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Skin Concerns: Predominantly comedonal acne, with occasional cystic lesions (chin, jawline, cheeks)

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Number of treatments performed:
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- Several sessions of fractional thulium laser

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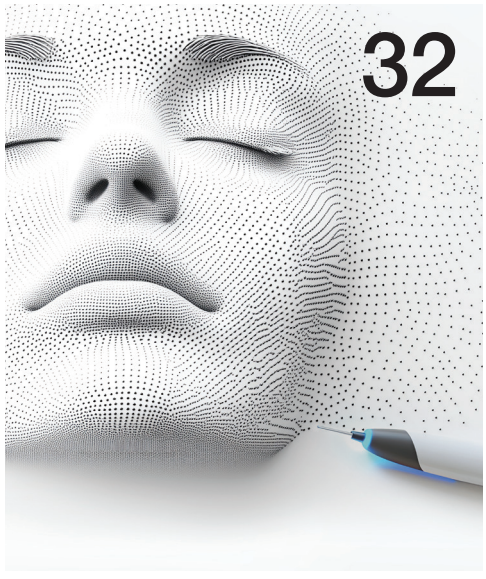

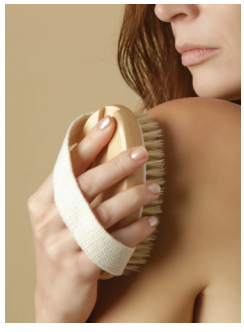

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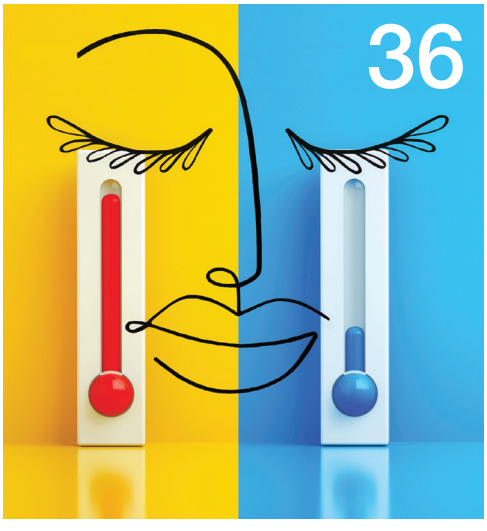

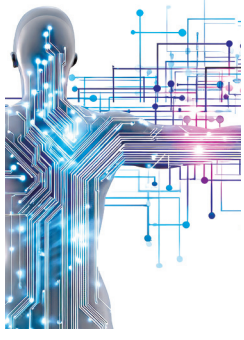

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KITTY LIN
Managing Editor
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Letter from the Editor

Skin Inc.'s Managing Editor Kitty Lin shares what's on her mind this month.

Whether you call it well-aging, longevity or are sticking to the classic term "anti-aging", it's all about making things last. Where today's approach differs from the traditional conversation around aging, is in its openness and surrender to the natural beauty of what aging implies; a life well-lived, a body well-loved. Today's aging isn't about shamefully scrubbing our faces of crows feet and fine lines, it's about ensuring that the quality of our skin lasts longer through healthy, nourishing treatments, dietary choices, massage and other practices that keep our lives warm.

That's why we've tied inflammation into this issue as well. Of course, physically, whatever inflammation's going on internally will show up on your skin and can exacerbate visual signs of aging. More than that though, when I think of treating inflammation, I think of soothing, gentle treatments—treatments I remember being particularly adverse to as an adolescent because I was worried that "gentle" in skin care meant "ineffective." When we talk about inflammation and longevity, it's important to remember that it's not about taking on a Spartan "beauty is pain" approach to look how we think we should, or about making sacrifices that we think will make us beautiful in our misery. It's about remembering to let our skin and ourselves rest, to enjoy feeling full and to relish the ritual of taking care of yourself and others because these are privileges.

With that, our issue rounds out nicely with some ideas to incorporate into your practice for the summer occasion season: weddings, festivals, vacations and everything else that makes our lives so enriched. This issue is a celebration of the life we get to live, and the skin that gets us through it. Get creative, cherish the work you get to do, be inspired and don't forget to take a step back to admire everything you've built so far—it's the foundation for everything good coming up.

Wishing you well,



Kitty S. Lin

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Fantastic-Aging

By Kitty Lin

I don't want to say that these products never get old because aging isn't and will never be bad, but I will say that much like your clients, they'll age like fine wine. Here's what's on my radar for products I'll bet the skindustry will be into for the long haul.



1 Barrier-Building Masks

A healthy barrier is crucial to healthy skin, especially when it comes to well-aging. Not taking proper care of the barrier can lead to a damaged or defunct one, which means dry, flaky, irritated skin. The Soothing Hydra Solution PRO Face Mask for Irritated Skin is infused with allantoin for natural skin protection and an instantly soothing sensation. Clients will notice instantly soothed, hydrated skin after one-time use all day.
drjart.com

2 Multifunctional Solutions for Natural Eye Looks

The current state of beauty is all about finding more subtle ways of accentuating a client's natural beauty. For anyone looking for neutral tones, I have my eyes on Jane Iredale's PurePressed Eye Shadow Palette. This versatile palette comes in matte shades with a luxurious feel that allows you to build pigment as needed. The line has a variety of palettes, including those for more glam-forward looks, for whatever occasion a client has coming up.
janeiredale.com

3 Crystals

I don't mean gemstones, but sodium bicarbonate crystals that can be used for a variety of face and body treatments. Soda crystals can be topically applied to your clients with swelling or joint pain to help relieve discomfort and reduce inflammation. Other uses for these crystals include microdermabrasion treatments, with Pure Spa Direct offering crystals that play nice with machine or manual scrub techniques.
purespadirect.com

4 Florals

This wedding season, floral accents will be everywhere, from hair accessories to dress embellishments. Give your brides-to-be that added dewy touch with floral-imbued hydration. Floralla's products offer all-day hydration and are paraben-free. They have a complete line of moisturizing, gender-neutral products that your well-aging clients will love.
florallaus.com

5 Microneedling…at Home?!

Yes, you read that right. As the masses set out to rid themselves of wrinkles and fine lines, microneedling remains ever-present in the aesthetics industry. While estheticians navigate the evolving regulatory landscape and the growing demand for treatments that require med spas or the supervision of medical professionals, clients looking for faster results may be looking to take matters into their own hands. While home microneedling stamps and pens don't go as deep as a professional microneedling session, they are a popular product that people are using for fine lines, uneven texture and large pores.
www.beautimate.com

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*In-vivo study results measured after 7 days.

Community

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By Kitty Lin



In our debut edition of our Green Space column, we're sitting down with Daniel Johnson, executive director and CEO of The Green Beauty Community to talk about…well, community—especially in these uncertain times. Community's the kernel from which The Green Beauty Community's rapidly growing non-profit sprang, it's a whole that has evolved into a fractal of intimate social pockets and the key to navigating the tumultuous economic landscape and harmful social policies that will affect us and our neighbors.

When we sit down for our meeting, the conversation immediately assumes the gravity with which hard times call for. Johnson starts by apologizing, "I don't mean to start all doom and gloom." He already has my undivided attention though. Being a beauty professional and sustainability advocate on top of his leadership role with The Green Beauty Community means he's more qualified than most to speak to the state of sustainability, especially in the beauty industry. According to Johnson, the usual challenges climate activists face are compounded by more recent global challenges spurred by American lawmakers, particularly those relating to DEI cuts and tariffs. This, he says, is where community is crucial. "The challenges climate activists are facing today…are scary. All of us as marginalized groups or people who care for certain causes feel like we're under attack from almost every direction, and sometimes it's overwhelming. It's understandable to feel kind of alienated. It feels like everything I've cared about for the past 20 years is being erased. Whether it's black history, or [progress] in the industry, the strides we've made to promote equity and inclusion, environmentalism, of course, and rolling back grants for non-profits, which specifically affects us." In the first couple of minutes of our conversation, Johnson manages to draw a perfect throughline within the complicated subject of sustainability—while environmentalism is a major piece of sustainability, social awareness and inclusion are equally important parts, after all, it's the smaller ecosystems that comprise a larger complex environment and the behaviors of these smaller pieces can impact the larger system in significant ways. To take care of the spaces we all move through is to support each other, and of course, things that impact the environment directly affect our lives too.

Johnson goes on to discuss the attacks befalling the Environmental Protection Agency (EPA), a recent example involving the current administration's attack on Endangerment Finding. In dismantling major pieces of the climate change response framework, officials leave the rest of us rattling inside among the broken pieces. It's clear that because sustainability and community are intricately intertwined, you can't talk about one without also talking about the vulnerable populations affected without seeing the implications of who's hit first and worst. Destroying environmental sustainability framework means also being capable of the same reckless endangerment of other types of sustainability initiatives, particularly those that pertain to social sustainability. "Then there's the constant attack the LGBTQ+ members are facing," Johnson says firmly. "That's where I feel, personally, community plays the biggest role. We can't be everywhere at all times."

What Is A Community?

Movements like climate activism are made up of members of the community and communities are made up of people of all creeds, ethnicities, genders, sexualities and more. That's where the importance of outreach and sticking together comes in. "We can pick our cause to champion and rally," says Johnson. "We can network and support each other's causes, and be that home base that the people in our industry need. If you think about it, our industry represents

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Activism isn't about being perfect—even a little progress is progress all the same.

Image by luckybusinessat Adobe Stock

everyone under attack right now. All of the marginalized communities? That's us. We are professionals who are queer, who are Black and Brown, who are concerned about women's rights, who are immigrants, who are environmentalists. We are looking for diversity. We want to be included."

Johnson describes community as a system of giving and receiving, transporting me back to a time that lives in many of our distant memories; one of knowing our neighbors. With everything online these days, one person has a reach that would have been unfathomable even fifty years ago, but did we jump on this new functionality and leave our local relationships to decay? The Green Beauty Community is built on concrete deliverables, like their recent Green Pledge movement, an accessible initiative they ran through Earth Month (though, it's never the wrong month to practice more environmentally friendly practices.) More than that, The Green Beauty Community is dedicated to providing other resources that drive action; community directories for getting in touch with other like-minded beauty professionals, and educational materials like their guidebook. Johnson and his team work tirelessly to make environmental activism welcoming to beauty professionals regardless of where they are on their activism journey.

