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On My Radar



KATIE ANDERSON
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Help In Hydration

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

As someone with very dry skin, I am always on the lookout for products that add moisture to my skin and keep it there. The winter, of course, exacerbates my dryness, so my winter go-tos have to pack a serious hydration punch. I've listed some of my favorite hydrators here, but would love to hear about your favorite hydrators too.



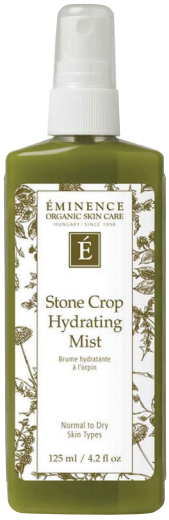
1 Hale & Hush Hush Hydrate

Affectionately referred to my children as blue goo, I always have a tub of Hush Hydrate on hand. While it can be used as a mask, it can also be used as an everyday moisturizer or overnight hydration treatment. The gel delivers hydration to the skin thanks to squalane and aloe. I find it helpful if I have irritated winter skin too, as it contains neem, turmeric and the aforementioned aloe. It also fights off oxidation thanks to giant knotweed.
haleandhush.com



3 Maximum Moisture, DMK

When it comes to moisture, we can't forget about the body. If I don't moisturize my legs daily, my shins start looking like something out of a sci-fi movie. Maximum Moisture fits the bill, as a moisturizer that taps jojoba to mimic oils in the body to allow it easy absorbtion and fast hydration. It is recommended for dry skin and as an added bonus, can be used with Hydra Louffa to extend fake tans.
dmkskincare.ca



2 Stonecrop Hydrating Mist, Éminence

If you haven't yet had the pleasure of experiencing a product with stonecrop, you'll be amazed by not only its ability to hydrate and heal, but also its fantastic scent. Why it smells so good, I have no idea, but I am on board. This toner is hydrating and healing for all skin types, specifically for uneven skin. Lavender calms irritated skin and jasmine supplies skin with carotenoids as well as vitamins C and P.
eminenceorganics.com



4 Aquaporin Hydrating Cream, Circadia

I tried Aquaporin many moons ago and have been hooked ever since. True to Circadia style, this cream utilizes high-tech hydration technology. It is formulated with acetyl hexapeptide-37, which boosts aquaporin-3 (hence the name) to improve inner hydration and water movement as well as improving barrier function and collagen synthesis. It also moisturizes with natural oils such as avocado, olive and macadamia.
circadia.com

Images courtesy of the manufacturers

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Daily Dose of Water

Clarity RX

clarityrx.com

Daily Dose of Water Hydrating Overnight Mask delivers hydration during sleep with hyaluronic acid and squalane. The cream starts as a nighttime mask and transforms into a water-light, nourishing leave-on moisturizer. Plant-based ceramides helps to strengthen the barrier to improve skin health and increase water retention. Green tea polyphenols serve antioxidant benefits while soothing and calming irritated, stressed skin. After overnight use, tired, stressed skin is reset.

Penny Soft Wax

Enso

ensowax.com

This vegan and hypoallergenic wax formula is perfect for facial and body waxing, and can be used on the most sensitive skin. The company notes that it is the softest wax on the market. It is vegan and delivers smooth, irritation-free results that estheticians and their clients love.





Peptide Lip Shine

Colorscience

colorescience.com

Colorescience Peptide Lip Shine SPF 30 is formulated with peptides, hyaluronic acid and vitamin E antioxidants to hydrate, refine texture and condition. Shade "Savanna" was created in collaboration with Savanna Boda, L.E., founder of Savanna Boda Aesthetics. Zinc oxide provides SPF 30 protection against UVA and UVB rays. Peptides help condition the lips for a smooth, plumped appearance. Vitamin E protects from free radicals while hyaluronic acid hydrates. The gloss is water resistant for 40 min.



Muilli AI Dermascope

SmartSKN

smartskn.com

SmartSKN has introduced a portable skin analyzer powered by advanced artificial intelligence. Muilli AI Dermascope combines precision analysis with custom skin care formulations, setting a new standard in beauty technology. The Muilli AI Dermascope is equipped with 60x magnification and bioimpedance sensors, which allows it to analyze a wide range of skin parameters, including sensitivity, pigmentation, wrinkles, redness, pore size, oil levels, dryness and blemishes. Backed by a database of 150,000+ diverse skin profiles, Muilli achieves an impressive 98.3% accuracy rate, delivering in-depth skin insights previously only accessible in dermatology clinics. SmartSKN's AI leverages data from the Muilli Dermascope to create K-AI formulations, a hyper-personalized skin care line crafted on demand in SmartSKN's Massachusetts lab. With over 25,000 unique formulations possible, each K-AI product is precisely tailored to the user's skin profile. Using hundreds of ingredients researched and developed in Korea, the K-AI line includes essences, serums, ampoules, and lotions that address a full spectrum of skin concerns, from dryness and oiliness to sensitivity, pores, blemishes, pigmentation, and aging.



Dew Ritual Triple Lipid Facial Oil

Farmhouse Fresh

farmhousefreshgoods.com

This luxurious, triple lipid formula visibly soothes with pure blue tansy essential oil, hydrates and nourishes with 8 botanical oils and visibly reduces the look of fine lines with bakuchiol and vitamin C. Infused with natural soft floral notes from pure blue tansy essential oil, Dew Ritual ensures a beautifully revitalized complexion with a lightweight, fast-absorbing glow.



Emerge Biome Repair

Wish Skin Health

wishskinhealth.com

Wish Skin Care formulated with jojoba, allantoin, sunflower, vitamin E and more to create a cleanser that removes impurities while supporting the skin's barrier. Emerge Biome Repair contains a biomimetic hydrating ester complex that works harmoniously with the skin. This unique blend gently dissolves and lifts away impurities, maintaining a healthy lipid barrier. To be ultra mild, the cleanser has a microbiome supportive emollient for dry, sensitive, or compromised skin types. Maintaining a healthy lipid barrier is crucial, which is why Emerge is designed to naturally rebalance and strengthen compromised skin.

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

HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

PEOPLE

People Are Burned Out On Well-being



lululemon commissioned an online survey managed by Edelman Data & Intelligence (DXI) to provide a glimpse into the worldwide state of well-being. The report found that the constant pressure to improve our well-being is actually making us less well, with 45% of participants experiencing well-being burnout. The good news? The research highlights three strategies that can reduce this pressure and help people to get unstuck: Quiet the noise, do what feels good and invite others. Those who take social media breaks report 9% higher well-being. Those setting boundaries in their work and personal lives report 13% higher well-being. Those who practice meditation report 12% higher well-being. Those who practice slow living by taking the time to do things at their own pace report 15% higher well-being. Those moving their body a little bit throughout the day report 16% higher well-being. Those who use physical activity as an opportunity to socialize with others report 23% higher well-being. Those who are more connected to their community report 16% higher well-being. Those more connected to their community are 28% more likely to feel a sense of purpose. People who participate in team sports report 14% higher well-being. *corporate. www.lululemon.com*

ANNOUNCEMENTS

SmartSKN Partners for AI Robots

SmartSKN has entered into a $7 million deal with LillyCover that grants SmartSKN exclusive rights to introduce LillyCover's AI-driven on-demand skin care production robots to the U.S. market, combining K-beauty with AI skin care personalization technology. SmartSKN has leveraged AI technology to create three new skin care lines, all formulated with Korean, plant-powered ingredients: K-AI, K-Pro and K-Own. SmartSKN is attempting to make waves within the cosmetic industry through robotics-driven, AI on-demand manufacturing of the new product lines to help minimize production waste and overproduction. SmartSKN claims that this approach meets the growing consumer demand for eco-friendly solutions, paving the way for a more sustainable future within the beauty industry. *www.smartskn.com*

OPENINGS, MOVES AND GROWTH

Spas See Rapid Growth in 2023



The Global Wellness Institute's (GWI) Global Wellness Economy Monitor 2024 found that the wellness market grew from $4.6 trillion in 2020 to $5.8 trillion in 2022, and reached a record $6.3 trillion by the end of 2023 (9% annual growth). Wellness continues to expand its share of the overall economy, now representing over 6% of global GDP, up from 5.75% in 2019. Wellness markets across every global region have seen strong growth from 2019 to 2023, with North America, Europe, and Middle East-North Africa recording the biggest gains. Of the market segments identified, spas great 29.3% from 2022-2023, going from $105.8 billion to $138.8 billion. It was second in growth only to wellness tourism. Personal care and beauty grew 6.2% from 2022 to 2023. The GWI predicts that the industry will grow a rapid 7.3% annually from 2023 to 2028, when it will represent 6.8% of global GDP. The market will reach nearly $6.8 trillion in 2024 and nearly $9 trillion in 2028. www.*globalwellnessinstitute.org/*

Hyatt Regency Hill Country Resort and Windflower Spa Debut Weekly "Spa Pantry" Event



The Windflower's Spa Pantry events are open to local residents and resort guests, and will take place every Thursday starting at 2 p.m. The experience will be guided by a spa professional, and will teach guests the fundamentals of essential oils, basics of aromatherapy and how to create a customized body scrub and cream from simple kitchen ingredients. Guests will walk away from the experience with their unique products, made from quality ingredients to use at home. www.*hyatt.com*

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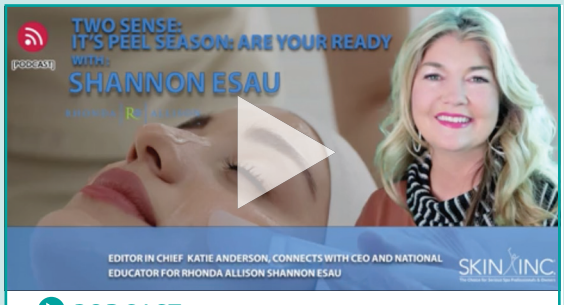


PODCAST **It's Peel Season: Are You Ready?**

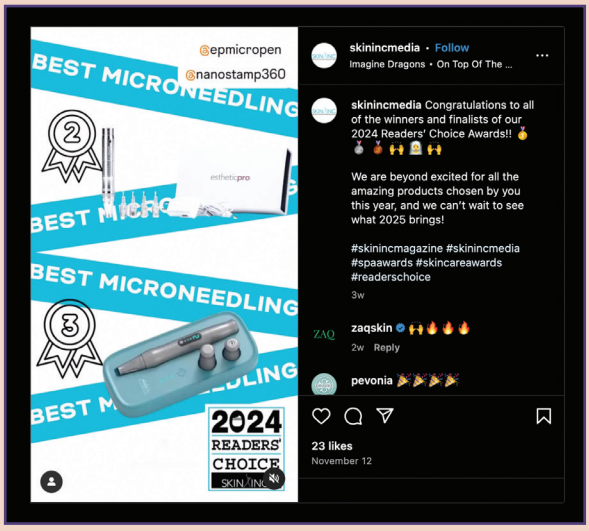
*Check out this podcast in your **January Digital Magazine** at **www.SkinInc.com/DM**.*

Should You Go Private Label?

