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APRIL 2025

# SKIN INC.®

The Choice for Serious Spa Professionals & Owners



## NANO ESSENTIAL OILS

Does a smaller size increase efficacy?

## Cool Cryotherapy Tools

## *Your GUIDE To ROBUST RETAIL*

Allured business media

ZEMITS®
Results Everyone Loves

# DERMEBOOST™ TECHNOLOGY

**Esthetician-Friendly High-Tech Alternative to Microneedling**

**NO NEEDLES**
**NO LIMITS**



The New DermeBoost™ Technology is revolutionizing non-invasive skincare by harnessing controlled, superficial electrical currents to enhance serum penetration, deep hydration, and collagen stimulation—without the discomfort or downtime of traditional needle-based procedures.

Building on its esthetician-friendly and safe technology, this breakthrough system features a precision protocol that adeptly targets various skin concerns and can be customized with any meso serum from Zemits or your own skincare collection, providing professionals with a versatile and efficient tool to address aging, dehydration, acne-prone skin, and more.

Adored by estheticians in the USA & Europe for its visible improvements in radiance, elasticity, and overall skin texture, the New DermeBoost™ Technology seamlessly integrates into modern aesthetic practices, either as a standalone treatment or in synergy with other protocols.



"This precision approach ensures that every treatment is fully customizable, and as a needle-free, non-invasive system, it eliminates the discomfort and recovery time typically associated with traditional mesotherapy techniques—making it an ideal addition to any busy practice that demands efficiency, safety, and exceptional outcomes."

**OLHA MAIKINA**
*MD from Europe, Zemits Co-Founder*

## VISIBLE TRANSFORMATIONS: CLINICAL RESULTS WITH DERMEBOOST™ TECHNOLOGY




**Client:** 70's y.o.
**Skin Concerns:** Dullness, loss of elasticity and collagen, dehydration
**Number of treatments performed:** 1 session

**Results:** The skin showed a noticeable improvement in radiance, with enhanced elasticity and reduced signs of dehydration. The client reported a more youthful and rejuvenated appearance, feeling 10 years younger.



*Courtesy of Diane, Licensed Aesthetician, Amores Spa, Orlando, FL @amores__spa*

The treatment included **1 session of DermeBoost™ Facial with Zemits RevitaCollagen MesoSerum,** combined with Skin Script Lemon Zest Enzyme exfoliation, facial Gua Sha massage using Clear choice Hydrating Mask and Korean V-Tox Lift Mask.




**Client:** 24 y.o.
**Skin Concerns:** Inflamed acne, redness, uneven skin tone, and texture
**Treatment Frequency:** 1 treatment per 2 weeks
**Number of treatments performed:** 2 sessions

**Results:** Significant reduction in acne inflammation and redness. The skin showed a clearer appearance with visible reduction in acne lesions, smoother texture, and improved overall tone. Pores appeared refined, and the skin felt more hydrated, contributing to a refreshed and revitalized complexion.



*Courtesy of Monika Hofmann, Educator, Assessor Skin Specialist, Zemits Expert Provider, Coulsdon, UK, @monika_hofmann_aesthetic*

The treatment included **2 sessions DermeBoost™ Facial with Zemits Acnolex MesoSerum,** combined with Zemits HydroDiamond Facial™ and chemical peel.

**Contact Us to Learn More About Zemits Non-Invasive Meso Devices**

zemits.com @zemits.official 888 999 3996

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**ON THE COVER:** Image by Andrey Popov at Adobe Stock


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

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*Nailpro* magazine
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A delicate sheer red tint enhances your lips' natural color, creating a healthy, polished look that's effortlessly subtle.

### The Ali

An elegant mauve blush blends with a cool-toned pink, complemented by a nude pink hue that adds soft, sheer warmth.

Shop here!

# On My Radar



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

# Tech For The Trade

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

**I recently attended Cosmoprof Miami** in January 2025, where I enjoyed walking the showfloor to see what was new and innovative in skin care and esthetics. Although I saw plenty of cutting-edge skin care, new hair removal formulations and unique wellness products, I would like to highlight a sampling of the modalities at the show that caught my eye.



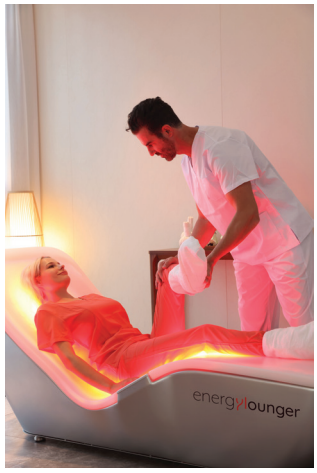
### 1 Fix Eye, Sook Skincare

We ran into K-beauty-inspired brand Sook Skincare at the Beauty Vanities section of the show. Though I sampled an interesting device intended to treat cellulite, it was the Fix Eye handheld device that captured my attention. Fix Eye was designed to treat the signs of aging around the eye and even around the lips. It combines red and blue LED with massage, heat and electromuscular stimulation to reduce puffiness, improve circulation and reduce wrinkles. There are two versions, Fix Eye and Fix Eye +, which adds blue LED and a power button. Two of the coolest features of the device are the rotating head for maximum accuracy and the touch activation.
*usa.sookskincare.com*

### 2 Dermisscan Pro, Empire Tech



We are trained to analyze the skin to assess its condition and develop a treatment. But, what about the skin conditions we can't see? Enter the Dermisscan Pro, a mirror skin analyzer that scans the skin in normal polarized and UV lighting to assess many features. Polarized light assesses skin texture, whereas UV porphyrin assesses sebum and blackheads. Finally, UV pigmentation looks at pigmentation in the dermis to see what needs immediate attention and what is coming. The analysis takes place in 20 seconds, allowing for efficient analyzation.
*emptechpro.com*




### 3 Energylounger

We all know about the benefits of LED for the skin, but what about for the whole body? The Energylounger is like no LED bed that I have seen before. It is an ergonomically designed LED and near infrared bed created for stress relief, pain reduction and skin health improvement. The bed improves blood circulation and cell regeneration for better overall wellness and healthier skin. It is also said to improve immunity.
*energylounger.com*




### 4 Dermadrop

If you are looking for a non-invasive way to deliver ingredients into the skin, check our Dermadrop. It uses transdermal application of an oxygen sprayer loaded with formulations. Each formulation contains active substances (based on skin need) as well as the company's LP3 complex, which is a carrier substance designed to deliver the actives. When activated with oxygen, the complex opens the lamellar structure of the epidermis by approximately 65% and enables the way for active ingredients to deeper skin layers. The oxygen spray is said to feel like a gentle massage.
*dermadrop.com*

*Images courtesy of the manufacturers*

# WHY CHOOSE ENVIRON'S COOL PEEL® FOR YOUR PRACTICE

There are a number of principal differentiators that make the Environ Skin Care Cool Peel® Technology beneficial for any medical spa to adopt the treatments in their practice.



Results after 1 month with 5 Environ Cool Peel® Treatments using 2.5% Lactic Acid Cream.

## 1. Customizable

This progressive peeling technique gives the skin care professional full control to deliver targeted and versatile treatments that repair, revive and regenerate the appearance of skin. The Cool Peel® treatments are customizable for skin care professionals to address a wide spectrum of client skin care concerns, including the look of photo-aging, uneven skin tone and texture, dryness and dehydration, dullness and breakouts.

There are two Cool Peel® acids: Lactic Acid and Trichloroacetic Acid (TCA). Lactic promotes hydration, exfoliation and supports the natural desquamation process of the skin. The lactic peel is gentle and can be applied in layers to modify the desired peel strength for the client. TCA is effective in improving the look of skin texture and tone and can be favorable for a variety of skin types. TCA is self neutralizing when it dries or it can also be neutralized if required.

## 2. Control

The Cool Peel® is easy to apply and control on clients' skin. There is a choice of specialized, slow-drying creams and gels, which ensure the peel stays exactly where it is applied on a client's skin, without running, pooling or burning the skin. Combined with a low pH and low percentage acid, these formulations give full control to the skin care professional, allowing treatments to be delivered safely, effectively and without over-treating the skin.




Images courtesy of Environ/Dermaconcepts

The skin care professional can control the pH modulation and do a series of light gel peels for optimal results for the client. The skin care professional can perform the peel with an ideal pH level and keep it the same while applying a series of gel peel layers. As each layer of the peel dries, the acid becomes concentrated and moves to where the skin needs it most, stimulating the effects of controlled cellular survival and the release of growth factors.

*The Environ Cool Peel® Technology is one of the best tools in my toolbox because I can confidently treat a multitude of skin conditions. With the Cool Peel®s, I have complete control over the outcome of my clients skin which is unique to Environ.*

*—Stacey Palancia, Owner of Skin & Tonic and Dermaconcepts/Environ Ambassador*

## 3. Safe and Comfortable

Clients can expect a comfortable and pleasant experience with a Cool Peel®. Whether it is the cream or the gel peel that is applied, there is a cooling effect process as the formulation evaporates from the clients' skin during the treatment. The client will also experience no downtime as the treatment does not compromise the integrity of the epidermis. The skin care professional will not need to be concerned about the treatment resulting in potential post-inflammatory scarring, hyperpigmentation or hypopigmentation as a deep peel may cause.

The popularity of light peels is growing in the industry. Skin care professionals choose Environ Cool Peel®s for being customizable, controlled, safe and extremely effective on treating a variety of skin concerns while offering a noninvasive, comfortable and a no downtime required peel option for their clients.

**See What Skincare Experts Say About the Control and Safety of Environ Skin Care Cool Peel®s.**

ENVIRON®
a beautiful skin for a lifetime

DERMACONCEPTS®

# NEW PRODUCTS

Highlighting the very latest in skin care products and equipment




## DermProtect

**Revision Skincare**

***revisionskincare.com***

Revision Skincare introduced an intensive moisturizer that repairs the barrier and hydrates skin. DermProtect Barrier Defense is designed to reset and regulate the skin's natural 24-hour cycle, maximizing daytime defense and nighttime regeneration. This intensive moisturizer is formulated specifically for individuals with dry, sensitive or mature skin, including perimenopausal and menopausal skin, delivering comprehensive barrier support and microbiome protection. The moisturizer is formulated with a unique blend of Lindera strychnifolia root extract, Hibiscus sabdariffa fruit xtract, bacillus ferment, epidermal lipid blend, ceramide blend and hyaluronic acid to hydrate, replenish lipids and enhance moisture retention.




## Precision Wand Kit

**7E Wellness**

***7ewellness.com***

Crafted for professionals, this kit empowers you to customize treatments with superior control, delivering rejuvenated, radiant skin anytime, anywhere. It can be used with all MyoLift devices and includes applicator probes with 3 unique tips, 2 oz. infused solution and a carrying case. Tips included are: T-Bar tips (pair) to amplify your precision and control by covering a larger surfact area; Small Ball Tips (pair) for near the delicate zones such as around the eyes and mouth; and Cotton Tips (pair) for harder to reach areas of the face. Whether you're focusing on softening fine lines, lymphatic drainage, or deep muscle targeting, this all-in-one system empowers professionals to deliver personalized, rejuvenating treatments with ease.




## Daily SPF 30 Plus

**Face Reality**

***facerealityskincare.com***

Face Reality reformulated Daily SPF 30 Plus to have not only SPF 30 protection but also enhanced acne-clearing benefits. The sunscreen contains niacinamide to reduces oiliness and refine pores. Potassium azeloyl diglycinate diminishes redness and promotes clearer skin. Witch hazel and sodium hyaluronate soothe and hydrate, improving skin resilience. The lightweight, transparent finish is perfect under makeup, and it is suitable for all skin tones.




