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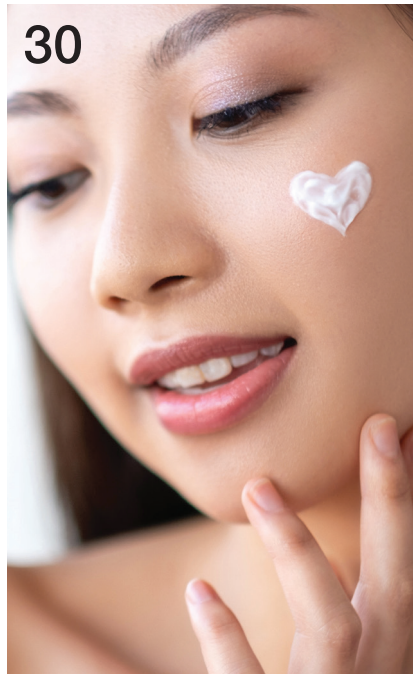

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Hyaluronic Acid — Plump and hydrate
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SKIN INC. CREATORS OF FACE & BODY
The Event for Serious Spa Professionals & Owners

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On My Radar



KATIE ANDERSON
Editor in Chief
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Super C Champs

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

When it comes to antioxidants, it is hard to beat good ol' vitamin C. It may help boost immunity when ingested, but topically it protects from free radicals, brightens skin and boosts collagen production to reduce the appearance of wrinkles. Of course, vitamin C in skin care comes in different types, concentrations and delivery systems, and there are no shortage of options. If you are looking to add new vitamin C products to your treatments or retail, here are some great options.



1 Vitamin C Age Defense, BioFrance

Tell aging to take the road with this serum. Ascorbic acid is included to brighten skin and defend against free radical damage. The formulation also contains vitamin E to fight the signs of aging as well as ferulic acid to stabilize the antioxidants. Hyaluronic acid and glycerin are included to attract moisture to the skin. Skin is said to be brighter, firmer and more smooth.
retailbiofrancelab.com



2 20% Vitamin C Serum, Dermesse

L-ascorbic acid is formulated at 20% for maximum efficacy in this serum by Dermesse. The L-ascorbic acid allows it to protect against free radicals and premature aging of the skin. Also included is vitamin E at 1.5% to protect against scarring and skin discoloration. Two forms of vitamin B (niacin and B5) are included to even skin tone and assist healing, respectively. Ferulic acid is not only included as an antioxidant but to also extend the efficacy of the other antioxidants.
dermessestore.com



3 Super C-20 (Vit C 20%), Hale Cosmeceuticals

Also with 20% vitamin C, this serum from Hale Cosmeceuticals helps to improve skin texture and health. In addition to antioxidant vitamin C, the serum also contains emblica from Indian goosberry to protect the skin from free radicals and brighten skin. Aloe helps to soothe the skin and calm inflammation. Vitamin C serves as an antioxidant in addition to stimulating collagen production.
halecosmeceuticals.com



4 Vital C Hydrating Facial Cleanser, Image Skincare

Enjoy the benefits of vitamin C and a delicious citrus scent in this cleanser by Image. Sodium ascorbyl phosphate is included along with retinyl palmitate and vitamin E to boost radiance as it cleanses.
imageskincare.com



5 Vitamin C + Retinol Mask, EmerginC

For a mask option with vitamin C, check out EmerginC's Vitamin C + Retinol Mask. This clay-based mask contains vitamin C to brighten and protect against free radicals, while retinol reduces the appearance of age. Polyphenols from green tea are also included to serve as an antioxidant and calm the skin.
emerginc.com

Tuning In

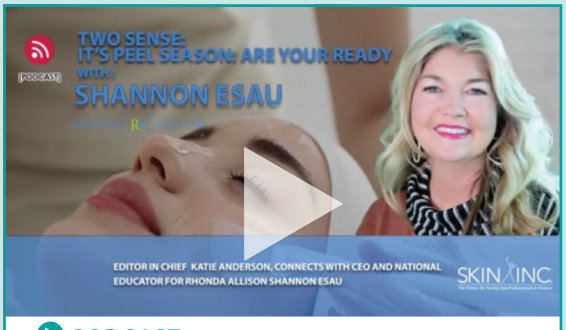
Editor's Picks

Are you considering adding an AI skin analyzer to your facial protocols? Watch this Tutorial Tuesday video and find out how easy it can be integrated into your facials.



Sounds Like Spa

Don't miss the latest episodes on Skin Inc.'s Sounds Like Spa Podcast!
Why Acne Needs Both Hydration and Repair
Should You Go Private Label?



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

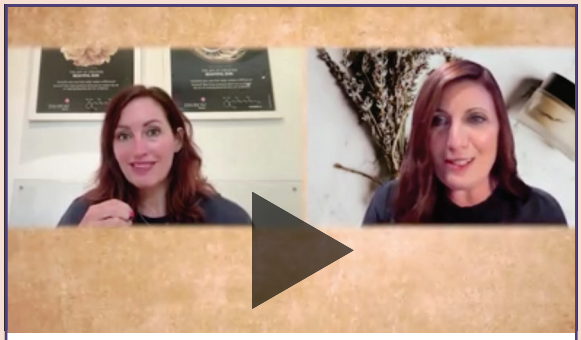
Check out this podcast in your February ***Digital Magazine*** *at* ***www.SkinInc.com/DM****.*

Upcoming Podcast Interview with Osmosis.

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 ***February Digital Magazine*** *at* ***www.SkinInc.com/DM****.*

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NEW PRODUCTS

Highlighting the very latest in skin care products and equipment



Clarity RX

Better With Age Renewing Bakuchiol Serum
Clarity Rx
clarityrx.com

ClarityRx tapped the anti-aging power of bakuchiol for its Renewing Bakuchiol Serum, which is part of its Better With Age Collection. This lightweight oil-serum hybrid smoothes fine lines and wrinkles while enhancing texture and boosting firmness. It gives skin a radiant, healthy glow, all while supporting collagen production. Bakuchiol serves as an antioxidant, while also boosting collagen production and reducing dark spots without irritation. Safflower and moringa also provide antioxidant benefits and soothe the skin. Aloe vera also provides antioxidant and skin soothing properties.



Retinol Vitamin C Serum

EmerginC
emerginc.com

Multi-Vitamin Retinol Serum has been revamped to include an advanced probiotic blend. This serum not only nourishes, strengthens and hydrates the skin to visibly reduce fine lines and wrinkles, but also introduces the transformative benefits of probiotics. This addition actively supports a balanced skin microbiome, promoting a healthier complexion from within. Infused with a soothing mix of organic green tea, hops, neem and alfalfa, each drop of this lightweight serum delivers a blend of vitamins A, B-complex, C, E, and F, for radiant, youthful-looking skin.



Winter Warming Enzyme Mask

Osmosis
osmosisbeauty.com

As winter approaches, the changing weather can take a toll on the skin, leaving it dry, dull, and lacking vitality. Winter Warming Enzyme Mask is a limited-edition mask designed to renew and revitalize winter-worn skin. Infused with the warming aromas of clove, cinnamon and nutmeg, this seasonal treatment envelops the senses while promoting a healthy glow and renewed strength for the skin.



Bodytherm

I.P.S. Srl

ips-aesthetics.com

Bodytherm is a technology developed for professionals to do a complete body check-up and allow clients to see their level of cellulite and adiposity. It is a thermographic analysis of cellulite and adiposity on the abdomen, arms and calves. It includes 6 high-resolution, reusable and extremely sensitive thermographic plates. It comes with an iPad (only in some markets) with an iOS application dedicated to the recording and assisted interpretation of the thermographic test result This allows you to build customer loyalty and increase professional sales.

Ultimate Mask Trio

Sorella Apothecary

sorellaapothecary.com

Sorella has created a trio of unique masks specifically for its professional partners to bring more hydration, calming and glowing to treatment rooms. Muesli Calming Mask and Golden Hour Glow Mask are pro only, whereas Marine Biocellulose Mask will be offered in retail. In the Muesli Mask, chia is incorporated to resurface and smooth, while biolin calms and oats nourish and brighten. In Golden Hour Glow Mask, exfoliating acids help to renew skin while brighteners firm and refresh. Marine Biocellulose Mask is said to deliver 16% more moisture to skin in just one treatment.





Just Glow BB Cream

Le Mieux

lemieuxskincare.com

Get coverage, sun protection, moisturization and more in one with this beauty balm. Technologically advanced UV-combatting peptides provides powerful SPF 50 broad spectrum protection to ward off damage from environmental stressors. Dermatologist-tested, tinted formula camouflages uneven skin tone and imperfections, while moisturizing and soothing shea butter, vitamin B, and hyaluronic acid help promote a youthful-looking, radiant glow.

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



Renée Rouleau Shares Sabrina Carpenter's Short N' Sweet Tour Skin Care

As her esthetician for 10 years, Renée Rouleau maintained Sabrina Carpenter's fresh, glowing complexion throughout her Short N' Sweet Tour using some of her skin care treatments.

These treatments fight to quickly clear breakouts and smooth the complexion, creating Sabrina's coveted glass-skin look! The products used on Carpeter during her treatment were:



- **Pore-Clearing Lancet & High Frequency (Violet Light), Phyto Bubbles Masque, Triple Berry Smoothing Peel, NuFACE Trinity+ Device, Rapid Response Detox Masque, Signature Seaweed Mask,**
- **Theraface Depuffing Wand and Weightless Protection SPF 30.**

reneerouleau.com

ANNOUNCEMENTS

Pantone Selects Mocha Mousse for 2025 Color

The Pantone Color Institute has chosen its Color of the Year for 2025: Mocha Mousse. Each year, Pantone selects a color that captures a global mood and an attitude, reflecting collective desire in the form of a single, distinct hue. For 2025, PANTONE 17-1230 was chosen to capture a need for comfort. "For Pantone Color of the Year 2025, we look to a mellow brown hue whose inherent richness and sensorial and comforting warmth extends further into our desire for comfort, and the indulgence of simple pleasures that we can gift and share with others," shares Laurie Pressman, the Vice President of the Pantone Color Institute. When you think of Mocha Mousse, you likely think of coffee and chocolate — two rich, delectable treats that are go-to staples for many when they are in need of a sweet treat or a morning pick-me-up. The shade is all about indulgence, comfort and contentment.

pantone.com



OPENINGS, MOVES AND GROWTH



Thompson Spa Adds ThompsonRx Clinical Menu

Thompson Spa at Thompson Houston has set its sights on corrective skin care with a new clinical menu. The new ThompsonRx menu of six facials using Skinceuticals products can be enjoyed my any skin type and are customized to each client to address acne, dull skin or aging. Intro to Clinical Bespoke Facial Correct & Calm Acne Facial Signature Sculpt & Glow Facial Signature Clinical Peel Refined Gentleman's Facial Ultra-Sonic Deep Pore Cleansing Facial Additionally, the spa has launched a selection of advanced Hydrafacials including a Thompson Rx: HydraCeutical Advanced treatment, and all facial treatments can be upgraded with enhancements including Clinical Extractions and Blue Light Therapy for acne; LED Light Therapy to reduce inflammation; and Nanochannelled Biocellulose Mask, to provide immediate relief for stressed skin.

hyatt.com/thompson-hotels/iahth-thompson-houston/spa

Face Reality Supersized 3 Products

Face Reality has introduced larger sizes of three of its universally-loved products--Barrier Balance Creamy Cleanser, Moisture Balance Toner and hydraCalm Mask--designed to streamline services and enhance client satisfaction. It noted that the larger sizes are designed to keep the back bar fully stocked and efficient. The were created with professional needs in mind and fit seamlessly into acne-safe protocols. These cost-effective sizes allow experts to maximize profitability while delivering exceptional care to clients. Purchase the bundle and receive a complimentary pair of cold globes to enhance the client experience!

facerealityskincare.com

Photos courtesy of companies featured.