Upcoming Podcast Interview with Osmosis and Face Reality.

Editor's Picks

Did you follow along with our exciting announcements of all the the 2024 Readers' Choice Winners and Finalists on Instagram? If not, we have a recap posted there, where you can flip through all of the amazing products our readers chose!



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2. **Barophoresis.** When these micro-droplets touch the skin, they trigger a process called barophoresis, temporarily opening micro-canals in the epidermis. This enhances the penetration and absorption of the active ingredients.
3. **Skin Benefits.** This process exfoliates, hydrates and rejuvenates your skin, leaving it smoother, plumper, and glowing.

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The MesoJet™ procedure also offers a refreshing cooling sensation that boosts microcirculation, reduces puffiness and tightens the skin, improving overall tone and texture. MesoJet™ uses active serums designed to address skin concerns like dullness, dehydration and uneven tone. These serums penetrate deeply into the skin layers, delivering immediate visible results that leave your skin looking and feeling radiant.

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An Esthy's Guide To HYDRATION

By Alex Hernandez

Hydration is often an unsung hero in skin care, overshadowed by actives like retinoids or exfoliating acids. Yet, water content within the skin is a cornerstone of healthy function, resilience and appearance. In fact, without adequate hydration, the skin's ability to heal, protect and perform its many roles is compromised—leading to a range of concerns from acne and sensitivity to premature aging. This guide offers an in-depth look at dehydration's impact on skin, the signs to watch for and trending ingredients to incorporate into treatments. With this knowledge, you can help clients achieve hydrated, glowing skin year-round.

Differences Between Dry and Dehydrated Skin

Dry skin is a skin type characterized by a lack of oil (sebum) production. It tends to feel rough, tight, and can appear flaky. In contrast, dehydrated skin is a condition that results from a lack of water in the skin, which can affect any skin type, even oily. Dehydrated skin often feels tight and looks dull, with fine lines becoming more noticeable. Addressing dry skin requires replenishing oils, while dehydrated skin needs water-based products to restore hydration.

Hydration vs. Moisture

Hydration refers to increasing the water content within the skin, using humectants like hyaluronic acid or glycerin to attract water. Moisture, on the other hand, involves sealing that hydration into the skin with emollients and occlusives like oils or butters, which create a barrier to prevent water loss. Both are essential—hydration plumps the skin from within, while moisture locks that hydration in, keeping the skin healthy and glowing.



Dehydrated skin looks dull or lackluster.

Dehydration and Its Effect on Skin Conditions

Dehydration occurs when the skin lacks sufficient water content, affecting its barrier function and leading to an array of issues. This isn't just a surface problem—hydration affects every layer of the skin. Below are three common conditions dehydration exacerbates or even causes:

1. ACNE

Dehydrated skin can stimulate excess oil production as it tries to compensate for the lack of moisture. This oil buildup, combined with dead skin cells, clogs follicles and creates an environment ripe for breakouts (hello, *C. acnes*). Compounding the issue, dry, flaky skin can make it difficult for acne-fighting ingredients to penetrate, rendering treatments less effective. Pro Reminder: Don't skimp on moisturizers for your acne clients! Acne-prone skin still needs moisture—and yes, that includes oils.

2. SENSITIVITY AND COMPROMISED BARRIERS

When the skin's water content dips, its barrier function weakens, leaving it vulnerable to external irritants. Clients with dehydrated skin may experience increased redness, itching, and a stinging sensation when using even mild products. This sensitivity makes it challenging to build effective skin care routines without further aggravating the skin. Pro Tip: Incorporate hydration-focused treatments that include barrier-repair ingredients like ceramides and hyaluronic acid to soothe and strengthen the skin.

3. PREMATURE AGING

Fine lines and wrinkles are often more prominent in dehydrated skin. Without adequate moisture, the skin loses plumpness and elasticity, which accelerates the visible signs of aging. Collagen production can also slow, further contributing to a tired or dull appearance. Pro Tip: Look for products that combine hydration with antioxidants to both plump the skin and prevent free-radical damage.

Visible Signs of Dehydrated Skin

Estheticians can identify dehydration with a few key visual cues, including:

- A dull or lackluster complexion,
- Fine lines that seem to disappear after applying moisturizer,
- Tightness or a 'pulling' sensation in the skin,
- Patchy dryness or flaky areas, especially around the nose or cheeks,
- An increased tendency toward breakouts despite dryness, and
- An overall "crepey" and shiny look, easiest to identify on the forehead.

A proper skin analysis can help distinguish dehydration from dry skin—a common confusion.

Image by Anastasia at Adobe Stock

Must-Know Ingredients

The skin care industry offers a wealth of hydrating ingredients, some more buzzworthy than others. Below are some of the most effective, with a mix of staples and trending newcomers.

HYALURONIC ACID

This classic humectant attracts up to 1,000 times its weight in water, making it a go-to for hydration. Look for products with multiple molecular weights to target hydration across different layers of the skin.

PANTHENOL (PROVITAMIN B5)

Known for its soothing and moisturizing properties, panthenol helps improve skin elasticity while calming irritation—perfect for clients with both dehydration and sensitivity.

BETA-GLUCAN

Derived from oats, beta-glucan offers intense hydration and enhances the skin's ability to retain moisture. It also boasts antioxidant properties, making it ideal for aging skin.

TREMELLA MUSHROOM (SNOW MUSHROOM)

A K-beauty staple, tremella mushroom rivals hyaluronic acid in its moisture-attracting properties but with smaller particles that penetrate even deeper into the skin.

DIPOTASSIUM GLYCYRRHIZATE

Derived from licorice root, this natural anti-inflammatory ingredient calms the skin, helps even skin tone, and protects hyaluronic acid from degradation, ensuring longer-lasting hydration.

Treatment Strategies for Dehydration

Hydrating Facials. Incorporate masks with humectants and antioxidants for deep hydration and protection. Oxygen Treatments: Boost circulation and hydration simultaneously, improving overall skin vitality.

LED Therapy. Red light therapy can improve moisture retention and calm irritated, dehydrated skin.

Enzyme Peels. Gentle exfoliation ensures hydrating ingredients penetrate effectively without disrupting the barrier.

Home Care Recommendations

To sustain results between appointments, estheticians should recommend a consistent home care routine focused on hydration.



Dipotassium glycyrrhizate from licorice calms the skin.

Gentle Cleanser. Opt for a low-foam or cream-based cleanser to prevent stripping the skin's natural moisture.

Hydrating Toner. Mist or pat on a toner rich in humectants to prepare the skin for subsequent steps.

Serum with Hyaluronic Acid or Other Hydrator. Layer under moisturizer to boost hydration.

Barrier-Strengthening Moisturizer. Choose a product with ceramides or beta-glucan for long-lasting moisture.

SPF Protection. Hydrated skin is more resilient, but daily sunscreen ensures moisture isn't depleted by UV exposure.

Building Client Awareness Around Hydration

A big part of our job as estheticians is educating clients about their skin. Many clients underestimate the role hydration plays in their skin's overall health. We must emphasize the following.

The Importance of Internal Hydration. While topical hydration is key, remind clients to drink plenty of water and consume hydrating foods.

Seasonal Adjustments: Clients may need more hydration during colder months when heaters dry out the air.

The Value of Layering: Explain the benefits of using multiple hydrating products, like serums and moisturizers, to optimize their routine.

Conclusion

Hydration isn't just a seasonal concern—it's a year-round essential for maintaining healthy, glowing skin. By understanding how dehydration impacts various skin conditions and staying informed on the latest ingredients, estheticians can better serve their clients and set them up for long-term success. Whether through in-spa treatments or well-designed home care routines, addressing hydration holistically will enhance every client's skincare journey. With the right tools and education, estheticians can lead the way in helping clients unlock the full potential of their skin—one hydrated complexion at a time.



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

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Meeting Your Clients at the (Mixology) BAR

By Michael Q. Pugliese

The trend of "custom mixology" or "cocktailing" treatment products has taken the skin care industry by storm, enabling skin care professionals to craft hyper-personalized treatments that address the unique needs of every client. This approach elevates the esthetician's role from skin care specialist to "chemist," creating bespoke experiences based on each client's skin type, conditions, and evolving needs. Let's dive into the science behind mixology, explore key ingredients, and discuss how this trend benefits spa businesses and their clients.



The Business Advantage of Customization

Offering tailored treatments not only enhances client satisfaction but also strengthens your reputation for expertise and personalization. Choosing product lines that support safe mixology practices allows estheticians to adjust each element of the facial—from cleansing to serums—based on the client's current skin concerns. This unique approach, grounded in science and precision, positions a spa as a destination for high-value, personalized services that treat the skin based on the client's current conditions, as we know, it can vary significantly with hormones, environmental changes, and client concerns.