## AquaBiotic Balancing Moisturizer

**Circadia**

*circadia.com*

Circadia created a water-based cream that not only deeply moisturizes but also supports the skin's microbiota. AquaBiotic Balancing Moisturizer is formulated with Hyafactor-PGA to moisturize and enhance elasticity. It was designed for acne-prone, mature, dry, or sensitive skin types.Natural prebiotic Biolin/P supports the skin's microbiota and reinforces its resilience. SK-Influx delivers ceramides to strengthen the skin barrier, restoring its structure and promoting long-term health. The cream calms irritation and reduces sensitivity, while enhancing the barrier, preventing moisture loss and protecting against environmental damage.




## Nourish and Brighten Body Line

**Lira Clinical**

*liraclinical.com*

Lira Clinical has created a full range of brightening and tightening products to exfoliate, hydrate, firm and nourish the skin from head-to-toe. The Nourish and Brighten Body Line is formulated with ingredients such as plant stem cells, peptides, antioxidants and advanced brightening agents. These products are designed to rejuvenate, protect and enhance the skin's natural radiance, offering clinical-grade care for the entire body. Included in the line are: Silk Souffle, Nourishing Oil, Brightening Cleanser, Soothing Scrub and Firming Lotion.



## Esthetician Starter Bundle

**Comphy**

*www.comphy.com*

Transform your esthetician sessions with this Starter Bundle. This curated bundle includes a flat spa sheet, fitted spa sheet, quilted blanket and pack of 5 head wraps. Give your clients the ultimate comfort they deserve. The kit is available in cream, white or grey.

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

**Savor Beauty Offers Glass Skin Facial Program**



Savor Beauty has launched a turnkey "Glass Skin" facial program for select resorts, day spas and medical spas. The initiative equips spa directors and estheticians with Savor's products, treatment protocols and support from founder Angela Jia Kim. The brand's glass skin facial brightens and tightens. It involves dual exfoliation using diamond microdermabrasion and a lactic acid or salicylic acid fruit enzyme peel. Partner spas receive step-by-step guides for signature rituals like popular facial lift massage, featuring core elements of Savor's "mul-gwang" (radiant glow) method. It also includes the brand's products, numbered for ease of us and discovery travel kits to make home care easy and intuitive. Partners also receive spa marketing and rebooking scripts, secrets and LOVER sales system. Training can be found at "Lunch & Learn" founder-led live trainings and video Product Knowledge trainings as well as Savor Beauty Esthetician School and esthetics training videos. The brand provides retail-ready shelf displays, promotions and retail/marketing gifts for spas and their gifts throughout the year and it uses eco-friendly and sustainable practices with small-batched products and zero-waste packaging.
*www.savorbeauty.com*



**Skin Laundry Debuts Sculpting Facial**

Skin Laundry introduced the Skin Laundry Sculpting Facial and three additional enhancements: Illuminator, Revitalizer and Rejuvenator. These new treatments allow clients to customize their skin care routines, offering a fresh approach to achieving radiant, firm and healthy skin. The new offerings officially launched in select Skin Laundry clinics in December 2024, followed by a nationwide rollout in early 2025. The facial uses multipolar radiofrequency and pulsed electromagnetic fields to stimulate collagen and elastin production to reduce the appearance of wrinkles and tighten, lift and define areas including the cheeks, jawline and neck. Each session lasts 60 minutes and requires no downtime. Clients of all skin tones can enjoy smoother, firmer skin and a natural glow post-treatment.
*www.skinlaundry.com*

## OPENINGS, MOVES AND GROWTH

**Spa Butler Creates Snow Rooms**

The Spa Butler announced the launch of its custom-built snow rooms for luxury spas, wellness centers and fitness facilities. These bespoke snow rooms feature an innovative, industry-first technology called Snow Star Magic, setting a new standard for immersive cold therapy experiences. Developed to provide a transformative approach to wellness, The Spa Butler's snow rooms are not just a trend—they're a breakthrough in holistic health and luxury relaxation. This revolutionary technology creates the ultimate sensory environment with perfectly balanced, pristine snow, a seamless cooling system, and customizable atmospheric settings to mimic the peaceful beauty of an alpine wonderland.
*thespabutler.com*

## ANNOUNCEMENTS

**Melanoma On the Rise**

Melanoma is still on the rise in the U.S. in 2025, despite a wealth of information available on this very preventable disease. This was reported by The Skin Cancer Foundation in its updated Skin Cancer Facts & Statistics, following the release of American Cancer Society Cancer Facts & Figures 2025 in January 2025. Staggering melanoma and skin cancer statistics for 2025 include a 5.9% increase in new melanoma cases diagnosed in 2025; 212,200 cases of melanoma diagnosed in the U.S. in 2025; 104,960 cases will be invasive in the dermis; 42% increase the number of new invasive melanoma cases diagnosed annually from 2015 – 2025); 1.7% increase in the number of melanoma deaths in 2025; and an estimated 8,430 people will die of melanoma in 2025.
*www.skincancer.org*



*Botom right: Image by thodonal at Adobe Stock; Photos courtesy of companies featured.*

# The Power of Exosomes In Spa Treatments




As the industry explores the potential of exosomes, it's important to understand how they work, their role in the body's healing process and why they are becoming such a sought-after tool in treatments aimed at combating aging and promoting skin health. Osmosis founder and CEO Dr. Ben Johnson explains how exosomes are revolutionizing wellness therapies and what sets them apart from traditional treatments. This work has led to the creation of the Osmosis StemFactor and StemFactor MD Growth Factor serum and the highly anticipated launch of professional treatment Osmosis Exosome Infusions, launching this year.

## Q: What are exosomes and what are their function in the human body?

**Johnson:** Exosomes are small protective vessels produced by our stem cells, fibroblasts, and macrophages. These cells create exosomes to carry peptides, growth factors, and cytokines that guide the repair and development of the body's organs. The effectiveness of an exosome depends on its signaling peptides.

## Q: How do exosomes work on a cellular level?

**Johnson:** Exosomes function like chariots in our skin and other organs, transporting project managers (such as growth factors) to areas in need of repair, guiding and supporting various activities. As we age, the number of these "managers" decreases, leading to reduced productivity, incomplete repairs and less efficient age-related maintenance of our dermal and epidermal layers. The presence and guidance of these project managers boost collagen and elastin production, enhance scar and debris removal, and promote overall cellular repair.

## Q: What sets exosomes apart from other cellular therapies or wellness treatments?

**Johnson:** Stem cells are not always active—many remain dormant. To boost repair activity, using exosomes daily (or at least monthly in larger quantities) is more effective. Treatments like acid/alkaline peels and lasers stimulate collagen, but they do so by repairing the damage they just caused. In contrast, Exosome Infusions activate collagen without harming the skin, allowing it to focus on repairing sun damage rather than the trauma from recent treatments. It's also safe for all skin types, from the most compromised to normal, aging skin.

## Q: Do spa professionals need specialized training or certifications to use exosomes?

**Johnson:** Osmosis has developed a procedure that promotes deep exosome penetration into the skin without breaking the stratum corneum, making it permissible for estheticians in every state. It can also be combined with medically-based microneedling when permitted or preferred.

## Q: Are there any misconceptions about exosomes or their use in beauty?

**Johnson:** Exosomes are not regulated by the FDA because they aren't human biologic material. While we use human stem cells and fibroblasts to produce the growth factors, the cells themselves are not part of the exosome-based growth media in each bottle. Second, there's a significant difference in both the number of exosomes per milliliter and the variety of growth factors that each company includes in their products. Exosomes are naturally produced by your body and are stable at temperatures up to 98°F. To properly assess exosomes, ask what variety of growth factors, peptides and cytokines are proven to be in the growth media. This is an easy evaluation.. Additionally, inquire about the number of exosomes in the product. Osmosis has proven in lab analysis that our growth media contains over 600 different growth factors/peptides, and we have 47 times more exosomes than our nearest competitor— a staggering 3.5 trillion exosomes per bottle of StemfactorMD (even more with our Exosome Infusion Treatment).

Osmosis

**osmosisbeautypro.com**

*Image courtesy of manufacturer*



Image by JP STUDIO LAB at Adobe Stock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# Nature's Remedy for Stressed-Out Skin

By Brian Goodwin

Have you noticed an uptick in clients with stressed, irritated skin? With so many exciting launches, fast-moving social media trends and a host of revolutionary ingredients to try, many of us have been overdoing it with our skin care routines – without even realizing it! So, is the answer putting down skin care? Not entirely.

As an international trainer working with professionals worldwide, I've encountered many estheticians with clients who are experiencing over-sensitization. In trainings, I emphasize the importance of protecting the skin barrier with scientifically-backed, natural solutions that keep the skin's complex physiology in mind. You can help your clients make smart swaps to soothe over-sensitized skin while simplifying routines to address overtreated skin both in the spa and at home. Before reviewing these approaches, let's first discuss what over-sensitized and overtreated skin looks like.



Yellow sweet clover reduces inflammation.

## COMMON CAUSES FOR OVERTREATED AND OVER-SENSITIZED SKIN

Much like it sounds, overtreated skin is skin that is being put through more than it can handle. This overtreatment frequently includes too many active ingredients incorporated into homecare routines and can also include overreliance on intensive treatments like microneedling, lasers and peels. While effective, turning to these interventions too frequently can damage the skin and lead to swelling, increased sun sensitivity[1], infection, scarring and sensitization[2], pushing the skin into a chronic inflammatory mode.

Because there are risks associated with overusing certain products, ingredients and treatments, you must fully understand everything that goes into your clients' skin care routines. Prior to any treatment, be sure to ask thorough questions about the products and treatments they use regularly, along with frequency.

## THE SIGNS OF OVERTREATED AND OVER-SENSITIZED SKIN

At the first sign of any imperfection on our skin, many of us are tempted to tackle the issue with as many products and professional treatments as possible. Though using a thorough skincare routine is essential to achieving results in the skin, studies as far back as 1945[3] have shown that overtreatment is not necessarily the right approach, and skin care professionals have noted that this may have detrimental effects.





Over-sensitization can result in dry, scaly or flaky skin.

In skin care, there is such a thing as too much, whether it's too many products, ingredients that conflict with each other or formulations that feature a concentration of ingredients that are too intense for your clients' skin. With each product layered onto the skin, your clients are exposed to compounds that have the potential to create a reaction.[4] Even chemicals that are typically safe for the skin can have unintended effects, including dryness, flaky skin, tightness, redness, excess sebum production, hives and rashes, dermatitis and shine without excess oil[5].

In addition to these signs, increased sensitization is one of the most apparent symptoms of the skin being overtreated. Over-sensitization can be characterized by dry, scaly or flaky skin, itchiness, inflammation, rough patches, acne breakouts, inflection, stinging, tenderness and swelling.[6] You can tackle both with a thoughtfully selected, pared-down skin care treatment, but in addition to this, you can suggest home care routine swaps to help clients limit exposure to sensitizers.

*Clockwise from top: Image by Scisetti Alfio at Adobe Stock; Image by miliau at Adobe Stock; Image by Марина Демешко at Adobe Stock*

## How to Address Over-Sensitization in the Treatment Room

It may seem like the natural response to overtreated and over-sensitized skin would be to stop all skin care and treatments. However, with a simplified ritual and calming ingredients, you can help reverse the trend without ditching the care skin needs to maintain health.