AWARDS & RECOGNITION









Skin Inc. Attends Circadia Gala

We love to celebrate with our Circadia friends, and on Dec. 9, 2024, we got to do just that at the annual Circadia Connect Awards Gala. The Skin Inc. team walked the red carpet to enter the Crystal Tea Room at the historic Wanamaker Building in Philadelphia, where Circadia spa partners from all over the world came to celebrate each other's success, listen to great entertainment and just have a lot of fun.

After a lively cocktail hour, guests sat down for a delicious dinner while the brand announced its 2024 award winners. The evening ended in Circadia style, an all out celebration with dancing, Philly cheesesteaks and fries and the D.J. Jazzy Jeff on the turntable. We met so many celebrated and up-and-coming spa leaders, and it was certainly a night to remember.

The 2024 Circadia award winners are provided below.

The Gold Standard Award
Skin by Shelby

The Platinum Standard Award
Tulum Wellness Spa

The Diamond Standard Award
BumbleeBee Skincare & Waxing, The Diamond Standard Award

The Blue Diamond Standard Award
Serenity by the Sea

Blue Diamond Partnership Award
Aesthetica Skin Care, Body and Brow Boutique, Boho Med Alternative Spa, Brandy Watkins Beauty, Currie Hair, Skin & Nails, Design Concepts Salon & Boutique, DePasquale the Spa, Eden Hunt, Emily Anne Esthetics, Fizz Facial Bar, Honest Skin, Jalan Facial Spa, Kenneth's Hair Salon & Day Spa, Lords & Ladies Salon and Medical Spa , Luxury Skin By Lindsay, MeltSpa by Hershey, Ojas Wellness, Serenity By the Sea, Skin Essenails Med Spa, Skin Oasis, Skin Solutions MedSpa, Spa at the Inns of Aurora, The Fountain Spa, The Refresh MedSpa, THe SKin & Co., The Wax SPacialist, Woodlands Spa and Salon at Nemacolin

Destination Spa Rookie of the Year
Pinehurst Resort & Country Club

Day Spa Rookie of the Year
Design Concepts Salon & Boutique

Solo Esthetician Rookie of the Year
SHADE Beauty Co

Top Franchise of the Year
Face Foundrie

Top Destination Spa
MeltSpa by Hershey

Top Medial Spa Location Spa
Skin Solutions Med Spa

Top Day Spa Location Spa
Jalan Facial Spa

Top Multi Location Spa
Ojas Wellness

Top Solo Location Spa
Aesthetica Day Spa (Midwest), DePasquale the Spa (Northeast)
Emily Anne Esthetics (South), Jalan Facial Spa (West)

Social Media Creativity Award
The Florida Facialist

Highest International Growth
Circadia Skin Australia

Circadia Europe Top Performing Distributor
Unique Skin

Circadia Europe Highest Growth
Revelo

International Rookie of the Year
Ecomedic

Top Performing Distributor
Senitas

International Most Valuable Player
Karim & Nora Benguerich

International Circadian Rhythm Award
Circadia Samena

Skin Transformation Winners
Lina Nasser, Heidi McCarthy, Emily McGraw, Sam Duckworth, Haley Schackart

Top School Franchise
Salon Professional Education Company

Top Performing Single Location School
Collectiv Academy

Top Performing Multi Location School
Kenneth Shuler

The Sage Michaela Luca-Timing is Everything Scholarship
Aniyah Weaver, Ashley Richardson, Danyale Williams , Ra'Wi Mahamud, Tatyana Skokan, Christine Clinton

Making a Difference Award
Joanne Berry and Christine Clinton

Hope Afloats
Kristina Dotterweich

Vicki Tasiopoulos
Skin Artiste

Circadian Rhythm Award
Tara Fuss

Circadia Educator of the Year
Savannah Grizzaffe

CIRCADIA TEAM AWARDS

Most Valuable Player Award
Katelyn Macy

Photos courtesy of companies featured.



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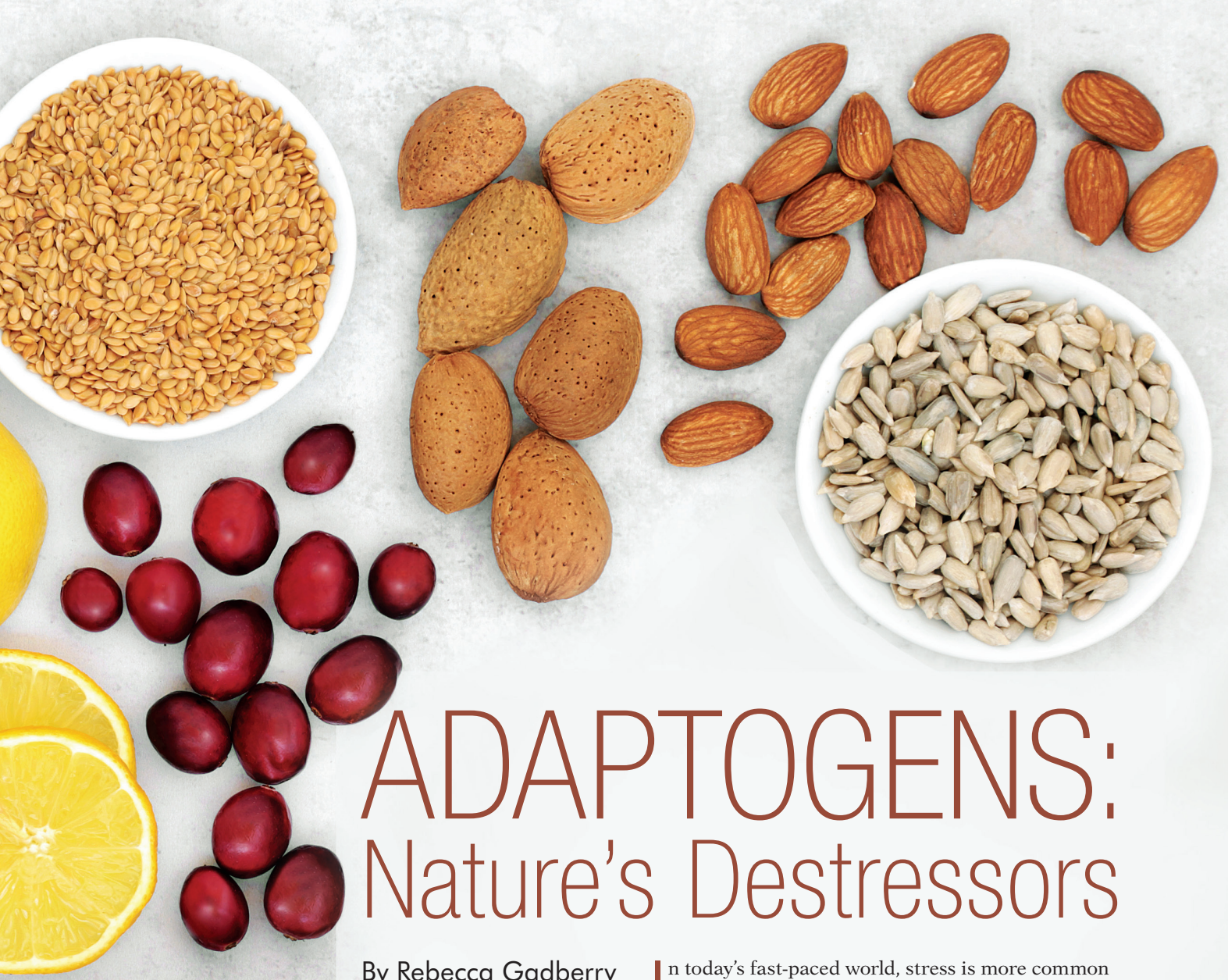

ADAPTOGENS: Nature's Destressors

By Rebecca Gadberry

In today's fast-paced world, stress is more common than rain on a cloudy day, pouring down on us relentlessly and wreaking havoc not only on our minds but also on our skin. As estheticians, we know that stress can show up as breakouts, dullness, inflammation and premature aging—issues becoming more common as stress becomes more of an issue with our clients.

HOW STRESS AFFECTS SKIN

When stress levels spike—and even if it's always present at a slow simmer—the body redirects blood flow to essential organs, leaving skin out in the cold. Add in a surge of adrenaline and cortisol, and you've got a recipe for collagen breakdown, reduced circulation, heightened inflammation and shortened lifetimes of cells throughout the skin.

The results? Skin may show signs of distress with increased redness, dry patches, fine lines and breakouts. To make matters worse, diminished circulation means skin receives less oxygen, vital nutrients, and antioxidants while waste builds up in cells and tissues, causing dullness, yellowing and hyperpigmentation.



Image by [NAME] on Adobe Stock

The good news? By incorporating adaptogens into your treatments and skin care routines, you can help your clients counteract these effects. These powerful plant-based ingredients work to balance stress responses, boost circulation, and support skin's overall health, giving your clients' complexions the care they desperately need.

WHAT ARE ADAPTOGENS?

Adaptogens are natural substances—primarily herbs, mushrooms, and roots—used in traditional Ayurvedic and Chinese medicine for over 3,000 years. Each adaptogen is recognized for its ability to help the body rebalance biologic functions and restore overall well-being by regulating biological pathways, including anti-inflammatory responses, antioxidant activity and enhancing cellular repair.

When applied to the skin, adaptogens act as "stress whisperers," counteracting the damaging effects of free radicals within cells and on the skin, neutralizing environmental toxins, repairing skin's barrier, improving hydration, and countering inflammation, especially in aging skin and eczema, acne and rosacea.

At a cellular level, adaptogens address the skin's response to stress by modulating the effects of heightened hormone levels like cortisol and adrenaline, both of which can break down collagen, trigger inflammation and set-up conditions that lead to such diverse issues as sagging skin and clogged pores. These wide-ranging actions make adaptogens ideal for calming angry skin, reinforcing skin's barrier, boosting hydration in uncomfortably tight complexions, reviving firmness and smoothing out fine lines and deeper wrinkles.

TOP ADAPTOGENS FOR SKIN HEALTH

Not all adaptogens are created equal when it comes to skin care. Here are eight of the most effective adaptogens to incorporate into your treatments or product recommendations.

1. ASHWAGANDHA (*Withania somnifera*)

The king of adaptogens, this evergreen shrub has a wealth of antioxidant and antibacterial benefits due to its abundance of withanolides (steroidal compounds) and alkaloids, both of which combat oxidative stress, modulate the immune system and reduce inflammation. Ashwagandha boosts hyaluronidase inhibition (the enzyme that destroys hyaluronic acid in the dermis),



Ashwagandha (*Withania somnifera*)



Golden Root (*Rhodiola rosea*)



Chaga Mushroom (*Inonotus obliquus*)



Reishi Mushroom (*Ganoderma lucidum*)

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AMLA (*Phyllanthus emblica*)



Tumeric (*Curcuma longa*)



Gotu Kola (*Centella asiatica*)



Korean Ginseng (*Panax Ginseng*)

From top: Image by Paitoon at Adobe Stock; Image by suriya at Adobe Stock; Image by kerdkanno at Adobe Stock; Image by Amy Lv at Adobe Stock

while indirectly supporting hydration, elasticity and 'plumping' out wrinkles. With its remarkable antioxidant profile, ashwagandha works on a cellular level to correct UV damage, giving skin a youthful, healthy glow. As a result, it's often used to treat dark spots, scarring, fine lines, and blemishes and is especially beneficial for those who suffer from skin infections or acne.