Customizing Key Elements of a Facial

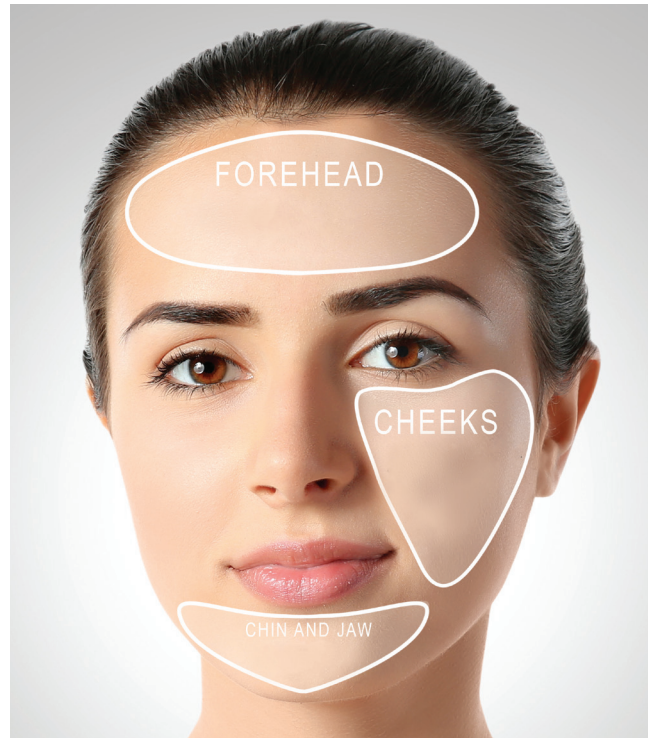
When using a mixology bar in your treatment room, or offering a custom mixology facial, each step offers opportunities to address specific skin types and conditions from cleansing to exfoliation, and masking to finishing products. When cleansing, it's important to use a cleanser that removes makeup and allows you to get a good look at the skin for assessment on how to proceed. Whether you do your second cleanse with a gentle or active cleanser can be chosen based on skin type after. For oily, acne-prone clients, a salicylic acid cleanser may work well for a first cleanse. Sensitive clients may need a mild, hydrating cleanser with soothing ingredients like aloe or chamomile.

When customizing your exfoliation, it's important to look at how reactive the skin is with the double cleanse as a first rule of the thumb. If you see any redness or reaction to any actives in the cleanser, you'll know to proceed with a milder exfoliant.

Exfoliants like alpha hydroxy acids (glycolic acid and lactic acid, for example) and enzymes are great options depending on the skin type. Acne-prone clients can benefit from salicylic acid, while aging or hyperpigmented clients will benefit from AHAs. Enzyme exfoliants like bromelain or papain, can be gentler for sensitive or dry skin types.

Customizing masks through mixology brings an elevated, highly personalized touch to any skin care routine, enabling estheticians to create tailored treatments that address the unique needs of each client's skin. By blending different masks and ingredients, estheticians can layer benefits like deep hydration, pore-cleansing, and brightening into one session, amplifying results and maximizing the efficiency of each facial. A hydrating mask with hyaluronic acid is perfect for dry skin, while a clay-based mask with kaolin can clarify oily or acne-prone skin. This mixology approach allows for targeted customization, especially for those with complex skin issues—such as acne combined with hyperpigmentation, or aging with sensitivity—can receive a precisely tailored experience.

The combination of serums and moisturizers enables layering actives, like peptides for anti-aging or niacinamide for brightening, in a way that adapts to the client's needs during a facial. You can add a few drops of one serum and another to combine in the palm of your hand to mix. Then gently press into the skin, and after you can add an appropriate moisturizer based on skin type.



Map the face into zones for those with multiple skin needs.

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Safe Customization Tips

Safe mixology relies on skill and understanding of each ingredient's potential and a product's profile. Certain ingredients should not be mixed due to potential irritation or diminished effectiveness. For instance, retinoids and acids like glycolic acid may increase sensitivity when used together, so apply these in separate sessions or different areas of the face.

For clients with multiple skin needs (like combination or acne-prone skin), map the face into zones and treat each with a targeted product. For instance, a purifying mask can be used on the forehead and nose, while a hydrating mask is applied on the cheeks.

Layering products with active ingredients can be powerful but requires caution. For example, pairing hyaluronic acid with vitamin C can enhance brightening and hydration, while combining niacinamide with salicylic acid can reduce redness and inflammation. . Each product's pH level impacts how it works with others. For example, vitamin C, which is acidic, should not be used immediately before or after an alkaline product. When mixing, be cautious about pH-dependent ingredients like vitamin C and acids. A mismatched pH can make certain actives ineffective or become super irritating. Also, a good rule of thumb is that while mixing within a single product line is generally safe, mixing products from various brands with different formulations may lead to unexpected reactions. Sticking with one brand's compatible products can reduce risks and ensure predictable outcomes. When in doubt, always focus on client safety first and check with your product line to know how to customize safely.



Ingredient Synergies for Different Skin Types and Concerns

Ingredient synergy can play a pivotal role in maximizing results with a custom approach. Here are a few beneficial pairings that can be safely layered in most facial applications to elevate results.

Peptides with Antioxidants. This pairing supports collagen synthesis while protecting the skin from environmental stress. Peptides promote cellular repair and renewal, while antioxidants like vitamin C or E shield the skin from oxidative damage.

Hyaluronic Acid with Ceramides. This combination enhances the skin's moisture barrier. Hyaluronic acid attracts moisture, while ceramides help retain it, making the skin plump and smooth.

Niacinamide with Exfoliants. Using niacinamide before or after gentle exfoliants, like lactic acid, can reduce inflammation and strengthen the skin barrier. This combination allows for exfoliation without the risk of excessive irritation.

Acne-Prone Skin Ingredients

For clients with acne-prone skin, especially if it's oily, custom mixology focuses on ingredients that regulate sebum, reduce bacteria, and minimize inflammation.

Salicylic Acid. This beta hydroxy acid (BHA) penetrates the pore lining, dissolving oil and dead skin. It works well alongside niacinamide to reduce redness.

Niacinamide. Known for its anti-inflammatory and sebum-regulating properties, niacinamide pairs well with salicylic acid for a more balanced treatment.

Azelaic Acid. This multi-functional ingredient helps reduce redness, brightens post-acne marks, and has antibacterial properties.

Combination Tips. In a mixology bar setup, an esthetician might combine salicylic acid in the cleansing phase, then follow with a niacinamide serum to soothe and regulate oil production. Avoid layering strong actives like salicylic acid with retinoids to prevent excessive drying or irritation.

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Setting Up Your Treatment Room as a Mixology Bar

Creating a dedicated "Mixology Bar" within your treatment room enhances both the client experience and the esthetician's ease of access. Here's how to design it:

Mixing Bowls and Brushes. Essential for blending masks, serums, or creams, choose bowls that are easy to sanitize and available in various sizes.

Reference Chart for Compatibility. A quick guide helps estheticians keep track of safe combinations and potential contraindications.

Product Organization. Arrange products by type and make sure they are easily accessible to simplify the mixing process and avoid ingredient confusion.



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Acne with Hyperpigmentation Skin Ingredients

This skin type benefits from ingredients that not only treat acne but also lighten post-inflammatory hyperpigmentation.

Mandelic Acid. This gentle AHA also has antibacterial properties, ideal for targeting acne and hyperpigmentation without over-drying.

Vitamin C (Ascorbic Acid). Known for its brightening effects, Vitamin C can help fade dark spots. It pairs well with mandelic acid for its brightening synergy.

Combination Tips. An exfoliant with mandelic acid can start the treatment, followed by a vitamin C serum. Be cautious with pH levels to ensure both ingredients work effectively without irritation.

Aging Skin Ingredients

Aging skin requires ingredients that stimulate collagen, protect from oxidative stress and maintain hydration.

Peptides. These amino acids support collagen production, helping to reduce the appearance of fine lines.

Vitamin C. This antioxidant helps combat environmental stress and brightens the skin, complementing peptide treatments.

Hyaluronic acid. Known for its ability to retain moisture, hyaluronic acid is essential in addressing dehydration common in aging skin.

Combination Tips. After exfoliation or masking, a peptide serum layered with hyaluronic acid can support moisture and elasticity. For clients with aging skin who also experience hyperpigmentation, vitamin C can be layered before hyaluronic acid.

Aging with Hyperpigmentation Skin Ingredients

In this case, estheticians must target both collagen loss and dark spots with a combination of gentle brighteners and anti-aging ingredients.

Retinoids. These vitamin A derivatives boost cell turnover, which helps reduce pigmentation and fine lines.

Tranexamic Acid. Known for its brightening effects, it reduces dark spots without irritating aging skin.

Combination Tips. A gentle retinoid serum followed by a tranexamic acid serum can effectively address both issues, but avoid using these together in the same session if the client has sensitive skin.

Sensitive Skin Ingredients

For clients with sensitive skin, avoid harsh or overly active ingredients. The goal is to soothe and strengthen the skin barrier.

Ceramides. These lipids help restore the skin barrier, making them ideal for sensitivity.

Panthenol (Vitamin B5). A soothing, hydrating ingredient, panthenol calms redness and supports skin barrier repair.

Calendula Extract. A natural anti-inflammatory, calendula reduces redness and soothes irritation.

Combination Tips. After a gentle cleanse, and upon completion of enzymes or oxygen treatment, a ceramide-rich moisturizer can be mixed with a serum containing allantoin, squalane, green tea, or other calming ingredients for extra soothing. For sensitive clients with acne, consider adding azelaic acid also in low doses to address acne without compromising skin comfort.



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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Create The Glass Skin Look

By Shannon Esau

Glass skin sounds beautiful, don't you think? Just the sound reminds me of flawless, smooth skin something we all are looking to achieve. Glass skin is one of the many current trends on social media. Think of it as being "reflective," just like glass. This popular trend may have started in the Korean beauty industry, but it has since made its way to North America and is growing in popularity. To really get the look, the skin needs to be healthy, hydrated, glowing and radiant. Let's explore how to achieve the glass skin look.

What is Glass Skin

Ultimately, to achieve glass skin you need healthy skin! Healthy skin starts from the inside and makes its way out. We can do a lot to mask the outer layer of skin; however, working in the deepers layers of the skin will give you more natural beauty and is crucial in achieving this flawless look. A daily regimen infusing skin with vitamins, nutrients and hydration is the start and essential to healthy skin. The glass skin look is skin that is plump, well-hydrated, and has a dewy appearance. When clients want this look it is important to discuss a synergistic and consistent home regimen, in addition to treatments and their lifestyle.



