included an independent review of 32 key practices, telephone interviews with franchisees and consumers and analysis of third-party data.

*mysalonsuite.com*

*Bottom: Image by Space Priest at Adobe Stock; Photos courtesy of companies featured.*

# Tuning In

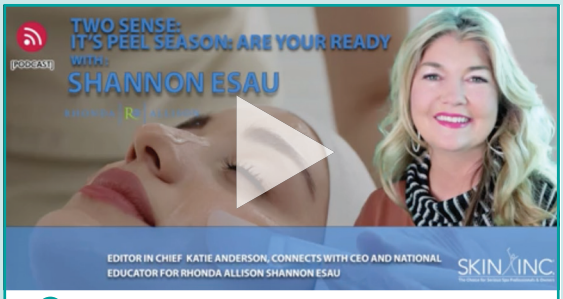
## Editor's Picks

**What did you do for National Esthetician's Day?** Whatever it was, we hope you took a moment to realize how much healing and happiness you bring to others.




## Sounds Like Spa

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




PODCAST **It's Peel Season: Are You Ready?**

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

**Upcoming Podcast Interviews with Osmosis and Face Reality.**

## The Latest in Video Interviews

Don't Miss...

You Can't Spell Anti-Aging Without [Vitamin] A




VIDEO **You Can't Spell Anti-Aging Without [Vitamin] A**

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

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

## Webcast Watch

- Barrier Breakdown: Acne's Hidden LInk
- Try This: Showerless Scrub Treatment

**Keep an eye out for our webcasts in 2025!**

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

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# Beauty, Aging and Facial Morphology: Observation, Prevention and Protection

By Erin Madigan-Fleck

Skin care products have evolved for decades, often passed down through generations as combinations of elixirs and home remedies. It was not until the early 1900s that the pioneering beauty entrepreneur Helena Rubinstein introduced the concept of a structured skin care regimen based on skin types, which included a newly invented "anti-wrinkle cream" *Valaze Extrait*, around 1915. Unbeknownst to many, it was Rubenstein who introduced the concept of "skin typing" for skin care products, and along with her astute marketing, led to the groundbreaking distribution and sale of skin care products in pharmacies and beauty salons. In the 1980s, the beauty industry introduced highly innovative formulation technologies such as liposomes and other anti-aging strategies to meet consumer needs, focusing strongly on anti-aging appeal.[1-3]

Over the years, the concentration of anti-aging products and concepts has been intended to slow down or reverse the effects of aging to maintain a youthful appearance. The anti-aging market unquestionably has been a driving force in the beauty industry, fueling product development, equipment and services. Globally, the anti-aging market has shown a consistent and historically strong performance, reaching a value of $73 billion in 2024, and it is projected to almost double to $140.94 billion by 2034.[4]



Image by DonChanu at Adobe Stock

## Enter Pro-aging

However, more recent contemporary lifestyles and strategies have emerged to address signs of skin aging and dysfunction by emphasizing and promoting skin health, overall well-being, and how healthy we look and feel - over the reversing aging standards. The latest perspective on aging introduces the concept of "pro-aging," which encourages embracing a positive approach to aging and prioritizing self-care. The pro-aging or well-aging mindset urges us to prioritize our health and see aging as a gift rather than an obstacle, enabling us to live life to the fullest in the present moment.

For many people, embracing the pro-aging perspective has led to an increased sense of self-worth and empowerment in self-care. The holistic mindset is placed front and center alongside this realistic inclusivity rather than unrealistic beauty standards. Pro-aging concepts embrace a practical approach to using products, services, practices and skin health processes aligned with the body's natural functions. Several celebrity pro-aging role models have championed that aging is not simply a number but a mindset allowing us to embrace our age and beauty wholeheartedly without apologizing. They have showcased the significance of feeling at ease in our own skin while fully engaging in life. This advocacy introduces a new sense of self-authenticity, concepts and strategies to enhance our understanding of healthy aging from an optimistic and beneficial perspective.



Pro-aging embraces a positive approach to aging.

## Theories of Aging

The processes of aging have multiple theories and concepts that give insight into the mechanisms of cellular and physical characteristics:

**Programmed Longevity.** This involves switching off and on specific genes and senescence at the cellular level, which defines the onset of age-related symptoms.

**Immunological Theory.** This theory states that as individuals age, the immune system tends to become less efficient and experiences widespread dysfunction, as evidenced by autoimmunity and a decreased ability to respond to infection and other immune challenges. Innate immunity provides non-specific defense against pathogens, while adaptive immunity offers a specific response to previously encountered pathogens.

**Wear and Tear Theory.**This theory suggests that aging occurs due to the gradual deterioration of the body's cells and tissues caused by wear and tear, oxidative stress, exposure to radiation, toxins or other deteriorative processes. Our bodies can repair DNA damage, but not all of those repairs are accurate or complete. As a result, the damage gradually accumulates and leads to signs of aging.

**Rate of Living Theory.** This proposes that an organism's lifespan is determined by the consumption of a vital substance at a rate proportional to its metabolic rate. This theory included two factors believed to influence lifespan: a genetically determined metabolic potential and the rate of metabolism.

**Cross-Linking Theory.** The cross-linking or *Glycosylation* theory of aging suggests that the binding of glucose to proteins, which happens in the presence of oxygen, may contribute to aging (glycation). This binding impairs the proteins, reducing their efficiency. Over time, prolonged exposure to this process increases the likelihood of glucose and protein coming into contact, leading to cross-linking disorders. Agents that contribute to crosslinking include aldehydes, lipid oxidation

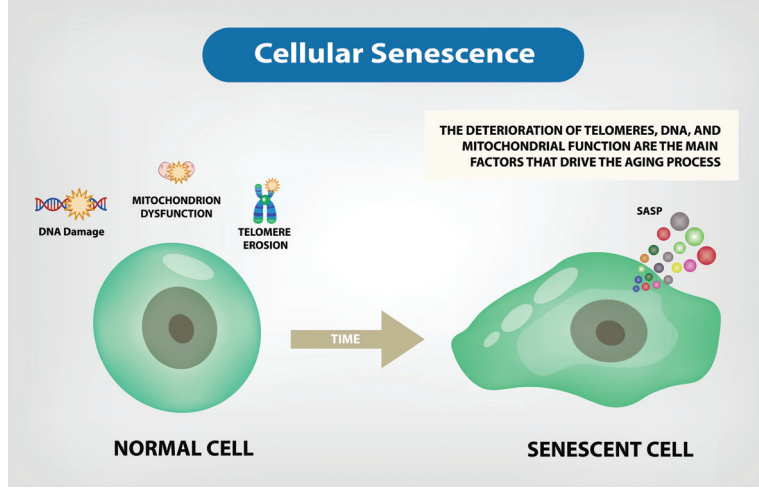


Left to Right: Image by millaf at Adobe Stock, Image by TsunLingFebus at Adobe Stock

products, sulfur, alkylating agents, quinones, and free radicals induced by ionizing radiation. Crosslinking damages tissues by reducing elasticity, swelling capacity, and resistance to hydrolases and enzymes.

**Neuroendocrine Theory.** The "aging clock" theory suggests that our body's ability to maintain internal balance decreases as we age, weakening our ability to adapt to changes. The central regulatory system for maintaining balance in humans, known as the hypothalamic-pituitary axis (HPA), becomes less efficient with age. This results in an increase in abnormal responses to changes in the body and a decline in many physiological functions. Recent studies confirm that hormones control aging, with the insulin/IGF-1 signaling pathway playing a critical role. The hypothalamus directs other organs and glands to release their hormones by controlling chain reactions. Research suggests that damage caused by the hormone cortisol can impair the hypothalamus' ability to regulate. cortisol, responsible for stress regulation, is produced by the adrenal glands near the kidneys. It is one of the few hormones that increases with age, and elevated cortisol levels can lead to the breakdown of muscle tissue and collagen.

**Free Radical Theory.** The free radical theory suggests that aging results from oxidative damage to the body's cells and tissues, primarily caused by aerobic metabolism. This theory can explain various structural changes that occur as we age, such as the peroxidation of lipids in cell membranes, the formation of age-related pigments, the cross-linking of proteins, DNA damage, and the decline of mitochondrial function. There are several lines of evidence supporting the free radical theory. These include the link between lifespan, metabolic rate, and the level of protective antioxidant activity, the increase in cellular levels of free radical damage with age, and the potential for reduced calorie intake to lead to a decline in the production of reactive oxygen species and an increase in lifespan. Free radicals attack our cell membranes, creating metabolic waste products, including lipofuscin. Lipofuscins interfere with the cells' ability to repair and reproduce themselves, disturb DNA and RNA synthesis, inhibit protein synthesis, and destroy cellular enzymes. Free radicals also attack collagen and elastin, causing the structures to break down. While the body can repair itself, with age, the effects of accumulated free radicals begin to slow down cell renewal, thereby reducing the body's self-repair capabilities and leading to increased breakdown. *It is important to note that aging is likely to be a complex process with multiple factors rather than attributable to a single cause.*[5-6]



## Signs and Signals of Aging

Physiological skin aging is a complex process influenced by both intrinsic and extrinsic factors and evolves from a combination of influences that affect various identifiable markers. The decline in skin barrier function during aging makes the skin more prone to infection and affects its ability to heal wounds. Therefore, it is essential to understand cellular aging mechanisms from a clinical perspective concerning the use of anti-aging skin care products. The major perceived risk factors are UV radiation, environment, unhealthy eating habits, stress, less exercise, dehydration, diseased state and sleeping habits.

The primary forces responsible for the aging of the face are: gravity, soft tissue maturation, skeletal removeling, muscular facial activity, muscular facial decline and solar degradation.