First steps, baby steps—they're all still steps forward. "Identify your passion," Johnson encourages. "The hardest part is getting out there. Once you locate the people you feel you align yourself with, get up and go. You see someone? Speak to them. Start the initial conversation. Start ingraining yourself in a space you want to be in. Give yourself goals and give yourself time. Everything doesn't need to happen overnight. Specifically, when we talk about sustainability, I think people avoid it because they're afraid of commitment, because they're afraid it's going to cost them money, they don't see an ROI or now they have to redo everything, and it's not that. The first step is really to be mindful about it. Once that's on your mind, you set the intention, and once you set the intention–that's the formula for action." He says remembering to unplug hot tools or turn off the water when not in use, is a great starting point from which larger climate activism can evolve.



Finding other individuals that share similar values is a great start to any movement.

Meaningful Change and Accountability

When it comes to activism and non-profits, there sits the fallacy of "perfect philanthropy." While accountability is important in making meaningful change, purity culture has no place in making practical social change. The idea that if there is no perfect solution to these deeply-ingrained, long-stretching, systemic issues, that we should do nothing until we find one that is, is harmful because it promotes stagnation, which can breed fear and hopelessness and halt a movement in its tracks. Johnson's been in his current leadership position for about a year. A couple of years ago, he decided sustainability advocates in the beauty industry needed a space to come together that was brand-agnostic. It all started with an Instagram account, and after connecting with a few other like-minded individuals, The Green Beauty Community was born. Last year, they attended America's Beauty Show (ABS), which was a pivotal point for them and what started them on the path of becoming a non-profit.

I asked Johnson to predict the future of a successful climate movement for us. "The future is demanding that it has to be community-centered, and less about talking to the ether," he says. "That's the thought process behind being accountable. It's all about proving the why—why do we exist? Can we galvanize the industry?" As it turns out, The Green Beauty Community can. Even though it's just two years old, the foundation's found a healthy influx of members and online awareness, with members growing 48% in its recent history. "You have to have that community, you need to have that genuine connection—it can exist on the internet, but it can't be what it was."

This holds now more than ever—with how rapidly the world is changing and how aware of everything everyone can be at any given time, the burden of knowledge is too much to bear alone, and it's up to the global community, not just activists, to share that weight and hold policymakers accountable for the needs of the communities they govern. "Individuals can and should stand up," Johnson encourages. "But groups are so important."

People can start showing up for their communities by making friends and including others. "Come in, shake hands and see where it goes from there," says Johnson. Being a member, specifically of The Green Beauty Community means helping create an open space for people that is what it needs to be at any given moment. Our conversation starts to reach its conclusion; "I don't feel like I'm doing this alone," says Johnson earnestly.

Kitty Lin is the managing editor of *Skin Inc.*

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Summer Essentials



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eminenceorganics.comsite.com



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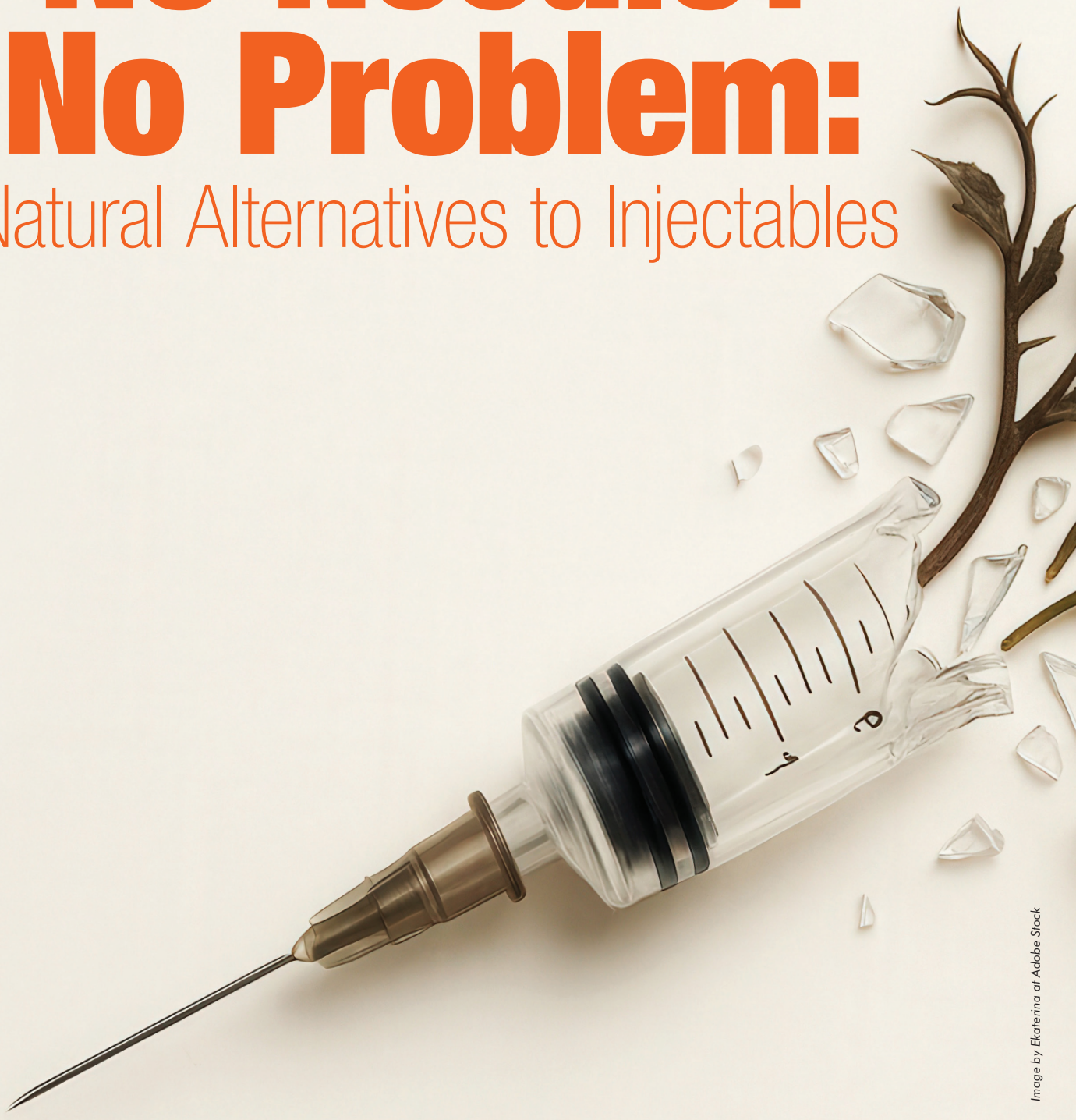
rhondaallison.com

Product images courtesy of the manufacturers

No Needle? No Problem:

Natural Alternatives to Injectables



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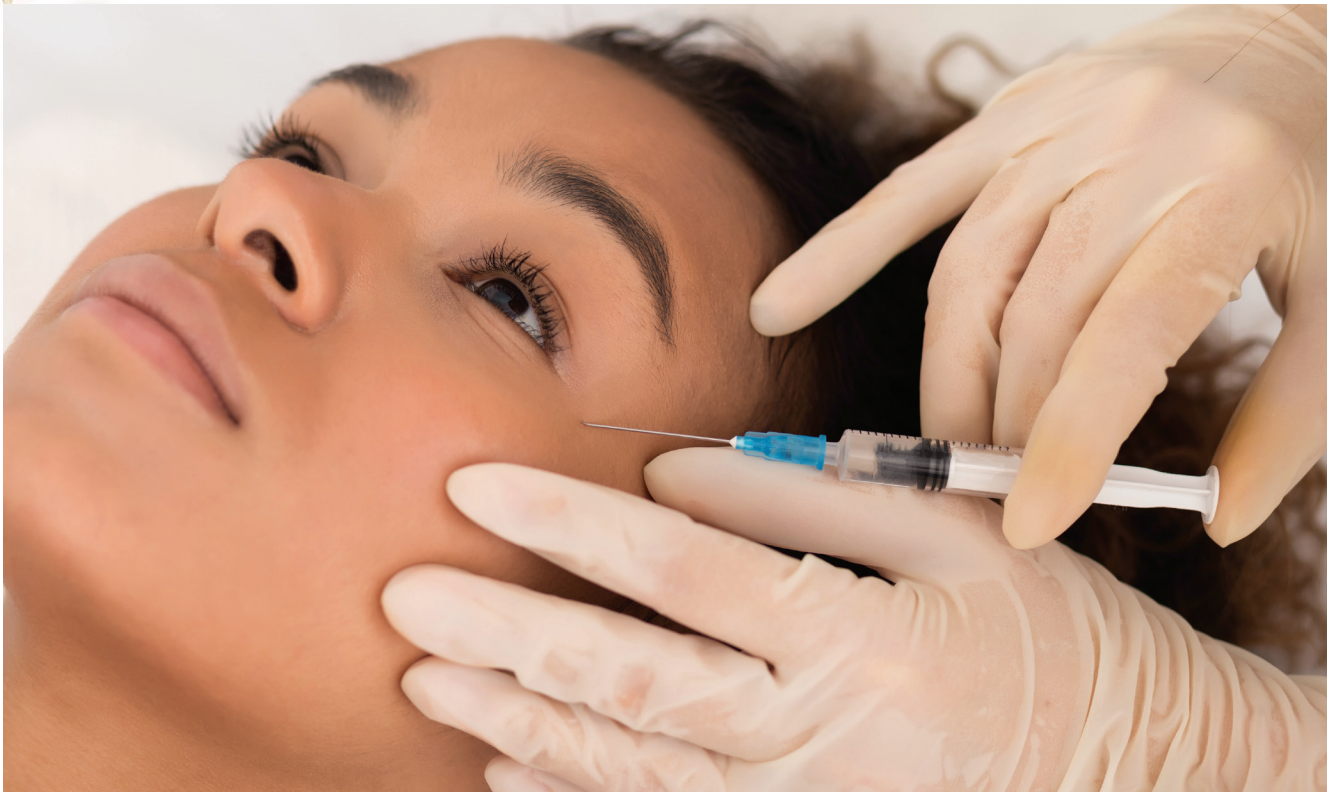
By Brian Goodwin

The field of esthetics offers a wide range of treatments that promise to transform your client's skin. Some of the most sought-after treatments include injectables, such as neuromodulators and dermal fillers, and reports indicate that the injectable market will continue to grow[1]. However, this predicted growth doesn't necessarily mean that injectables are the right treatment for everyone. Whether the avoidance of injectables comes from concerns surrounding their cost, long-term impact or side effects, many clients are seeking natural alternatives. Let's review natural ingredient alternatives for these popular treatments, and how you can harness their power within the treatment room and your client's homecare routine.