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Lifestyle Support

A healthy lifestyle creates a healthy body and skin. Talk to clients about their sleep patterns, water intake, alcohol intake and their overall diet. Encourage clients to create a lifestyle that consists of lots of antioxidants from fresh fruits and vegetables and healthy proteins. Discuss reducing inflammation and purging toxins from the body by drinking plenty of water daily, fasting and/or being mindful of processed foods. Consider adding sliced ginger and lemon to water for gut support and to help increase consumption of water. While nobody has perfect skin, we can get closer and the our bodies are getting healthier too.

Let's get our lymphatic moving and digestion working properly as well. Walking is very life giving. Pilates and other forms of exercise can be huge in the overall look of skin and body! In the treatment room, incorporate lymphatic drainage or skin fitness touches to increase circulation and improve many skin functions. After these conversations about lifestyle, we move into daily skin routines to create a beautiful glass skin look!

Cleansing

Cleansing skin is the first step to healthy, glass skin. We know that many clients tend to under-cleanse and over-moisturize. This will only clog pores, create a rougher texture on the skin and age skin faster in the long run. Double cleansing the skin in the evening is a great place to start when it comes to achieving this look. The first cleanse should consist of an oil-based cleanser to help remove makeup and impurities from the day. Look for ingredients like organic grape seed oil to cleanse without over-drying the skin. Next, cleanse the skin with an active cleanser that contains either alpha or beta hydroxy acids to soften the texture, in addition to antioxidants to nourish and protect the skin.

In the morning, gently cleanse skin to remove bacteria and sweat that has formed on skin overnight. It is important to find a cleanser that does not over-strip the skin. We want to maintain the lipid profile for hydration and health.

Increase Cellular Turnover

As you know, cellular turnover rates decrease due to natural aging along with many other contributing factors like environment or diet. We must increase cellular turnover for healthy skin cells, slowing aging and a smoother texture. We can achieve this with gentle surface exfoliation and building fibroblast resources for efficient mitosis. It is important to avoid over-exfoliating in your daily regimen, as this can break down the barrier and actually accelerate aging. A couple absolute favorite ingredients are: encapsulated retinal (vitamin A) and l-mandelic acid. L-mandelic acid gently loosens keratinocytes, allowing cells to exfoliate or lift off naturally. Encapsulated retinal builds collagen and other amazing resources in the dermal layer of skin. These resources are vital for cellular turnover. Now, once we have new skin cells coming to the surface, the skin is ready for nutrition!

Nutrient-Rich Serums

Skin nutrition is our next daily step. Vitamins, antioxidants and peptides all bring life to dull skin! In the mornings, apply serums that contain l-glutathione, resveratrol and d-alpha tocopherol to increase protection against free radicals.

To brighten skin, look for l-ascorbic acid, magnesium ascorbyl phosphate or *Ascophyllum nodosum*, a form of seaweed that works on creating a more even, luminous skin. In the evenings, introduce clients to peptides, including Matrixyl 3000 and Matrixyl Synthe' 6, which reduce fine lines, fill in wrinkles and freeze wrinkle formation.

Epidermal growth factors are essential for strengthening new cells, boosting collagen synthesis and revealing a firmer, healthier complexion. As we feed the skin morning and night, our skin will become the best it can be!

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Ascophyllum nodosum

Hydration

Nourishing hydration plays a key part for both healthy and glass looking skin. Every skin needs hydration, even those who are oily still need to maintain a healthy barrier function. Start by applying a hydrating spritz that contains l-sodium hyaluronate, plus heavy water derived from deep within the sea. These ingredients work together to attract, bind and hold moisture in the epidermis.

Introduce clients to lipid-based hydrators that contain ingredients like organic macadamia nut oil, which has a similar lipid profile to the natural lipids in the skin. Other key ingredients are omega-essential fatty acids, that assist in creating a protective, hydrating barrier, organic grape seed or avocado oils are also excellent options to hydrate tissue, contributing to the glass skin look.

Cream-based hydrators are great options as well. Look for creams that contain hyaluronic acid, peptides, growth factors, pumpkin seed oil to create a healthy, dewy glow. Make sure to apply hydration both morning and evening.

Finishing Step

Glass skin requires the finishing touch of healthy, hydrating makeup, which adds to a flawless, luminescent-looking complexion! Mineral-based formulas that contain healthy ingredients is key. Many makeup options are inferior to our daily skin care routines. Mineral options with ingredients like oleic and linoleic acids, olive fruit oil and d-alpha tocopherol work together to increase hydration, reduce transepidermal water loss, lubricate, firm, and smooth the skin. In addition to hydration and coverage, you will want to continue to boost antioxidant protection, as the skin is exposed to UV rays.

Treatment Room

Monthly corrective facials will enhance and accelerate! You must do your everyday routine, but adding in monthly treatments will keep you on track and seeing the results you are looking for even faster.

A GLASS SKIN DAILY REGIMEN

Let's break down what a daily regimen would look like for normal, photo-aging skin.

AM REGIMEN

Step 1. Cleanse with nourishing, oil-based cleanser and remove with warm water and soft cloth. Pat the skin dry.
Step 2. Spritz with a hydrating mist that contains l-sodium hyaluronate and let it absorb into the skin.
Step 3. Build and strengthen with a nourishing-rich serum that contains antioxidants to protect tissue. Gently massage into the skin and let it absorb.
Step 4. Hydrate skin by mixing a few drops of a lipid-based serum into an ultra-rich hydrator and gently massage into the skin.
Step 5. Apply a mineral-based hydrating crème foundation and powder using a hydrating application technique. Dispense 1-2 pumps of hydrating crème foundation and mix with a mineral powder. Spritz the foundation brush with a hydrating mist and blend the foundation. Apply in a circular motion to the skin allowing it to absorb. Spritz with hydrating mist again to set minerals.

PM REGIMEN

Step 1. Cleanse with nourishing, oil-based cleanser and remove with warm water and soft cloth. Pat the skin dry.
Step 2. Cleanse again with an AHA or BHA active cleanser. Work in for several minutes, remove with warm water and soft cloth. Pat the skin dry.
Step 3. Spritz with a hydrating mist and let it absorb into the skin.
Step 4. Exfoliate by first applying a nightly corrective serum containing l-mandelic acid, followed by a serum containing encapsulated retinal. Let each product absorb into the skin.
Step 5. Hydrate skin by massaging several drops of a lipid-based serum into the skin. Create a customized, Glass Skin regimen for your clients and reveal a healthier, luminous complexion!



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

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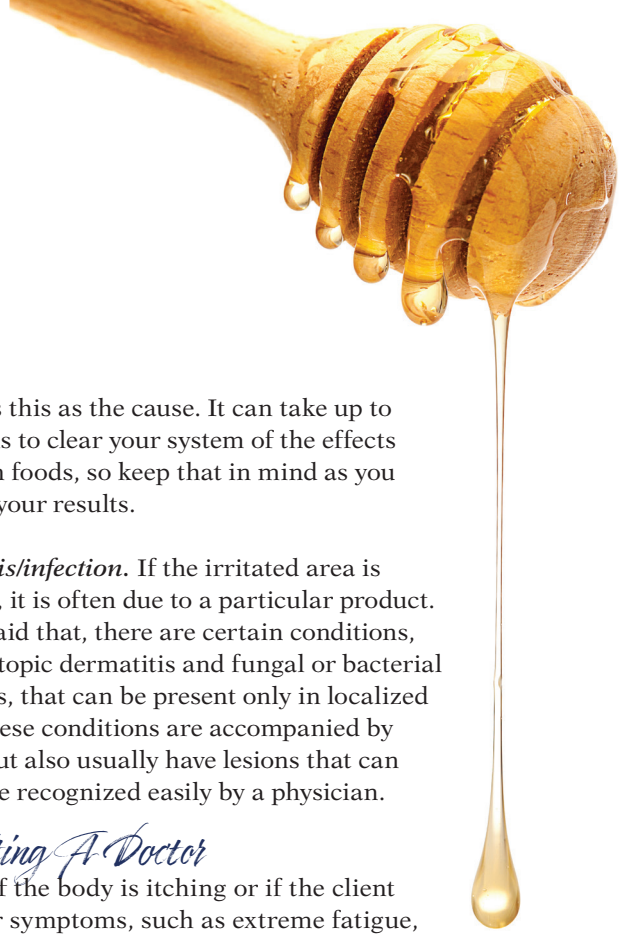
The Prevalence of Pruritus

By Lisa Jenks, M.D.

Pruritus is a medical word that means itchy skin. The itchiness may be confined to a small area or be widespread over the body. It may or may not be accompanied by a rash or other signs of irritation, such as blisters or swelling of the skin.



Causes of Pruritus

Pruritus is considered chronic if it lasts for longer than six weeks. If the client develops itchy skin, the first thing to do is try and find out what is causing the problem. Pruritus may be the result of contact with an irritant, dry skin, an underlying health condition (including pregnancy), stress, or a reaction to a medication. Treatment and prognosis depend upon the cause.

Medication or medical condition. If the itchy skin is over the entire, or most of, the body, it may be due to an underlying medical condition or to medication. Diseases that commonly cause itchiness include thyroid issues, liver malfunction, anemia, kidney failure, nerve damage and certain psychiatric diseases. Any medication can cause an allergic reaction that results in pruritus.

Do not stop medications without talking to your doctor, but do let your doctor know immediately if you have diffuse itching and are taking any medicines.

Environment. Dry skin can feel itchy. People who live in dry climates are obviously more prone to itching. If the problem is seasonal, it may be related to something in the environment (i.e. pollen).

Skin conditions. Eczema and psoriasis are two chronic medical conditions that result in dry, irritated skin that are usually accompanied by a rash and/or inflamed vesicles.

Skin sensitivity. Sensitivity to soaps, detergents, certain clothing (i.e. wool), pets or environmental allergens can also cause widespread itching. It does take a certain amount of exposure to a substance to build up an allergy to it, so it might not necessarily be a new product that is causing the problem. It can be helpful to start using a new brand of body soap, lotion and detergent and to try ones that are formulated for sensitive skin.

Pets. If there are pets in the house that seem to contribute to the problem, an air purifier may be helpful.