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**Several characteristics include: cellular senescence, changes in amino acid composition (may reduce NMF), changes in neurosensory perception, repair, collagen loss, corneocytes become larger for decreased epidermal cell turnover, decrease in glycosaminoglycans (GAGs), decrease in hyaluronic acid, decrease in mast cells, decrease in sebum production as much as 60%, decreased elastin function, decreased fibroblast production, deep dynamic and static wrinkles, delayed wound healing, development of mouth commissures, development or increase in hyperpigmentation, DNA damage, elastosis, epidermal thinning, epidermis decreases in thickness, estrogen loss (accelerates aging), fat cells and pads begin to diminish, glycation, impaired enzyme and filaggrin activity, impaired lymphatics, incomplete corneocyte compaction, increased potential for TEWL, increased vascular fragility, lipid peroxidation, lipofuscin development, loss of structural integrity, MMP collagen breakdown, photodamaged thickened epidermis, platysma (neck banding), pre-jowl development, reduced Cellular turnover, reduced supplies of cellular nutrients, reduction of natural water and fat emulsion, repetitive contracture of small facial muscles induces frown lines, telomere shortening, vascular changes and volume loss and thinning lips.** [7]

## Observations and Considerations

*Estrogen.* Lower estrogen levels contribute to skin aging in women, and compounds that activate estrogen receptors could help reduce some visible signs of aging. As life expectancy rises, women spend more years in a post-menopausal state.

*Hormones.* Changes in cells and tissues impact the neuroendocrine feedback regulation of secretions of the Luteinizing Hormone (LH), Follicle follicle-stimulating hormone (FSH), Adrenocorticotrophic Hormone (ACTH), and Growth Hormone (GH) and appear to be largely attributed to the drastic decline of hormones in the body with aging.

*UV damage.* The UV region of solar radiation can cause cellular injury, and visible radiation has a similar oxidative effect as infrared radiation due to *heat generation*. Factors such as smoking and atmospheric pollution also contribute to sun damage. Importantly, oxidative stress has a negative impact on cellular processes, including DNA replication.

*Cell aging.* As cells age, they change the intercellular matrix, release inflammatory cytokines and experience infiltration by other cell types. Additionally, the quantity and distribution of growth factors can affect wound

healing. Decreased DNA repair and loss of melanin increase the risk of developing cancer due to sun exposure and lead to a decline in enzymatically active melanocytes by 10-20% each decade, making the skin more sensitive to UV radiation.[8]

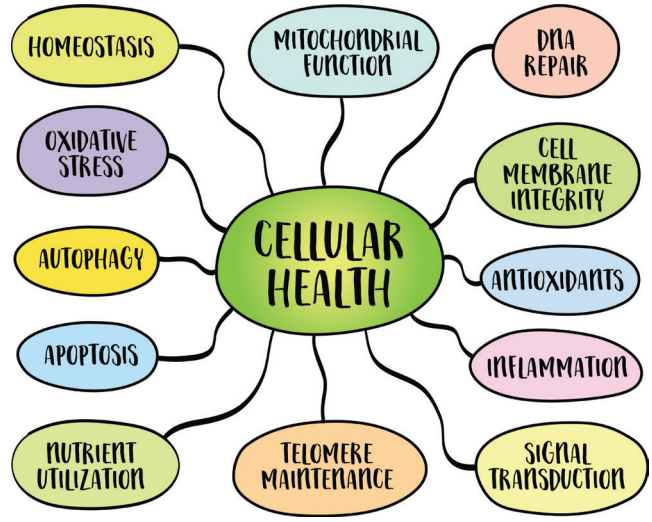
***Inflammation.*** Inflammation or "*inflammaging*" is the leading cause of age-related diseases like osteoporosis, arteriosclerosis and arthritis, as well as an increased susceptibility to infections. The weakening of the immune system affects skin cells, increasing the number of aged skin cells. This higher production of pro-inflammatory substances leads to low-level skin inflammation and increased oxidative stress in the skin's structures. Oxidative stress happens when there is an excess of reactive oxygen species (ROS), leading to lipid peroxidation. This, in turn, triggers skin-irritating chain reactions, causing enzymatic breakdown of collagen and elastin through matrix metalloproteinases (MMP). The skin's expression is increased due to the formation of radicals and cytokines.[9]

***Cell senescence.*** Cell senescence limits the number of times an average somatic cell can divide and may be a critical factor in age-related diseases. Telomeres are believed to be involved in cellular aging and may influence the genetic basis of human aging and longevity. It has been suggested that the restricted ability of human cells to multiply is due to the shortening of telomeres that happens during DNA replication with each cell division. Photoaging may accelerate the shortening of telomeres and push cells into senescence sooner. This could be why various growth factors may affect the speed and quality of wound healing.

## Powering Up Telomeres

Telomeres are unique structures located at the ends of our chromosomes. They are made up of the same short DNA sequence repeated multiple times and play a crucial role in ensuring proper replication of the chromosomes during cell division. Telomeres also help organize 46 chromosomes in the nucleus and protect the chromosome ends by forming a "cap."

Without telomeres, our chromosomes could bind to other chromosomes. During DNA replication, chromosomes are naturally shortened by about 25-200 bases per replication. However, because the




telomeres cap protects the ends, the only part of the chromosome lost is the telomere itself, leaving the DNA undamaged. Without telomeres, necessary DNA would be lost every time a cell divides eventually losing entire genes. Each time a cell divides, bases are lost from the ends of the telomeres on *each* chromosome. This loss of about 20 base pairs per cell division is known as the "end replication problem" and leads to cell senescence. The telomerase enzyme is active in specific somatic cells, such as those in the epidermis, but is almost undetectable in the dermis. Increasing evidence suggests that telomerase plays a significant role in maintaining skin function and proliferation. Telomeres in skin cells may be particularly susceptible to accelerated shortening due to proliferation and DNA-damaging agents, such as reactive oxygen species. The skin could be an accessible tissue for manipulating telomerase activity and telomere length, potentially improving skin diseases associated with aging.[10]

## The Mighty Mitochondria

Our body contains 250 types of cells, each with specific genes tailored to meet the cell's requirements. Mitochondria are closely involved in most of the cell's major metabolic pathways to build, break down, and recycle its molecular building blocks. Often referred to as the cell's energy factory, mitochondria have specialized duties that adapt to each phase of life, from embryo to old age. They are essential to the growth and function of all cells and accomplish many metabolic tasks. A single cell -can contain as many as 500 to 2000 mitochondria scattered throughout its cytoplasm. Mitochondria act as storage units for energy converted

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from food nutrients and are the sites for aerobic respiration and energy production. Growing evidence shows that mitochondrial dysfunction and oxidative stress are critical factors in aging all tissues, including the skin.[11]

Mitochondrial biogenesis is crucial for regulating skin aging. Maintaining a balance between mitochondrial "crosstalk" helps stabilize mitochondria and slow down the aging process in the skin. Mitophagy, which involves engulfing and degrading damaged proteins and mitochondria, ensures mitochondrial quality and helps prevent skin aging. Additionally, mitochondria have their DNA and convert stored chemical energy into ATP (Adenosine Triphosphate). This energy is produced through the collaborative actions of proteins in the inner mitochondrial membrane, known as the electron transport chain. These metabolic changes are essential when evaluating cells' biological age and health status – *noting that from the moment an ATP molecule is produced, it is typically consumed within one minute.*



## Defend and Protect

*Changes in diet, increasing exercise, and a regimen of antioxidants, nutritional supplements, and growth factors can alter how the genes express themselves.*

Antioxidants work preventively by suppressing the formation of free radicals and activating defense systems at different levels. This includes prevention, scavenging of radicals, repair, and adaptation. By scavenging free radicals, antioxidants can address lipid peroxidation and delay or inhibit cellular damage. Both enzymatic and non-enzymatic antioxidants reduce lipid hydroperoxide and hydrogen peroxide levels, prevent lipid peroxidation, and modulate free radical reactions. Antioxidants can interact with free radicals, stopping the chain reaction before vital molecules are damaged, thereby maintaining the structure and function of the cell membrane. The skin can absorb antioxidant nutrients through diffusion and intercellular signaling pathways, providing various levels of protection depending on the antioxidant, dosage, and absorption factors. The skin's natural repair mechanisms include enzymatic antioxidants like superoxide dismutase, catalase, glutathione peroxidase, various forms of vitamin E, vitamin C and ubiquinol. The skin contains nutrients such as lycopene, carotene, lutein, zeaxanthin, and ascorbic acid.

Interestingly, the outer layer of the skin (epidermis) contains more antioxidants than the inner layer (dermis) due to exposure to light and the skin's natural protective response. Despite being the largest organ in the human body, the skin is the last to receive nutrients from the bloodstream as other organs are given priority. Consuming antioxidants is important because they help protect the skin internally by providing antioxidant protection to the cells. Vitamin A, especially from carotenoids, is crucial for skin protection as it enhances the body's ability to provide some level of sun protection (depending on dietary vitamin A intake) and may reduce the inflammatory response induced by UV rays by decreasing prostaglandin E2, which is a mediator in arachidonic acid. Furthermore, studies have shown that fibroblasts are significantly capable of reducing lipid peroxidation caused by UVB rays through beta carotene, lutein, and lycopene.

The most effective antioxidant synergies utilized both topically and systemically are the following.

***Vitamin C.*** Vitamin C removes extensive free radicals and repairs oxidized vitamin E.

***Vitamin E.*** Vitamin E is important for the neutralization of singlet oxygen in the cell membrane and prevention of lipid peroxidation.



*Left to Right: Image by Lulurasch at Adobe Stock, Image by AIGalaxy at Adobe Stock*

***Resveratrol.*** Resveratrol inhibits UV-induced radiation and DNA mutation.

***Epigallocatechin gallate*** (Green tea). EGCG inhibits ROS and lipid peroxidation.

***Lipoic Acid.*** This free radical neutralizer, repairs the endogenous antioxidant systems [12]

Foods that are packed with nutrients and contain high levels of phytonutrients and antioxidants can help shield the body from damage caused by free radicals in the environment and non-food substances. Antioxidants work in tandem as co-factors, reactors, and recyclers, bolstering each other's functions. This cooperative interaction among antioxidants reinforces the scientific notion that their collective activity is more potent than when they function independently. Collectively, antioxidants may provide the following benefits.

- Repair to damaged molecules
- Prevent oxidation, lipid peroxidation
- Chelate metal radical production (cell damage by metal ions)
- Support gene expression (gene synthesis and output)
- Shield DNA and support telomere health
- Lower LDL cholesterol levels
- Boost the immune system
- Prevent cancer in nutrition regimes
- Regulate DNA cell genetics (epigenetics)
- Serve as precursors to cellular mediators
- Inhibit cell-damaging enzymes
- Promote apoptosis in cancer cells
- Regulate cellular redox buffering agents
- Modify proteins enzymatically following biosynthesis


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# ESSENTIALS FOR RADIANT, YOUTHFUL EYES

By Michael Q. Pugliese

The area around the eyes is one of the first places signs of aging begin to show. This is because the eyes are constantly moving, contributing to dynamic wrinkles like crow's feet. Whether that is to blink, change the line of sight to another direction, squint to read a sign, or make any facial expression, the skin around the eyes plays a critical role in all aspects. It also plays a starring role in developing laxity issues around the eyes.