2. GOLDEN ROOT (*Rhodiola rosea*)

The skin brightening revitalizer *Rhodiola rosea* is an herb whose roots possess active compounds such as salidroside and rosavins. These compounds have been shown to inhibit neurogenic inflammation, which occurs when nerve endings are activated, leading to the release of neuropeptides like Substance P, CGRP, and endothelin 3. These neuropeptides contribute to symptoms such as redness, swelling, heat, tenderness, and pain. Additionally, rhodiola has been found to reduce cell senescence and promote cellular regeneration by influencing sirtuin pathways to enhance cell longevity. Key benefits include reducing visible signs of aging, slowing cellular aging, alleviating inflammation and irritation associated with acne and rosacea, enhancing overall skin brightness, and minimizing water loss.

3. CHAGA MUSHROOM (*Inonotus obliquus*)

The circulation booster chaga mushrooms thrive in cold climates, leading to unparalleled levels of betulinic acid, superoxide dismutase and zinc—a combination that aids in neutralizing free radicals while boosting natural detoxification pathways. Its polysaccharides increase blood circulation and nutrient delivery to skin cells while also enhancing the removal of cellular waste, counteracting yellowness and ensuring a balanced and radiant complexion. The steady reduction of inflammation and enhanced immune activity, attributed to Chaga's beta-glucan compounds, allows this mushroom to improve cellular repair mechanisms, leading to smoother, firmer, more even skin.

4. REISHI MUSHROOM (*Ganoderma lucidum*)

The mushroom of immortality, reishi is packed with chemical compounds like triterpenoids, polysaccharides and peptidoglycans. Reishi mushrooms actively repairs the skin barrier and prevents transepidermal water loss. The polysaccharides within reishi stimulate dermal fibroblasts, enhancing collagen production to ward



off the effects of stress-related aging. Its ability to improve hydration and reduce irritation cements its position as a go-to ingredient for sensitive or damaged skin.

5. AMLA (*Phyllanthus emblica*)

The vitamin C-packed protector, amla is one of the richest natural sources of vitamin C. It is known for its power to neutralize harmful reactive oxygen species (ROS) that damage skin's barrier and lead to hyperpigmentation. Amla also contains ellagic acid, a naturally occurring polyphenol that calms skin's inflammation pathways while inhibiting enzymes that break down collagen. This adaptogen partners with skin's cellular defense mechanisms, making it highly effective at minimizing oxidative damage in skin cells, promoting collagen synthesis and enhancing skin brightness.

6. TURMERIC (*Curcuma longa*)

The anti-inflammatory savior, turmeric is a vibrant golden-yellow flowering plant from the ginger family. It is renowned for its active compound, curcumin—a powerful dark yellow polyphenol that drives its remarkable skin benefits. Curcumin is celebrated for its potent anti-inflammatory, antioxidant, antimicrobial and antifungal properties. It effectively soothes redness, puffiness and chronic skin conditions such as eczema and rosacea, while promoting ceramide production to strengthen the skin's barrier. Its unique antioxidant capabilities combat environmental free radicals, protecting the skin from stressors like pollution and UV damage, and enhancing circulation for a radiant, healthy glow. Additionally, turmeric addresses issues such as hydration, scarring, hyperpigmentation, and uneven skin tone, making it a versatile ally in skin care.

7. GOTU KOLA (*Centella asiatica*)

The healer, Gotu kola is celebrated for its impressive chemistry and numerous skin benefits. Rich in triterpene saponins, this potent herb enhances skin firmness and elasticity while promoting collagen and skin tissue formation—essential for maintaining skin's youthful nature. Its glycosides help downregulate the destructive dermal enzyme, MMP-1, while upregulating extracellular matrix components like type I and III collagen and elastin, which are crucial for skin youthful structure and dermal repair. Gotu kola is abundant in flavonoids, powerful antioxidants that combat free radical damage and environmental stressors. Known for improving blood circulation, it accelerates the skin's healing process, effectively reducing pimple scars and blemishes, and treating conditions like varicose veins and broken capillaries.

8. RED, WHITE OR KOREAN GINSENG (PANAX GINSENG)

The classic adaptogen, panax ginseng root is packed with bioactive compounds called ginsenosides, which deliver potent antioxidant properties that fight environmental stressors and promote youthful, glowing skin. They also boost circulation to enhance the delivery of oxygen and nutrients to the dermis and epidermis, promoting a natural glow, improving elasticity and firming sagging skin.

TIPS FOR INCORPORATING ADAPTOGENS INTO YOUR PRACTICE

If you're looking to incorporate adaptogen-based products into your treatments and skin care routines, keep these tips in mind.

Quality Matters. Opt for products containing chemically-standardized adaptogen extracts to ensure potency and effectiveness.

Ingredient List. Select products where adaptogens appear in the top third of the ingredient list for optimal results.

Proper Storage. Light can deactivate potency, so protect products by storing them in dark areas.

Consistent Usage. Encourage clients to use the suggested amounts twice a day for the best results, as adaptogens are dose-dependent.

Take a clue from the ancients and incorporate adaptogens into your treatments and skin care routines to help your clients' skin thrive during these stressful times. While they navigate the challenges of modern life, let adaptogens be their ally in restoring that coveted glow and revitalizing their skin from inside out.



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8 Trends Shaping The Future of Male Wellness

By Lashelle Ullie

In recent years, the wellness and spa industry has experienced a significant shift. As societal norms evolve, more men are increasingly prioritizing their health, self care and relaxation, fueling a growing demand for male-focused wellness services. From luxurious spa treatments to cutting-edge therapies, the landscape of men's wellness is undergoing a transformation, driven by an increasing focus on mental, emotional and physical health. This article explores the future of men's wellness and spa treatments, looking at emerging trends, innovative therapies and what lies ahead for this expanding sector.

1. The Rise of Male Self Care

Historically, self care has been marketed primarily to women, with men's wellness often limited to basic gym routines or barbershop visits. However, the wellness industry is catching up with the fact that men, like women, need to nurture both their physical and emotional well-being. This is reflected in the growing number of men who seek spa treatments and wellness experiences that go beyond the traditional "masculine" services, such as massages and haircuts.

One of the most important shifts in the wellness industry is the breakdown of traditional gender norms. Men are increasingly embracing practices once seen as feminine, such as skin care, aromatherapy and mindfulness. In fact, studies show that male consumers are becoming more conscious of their appearance and mental health, leading to greater demand for personalized, gender-neutral wellness experiences.

2. Personalized Treatments for Men's Unique Needs

As the demand for wellness services grows, so does the desire for customized experiences. The future of men's wellness lies in personalized care that caters to their specific needs, including skin health, stress management and athletic recovery.

For example, skin care products and treatments designed specifically for men's skin are becoming increasingly popular. Men typically have thicker skin and a higher collagen density than women, which means they may require different types of treatments. As a result, spas and wellness centers are incorporating more male-specific facial treatments, such as deep-cleansing facials, anti-aging treatments, like no -needle electroporation treatments and oxygen infused beard care services.

In addition to skin care, personalized wellness packages are also evolving to address men's mental and physical health. With stress being one of the leading causes of health problems in modern society, many spas are introducing therapies aimed at improving relaxation and mental clarity. These include sound therapy, aromatherapy and specialized meditation sessions tailored to male clients.

3. Embracing Technology in Spa Treatments

The integration of advanced technologies into wellness treatments is another key trend shaping the future of men's spas. From virtual reality meditation to cryotherapy, the use of innovative devices is becoming commonplace in many high-end spas. These technologies are designed to enhance the effectiveness of traditional therapies, offering men more efficient and results-driven treatments.

One such example is **cryotherapy**, which involves exposing the body to sub-zero temperatures to promote recovery, reduce inflammation and improve circulation. This therapy is especially popular among athletes and active men looking to speed up muscle recovery or alleviate chronic pain. Cryotherapy chambers, which were once exclusive to elite athletes, are now available in many upscale spas and wellness centers.

Another technology-driven trend is **red light therapy**—a treatment that uses low-level wavelengths of light to stimulate collagen production, reduce wrinkles, and promote healing. Red light therapy is particularly effective for men concerned with aging skin rejuvenation, and full body panels for pain management, as it addresses multiple skin issues with minimal downtime.



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Vitamin IV therapy can support overall wellbeing for men.

4. Wellness Retreats for Men's Mental and Physical Health

Men are increasingly seeking out wellness retreats as a way to disconnect from the stresses of modern life and recharge their physical and mental batteries. These retreats often feature a combination of fitness activities, meditation, spa treatments, and nutritional guidance—all designed to improve overall well-being. In addition to traditional wellness retreats, many retreats are now focusing on **masculine-oriented experiences.**

For instance, wellness centers now offer tailored programs for men's mental health, incorporating techniques such as mindfulness, stress-relief yoga, and therapy to help men manage the pressures of modern life. More men are also seeking group wellness experiences, where they can bond with others over shared goals of health and self-improvement.

Furthermore, some luxury wellness resorts offer **adventure-based retreats**, where men can combine physical activities such as hiking, mountain biking, and rock climbing with relaxation techniques. These types of retreats appeal to men who enjoy challenging their physical limits while taking time to focus on their mental wellness.

5. Holistic Therapies for Men

The future of men's wellness isn't just about looking good—it's about feeling good, too. This means a growing demand for therapies that promote a sense of holistic well-being, focusing not just on the body, but also on the mind and spirit. As men become more aware of the importance of mental health, wellness centers are increasingly incorporating **holistic therapies** into their offerings.

Popular holistic treatments for men include **reiki** (a form of energy healing), **sound therapy** (using sound waves to enhance relaxation and focus), and **acupuncture.** These therapies are designed to help balance the body's energy, reduce stress and improve emotional well-being. Another growing trend is the use of **ayurveda,** the traditional Indian system of medicine, which emphasizes balance through diet, lifestyle, and natural therapies. Spas are introducing ayurvedic treatments that focus on detoxifying the body, reducing stress, and improving vitality, offering men a more natural approach to wellness.

6. Spa Treatments for Men's Mental Health

Mental health has become a major focus in the wellness space, and this is particularly important for men. Studies show that men are less likely to seek help for mental health issues, which makes it all the more crucial to offer therapies that specifically address stress, anxiety and mental fatigue.

Spa treatments designed to reduce stress and promote mental clarity are becoming a staple in many wellness centers. These treatments can include **floatation therapy**, which involves floating in a sensory deprivation tank to promote deep relaxation and mindfulness, and **guided meditation** sessions that help men cope with anxiety or depression. Additionally, more spas are offering **male-focused therapy sessions** with licensed counselors or therapists, where men can open up about their mental health concerns in a safe, judgment-free space. With the growing awareness of mental health issues among men, these services will only continue to grow in popularity.

7. Vitamin -based IV Treatments

Vitamin IV treatments involve the intravenous infusion of essential vitamins and nutrients directly into the bloodstream, allowing for faster and more efficient absorption. For men, these treatments can boost energy levels, enhance immune function, and improve

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Men are also interested in anti-aging treatments.

skin health. Key benefits for skin include better hydration, increased collagen production, and a more youthful complexion. Additionally, vitamin IV therapy can support overall wellbeing by reducing fatigue, improving mood, and promoting better mental clarity.