Firstly, consider adding products formulated with organic and biodynamic ingredients to your arsenal. Going beyond the standards of traditional organic principles, biodynamic agriculture focuses on the farm as a living, breathing ecosystem.[7] Biodynamic ingredients are some of the most beneficial for sensitive skin.[7] They can be found in many products, including serums, creams and masks and are also suitable for the most sensitive of skin.

### Ingredients to Incorporate in Your Backbar

When managing overtreated and over-sensitized skin, you'll want to focus on natural ingredients that address loss of hydration and skin barrier damage while offering soothing, age-defying effects.

While highly nourishing and hydrating formulas may not seem inherently beneficial for oily skin, sensitization can happen to any skin type. Natural ingredients are ideal for this skin issue (in lieu of synthetic chemicals, dyes, and preservatives that are known to further exacerbate sensitization) are ideal to incorporate.[8]

### Hydrating Ingredients

***Oats (Avena sativa)***, as demonstrated in both in vivo and in vitro studies, have been shown to have an anti-inflammatory effect.[9] There is also some evidence that oats can aid in protection against UV rays, helping to prevent further sensitivity.



Oats are anti-inflammatory.



Sesame reduces TEWL.

***Linden (Tilia)*** combats dryness associated with sensitization, protects lipids within the skin and minimizes visible signs of aging. Linoleic acid, abundant in linden, reduces transepidermal water loss.[10]

***Calendula (Calendula officinalis)*** comforts reactive, overtreated skin with its high antioxidant and coumarin content. It has skin protective qualities that help reduce inflammation[11].

***Yellow sweet clover (Melilotus officinalis)*** has properties that defend against inflammation while warding off the look of aging that can go along with dryness and sensitivity.[12]

### Support Barrier Function Ingredients

***Olive oil (Olea europaea)*** supports fibroblasts, which play a role in maintaining skin's structural integrity.[13] This ingredient also aids in the repair of wounds, including inflammation and irritation on the skin.

***Sesame oil (Sesamum indicum)*** has a high concentration of sesamin, which supports fibroblasts and reduces transepidermal water loss.[14] It also has antimicrobial, antioxidant and anti-inflammatory properties.[15]

***Hawthorn (Crataegus)*** contains antioxidants and when applied topically, can help reduce the visibility of wrinkles and lines while adding moisture to support your skin's barrier.[16]

***Pre, pro and postbiotics*** that are beneficial for maintaining the skin's natural microbiome, including lactococcus ferment lysate[17] and inulin[18] can be found in natural ingredients like black tea and chicory root.

Clockwise from top: Image by Elena Schweitzer at Adobe Stock; Image by margo555 Adobe Stock



## WHAT TO AVOID FOR OVERTREATED AND OVER-SENSITIZED SKIN

In addition to these soothing, sensitive skin-friendly ingredients, there are products you should avoid in the treatment room. Naturally, the last thing you'd want to do is make the situation worse by layering on more intensive treatments.

Exfoliants are key in refreshing the skin and overturning dead skin cells. However, a client with sensitized skin is unlikely to benefit from an intense exfoliation treatment. You may want to avoid exfoliation on such clients altogether – it's imperative that you delay the use of scrubs and chemical exfoliants made with intensive ingredients (like those made with high concentrations of acids). With overtreated, compromised skin, your clients will benefit from giving their skin time to heal before adding intensive exfoliants back into their ritual.

Sodium lauryl sulfate (SLS) is added to many cosmetic products (including skin care) to create a lather while breaking down oil and dirt. However, SLS has demonstrated that it can irritate by increasing redness while decreasing stratum corneum hydration and barrier function[19].

## HOME CARE ADVICE

Perhaps the most valuable service you can offer clients with overtreated and over-sensitized skin is reviewing their current at-home routine and any professional treatments they are receiving that could be sensitizing, such as those from a medical spa or dermatologist. From here, you can pinpoint the triggers behind their sensitization and this information will allow you to recommend ingredients to add and what to remove from their routine.

For example, if you discover that your client is overusing their favorite exfoliant, cleanser or treatment, recommend that they take a break from such product (if necessary). Once their skin has had time to self-recover, you can suggest a sensitive skin-friendly exfoliant, like one made with gentle enzymes, in place of their go-to scrub. When learning about their ritual, be sure to ask how frequently they are using products. Make recommendations to ensure that they are using it as directed.

In addition, consider recommending the same ingredients you use on clients in the treatment room for their home care. Nourishing, hydrating formulas made with natural ingredients that support the skin barrier's health are excellent remedies to reverse the symptoms of over-sensitization.

More than frustrating or uncomfortable, overtreated and over-sensitized skin can cause severe irritation or even pain for your clients. With natural ingredients and formulas focused on replenishing moisture and restoring the skin barrier's health, you can help your clients feel more comfortable in their skin.


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**Brian Goodwin** is an award-winning international educator for Éminence Organic Skin Care. As a master medical esthetician, master herbalist and consultant, Goodwin leverages more than 15 years of spa industry experience to bring fun, engaging education to spa professionals around the world.

Image by Africa Studio at Adobe Stock

# Renewing Facials

Spring is the time for renewal, both for plant and animal life outside as well as dull, lackluster skin that has endured the hazards of winter. As the weather warms up, clients flock to their skin care professional to bring new life to their skin. Here are some unique renewal facials accross the country.



Image by akobchuk Olena at Adobe Stock

## Retinol Revewal Facial

**Sundara Inn & Spa**

We know retinol to be a powerful ingredient for skin renewal, and this facial does just that. It is a gentle but effective treatment designed to promote a youthful glow, enhance your skin's texture and reduce the appearance of fine lines and wrinkles. The main star of the treatment is a retinol peel. Clients are advised to refrain from exfoliation, sun exosure, chlorine and steam after the peel.

*www.sundaraspa.com*

## Renew Signature Facial

**Renew Spa Wellness + Skincare**

This 90 minute facial is not just about skin renewal, but total body renewal with a holistic experience that includes aromatherapy, massage techniques and more. It starts with double cleanse with steam, followed by dermaplaning or physical exfoliation. A customized enzyme mask, customized antioxidant mask and hydrojelly mask are also included. The treatment uses ice globe facial massage, gua sha lymphatic massage, hot stone neck and shoulder massage and 15 minutes of LED light therapy. To finish off, there is an eye and lip treatment, customized serum blend, moisturizer and SPF.

*www.renewspaevv.com*

## Complete Renewal Facial

**Nouish Lifestyle Spa**

Relaxation is almost guaranteed with this 90 minute facial. Included are an enzyme mask with foot massage, ultrasonic skin scrubber to break away congestion, a moisture mask penetrated into the skin to nourish, using ultrasonic waves and a hydrating mask with neck/shoulder massage. The treatment is concluded with a 20 minute facial massage, 10 minutes of Gua Sha and a cold stone eye treatment.

*www.nourishlifestylespa.com*

## Renewal Facial

**Ruby Creed Wellness Spa**

This customized facial begins with personalized skin analysis followed by cleansing, exfoliation, extraction, application of a customized mask and includes a relaxing face and decollete massage. It is also recommended for sensitive skin.

*www.rubycreedwellnessspa.com*



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# 5 Must-Haves For Robust Retail

By Lyn Falk

If you're looking to increase revenue, create a retail department. This doesn't mean throwing up some wall shelving or placing a shelving unit on the floor and filling them with some skin care products and hoping they sell. If you're going to get into retail, **GET INTO RETAIL**. Create a retail department that is set up in a way to attract attention and motivate your clients to buy. Below are 5 key things to do to create a robust retail department.



## 1 Coordinating Fixtures

It's super important to stand back and look at your space through the eyes of your clientele. Figure out how to get the most inventory on the floor to create the biggest visual impact. This means when someone enters your spa, they immediately see you have a significant amount of merchandise for sale, and the shop silently says to them, "you'll find something you like here."

This generally means 50% of your reception (or other) area is filled with fixtures featuring a collection of related merchandise. This may mean a wall of 4 shelving units placed side-by-side, filled with bottles, jars and other potions. It could mean a set of nesting tables with folded or stacked merchandise, and a standing four-way rack for apparel. Whatever you choose, all fixtures should coordinate and reflect your brand. Any and all impulse items should be placed in like-containers, i.e. all metal, all wood or all acrylic, as you'll sell more this way.

## 2 Critical Mass of SKUs

Once you determine the fixtures, be sure to FILL them with products. Do not leave shelves half-empty. Pull products forward and soldier them nicely. When fixtures are not fully stocked, it reflects poorly on your business. The opposite is true as well; don't over-fill fixtures so products fall off when customers start shopping. Never place boxes of extra merchandise on the selling floor.





All backstock should be in a back room or stored behind closed fixture cabinet doors. Regulating inventory is a big part of keeping a retail department looking appealing. You'll also want to rotate a certain amount of your merchandise, say 30- 40%, for seasonal goods. This will keep your regular clients shopping each time they visit your spa to see "what's new." Checking your inventory, and how it looks on your fixtures needs to become a daily affair. Retail is not a static task, but an active and integral part of your business.

## 3 Display Props

These are items that can help elevate the look of your merchandise and add value to your product lines. They should reflect your brand and the price point of your merchandise. For instance, a $250 robe deserves to be showcased via a nice-looking, upscale mannequin. A sturdy and attractive table-top bust should feature the latest on-trend summer top. Carefully selected risers should be chosen to raise products to create a nicer display vignette.

*Clockwise from top: Image by Matthias at Adobe Stock; Image by Tacca Terra at Adobe Stock;*





Display props such as a beautiful urn filled with spring tulips or forsythia branches (taking your brand color into consideration) set on a nesting table can bring an attractive and seasonal visual aesthetic to the retail area. A series of small clay pots, painted in your brand colors but not filled with anything, soldiered across a shelf, can introduce a nice visual break inside a long line of fixture shelving. Large glass bowls can be filled with oranges (free for the taking!), or rolled-up socks for sale. A large decorative bird cage with a candle inside could find a place on a transaction counter next to the impulse containers.

When bringing in props, think, 1,3 and 5, as odd numbers resonate better visually. Be selective when buying decorative props, and make sure they add to the display and don't detract. They are often the "focal points" needed to lure customers in and throughout the retail department. Remember, the feet follow the eyes!

## 4 Signage

When signing your retail department, think of the types of signs noted below, and always be consistent with the style/size for each type you create.

***Department Signs.*** If you have a large enough retail area to warrant department signs, consider 3-D letters on the wall above the fixtures, or 3-D letters sitting on a shelf/table. Keep words simple, i.e. Nourish, Relax, Cleanse, Gifts, Décor or Wear.

***Promotional Signs.*** If you are running a promotion and need to identify the products associated with the promotion, create a sign that sells the promotion through a few words, color and style of the sign. Your repeat customers will become trained to look for these signs. For instance, all promotional signs may be printed on a 5x7 cardstock, printed with a red border, and placed in a painted wood frame.

***Product Information Signs.*** To help sell a specific product line, whether it's a new line, a staff favorite or something that has a unique benefit, create signs that provide a short description about the product. Again, all these should be the same size, style and use the same type of sign holder, i.e. 3x5 signs printed on cardstock with a colored stripe across the bottom and placed in a painted wood frame.

## 5 Lots of Light

When it comes to illuminating your retail fixtures/tables, be sure to flood them with light. The best type is from track lighting above, with heads you can rotate to aim directly onto the displays. This light should be three times brighter than the surrounding light. This is generally accomplished by using LED PAR30 or PAR38 lamps (bulbs) that have a minimum of 1000 lumens (for brightness).