Food. Food allergies can also lead to itchy skin. Eliminating some of the more common food allergens from your diet (shellfish, nuts, eggs, tomatoes, strawberries, soy, gluten, and dairy) can help to diagnosis this as the cause. It can take up to two weeks to clear your system of the effects of certain foods, so keep that in mind as you evaluate your results.

Dermatitis/infection. If the irritated area is localized, it is often due to a particular product. Having said that, there are certain conditions, such as atopic dermatitis and fungal or bacterial infections, that can be present only in localized areas. These conditions are accompanied by itching but also usually have lesions that can usually be recognized easily by a physician.

Consulting A Doctor

If most of the body is itching or if the client has other symptoms, such as extreme fatigue, weight loss or difficulty breathing, they need to seek medical attention. Their doctor may do blood work to rule out underlying medical problems and/or may refer them to an allergist to determine if there are any foods or environmental elements that are causing their symptoms.

Their physician will also review any medications that they are taking and may suggest changing some. Be sure to let him or her know about all the medications they are on, including over-the-counter ones. If your doctor determines there is no significant underlying problem, they may prescribe certain creams or oral medications that decrease itching. Creams may include steroid ointments, calcineurin inhibitors (such as Protopic cream), or topical anesthetics. Oral antihistamines may



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Stress can cause itchy skin and can also exacerbate other causes.

be tried. There are many non-sedating antihistamines now available. In addition, a type of antidepressant called serotonin reuptake inhibitors (SSRIs), can be helpful for chronic itching.

Localized Treatment

If the client's itching is localized and not accompanied by other symptoms, there are many things they can do to try and resolve it without seeing a doctor.

As mentioned above, eliminating certain foods and changing your products, soaps and detergents may resolve the issue and allow them to determine what is causing the problem.

If the itching is on their face and they are using multiple skin care products, it is recommended to stop all of them and see if the itching resolves. If it does, slowly re-introduce their products one at a time, allowing for about ten days between introducing another product. This will allow you to see if one of them is the culprit.

There are many other things they can do to get relief. Making sure their skin is well hydrated is important. Drink plenty of water and use hypo-allergenic, fragrance-free moisturizers. Taking lukewarm baths and then applying thick cream or ointment while your skin is still slightly wet from the bath can help to trap water in the skin. Putting Epson salts or oatmeal into the bathwater can soothe the skin. Hot baths or showers dehydrate the skin and can exacerbate the issue. Consider putting a humidifier on your furnace or, at least, in your bedroom. Honey is anti-inflammatory and can be used to decrease irritation. Mix a small amount with warm water and put a thin layer on the skin. Calamine lotion or products with menthol can also be soothing.

Using over-the-counter hydrocortisone cream may be helpful, but these should only be used for short periods of time and should be used very cautiously on the face.

Stress can be a cause of itchy skin and can also exacerbate other causes. Therefore, doing whatever you can to decrease stress may be beneficial for your skin. In addition, alternative therapies such as acupuncture have helped some cases of pruritus.

Pruritus Is Common

It is estimated that about 20% of all adults will have at least one episode of significant itching during their lifetime. Almost all these cases are short-lived and easily managed. Many times, the underlying cause is never determined. So, the good news is, if your skin does begin to itch, know that you are not alone and that it likely will quickly resolve. However, do not hesitate to seek medical advice if it does not.



Lisa S. Jenks, M.D., began her medical career as an emergency room physician. In 2007, she opened Genesis MedSpa, a medical spa in Colorado Springs, Colorado. Recently, Jenks started Genesis Consulting to help spa owners and other physicians open successful medical spas. Reach her at lisa@genesis-medspa.com or 719-579-6890.

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Top Services and Home Care for HYDRATION

By Leah Lynch

With so many exciting treatments designed to hydrate, plump and protect, there's no reason to let the season take a toll on your skin. As brisk air and cozy sweater weather settle in, our skin faces new challenges like dryness and dullness. But don't worry—the latest skincare trends are here to rescue your glow. This season is all about locking in moisture and achieving that coveted glass-skin look: smooth, dewy, and flawless. From industry favorites like Hydrafacials to high-tech hyaluronic infusion, the focus is on long-lasting, radiant results. Ready to dive into the most exciting ways to quench your skin's thirst? Let's get glowing!

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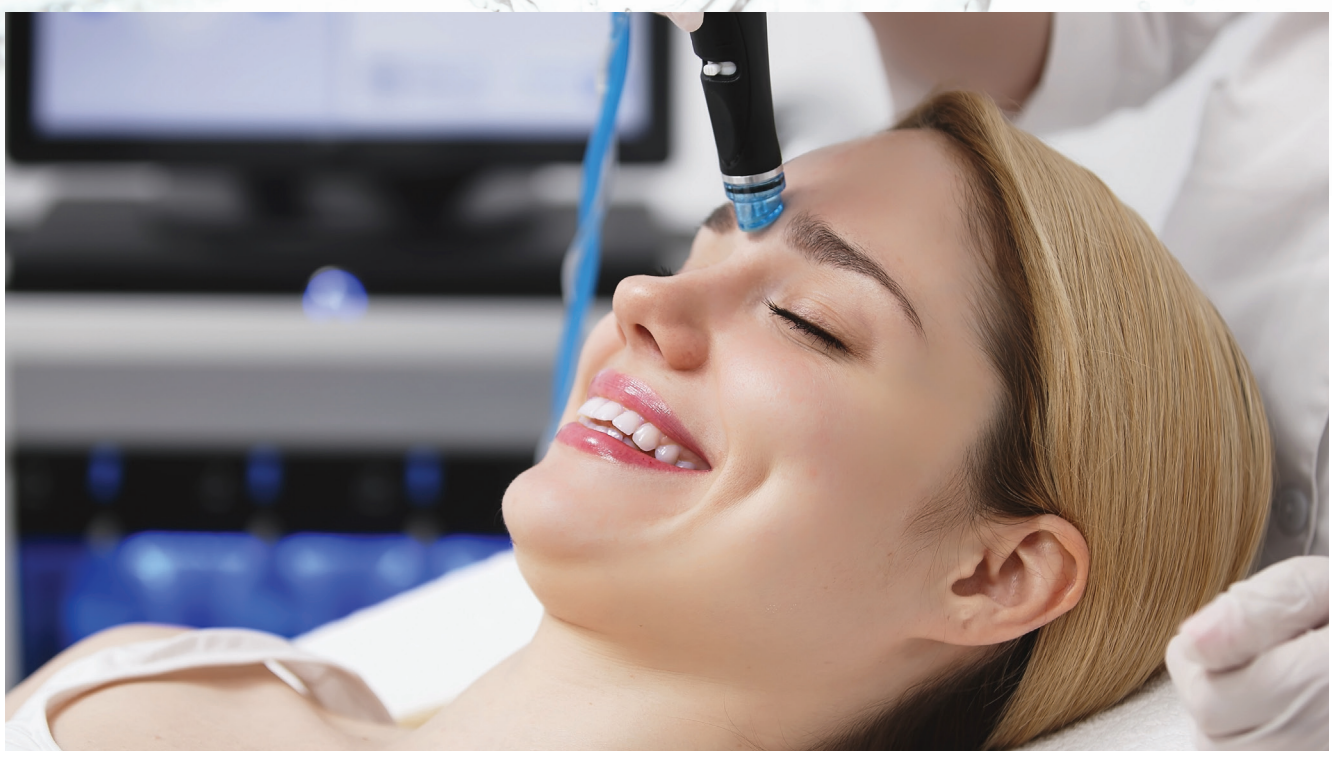

The Hydrafacial exfoliates, cleanses and deeply hydrates the skin.

Professional High-Tech Hydration

One standout treatment making waves this season at Beautique Salon, Spa & Lash Lounge in Newburyport, MA, is the Coolifting device—a must-have for anyone craving an instant hydration boost along with anti-aging benefits. This treatment delivers a refreshing blast of CO_2 and hyaluronic acid deep into the skin, living up to its claim that just five minutes can remove ten years! It's like a tall drink of water for your complexion—plumping fine lines, firming things up, and restoring that bouncy glow. The magic happens in just minutes, making it perfect for those with busy schedules who want results without downtime. "This treatment is so quick, we can even add it to a brow wax for a great sales ticket boost," says skin care expert Tricia Savino. "Once our clients try it, they keep coming back for more!" We're talking repeat clients, quick service, healthy margins, and glowing results—what more could you want?

Another noteworthy treatment this season is the ever-popular Hydrafacial, an all-in-one powerhouse that cleanses, exfoliates, and deeply hydrates the skin. Clients can't get enough of how it leaves their complexion instantly bright, smooth, and refreshed—just what's needed to combat the dryness and dullness that come with colder weather.

The Hydrafacial treatment has garnered a loyal following for its ability to address multiple skin concerns in one seamless session, and customized boosters can further enhance the targeted results. Our favorite is the Jlo Glow Booster by Jlo Beauty. "The Hydrafacial Lip Perk has been a total game-changer, too," Tricia shares. "It gently exfoliates and infuses moisture directly into the lips, leaving them soft, smooth, and plump. It's the perfect solution for dry, cracked lips—and once clients try it, they're hooked!"

Don't Forget The Lips

During our harsh New England winters, many clients battle chapped and uncomfortable lips, but at Beautique, we don't leave your lips out of the fun! One in-salon Perk might not be enough for long-lasting results, so the Hydrafacial Lip Perk not only delivers immediate moisture but also includes a take-home treatment that helps maintain that luscious feeling long after your visit.