Did you know we blink an average of 10,000 times daily?

As estheticians, we must understand the dynamics of the delicate skin surrounding the orbital bone so we can accurately address our clients' concerns by providing the right treatment plans and recommendations. In this article, we will examine the unique characteristics of the skin around the eyes, as well as common concerns and best practices for the skin care professional.

## Skin Around The Eyes

The skin around the eyes is remarkably different than any other part of the body for several reasons. One of the most obvious is its' thickness. The tender skin on the eyelid is only 0.5 millimeters thick, making it the thinnest skin on the human body. In comparison, the skin on the foot can be up to 3 millimeters thick, while the rest of the face is about 2.0 millimeters thick. Because the skin is so thin, we must treat this area carefully, not only with ingredient selection but with gentle facial massage and delicate product application.

Another way the eyes are unique is because of the rich vascular network that surrounds them. Beneath the surface of the skin, many vessels carry blood and lymph fluids to and from the area, which can be a top contributor to puffiness if lymph fluids stagnate. In combination with the thin skin mentioned above, dark circles are also commonly seen much more easily. When we are tired, blood circulation slows down, and the vessels under our eyes may dilate, causing them to appear more prominent and darker. Additionally, fatigue can cause fluid retention under the eyes, creating a perfect storm of puffiness and dark shadows—a telltale sign that it is time for more sleep.

There are significantly fewer sebaceous glands around the eyes than there are across the rest of the face and body. Because of this, the skin around the eyes is more prone to dryness, flaking, and redness—all of which make traditional practices in anti-aging treatments more challenging and the need for hydration all the more important. These contributing factors cause the eyes to be one of the first places to show the signs of aging skin. From constant movement to thin skin that can't protect from UV damage, lifestyle factors, and perhaps even blue-light damage, the eye area is prone to premature aging and hyperpigmentation issues.

## Crows, Crinkles & Wrinkles: The Common Concerns

### Dark Circles

There are several reasons dark circles can appear more prominent. The underlying issue is the vast vascular network we discussed previously. Sometimes, genetics can also play a role in their visibility.

It is recommended to get adequate sleep and practice good sleep hygiene. Elevating the head while sleeping will help keep fluids from pooling. Using a silk pillowcase will also help.

### Fine Lines and Wrinkles

As we age, the formation of fine lines and wrinkles becomes more prominent due to the decline of collagen and elastin production and the slowing of our cell turnover rates. These factors alone are enough to cause the natural aging process. However, adding the fact that the average human being blinks 10,000 times a day, causing the skin around the eye to contract the same number of times, is bound to cause wrinkling early on. We also know that UVA rays cause rapid cell deterioration and cell damage, so it is essential to wear sunscreen around the eyes and add an additional layer of protection like sunglasses or a hat, where the skin is shielded from sun exposure whenever possible.

### Puffiness and Swelling

The puffiness, or periorbital edema, occurs when excessive fluid accumulates in the tissue under the eyes. This happens often after a long night out or a brutal bout of summer allergies. Because the skin is so thin and sensitive, it makes it more prone to fluid pooling. Some of the common causes of puffiness and swelling are excessive salt intake, sleep deprivation, and hormonal fluctuations, including cortisol levels. On the other hand, allergies cause histamines to be released in the bloodstream, which can cause inflammation and swelling, too.

## Wrinkle Warriors: Ingredients that Brighten & Tighten

Before we dive into ingredients that help combat the common concerns around the eye area, it is important to note that the molecular weight of chemical compounds is particularly important in the delicate eye area to ensure efficacy. The skin around the eyes is thinner, so it is more susceptible to irritation. However, it also requires ingredients that can effectively penetrate the skin without being too harsh. Ingredients with smaller molecular weights do this well.

For example, hyaluronic acid used in eye creams usually has a lower molecular weight to hydrate more deeply without causing excessive puffiness. Heavy molecules might sit on the surface of the skin and act as a barrier, not providing the essential hydration or benefits at deeper levels. Along with molecular sizes, it is essential to use products that are specifically formulated for the eye area because they are gentler, with lower concentrations of active ingredients to prevent the skin from getting overly irritated. As previously discussed, lacking sebaceous glands, thin skin, and tender area requires TLC. The skin in this area can quickly become irritated, red, or even develop dermatitis if products are too active or potent. Products designed to be used on the face may contain alcohol, fragrance, or oils that could cause irritation around the eye area, too. Many facial serums and moisturizers tend to be too heavy for the delicate eye area, and can potentially clog pores or cause milia. Eye creams often have a lighter texture for this reason.

## A Word about Milia

Milia are small, cyst-like bumps that appear when keratin becomes trapped beneath the skin. They are common around the eye area due to heavy creams, sun damage, excessive dead skin, and improper exfoliation, which all cause pores to clog and keratin to build up. To treat or prevent milia, gentle chemical exfoliants and enzyme masks can help. If your state board permits, manual extraction can be done using a sterile lancet and gently pressing the milia.

## Performance Ingredients

When selecting products to treat the eye area, you must consider whether they can be gentle and effective. Some of the critical ingredients for common eye care products include retinoids, peptides, hyaluronic acid and vitamins C and E.

Retinol is a vitamin A derivative widely used in skin care products because of its proven ability to increase cellular turnover and boost collagen production. In



Hyaluronic acid is a superhero for the eye area.

gentle formulations for the eyes, products with a low concentration of retinol can target fine lines, reduce milia, and give a more youthful look without causing flaking, peeling, or generalized irritation. It is usually recommended that these products be applied at night.

Peptides are short chains of amino acids that act as building blocks of proteins like collagen and elastin. They tell the body to stimulate collagen production, support skin elasticity, and strengthen the skin's barrier. This makes peptides an excellent ingredient for firming the eye area and reducing the signs of aging, day or night.

Hyaluronic acid is a superhero for the eye area as it can provide necessary hydration and plump the skin quickly. This ingredient can be layered over other products, such as vitamin A, for enhanced anti-aging benefits or applied on its own. Because hyaluronic acid can hold up to 1000 times its weight in water, it is essential for the skin to remain hydrated both by ingestion of adequate water to avoid dehydration and by topical application to seal in moisture with products containing ceramides, squalane, or dimethicone to create an occlusive barrier for optimizing skin health. Vitamin A is not the only essential vitamin in the anti-aging arsenal.

Both Vitamin C and vitamin E play an integral role in skin health. Vitamin C is a potent antioxidant that brightens the skin, stimulates collagen production, and protects against free radical damage caused by UV exposure and environmental pollutants. It also reduces hyperpigmentation, which can minimize dark spots and dark circles under the eyes. Because vitamin C does so much heavy lifting, especially during the day, it is recommended to use in morning skin care routines to protect the skin and in evening ones to assist in repairing.

Vitamin E is another powerhouse ingredient that supports cellular repair and protects against environmental damage. Its impressive soothing and moisturizing properties can combat inflammation and help protect the skin's barrier.

## Manual Efforts to Combat Common Eye Concerns

Lymphatic drainage around the eyes can reduce puffiness, dark circles, and fluid retention and help increase circulation. The goal is to stimulate the lymphatic system to flush the area gently. The lymphatic system can be stimulated via massage, cooling globes, or gua sha stones. This can be done daily, especially in the morning when puffiness tends to be most prominent. A good rule of thumb is to constantly move from the inner face, outward and downward, toward the lymph nodes located near the temple and ears. Always apply gentle pressure and repeat movements to eliminate stagnation.



**Michael Q. Pugliese** is an accomplished and knowledgeable skincare formulator and manufacturer who has significantly contributed to the skincare industry. As the third-generation CEO of Circadia by Dr. Pugliese, he has continued the family legacy of providing exceptional skincare solutions to clients worldwide. Michael's expertise as a sought-after educator and writer has enabled him to teach the principles of modern skin science to industry professionals across the globe.

Under Michael's leadership, Circadia has achieved global recognition and distribution, making it possible for individuals with different skin types from all corners of the world to access quality skincare products. In addition, his commitment to delivering dynamic research on skincare has resulted in compelling lectures that have earned him widespread respect and admiration.

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# 2024 READERS' CHOICE

SKIN INC.®

At *Skin Inc.*, we make it our mission to deliver top notch education to spa professionals from the latest trends to the newest innovations in the industry. When it comes to knowing what products work best in the treatment room though, we turned to you, our audience, to give us your insights and cast your vote in our 2024 Readers' Choice Awards. These awards give you a chance to let your voice be heard on what formulations you are in love with. We are thrilled to announce the winners and finalists for the 2024 *Skin Inc.* Readers' Choice Awards, who were chosen by you, for you. Check out the top voted tried and true products to add to your arsenal from brands like Environ, Viktoria De'Ann, Skin Script, Pure Fiji, Bioelements and so many more.


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# Thank You

## TO OUR NOMINEES

*Skin Inc.* would like to extend a heartfelt thank you to all of our nominees. We were overwhelmed by the amount of innovation we are seeing in professional skin care products. We were honored to have you participate in our program and we cannot wait to see all the wonderful things you create in the future.

- 7e Wellness
- Amarte Skin Care
- Aquaboost Pro
- Atelier Liliana
- BelleCôte Paris
- Bioelements
- Biojuve
- Bio-therapeutic
- Borboleta
- Cirepil by Perron Rigot
- Clean Skin Labs
- Clearlight
- Cosmedix
- Daily Concepts
- Déesse PRO
- DermaQuest
- DMK Skin Care
- Éminence Organics
- Endopheres
- Environ Skin Care
- EstheticPro
- Finipil
- Glad Girl
- Glo2Facial
- Hawrych MD
- Hydrafacial
- Janssen Cosmetics
- JB Lashes
- Karuna
- KIZO Lab
- KM Herbals
- LaFlore
- Linder Health
- Living Earth Crafts
- LPG Endermologie
- Lycon
- M.A.D. Skincare
- Moor Spa
- NanoStamp
- Nufree
- Nutrafol
- Osmosis
- Pevonia
- Phytomer
- Plum Wax
- Prevention Disinfectants
- Prosana
- Pure Fiji
- Ready Care Industries
- Relax & Wax
- Reveel
- Revitalash
- Sanitas Skincare
- Silhouet-Tone
- SIV
- Skin Script
- Sorella Apothecary
- Sugar of The Nile
- Sweet & True Sugaring
- Tara Spa Therapy
- TiZO
- Universal Companies
- ViBrowLash
- Viktoria De'Ann
- X08
- VI Peel
- ZAQ

2024 SKIN INC. READERS' CHOICE

# 2024 SKIN INC. READERS' CHOICE




## WINNER: Best Anti-Wrinkle Product

**PEPTI-tone**
**Viktoria De'Ann**
*viktoriadeann.com*
PEPTI-tone is formulated to help soften the appearance of fine lines and wrinkles, restoring skin's young radiance. It visibly improves the appearance of dynamic wrinkles around the forehead, eyes, and lips, which are areas especially prone to deep set lines. The results are smoother, more relaxed and toned skin.