NO NEEDLE? NO PROBLEM: NATURAL ALTERNATIVES TO INJECTABLES



Hyaluronic acid fillers are one of the most popular types.

What are Injectables?

Injectables are cosmetic treatments that, like they sound, are injected into the skin to prevent or address signs of aging through various modes of action. The most common categories of injectables are neuromodulators and dermal fillers:

- **Neuromodulators:** Common neuromodulators used to address skin aging include Botox, Jeuveau, Dysport and the newest addition, Daxxify. These neuromodulators consist of proteins or a propriety peptide. When injected, they reduce muscle activity by adhering to receptors and blocking the signals that cause repeated muscle contractions, reducing the look of wrinkles[1]. Neuromodulators can be used to reduce existing signs of aging and prevent further signs of aging from occurring.
- **Dermal Fillers:** Some of the most popular fillers include Juvéderm, Restylane and Sculptra. Dermal fillers are formulated with various ingredients, including hyaluronic acid, poly-L-lactic acid, calcium hydroxyapatite and even collagen[2]. While each type works differently, fillers are injected into deeper layers of the skin to add instantaneous volume or gradually stimulate volume. This volume is temporary but can last anywhere from months to years, depending on the type of filler and its placement. Added volume helps smooth wrinkles, lift areas that have lost elasticity or change the appearance of the face for aesthetic balance.

Why Clients May Want Alternatives

The decision to get injectables is personal, and while their benefits may entice many, there are several reasons to seek alternatives, including:

- **Cost considerations:** Fillers and neuromodulators require ongoing treatments to maintain results, which can be expensive.
- **Health concerns:** There are health concerns that may preclude some from injectable procedures. Individuals who are currently pregnant, have certain autoimmune conditions or are allergic to specific ingredients should avoid injectables[2].
- **Fear of needles:** Needles are not for everyone! Some clients are uncomfortable with pursuing cosmetic procedures that require the use of needles.
- **Long-term effects & migration concerns:** Recent studies[3] (along with anecdotal reports) have indicated that fillers do not necessarily dissolve in ways that clients anticipate. This can lead to fillers lasting longer than intended or migrating in an undesirable way.



Stevia

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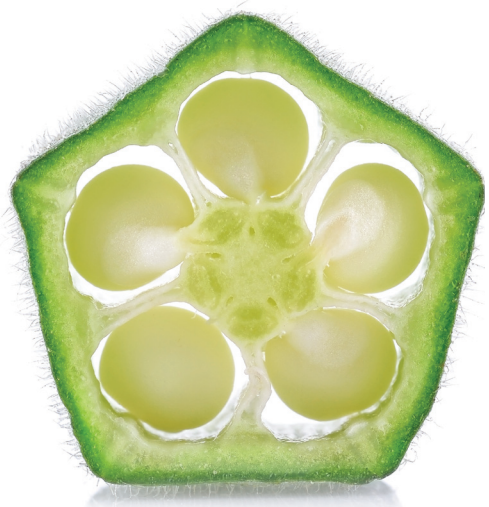

Okra seeds boost radiance and reduce the appearance of dark spots.

- **Filler fatigue:** Social media has played a significant role in popularizing injectables, particularly dermal fillers, over the past decade, but the widespread use of fillers has led to "filler fatigue" and a countermovement, with some now rejecting their use in favor of natural alternatives[4].

Alternatives to Botox

Neuromodulators, like Botox, outperform dermal fillers in terms of market share[4] which suggests a promising demand for their alternatives, too. If your client is looking for the wrinkle-reducing effects of Botox or a similar injectable, some options require no needles and no downtime. Natural "no-tox" ingredients can inhibit muscle movement and prevent the formation and worsening of fine lines and wrinkles.

Botanical Neuropeptides

Myoxinol, derived from okra seeds (*Hibiscus esculentus*), is a promising plant-based option for the no-tox-curious client. With regular topical application, Myoxinol has been shown to inhibit muscle contractions that contribute to the formation of wrinkles and expression lines[5].

Stevia Extract

Another promising natural ingredient that's being explored as an alternative to Botox is stevia extract. Particularly, a compound called stevioside, extracted from the leaves of the *Stevia rebaudiana* plant[6]. Stevioside is known for its antioxidant and anti-inflammatory properties which protect, repair and soothe skin. Early research suggests it may also help limit the activity of acetylcholine, a neurotransmitter involved in muscle contraction[7]. By softening muscle movement, stevioside could potentially help reduce the appearance of fine lines and support the skin in resisting deeper expression wrinkles[8].



Alternatives to Dermal Fillers

While neuromodulators may reign supreme, the market for dermal fillers is set to continue growing too[1]. If your client is seeking an alternative to dermal fillers, natural collagen-boosting ingredients offer a gentle way to add volume and smooth the skin. Some ingredients to explore include:

Brown Algae Extract

In vivo studies have indicated that brown algae extract has anti-glycation properties[9]. Glycation is a process in which sugars bind to protein causing damage and premature aging to the skin. Beyond glycation, brown algae extract has demonstrated an ability to stimulate collagen and elastin to create a more youthful looking complexion[10]. This ingredient is also ideal for clients who are seeking a vegan-friendly formulation.

Multi-Weight Hyaluronic Acid

Hyaluronic acid (HA) is well-known for its hydrating properties, but it has more benefits than that. When used in a topical multi-weight formula (combining various molecule sizes), HA can penetrate more deeply into the skin than a single weight alternative[11]. Research shows that HA offers multiple corrective benefits for the skin, including smoothing periorbital and nasolabial folds, reducing wrinkles and minimizing visible signs of aging[11].

Soybean & Rice Peptides

Peptides derived from soybean and rice help protect the skin's structural integrity by inhibiting enzymes that break down collagen and other essential proteins[12]. Soybean peptides have been shown to support collagen production, defend against free radical damage and reduce UV photodamage[13]. Similarly, rice peptides help preserve existing collagen while stimulating natural HA production, contributing to smoother, more hydrated and visibly plumper skin[13].



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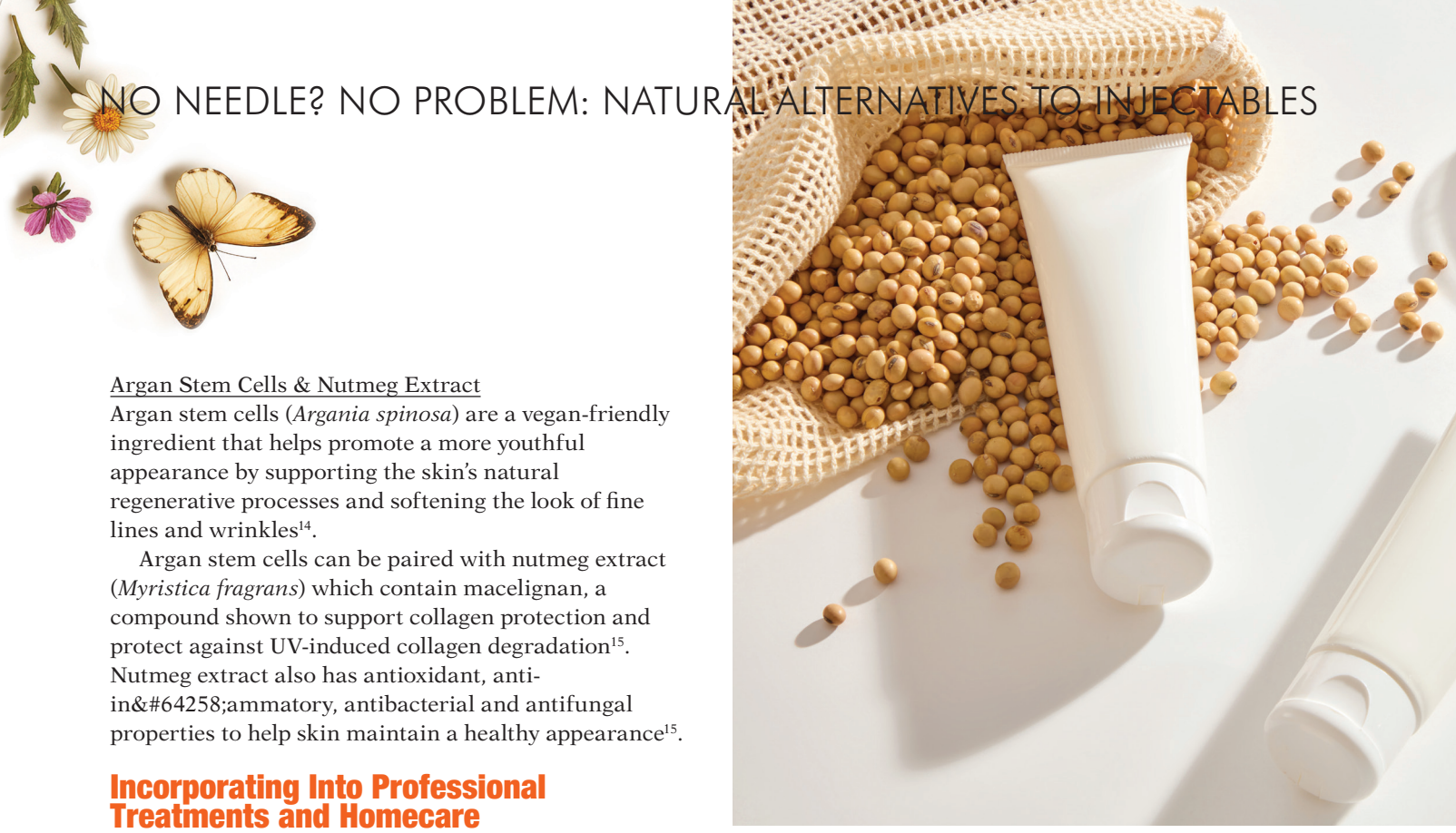

Soy extract is a popular ingredient for inflammation and anti-aging.

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Argan Stem Cells & Nutmeg Extract

Argan stem cells (*Argania spinosa*) are a vegan-friendly ingredient that helps promote a more youthful appearance by supporting the skin's natural regenerative processes and softening the look of fine lines and wrinkles[14].

Argan stem cells can be paired with nutmeg extract (*Myristica fragrans*) which contain macelignan, a compound shown to support collagen protection and protect against UV-induced collagen degradation[15]. Nutmeg extract also has antioxidant, anti-inﬂammatory, antibacterial and antifungal properties to help skin maintain a healthy appearance[15].