8. Sustainability and Eco-Friendly Practices

As with many industries, sustainability is becoming a top priority in the wellness space. Men are increasingly concerned with the environmental impact of the products they use and the treatments they receive. Spas are responding by incorporating eco-friendly practices into their operations, such as using organic skincare products, reducing waste and employing energy-efficient technologies.

Sustainable wellness practices are also evident in **natural, plant-based treatments** that appeal to men who want a more eco-conscious approach to their self-care. Organic facials, detoxifying body wraps, and natural massage oils are all becoming more common in spas catering to men, providing an environmentally-friendly yet effective alternative to traditional treatments.

A Bright Future for Men's Wellness

The future of men's wellness and spa treatments is poised for continued growth and innovation. As more men embrace self care, the demand for personalized, high-tech, and holistic wellness experiences will only increase. From skin care and stress reduction therapies to adventure-based retreats and eco-conscious treatments, the spa industry is adapting to meet the diverse and evolving needs of male clients.

By breaking down traditional gender norms and offering services that focus on both physical and mental well-being, wellness centers are ensuring that men have access to the tools they need to live healthier, more balanced lives. As this trend continues, we can expect to see even more innovations that combine luxury, technology, and holistic care, making men's wellness a central focus of the wellness industry as a whole. With the rise of mental health awareness, technological advancements, and a more inclusive approach to wellness, the future looks bright for men's wellness and spa treatments. For those looking to relax, recharge, and improve their health, the spa industry will continue to be a welcoming, dynamic space—where the focus is on the overall well-being of every individual, regardless of gender.



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

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Self-Promotion Isn't Selfish—

It's a Necessity for Your Success. By Elizabeth M. Donat, L.E.



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What would it feel like to finally step into the spotlight you've earned? How many times have you watched someone with less experience or fewer qualifications get the recognition you deserve, while you stay hidden in the background perfecting your craft and building your skills? Why is it that some professionals seem to effortlessly gain attention, while others, who are just as skilled, remain unnoticed?

The truth is, in today's competitive beauty and wellness industry, blending in simply isn't an option. You've worked hard to hone your craft and build your expertise, and it's time for the world to see that. It's time to stop waiting for recognition and start claiming it. Let's talk about why self-promotion isn't just a nice idea—it's essential to your success.

Embrace Self-Promotion—It's Not Bragging, It's Branding!

It's time to rethink self-promotion. Many beauty professionals hesitate to talk about their skills or services because they fear coming across as arrogant or boastful. But here's the truth: if you're not talking about the value you offer, no one will know how incredible you are. Self-promotion isn't about bragging—it's about taking ownership of your expertise and confidently sharing what you can do for your clients. The hesitation to promote yourself can keep you hidden, and in today's competitive beauty industry, that's a recipe for stagnation.

Remember, your years of training, experience, and the countless clients you've helped are valuable. Don't let fear stop you from showcasing your talent and knowledge. When you promote yourself, you're simply letting others know that you are the solution to their needs. It's not about being "all about me"; it's about letting potential clients understand the expertise they're missing out on. You've put in the hard work, and now it's time to make sure your clients know exactly what you bring to the table. Promoting your services doesn't just elevate your brand—it opens doors to new opportunities, builds trust, and ensures that the clients who need you can find you.

Visibility Equals Growth

You've built your spa with care and expertise, but if no one knows about it, your business can't grow. You may offer exceptional services, but in today's competitive beauty and wellness world, simply being good isn't enough. To thrive, you need to be visible and seen as the expert you truly are. Consistent visibility—whether through social media, your website, or content like blogs and videos—helps establish you as a trusted authority in your field. By showcasing your knowledge, sharing your expertise, and positioning yourself as a thought leader, you're building credibility and making it easy for clients to find and trust you. When you actively promote your work and yourself, you make sure you're not just another option—you become the go-to professional in your community.

Staying Top of Mind Is Essential

When your business isn't consistently in front of clients, it's easy to fade into the background. Ever had a client who came for a few treatments, then disappeared? It's not always about your services—it's about staying top of mind. In a world filled with new trends, brands and experts constantly emerging, if you're not actively promoting yourself, your audience can forget you. To remain visible and relevant, consistently show up. This could mean posting regularly on social media, sharing value or behind-the-scenes glimpses of your work, or writing blog posts that speak to your expertise. Consider creating a content calendar to keep yourself accountable and ensure you're consistently engaging with your audience. Staying present through regular communication helps your clients remember your worth and builds trust, ensuring they come back and refer others to you. Staying visible isn't just about posting content—it's about keeping your expertise in the forefront of your clients' minds.

If You're Struggling to Get into the Spotlight, Create Your Own

It's frustrating to see others getting recognition, especially when you know you're just as qualified—if not more so. But here's the truth: they didn't take anything from you. They made themselves visible. They took action, shared their expertise and showed up. You've been working hard, so why shouldn't you have the spotlight too? It's time to own your expertise. Share your knowledge consistently, whether through social media, hosting workshops or writing insightful blog posts. Collaborate with local businesses, offer free educational sessions in your community or partner with like-minded brands. Pitch yourself for speaking engagements or contribute guest posts to local magazines. Reach out to beauty editors with expert insights on wellness, skin

care or the latest trends. By putting yourself out there, you're creating your own opportunities. Don't wait for others to give you permission—step into your power, promote your work, and take the visibility you deserve. When you do, the recognition and opportunities—both local and national—will follow.

No One's Coming to "Discover" You—You've Earned the Right to Promote Yourself

It's time for a mindset shift: no one is going to magically find you and hand you recognition. While it would be nice if clients, collabs or journalists discovered your expertise on their own, the reality is, if you're not actively promoting yourself, no one will know you exist. Think about it—your years of experience, hundreds or even thousands of clients served, countless trainings, and deep education have made you an expert in your field. You've earned the right to share your knowledge. Self-promotion isn't selfish; it's self-care. You owe it to yourself to step into your expertise and promote it confidently.

How do we do this? Pitch yourself for podcasts, write articles for local magazines or share testimonials from your loyal clients. When you make self-promotion a priority, you're simply letting others know what you've known all along: you are an expert and your services are valuable. Don't wait for permission—take action today. When you start showing up, clients, colleagues and your community will begin to take notice. Your hard-earned experience and passion deserve to be seen.

Visibility Drives Client Trust and Rebooking

You may be offering the best services in town, but without visibility, your business can't grow. Think about it—when a potential client is deciding who to trust with their skin, what influences their decision? It's not just about a great service, it's about trust, credibility, and how they feel about you. Clients want to feel seen, heard, and understood, but they also need to feel confident in your expertise. When you're consistently visible—whether through social media, sharing client success stories, or offering expert advice—you're building that trust.

It's not just about being available; it's about creating an emotional connection that makes clients want to choose you over the competition. When you share behind-the-scenes glimpses of your treatments, educate your audience on skin health, or showcase your commitment to their well-being, clients feel a personal connection. They're not just booking a service—they're booking an experience. When they can trust you, they'll



Clients need to feel confident in your expertise.

Image by Jacob Lund at Adobe Stock

rebook, refer others, and come back time and again.

Visibility makes you more than just another option; it positions you as the expert they need. So, don't wait for clients to find you. Be proactive—show up online, engage, and give them a reason to choose you over anyone else. When you consistently show up, you create a relationship that will drive your growth and sustain your business.

Own Your Impact—Take Action and Define Your Niche

If you've been waiting for someone to tell you it's your turn to shine, it's time to stop. Success doesn't just come from waiting for permission—it comes from defining who you are, what you stand for and how you want to make an impact in the beauty and wellness world. You've spent years honing your craft, so now it's time to showcase your unique strengths and carve out your niche.

Ask yourself: What do you want to be known for? Do you want to be the go-to expert for acne treatments, luxury facials, or holistic wellness? Whatever it is, own it and let it shine through in everything you do. Share your expertise and passion through content—whether it's a blog, social media posts, or even live demos. The more you define and show the world what makes you different, the more you'll create a loyal client base who values your unique approach.

Remember, visibility doesn't just happen. It's something you actively create by consistently promoting what you do best and what lights you up. When you take charge of your story and position yourself as an expert in your niche, the opportunities will start to come to you.

So How Do We Do This? Positioning yourself as a thought leader in your business and in the beauty and wellness industry at large is a game changer. When you lead with your expertise and a unique point of view, you step away from the cycle of recycled and generic content that floods the industry. Instead, you stand out with a fresh perspective, asserting your authority and demonstrating the value you bring to your audience. Here's how you can position yourself in a way that elevates your brand and voice:

Headlines And Hooks That Spark Curiosity And Stop the Scroll

Your social posts, video intros, email subject lines and blogs will either elicit curiosity or intrigue or get bypassed completely. The solution? Adapt some of the best practices that the beauty media use and give your content a kick! Try using catchy hooks and magazine-worthy headlines when you create your own content so you can get the eyes on your content that you deserve! What problem can you solve for them right now? What solution can you offer that will make them feel like they can't afford to miss out on what you have to say? A strong headline doesn't just describe the content—it promises a benefit that your ideal client is actively searching for.



What do you want to be known for?

For example, instead of a vague headline like "Winter Skincare Tips," try something more impactful: "The One Secret to Hydrated, Plump Skin All Year—No Matter How Extreme the Weather." This headline sparks curiosity, speaks to a need, and offers a clear solution, making your audience want to learn more. By delivering clear, compelling hooks, you're directly matching your message to the people who need it most, and grabbing their attention when it matters.

Share Bold Opinions—Don't Just Offer Tips

Many estheticians believe that if they share enough value, tips, and how-to's, clients will come rushing through their doors. But here's the truth: just providing information isn't enough (and, I'm sorry, it can be boring). If you want to truly stand out, you need to take a bold stance and share your opinions. Clients and potential clients trust experts who have a clear point of view and aren't afraid to voice it.

For example, instead of just offering general advice like "anti-aging creams can help improve skin texture," try something more impactful like, "Why I No Longer Recommend This Popular Resurfacing Cream—and What You Should Be Using Instead." This not only positions you as a knowledgeable authority but also sparks conversation and engages your audience in a meaningful way. When you take a stand, backed by your expertise, you invite people to trust your judgment

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and get curious about what you offer. This is how you build a following and attract the clients who truly value your expertise.

Content That Connects: Speak to Your Client's Emotions and Desires

When creating messaging for your spa or esthetician services, it's crucial that you speak directly to your client's heart and mind. Your content must go beyond just offering information—it should resonate deeply with their personal struggles and desires. Tap into the emotions they're experiencing and offer them the transformation they're longing for. Whether it's rejuvenating dull skin, erasing stress from their lives, or helping them feel confident again for a special event or milestone, your messaging should paint a vivid picture of how you can help them achieve that transformation. For example, instead of a generic headline like "3 Skincare Tips," you could say: "Say Goodbye to Tired Skin: 3 Treatments to Bring Back Your Radiance and Confidence," "Dull, Dry Skin? These Treatments Will Revive Your Glow—Just in Time for Your Summer Vacation," "Feeling Stressed and Burned Out? Escape with Our Top 3 Relaxing Spa Experiences."

By painting a picture of the relief your clients will experience—whether it's smoother skin, reduced stress, or a revitalized sense of self—you create a more powerful emotional connection. When your messaging speaks to the real-life scenarios your clients are facing, it will stand out in a sea of generic offers. This makes them feel understood, increasing trust and making them more likely to book an appointment with you.