FINALISTS:

**Renew MD Advanced Retinal Serum** | Osmosis | *osmosisbeauty.com*

**HA Pep** | Linder Health | *linderhealth.com*

## WINNER: Best Brightening Product




**Melanotech Drops**
**DMK**
*dannemking.com*
DMK Melanotech Drops are formulated to tackle hyperpigmentation, dark spots and uneven skin tone. These drops contain potent melanin inhibitors and antioxidants such as kojic acid and licorice root extract. They effectively suppress melanin production and brighten the skin. Ideal for severe hyperpigmentation, acne and rosacea, Melanotech Drops penetrate deeply to reduce uneven skin tone and signs of aging, preventing new pigmentation while addressing existing discolorations.

FINALISTS:

**Lemon Lightening Serum** | Sorella | *sorellaapothecary.com*




**Mandelic Brightening Serum** | Skin Script | *skinscriptrx.com*




## WINNER: Best Acne Product

**Blemish Spot Treatment**
**Skin Script**
*skinscriptrx.com*
Blemish Spot Treatment is perfect to aid in alleviating active breakouts and treating cystic acne. It soothes skin irritation, clarifies breakouts and assists in boosting hydration levels. It also limits scarring.

FINALISTS:

**Botanical Infused Sebu-Spot Blemish Gel** | Environ | *skincare.dermaconcepts.com*

**Acne Advanced Cleansing Foam** | Éminence Organic Skin Care | *eminenceorganics.com*







## WINNER: Best Cleanser

**Deep Clean Detox Cleanser**
**Osmosis**
*osmosisbeauty.com*
Embark on an invigorating clean with this unique blend of citrus essential oils and coconut. Let this gentle, yet effective cleanser remove deep impurities, leaving your skin refreshed and revitalized. Suitable for all skin types, it's the ultimate detoxifying experience. This product eliminates excess oil and impurities and promotes a healthier, clearer complexion.

FINALISTS:

**Moisture Renewal Cleanser + Shave** | Kizo Lab | *kizolab.com*

**Exfoliating Gel Cleanser** | Éminence Organic Skin Care | *eminenceorganics.com*







## WINNER: Best Mask

**Hydroplunge**
**bioelements**
*bioelements.com*
This lightweight immersion mask plunges moisture deep into parched layers with quick-quenching sugar beet extract and hyaluronic acid to balance skin's water losses + gains. Glucose and xylitol boost cellular water and limit hydration loss, as they help optimize skin's protective barrier. Use over face, neck and under eyes, and instantly emerge refreshed, with visibly improved line appearance and hydration that endures.




FINALISTS:

**Golden Honey Nourishing Mask** | Skin Script | *skinscriptrx.com*

**Purifying Powerclay** | Sorella Apothecary | *sorellaapothecary.com*

*Images courtesy of manufacturers*

## WINNER: Best Moisturizer

### Bakuchiol + Niacinamide Moisturizer

**Éminence Organic Skin Care**

*eminenceorganics.com*




Restore skin's natural hydration with this gel-cream moisturizer, formulated with the unique combination of retinol alternative bakuchiol and niacinamide. This pairing smooths wrinkles while visibly firming skin, minimizing large pores and uneven texture, with no visible irritation.






FINALISTS:

**Liquid Hydration Moisturizer + Serum** | Kizo Lab | *kizolab.com*

**Harmonize Microbiome Boosting Moisturizer** | Cosmedix | *www.cosmedix.com*

## WINNER: Best Peel

### 10% TCA Depigmentation Peel

**Skin Script**

*skinscriptrx.com*




The 10% TCA Depigmentation Peel is mild but very effective and delivers lighteners down to the melanocyte without traumatizing the skin. The TCA Peel is buffered with azelaic, arbutin, and kojic acids, which are tyrosinase inhibitors that control hyperpigmentation, melasma, or sun damage for all Fitzpatricks 1 – 6. The combination of these acids is a beautiful peeling treatment for evening skin tone, reducing acne and retexturing the skin.

FINALISTS:

**Clinical MelaQuest Peel with Cysteamine** | DermaQuest | *dermaquestclinical.com*




**Cool Peel** | Environ | *environskincare.com*



## WINNER: Best Sensitive Skin Product

### Beta Gel

**DMK**

*dannemking.com*




DMK Beta Gel is designed to address a wide range of skin conditions, particularly reactive, irritated, or traumatized skin. Infused with beta-glucan, it activates langerhans cells that drive the skin's immune and reparative functions. This gel effectively treats abrasions, burns, oxidative stress, premature aging, acne, rosacea, and more. Known for its ability to reduce redness and inflammation, repair damaged cells, and stimulate growth factors, Beta Gel is particularly beneficial for acne-prone skin, eczema, psoriasis and sun-damaged skin.






FINALISTS:

**Rescue MD Epidermal Repair Serum** | Osmosis| *osmosisbeauty.com*

**Sensitive Skin Cleansing Oil** | bioelements | *bioelements.com*

## WINNER: Best Sunscreen

### AM Replenish Lightly Tinted

**TiZO**

*tizoskin.com*




TIZO AM Replenish Lightly Tinted is formulated with zinc oxide, ceramides, and powerful antioxidants (vitamins C and E). Zinc oxide protects against UV damage and ceramides help restore the lipid layer. TIZO AM Replenish helps prevent future UV damage and aids in the repair of existing damage resulting in long lasting moisturization.







FINALISTS:

**Ultra Veil** | Amarte Skin Care | *amarteskincare.com*

**Hyper Sheer SPF 50 Finish Daily Moisturizer** | M.A.D Skincare | *madprofessional.com*

## WINNER: Best Product For Men

### SkinFit Mask Treatment

**Pevonia**

*pevoniapro.com*




This soft grey peel-off mask offers men a treatment specifically formulated for their skin to manage advanced aging signs. A unique combination of ingredients delivers relaxation and smoothing of fine lines and wrinkles. It has expedited absorbency of all actives for tighter-looking skin benefits, delivering dramatic rejuvenating results. It is recommended for men with visibly aging skin or as a preventative treatment.

FINALISTS:

**Active Body Wash** | Sanitas Skincare | *sanitas-skincare.com*




**Man Age-Defying Mask** | Moor Spa | *moorspa.com*



# 2024 SKIN INC. READERS' CHOICE

## WINNER: Best Toner

**Watermelon Mint Hydrating Mist**
Sorella Apothecary
*sorellaapothecary.com*
This versatile spray can be used as a toner, a setting spray, or when you need a dewy boost. Your skin will feel revitalized with an energizing hint of mint.






FINALISTS:
**Rose Geranium Hydrosol & Toner** | KM Herbals | *kmherbals.com*

**Coconut Water Hydrating Toning Mist** | Pure Fiji | *us.purefiji.com*

## WINNER: Best Brow Product

**RapidBrow Eyebrow Enhancing Serum**
RapidLash
*rapidlash.com*
RapidBrow eyebrow enhancer serum helps enhance the appearance of eyebrows. RapidBrow Eyebrow Enhancing Serum is the best eyebrow serum specifically created cruelty free for eyebrows with an exclusive Hexatein 2 Complex, a unique blend of fortifying proteins, stimulating peptides and nourishing key ingredients designed to help condition, enhance, and improve brow density and the appearance of thicker eyebrows as quickly as in 60 days.







FINALISTS:
**Advanced Eyebrow Enhancer** | HAWRYCH MD BROW | *hawrychmdlash.com*

**Lash and Brow Serum** | Borboleta | *borboleta.com*

## WINNER: Best Lash Product

**Eyelash Enhancer**
HAWRYCH MD LASH
*hawrychmdlash.com*
The combination of scientifically developed ingredients helps to nourish and moisturize your lashes, while protecting them from breakage. Use HAWRYCH MD Eyelash Enhancing Serum daily to achieve beautiful, stunning lashes in as little as 4 weeks.Builds lashes from natural to stunning day after day. This enhancer gives eyelashes gorgeous look and volume. Professionally tested and approved. It can also be used for restoring the appearance of brittle or damaged lashes.




FINALISTS:
**Eyelash Enhancing Serum** | RapidLash | *rapidlash.com*

**PEPTI-lash-XL** | Viktoria De'Ann | *viktoriadeann.com*




## WINNER: Best Lash Extensions

**Synthetic Mink C-Curl Lashes Starter Kit**
JB Lashes
*universalcompanies.com*
This JB Lashes Starter Kit includes the following lashes and tools for beginners: 1 Black Synthetic Mink Lashes, Black, 0.15x9mm 1 Black Synthetic Mink Lashes, Black, 0.15x10mm 1 Black Synthetic Mink Lashes, Black, 0.15x11mm 1 Black Synthetic Mink Lashes, Black, 0.15x12mm 1 Mega Pro-Bonding Adhesive, 0.33 fl. oz. / 10mL 1 Pro-Grade GEL Remover, 0.676 fl. oz. / 20mL 1 Stainless Steel, Pro Tweezers - Straight 1 Stainless Steel, Pro Tweezers - Angled 1 Rose Quartz Stone 10 Micro Brush Swabs 1 Surgical 3m Tape 1 iLashCare, Oil-Free Protein Remover and Primer, 1 oz. / 30mL 1 Lint Free Gel Patches (10 Pairs) 1 Holographic Bag w/Handle




FINALIST:
**O.G. Lashes: Cashmere Touch** | Borboleta | *borboleta.com*



## WINNER: Best New Product

**Clinical Phytic Infusion + C Serum**
DermaQuest
*dermaquestclinical.com*
This antioxidant serum contains a synergistic combination of 8% stabilized ascorbic acid, 2% phytic acid, tannic acid, and ginkgo biloba to help combat harmful free radicals, minimize environmental damage, help improve visible signs of photoaging and brighten skin. This blend of antioxidants reduces the appearance of wrinkles and dark spots while restoring radiance and a unified skin tone.