Incorporating Into Professional Treatments and Homecare

When introducing neuromodulator and filler alternatives into your spa services, it's not only important to consider what ingredients to use, but also how and when to incorporate them for maximum results.

Start with a consultation to learn more about your client's goals, skin type and concerns. If they have received injectables in the past, or are currently doing so, recommend a service with natural ingredients that can enhance or maintain those effects. For clients who are new to injectables or prefer a holistic approach, suggest incorporating alternatives that deliver their desired results.

One of the biggest advantages of these natural alternatives is their versatility. The vast majority can be applied topically, meaning they can be slotted into the facial treatments you already offer without the need for special equipment. To reap the natural smoothing and plumping benefits of injectable alternatives, try layering movement-inhibiting ingredients with collagen-supporting and hydrating actives.



Argan

Encourage clients to extend the benefits at home with a complementary routine. When appropriate, consider recommending pairing these botanicals with advanced modalities like lasers, dermabrasion, micro frequency and light therapy to further enhance outcomes.

Market research is proving that the demand for injectables, specifically neuromodulators and dermal fillers, is continuing to grow, but that doesn't mean that they are suitable for all clients. Regardless of their reasoning, there are several options for clients who want to harness the anti-aging effects of injectables without the use of needles. By incorporating natural, science-backed alternatives like botanical neuropeptides, brown algae extract and multi-weight HA into your spa offerings, you can attract a broader clientele seeking effective, needle-free solutions. Offering innovative, results-driven treatments not only enhances your service menu but also strengthens your client's trust in your expertise.

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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.



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REFRAMING AGING: Why Targeting Menopausal Clients Is the Smart Shift for Estheticians

By Shawna Rocha



Menopause Is Not a Taboo, It's a Calling

The conversation around aging is changing, and it's time our industry changed with it. Menopausal skin is not just "older skin", it is biologically and functionally different. Estheticians who recognize this and offer thoughtful, effective treatment solutions are positioning themselves at the forefront of a new and essential movement in skin care. Rewriting treatment menus to speak directly to menopausal concerns doesn't just serve clients, it serves the business. It's a low-cost, high-impact way to increase the value, filing the books, boosting retail sales and creating lasting relationships with a powerful and growing demographic. Aging doesn't need to be feared or fought. It needs to be reimagined—with intention, education and a client-first approach that honors the journey and supports the skin every step of the way.



Menopausal clients will be looking for new treatments, tips and know-how for this new era of skin.

Reframe Aging, A New Approach

In the ever-evolving landscape of professional skin care, one truth remains constant: clients need change, and our services must evolve alongside them. For years, "anti-aging" has been the catch-all category for clients showing signs of skin decline. As the understanding deepens in skin physiology and client behavior, it's clear that menopause represents a distinct and underserved niche, one that demands more than a generic aging protocol. By adjusting the treatment perspective and reimagining menus to serve menopausal clients more directly, the esthetician not only meets the clients' concerns, but also creates new opportunities for growth, loyalty and long-term business success.

The Difference Between General Aging and Menopausal Skin

While aging skin is typically associated with fine lines, dehydration and loss of elasticity, menopausal skin presents with deeper, more complex changes triggered by hormonal shifts, primarily the decline of estrogen and progesterone. Estrogen helps maintain collagen, elastin and hyaluronic acid production, all essential for skin density, hydration and firmness. When estrogen levels drop during perimenopause and menopause, the skin can rapidly become thinner, more fragile and prone to increased inflammation, dryness and sensitivity.

Progesterone loss also plays a role, contributing to increased skin dryness and slower cell turnover. As a result, menopausal clients may experience a sudden acceleration in visible aging, including crepey texture, sagging, hyperpigmentation, broken capillaries and a weakened barrier. Importantly, this skin is often highly reactive, meaning that once-standard "anti-aging" treatments may now cause more harm than benefit.

Menopausal Skin = Sensitive Skin

Understanding menopausal skin as a form of sensitive skin is critical to shifting the approach. This specific demographic may have never experienced sensitivity before, yet now finds their skin flushed, stinging, irritated or unable to tolerate previously used products and services. Hormonal fluctuations can create inflammatory responses, reduce the skin's ability to retain moisture and impair barrier function, making sensitivity a new and frustrating norm for these clients.

Treating menopausal skin effectively means shifting away from aggressive modalities and harsh ingredients, and toward barrier-repairing, hydrating and calming protocols. This allows estheticians to deliver visible results while protecting delicate skin from further damage.

What Estheticians See in the Treatment Room

Estheticians working with menopausal clients often notice a variety of skin conditions that may include:

- Loss of firmness and volume, particularly in the lower face, neck and jawline
- Deepening of nasolabial folds, marionette lines and crow's feet
- Increased dryness or rough texture
- Rosacea-like flushing or new onset sensitivity
- Post-inflammatory hyperpigmentation from past treatments
- Breakouts in the chin and jawline from hormonal imbalances
- Slower healing and reduced response to aggressive treatments

Recognizing these signs allows estheticians to guide clients into a supportive treatment plan that honors the skin's current needs, without over-promising or overwhelming.

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The New Demographic: A Growing Opportunity

The demographic of menopausal clients is expanding rapidly. Women aged 45–65 now represent a major consumer group with both the interest in self-care and the spending power to invest in advanced skin care. They're educated, loyal and looking for professionals who understand their skin's specific changes and can offer safe, effective treatments and home care.

Unfortunately, many estheticians and spas still rely on outdated anti-aging language and one-size-fits-all protocols. This leaves menopausal women feeling unseen and underserved. By positioning the business as a resource for menopausal skin, it stands out from competitors and attracts a niche audience that's eager for personalized care.

Rethinking the Menu Without Reinventing the Back Bar

One of the biggest misconceptions is that a whole new product line or menu is needed to appeal to menopausal clients. The tools are likely already available, and the service menu just needs to be reframed and refocused.

By renaming and rewriting the existing aging-focused treatments to address menopausal concerns like barrier repair, hydration, inflammation and skin thinning, estheticians can create services that feel customized without overhauling an entire backbar or adding product lines. For example:

- Change "Firming Anti-Aging Facial" to "Hormonal Skin Renewal Facial"
- Replace "Anti-Aging Peel" with "Brightening Enzyme Therapy for Menopausal Skin"
- Offer "Neck & Jawline Rejuvenation for Menopausal Clients" instead of "Neck Lift Facial"

This approach allows estheticians to maintain the current back bar while increasing relevance, sales potential and client interest. It's a simple, strategic shift that adds value without additional expense.

Treatment Packages and Long-Term Clientele

Menopausal skin benefits mostly from consistency, gentle progress and a partnership-focused approach. Clients at this life stage are not looking for one-time fixes, they want long-term solutions from a trusted provider. Expanding the treatment menu to include supportive services like barrier-repairing facials, monthly enzyme or peptide treatments, LED therapy and hydrating add-ons allows one to build a results-driven treatment plan that evolves with their skin. These services can be offered as part of a structured treatment series or bundles, paired with take-home skin care kits to reinforce outcomes and elevate retail sales. Bringing in specialized retail products designed for sensitive, hormonal and aging skin not only improves results but positions the retail area as a targeted solution center. Adding these options to existing services makes implementation easy and increases the perceived value of the services. By packaging treatments with curated home care and offering educational support along the way, client trust is fostered, improves visible results and builds lasting loyalty that fuels consistent revenue growth.



Menopause can bring about familiar frustrating symptoms in skin, but from a whole new cause.

The Power of Client Loyalty and Relationship Building

When the unique needs of menopausal clients are met with empathy, knowledge and results, the esthetician will build loyalty that lasts. These clients are likely to return regularly, refer to friends and purchase full home care routines when they feel seen and supported.

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Taking the time to carefully consider a client's individual needs can build a life-long relationship.

Offer personalized check-ins, routine follow-ups and treatment plans that evolve with the skin's needs. Make the space feel safe, informative and empowering—this age group values meaningful relationships with their providers and often becomes the most vocal advocates.

Refreshing the Spa Approach: Repositioning for Profit

Making a few simple changes in the spa can completely transform the client base. Updating treatment names, rewriting menu descriptions to reflect targeted skin concerns like menopausal changes and bundling retail kits with treatments creates a more personalized, results-driven experience that speaks directly to a niche audience. Shifting social media messaging and marketing materials to highlight these specialized services helps establish the brand as the go-to for menopausal skin health. By focusing on one consistent stream of clientele, such as menopausal women, the business becomes easier to manage, more profitable and less reliant on broad "anti-aging" claims that saturate the industry. This refresh not only sets the esthetician apart from every other spa offering generic aging facials, but it also reinvigorates business, attracts a loyal new demographic and positions the spa as both relevant and forward-thinking.

Increasing Revenue Without Increasing Overhead

Refocusing treatment menus toward menopausal clients is a financially smart move. There is no need to buy new devices or introduce invasive treatments. By slightly adjusting the language, education and marketing approach, offering high-value services using the products that are already available.

Consider this:

- Higher frequency of visits = consistent service revenue
- Customized treatment plans = stronger client commitment
- Home care sales = increased retail revenue
- Word-of-mouth referrals = low-cost marketing

Menopausal clients are motivated by results and trust, they tend to purchase full homecare routines and rebook regularly. In an industry where client retention is gold, this is a niche worth pursuing.



Shawna Rocha is the owner of Awaken Day Spa in California and Washington. She developed a love for helping clients with compromised and sensitive skin and strives to gain additional knowledge, and education. Since becoming an esthetician, Rocha has completed multiple advanced courses in Oncology Esthetics, Immuno-Esthetics and has specialized training in sensitive skin and holistic therapies. She holds several certifications, including one in NCEA and has become the director of education for Hale and Hush Skincare. Rocha's current passion is writing blogs and articles regarding the skin care industry.

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Exclusive Ancient Beauty: Kobido

By Erika Lauren

Kobido, which means "the ancient way of beauty", is a centuries-old facial massage method known fondly today as the Japanese facelift. It is a traditional facial massage technique offering a non-surgical approach to youthful rejuvenation. The catch is, you can't get an authentic Kobido treatment just anywhere. In fact, as of 2021, there were only about 50 therapists in the world who were certified in Kobido. I had to go to France and schedule well in advance to experience the sheer glory of the Kobido massage myself. So, what makes it so exclusive?