It's also important to select lamps that have a Kelvin temperature of 3500 and a color rendering index of over 85. These specifications help make the products appear in their truest colors. Finally, the lamps should be 40* floods (not spots). These lamps are not inexpensive and can run $16-$28 each; however, the LED versions will give you a minimum of 10,000 hours of operating light, and illuminate the products in a way that will increase sales and quickly pay for themselves. These can be difficult to find at your local homebuilding or lighting store, so if you're having trouble locating them, feel free to reach out to me.

## See Sales Soar

If you're serious about increasing revenue through product sales, be sure to take the above recommendations to heart. Then watch your bottom line grow!



**Lyn Falk** is a registered interior designer, sustainable design advocate and president of Retailworks, Inc.

Image by sharafmaksumov at Adobe Stock



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# COOL TOOLS

By Lisa Stewart

I have been doing cryo facials on clients since 2018, and the results are incredible. Cryotherapy is one of my favorite modalities because I immediately see the difference in the skin, and the results hold nicely. What I experience for myself and my client's skin is that the elasticity feels firmer and thicker, like there is a spring effect. The brightness of the skin is turned up. There really is no other facial that I have worked with that brings this firmness and clarity to the skin.

There are many versions of cryo therapy, from cryo wands/ice globes and liquid nitrogen cryo facials to body cryotherapy chambers, cryotherapy for fat loss, localized cryo devices for pain relief and skin rejuvenation to cold plunge tubs. Cryotherapy became popular among athletes and the medical community. In 1978, Japanese rheumatologist Dr. Toshima Yamaguchi pioneered whole-body cryotherapy to treat rheumatoid arthritis. He noticed that the extreme cold reduced the pain and inflammation in his patients. This brilliant discovery gained traction throughout the world. We now see cryotherapy in wellness centers, spas, athletes and home use. Let's look at the different cryo tools and what the protocol are for them.

## Cryo Wands/Ice Globes

The easiest and least expensive tools for cryotherapy are cryo wands/ice globes. Cryo wands are handheld tools that target muscle relief, tighten the skin, help with lymphatic drainage and are good in treating the eye area regarding puffiness or dark circles. They also help to stimulate collagen. The cryo wand is a nice addition to treat acne or inflammation and helps calm it.

I like to incorporate them into a facial for women who are going through menopause, especially with hot flashes. Using the cryo wands around the back of the neck and face instantly cools them down. I apply a hydrating serum and moisturizer, then use upward strokes around the eye area. I will go in an outward motion along with circles going outward. They love it!

Here at Solia Spa, we like to use them during our massages for pain relief, around the eye for sinus relief and to treat puffiness. The wands are priced anywhere from $25.00 to $160.00 and make a lovely addition to your client's spa service.

## Facial Protocol for the Cryo Wands

**Step 1.** Cleanse the face, and apply a hydrating serum and moisturizer to help with the coldness of the cryo temperature and give the skin a moisture boost.

**Step 2.** Massage upward, outward and around the eye using outward strokes and circular motions. For the body, use a moisturizer or oil to go to the area of concern and do longer, deeper strokes or circular motions. Always have a serum, oil, lotion or moisturizer on the skin when you are applying the cryo wands. You do not want to create a frostbite situation. You can use the wands anywhere from 2-10 minutes for the face/neck and on the body for 5-15 minutes.

**Step 3.** Cleanse the wands and place them back into the freezer or on ice for at least 30 minutes before the subsequent use.





Be upfront an honest about the results of cryo for fat loss.

## Cryotherapy for Fat Loss

Cryotherapy for fat loss, otherwise known as cryolipolysis/fat freezing, destroys the fat cells. A device such as CoolSculpt applies suction to the targeted fat area, and the temperature of the applicator cools the fat tissue enough that the fat cells become damaged.

Another method to target the death of the fat cell is apoptosis. This is what I have used since 2018 with the T Shock Cryo Machine. It targets the fat cells for a period of 40-60 minutes. The lipids inside the fat cells crystalize and trigger apoptosis, which causes the fat cells to break down gradually. It's a more natural cell death process. Over the next few weeks, the body's immune system removes the damaged fat cells. These immune cells (macrophages) engulf the dead fat cells, which the body then eliminates through the lymphatic system. Once a fat cell is destroyed and removed from the body, the treated area does not regenerate.

Fat cells can still expand if the client gains weight. It's essential for a client to maintain a healthy weight to keep the results long-term. I have seen devices sell from $12,000 up to $75,000 and more. The cost of goods with the cryo devices is low, and the maintenance is simple and easy. Do your research on them, and have the manufacturer representatives give you a treatment to see if you would like to incorporate this into your business. It has been a game changer for my spa, and our clients love their results.

What is very nice about offering cryo into your business are the results. Fat reduction can be 20-25% per session; the results are gradual and visible as the body eliminates fat cells. Some clients see it on their first session, and other clients see it on their 2nd or 3rd session. This is a great treatment for fat that is stubborn/resistant, especially when a client has exhausted all areas from diet and exercise but not overall weight loss.

*Clockwise from top: Image by bronikta at Adobe Stock; Image by Creatikon Studio at Adobe Stock*

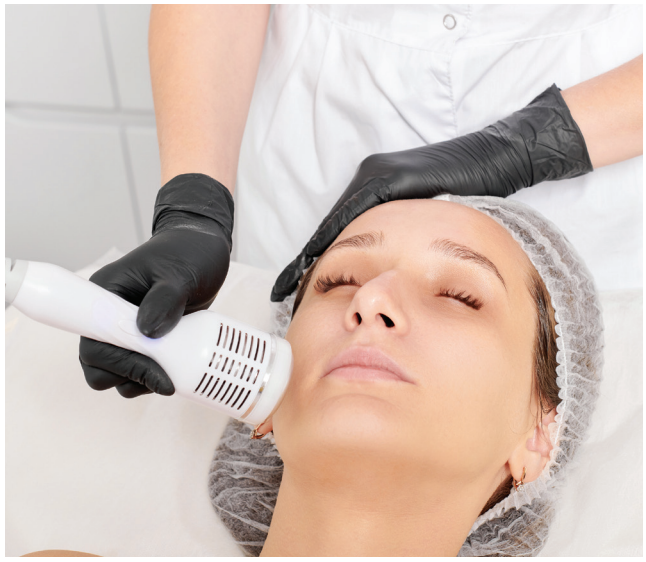
## Cryotherapy for Fat Loss Protocol

Protocols for this vary due to different manufacturers. Training and customer support are included when purchasing a professional machine and are highly important for the success and health of the client and your business.

**Step 1.** Let's start with a consultation of 5-10 minutes to find out what the client's concerns and goals are and if they align with the cryo device that you purchased. Being upfront and honest with clients about their results is very important. Clients who have excess sagging skin from rapid weight loss may need surgery. Clients with a BMI over 30 will not benefit from the cryo device for fat loss, I suggest you refer to the manufacturer on this. We need to be extra communicative so clients know what to expect. Explain the process of the treatments and provide aftercare information.

**Step 2.** What our spa suggests for our Cryotherapy Fat Loss (T-Shock is 60 min treatment) is to start with a thorough consultation, then cleanse the skin that will be treated to make sure any lotions or oils are removed so there is no barrier preventing any loss of efficacy from the device.

**Step 3.** Afterwards, apply a hydrating firming lotion or oil to the worked-on area. We suggest to our clients they exercise lightly to enhance lymphatic drainage, such as a walk or even a shake plate for 10 minutes, which is terrific after every session.



Cryotherapy on the face reduces inflammation, tightens pores and boosts circulation.

Image by TRAVELARIUM at Adobe Stock

## Cryotherapy Facials

Cryotherapy Facials are a fabulous way to introduce a more natural, non-invasive treatment to boost collagen. The extreme cold stimulates the skin, tightens pores, reduces inflammation and boosts circulation. I absolutely love it! The Cryo devices range in price from $12,000 and up to $33,000. Some Cryo devices are used for the face and body, and some are strictly for the face and strictly for the body. I use one that is for both, so it's interchangeable. There are various devices, so you will know which is best for your business.

## Cryo Therapy Facial Protocol

Again, these vary from manufacturer to manufacturer, and they provide training and protocols for skin conditions, from treating acne to anti-aging. The most crucial step is the client consultation, addressing their concerns and goals and whether they are realistic. The devices will lift and firm, but it is not a facelift. As you know, some clients expect those kinds of results after the first treatment! The goal is to have the client come weekly and then taper off onto a maintenance schedule. They will see their skin transforming and become fans during this time.

## Important Information

If you do offer cryo services, it is important to have clients sign a release form and make sure they have no contraindications such as pregnancy, diabetes, kidney disease, active cancer and any recent surgery and injections in the treatment area.

Tracking their progress through photos will help the client see their results and get more invested in the treatment program.

Overall, Cryo is a wonderful addition to your client's facial and/or body treatments with excellent results and barely any side effects.



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



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# Nano-sizing Essential Oils For Greater Skin Success

By Erin Madigan-Fleck, N.M.D.

Innovative formulations for dermo-cosmetic products have evolved into various technologies, demonstrating significant growth in the cosmetic and pharmaceutical industries. A consistent demand remains for natural-based products, such as essential oils and botanicals, valued for their beneficial properties, including antioxidant, anti-inflammatory and antimicrobial activity. Despite the significant potential of essential oils, they are generally not considered a primary option for numerous skin concerns. This is due to their high concentration, and applying them without a carrier oil or appropriate base can heighten skin sensitivity or prompt allergic reactions. While many cosmetic products contain essential oils and herbal ingredients, it's important to realize that their concentration is much lower than that of the primary functional ingredients found in creams, serums, or lotions, which affects their potency and effectiveness.

Progressive technological advancements have facilitated the creation of transdermal applications, including nano-emulsions, liposomes and lipid nanoparticles utilizing essential oils and other natural substances. These innovations have scaled natural compounds down to nanosized biomaterials, optimizing their ability to penetrate the skin. Along with significantly boosting both bioavailability and solubility, they enhance the transdermal absorption of different substances beyond what traditional topical formulations achieve.

## At the Core

Essential oils possess important properties that enhance skin absorption. Because of their small molecular size and lipophilic nature, they can easily permeate and be absorbed by the skin. Many studies highlight the effectiveness of essential oils as permeation enhancers. For instance, peppermint essential oil has been shown to alter the skin's permeability and enhance drug distribution in the stratum corneum.

The intricate components of aromatic chemistry determine the therapeutic properties of each essential oil. Essential oils are typically characterized and selected by their primary compounds, which can be categorized into two main groups based on biosynthetic origin: terpenes/terpenoids and aromatic/aliphatic compounds. These groups are further distinguished by their molecular weights. On average, essential oils contain between 80 and 400 known chemical components, and the variation in chemotypes determines each essential oil's specific activities and characteristics. Every distinctive "footprint" contributes to its unique therapeutic properties and benefits. To achieve the desired therapeutic effect, it is vital to understand the characteristics and functions of each specific essential oil, including its unique "footprint" and chemotype properties.[1]

## Quality Considerations

High-quality essential oils are of great importance for both cosmetic and therapeutic applications.

Commercial essential oils may contain synthetic additives that are purposefully included, are undetectable without diagnostics, and may contain diluent solvents and fragrance components. Lower-quality essential oils often undergo undetectable adulteration and lack the benefits of diagnostic methods like gas chromatography to determine the oil's quality. Adulteration may also occur through dilution with lower-quality ingredients, using carrier oils, or adding one or more lesser species isolation of essential oils. Moreover, undisclosed or unwanted parts of plants might be utilized during distillation, raising concerns about potential mislabeling or misrepresenting genus names among botanical species and mixing various plant species.