FINALISTS:
**Eye-Luronic Eye Patches** | Sorella Apothecary | *sorellaapothecary.com*



**AquaBoost Professional Hydrodermabrasion Facial Machine** | *universalcompanies.com*

*Images courtesy of manufacturers*

## WINNER: Best Facial Tool

**Micropen**
**EstheticPro**
*epmicropen.com*




The EstheticPro Micropen is the only versatile device that can perform four different services: MicroInfusion, MicroNeedling, MicroChanneling and a new treatment EstheticPro invented that can replace physical exfoliation called MicroExfoliation. No other device offers so much value at such an accessible price point.

FINALISTS:

**Jade Facial Roller** | Daily Concepts | *universalcompanies.com*



**Face and Body Roller** | Pure Fiji | *us.purefiji.com*

## WINNER: Best LED Device

**Zayn 5-in-1 Skincare Wand**
**ZAQ**
*zaq.com*



Enhance your skin by reducing the appearance of: acne, wrinkles, fine lines, dark circles, blemishes and dark spots. Boost blood flow, improve muscle tone, and unclog pores. Rejuvenate skin with a quick, 3-minute session, three times per week. It has red light, blue light, microcurrent, vibration, and magnetic heat therapy.

FINALISTS:



**The FULL BODY Tower, The CORE Tower and The PERSONAL Tower** | Clearlight | *clearlightred.com*

**EOS X** | Déesse Pro LED Phototherapy Mask | *universalcompanies.com*



## WINNER: Best Microneedling Tool

**Gold Roll-CIT**
**Environ**
*skincare.dermaconcepts.com*



The Environ Gold Roll-CIT is a handheld 14 ct gold plated roller that has 260 ultra-fine needles of the highest grade surgical 316 stainless steel. The needles are 0.2 mm in length. Designed to help enhance the overall look and feel of your skin, this Environ needling instrument is specially crafted for use on areas of your face that demand extra special care such as the delicate skin around your eyes, nose and mouth. The gold-plated roller gold naturally suppresses bacterial growth.

FINALISTS:



**EstheticPro** | Micropen | *epmicropen.com*



**NanoStamp 360** | *360aestheticdevices.com*

## WINNER: Best Ultrasound Device

**Electro-Sonic DF Machine**
**Environ**
*skincare.dermaconcepts.com*



Environ Electro Sonic DF Mobile device uses low frequency sonophoresis and iontophoresis to improve the performance of products. This device is intended to temporarily disrupt the stratum corneum to improve the penetration of skincare for cosmetic applications. It is intended to be used by a layperson in the home environment. Combined with Environ's cosmetic products, the appearance of specific skin concerns can be targeted using the DF Mobile, resulting in the look of a noticeably improved complexion, texture and radiance.

FINALIST:



**bt-micro Ultrasonic Exfoliation** | Bio-Therapeutic | *universalcompanies.com*

## WINNER: Best Microcurrent Device




**MyoLift 600 Plus ATP Booster Kit**
*7ewellness.com*

This professional Microcurrent Facial device emits 650 Microamps on 3 different waveforms, allowing estheticians to perform 3 different treatments on their clients. The new features include: -650 microamps which allows for more powerful treatments and better results, the integration of the "Rejuv" waveform which allows estheticians to provide lymphatic drainage to clear and detoxify their clients skin and new backlit panel which elevates the functionality and overall look and feel of this device.






FINALISTS:

**SVEN Ultimate Skin Rejuvenation** | ZAQ | *zaq.com*

**bt - nano microcurrent system** | Bio-Therapeutic | universalcompanies.com

# 2024 SKIN INC. READERS' CHOICE

## WINNER: Best Hair Removal Prep




**Pre-Depilatory Jasmine Oil**
*universalcompanies.com*
Used sparingly, this superb pre-wax oil helps facilitate the effectiveness of the wax and conditions the skin. It may also be used after waxing procedures as desired, and due to its light texture, this jasmine oil is also popular in massage therapy. Caution is recommended: Over application will cause the wax not to adhere to the hair.




FINALISTS:
**LYCOTane Cleanser** | LYCON | *lyconusa.com*

**Clean Sweep Pre-Post Wax Cleanser** | Relax & Wax | *relaxnwax.com*

## WINNER: Best Hair Removal Soother




**Body Mist**
Sugar of the Nile
*sugarofthenile.us*
Sugar of the Nile Body Mist is a premier after hair removal product that soothes and cools the skin and provides instant relief from post hair removal irritation. It contains chamomile and rosemary to calm irritated skin and aloe for its soothing and therapeutic properties. Green tea provides antiseptic properties and glycerin helps the skin retain moisture after sugaring. This hydrating mist can be applied pretreatment to hydrate the skin and prepare for hair removal and is phenomenal after hair removal.




FINALISTS:
**Lait 50** | finipil | *nufree-professionals.com*

**Botanical Water** | Sweet & True Sugaring Co. | *sweetandtruesugaring.com*




## WINNER: Best Body Product

**Yuzu Solid Body Oil**
Éminence Organic Skin Care
*eminenceorganics.com*
This transformative solid body oil infuses dry, dull skin with dreamy yuzu and vitamin-rich camu camu for radiant skin from every angle. Refining PHA and lush tropical oils enhance hydration for all skin types to leave you with supple, glowing skin.



FINALISTS:
**Coconut Sugar Scrub** | Pure Fiji | *us.purefiji.com*




**De-Aging Saltmousse** | Pevonia | *pevoniapro.com*



FINALISTS:
**Compressed Sponges** | Prosana | *universalcompanies.com*



**Round Eco Amenities** | Ready Care Industries | *readycare.com*



## WINNER: Best Sugar

**Sugaring Paste**
Sweet & True Sugaring Co.
*sweetandtruesugaring.com*
At Sweet & True Sugaring, we believe in quality, eco-friendly beauty alternatives that provide radiant skin with integrity. Our distinctive sugaring paste formulas combine ancient techniques with botanical complexes, food-safe ingredients, and modern methods. These pastes are based on a family recipe, using sustainable and environmentally conscious ingredients, making them gentle on the planet and perfect for your clients. Our 43 oz. jar surpasses industry standards in size, offering a more eco-friendly choice by reducing plastic waste.




FINALISTS:
**Sugar Paste** | Sugar of the Nile | *sugarofthenile.us*




**Plum Smooth Cold Wax** | Sugar Plum | *universalcompanies.com*

## WINNER: Best Wax




**LYCODream Hybrid Hot Wax**
LYCON
*lyconusa.com*
Designed for professional use, LYCOdream is a precise balance between LYCON's traditional hot wax and LYCOtec film wax formulas. The strip-less wax 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. Our Australian-made wax is low temperature and irrefutably offers the best of both worlds.




FINALISTS:
Nufree | *nufree-professionals.com*




**Stripped Down Hard and Soft Wax Body** | Relax & Wax | *relaxnwax.com*

## WINNER: Best Spa Supply




Prevention Disinfectants
*preventiondisinfectants.com*
Prevention Disinfectants are the fastest, safest, and easiest disinfectants for spa professionals. They kill viruses, bacteria, and fungi in 1-minute. Prevention is safe to use with no irritation to the eyes and skin and its active ingredient breaks down into water and oxygen, making it more sustainable. With wipes and ready-to-use spray, Prevention offers the fastest and easiest disinfectants on the market. It is also the first in the industry to introduce refill wipes, allowing spa professionals to reduce their plastic usage by up to 90% and have cost savings.

*Images courtesy of manufacturers*

PROTOCOLS IN PRACTICE

# 5 LIFTING PROTOCOLS

HELP CLIENTS ADDRESS SAGGING AND LAX SKIN WITH THESE LIFTING PROTOCOLS.

## LIFT & GLOW FIRMING FACIAL PROTOCOL

### ÉMINENCE ORGANIC SKIN CARE

**This firming facial revitalizes the skin, promotes a visibly lifted effect, and enhances elasticity with antioxidant- rich botanicals. It strengthens the skin's natural barrier, deeply hydrates, and smooths the appearance of fine lines, resulting in more toned, radiant, and youthful-looking skin. Duration & Price: 60 min/$125**

**Step 1.** Pump a small amount of Firm Skin Acai Cleanser and apply to skin. Massage gently with fingertips in a circular motion covering the face and neck. Remove with a warm, wet towel.

**Step 2.** Apply 1 to 2 sprays of the Mangosteen Revitalizing Mist onto the face and neck. Leave on.

**Step 3.** Apply 1/4 to 1/2 of a dropper of the Firm Skin Acai Exfoliating Peel onto a cotton round or dispense directly into your hands. Apply in circular motions covering the face and neck, avoiding the eye area. Do not rinse as there is no need to neutralize. Allow 2 minutes before application of next product. Apply a thin layer of the Barbados Cherry Superfood Pro Enzyme Exfoliant to the face and leave on for up to 10 minutes maximum. Remove with a damp cloth. This product is warming, and a slight redness is a natural reaction to this special treatment product.

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

**Step 5.** Apply the Firm Skin Acai Masque mixed 1:1 with the Strawberry Rhubarb Masque. Rinse off.

**Step 6.** Apply a few drops of the Rosehip Triple C+E Firming Oil onto the skin, massage for 1 minute and leave on. Next apply the Marine Flower Peptide Night Cream, diluted with water if desired, continue to massage for 5 to 10 minutes. Rinse off.

**Step 7.** Apply 3-4 drops of the Citrus & Kale Potent C+E Serum on the skin. Allow 30 seconds for optional absorption. Leave on.

**Step 8.** Apply the Mangosteen Gel Moisturizer to face, neck, and dÉcolletÉ. Gently massage until absorbed.

**Step 9.** Apply a thin layer of the Neroli Age Corrective Eye Serum to the eye area with light blending movements until absorbed. Leave on. Apply an additional layer of Marine Flower Peptide Eye Cream over top if desired.