For those serious about maintaining their pout, the MesoLyft lip roller is a must-have. The MesoLyft Lips is an innovative lip-plumping solution that instantly boosts volume and texture while delivering deep hydration. This easy-to-use, at-home micro-needling device uses tiny conical spikes, rather than needles, to gently and effectively deliver nourishing serum to your

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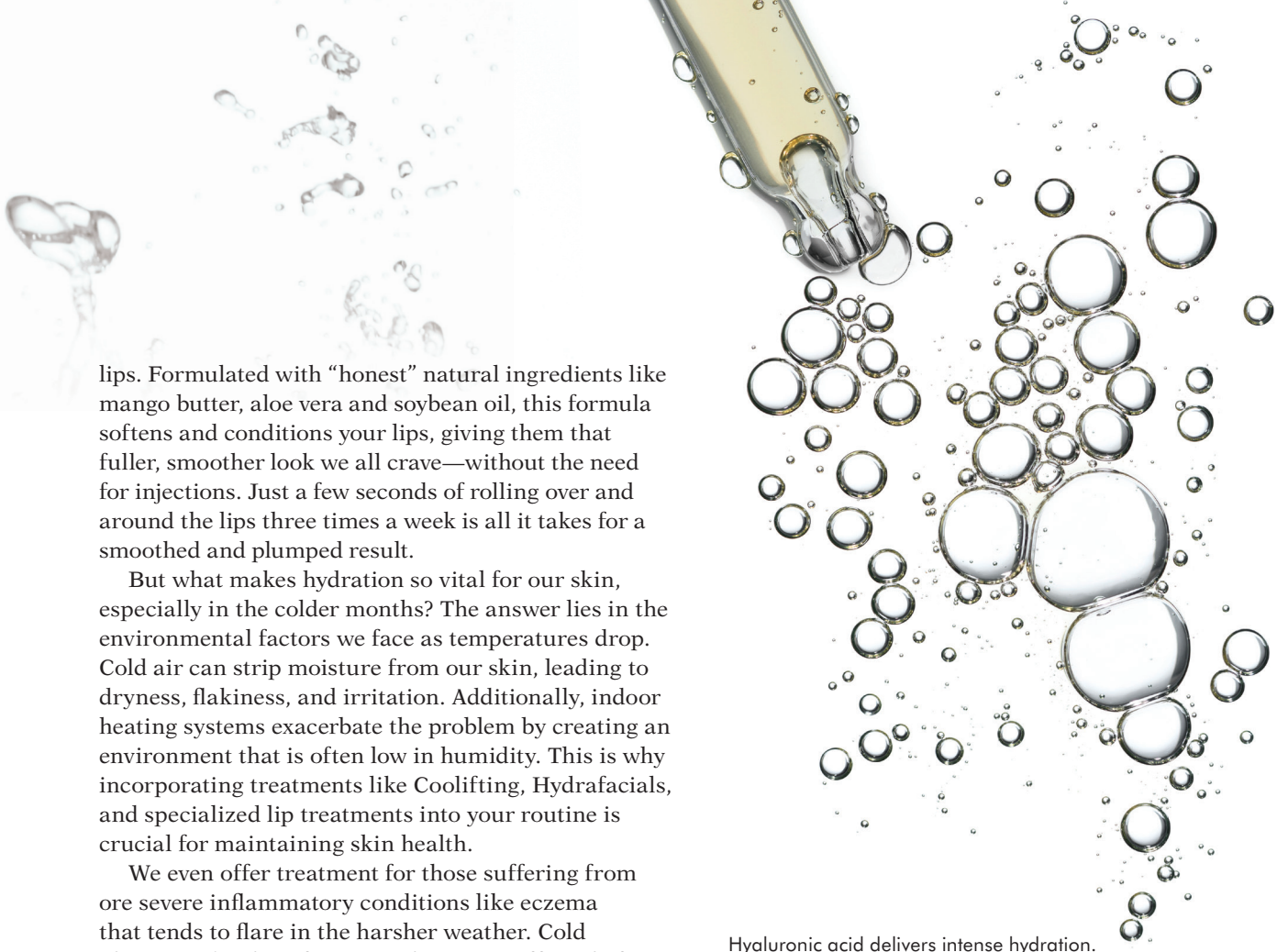
lips. Formulated with "honest" natural ingredients like mango butter, aloe vera and soybean oil, this formula softens and conditions your lips, giving them that fuller, smoother look we all crave—without the need for injections. Just a few seconds of rolling over and around the lips three times a week is all it takes for a smoothed and plumped result.

But what makes hydration so vital for our skin, especially in the colder months? The answer lies in the environmental factors we face as temperatures drop. Cold air can strip moisture from our skin, leading to dryness, flakiness, and irritation. Additionally, indoor heating systems exacerbate the problem by creating an environment that is often low in humidity. This is why incorporating treatments like Coolifting, Hydrafacials, and specialized lip treatments into your routine is crucial for maintaining skin health.

We even offer treatment for those suffering from ore severe inflammatory conditions like eczema that tends to flare in the harsher weather. Cold Plasma technology from Dr. Platon can offer relief from inflammatory skin conditions and enhance the penetration of any targeted treatment in only 15 minutes with no pain and no downtime.





Hyaluronic acid delivers intense hydration.

Skin Care At Home

In addition to professional treatments, the importance of a consistent home care routine cannot be overstated. At Beautique, we emphasize the need for a personalized approach to skin care. "Each client has unique skin concerns, and we believe that understanding those needs is essential for effective treatment," Tricia explains. By adding personalized home care recommendations, clients can feel confident that they are receiving the best possible care tailored to their individual requirements.

One of the standout ingredients you should look for in your products is hyaluronic acid. Known for its incredible ability to bind up to 1,000 times its weight in water, this powerhouse ingredient delivers intense hydration right where your skin needs it most. Incorporating serums with hyaluronic acid not only keeps your skin plump and dewy but also helps to boost overall skin elasticity. Serums that have a close molecular structure to the skin allow for deeper penetration and more effective results. This will maximize the benefits of any treatments and help maintain that coveted glass skin look.

There's also a growing emphasis on products infused with biotech ingredients, such as polynucleotides and exosomes. These compounds are known for their regenerative properties, promoting collagen production

Top: Image by nevodka.com at Adobe Stock; Bottom: Image by abam at Adobe Stock

and enhancing skin elasticity. This shift represents a move towards more scientific and effective formulations that not only hydrate but also repair the skin at a cellular level.

Gentle exfoliation is another key component of any skin care regimen. Regularly removing dead skin cells promotes a smoother texture and enhances the effectiveness of your other products. This is especially important during the winter months when dry, flaky skin can be more pronounced. Opt for products formulated with natural ingredients to avoid irritation while still delivering that refreshing, polished feel.

Lastly, let's not forget the importance of sunscreen. Even on overcast days, UV rays can wreak havoc on your skin, leading to premature aging and uneven pigmentation. A broad-spectrum SPF is a must-have to protect your skin from the sun's harmful effects. Applying SPF daily not only preserves your skin's health but also enhances the longevity of your hydrating treatments. Currently, we're obsessed with Image Skin Care's new line of luxury SPF. The new SPF 75 features a smartblend tint, a mineral base, is water-resistant, and has cosmetically elegant finish. The sun serum and sun gel go on clear and work on all skin tones. The silky finish of the SPF gel is unlike any we've ever tried, and each finish leaves you feeling radiant first thing in the morning.

Lifestyle Education

Staying hydrated isn't just about how you treat your skin externally; it also involves proper hydration from within. Drinking plenty of water, eating hydrating foods like fruits and vegetables, and incorporating supplements like omega-3 fatty acids can significantly impact your skin's appearance and health.

Keeping your body hydrated enhances the effects of topical treatments, ensuring your skin remains supple and radiant. And let's not forget that incorporating healing treatments into your routine can create a wonderful sense of self-care, which is especially important as we navigate the stresses of everyday life. Taking time to prioritize your self-care can lead to significant improvements in your mood and overall well-being.

A Multipronged Approach

You'll be feeling and looking fabulous in less than 30 minutes with these innovative treatments leading the way. Staying hydrated and glowing all season has never been easier for you and your clients. Whether it's the instant refresh from Coolifting or the deep, lasting moisture of a Hydrafacial, these treatments are not only effective but also fit seamlessly into busy lifestyles, making it easy to keep winter skin looking and feeling its best. As you introduce these transformative treatments to your clients, remember that you're not just enhancing their skin; you're nurturing their inner glow and overall well-being. By incorporating services like Coolifting and Hydrafacials into your offerings, you're providing clients with the tools they need to shine both inside and out.



Drinking plenty of water is important to skin hydration.



Leah Lynch is the owner of Beautique Salon, Spa & Lash Lounge in Newburyport, Massachusetts, and is an award-winning master lash artist, trainer, speaker and judge. Her business has won seven prestigious awards including "Best of Boston." A regular editorial contributor for numerous trade publications, Lynch is recognized internationally for her business acumen.

Lynch is also the creator of Lash Mastery Academy, where lash artists can take their career to the next level by utilizing advanced materials, manuals and curriculums to become a trainer in their area.

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PROTOCOLS IN PRACTICE

5 PROTOCOLS FOR INTENSE HYDRATION

GLAZED DONUT SKIN

AESTHETIC BACK BAR

Glazed donut skin is ultra-hydrated, plump, dewy looking skin. The treatment time is 45-60 minutes.

Step 1. Cleanse skin withFacial Gel Cleanser. All skin types do well with this treatment. You can add a couple of drops of orange or lemon essential oil to fun it up.

Step 2. Tone skin with Cucumber Toner.

Step 3. Exfoliate skin with dermaplaning, microdermabrasion or skin scrubber.

Step 4. Use the steamer or hot compress for this step. Apply the Revitalizing Enzyme Mask and leave on the skin for 8-15 minutes depending on skin type.

Step 5. Apply HA Forte Intense Hydrating Mask to the skin.If it is not a sensitive skin type, add orange or lemon essential oil. Just a couple of drops is enough. Can add hot compress or leave alone.

Step 6. Apply the Antioxidant Eye Cream

Step 7. Apply Daily Skin Salve and do a light massage. This light serum is great for all skin types.

Step 8. Apply a couple of drops of Vitamin Restore Serum (For Normal to Oily skin types you can apply the Balance Serum here).

Step 9. Apply Vitamin Daily Moisturizer (For Normal to Oily skin types you can apply Daily Balance Moisturizer)

Step 10. Apply your choice of sunscreen. If you have a good loose mineral, you can apply that also.

ACNE SAFE HYDRATING PROTOCOL

WISH SKIN HEALTH

Use this protocol with compromised, sensitized or dehydrated skin types. Always check client comfort by asking for sensation level on a scale of 1-10. Anything over a four can be soothed by applying moisturizer or SPF. Peel can also be removed with a cool compress.

Step 1. Cleanse with Emerge Biome Repair.

Step 2. Tone with Conditioning Hydra-Mist. Apply with a cotton round.