The selection of quality-grade essential oils includes:

- The selection of essential oils from a professional source vendor;
- Quality identification, i.e. International Organization for Standardization (ISO) and Association French Normalization Organization (AFNOR);
- Selection based on the benefits, activities, contraindications and biocompatibility of essential oils;
- The identification of the chemical constituents, chemotype, biochemical activity, quality designation, botanical genus and country of origin; and
- The cultivation practices and methods, to what method was the oil obtained, distilled, equipment, packaging, and distribution.[2,3]

*A recent analysis examined the antimicrobial effects of essential oils on skin infection-related microorganisms, including Candida albicans, Malassezia spp., Cutibacterium acnes and Trichophyton spp. Among these, Boswellia serrata essential oil demonstrated the highest antimicrobial activity.*



Image by JLi Drug at Adobe Stock



## Interactions Between Essential Oil Compounds

Interactions between essential oils and other compounds, such as pharmaceuticals or cosmetic ingredients, may occur when applying essential oils. The key elements of essential oils often reflect their biophysical properties, with the effectiveness of these elements depending mainly on their characteristics and concentrations.

The primary concept of essential oil interactions is referred to as **additivity**, where the effects and potency of the essential oil blend align with the established effects and quantities of its ingredients.

The second interaction is referred to as a **synergy**, which implies that the impact of the mixture is significantly enhanced. Various molecules and their active groups strengthen or complement their properties when combined.

Antagonistic effects may be observed, which are the opposite of a synergy. This occurs when multiple ingredients in a blend are used, reducing the overall effectiveness compared to the expected impact of each substance alone.

The fourth effect is a cooperative interaction, where similar species may enhance one another. For instance, limonene can improve the permeation of citronellol and eugenol through the human skin epidermis.[4]

## Skin Reactions and Essential Oils

Although essential oils are praised for their natural origins, many people experience isolated allergic reactions to essential oils. These reactions can vary from mild irritations and sensitizations to contact dermatitis and, in severe instances, may result in anaphylactic events. Allergic responses originate from a modified immune response that leads to hypersensitivity to foreign substances.

The most common type of reaction is the anaphylactoid reaction (Type I), where prior exposure significantly heightens sensitivity to future encounters. Contact dermatitis often stems from direct physical or chemical irritation to the skin's surface and hypersensitivity due to exposure to irritants. This can manifest suddenly in response to allergens and is typically limited to the area of contact.

Photosensitization, or phytotoxicity, occurs when certain substances, including perfumes, fragrances, or essential oils, are applied to the skin and then exposed to sunlight. These reactions can result in rashes, urticaria, burns, and skin peeling.



Essential oils primarily penetrate the the stratum corneum.

Phytophotodermatitis is a clinical condition commonly linked to inflammation and hyperpigmentation. This reaction can occur after using essential oils extracted from citrus fruits or bergamot. It occurs when furocoumarins in these plant products interact with ultraviolet A, resulting in a phototoxic response eruption.[5, 6]

## Special Delivery

Cosmetic compounds may access the epidermis through intracellular, intercellular and follicular pathways. Essential oil components primarily penetrate the stratum corneum, interacting with the lipids in the intercellular matrix. These components enhance absorption by altering the arrangement of intercellular lipids within corneocytes, thanks to their solvent properties. The protective stratum corneum comprises hydrophilic and lipophilic regions, indicating that highly water-soluble molecules diffuse poorly through the lipophilic areas. In contrast, like many terpenoids found in essential oils, highly lipophilic substances encounter difficulties crossing the aqueous regions.

*Lavandula angustifolia has been infused into alginate nanofiber to assess its antibacterial and anti-inflammatory activity, as well as its impact on the healing of burn wounds. The antibacterial results indicated that the nanofiber inhibited Staphylococcus aureus. Additionally, lavender has been shown to reduce inflammation by inhibiting TNF-alpha (Tumor Necrosis Factor) and NF-κB (Nuclear Factor Kappa-light-chain-enhancer of Activated B cells).*

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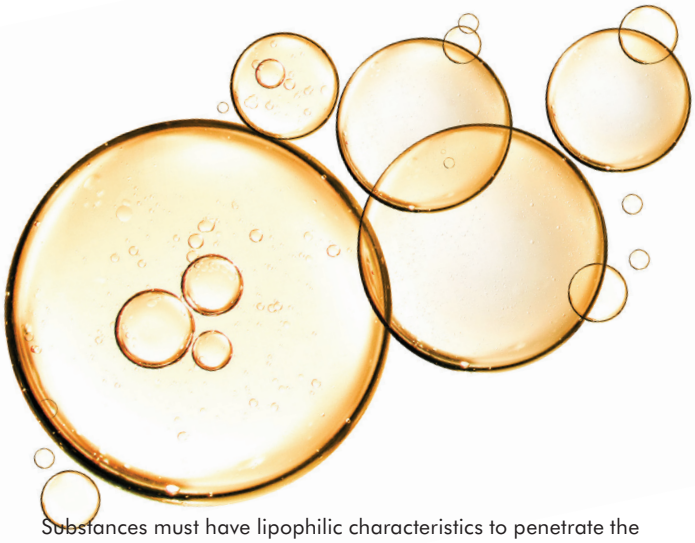

Substances must have lipophilic characteristics to penetrate the skin barrier.

For substances to effectively penetrate the skin barrier, they must possess lipophilic characteristics and specific water solubility, facilitating their movement into the dermis. Numerous essential oil constituents can improve their dermal absorption as well as that of other substances. Various compounds can temporarily modify the transport properties of the stratum corneum through their interaction with intercellular lipids or by enhancing blood flow. This consideration is crucial when treating the skin with essential oils, since they can influence the absorption of previously applied skin care products and medications.

Beyond the chemical composition of essential oils, their absorption through the skin is influenced by multiple factors, including temperature, hydration, pressure, skin barrier status, and the microbiome. Additional factors to consider are polarity, molecular weight, stability, and hydrophobic properties, facilitating their integration with lipids in cell membranes, thereby improving permeability. Different areas of the body may respond uniquely to essential oils. Once the skin absorbs essential oil constituents, it may remain in the epidermis for up to 72 hours before entering systemic circulation via the dermis and its blood capillaries. However, the majority of absorption occurs within 24 hours.

*Curcumin, the key bioactive component in turmeric rhizomes, inhibits the activation of the free radical-triggered transcription factor nuclear factor kappa B (NFκB) along with cytokine production and various cellular processes vital for cell survival. It lowers the levels of pro-inflammatory molecules such as matrix metalloproteinase 9 (MMP-9) and matrix metalloproteinase 3 (MMP-3), while also reducing pro-inflammatory cytokines like tumor necrosis factor 1 (TNF-1), interleukin 1 (IL-1), and interleukin 8 (IL-8). Moreover, curcumin acts as a potent antioxidant, combating free radicals and is believed to decrease the production of reactive oxygen species (ROS).*

## Key Absorption Metrics

- Surface area circumference (the area where the product is applied)
- Condition of the skin's surface area
- Duration of product exposure on the skin
- Temperature and climate
- Chemical activity or essential oil functional groups
- Percentage of stimulating or active constituents in the essential oil
- The ratio of carrier oil to essential oil
- Occlusion and composition of the topical product[7,8]

## Nano Nuances

Nanotechnology has significantly impacted advancements in cosmetic formulation and pharmaceuticals. Its influence on dermo-cosmetics and medicinal products demonstrates that nanotechnology formulations are increasingly effective at addressing existing challenges, transforming the product development landscape. Numerous dermo-cosmetics utilize nanoparticles due to their physicochemical properties. However, misconceptions persist about the types and forms of particles used in nanotechnology and their safety.

Dr. Hans Lautenschlager of KOKO GmbH laboratories emphasizes that a clear distinction exists between potentially harmful environmental nanoparticles and those (GRAS) used in cosmetics and that many overlook the chemical composition and biodegradability, focusing solely on the term "nano." To ensure safety, ingredients should be researched regarding their composition and the International Nomenclature of Cosmetic Ingredients (INCI). Furthermore, *"the skin and body do not distinguish between emulsions, nanodispersions, microemulsions or solutions; they only respond to the quality and quantity of the ingredients."*[9]

The penetration capacity of nanoparticles through the skin is affected by the characteristics of the substances used, environmental factors and formulation vehicles. This is important because the skin barrier significantly determines how effectively nanoparticle products penetrate healthy and compromised skin. A key benefit of nanotechnology in dermo-cosmetics is its capacity to improve the delivery of bioactive compounds like antioxidants, vitamins and peptides. These nanoparticles can encapsulate materials, safeguarding them from breakdown and allowing for gradual release during application. This controlled release mechanism

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Certain ingredients can impede the penetration of nanocarriers.

improves the stability of delicate components and prolongs their contact with the skin, optimizing their therapeutic advantages. When the skin barrier is compromised, the effectiveness of nanoparticle-based products in achieving desired outcomes is reduced.

Most pharmacological compound agents in dermatotherapy are below the 500-dalton threshold required to pass through the corneal layer. Molecules larger than this size do not act as contact sensitizers and cannot permeate the skin, which prevents them from becoming allergens.[10] Molecules weighing 200 and 350 Dalton are particularly effective at penetrating the skin, while 400 Dalton represents the upper limit for optimal absorption. Nanoparticles, typically ranging from 1 to 100 nanometers, provide a way to effectively deliver bioactive substances, enhance skin penetration and improve the stability of active ingredients.

Furthermore, the pilosebaceous units of hair follicles are crucial for the permeation and absorption of topical products, as hair follicles function as entry points for these applications and serve as reservoirs for carrying compounds. Nanoparticles smaller than 30 nm can enter systemic and lymphatic circulation, reaching various organs.

A significant point of debate regarding nano-formulated cosmetics is their possible effects on skin toxicity. Safety concerns stem from the potentially toxic effects of synergistic interactions among combined ingredients. Unfortunately, even with toxicity data for individual components, predicting similar adverse effects can be complex. Furthermore, certain ingredients in cosmetic products can impede the penetration of nanocarriers. The interactions between nanomaterials and other formulation components must be investigated to ensure the final cosmetic product's performance and safety.[11]

## Micro and Nanoencapsulation of Essential Oils

Encapsulating essential oils within nano-delivery systems preserves their key properties. It allows for a controlled and gradual release of the oils, enhancing their longevity and promoting better biological activity on the skin. Natural raw materials, primarily plant extracts, often exhibit chemical instability, leading to adverse reactions during formulation and diminishing their therapeutic effectiveness. Research indicates that nanoencapsulation can improve the stability, solubility and benefits of these phyto compounds.[12]

The encapsulation process involves loading one or more active agents, such as coated materials, oils, or internal phases, into a matrix or capsule that usually ranges from 1 to 100 nanometers, a scale used for interaction with the skin. This process safeguards the encapsulated molecules from harmful external factors such as degradation, evaporation and oxidation. Due to their smaller size and higher surface-to-volume ratio, micro and nanoparticles increase bioavailability and facilitate the diffusion of essential oils to their target locations, promoting practical long-term benefits. Furthermore, the encapsulation process requires smaller amounts of essential oils. When micro- and nano-encapsulating essential oils, various carrier materials can be selected based on their ionic charge, the properties of the encapsulated substance, the encapsulation process, and the intended applications. The polarity of a nanoparticle indicates the electrical

*Essential oils extracted from Salvia officinalis, Rosmarinus officinalis, Mentha piperita, Origanum vulgare, Allium sativum, Satureja montana, Foeniculum vulgare, Thymus vulgaris, and Coriandrum sativum seeds contain phytochemicals like thymol, linalool, and carvacrol, demonstrating antioxidant properties. Additionally, clove oil from Syzygium aromaticum shows both antioxidant and anticancer effects thanks to its secondary metabolite, eugenol.*

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charge present on its surface, which can be either positive or negative. This charge impacts the overall polarity of the nanoparticle, stemming from an unequal distribution of electrons on its surface. Such a characteristic is essential for the nanoparticle's interactions with other molecules, particularly in biological contexts like cell membranes. Charged polymeric nanoparticles, especially those smaller than 100 nm, are particularly effective in treating inflammatory skin conditions due to their capacity to accumulate in inflamed skin areas selectively.