Credentials That Commands Attention: Lead with Authority and Credibility

Your expertise is your greatest asset—don't hide it. When you position yourself as a thought leader in the beauty and wellness industry, you need to demonstrate why you are the go-to expert. Your audience wants to know why they should trust you with their skin and self-care journey. To build authority, share your experience, credentials and proven results in a way that clearly shows you're the expert they've been looking for. For instance, rather than simply saying, "I offer custom facials," say something like: "With 15 years of hands-on experience and hundreds of clients helped, I've perfected the art of clearing acne-prone skin." "As a licensed esthetician with over a decade of experience, I understand what truly rejuvenates tired, stressed skin, and I'm here to show you the top five treatments that work for my clients." Leading with your qualifications, experience and the success stories of your clients not only builds trust, it positions you as a credible authority in your field. Clients want to know why you're the right fit for their needs. Make sure your content answers that question loud and clear.

Mastering Your Market: Make Yourself the Go-To Guru

Want to be the go-to expert in your community? It's time to become more than just a service provider—become an innovator, a thought leader, and someone who has truly cornered the market. When you consistently share valuable, actionable advice informed by your expertise and opinions, you position yourself as an indispensable resource not only for your clients but for the broader beauty and wellness community.

Imagine this: A client walks out of your spa feeling so rejuvenated and glowing, and immediately tells their friends, "You need to go see (enter your name here). They've got the best solution for clear skin." Or a

Image by Ivan at Adobe Stock

colleague who refers clients to you because they know you're the one with best techniques for hair removal or lashes. By positioning yourself as an expert with a fresh, innovative perspective, you'll attract more bookings, rebookings, and retail sales. Clients will trust you as their go-to resource, and they'll refer others to you without hesitation. You'll build a reputation as the one who's always ahead of the curve, setting trends in your niche and becoming a trusted name in your community. Why remain just another practitioner when you can be the recognized thought leader who's changing the game?

In today's competitive beauty and wellness world, promoting yourself isn't just optional – it's essential. By embracing your expertise, sharing your knowledge, and positioning yourself as the go-to professional in your niche, you can elevate your brand, build credibility, and attract more high-value clients. Take control of your visibility, become a trusted resource, and watch your business grow. It's time to stop waiting for the spotlight and step into it with confidence. By applying these strategies, you'll start to position yourself as a credible, sought-after thought leader in the beauty and wellness space. This is the way to stand out, get noticed, and build your brand—not through generic content, but by being authentic, bold, and valuable to your audience. So, what's your next move? I think it's your time to truly shine!



Elizabeth Donat, L.E., is the founder and CEO of EMD Skin Solutions. She is a New York State and internationally licensed esthetician with nearly 20 years of experience in the beauty industry. After graduating Atelier Esthetique Institute of Esthetics, Donat worked at some of the most reputable spas and salons in New York City before returning to Atelier Esthetique to work as an instructor. She also worked for Elizabeth Arden and Massage Envy Spas before starting her company.





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Why Korean SUNSCREEN IS TRENDING

By Katie Anderson

K-beauty has been a hot source of skin care trends for some time now, leading the charge for trends such as glass skin, snail mucin, BB cream and much more. Recently, a new trend has emerged from K-beauty—Korean sunscreen. Matter of fact, in late 2025, Spate found searches for Korean sunscreen up 49.2%, compared to the 54.2% increase in searches for snail mucin. This led us to want to know more.

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SUNSCREEN REGULATIONS DIFFER

In the United States, the U.S. Food and Drug Administration (FDA) has oversight over sunscreens, which it regulates as drugs. Conversely, the Ministry of Food & Drug Safety in Korea regulates sunscreens as functional cosmetics. This may not seem like a big deal, but it is. Not only does it make the road to U.V. filter approval more difficult in the United States, but it restricts U.S. manufacturers from innovating with new UV filters until they are approved.

U.S. manufacturers are required to do more testing and submit more documentation than other parts of the world including Korea. As such, it is more difficult to get new UV filters approved. There has not been new UV filters introduced in the United States since 1999. To complicate matters, the FDA has requested more data on chemical filters already approved in the United States to continue their approval.



Korean sunscreens are said to be lightweight and more elegant.

It is important to know the difference between physical and chemical UV filters. While chemical filters absorb UV light and scatter it, physical filters (titanium dioxide and zinc oxide) deflect the light.

All of this being said, Korean sunscreens have more UV filter options to work with and therefore can achieve for formuation innovation.

FEEL AND APPEARANCE

The biggest difference in Korean and American sunscreens are their look and feel, according to their users. Users claim that Korean sunsreens are more lightweight, less greasy and have less of a white cast.

Like many K-beauty formulations, the sunscreens in Korea are lightweight. They are designed for frequent application, so they do not need to be as thick. They are said to absorb easily and have an elegant feel.

With a higher demand in the U.S. for physical sunscreen use in the U.S., many formulations are thicker and leave a whiter cast. This has led to more manufacturers to work with smaller particle sizes of minerals to reduce white cast and increase absorption. However, users of Korean sunscreen say their formulations are still more elegant.

BUYER BEWARE

Before you jump online to buy some Korean sunscreen, you may want to take pause. Very few retailers in the U.S. sell Korean sunscreen because many of these formulations are not yet approved in the U.S. or contain filters not approved in the U.S.

Although you can buy some of these formulations on sites such as Amazon, we know all to well that you then run the risk of purchasing counterfeit or expired products.

From top: Image by Kat Ka at Adobe Stock; Image by Nattakornat Adobe Stock

MADE FOR MEN



GENTLEMAN'S EXPERIENCE

RHONDA ALLISON REDMETHOD

Step 1. Cleanse skin with Blue Agave. May use steam during cleansing. Rinse thoroughly with warm water and 4x4 gauze.

Step 2. Perform second cleanse with Blue Agave depending on skin. Pat skin dry.

Step 3. Saturate 2x2 gauze with ReZone and apply to face and neck using firm, even pressure. Let absorb and remain on skin.

Step 4. Dispense 1 tsp. of Mint Papaya Enzyme into glass beaker and apply evenly to face and neck with firm, square brush. Steam may be used during enzyme treatment. Rinse thoroughly with tepid water and 4x4 gauze. Pat skin dry.

Step 5. (optional). Perform extractions if needed.

Step 6. Stipple 1 pump of Wrinkle Diminisher around eyes. Apply 1-2 pumps of Power Antioxidant Serum to face and neck and massage into skin. For more slip, add 1-2 pumps of Nutrient Massage Oil. Apply hot compress for 5 minutes. Remove compress and pat skin dry.

Step 7. Dispense 1 tsp. of Rosemary Basil Mask into glass beaker and apply evenly to face and neck with firm, square brush. Lay 2 unfolded 4x4 gauze, dampened with cool water, over the upper and lower portion of the face. Roll chilled Ice Globes or Ice Rollers over gauze for several minutes. Let mask remain on skin for 10 minutes. Apply hot compress for last 5 minutes. Rinse with warm water and 4x4 gauze. Pat skin dry.

Step 8. Apply 1-2 pumps of Stone Power into hands and tap into face and neck. Let absorb; perform gentle tapotement. Apply 1-2 pumps of Power Antioxidant Serum and 1-2 pumps of Firming Peptide and massage into face and neck. Let absorb and remain on skin. Finish with a thin layer of EnviroProtect SPF22 for daytime protection.

ADDITIONAL PROTOCOLS FROM:
PHYTOMER,DERMASTART, ULTRACEUTICALS AND PEVONIA

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SKIN ESCAPE MEN'S FACIAL

PHYTOMER

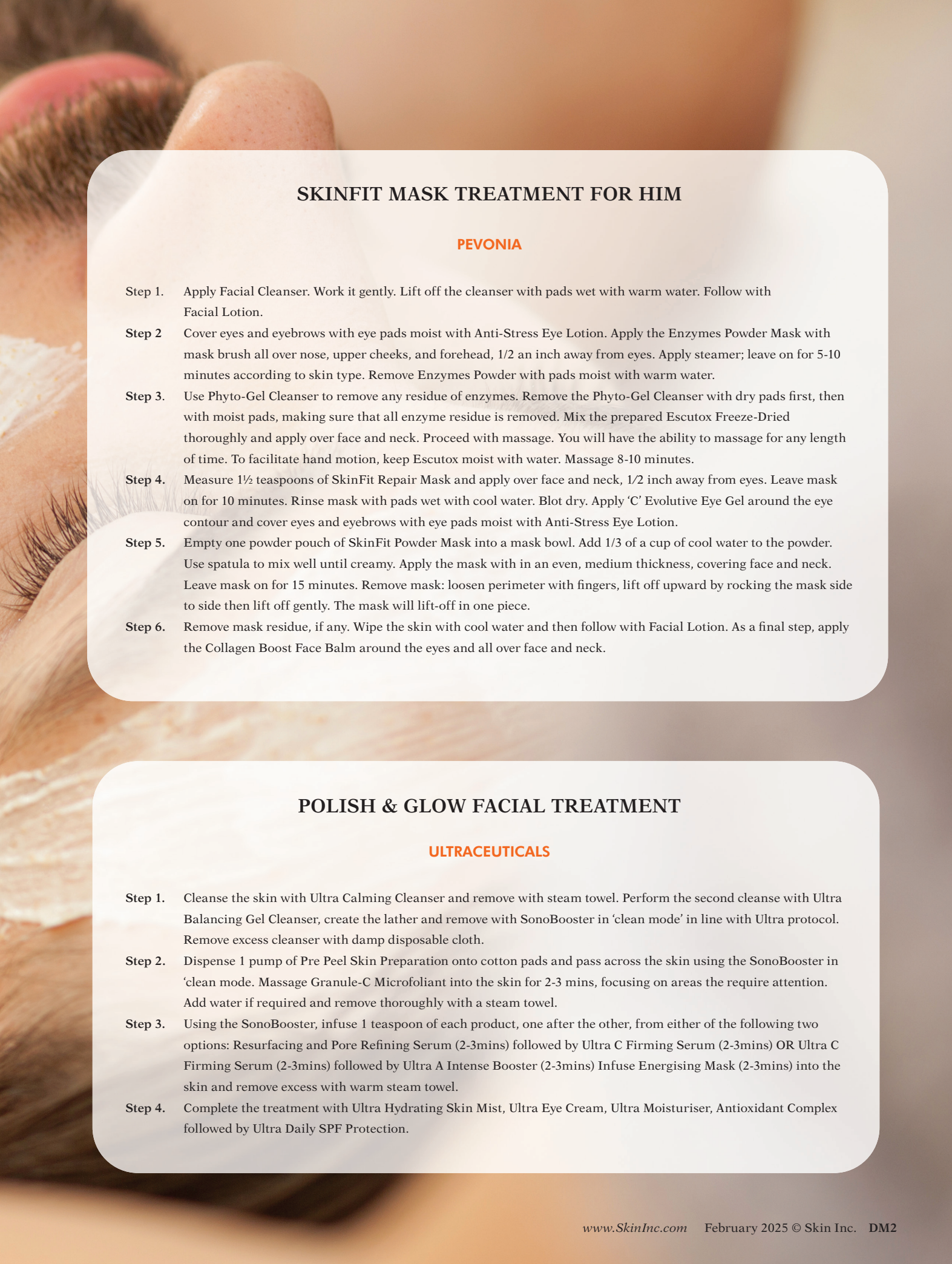
Step 1. Spray 2-3 pumps of Marine Mist high above the guest's head.
Step 2. Perform "Inhalation Tent" with a few drops of Relaxing Serum.
Step 3. Cleanse with Freshness Cleansing Gel and tone.
Step 4. Apply a small dab of Marine Scrub to face and neck and massage with circular motions for 3-5 minutes with or without steam. OR Apply a thin, but visible, layer of Vegetal Exfoliant to the face and neck under steam for 5-7 minutes.
Step 5. Remove with a warm compress.
Step 6. Apply Pure Pore Heating Mask to the face and neck with a brush. Leave on for 2 minutes.
Step 7. Perform double brush massage using 2 mask brushes to reactivate the mask's heating action for 2-3 more minutes.
Step 8. Remove mask with hot towel and then cleanse.
Step 9. Perform extractions as desired and tone.
Step 10. Apply 1 pipettes of Oligoforce Serum of choice to the face and neck.
Step 11. Perform manual massage of the face, neck and décolleté using Hydra-Melting Massage Cream. *Leave massage cream on the skin. Blot with tissue if desired.
Step 12. Using a brush apply cream mask of choice (Douceur Marine Soothing Cocoon Mask, Oligopur Flawless Skin Mask, Hydrasea Thirst Relief Rehydrating Mask, Expert Youth Wrinkle Smoothing Mask or Citylife Radiance Reviving Mask) to the face and neck. *During this time massage hands and arms with Oléocrème Ultra Nourishing Hand Cream.
Step 13. Remove mask with warm compress and tone.
Step 14. Apply Homme moisturizer to the face, neck and eye contour.