Technical Technique

Kobido combines various massage and acupressure techniques in rhythmic intensities applied to the face and neck, making it as relaxing as it is effective. Gentle pinching and kneading movements improve face and neck circulation, releasing tension. Vigorous circular and sweeping strokes stimulate blood flow further and promote lymphatic drainage, drastically reducing puffiness and instantly giving the face a taut and lifted look. Acupressure techniques mixed with tapotement and percussion motions invigorate relaxation, and target facial pressure points to balance energy and promote overall well-being. The result is an instantly lifted and firm appearance that will keep you wanting to press repeat.

True Benefits

Kobido is not just about improving the skin's youthful appearance through a massage technique but, following its roots in ancient Chinese medicine, also strives to enhance overall health and well-being. Kobido promotes relaxation, can relieve stress and is believed to improve the flow of vital energy. Vital energy or "life force" is called Qi in Chinese, and it encompasses the idea that a treatment such as Kobido flows through the body and maintains health. It is believed that by simply activating the facial nerves through the Kobido technique, Qi flow is enhanced, creating a sculpted and rejuvenated glow.

Kobido is usually performed over an hour and can be repeated weekly with 6-7 treatments recommended for best results. In supporting Qi, Kobido masters advise maintaining a healthy lifestyle to sustain the facelift effects.

While we know there is a bit of a hunt to get the treatment, can we as estheticians learn it and provide it as a service? According to various rival Kobido schools and instructors, it's a technical practice requiring authentic training to be true Kobido.

Ancient History of Kobido

Beginning in the 15th century, Kobido was reserved for the empress and other nobility, and was considered a luxurious beauty treatment rooted in the traditional art of *anma*, a Japanese therapeutic massage rooted in Chinese medicine. The story is that master massage artists decided to compete against each other to define the best massage technique, and Kobido won. Only select people could provide this treatment, and not much has changed.



Kobido is usually performed by trained and certified practitioners who deeply understand both facial anatomy and energy pathways to achieve optimal results.

Training and Schools

Kobido is usually performed by trained and certified practitioners who deeply understand both facial anatomy and energy pathways to achieve optimal results. It is said that if you perform Kobido, it must be earned with rigorous training that can only be done face-to-face and certainly not in a few hours. This massage method has been around long before the training facilities for it existed, but "true" Kobido today is considered highly exclusive.

Grandmaster Shogo Mochizuki, a doctor and the 26th generation master of Kobido, inherits the techniques and offers highly specialized training and practices in Japan. He provides multiple levels of training at his Kobido college, where many students seek to master the exact art of Kobido. His website boasts to be the official certification process for the art of Kobido. The demand for this mastery is evident by the disclaimer on their website:

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Training outside of the Japanese language is now offered, so that this specialized technique can be accessible to more people.

***"WARNING:** Fake Kobido School and Instructors*
We have been alerted to the presence of false Kobido schools and instructors. These schools and teachers illegally use our name and/or the name of Dr. Shogo. These establishments have no affiliation with us. Most of them teach and use techniques that are not Kobido. The list of our teachers approved to teach Kobido is available below. We have received many complaints about the activity of fake Kobido teachers. They are imposters."

One woman in the in crowd is a former student and esthetician, Delphine Langlois, who is said to have brought the fame of Kobido to France. There, she spent years learning the techniques of the Japanese facelift, and in 2020, she established "Académie des Facialistes" to train professionals in the art of Kobido.

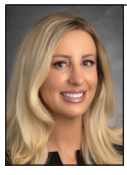
Takumi Finch is another Kobido training institute located in Paris that offers rigorous training on Japanese massage techniques, including the natural Japanese facelift known as Kobido. They began providing training in English in 2023. Suzanne Hyde, LMT was in this premier two-week course and owns Precision Massage in Brooklyn, New York. She says the training was "a dream of a lifetime," and that studying the methodical approach to sculpting the face and lymphatic system was essential to offering Kobido.

There are currently no "schools" for Kobido in the United States. Still, a handful of people claim to be certified under Shogo Mochizuki, Takumi Finch and Delphine Langlois, or have had similar international training and provide training to various spas.

The lesson? Sacred here is the quest for expertise, and true Kobido can not be packaged and sold through a demo video or a weekend course. Seek those whom you're sure are qualified when deciding to try Kobido. Following the true experience of Kobido, you should pursue authentic training and share the incredible benefits with your clients.

A New Age Ancient Wonder

With clients opting for a more natural appearance and seeking alternatives to invasive procedures such as surgical facelifts, there's no better time to explore the luxurious benefits of Kobido. It was good enough for the empress and remains exclusive enough for extensive training, need I say more? Get lifted, the ancient way.



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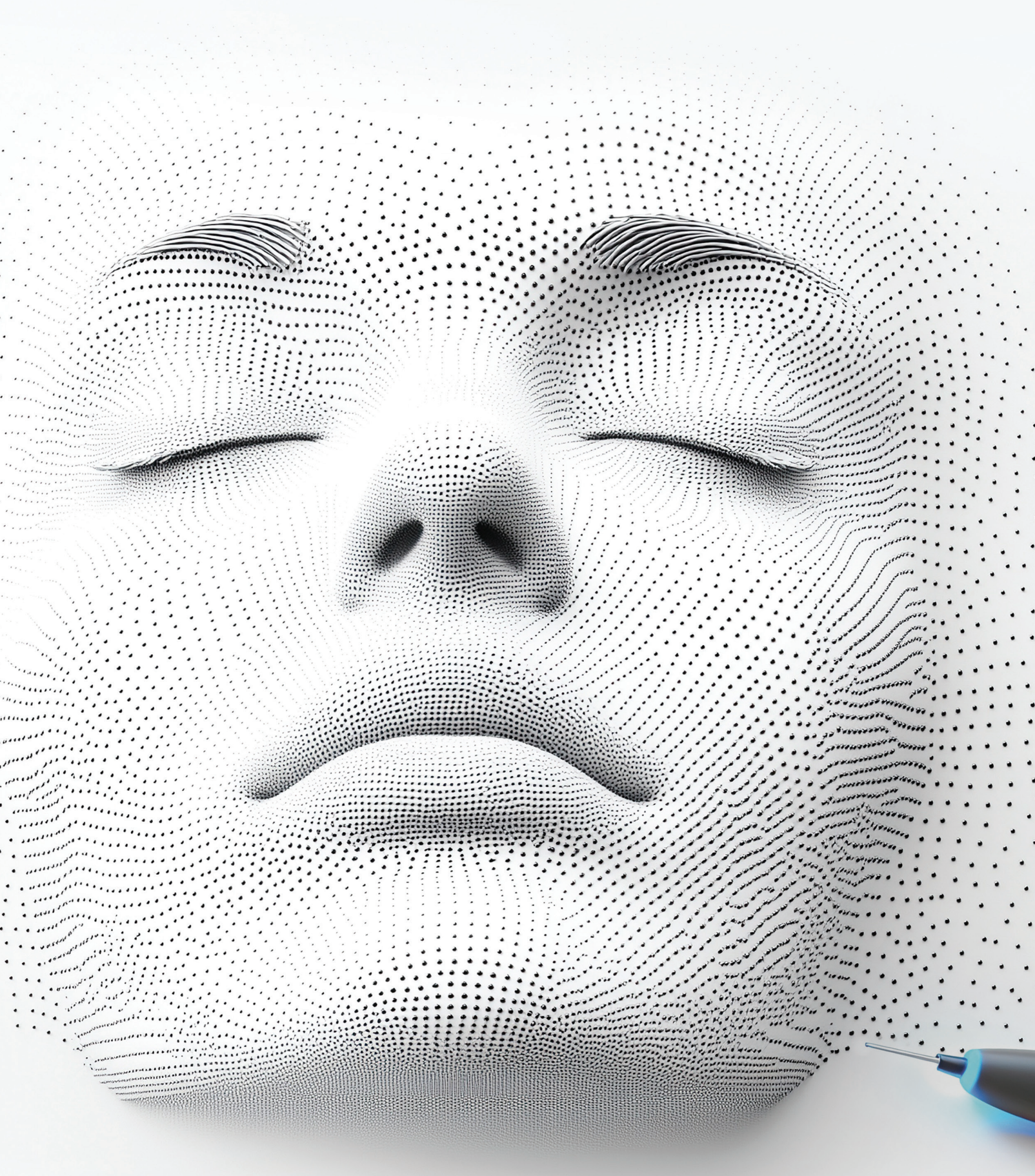

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Plasma Technology: The Wild Science of Beauty

By Leah Lynch

If you've ever been to a science museum with one of those giant plasma balls where you put your fingers on the glass and the lightning zaps toward them, then congratulations—you've already played with plasma! Plasma is the fourth state of matter (after solid, liquid and gas) and happens to be what the sun, stars and even lightning are made of. Thanks to innovative technology, we can now literally harness the power of the sun and the stars, and spray it onto your skin to reverse-age you. Sound like magic? Welcome to the world of plasma.