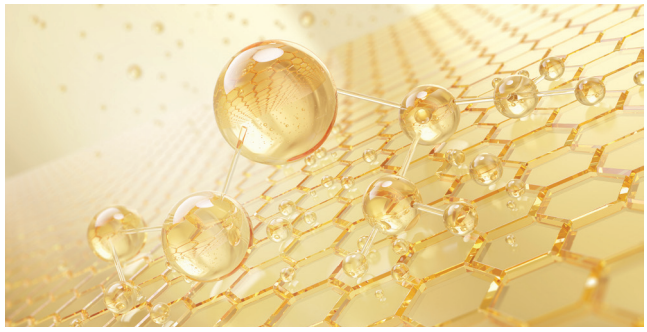
The carrier materials used for essential oil encapsulation include natural biopolymers like polysaccharides, proteins and lipids. In some encapsulation methods, the carrier materials may consist of thin layers of surfactant molecules surrounding bioactive compounds emulsified with water. Surfactants can be included to create more stable essential oil emulsions and lower the interfacial tension between the aqueous and oil phases.

### LB NANO EMULSION

- Oil and water phases combined with a surfactant to produce a thermodynamically or kinetically stable liquid dispersion.
- Sizes range from 50 to 200 nm.
- Structures can be tailored to meet specific product requirements, facilitating the production of different mixtures.
- It is effective for lipophilic compounds, as a monomolecular layer of phospholipids envelops the lipophilic core.

### LIPOSOMES

- Typically, they have diameters that range from 20 nm to several micrometers.
- Include an aqueous core surrounded by a hydrophobic lipid bilayer that contains part of the solvent.
- Good biocompatibility, biodegradability, non-toxicity, and versatility for encapsulating active ingredients in various applications of cosmeceuticals.
- Protect the encapsulated materials from external influences and convey the substances' hydrophobic and hydrophilic properties.
- They are ideal for providing vitamins A, E, K, carotenoids, CoQ10 and lycopene.
- Liposomes are recognized as Generally Recognized as Safe (GRAS).



### SOLID LIPID NANOS

- Are composed of physiological and biodegradable lipids with low toxicity, measuring from 50 to 1000 nm.
- They consist of physiological lipids dispersed in water or an aqueous surfactant solution.
- Serve as traditional lipoidal carriers, similar to liposomes and emulsions
- Their small size allows for close contact with the stratum corneum, improving the penetration of active ingredients
- Have occlusive properties that enhance skin hydration.
- These particles substitute solid lipids for liquid lipids, consisting of complex glyceride mixtures, waxes, and purified triglycerides.
- Polymer Based Nanoparticle
- Colloidal particles with diameters ranging from 1 to 1000 nm, including nanocapsules and nanospheres.
- Nanospheres have a structure where active ingredients are either encapsulated within the particles or adsorbed onto their surfaces.
- Function as carriers that provide EO with strong protection, improved stability, reduced tissue and skin irritation, and enhanced biopharmaceutical properties.
- Natural biodegradable polymeric nanoparticles are derived from green plants, animals, bacteria, and fungi.
- They fall into two main categories: polysaccharides and proteins.
- Polysaccharides can be derived from plant materials such as pectin, cellulose, starch, gum arabic, alginate, xanthan gum, gellan gum, and chitosan.

*Nano polysaccharide wound dressings include essential oils and plant compounds such as Cinnamomum, Syzygium aromaticum (clove), lavender, mandarin, niaouli, eucalyptus, manuka honey, aloe vera, silvery wormwood and cardamom oil.* [19-22].

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### PM NANOCAPSULE

- Nanometric size enables longer time and direct contact with the skin.
- Increase the quantity of the active compound that reaches the targeted action site, thus enhancing its biological activity.
- Prioritize the application of essential oils, allowing each oil to function independently while maintaining the structure and barrier function of the skin.[13-16]

## Trans Barrier Applications

Nano-formulations can address issues associated with the topical use of herbal botanical agents and essential oils, especially regarding their delivery through various skin conditions. Studies have shown that nano-formulations work through several mechanisms to slow the progression of psoriasis, significantly reducing inflammation and alleviating psoriatic plaque symptoms. Innovative, nano-based products containing turmeric, black cumin, and avocado oil exhibit improved skin penetration, enhanced retention and greater effectiveness in targeted skin layers. This method is especially advantageous for cases resistant to conventional therapies or needing long-term management. Plant bioactive metabolites, including alkaloids, essential oils, flavonoids, tannins, terpenoids, saponins, fatty acids, and phenols, promote healing through their antibacterial, antifungal, antioxidant, and anti-inflammatory effects.

Plant compounds may improve wound healing through metabolites with antimicrobial and anti-inflammatory properties. They may disrupt bacterial cell membranes through interactions with lipids while acting as antioxidants to reduce intracellular ROS and regulate nitric oxide. Plant compounds enhance the functions of epithelial, fibroblast, and vascular endothelial cells by affecting growth factors. They also support skin regeneration by encouraging cell migration and extracellular matrix (ECM) deposition.[17,18]

## A Higher Standard

Nanotechnology affords the esthetic industry to demonstrate higher standards of innovation in cosmetic chemistry and product efficacy. Understanding the principles of nanotechnology is crucial for selecting products and ensuring safety while achieving effective results in skin interaction. An esthetic professional's application of nano products should showcase their comprehension of the nano formula compounds, application parameters, skin assessment, the compatibility of these materials with modalities, integration with other cosmetic products, and client selection.


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**Erin Madigan-Fleck, NMD, CDT, LMC, LEI**, has more than 35 years of experience in the aesthetic and natural health industry. She is a naturopathic medical physician with a private practice, Naturophoria, in Atlanta. A member of the Association for Applied Corneotherapy and American Society for Nutrition, Dr. Madigan-Fleck is also the southeast director of the Association of Holistic Skin Care Practitioners, and the owner and founder of DermaEducationTV Post Graduate Esthetic Training.


*Image by [NAME] at Adobe Stock*

# The Art of Being An Esthetician

By Jenny Evans



As a seasoned esthetician with over 25 years of experience, my journey into this field began with humble origins rooted in the breathtaking landscapes of the Santa Cruz Mountains. Raised by parents deeply entrenched in the world of natural healing, I was imbued with an innate appreciation for the interconnectedness between nature and human well-being from a young age. My mother, a master gardener, and my father, a connoisseur of plants' healing properties, instilled in me a profound understanding of the power of plants to nurture and rejuvenate.

## Early Days of Being an Esthetician

My journey as an esthetician was not a linear path but rather a culmination of personal experiences, challenges and triumphs. At the core of it all was my struggle with severe acne during my early 20s, a trial that ultimately led me to pursue a career in skin care. As I navigated through the initial stages of my career, I encountered invaluable lessons and insights that would shape my approach to esthetics.

One of the pivotal moments in my journey was learning to trust my instincts and break free from conventional skin care rules. As my expertise grew, I began reevaluating established practices, such as the use of aggressive chemical peels and overloading on actives. I realized that while certain rules are essential, there are times when intuition and innovation must prevail. For example, one convention I threw out long before it became mainstream was the use of mineral sunscreen—chemical and physical sunscreens are crucial to understand. And not being afraid of the sun because it has amazing benefits. The morning, midday, and afternoon sun not only contribute to our emotional and mental well-being but also provide the necessary D3 nutrients for our bodies.

## There's More to Esthetics than Topicals

My journey into esthetics transcended beyond topical treatments, delving into the holistic connection between skin health and overall well-being. I came to understand the profound influence of factors like diet, the microbiome and even oral health on skin condition. This holistic approach paved the way for personalized, integrative skin care solutions.

Today, we're more and more aware of the interconnectedness of mind, body and spirit. As an esthetician, I have come to understand the fundamental importance of the food we consume in nourishing not just our bodies and minds, but also our skin and overall well-being. Opting for organic foods, wild-caught fish and grass-fed meats, we are not only sustaining our bodies but also ensuring that we are consuming the highest quality, most vibrant foods available—this shows up in your skin.


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Esthetics is a multi-sensory approach to skin care.

While advancements in technology offer promising solutions, I believe in striking a balance between modern techniques and natural remedies. Exploration of advanced esthetic procedures is accompanied by a conscious commitment to using high-vibrational, natural ingredients that resonate with the body's frequency.

By taking a holistic approach to skin care, we can provide a level of care and attention that transcends the superficial and truly addresses the root causes of skin issues. Recognizing the importance of self-care, I advocate for practices that prioritize the health and well-being of estheticians, not just clients.

Beauty is also a mindset. I have always believed in the power of authenticity and natural beauty. In my treatment rooms, I wear very minimal makeup. By showcasing my bare-faced beauty, I hope to inspire my clients to embrace their natural features and prioritize the health and well-being of their skin.

In a world where we are constantly bombarded with unrealistic beauty standards and heavily edited images, it is important to remember the beauty of simplicity and authenticity. By embracing our natural selves, we can cultivate a sense of confidence and self-love that shines through from the inside out.

I am passionate about helping my clients achieve their best skin, and I believe that investing in a natural skin care routine is the key to unlocking a healthy, glowing complexion. By leading by example and showing my clients the power of natural beauty, I hope to empower them to embrace their unique beauty and prioritize the health of their skin above all else.

## Science Meets Natural Remedies and Rituals

Central to my practice is the creation of a safe and nurturing environment for clients. Of course, there are hygienic practices but also energy cleansing rituals are incorporated to ensure a holistic and transformative experience. Setting the tone for the experience makes a huge difference.

Emphasizing the healing power of touch, I advocate for hands-on techniques that foster deeper connections and therapeutic benefits. The BeautyGrass Facial stands as a testament to the unique blend of expertise and intuition that defines my approach.

The role of an esthetician goes beyond just visually examining the skin. It's a multi-sensory approach that involves not only seeing the skin but also feeling its temperature, texture and identifying any vascular issues such as veins. The art of skin analysis also requires the ability to detect roughness caused by product misuse or dryness, which could be linked to dietary habits. It is the amalgamation of visual observation, tactile perception and intuitive insight that truly elevates the practice of skin analysis to an art form.

As estheticians, we are gifted with the ability to incorporate all of these elements into our analysis, allowing us to provide the most comprehensive and insightful skin care solutions for our clients.

*Image by belahoche at Adobe Stock*

## Navigating Business Practices

In the ever-evolving field of esthetics, I remain committed to ongoing education and skill development. Embracing new modalities while honoring tried-and-true techniques allows for innovation and excellence in client care. Establishing boundaries and maintaining a personal touch are essential in navigating client interactions and evolving business practices. By setting prices reflective of value and worthiness, I strive to uphold the integrity of my practice.

## The Future

As I reflect on my journey as an esthetician and the evolution of BeautyGrass, my vision remains steadfast: to empower individuals to embrace their natural beauty and cultivate holistic wellness. Through a harmonious blend of intuition, expertise and innovation, I endeavor to elevate the practice of esthetics and inspire continued growth and innovation in the field.