'MINI' MALE FACIAL

DERMASTART

Step 1: Cleanse skin with Mandelic Cleanser. Work in the skin for 60 seconds, Remove with tepid water. Perform a double cleanse.
Step 2: Exfoliate with Mini Facial. Leave on for 5-10 minutes. Lightly massage into the skin. This can be used with or without steam. Remove with tepid water.
Step 3: Proceed with extractions if needed. This exfoliant contains essential ingredients to help smooth and balance sebum production, stimulating the defense system revealing a reduced appearance of roughness or uneven texture.
Step 4: Apply AHA/BHA Refining Masque to the skin and leave it on for 5-7 minutes. This can be used with or without steam or a hot towel; remove completely with tepid water.
Step 5: Refresh with Anti-microbial skin mist. Allow to absorb on the skin for 30 seconds.
Step 6: Apply Cover Shield SPF 30 to the entire face and neck area. This combination of zinc oxide sun protection, moisturizing properties, and antioxidants is a comprehensive solution for daily use, especially for areas prone to sun exposure. This creates a protective barrier on the skin from UVA/UVB rays preventing premature aging & pigmentation. Its non-comedogenic formula is a plus for those concerned about clogged pores. Resistance to sweat and water for 80 minutes makes it suitable for active lifestyles.

Image by Yakobchuk Olena at Adobe Stock



SKINFIT MASK TREATMENT FOR HIM

PEVONIA

Step 1. Apply Facial Cleanser. Work it gently. Lift off the cleanser with pads wet with warm water. Follow with Facial Lotion.

Step 2 Cover eyes and eyebrows with eye pads moist with Anti-Stress Eye Lotion. Apply the Enzymes Powder Mask with mask brush all over nose, upper cheeks, and forehead, 1/2 an inch away from eyes. Apply steamer; leave on for 5-10 minutes according to skin type. Remove Enzymes Powder with pads moist with warm water.

Step 3. Use Phyto-Gel Cleanser to remove any residue of enzymes. Remove the Phyto-Gel Cleanser with dry pads first, then with moist pads, making sure that all enzyme residue is removed. Mix the prepared Escutox Freeze-Dried thoroughly and apply over face and neck. Proceed with massage. You will have the ability to massage for any length of time. To facilitate hand motion, keep Escutox moist with water. Massage 8-10 minutes.

Step 4. Measure 1½ teaspoons of SkinFit Repair Mask and apply over face and neck, 1/2 inch away from eyes. Leave mask on for 10 minutes. Rinse mask with pads wet with cool water. Blot dry. Apply 'C' Evolutive Eye Gel around the eye contour and cover eyes and eyebrows with eye pads moist with Anti-Stress Eye Lotion.

Step 5. Empty one powder pouch of SkinFit Powder Mask into a mask bowl. Add 1/3 of a cup of cool water to the powder. Use spatula to mix well until creamy. Apply the mask with in an even, medium thickness, covering face and neck. Leave mask on for 15 minutes. Remove mask: loosen perimeter with fingers, lift off upward by rocking the mask side to side then lift off gently. The mask will lift-off in one piece.

Step 6. Remove mask residue, if any. Wipe the skin with cool water and then follow with Facial Lotion. As a final step, apply the Collagen Boost Face Balm around the eyes and all over face and neck.

POLISH & GLOW FACIAL TREATMENT

ULTRACEUTICALS

Step 1. Cleanse the skin with Ultra Calming Cleanser and remove with steam towel. Perform the second cleanse with Ultra Balancing Gel Cleanser, create the lather and remove with SonoBooster in 'clean mode' in line with Ultra protocol. Remove excess cleanser with damp disposable cloth.

Step 2. Dispense 1 pump of Pre Peel Skin Preparation onto cotton pads and pass across the skin using the SonoBooster in 'clean mode. Massage Granule-C Microfoliant into the skin for 2-3 mins, focusing on areas the require attention. Add water if required and remove thoroughly with a steam towel.

Step 3. Using the SonoBooster, infuse 1 teaspoon of each product, one after the other, from either of the following two options: Resurfacing and Pore Refining Serum (2-3mins) followed by Ultra C Firming Serum (2-3mins) OR Ultra C Firming Serum (2-3mins) followed by Ultra A Intense Booster (2-3mins) Infuse Energising Mask (2-3mins) into the skin and remove excess with warm steam towel.

Step 4. Complete the treatment with Ultra Hydrating Skin Mist, Ultra Eye Cream, Ultra Moisturiser, Antioxidant Complex followed by Ultra Daily SPF Protection.

BREAKING THE STEREOTYPE WITH MEN

By Jaclyn Peresetsky







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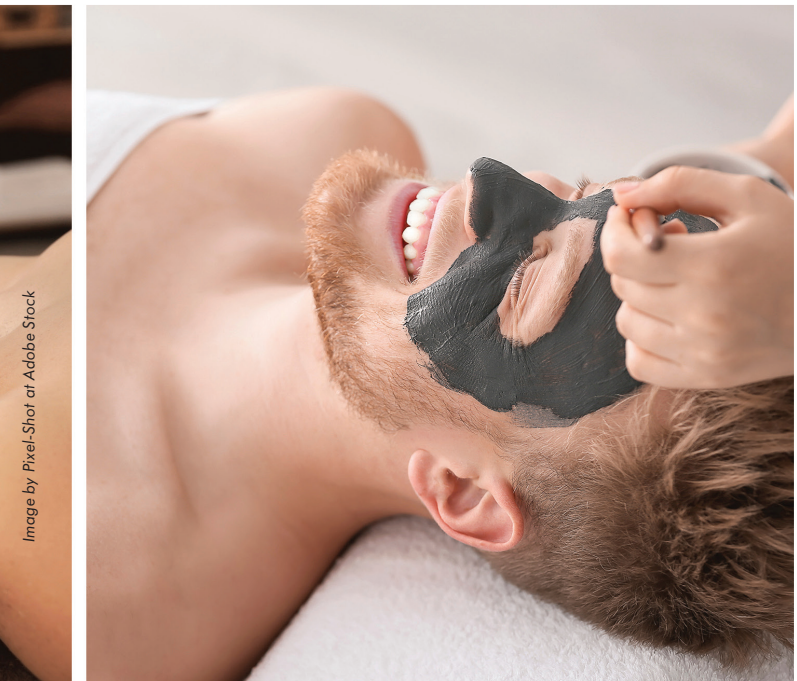

Image by Pixel-Shot at Adobe Stock

In the past, the realm of skin care and spa treatments was largely dominated by women. These activities were often culturally and socially aligned with femininity, leading to a widespread perception that they were not inclusive to men. Skin care was simply seen as vanity, and spa visits as a luxury indulgence reserved for women. However, the perception has been changing over time.

There has been a shift in societal perception and a greater understanding of health and wellness, which has led men to reconsider their stance on grooming and self care. The modern man has begun to understand that taking care of his appearance and well-being is not a threat to his masculinity, but rather an enhancement of it. It's an acknowledgement that looking good and feeling good are one and the same. This shift has been supported by a growing beauty industry dedicated to men's skin care and wellness.

A NEW ERA OF MEN'S CARE

Products and services that were once exclusively marketed to women are now being designed with men in mind. For example, there are now moisturizers and serums tailored for common male skin traits such as thicker and oilier skin. Also, treatments are being tailored to address male concerns such as muscle recovery or hair loss.

The growing interest in esthetic treatments among men represents an incredible opportunity for spas and wellness centers to expand their services and customer base. By embracing this shift, you can position your business as inclusive and forward-thinking. Breaking the stigma and highlighting treatments specifically tailored for men can be a perfect opportunity to improve your gross sales and increase your client base.

Despite the longstanding stereotypes, there is a palpable change that can be seen, especially on social media. Modern celebrities, athletes and influencers are increasingly open about their self-care routines. Some celebs have even launched their own grooming lines, so men are showcasing self care as a daily routine that it is of importance. Spas are taking note in the rise of men-focused self care products such as beard oil, woodsy-scented cleansers and aftershave moisturizers. How do you begin to market and cater to these possible new male clients? Let's break down some ideas to tap into this budding market.

CLEAR MESSAGING TO MEN

First, you want to determine how to tailor your marketing and messaging to the male market? A great way is to first identify characteristics and lifestyle behaviors about your male client. What is important to your male client? Is your male client retired or is he still working? What are their lifestyle habits? What age range of men would you want to focus on? Once these questions are answered, you can start to build your message.

In my experience, a lot of men want to know why they should start going to a spa. Beginning with the "why" will help you create a powerful marketing campaign to capture your audience. The benefits of going to a spa also need to be addressed in your marketing message. For example, you could include in your marketing message that spa treatments will increase his self-confidence, restore a youthful appearance, or give him a professional edge. It is important that your messages must speak directly to your target market.

Also consider a problem-solving marketing message such as this treatment will minimize oil and help to clear your pores which makes your skin appear smoother and reduces shine. Men typically want clear messaging that leads them to an easy, uncomplicated decision-making process on what services to schedule, commitment level and any aftercare maintenance. You should also share some testimonials and before/after stories from male clients to build credibility and give your potential male customer something to relate to.

TAILORING THE TREATMENT MENU

Now what happens if your male target decides to click on your initial marketing message? You need offerings that will make him want to schedule, so you need to design male-focused offerings and create packages tailored to men's needs. Service offerings to consider creating are treatments for razor bumps, acne scars or stress-related skin issues. Y

You could also offer med spa services like "Browtox" for quick results or fillers for a natural refreshed look or achieving a sharper jawline. Other specialized treatments to offer could be deep tissue massages that target muscle tension from sports activities. You could also build a men's healthy skin facial offering to address the challenges of shaving such as ingrown hairs and razor burn.



Image by kegfire at Adobe Stock

If you are located near a lot of office buildings, consider offering express services for busy schedules like lunchtime facial treatments or quick touchups. Your male audience will appreciate these targeted service offerings so they can make sure they are getting what they need. Be sure to make the male customer aware when they book the service if they will be red after the facial treatment or have any downtime, so they make plans accordingly. Not every guy will wear makeup when going back to work.

AN INVITING SPA SPACE

By far, the biggest feat is getting men physically to walk through the door. The spa experience itself has been reimagined from a masculine perspective. Many spas now are offering environments that are more gender neutral which will make spas more inviting to men, creating spaces where they can feel comfortable and catered to. Once they visit, it is up to your spa to ensure they experience what you have to offer and help them understand what you are selling. If you hit the mark, they can become the most loyal customers.