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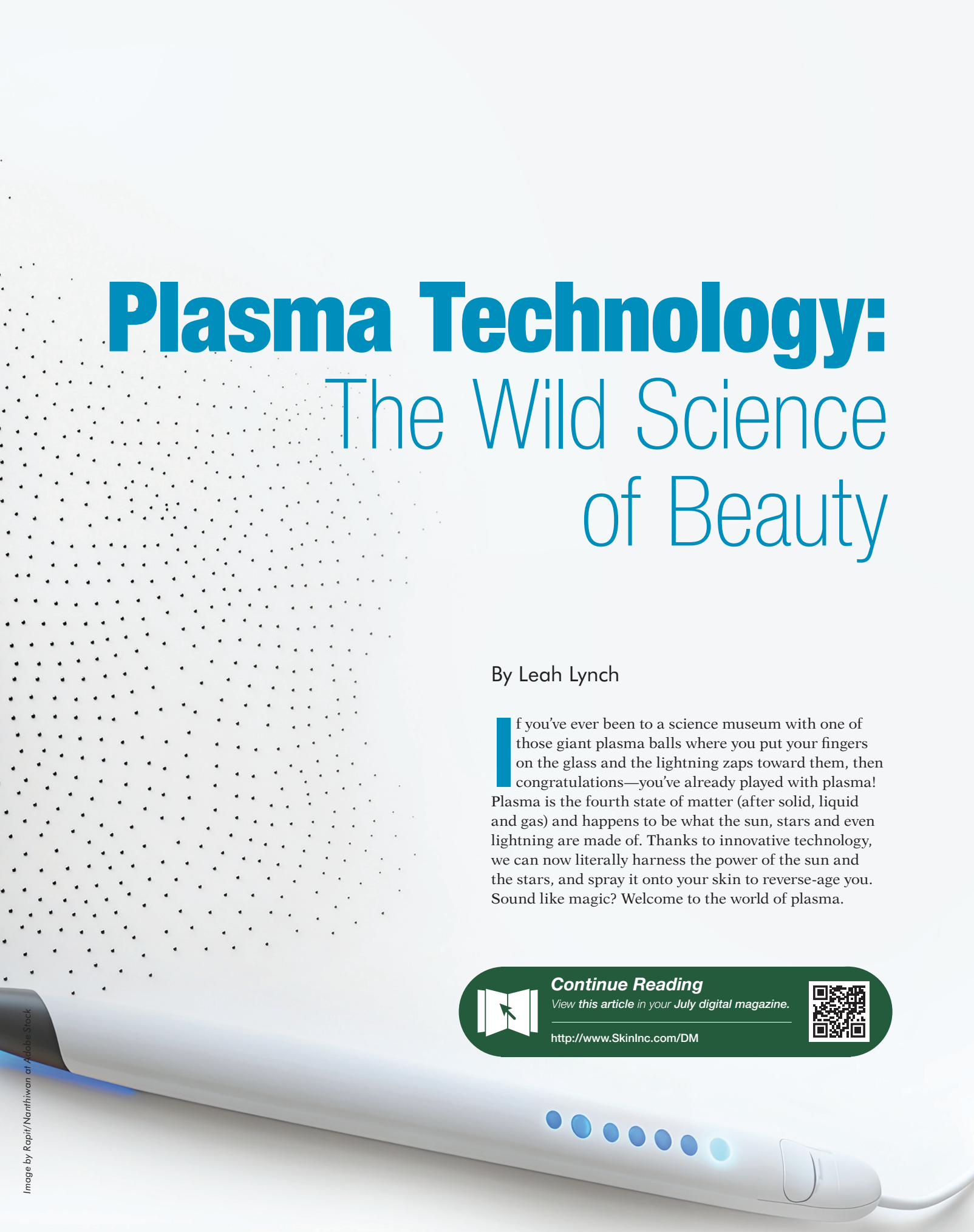

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HOW PLASMA PENS WORK

Plasma pens aren't a magic wand, but they sure feel like it. This cutting-edge device converts electrical energy into electrostatic energy, creating a plasma arc (tiny, controlled lightning bolts) that interacts with the skin. Unlike a laser that works with light energy or a radiofrequency device that heats tissue from the inside, plasma technology creates a micro-injury on the skin's surface, triggering the body's natural healing response.

This leads to collagen and elastin production—the two things that keep our skin firm and youthful. The result is tighter, firmer skin with a noticeable lift. Wrinkles? Reduced. Sagging eyelids? Snatched. Acne scars? Smoothed. Plasma technology delivers non-surgical results with less downtime than traditional treatments.

WHAT CAN PLASMA TECHNOLOGY TREAT?

Plasma technology is basically a multitasking genius. Here's what it can do:

Face & Neck:

- **Wrinkle Reduction**: Fine lines and deep wrinkles? Plasma smooths them out!
- **Acne Scars:** Helps resurface and remodel the skin for a clearer complexion.
- **Neck Tightening:** Turkey neck? Plasma can help firm things up.
- **Pigmentation:** Wipe away pigment right before your eyes!
- **Nose contouring:** Refine, slim and lift the nose.

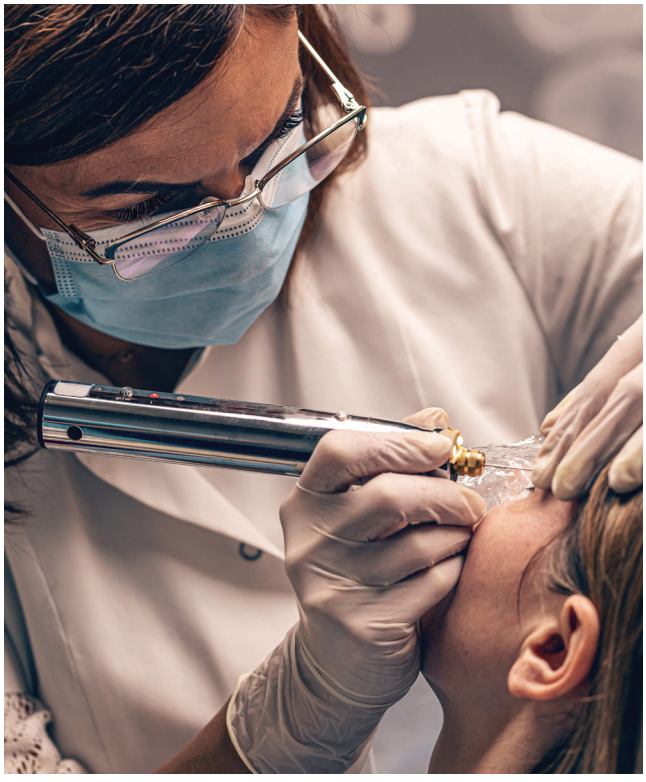
Body:

- **Loose Skin:** Arms, abdomen, knees—anywhere you need a little tightening.
- **Stretch Marks:** Plasma stimulates collagen to improve their appearance.

Lesions & Skin Irregularities:

- **Skin Tags & Cherry Angiomas:** Zaps them away safely.
- **Sebaceous Hyperplasia:** Reduces those little oil gland bumps that won't go away.





Plasma pens can firm skin by stimulating natural collagen production.

PLASMA VS. CHEAP IMITATIONS: CHOOSE YOUR DEVICE WISELY!

Here's the deal—not all plasma pens are created equal. There are tons of cheap devices online that claim to be "plasma" but are really just glorified cauterizing pens. If your device is just burning the skin instead of creating true plasma energy, you're not getting the same results—and worse, you could cause unnecessary damage.

A real plasma pen, like my favorite, Plasma MD by Plasma Concepts, creates a true plasma arc. This is key because it means the treatment is effective and minimizes risks like hyperpigmentation, excessive scabbing or scarring. If you're shopping around, look for:

- True plasma technology (not just a heated needle burning your skin!)
- A reputable brand with FDA clearance
- Proper training and certification

THE IMPORTANCE OF TRAINING: DON'T PLAY PLASMA ROULETTE

With plasma it's all about the dice, a specific pattern used to knit the skin back into shape. Patterning is an advanced practice, and the majority of the results lie

Clockwise from top: Image by Nanthiwan at Adobe Stock; Image by Rapit at Adobe Stock; Image by Grafvisionat Adobe Stock

in the practitioner's hand eye coordination and artistic and fundamental understanding of how to strategically treat certain areas for maximum lift. One of the biggest complaints in aesthetic forums are people feeling like they did not get proper training on dice technique nor pattern suggestions to achieve certain results. Plasma treatments require an incredibly precise technique, it's not just about zapping the skin. The depth, spacing and time on skin all matter immensely.

Without proper training, you risk:

- Over-treatment, leading to excessive healing time and scarring.
- Under-treatment, where you barely get results.
- Hyperpigmentation if the wrong technique is used on darker skin tones.

For the best results, go to a well-trained professional who understands the science and the art of plasma treatments. Check photos of their work and ask what device will be used.

WHAT TO EXPECT: DOWNTIME, RECOVERY & AFTERCARE

The Healing Process

- Days 1-3: Expect redness and swelling, especially if treating around the eyes.
- Days 1-10: Tiny carbon crusts will form and stay on the skin—these are your skin's natural Band-Aids, so let them fall off on their own! Picking them can cause scarring.
- Weeks 2-12: Once the crusts fall off, the new skin underneath may be pink for weeks to months as it continues to heal.
- 3-6 Months: Collagen production continues, tightening the skin further for long-lasting results. This process can stimulate two full collagen synthesis cycles meaning you can expect to reverse-age for up to one year!

Pre-Treatment Prep

- Clients MUST avoid sun exposure and self-tanners for at least 2-4 weeks before treatment.
- Stop using retinoids, exfoliants, and active skin care 5-7 days before.
- Stay hydrated and moisturized leading up to your appointment.
- If a client gets sick, they should re-schedule as you want all white blood cells on the job for healing wounds.
- Avoid alcohol or blood thinners before services.
- Clients must fill out intake and consent forms to see if they are a good candidate and understand all that is involved in pre- and post-care.

Post-Treatment Care

- Cleanse gently twice a day with a mild, non-abrasive cleanser.
- Only apply recommended skin care to support healing and soothe irritation.
- DO NOT PICK the scabs! Let them fall off naturally to prevent scarring.
- Wear SPF 30+ daily—even indoors—to protect healing skin.
- Avoid makeup until crusts are gone, then opt for mineral-based products.
- Skip retinoids, exfoliants and harsh skin care until cleared by your provider.
- Avoid alcohol and smoking, which can slow healing and affect results.



Protective sun care is crucial for protecting post-plasma skin, even when indoors.

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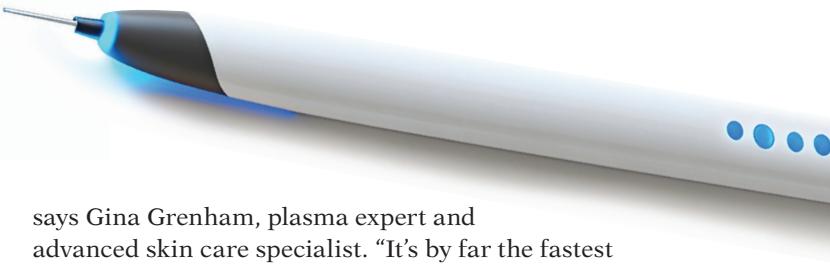



Plasma pens are growing in popularity as a versatile, non-invasive treatment.

PLASMA VS. SURGERY: COST & DOWNTIME COMPARISON

A surgical eye lift (blepharoplasty) can cost $4,000-$8,000 and comes with weeks of downtime, stitches, and significant swelling. Plasma, on the other hand, costs a fraction of that and has minimal downtime, allowing you to get back to your life faster—while still achieving long-lasting, natural results, instead of a pulled or taught "had some work done" look.

FINAL THOUGHTS: ARE PLASMA TREATMENTS WORTH THE HYPE?

Absolutely. Plasma technology is transforming the landscape of non-surgical skin rejuvenation by harnessing the same energy that powers the stars. With its ability to lift, tighten and smooth skin in a single session, it's no wonder more professionals are turning to this cutting-edge technology to enhance their service offerings.