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**Jenny Evans** is an esthetician who has owned and operated Saving Faces, a skincare studio in Marina Del Rey, CA for over 25 years. She has traveled the world in search of the most transformative skin therapies, techniques, and ingredients on the planet. Her all-natural, plant-based approach is a testament to the transformative power of nature, rooted in ancient wisdom plant medicine. Jenny is also the founder of BeautyGrass, a small-batch, microbiome-friendly CBD skincare, handcrafted in Venice, CA.




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# Great Skin from Within

## Nourishing Your Glow Naturally

By Becky Kuehn

When it comes to achieving radiant, healthy skin, the saying "beauty starts from within" couldn't be more accurate. While skin care products play an essential role, what you eat, drink, and how you care for your overall health can have an even greater impact. By nourishing your body internally, you can enhance your skin's health and natural glow. Here's a quote from Dr. Kirsten Singler when asked, "Which is more important—what you put on your skin or what you put in your body?" Her response was, "If your body were a car, would you prioritize putting the best gas in the tank or ensuring it has good tires? The answer is: both are equally important." Let's explore what we should nourish our body with for radiant skin and what we should apply to protect and maintain that healthy glow.





## 1 Hydrate For Healthy Skin

Staying hydrated is crucial for maintaining soft, plump, and glowing skin. Water helps flush out toxins, keeps your skin cells hydrated and supports elasticity.

***Drink plenty of water:*** Aim for at least 8 glasses (or half your body weight in ounces) per day.

***Include hydrating foods:*** Cucumbers, watermelon, celery and oranges are rich in water and can support hydration

***Limit dehydrating drinks:*** Minimize alcohol and caffeine intake, which can dry out the skin.

## 2 Eat a Skin-Loving Diet

What you put on your plate directly impacts your complexion. A balanced diet rich in vitamins, antioxidants and healthy fats can transform your skin.

***Focus on antioxidants:*** Foods like berries, leafy greens, and nuts are packed with antioxidants that combat free radicals and reduce skin damage.

***Get your healthy fats:*** Omega-3 fatty acids found in salmon, walnuts, avocados, chia seeds and flaxseeds help maintain your skin's moisture barrier.

***Hydrating food:*** Cucumbers, watermelon and celery are high in water content and will help keep the skin hydrated.

***Protein and Collagen repair:*** Eggs are a great source of amino acids, which will promote skin repair. Chicken bone broth is rich in collagen to support elasticity and firmness.

***Vitamin C:*** Found in citrus fruits, bell peppers, and broccoli, it supports collagen production and brightens the skin.

**Vitamin A:** Sweet potatoes are rich in beta carotene and convert to Vitamin A to prevent dry and flakey skin.

**Vitamin E:** Found in almonds, sunflower seeds, and avocados, it protects against oxidative damage.

**Zinc:** Found in pumpkin seeds and chickpeas, it helps control inflammation and supports healing.

## 3 Support Your Gut Health

A healthy gut is key to glowing skin. Imbalances in gut bacteria can lead to inflammation and skin conditions like acne or eczema.

***Probiotics:*** Foods like yogurt, kefir, sauerkraut and kimchi introduce beneficial bacteria to your gut.

***Prebiotics:*** Bananas, garlic and onions help nourish those good bacteria.

***Avoid processed foods:*** Refined sugars and artificial additives can disrupt gut health and lead to skin issues.

## 4 Prioritize Sleep

Quality sleep allows your skin to repair and regenerate barrier function and mucous membranes. Poor sleep can lead to faster skin aging, dullness, puffiness, and an increase in stress hormones that trigger breakouts and increases risk of certain skin conditions.

***Aim for 7-9 hours of sleep:*** This is the sweet spot for optimal skin repair.

***Create a bedtime routine:*** Wind down with calming activities like reading or meditating to ensure restful sleep.

***Sleep on clean pillowcases:*** This reduces the transfer of dirt and bacteria to your skin.



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



*Use a frequency machine at 7.83 Hz:* Balance sleep patterns and mood.

*Reduce alcohol intake:* Alcohol disrupts your sleep stages and reduces REM and deep sleep – both are important to repair the body and skin.

## 5 Manage Stress

Chronic stress can wreak havoc on your skin by increasing cortisol levels, which can lead to breakouts, dryness or inflammation.

*Practice mindfulness:* Activities like meditation, yoga or journaling can help lower stress levels.

*Exercise regularly:* Physical activity not only reduces stress but also boosts circulation, which delivers nutrients to your skin.

*Take breaks:* Dedicate time each day to relaxation or doing something you enjoy.

## 6 Protect Your Skin from Within

What you consume can also shield your skin from external stressors like UV rays and pollution.

*Carotenoids:* Found in carrots, sweet potatoes, and spinach, these compounds act as natural sun protectants.

*Green tea:* Rich in polyphenols, it helps fight inflammation and reduce redness.

*Avoid smoking:* Smoking depletes your skin of oxygen and damages collagen, leading to premature aging.

## 7 Don't Forget Supplements

While it's best to get nutrients from whole foods, supplements can fill in any gaps in your diet and there are many that support great skin health.

*Astaxanthin:* This derivative of Vitamin A reduces fine lines and wrinkles, helps skin retain moisture and keeps cells healthy.



Supplements can fill in the gaps in your diet.

*Collagen Peptides:* Improve skin elasticity and hydration with these peptide, which are available in powder form or from bone broth.

*Vitamin D:* Especially crucial during winter months, it supports skin cell growth, repair and overall health.

*Vitamin B5 (Pantothenic Acid):* B5 is essential for skin health and immunity.

*Magnesium:* Promote overall health, reduce stress and support better (beauty) sleep with magnesium.

*Vitamin C:* This powerful antioxidant supports collagen production and protects against environmental damage.

*Vitamin E:* Reduce oxidative stress, strengthen the skin barrier and improves hydration with vitamin E.

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***Vitamin K2:*** Strengthen bones and help bind calcium to bones with K2, preventing calcium buildup in tissues.

***Creatine: Creatine*** boosts cell metabolism and promotes collagen production for firmer skin.

***Turmeric:*** Anti-inflammatory and antimicrobial properties in turmeric protect skin from environmental damage.

***CoQ10 (Coenzyme Q10):*** This antioxidant supports mitochondrial health; recommended dosage is 200–600 mg daily.

***ALA (Alpha Lipoic Acid):*** ALA supports neuroregeneration and reduces the risk of cancer.

***Biotin:*** Promote healthy skin, hair, and nails with biotin, improving their strength and appearance.

## 8 Barrier Protecting Topicals

While this article is mostly about creating great skin from within, I would be remiss if I didn't mention a few basic but "rock star" skin care ingredients that help protect the barrier. Once you are supporting your skin from within, it is equally important to use products topically that will support barrier health. Choose ingredients that strengthen, protect, and support the barrier. Here is a short list.

***Ceramides:*** Cermides restore and maintain natural moisture.

***Hyaluronic Acid:*** HA hydrates and plumps, preventing water loss.

***Niacinamide:*** Niacinamide strengthens and improves skin health and appearance.

***Fatty acids:*** Found in shea butter and argan oil, fatty acids helpsrepair and protect.

***Tamanu Oil:*** Anti-inflammatory and antibacterial tamanu increases wound healing.

***Squalene:*** Hydrates, protect, strengthens and de-toxify with squalene.

***Panthenol:*** Vit B soothes, repairs, hydrates and boosts production of ceramides.

***Castor Oil:*** Protect, detoxify and improve dermal thickness with castor oil, which also serves as a humectant.

***Vitamin A:*** Reduce fine lines and wrinkles with vitamin A, which clarifies the skin and improves collagen.

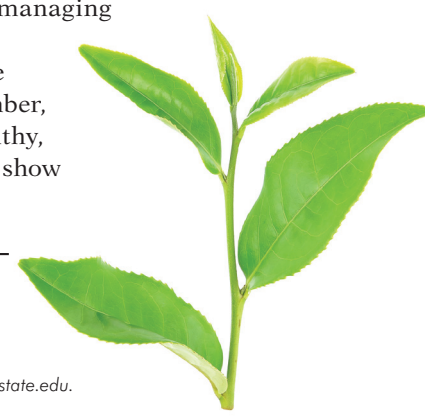
***Estriol (Estrogen #3):*** Decrease fine lines and wrinkles with estriol, which improves dermal thickness and improves collagen.

## 9 Listen to Your Body

Skin issues can sometimes reflect underlying health conditions or sensitivities. Pay attention to any patterns or changes and consult a dermatologist or healthcare professional if needed.

## The Bottom Line

Healthy, glowing skin is the result of consistent care from the inside out. By nourishing your body with the right foods, staying hydrated, managing stress, and supporting your overall health, you can achieve radiant skin naturally. Remember, true beauty comes from a healthy, balanced lifestyle—and it will show on your skin.



RESOURCES

*Life-Changing Esthetics Training Manual by Becky Kuehn, Dr. Kirsten Singler, ADA, PubMed, NIH.gov, ArtofDermatology.com, health.harvard.edu, health.com,LPI.Oregonstate.edu.*



**Becky Kuehn is the** founder of Oncology Spa Solutions and the author of "Life Changing Esthetics." Her core mission revolves around enlightening spa, salon and medical professionals on how to alleviate the often devastating side effects of cancer treatments. She stands as the foremost, leading advocate and intermediary for estheticians trained in holistic and oncology practices, whether they work within hospital treatment centers or collaborate with oncology specialists.

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# PROTOCOLS IN PRACTICE

# NATURAL/ORGANIC

Harness the power of Mother Nature with these natural and organic protocols.

## HYDRABOOST FACIAL

**KM HERBALS**

**Warm 3 towels, 3 mask bowls, 3 fan brushes, facial sponges, warm water bowl, gloves, gauze squares and cotton rounds, tissues, head band**

**Step 1.** Mist room with Aroma Therapy Purifying Spray. Wet towels with 2 drops Sleepy Thyme Essential Oil and place in warmer

**Step 2.** Place 2 drops of Sleepy Thyme Essential Oil in hands and hover over client's closed eyes for 3 deep breaths. Place hands at temple and circle 3 times. Place hands on the shoulders and gently pump 3 times. Slowly release

**Step 3.** Double cleanse with Calendula Crème Cleanser and Chamomile Facial Gel Cleanser. Remove with sponges.

**Step 4.** Cover eyes with damp cotton rounds. Tone with mist of Hawaiian Sandalwood Hydrosol Toner.

**Step 5.** Cover eyes with damp cotton rounds. Analyze skin.

**Step 6.** Mix in 6 drops of Kava Kava Calming & Hydrating Serum with Illuminating Facial Polish and exfoliate. Leave on for 5 minutes. Spend no more than 2 mins with manipulations on skin or steam for more intensity no manipulations. Remove with cool soft sponges

**Step 7.** Prep masks (2 tsp. Nutritive & Rehydrating Mask, 2 tsp. Frankincense & Rose Toner 1 tbsp. Calendula Crème Cleanser) and watch skin. Place 5-8 drops of Midnight Bloom oil on face, neck and décolleté. Perform classic facial massage on neck and décolleté for 6-8 minutes.

**Step 8.** Extract, if necessary. Tone with mist Bulgarian Rose Hydrosol Toner and remove with more toner misted on gauze (cover eyes with damp cotton rounds)

**Step 9.** Apply mask with a fan brush bring down to neck and décolleté leave on for 5-7 minutes. Steam for 5 mins (watch for sensitivities, you can always skip steam). Offer scalp and/or (ask client) hand massage. Remove with warm towels.