**Step 10.** Shake the Radiant Protection SPF Fluid well before use. Apply liberally and evenly on cleansed skin, 15 min. before sun exposure. Leave on.

**Step 11.** Apply a thin layer of the Citrus Lip Balm using a Q-tip or covered fingertip to the lip surface. Leave on.

Image by Samvel at Adobe Stock

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# FIRM + LIFT FACIAL

## BIOELEMENTS

**This facial lifts and sculpts the look of aging, sagging skin and wrinkles with a gravity-defying clinical power mask, plus youth-renewing massage movements to target dermal tissue, aid toxin removal, and increase lymphatic activity. Three corrective activity tiers are designed to deliver personalized results with increasing levels of active enzymes (max tier shown here).**

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

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

**Step 3.** Apply cleanser under steam, and perform the Bioelements Cleansing Massage. Blend Softening Gel with EnzymeTherapy brush across lips. Remove all product and blot skin with toner.

**Step 4.** Choose the Corrective Activity Tier for your client based on SkinReading (max tier featured here). Apply Triple Corrective Enzyme to face and neck. Exfoliate for 5 minutes (no steam), then remove with gauze and water.

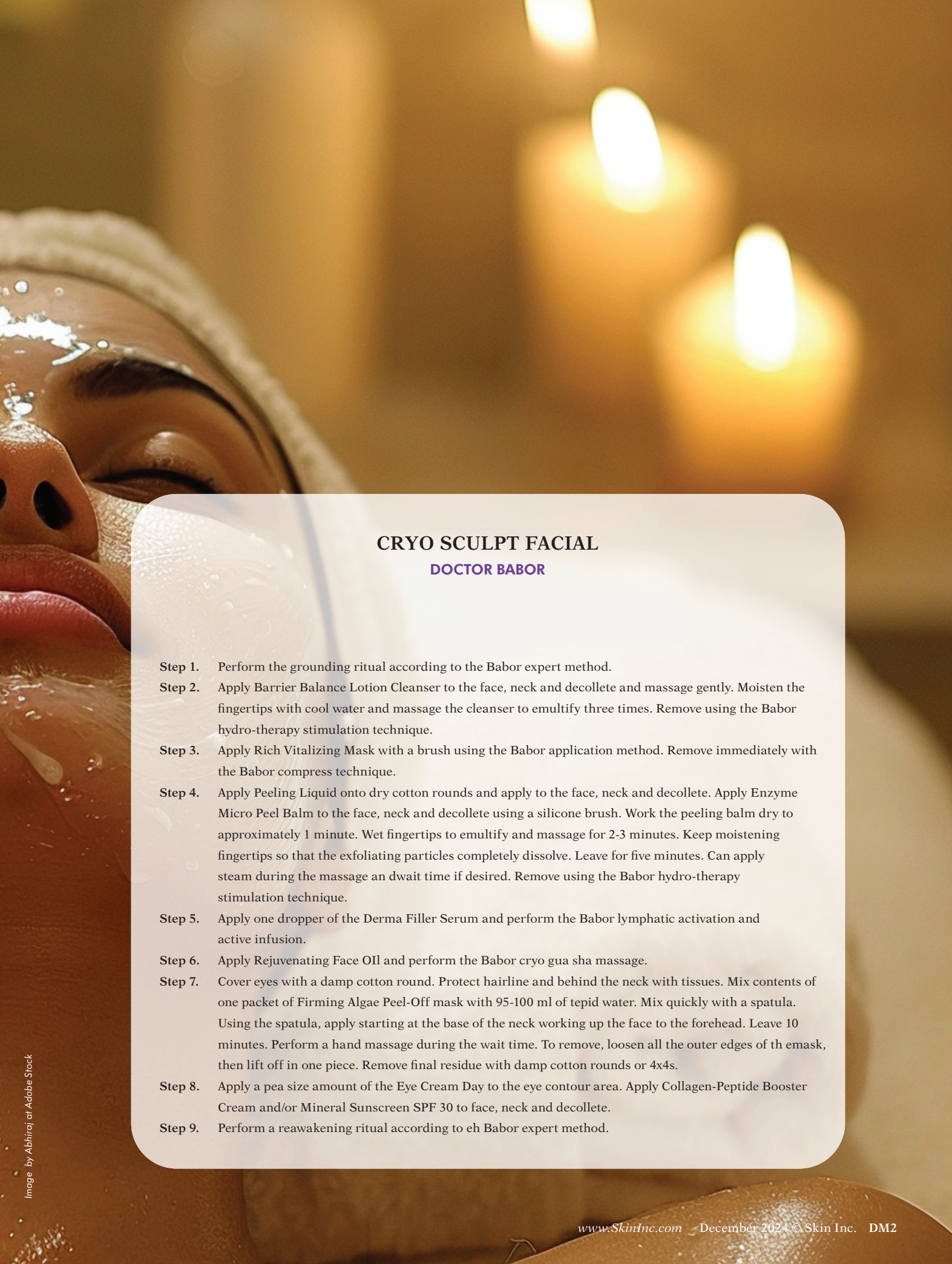
**Step 5.** Apply a skin sedation mask of Softening Gel and Emergency Soothing Powder; leave on for 5 minutes. Perform comedone removal if necessary.

**Step 6.** Blend up to 6 drops of an Aromatherapy Blend into a massage product and apply to face, neck and v-area. Perform the 10 minute Bioelements Youth Renewal Massage.

**Step 7.** Apply a Power Treatment of Softening Gel custom blended with Age Architect, then perform Bioelements Product Penetration. Leave on.

**Step 8.** Apply Firmamint Power Mask to face, neck and v-area using upward strokes. Leave on for 10 minutes while performing the Bioelements Eye Acupressure Massage. Remove with a cool towel and blot with toner.

**Step 9.** Finish with Recovery Serum, and follow with a Bioelements custom blended moisturizer.



## CRYO SCULPT FACIAL

### DOCTOR BABOR

**Step 1.** Perform the grounding ritual according to the Babor expert method.

**Step 2.** Apply Barrier Balance Lotion Cleanser to the face, neck and decollete and massage gently. Moisten the fingertips with cool water and massage the cleanser to emultify three times. Remove using the Babor hydro-therapy stimulation technique.

**Step 3.** Apply Rich Vitalizing Mask with a brush using the Babor application method. Remove immediately with the Babor compress technique.

**Step 4.** Apply Peeling Liquid onto dry cotton rounds and apply to the face, neck and decollete. Apply Enzyme Micro Peel Balm to the face, neck and decollete using a silicone brush. Work the peeling balm dry to approximately 1 minute. Wet fingertips to emultify and massage for 2-3 minutes. Keep moistening fingertips so that the exfoliating particles completely dissolve. Leave for five minutes. Can apply steam during the massage an dwait time if desired. Remove using the Babor hydro-therapy stimulation technique.

**Step 5.** Apply one dropper of the Derma Filler Serum and perform the Babor lymphatic activation and active infusion.

**Step 6.** Apply Rejuvenating Face OIl and perform the Babor cryo gua sha massage.

**Step 7.** Cover eyes with a damp cotton round. Protect hairline and behind the neck with tissues. Mix contents of one packet of Firming Algae Peel-Off mask with 95-100 ml of tepid water. Mix quickly with a spatula. Using the spatula, apply starting at the base of the neck working up the face to the forehead. Leave 10 minutes. Perform a hand massage during the wait time. To remove, loosen all the outer edges of th emask, then lift off in one piece. Remove final residue with damp cotton rounds or 4x4s.

**Step 8.** Apply a pea size amount of the Eye Cream Day to the eye contour area. Apply Collagen-Peptide Booster Cream and/or Mineral Sunscreen SPF 30 to face, neck and decollete.

**Step 9.** Perform a reawakening ritual according to eh Babor expert method.

Image by Abhiraj at Adobe Stock

## LUXE LIFT FACIAL PROTOCOL

### CIRCADIA

**The Luxe Lift facial treatment instantly firms and brightens the skin. It dramatically increases skin elasticity and visibly reduces wrinkles. The facial contains ingredients that stimulate collagen and elastin production at the cellular level for lasting results.**

**Step 1.** (optional). Apply ½ pump Vitamin Veil Cleanser. Cleanse incircular motions and remove thoroughly.

**Step 2.** Apply 1-2 pumps Amandola Milk Cleanser. Cleanse in circularmotions. Remove thoroughly. Pat skin dry.

**Step 3.** Dispense 1/2 tsp Raspberry Enzyme Powder into a portion cup,add 1.5 tsp Raspberry Enzyme Activator. Mix well. Apply with a fan brush to face andneck. Apply a hot towel and leave on the skin for 7-10 minutes. Thoroughly remove allproduct with warm towel or 4x4 gauze. Pat skin dry.

**Step 4.** Combine 2 tsp Firming Peptide Enzyme Mask and 2 tsp FirmingPeptide Mask Activator into a mixing bowl (TIP-let powder & activator sit in the bowl for 3-5 minutes before mixing) Apply the mixed mask with a fan brush to face, décolleté &neck area. Leave on the skin for 20-30 minutes.

**Step 5.** Combine ¼ tsp. of Snow Algae and Spirulina Cooling Maskand 1 pump of Lipid Replacing Cleansing Gel into portion cup with a few drops of water, whip with a fan brush until you get foam. Apply the foam evenly to the treated area withfan brush in circular motions. Apply a warm towel over the top of the mask and cleansermixture for 2-3 minutes, apply gentle pressure to break up the mask. Use a warm towel toremove the mask. A second cleanse with Lipid Replacing Cleansing Gel might beneeded.

**Step 6.** Dispense 1-2 pumps of Emergency Eye Lift and apply to full face untilfully absorbed.

**Step 7.** Apply 1-2 pump of Moisture on Demand to face andneck followed by 1-2 pumps of Light Day Sunscreen Broad Spectrum SPF-37 until fullyabsorbed.

## ANTI-AGING FACIAL

### KIN AESTHETICS

**Step 1.** Cleanse using KrX Youthplex Cleansing Fluid.

**Step 2.** Exfoliate if needed using Blue Peel or Gentle Enzyme Cleanser.

**Step 3.** Apply Carboxy (watch tutorial).

**Step 4.** Apply Vtox (4-5 syringes) to skin using upward strokes. You may apply additional layers for extra tightening effect.