You may want to consider offering some additional training for your team so they are prepared and educated on how to handle your new male visitors and to provide plenty of information during their first visit. For example, they need to pay special attention on showing men where to go and what to do on their first

visit since most men are uncomfortable on their first visit. Skin treatments or facials might be something totally new for them. One of the first things to explain is do they change into a facial gown or do they just take their shirt or shoes off for the service.

It is also important to guide them on your spa's amenities even if it is as simple as offering them a beverage and showing them where the bathroom is and telling them how long the service will be. A brief tour always goes a long way in making your new guest feel at ease.

RETAIL FOR MEN

Next, offering male focused retail products can also compliment the services and give them some goals in their self-care goals at home. Remember, male consumers usually are receptive to uncluttered, simple step skin care solutions. Careful consideration should be given to retail strategies, taking into account the distinct considerations of your male consumer. Men will usually be attracted to simple color combinations that are primary such as black, blue, grey, or silver.

In your retail choices, consider stocking men focused products like beard oils, razors, shaving cream, etc. so they can see you have some researched solutions for their skin ailments. Beyond the physical ambiance and products available, the sanctuary of the spa can provide a much-needed escape from the relentless pace of modern life. It is our job as spas to help the modern male see spa visits not just as an occasional indulgence, but as a regular part of a holistic approach to health and wellness. Often men will be resistant as they do not want to appear too consumed with their appearance. We need to get rid of these rigid gender norms and show men to include self-care and personal grooming as essential components of a healthy, confident life.

Treatments often promote relaxation, reduce stress, and help manage anxiety. In an age where mental health is gaining attention, a spa can be a much-needed reprieve and more of a necessity instead of a luxury. Regular spa visits can contribute to improving sleep patterns, better skin health and even reduced blood pressure. The more education there is in overall health, the more men can see that taking time out for themselves would only be beneficial for their well-being and the -wellbeing of their skin.

Once you start to build a base of male clients, it would be beneficial for your business to offer a small



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survey to learn more about your male customers. This is a great way to learn about the male client walking through your door and how you can continue to improve your service offerings and most importantly, attract more male clients. You can use this information also to host informational sessions or social media Q & A's focused on men's skin care and aesthetic needs. You can address in these sessions the misconceptions and highlight the safety, subtlety and natural results of treatments.

JOIN THE MALE SPA JOURNEY

The journey to break free from societal shackles and truly embrace self care is ongoing. As more men step into soothing confines of the spa, they are just indulging their senses, but also making a statement that self care, wellness and relaxation are universal, unbounded by gender. By adapting to the cultural shift, you can foster inclusivity and gain a competitive edge while empowering all clients to feel confident in their own skin.



Jaclyn Peresetsky is an esthetician and owner of Skin Perfect Wellness Spa. She is known as the go-to expert in the greater Columbus, Ohio, area for microcurrent treatments, custom blend makeup, eyebrow design, color theory and custom skin care. She is also the author of *The Power of Your Colors*, and she is working on her second book, *The Journey to Perfect Skin*. She also has a patent-pending color identification system created to better identify unique color characteristics for choosing makeup.



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4 Strategies For Effective SPA MARKETING

By Crystal Ngozi

Consumers always seek to improve their health with services, skin care and supplements. According to researchers, the retail industry is expected to exceed $139.9 billion by 2025. The beauty and esthetics industry is competitive, and estheticians and spa owners need a marketing plan to keep up with the rapid pace of this growing industry. To stay competitive, having insight into who your ideal clients are is key to not only bringing in new customers but also sustaining long-term client relationships. This article will explore effective marketing strategies to employ in your esthetics practice.

Understanding Your Target Audience

Before employing marketing strategies in your business, it is important to understand and identify your target audience. To identify your target audience, it is best to conduct market research. This process helps you to gather and analyze information about your potential customers, including their preferences, buying habits and needs. Research methods include surveys, sales reports, focus groups, and even analytics from your website and social media.

Additionally, you can also research your target audience by conducting a competitive analysis. A competitive analysis will assist you in identifying market gaps, such as understanding what your competitors are offering and what they are not offering and using that data to create a custom service or program to fill market gaps. A competitive analysis can also be used to learn from your competitor's failures. What marketing insights can you gain from watching the tactics of your direct competition? Additionally, your analysis will also assist you in examining your potential client's preferences by analyzing your competitor's social media engagement and reviews.

There are a variety of ways to conduct a competitive analysis. There is no right or wrong way to gather information about your competitors and target market. A SWOT analysis is one of the most common ways to analyze not only your competitors but also a way to analyze your own business and its strategies. A SWOT Analysis is an acronym for Strengths, Weaknesses, Opportunities, and Threats. This method will let you see where you stand in relation to the competition and where you can set yourself apart.

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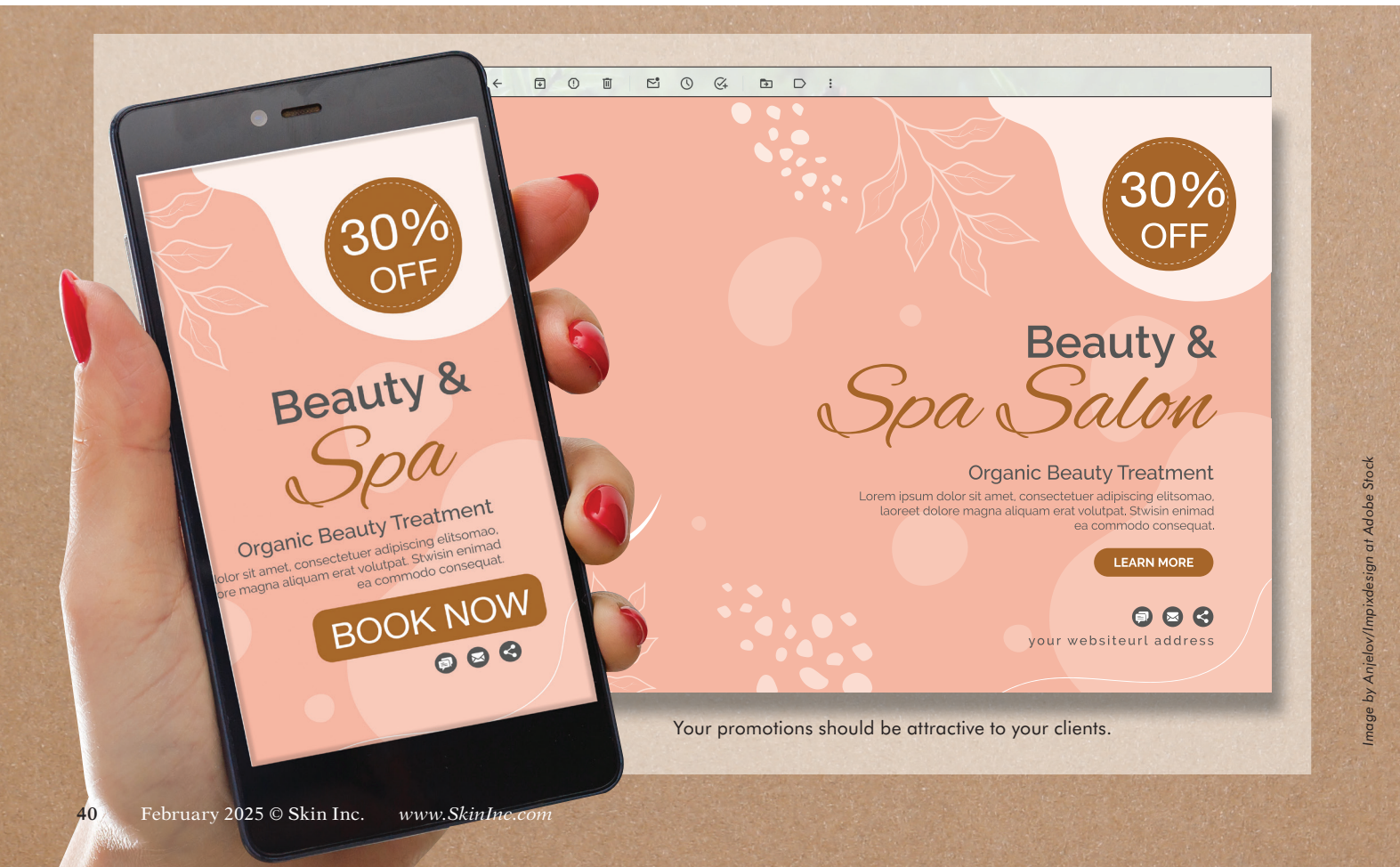
1. Leverage Social Media Marketing

When it comes to marketing, social media marketing has become an important component of any business strategy. Social media has enabled us to connect with our target audience in real time, making it convenient for your company and customers. Social media can assist in building brand awareness, enhancing engagement and fostering client relationships. While social media platforms are constantly evolving and being created, some popular social media platforms include Facebook, Instagram and TikTok. Because of its evolving nature, it is important to stay abreast of any new trends and platforms emerging.

To leverage social media in your marketing plan, there are several strategies to make your brand visible and engage with your audience. Strategy competencies such as a comprehensive content calendar, paid social media advertising, collaborations with influencers, building online communities, and using user-generated content are all significant elements of an effective marketing strategy. Integrating social media into your marketing plan can help you boost awareness, traffic and business growth.

2. Implement E-mail Marketing Campaigns

Implementing e-mail marketing campaigns into your overall marketing strategy can assist in building client relationships and ultimately drive business growth. E-mail marketing is a great way to nurture your existing clients and serve as a direct line of communication. E-mail marketing can be used to keep your client's information about upcoming events and promotions and even educational content. To start building your e-mail marketing list, have your existing clients opt into your e-mail marketing. You can also invite new and potential clients to sign up by offering incentives such as exclusive discounts and VIP access to new services and product launches. Your e-mail marketing campaigns should be personalized and encompass your brand's voice and overall message.



Your promotions should be attractive to your clients.

Image by Anjelov/Impixdesign at Adobe Stock



Reward clients for their repeat business.

3. Collaborate with Influencers and Local Businesses

Collaborating with key influencers and local businesses can be a cost-effective addition to your marketing efforts. Implementing this strategy can enhance your brand's visibility and reach, ultimately assisting in building clientele. Influencer marketing uses the influence of someone with established relationships and credibility within your industry to sell your products or services. Often, influencers are very active on social media platforms and can influence the purchasing habits of their followers. To get started, you should seek to collaborate with influencers who share a similar interest and passion for your industry.

Additionally, cross-promotions with local businesses cannot only expand your reach but also create community engagement and awareness within your community. Like your influencer marketing strategy, you should seek to partner with similar businesses but not in competition with your own business.

4. Utilize Promotions and Loyalty Programs

Utilizing promotions and loyalty programs is an effective strategy for estheticians and spa owners to attract new clients while improving client retention. Your promotions should be attractive to your clients and prompt them to want to take advantage of the offer. Examples of effective promotions include running a special offer on a new service or celebrating a holiday. It is important to note that your promotions should provide more value than a discount. You should be discounting for the sake of making more income, not for the sake of discounting. Additionally, creating loyalty programs helps attract new clientele by rewarding them for their repeat business. One of the most popular loyalty programs is on a point system, and once the points accrue, the client can redeem them for a percentage off their service or free product.

Make Your Marketing Effective

Effective marketing is key to staying relevant and competitive in today's beauty and esthetics marketplace. Market research and competitor analysis let you know who you're selling to and engage customers more precisely. Social media marketing, email promotions, influencer and local business collaborations can also improve brand awareness and long-term client connections. Additionally, using incentives and reward programs generates recurring sales and increases loyalty. Through these practices, you can set up your company for a lifetime of success and expansion.