"Unlike lasers, chemical peels, radiofrequency and other advanced treatments that require multiple sessions—each with its own downtime and cost—Plasma MD allows me to offer one-and-done results," says Gina Grenham, plasma expert and advanced skin care specialist. "It's by far the fastest and most cost-effective way to achieve visible skin tightening and rejuvenation. The best part? My clients see an instant lift as they walk out the door, with fully healed results in just 7-10 days. While collagen production continues over the next few months, the immediate improvement makes for incredibly satisfying before-and-after photos, reinforcing just how powerful this treatment is."

Few other devices offer this level of versatility in a single session? Plasma treatments can tackle deep hyperpigmentation, smooth keratosis, erase cherry angiomas and flat moles, refine old scars, lift the tip of the nose and eyelids and even remove skin tags—all in just one treatment.

Gina isn't just a plasma treatment expert—she's also a testament to its incredible results. As part of her own full-body transformation, she underwent a plasma pen stomach lift, bellybutton revision and stretch mark reduction.

For professionals considering adding plasma treatments to their services, remember:

- Use a true plasma device—avoid cheap imitations.
- Invest in proper training—precision and technique matter.
- Set client expectations—healing takes time, but results are worth it.

Whether you're a provider looking to elevate your offerings or someone seeking a powerful, non-surgical skin transformation, plasma technology is leading the future of advanced aesthetics.



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

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

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Setting Your Spa Business as a **HEALTHY AGING GO-TO SOURCE**

By Maritza Rodriguez

When it comes to aging, there are a variety of concerns that stem from different aspects of life, including health, financial security and social well-being. Some of the biggest overarching concerns include personal wellness, longevity, retirement, social isolation, mobility and caregiving.

Positioning your spa as a go-to source for healthy aging is crucial and as part of the wellness market, your business can provide great solutions and options for every person regardless of their budget. However, this requires a combination of mindful branding, cost-effective service offerings, intentional marketing strategies and relevant customer engagement. Here is a guide to becoming a go-to source for healthy aging in your market.

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1. Define Your Brand Identity Around Healthy Aging

- **Mission & Values:** Establish a clear mission that speaks to promoting healthy aging. Your brand should reflect a commitment to wellness, rejuvenation and vitality at every stage of life.
- **Messaging:** Use language in your marketing materials, website and social media that highlights longevity, vitality and maintaining youthful energy through holistic treatments. Emphasize that aging is a natural process that can be embraced with the right self-care and a pro-aging attitude.
- **Visual Identity:** Ensure your branding, colors and logo evoke feelings of calm, renewal and sophistication, which resonate with clients interested in wellness, longevity and aging well.

2. Offer Specialized Services for Healthy Aging

- **De-Aging Treatments:** Create packages or services that focus on rejuvenating therapies beyond the norm. Aside from face and body treatments, consider elevating your massages to wellness experiences with a personalized plan that helps customers track their progress.
- **Holistic Wellness:** If there is enough room in your spa to provide holistic wellness services, this is the ideal time to offer services that go beyond skin care and address the body and mind, such as yoga, mindfulness sessions, meditation and nutritional counseling. We all know that healthy aging isn't just about skin care; it's also about each person's overall health and well-being. There's a growing emphasis on the connection between mind and body in aging. Practices like Tai Chi, yoga and meditation are becoming popular for their ability to improve flexibility, balance and mental well-being. The focus is on reducing stress and improving the overall quality of life.
- **Body Treatments:** Most spas tend to focus on pre-established top performing service categories like massages and facials, or massages and standard body treatments. If your spa has historically stayed within an established comfort zone, now is the ideal time to venture beyond those limits and consider innovative de-aging body scrubs and wraps, advanced body treatments like those that assist with weight loss programs, sculpting and tightening services and detox services that promote circulation, reduce inflammation and improve skin elasticity. Our industry is ever-evolving, and with this blessing comes the responsibility to stay current and continually seek new ways to deliver the best in healthy aging services.



Personalized wellness plans can help improve a client's overall quality of life.

- **Personalized Wellness Plans with Experts:** Every person that enters your spa wants to feel that it is all about them for the brief (or hopefully not so brief) time they spend there. Train staff to ensure very personalized experiences that will not only evoke emotional connections, but also resonate long term once they exit your doors. Consider contracting wellness experts that can be pre-scheduled for personalized healthy aging plans that include diet, fitness and stress-management routines. You can pre-set a scheduled block of hours with each expert, and only offer those hours to clients. Intermittent fasting (IF) has gained attention for its potential de-aging benefits. Studies suggest IF may improve cellular health, reduce inflammation and promote longevity by stimulating autophagy (the body's natural process of cleaning out damaged cells). Plant-based diets are also becoming increasingly popular, with evidence showing that a plant-rich diet supports longevity by reducing inflammation and supporting heart health. Although this type of program will take time to plan and execute, if done properly, sharing the news that

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expert personalized wellness planning is coming soon can serve to build excitement leading up to the launch, and far beyond it as you introduce and showcase each expert you elect to work with.

3. Educate and Empower Your Audience

- **Content Creation:** Content has become increasingly important, and now rules the digital marketing world. Create content around aging well, such as blog posts, videos or podcasts, and be sure you are using trending keywords and language that will resonate with the audience. Step beyond one-sided content that only pushes your latest service or promotion and step it up with content that brings value! Use your spa content to educate on the importance of skin care, nutrition, fitness and mental health in the aging process. Vendors should be able to support you with great content that you can share or repurpose for your marketing initiatives.
- **Workshops & Events:** Host workshops or webinars that feature experts in aging, skin care, fitness and wellness. These could include talks on the latest in anti-aging treatments, nutrition for vitality or how to reduce stress as you age. Adding early bird and happy hour events featuring sampler services to include tips and tricks for investing in skin care health, can draw in both existing and prospective customers at a low cost per event. Ask your skin care vendors to support you at a reciprocal level. Those committed to your business should not only assist with ideas and recommendations, but also support you with samples, trial sizes, raffle items and potential onsite support depending on the level of your partnership and the scale of the event you are planning. Event-focused staff training by vendors you choose to showcase is vital to help ensure your business optimizes, and can properly monetize from the investment.
- **Resource Library:** Offer downloadable resources, like guides to healthy aging on skin care, fitness, stress management and nutritional tips via your eMarketing, social media and website. Consider creating a dedicated section on your website with expert advice or blog posts related to healthy aging. Any unique content that you share elevates your SEO (Search Engine Optimization) and site ranking. Tap into vendor relationships and request they share any healthy aging resources they may have created that you can share on your website and social channels, crediting the source.



Working with experts is a great way to build credibility, expand your network and leverage meaningful industry relationships.

4. Leverage Social Media to Build Trust and Authority

- **Engaging Content:** Share success stories, testimonials and before-and-after images from clients who have benefited from your services and treatments. Make sure to always invite clients to submit reviews (Google reviews, site reviews, etc.), and be sure your spa's content highlights their experiences and focuses on their improved health, vitality and rejuvenation. If you are using SMS, this is a great way to request a review once a customer has exited your doors, so be sure to build this into your SMS channel's marketing flow. To tap into communities discussing aging and wellness, include strong performing hashtags like #HealthyAging, #Aging, #ProAging, #AgelessBeauty, etc., on your spa's Instagram, Facebook and TikTok.
- **Influencers & Ambassadors:** Partner with influencers or health and wellness ambassadors who align with your brand values to reach a wider audience. They can share their experiences at your spa and build credibility. Invite and encourage your team members to share their love and passion for the spa on their social media channels, as this type of content resonates with great credibility and authenticity.

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Setting up a simple staff reward program whereby they can experience your services is important, and can easily be created and implemented. This type of program should also include a Friends & Family reward system that can be redeemed at low peak times throughout the year. This not only serves as a great incentive for staff longevity but can also draw in new customers.

5. Build Partnerships with Health Professionals

- **Collaborations:** Collaborate with doctors, dermatologists, nutritionists or fitness trainers who specialize in aging. Referral partnerships can help establish your spa as a trusted part of a holistic aging plan. Work with these professionals to create health-focused marketing materials that discuss your spa's services in relation to overall health and wellness.

6. Provide Client-Centered Care

- **Customer Loyalty:** Create loyalty programs that reward clients for returning and maintaining their wellness routines. Offer special perks for older clients to foster a deeper connection with your spa. Your vendor partners should be able to assist you with ideas and recommendations to set up a great program that aligns with your business and brand.
- **Continuous Feedback:** Regularly check in with clients to get feedback on how your services are helping them feel youthful and vibrant. This can help you fine-tune your offerings and enhance their experience. Client feedback whether positive or negative should be highly regarded and used as a standard best practice to keep your business relevant and on an evolving path towards greater excellence.

7. Emphasize Health, Stress Reduction and Relaxation

- **Health Coaching & Virtual Care:** Coaching services, including virtual options, are becoming more accessible. These services offer guidance on nutrition, exercise and overall lifestyle management, helping people stay proactive in managing their health as they age. Key trends for healthy aging focus on staying active, mentally sharp, socially connected and maintaining an overall balanced lifestyle. Advances in technology, personalized care and a more holistic approach to well-being are central to promoting aging in a healthy and fulfilling way.



Client feedback is a valuable way of keeping in touch with what they need.

- **Stress Management:** Stress has a major impact on the aging process. Position your spa as a sanctuary for relaxation and rejuvenation by offering services designed to reduce stress, such as massage therapy, meditation or aromatherapy.
- **Spa Environment:** Your spa environment should feel like a peaceful retreat. Focus on a serene, calming atmosphere with soothing colors, music and scents. This creates a space where clients feel they are investing in their well-being and aging gracefully.

8. Incorporate Science and Evidence-Based Approaches

- **Science-Backed Treatments & Services:** Use proven, science-backed treatments that are known to help with aging. Communicate the science behind your services, whether it is the effectiveness of certain skin care ingredients or the benefits of stress management on longevity. This helps further the position of your spa as an expert wellness venue with evidence-based choices for your offerings and services. Vendors should assist you with staff training that speaks to the importance of proven products, treatments and services.