**Step 5.** Let mask dry for 15-20 minutes. A fan will help expedite the process.

**Step 6.** Rehydrate the mask with a mask brush and water or Face Lift Toning Solution.

**Step 7.** Remove mask with warm, damp towel.

**Step 8.** Finish with Youthplex Serum or Moisturizer.

**Tip: Lymphatic drainage massage or sculptural massage will increase results. This step can be done after rehydrating mask or mask removal.**

Image by horizon at Adobe Stock


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Image by oneinchpunch at Adobe Stock

# The Shifting Aging Mentality

By Claudia Fabian

We live in a world where we slather ourselves in more anti-aging creams than a baker slathers croissants iwith butter. It's both hilarious and absurd to think we can outsmart "father time." We juggle yoga classes, kale smoothies and the latest in "miracle" serums and treatments while desperately Googling "how to reverse the aging process" as if the fountain of youth is just a click away. Spoiler alert: it's not. At the end of the day, we're all just aging like fine wine-getting a bit corked, maybe a little fruity but ultimately heading towards vintage status where hopefully we can finally accept that a good laugh line is just a sign of a life well lived.

But how did we get here? When did we begin to fear aging? Culturally, we have always had an obsession with youth and beauty. Influenced by societal standards that equate youthfulness with attractiveness and desirability, cosmetic companies have always in some way marketed products promising to make you more beautiful and desirable. But was it always so blatant?



The term anti-aging really took off in the 1980s.

## The Start: Attracting The Opposite Sex

In 1948, Helena Rubenstein launched the first hormone anti-aging skincare cream with an ad that said " How long has it been since he said I love you?" This led women to believe that if your husband isn't interested, you must certainly try this face cream to get his attention back in your direction. This type of marketing reflected the times when most women were homemakers.



## Women Empowerment

With the boom of women's lib in the 1970s, there was big backlash on this type of marketing and brands switched their marketing to reflect the times and showed images of women in business suits and boardroom CEO vibes. The perfume Enjoli featured a strong independent woman who could bring home the bacon and fry it up in pan! Women empowerment was the way advertisers sold beauty products in the 1970s.

## The Fight Against Aging

The term anti-aging really took off in the late 1980s and early 90s, as baby boomers began showing signs of aging. You began to see major brands use big name celebrities to market their age-defying creams and wrinkle prevention serums. This generation of women wanted to "fight" aging every step of the way, and day-spas became big business as women would spend the whole day indulging in facials and body treatments to rejuvenate and turn back time. Big brands took notice and began the anti-aging fear mongering marketing empire as we know it today. It was in the early 2000's when the med-spa industry began to really take off as well. The anti-aging global market accounted for 73 Billion this year alone and is expected to reach 140.9 Billion by 2034. But there is a change on the horizon believe it or not. "

*Left to Right: Image by oneinchpunch at Adobe Stock, Image by Jacob Lund at Adobe Stock*



More beauty ads are featuring older women.

## Hello Pro Aging

To age is to live! Women of today are demanding changes and have begun petitioning big brands to remove the term **ANTI-AGING** from their marketing. We are beginning to see older women featured in beauty advertisements more than ever before. Women are looking for transparency in skin care and makeup brands, and there is a growing awareness and acceptance of aging as a natural process. *Allure* magazine has made a commitment to not use that term, which was a huge milestone.

## Aging In Esthetics

What does this mean for the esthetician and the professional skin care industry? As estheticians and spa professionals, we need to be ahead of the curve and leading the way. Skin care should always be about skin health first. As licensed professionals, we should be the ones leading this charge. We hold the power in our hands...literally.

We must take a step back and think of the psychological effects the terms anti-aging has on our clients. It can evoke feelings of inadequacy, and it reinforces the ageism and beauty norms that prioritize youth over health. By shifting your mindset and your menu, you can begin to make an impactful change for the better.

Skin care professionals should strive to help each client with overall skin condition and vitality, focusing on long term benefits versus short term fixes. Healthy skin is glowing skin, and this looks great at any age. Let's focus on alternative language for treatment menus:

Here are some terms to consider removing, as they all mean anti-aging.

Age Reversal, Youth Elixir, Reverse Aging, Age Defying, Age Management, Age Prevention, Youth Enhancing, Age Rescue, Age Resistant, Age Rejuvenating, Age Correction

Consider using these instead.

***Age Honoring, Skin Loving, Age Radiance, Skin Boosting, Skin health, Radiant Glow.***

I also suggest removing all terms that have to do with age and make your focus on skin health, after all, that is the role of an esthetician, isn't it? Skin health and vitality. We should be highlighting the importance of a healthy skin barrier, increasing hydration and glow over tightening and firming. In your treatment descriptions, focus on ingredients and their benefits for skin health (e.g., antioxidants and vitamins).

Use positive language that promotes self-care and wellness. "Aging is another word for living." Be mindful during your consultations and encourage discussions around skin goals rather than age. Use empowering language that focuses on individual skin journeys. I hope this gave you food for thought, and you might consider moving away from the anti-aging rhetoric in your practice. I call on all estheticians to be willing to contribute to a more inclusive and positive beauty narrative. Your future self will thank you.



**Claudia Fabian** is a 30-year beauty industry expert. Her career as a makeup artist, esthetician and Instagram beauty influencer has really given her a deeper understanding of industry trends. Claudia has been an esthetician for many high-profile salons and spas throughout her career, as well as serving in executive positions with many skin care brands. Most recently, she's serving as director of sales and education with Edgeless Beauty Pro.

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# All About EYES

By Brittney Culbreth

Image by Elnur at Adobe Stock



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Welcome to our deep dive into the world of eye makeup! In this article, we'll explore what you need to know to achieve stunning, high in-demand looks. From the essential skin care that lays the perfect foundation to product selection that allows for a long-lasting application, we'll cover it all. We'll also delve into the makeup brushes that elevate your application game and discuss a few popular eye makeup looks and how you can achieve them. Whether you're a makeup novice or a seasoned pro, there's something here for everyone. Let's get started!

## Perfect Prep

Preparing the eyes for makeup starts with a solid skin care routine that nourishes and protects the delicate skin around them.

Begin by gently cleansing the face to remove any impurities, then follow up with a hydrating eye cream or gel that targets puffiness and fine lines. Look for ingredients like hyaluronic acid or peptides for an added boost of moisture. Skin care is an important step for you to ask your client to complete prior to their booking if you do not include this service in the makeup application process.

After the eye cream has absorbed, apply a lightweight primer specifically designed for the eyes. This not only helps your makeup adhere better but also smooths out any texture, ensuring a flawless application. You can also select a primer that has a lighter pigment than the skin to block out any color. This will allow eyeshadow pigments to appear truer to their actual color. Allow for the primer to set before reaching for eyeshadows or liners.

## Selecting Products

When selecting eye makeup including primer that's both skin-friendly and long-lasting, it's essential to pay attention to key ingredients. Look for formulas that contain moisturizing agents like hyaluronic acid or glycerin, which help prevent dryness and keep the skin hydrated throughout the day. Additionally, ingredients such as silicone derivatives can enhance the smoothness of application, creating a barrier that helps prevent creasing and enhances adherence.

When searching for high-quality eyeshadow, it is important to look for ingredients that enhance both the performance and application. Pigments such as titanium dioxide and iron oxides ensure vibrant color payoff and opacity, while finely milled talc or mica provide a smooth and blendable texture.

While these are the application benefits of these ingredients, I want to disclose that some of these ingredients have become controversial. I always recommend to do your research to choose what you feel comfortable using for you and your clients. Also keep in mind that you want to avoid eyeshadows with harsh fillers or parabens to ensure a safer experience for your clients. By choosing eye makeup with these beneficial ingredients, you'll achieve a vibrant look that is long lasting.

## Proper Tools

Another important factor in the makeup application process is quality tools. Eyeshadow brushes are essential tools that can elevate your makeup application and transform the eye look. A variety of brush shapes and sizes cater to different techniques, making it easier to achieve everything from a subtle wash of color to a bold, dramatic look.





Opt for high-quality synthetic bristles when selecting brushes.

**Flat brushes** are ideal for packing on pigment, while fluffy blending brushes seamlessly blend colors for a soft, gradient effect.

**Precision brushes**, often tapered or angled, allow for detailed work in the crease or along the lash line.

When choosing brushes, opt for high-quality, synthetic bristles that are easy to clean and provide a smooth application. Investing in a good set of eyeshadow brushes not only enhances the performance of your makeup but also ensures a more polished and professional finish. There are a few very popular eye-makeup looks including the smoky eye that are timeless and often requested by clients.

## How-To: Smoky Eye

Creating a smoky eye makeup look is all about blending and layering to achieve that sultry, smudged effect.

Start by applying an eye primer to ensure your shadows stay in place and enhance their vibrancy.

Choose a deep, rich eyeshadow shade such as charcoal, dark brown, or deep plum as your base color and apply it to the lid using a flat brush, extending slightly past the crease.

Next, take a fluffy blending brush and soften the edges with a medium-toned shadow, blending it into the crease and up toward the brow bone for a seamless transition.

For added drama, apply a lighter shade to the inner corners and brow bone to brighten the look.

Finish with a thin line of eyeliner along the lash line, smudging it slightly for that characteristic smoky effect, and don't forget to layer on your favorite mascara for volume.

If you want to achieve a little more drama, add some lashes!

Many makeup looks rise and fall in popularity from year to year; however, a smoky eye seems to stay with us. With practice and patience, you will master it!

*Left to right: Image by Stephanie Zieber at Adobe Stock, Image by pngking at Adobe Stock*

## How-To: Monochomatic Look

Some of us that grew up in the 90s may feel as if we are experiencing déjà vu by seeing monochromatic eyeshadow looks. But nope, no déjà vu; monochromatic looks are back in! Creating a monochromatic eyeshadow look is a stylish way to achieve a cohesive and polished appearance using shades from the same color family.

Start by selecting a color that complements your skin tone and eye color—think soft pinks, warm browns or cool blues.

Begin with a light wash of the lightest shade across your eyelids as a base, using a fluffy brush to blend it seamlessly.

Next, take a medium shade from your chosen palette and apply it to the crease and outer corners for added depth, blending well to avoid harsh lines.

For a pop of intensity, use a darker shade to define the outer V and lower lash line.

Finally, add a touch of shimmer or glitter in a matching tone to the center of the lid for dimension.

Finish the look with mascara and a coordinating eyeliner, and you'll have a stunning, monochromatic eye.