Crystal Ochemba is a dynamic speaker, beauty business coach and licensed esthetician with a love for teaching and speaking. With a combined 10 years of experience in the beauty industry and business marketing, Crystal helps beauty professionals scale their businesses and achieve profitability through her signature Business Glow Up Strategy Sessions. *crystalngozibeauty.com*

Image by Yakobchuk Olena at Adobe Stock

Safe From Sun

Stock these SPF products to protect clients all year long.

1



1. **SPF Eliodrops 30 Glow**
   Lira Clinical
   liraclinical.com
   Who wouldn't want SPF protection with an added glow? Although you can get Eliodrops in a sheer formulation, the Glow option adds that hint of radiance that many clients might just need. It is broad spectrum, SPF protection with 16% zinc oxide. It also protects agains blue light. It has concentrated moisturizing serums with waterless delivery for a more sustainable footprint on the environment. It supports skin barrier protection with a breathable, hydrating lattice of moisture.

2



2. **SPF 50 FaceScreen**
   Bioelements
   bioelements.com/pros
   More than an ordinary broad spectrum sunscreen, this advanced SPF decreases the risk of early skin aging as it improves the appearance of lines, wrinkles and the feel of firmness. Plus, it's packed with adaptogenic Chinese herbs to balance and strengthen skin. It is light enough to wear under makeup as a daily moisturizer.

3



3. **Radiant Protection SPF Fluid**
   Éminence Organic Skin Care
   eminenceorganics.com
   Help protect skin from the harsh effects of the sun while smoothing the look of fine lines and wrinkles. With a hydrating, nourishing feel and dewy finish, this SPF keeps skin looking ageless while offering broad spectrum SPF 30 protection for combination to dry skin. Zinc oxide protects skin from UV radiation, while niacinamide supports the skin barrier and bakuchiol minimizes the signs of aging.

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

4. **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.

5. **Titanium Dioxide Sunscream SPF 35**
BiON
bionresearch.com
BiON's sunscreen has been a best seller for 20 years for its UV protection, free radical protection and pleasant vanilla almond scent. Micronized titanium dioxide and zinc oxide provide broad spectrum SPF 35 protection with no white cast. The formula also contains antioxidants to defend against free radical damage. The non-greasy formula is not irritating to the eyes and has a creamy consistency that goes on smoothly and provides mild moisturization.

6. **Light Magic Plus SPF30**
Wish Skin Health
wishskinhealth.com
This shine-reducing SPF moisturizer protects from UV radiation with an SPF 30. It contains vitamin C and E, along with Japanese green tea for antioxidant protection. Calendula, licorice root and ginseng support the natural microbiome and calm the skin. Sodium hyaluronate provides lightweight moisture to keep skin hydrated and balanced.







In The Know

by Susanne Schmaling, Esthetics Council

The latest regulatory updates happening in the spa industry.

HOW DEVICE RESTRICTIONS ARE CHANGING THE BUSINESS FOR ESTHETICIANS

State boards and legislators are increasingly limiting the devices estheticians can use independently, particularly Class 2 medical devices. These devices include LED light therapy, microcurrent, radio frequency and microneedling devices. Added to the confusion are new tools such as the plasma/fibroblast pen or combination devices that include sonophoresis. These new devices may not be correctly FDA classified by vendors, which adds additional confusion. The current trend is to automatically put them out of scope by state boards like the use of cryotherapy devices for body contouring that started in 2021. These restrictions can severely impact the services estheticians offer, yet many remain unaware of these changes. Understanding how these laws work and staying informed is vital to protecting your career and license.

Let's look at what is happening with state-level restrictions, explain why they matter and provide steps you can take to protect your license.

What Are Class 2 Devices?

Class 2 devices are medical tools regulated by the FDA to ensure safety. It's important to note that FDA classification pertains to intended use, not effectiveness. To complicate matters, there is the added confusion of OTC or prescriptive use designation. This designation pertains only to the level of instructions required for safe use of the device based on who the vendor is selling it to. Unfortunately, the interpretation by many US cosmetology boards such as Idaho is that the "prescriptive" designation is only allowed to be used under medical supervision.

For estheticians, these devices often include:

- LED light therapy devices
- Microcurrent devices
- Microneedling
- Radiofrequency (RF) devices
- IPL



Image by Tetiana at Adobe Stock

These devices are essential for many estheticians, and states are increasingly requiring medical supervision for their use.

Why Are States Restricting These Devices?

Regulatory agencies including medical and cosmetology boards cite safety and liability concerns, arguing misuse can harm clients. There's also ongoing tension between estheticians and medical professionals about who should be able to perform these services independently. The real issue is independent practice vs. medical supervision, which requires an esthetician to hire a medical provider to supervise these services through a collaborative agreement, direct supervision or engaging a medical services organization (MSO). Below are some examples in different states.

- **Idaho's 2017 Bill:** This law prohibits estheticians from using any class 2 devices like LED light therapy without medical oversight. This bill had no opposition or feedback from the profession, and the governor signed it into law in 2018. Many in the industry did not know about this bill until it was being enforced in 2024.
- **Michigan's New Legislation:** A new bill in Michigan includes vague language that could restrict estheticians' use of LED light therapy, requiring medical supervision instead. There was poor wording in the statute that was supported by schools, spas and salons in Michigan. Feedback during the regulatory process will be needed in 2025.
- **Nevada's Advanced Esthetics** regulations state that any class 2 device with the "prescriptive" designation must be performed under medical supervision. This means that any LED therapy device that does not have an OTC designation in the FDA registration cannot be used independently.

How it Can Affect Esthies

Restricting class 2 devices impacts estheticians in several ways.

1. **Fewer Services:** Losing access to these devices limits your ability to offer treatments clients want.
2. **Higher Costs:** Requiring a medical director to

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oversee treatments can increase operational expenses and service prices, especially for small businesses.

3. **Reduced Competitiveness:** Clients can only receive these services in a medical practice or a med spa with a medical director involved.
4. **Devaluing Our Profession:** Many estheticians feel these rules undervalue their training and expertise. After all, estheticians are licensed and trained to use these tools safely. Bad actors in our profession should not restrict all of us.

What Can You Do?

I know it can feel overwhelming, but in order to protect your license, you need to be proactive. Here are some steps you can take.

1. **Stay Informed.** Keep up with legislation in your state and monitor your state board meeting schedule. Changes can happen quietly, often hidden in larger bills. Check updates from your state's cosmetology board or licensing agency regularly by getting on their notification list.
2. **Engage with Legislators.** Share your concerns with state representatives when bills come up. Explain how these restrictions impact your business and clients. Personal stories can make a significant difference. The Esthetic Council regularly comments on behalf of members and their stories on how the bill can impact them are essential.
3. **Educate Your Clients.** Educating your clients is underestimated and incredibly important! Clients who understand the safety and effectiveness of your services can become advocates. Explain your training and certifications, showing why you are qualified to use these tools.
4. **Support Advocacy Organizations.** Groups like the Esthetics Council fight for your rights. They monitor legislation, provide resources and work to protect estheticians' scope of practice. Joining such organizations strengthens the collective voice of the industry.
5. **Get Advanced Training.** Additional certifications and training can set you apart as an expert in your field. This not only builds credibility but also helps you advocate for your right to practice. Unfortunately, social media education such as watching YouTube videos does not meet this need. It is a great tool for knowledge, but regulators look at formal programs that are created with educational standards. I regularly have to explain how we have legally defensible content published in our profession to add legitimacy.



Why You Need to Pay Attention

The trend toward restricting Class 2 devices is not going away. As technology evolves, the line between esthetic and what may be considered a medical treatment will continue to blur. It's essential that we support our vendors who are supporting our profession, when they follow the rules, it makes the advocacy that is key to protecting our scope of practice much easier. Your voice matters. Stay informed, stay involved and advocate for your profession today.



Susanne Schmaling is a renowned leader in the esthetics and skin care industry, with over 30 years of experience as a licensed master esthetician, laser technician, educator and author. As the CEO and founder of the Esthetics Council, she champions professional excellence, raising industry standards and advocating for regulatory alignment. Her passion for education has led her to develop transformative curricula, including the Pivot Point Fundamental Esthetics curriculum, as well as advanced courses on medical charting, esthetic terminology, and cutting-edge device modalities. A prolific author, Susanne has written two books in Milady's Aesthetician Series (The Comprehensive Guide to Equipment and Aging Skin), contributed to Milady's Standard Makeup Textbook, and published numerous articles on advanced skincare techniques and industry best practices. She also co-founded Skindex Labs, where she serves as COO, driving innovation in digital personalization for the beauty market. Susanne is a sought-after speaker at international conferences and a member of the Skin Inc. advisory board, contributing her expertise to the ongoing development of the profession. Her commitment to advancing education, technology, and professional standards solidifies her role as a transformative leader in esthetics.

Image by lashkhidzetim at Adobe Stock

4 Spas With Unique Experiences For Men

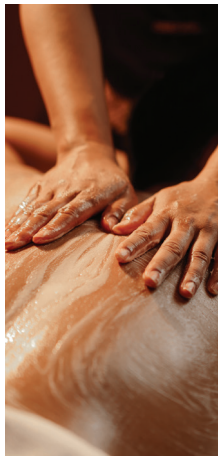
To bring men into the spa, the treatment menu must appeal to their concerns, wants and needs. While some design their spa menu to be gender neutral and appeal to all sexes, some choose to offer treatments specifically designed for men. Below are some spas that have created unique treatments designed with men in mind.



Executive Facial for Men ($100, 50 min.)

Om Spa, Dearborn, MI

This facial was created to deeply clean pores and invigorate male skin. Two masks from GOA Skincare are utilized, as well as hot towels and steam. The facial is said to energize skin and reduce the appearance of damage. It includes a facial, heck and hand massage, and it is also appropriate for beards.
www.omdayspa.com



Men's Back Facial

Menscape, Nashville

Whether or not the male client has back acne or not, the Back Facial at Menscape can help them restore healthy skin to that area. It starts with a double cleanse, followed by steam to open pores. The back is then exfoliated and extractions are performed, if necessary. A custom mask is then applied based on the client's needs. The back facial finishes with a moisturizer to lock in hydration.
https://menscapenashville.com



The Terminator ($390)

The Pearl, Columbia, Maryland

So OK, we may have partly chosen this treatment because of the name, but we love how The Pearl has designed and marketed their treatments for men. The Terminator is a combination of the brand's Aquaman Facial, a 75-minute customized massage and a 007 Manicure. The facial is a 60 minute service tailored to the man's skin that has been challenged by shaving and environmental stress. The pedicure grooms the nails and buffs them, while the massage helps men relax and relieves tension.
www.thepearlspa.com



The (Premature) Browtender ($99)

WeDoMen, Scottsdale, Arizona

This treatment is designed to combine skin care and hair grooming into one. It includes a micro-facial with light therapy as well as grooming of the brows, nose and ears. Male clients leaves with rejuvenated skin and a clean look.
https://wedomen.com

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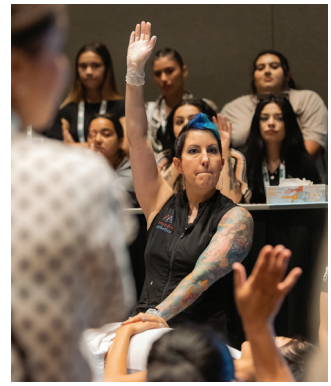

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