Step 3. (optional). Treat with RestoraPlex. Allow to process for five minutes.

Step 4. Press in C21 Youth Glow Serum.

Step 5. Apply MacroMoisture+.

Step 6. Finish with Light Magic+ SPF 30.

Add-ons: Perform extractions after cleansing and toning or peel application. High-frequency or LED therapy can be included.

Image by Crazyluke at Adobe Stock

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STONE CROP BODY TREATMENT

ÉMINENCE

Step 1. Using a circular motion, apply the Stone Crop Revitalizing Body Scrub to the entire body, working from the outer limbs in towards the heart. Leave on.

Step 2. Dispense 2 to 4 tablespoons of the Stone Crop Restorative Body Wrap into a bowl and dilute with warm water or tea in a 1:1 ratio. This wrap can be applied on its own or layered directly over the Stone Crop Revitalizing Body Scrub.

Step 3. Have the Client lay face up on the table with a modesty towel (please refer to your spa's draping policy for more details). Apply a thin layer of body wrap to each leg and wrap with a plastic sheet.

Step 4. Help the client sit up, holding the modesty towel with their arms across their chest, and apply a thin layer of body wrap to the back. Wrap the remainder of the plastic sheet around the client's shoulders.

Step 5. Help the client lay down on their back. Apply a thin layer of body wrap to each arm, cross the arms across the chest again and wrap with a plastic sheet.

Step 6. Wrap the second plastic sheet around the client (and hot towels, if used), followed by the mylar blanket and finally the wool blanket. Perform a 10–20 minute treatment during the wrap (mini facial or neck, face and scalp massage)

Step 7. **Removal**

Wet Room Removal: Unwrap the wool blanket, mylar blanket and plastic sheets and ask the client to shower. While the client is in the shower, remove the plastic, mylar blanket, cooled towels (if used) and wool blanket from the treatment table. Have the Client return to the table and lay on their front between the dry sheets.

Dry Room Removal: Unwrap the wool blanket and mylar blanket and remove cooled bath towel from the legs. Begin removing product using hot, wet hand towels, rolling the plastic sheet towards their body, and cover the client with a dry sheet. Once all product is removed from the legs, cover with a dry sheet. Help the client sit up, holding the modesty towel with their arms across their chest and remove the product from the back using hot wet towels. Roll the plastic sheet, mylar and wool blanket down to their hips and help the client lay back down on the dry sheet. Remove the product from their arms and continue to cover the upper body with the dry sheet. Ask the Client to lift their hips off the table, and remove the plastic sheet, mylar and wool blanket from underneath the client. The client should now be laying on their back on the dry sheet and be fully covered with a second dry sheet Ask the client to flip over on their front between the dry sheets.

THE ULTIMATE WINTER HOME CARE ROUTINE

FACTORFIVE

Winter can be harsh on your skin, but this regimen combines deep hydration, potent anti-aging ingredients, and rejuvenating treatments to keep your skin glowing and healthy.

Step 1. Cleanse thoroughly with Factorfive Gentle Gel Cleanser to clear away dirt, oil, and impurities while maintaining your skin's natural balance. Apply a small amount to damp skin, massaging in circular motions. Rinse thoroughly with lukewarm water. If the client has worn heavy makeup or sunscreen during the day, I recommend a double cleanse with this gentle formula to ensure every last trace is gone. This step preps the skin for optimal product absorption.

Step 2. Dispense a pea-sized amount of The Factorfive Regenerative Serum onto your fingertips. Gently pat and smooth it over theface and neck. Let it absorb completely before moving on to the next step. This serum is a true game-changer, especially during the winter months when your skin needs extra care.

Step 3. Next, apply the FACTORFIVE Anti-Aging Cream to deeply hydrate your skin and support its elasticity. This step is crucial for combating dryness and keeping thw skin plump and soft during colder weather. Use a small amount and massage it into the face, neck, and décolleté using upward motions. Take a moment to really work the product in.

Step 4. The FACTORFIVE Night Retinol Cream helps boost cellular turnover, improving skin texture and leaving your complexion glowing. Apply a thin, even layer to theface and neck, avoiding the eye area. If the client is new to retinol, start slow. Use it 2-3 nights a week and increase as your skin builds tolerance. Retinol is the gold standard for anti-aging and skin renewal, but don't forget to pair it with SPF during the day to protect skin from UV damage.

Step 5. Once a week, use Factorfive Growth Factor Mask for an extra dose of hydration and revitalization. This is like a mini facial you can do at home! After cleansing, apply the mask evenly over the face, avoiding the eye area. Relax for the recommended time (refer to the product instructions), then rinse off with lukewarm water. This mask leaves skin feeling incredibly soft and renewed. It's the perfect winter indulgence.

Image by Alex Shi on Adobe Stock

AQUABOOST FACIAL

AQUABOOST

Step 1. Cleanse skin with the cleanser of your choice. Perform a skin analysis and select the appropriate serum. The client will either get Dry, Normal, Combination Skin Serum (serum 1) or Oily, Congested, Acneic/Acne Prone Skin Serum (serum 2).

Step 2. If you are using serum 1, perfomr a cleanse and exfoliate. If you are performing a deep cleanse. Perform one pass with serum 1 or 2. Beginning at the chin, move in upward and outward motions. Hold the skin taut with one hand while gliding with the other to ensure a smooth glide without skipping or rapid release. Follow the grid provided in the training manual for added guidance. Spend additional time as needed in areas of increased congestion.

Step 3. Perform one pass with serum 3. Press excess serum into the skin throughout the service.

Step 4. Select Gel Mask or Heavy Gel Serum. Using the Cryowand, perform one pass. Begin at the chin, move in circular motions upward and outward. Keep the Cryowant moving at all times.

Hello Hydration

Bring some moisture to clients' winter skin with these hydrators.



1

1. **VIOpure Nourishing Moisturizer**
   Viktoria DeAnn
   viktoriadeann.com
   Hydrate and restore the skin using myco-active extracts from the Phellinus linteus mushroom in VIOpure Nourishing Moisturizer. Kigelia africana fruit extract and Boswellia carterii oil are added to help soothe, boost elasticity,and protect against everyday environmental stressors.



2

2. **HydraSilk Repair Serum**
   Piper Rose Select
   piperroseselect.com
   Hyaluronic acid and silver ear mushroom penetrate deep into the skin to hydrate the skin and combat the effects of aging. Peptides reduce the appearance of fine lines and wrinkles by stimulating production of new collagen and elastin. Nourishing plant stem cells derived from rejuvenating botanicals encourage bright radiant skin while the healing effects of gold and silver minerals dramatically support healthy cell function.



3

3. **Hydrating Masque**
   LaFlore
   laflore.com
   Hydrating Masque is a treatment that revitalizes and restores the skin. This formula deeply hydrates, soothing stressed skin and leaving it feeling supple and rejuvenated. Its blend of botanical antioxidants, B vitamins and minerals aids in healing bruises, promoting a healthy and radiant complexion. The masque's rich texture also makes it an ideal massage medium, providing a deeply relaxing and therapeutic experience.

Product images courtesy of the manufacturers, Background: Image by Emily Norris/peopleimages.com at Adobe Stock

4. **Hydrating Mask**
Rejuvi
shoprejuvi.com
This is a deeply hydrating mask, a must-have for anyone battling dehydration or dry skin. The formulation uses shea butter, sunflower oil, suma extract, allantoin and vitamin E for an antioxidant-rich, creamy formula that works to repair the skin and moisture levels. It can be used as either a hydrating boost on clean skin as a wash-off mask or as a deeply restorative overnight treatment. The formula locks in hydration, replenishes the skin's barrier, and leaves skin quenched and nourished.



5. **Corthe Dermo Rich M Cream**
Kin Aesthetics
esthisupply.com
Rich M Cream's effectiveness hinges upon its occlusive barrier technology. This invisible bilayer shield prevents transepidermal water loss, safeguarding the skin's natural moisture reservoir. It also helps fortify the skin's intrinsic barrier with the inclusion of Ceramide NP. Prodew 400 acts as an effective moisturizing agent and humectant for the skin. It contains betaine, sodium PCA and sorbital as well as a blend of amino acids. Fucoidan can act as a humectant, attracting and retaining moisture in the skin, but also provides antioxidant and anti-inflammatory benefits.



6. **Skin Illuminator Hyaluronic Cream**
Dermesse
dermessestore.com
Hyaluronic acid is included in this cream to draws and retains moisture from the environment to soften and invigorate the skin. It strengthens the skin's natural barrier, which is important in soothing and calming sun damage, acne, rosacea and sensitive skin in general. It conditions and smoothes the skin, thereby reducing the appearance of fine lines and wrinkles. It also helps stimulate the production of new collagen to provide firmness and structure.



7. **Quench**
Osmosis
osmosisbeauty.com
Prep your skin with this daily moisturizer that delivers light, soothing hydration with a refreshing citrus scent. This natural moisturizer for dry skin features jojoba seed oil, lemon oil and hyaluronic acid to hydrate your skin while helping to restore its barrier.



Shea Butter

by Katie Anderson

Shea butter is no stranger to the spa and professional skin care community. We love it and use it all the time, but how much do we actually know about this rich emollient? In this article, we will talk about the history of shea butter in skin care, its benefits to the skin and discuss how it is currently being used in finished product and in the treatment room.

History in Skin Care

Shea butter comes from the nut of *Vitellaria paradoxa*, a tree common in Africa, growing in the savannah from western Senegal to eastern Sudan. It is said to grow in 21 African countries, where it is has a variety of names in different languages. One example you may have heard of it karité, its name in the Wolof language of Senegal.

Like so many beauty products, shea butter's use in beauty dates back to Cleopatra. She was said to have a jar of shea butter at the ready for cosmetic application. Not only did she use it on her skin, but she also used it in her hair. It has been used for so many centuries in Africa for cosmetic and therapeutic use. It also has uses in food prep for cooking or frying.

Shea Butter Composition and Production

Shea butter is a fat from this nut, comprised mostly of stearic acid and oleic acid, though it also contains palmitic, linoleic and arachidic acid. Though oleic and stearic acid make up the majority of shea butter, their percentage varies based on the variety of shea butter tree and where it is grown. This can influence the shea butter's consistency.