**Step 10.** Apply 2-3 drops of Kava Kava Calming & Hydrating Serum and Dew Drops mixed together and press into skin. Dab on (remove roller and apply with Q-Tip) Sapphire Eyes.

**Step 11.** Massage in Althea Rejuvenating Moisture Crème. Lock it in with a dab of Immortal Glow Facial Balm warmed in hands and press on skin. Dab with QTip on lips.

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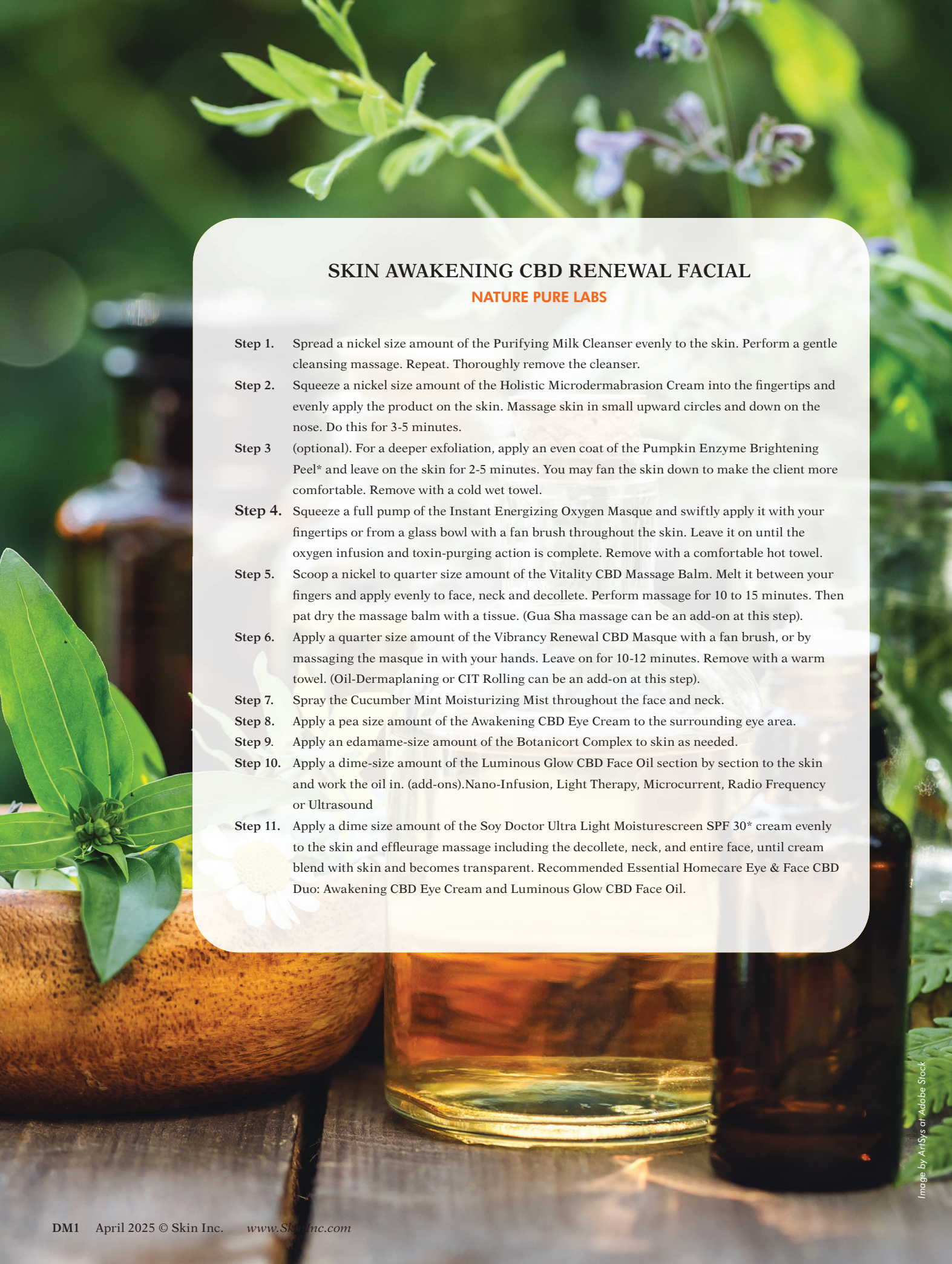

## SKIN AWAKENING CBD RENEWAL FACIAL

### NATURE PURE LABS

**Step 1.** Spread a nickel size amount of the Purifying Milk Cleanser evenly to the skin. Perform a gentle cleansing massage. Repeat. Thoroughly remove the cleanser.

**Step 2.** Squeeze a nickel size amount of the Holistic Microdermabrasion Cream into the fingertips and evenly apply the product on the skin. Massage skin in small upward circles and down on the nose. Do this for 3-5 minutes.

**Step 3** (optional). For a deeper exfoliation, apply an even coat of the Pumpkin Enzyme Brightening Peel* and leave on the skin for 2-5 minutes. You may fan the skin down to make the client more comfortable. Remove with a cold wet towel.

**Step 4.** Squeeze a full pump of the Instant Energizing Oxygen Masque and swiftly apply it with your fingertips or from a glass bowl with a fan brush throughout the skin. Leave it on until the oxygen infusion and toxin-purging action is complete. Remove with a comfortable hot towel.

**Step 5.** Scoop a nickel to quarter size amount of the Vitality CBD Massage Balm. Melt it between your fingers and apply evenly to face, neck and decollete. Perform massage for 10 to 15 minutes. Then pat dry the massage balm with a tissue. (Gua Sha massage can be an add-on at this step).

**Step 6.** Apply a quarter size amount of the Vibrancy Renewal CBD Masque with a fan brush, or by massaging the masque in with your hands. Leave on for 10-12 minutes. Remove with a warm towel. (Oil-Dermaplaning or CIT Rolling can be an add-on at this step).

**Step 7.** Spray the Cucumber Mint Moisturizing Mist throughout the face and neck.

**Step 8.** Apply a pea size amount of the Awakening CBD Eye Cream to the surrounding eye area.

**Step 9.** Apply an edamame-size amount of the Botanicort Complex to skin as needed.

**Step 10.** Apply a dime-size amount of the Luminous Glow CBD Face Oil section by section to the skin and work the oil in. (add-ons).Nano-Infusion, Light Therapy, Microcurrent, Radio Frequency or Ultrasound

**Step 11.** Apply a dime size amount of the Soy Doctor Ultra Light Moisturescreen SPF 30* cream evenly to the skin and effleurage massage including the decollete, neck, and entire face, until cream blend with skin and becomes transparent. Recommended Essential Homecare Eye & Face CBD Duo: Awakening CBD Eye Cream and Luminous Glow CBD Face Oil.

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# Tune In!



*Skin Inc.'s*

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# Turnover Time

**Out with the old and in with the new [skin] with these exfoliating products.**

1. **Cherry Enzyme**
   **Skin Script**
   ***skinscriptrx.com***
   Bitter tart cherry puree is the star of the show in Skin Script's Cherry Enzyme. It promotes luminous skin, while serving as an anti-inflammatory and antioxidant. This enzyme contains 9% lactic acid, 5% mandelic acid, 7% arbutin and 3% kojic. It promotes deep hydration that protects from environmental damage while relieving the surface signs of aging.

2. **Tumeric Energizing Treatment**
   **Eminence Organic Skin Care**
   ***eminenceorganics.com***
   Formulated with turmeric, citrine gemstones and zeolite, this spicy golden powder awakens the skin. As you slowly add water, activate your treatment into a fluffy mousse bursting with energy. Embrace the warm, exfoliating sensation and reveal silky, luminous skin. Tumerik brightens the skin and reduces puffiness, while paprika invigorates skin. When zeolite comes in contact with water, it releases energy. The result is deep exfoliation and a warm feeling. Kaolin is incorporated to remove impurities, and citrine helps the mind and body feel recharged, motivated and energized.

3. **Exoderma Peel and Foamy Lift**
   **DMK**
   ***dannemking.com***
   A natural exfoliating formula from the sea that helps remove dead, dry skin cells. Exoderma Peel provides a quick pick-up and skin-tightening treatment suitable for mature, sensitive skin. Mix with Foamy Lift Tightening Facial Mask for a deeper exfoliating treatment.

4. **Photoceutical AHA/Retinol Peel System**
   **TiZO**
   ***tizoskin.com***
   This superficial peel addresses the visible signs of pigmentary changes, photoaging, photodamage and acne while achieving a more even skin tone and texture. Rapid Exfoliator combines mandelic, lactic and phytic acids (all AHAs) with three brightening enhancers. After neutralization with Neutralizer Mist, this is followed by an application of Retinol Reversal, a proprietary blend of 10% retinol delivered through time-release TiZO Skin Firm Technology.













*Product images courtesy of the manufacturers, Background image by LIGHTFIELD STUDIOS at Adobe Stock*

















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# Ask The Esty

*With Deedee Crossett*

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

## Q: How Do I Make More Money In Retail?

**A:** I don't know about you, but it seems like since we all returned from the "COVID" era, it's very hard to predict sales. The days that were busy are now the slow days, and the days that were slow are now our highest service days. Then, out of the blue you have a week that seems "normal" and then the sales cycle gets odd again. The secret to improving sales, isn't a mystery. Let's go back to basics.

**1. Know your product lines and organize them in your mind by skin type and skin condition.**
Most common concerns for clients are acne, aging and sensitivity. Know the products that solve these skin challenges and why. Practice describing products and get comfortable using professional vocabulary words when speaking about skin care.

**2. Recommend what the client wants.**
When they say "I don't like these spots on my face," customize their treatment plan to focus on hyperpigmentation. Give the client what they want, and it won't feel like selling. Remember to tell them how you customized the routine.

**3. Ask open-ended questions and listen; your client will tell you what they want.**

**4. Keep the retail clean, well-stocked and the pricing easy to see.**
Let the clients see and feel the product.There is a reason Sephora has everything out in the open.

**5. Make sales goals and review it daily/weekly.**
You will move towards your focus.

**6. Thank your client for buying product from you.**
"Your retail purchase supports this location. Thank you for buying from me and not Amazon".

### Back To The Basics

Remember, you are the skin therapist! You are the expert. Build your confidence by building knowledge. Look your client in the eye and speak from the heart. Once a client purchases three items from you, they are 90% more likely to return. Go back to the basics of customer service, and your retail numbers will rise!



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

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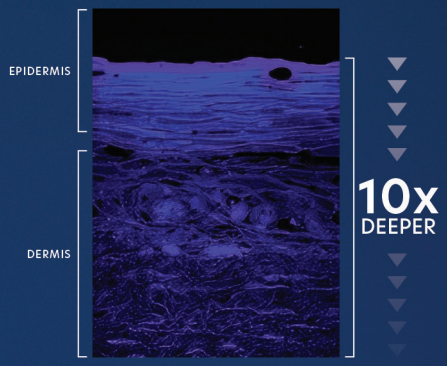
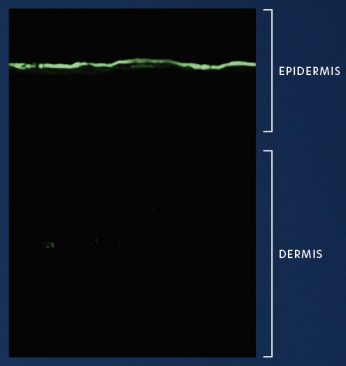
Micro Growth Factor technology




Conventional growth factor technology

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BASELINE



AFTER 24 WEEKS

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*Defined as conventional growth factors with average of 155 amino acids (17 KD molecular weight)

**24-week data on file at PCASKIN. N=47