## How-To: Bronzy Glow Eyeshadow

A warm eyeshadow look with a glow is also really popular for multiple occasions including every day. Creating a bronzy glow eyeshadow look is all about warmth and radiance, perfect for adding a sun-kissed vibe to your makeup.

Start by applying an eye primer to ensure your shadows stay vibrant and last all day.

Choose a warm, bronzy eyeshadow palette that includes rich golds, coppers, and deep browns.

Begin by applying a soft, neutral shade as a base all over the lid.

Next, take a medium bronze shade and sweep it across the lid, blending it into the crease for depth.





A warm eyeshadow look is popular for many occasions.

To enhance the glow, apply a shimmering gold or copper shadow to the center of the lid and the inner corners, using your finger or a flat brush for maximum impact.

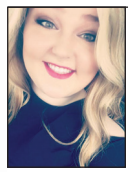
For added dimension, use a darker brown shade to define the outer corners and lower lash line.

Finish the look with a few coats of mascara and a touch of highlighter on the brow bone and inner corners to amplify that bronzy glow.

You can also always add a false lash set to add a more dramatic affect.

## Be Creative

Achieving stunning eye makeup starts long before the first stroke of eyeliner or swipe of shadow. By prioritizing skin care and selecting the right products, you can create a healthy canvas that enhances the makeup looks and boosts your clients' confidence. Armed with the knowledge of how to achieve popular eye makeup styles and the best brushes and products to use, you're now equipped to experiment and find what works for you. Remember, makeup is an art and these are simple guidelines but no official rules. I encourage you all to have fun, be creative, and master your technique that works for you to achieve the makeup looks you and your clients love!



**Brittney Culbreth** is a licensed esthetician and makeup artist. She is the owner of Blushed by Brittney Culbreth and co-owner of Willow Spa Suites. She has been a licensed instructor since 2012. She was voted Best Esthetician of OKC in 2011 by Oklahoma Magazine and Best Makeup Artist of OKC in 2019 by So6ix Magazine. Contact her at blushedbybrittney@gmail.com.

*Left to right: Image by viktoriya89 at Adobe Stock, Image by Anna Khomulo at Adobe Stock*

# The Eyes Have It

**Help clients take care of their eyes with these products.**

1. **Lift Eyefect Duo**
**Rhonda Allison**
***rhondaallison.com***
Sculpt eyes to with a light lift and wrinkle minimizer. Infused with unique peptide complexes, robust antioxidants and essential hydrating agents, the outcome will be unmistakably remarkable. Witness an immediate transformation as the delicate eye tissue regains firmness and fines lines gradually diminish.

2. **Marine Flower Peptide Eye Cream**
**Éminence**
***eminenceorganics.com***
Uniquely formulated for the delicate eye area, this eye cream uses naturally derived plant peptides and algae extracts to reduce the visible signs of aging. Suitable for use day and night, this versatile eye cream provides long-lasting hydration and visibly improves the appearance of wrinkles, puffiness and dark circles. Hyaluronic acid from beetroot smooths, plumps and protects skin against trans-epidermal water loss to help maintain long-lasting hydration and minimize the appearance of fine lines and wrinkles.

3. **Tri-Peptide Eye Cream**
**Skin Script**
***skinscriptrx.com***
The Tri-Peptide Eye Cream contains three peptides to restore and rejuvenate the delicate under eye area, specifically addressing concerns due to excessive blue light exposure such as cell phones and computers. The three peptides—Synchrolife, Eyeseryl and Syn-Coll—work harmoniously to reduce under-eye puffiness, the appearance of expression wrinkles, and to counteract the harmful degradation resulting from digital pollution such as cell phone and computer usage. Through consistent use, the under eyes appear more hydrated and the overall skin health is restored.










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



4. **VIOpure HydraFirm Eye Cream**
**Viktoria DeAnn Peptide Cosmeceuticals**
***viktoriadeann.com***
This targeted treatment is formulated with mushroom actives and botanical ingredients, designed to firm, hydrate, and brighten the delicate under-eye area while reducing the appearance of fine lines.

5. **RiQ Retinol Eye**
**Dermaquest**
***dermaquestinc.com***
This high-intelligence eye serum blends microencapsulated retinaldehyde with allosteris, a powerful retinoid amplifier, 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. Fine lines, laxity, rough texture, and discolorations of the eye area are visibly improved with consistent use.

6. **Kakadu Super Vitamin C Brightening Eye Creme**
**Pure Fiji**
***purefiji.com***
Give the eye area a brightening boost with the Vitamin C Brightening Crème. Age-defying pure vitamin C, bakuchiol and sea asparagus stimulate collagen and minimize the appearance of fine lines, puffiness, wrinkles and dark circles, while hyaluronic acid and ngi grass work in synergy to increase hydration and moisture-holding power.

7. **RevivaBright Lifting & Lightening Eye Serum Roller Bottle 10ml or Pump 15ml**
**Piper Rose**
***piperroseselect.com***
This Toning and Brightening lightweight eye serum is infused with rejuvenating peptides. The cooling effect of a metal roller ball helps soothe and calm puffiness and brighten dark circles. It may be used morning and evening below the eye and on fine lines such as crows feet, between the brows and smile lines for increased lifting and plumping. It comes in a convenient Roller Bottle or large Pump Bottle.

4




5




6




7



# 5 Spas Doing Self Care Right

One could argue that all spa treatments are self care, but caring for one's self on a therapeutic level involves taking that self care deeper to address true mental and physical well-being. We took a peek at how spas across the country are offering self care to the clientele, and we selected these spas for their unique and effective approach to self care.

## Accupresure Facial for Sinus Relief

**Serenity Wellness Spa**
*https://serenitywellness1.com/skin-care*

Just what so many of us need this time of year, this facial aims to relieve sinus tension and congesion. This hour long facial uses shiatsu to focus on sinus pressure points while cleansing moisturizing and toning the skin. All facials include steam, exfoliation, a head, neck and arm massage and a hydrating mask. An infrared sauna treatment is recommended with this facial to reduce sinus inflammation.

## Still Waters

**Kohler Water Spa in Chicago**
*www.kohlerwatersspalincolnpark.com*

Tapping into water's healing properties, Kohler Waters Spa in the Lincoln Park neighbrohood of Chicago begins this treatment with an aromatherapy session. The whole body is then exfoliated with a CBD exfoliant, followed by a vichy shower. Handmade tuning bowls are then used to balance the body's meridians, followed by a CBD moisturizer.

## Thai Medicinal Massage

**Sabai Body Temple**
*www.sabaibodytemple.com*

This new addition to Sabai Body Temple in Minneapolis starts with warm towels on the feet. A combination of compression, acupressure, energy pathways and passive stretching is then customized to revitalize muscles and ground the nervous system. The session closes with energy points in the client's hands and feet to promote healthy digestion, effective rest and deep relaxation.

## Ayurvedic Holistic Body Treatment

**Mandarin Oriental Miami**
*www.mandarinoriental.com*

This treatment begins with a foot cleansing ritual, while the client drinks an herbal infusion. A full body exfoliation and facial cleanse then follows, along with an Ayurvedic marma point massage and scalp ritual. Clients are left not only deeply relaxed, but the treatment is said to have a profound effect on the mind and body. Marma point massage is touted for its ability to release stagnant energy. It is also said to stimulate the organs to better help the body.

## Five Elements Journey

**Nemacolin**
*www.nemacolin.com*

Journey to the Lauren Highlighds of Pennsylvania for some serious self care at Nemacolin's Woodlands Spa. The Five Elements Journey embraces the five elements to help relax your body and quiet your mind. It includes a personal reflection with ceremonial candle lighting, palo santo cleansing, hot and cold hydrotherapy with a walk through the signature water path, essential oils and heated bamboo massage and kansa pressure point foot massage. In addition, the spa is designed with feng shui in mind. The five elements are used throughout the space to balance and harmonize the flow of energy.

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# WHAT'S MY ROUTINE?



## CANDACE NOONAN'S Travel Skin Regimen

Candace Noonan has a busy travel schedule, as the director of education for DermaConcepts (the distributor of Environ skincare in the U.S.). After 18 years of traversing the country and training professionals, she has mastered a streamlined, effective skin care routine that fits perfectly into a carry-on. With TSA size restrictions and her firm rule of never checking a bag (time is money!), she has curated a regimen that prioritizes both efficacy and convenience.

One of her favorite travel hacks is cleanser sachets. Instead of packing a full-sized bottle, these sachets are lightweight and space-efficient. She also skips toner on the road. It is a small sacrifice to maximize room for her core treatment products—the real heroes that keep her skin glowing and healthy, no matter how hectic her schedule gets. Here she shares with us her travel routine.

**Step 1.** After a long day of travel or hosting a training session, my first step is always to cleanse my skin thoroughly.

**Step 2.** I then reach for my trusty Cosmetic Roll-CIT, a microneedling device that enhances product penetration and ensures I'm getting the most out of my routine.

**Step 3.** For targeted treatment, I focus on the pigmentation on my neck with the Multi-Bioactive Mela-Prep Lotion.

**Step 4.** Next, I blend the Tri-Peptide Complex+ Avance DFP312 Elixir, The Hydro-Lipidic 3DSynerge Filler Creme and the HA Intensive Hydrating Serum.

**Step 5.** I follow with another cocktail of the Vita-Peptide Intensive Serum 4 Plus and the Vita-Antioxidant Defence Creme Plus. This combination delivers high doses of vitamin A, C, antioxidants, and peptides.

**Step 6.** (optional). If I'm traveling to a particularly dry climate, I finish with a Vita-Antioxidant Hydrating Oil Capsule, locking in extra moisture for a luxurious, hydrated feel.

**Step 7.** Just before bed, I typically complete my routine with the pièce de résistance: the Tri Biobotanical Revival Masque.

However, when I have a bit of extra time, I love to switch things up with the DermaConcepts Hyaluronic Rose Collagen Facial Mask. This hydrogel mask melts into the skin with intense hydration, offering an occlusive barrier that helps drive ingredient delivery. It's a luxurious alternative to the Revival Masque and leaves my skin feeling incredibly nourished and dewy.

Through my years of traveling and educating others, I've found that this well-curated skin care regimen is not just about looking good—it's about maintaining the health and integrity of my skin, no matter where life takes me.




*Image courtesy of Candice Noonan*

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