We would be remiss if we didn't mention how important shea butter production is to the women in Africa. Women in shea-producing countries are mostly involved in producing and selling shea butter, so purchasing products with fair trade shea butter helps to support them. Its production involves harvesting the shea nuts, drying them in the sun, roasting them, crushing them into a paste, adding water, churning to separate and collecting the fat. As you can see, this process is quite



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detailed, but it has been mastered by the women in this region for centuries. Unrefined shea butter is ivory in color, but it is often dyed gold in production. It is referred to as "woman's gold" in the area not only for its color, but also for the revenue it bring in for women in the shea belt.

Skin Care Benefits

Apart from its fatty acid content, shea butter also contains high amount of vitamin E and vitamin A. This composition makes it very beneficial to skin and hair care.

In hair care, its moisturizing properties allow it to not only moisturize the scalp but also smooth cuticles and reduce breakage. It can also add shine to the hair. In skin care, it is primarily used as a moisturizer, helping to add moisture to dry, damaged skin. Though shea butter is moisturizing, it can clog pores for those struggling with acne. Its vitamin A content helps it to aid in cell turnover and skin regeneration.

So, let's take a look at who is using shea butter in professional skin care and spa treatments.





In the Spa

So, let's take a look at who is using shea butter in professional skin care. In Dr. Dennis Gross' recent launch, DermInfusions Blur + Repair Cream, shea butter is used to moisturize the skin and strengthen the skin barrier. The formulation also contains four different hyaluronic acid weights for optimal hydration.

Farmhouse Fresh is well-known for its shea butters, offering them in its iconic scents such as Coconut Cream, Fluffy Bunny, Whoopie, Rainbow Road and Sweet Tea, among others. These moisturizing shea butters also contain soybean oil, cocoa butter and jojoba oil to moisturize the skin. They also have cucumber and aloe to calm and help reduce inflammation.

Eminence includes shea butter in a number of its formulations, include its Shea Butter & Mint Moisture Balm. In the balm, shea helps to moisturize and calm skin along with avocado and sunflower oil. It also contains rosehip and peppermint for their antioxidant benefits.

At the Right Touch Day Spa in North Attleboro, Massachusetts, shea butter is applied to the skin in a few of its body wraps. For example, in its Lavender-Shea Honey Wrap, skin is dry-brushed before being slathered in a custom blended lavender and shea honey mask. A face and scalp massage follows while the treatment does its thing. After a rinse in the Swiss shower, a lavender body butter cream is applied.

Shea butter is used at Viana Hotel & Spa in Westbury, New York, in its Viana Shea Butter Body Scrub. Designed for rough, dry skin, the scrub contains shea butter to leave skin smooth and glowing. A shea buttercream is then applied to moisturize the skin.

At Salamander in Washington, D.C., shea is used in the Cherry Blossom Body Ritual as part of the massage. The treatment was inspired by the traditions of Japan. It begins with exfoliation, followed by a shea butter massage and finishes with a reflexology-inspired foot massage.

A Timeless Ingredient

As you can see, shea butter has stood the test of time, offering dry skin a moisturizing treatment for centuries. Though perhaps not at novel as new, cutting edge ingredient, it has remained and will continue to remain a staple in skin care for centuries to come.

Top: Image by New Africa at Adobe Stock; Bottom: Image by Corinne at Adobe Stock

Lip Service[s] You Need to Know

Lips need love in the spa and should be considered as an add-on for every treatment. Not only is the skin thinner on the lips, but there are no oil glands, making this area oftentimes the first to see the dryness of winter. If you don't already offer a lip add-on, see how some of the below spas are doing it and customize your own based on your product line and skillset.



Lip Perk

Ellemes Medical Spa

Have you heard of Hydrafacial's Lip Perk. It is a hydradermabrasion service specifically designed for the lips. The service is said to plump and hydrate lips in 10 minutes. Lip Perk uses a serum containing peppermint oil, aloe and peony to hydrate and moisturize lips. After the treatment is concluded, the client is sent home with their own Lip Revitalizing Serum as well as a Perk Lip Balm SPF 30 to use 2-3 times a day. Ellemes Medical Spa offer the Perk Lip Treatment for $50, including take home products.

ellemesmedspa.com



Lip Mask + Lymphatic Drainage of Lip, Cheek, and Jowls

Skin Refresh Med Spa

At Skin Refresh Med Spa, clients can enjoy lymphatic drainage of not only thier lip, but also their cheek and jowls. This add-on ($30) can improve circulation, depuff, detoxify, tone and firm the facial skin. After the lymphatic massage, a hydrating mask will be applied to the lips.

skindeep-dayspa.com



Collagen Lip Treatment

Beneath The Surface Spa

This lip treatment (15 min., $30) aims to reduce fine lines around the lips as well as moisturizing and firming the lips. It starts with an exfoliation of the lip area, followed by a collagen lip mask. The final step is hydration of the lips with Ormedic Lip Balm.

skindeep-dayspa.com



Lip Treatment Enhancement

The Winchester Spa & Salon

This treatment add-on ($20) addresses dryness and plumps the lips. It starts with an exfoliation with gentle enzymes in a sugar scrub. A rich plumping mask is then applied for hydration. The treatment is conclused with a hydrating and soothing lip balm.

thewinchesterspa.com

From top: Image by Руслан Малыш at Adobe Stock; Image by Vuvimages at Adobe Stock; Image by KirKam at Adobe Stock; Image by Rainister at Adobe Stock

Spavia





The journey —that's what it is all about for spa franchise Spavia. More specifically, the company was founded in 2005 by Allison and Marty Langenderfer to support a client's journey to wellness by giving them customized treatments in a relaxing environment. The treatments are unique in themselves; however, their spa interiors draw the energy of nature to surround clientele with a space that ushers in their journey to wellness. We sat down with Dana Benfield, chief marketing officer of Spavia, who gave us the lowdown on each of the brand's four design themes.

Skin Inc. (*SI*): Tell us about the aesthetic of your spa's interior?

Dana Benfield (DB): The aesthetic of Spavia's interiors is centered around creating a tranquil and immersive escape from everyday life. We offer four distinct design themes—Coastal, Mountain, Vineyard and SPAVIA SWAY—each evoking a unique emotional response. Each design theme aims to enhance the overall wellness experience, with colors, textures and furnishings that create a sense of calm, warmth and luxury. Whether it's the beachy serenity of the Coastal theme or the warm, rustic vibe of Mountain, the goal is to offer guests a personalized atmosphere where they can feel relaxed, recentered and renewed.

SI: What inspired your design components and process?

Our design is inspired by the desire to create a luxury resort spa experience within your local neighborhood, creating an aesthetic that enhances relaxation and well-being. Each design was crafted to reflect different environments that people find calming and restorative. We wanted to offer Spavia owners and guests the ability to choose a space that resonates with their personal preferences. SPAVIA SWAY, our urban-inspired concept, adds a modern twist, offering something for those who prefer a sleek, city-chic aesthetic.

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

The most important factor in designing a successful spa space is creating an environment that fosters relaxation and aligns with the core wellness principles of the brand. Every element—from lighting and color schemes to furniture and layout—should serve to make the guest feel at ease from the moment they walk in.

Functionality is just as important as aesthetics; the design must support the spa's flow and operations while ensuring guests can seamlessly move between treatment rooms and relaxation spaces. One unique aspect of Spavia's design is the intentional separation of the retreat area, from the changing area, from the treatment rooms. This separation ensures that guests can experience a tranquil, uninterrupted moment of relaxation without the hustle and bustle of transitions between services.

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

Spavia is the first spa brand to offer owners a choice of design theme. Our four distinct designs allow each location to have its own identity while staying true to Spavia's brand. Each theme has carefully curated design elements, such as live greenery, custom lighting, and regionally inspired materials, that enhance the guest experience. Additionally, the option for customization makes the spa feel more personalized, both for our owners and our guests.

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Ask The Esty

With Deedee Crossett

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

Q: What is your best advice for esthy self care?



A: This question always makes me laugh and cry at the same time. Here are the six ways to get esthy self care.

1. Create rituals.

I have a 6:15 workout with a friend every Wednesday. It's good for me. Even on the days I don't want to show up, I DO because there is accountability.

2. Use technology.

Have your phone or watch set to a time every day where you breath or stretch or stand up. My wife had an alarm set on her phone for "PLANK-O-CLOCK." At noon, her alarm went off and she did a plank for 60 seconds. Just a quick break to breath and get balanced.

3. Essential oils.

Oils can be used to wake you up, calm you down, on the plane, in your car at the office. Find aromas that create the energy or balance you need.

4. Phone a friend.

Cheryl Snodgrass, the owner of CODE SALON in San Francisco, tells me she has "phone dates" to connect with the important people in her life. Sharing this connection, even if over the phone, makes her happy and feel fulfilled, especially when other aspects of life are frustrating.

5. Move your body.

You must do something every day for 20 mins. Walk, swim, yoga, stretch, take the stairs, ride a bike… something. The human body is supposed to move. Giving fresh oxygen to your brain assists in physical and mental wellness.

6. Trade.

Find an industry body and exchange services. We all can do our own brows and facials, but having a real treatment reminds us why we did this career in the first place.



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

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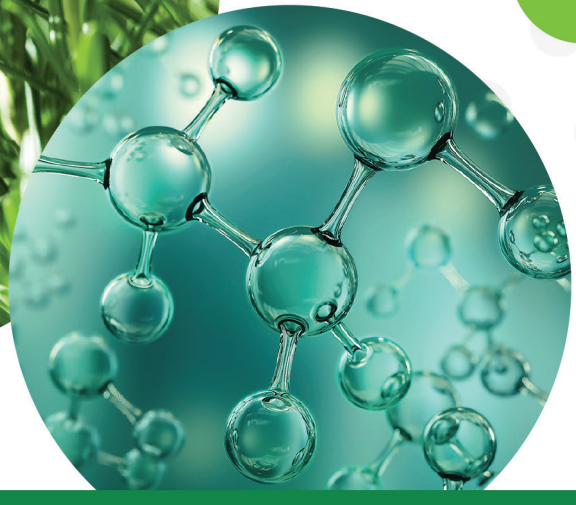

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