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- **Innovative Technologies:** Advances in genomics, wearable technology and AI-driven insights are enabling more personalized approaches to aging. Tailored fitness plans, nutrition guides and health interventions based on one's genetic profile and personal data are on the rise. If your business can sustain it, consider introducing LED therapy, cryotherapy or high-tech skin care devices to emphasize your spa's commitment to offering the latest in de-aging innovation.
- **Fitness Services:** We're aware that regular physical activity, especially strength training, is considered essential for healthy aging. As people age, muscle mass decreases, leading to frailty and falls. Strengthening muscles, bones and joints through exercises like weightlifting, yoga or resistance bands helps prevent this. Functional fitness (exercises that mimic daily activities) is gaining traction as it helps older adults maintain independence. If your spa has the space to feature a fitness area, or at least a multi-purpose space that can be used for strategic fitness-focused events throughout the year, it's worth considering; spas located in areas where detrimental weather can easily affect mental health and moods are ideal for this extended level of services.

9. Build a Community Around Healthy Aging

- **Build a Tribe:** We know staying socially active is essential for emotional health. As isolation and loneliness have been linked to negative health outcomes, older adults are increasingly engaging in social activities, community programs or using technology (like social media and video calls) to stay connected with family and friends. The concept of "aging in place" (staying in one's home rather than moving to a facility) is also growing, with technologies and services that help people remain socially engaged and safe. Your spa is in a unique position to become a "social hub" for adults of all ages since social isolation is not limited to the elderly.
- **Tap Into Trends:** Brain health is a key focus. There's a growing trend toward mental fitness through activities like brain games, cognitive training apps and mindfulness practices. Practices such as meditation, yoga and deep-breathing exercises help reduce stress and improve cognitive function. Neuroplasticity (the brain's ability to adapt and grow) is becoming a major focus of research, encouraging older adults to engage in new learning experiences.



Community fosters a sense of belonging, which can reduce stress and anxiety.

- **Foster Engagement:** Create a community where your clients can share tips and experiences about aging gracefully. Whether it's through online forums, social media groups or in-person events, build a space where like-minded individuals can connect and support each other.
- **Referral Program:** Offer referral incentives for clients who bring in friends or family interested in healthy aging, strengthening your spa's reputation as a trusted resource.

As our population continues to age, focusing on emotional, physical and mental well-being, and embracing a more holistic approach, helps position your spa as a trusted source for all things related to aging healthily. This more comprehensive approach will also help your business effectively build a brand that resonates with customers looking for ways to enhance their vitality and longevity. Additionally, by creating a supportive environment, providing useful resources and focusing on self-care and empowerment, you can motivate customers to embrace aging gracefully and feel confident and inspired in their journey.



Maritza Rodriguez is the global vice president of marketing and communications for Pevonia International and its related brands. She has worked with some of the most renowned professional skin care brands on image and marketing.

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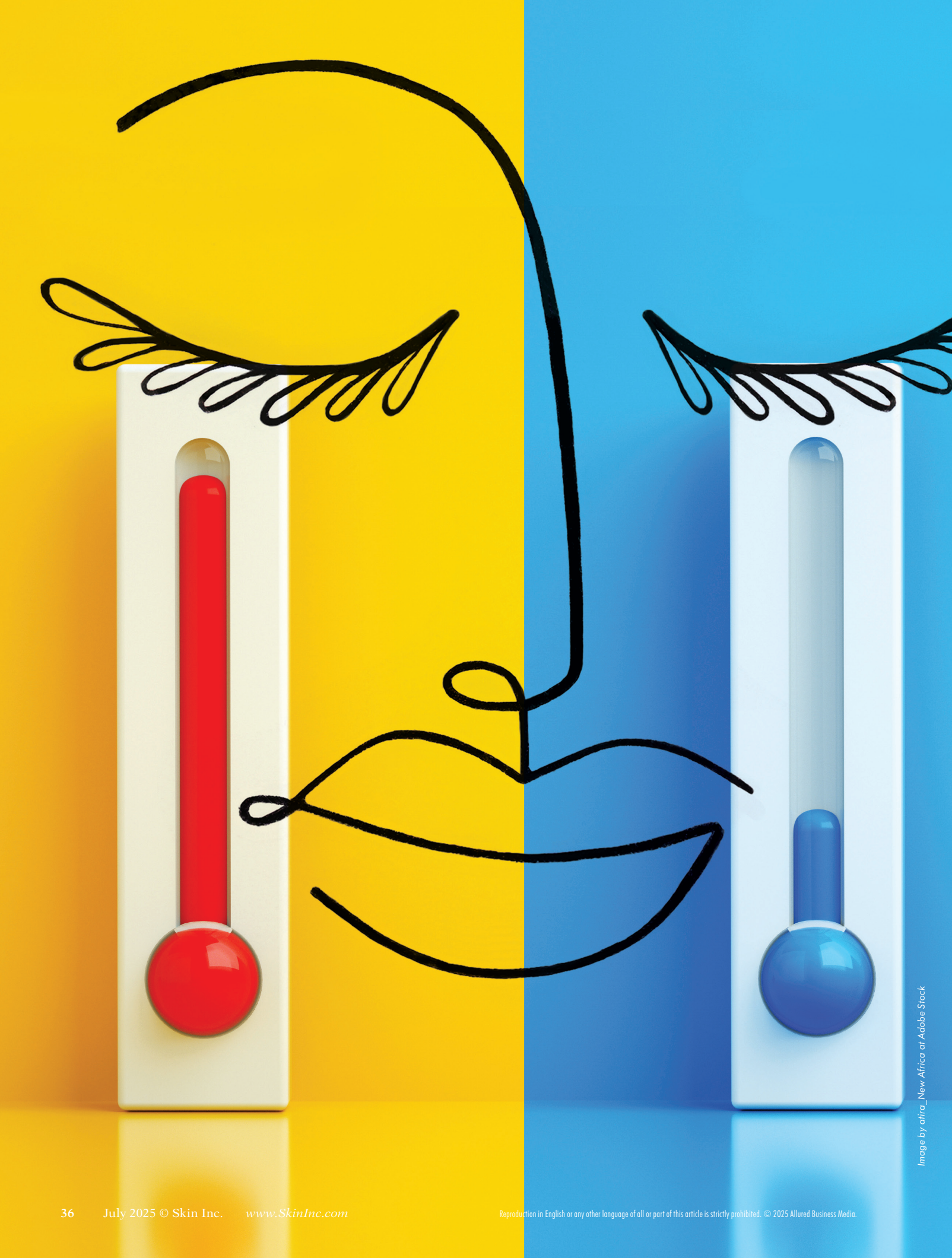

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Elevate Your Massage with HOT and COLD TOOLS

By Gaynor Farmer-Katics

Facial massage is often the most relaxing part of a treatment—for both the client and the esthetician. It's where trust is built, tension melts away and the skin begins to truly respond. When you add hot and cold tools into the mix, that experience becomes even more powerful. Temperature adds a layer of sensory richness that enhances circulation, supports lymphatic flow and leaves your client feeling soothed and sculpted.

Let's explore how you can use hot and cold facial tools with intention—bringing more peace, presence and polish to your treatments.

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Why Temperature Matters

Our skin responds beautifully to changes in temperature. Warmth helps soften the tissues, increase circulation and ease tension. Coolness tones, calms and refreshes the skin. Used mindfully, these temperature shifts can enhance your massage work without adding complication.

The benefits of temperature contrast include:

- Deeper relaxation
- Increased lymphatic movement
- Calming puffiness and inflammation
- Reducing muscle tightness
- Natural facial toning

Hot Tools to Warm and Open

1. Heated Microcurrent Wands

These small pen-like tools combine gentle heat with low-level microcurrent, making them ideal for tired eyes and fine lines. Use them around the orbital bone, across the brows or over the lips—always with a microcurrent-safe serum to support conductivity.

2. Herbal Compress Balls

Rooted in traditional Thai and Ayurvedic practices, steamed herbal poultices bring heat and healing botanicals to the skin. They're especially helpful for jaw tension, sinus pressure and enhancing lymph flow. Always use a proper steamer and test the temperature on your wrist first.



Herbal compress balls with tamarind, for example, have antiseptic and anti-inflammatory properties.



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3. Heated Basalt Stones

Smooth basalt stones warmed to a safe temperature (no hotter than 120°F) offer steady, grounding heat. Use them at the start of the treatment to soften tension or as part of a rhythmic massage sequence. Hold them in your hands first—if it's too hot for you, it's too hot for the client's delicate facial skin.

Cold Tools to Soothe and Sculpt

1. Stainless Steel Facial Rollers

These stay naturally cool or can be chilled further in the fridge. Their smooth, rolling shape glides beautifully over the skin—great for reducing puffiness, calming inflammation and giving the face a lovely lift.

2. Cryo Sticks

With their sleek, sculpting design, cryo sticks are ideal for contouring along the jawline or cooling areas post-exfoliation. They're also incredibly easy to sanitize—perfect for professional use.



Chilled stone tools should soothe, not shock.

3. Chilled Gua Sha or Jade Tools
While traditionally used at room temperature, chilled stones add a refreshing variation to gua sha. This gentle technique pairs beautifully with facial oils and works well to tone puffiness and support lymphatic drainage.

One Tool, Two Temperatures: The Hot/Cold Hammer
If you enjoy high-tech tools, the hot/cold hammer is a wonderful option. Using Peltier technology, it switches instantly between warm and cool. Use the warm setting to open pores and relax muscles; switch to cold to reduce redness, firm the skin and finish with a refreshing sculpted feel. It's efficient and adds a modern spa touch.

When and How to Integrate Temperature

You don't need to use every tool in every treatment—less is often more. What matters is being intentional. A general flow might look like this:

1. **Start with heat** to relax the tissues and open the face.
2. **Massage with hands and tools,** following your unique rhythm and style.
3. **Finish with coolness** to tone, sculpt and soothe.

This contrast not only supports the skin—it makes your treatment feel luxurious and deeply considered.

Safety First

Temperature therapy should always feel nurturing—not shocking or uncomfortable. Keep these tips in mind:

- Test tool temperature on your inner wrist first.
- Let the tool's weight do the work—no need to press.
- Use gentle, slow movements, especially with cold tools.
- Avoid heat on inflamed or very sensitive skin.
- Avoid cold tools on skin that is thin or compromised.
- Always ask your client if they're sensitive to temperature before you begin.

It's also important to consider underlying health conditions. Clients with diabetes or neuropathy may have reduced sensitivity to temperature, making them more prone to accidental burns or chills. Always check in with your client before and during temperature-based techniques, especially if they mention poor circulation, nerve issues or recent cosmetic treatments. When in doubt, err on the side of caution—comfort and safety should always come before effect.

Sensory Touchpoints that Make the Difference

Clients remember how your treatment felt. That's what keeps them coming back. A warm tool followed by a cool finish adds a sensory "story arc" to your facial that's both memorable and therapeutic.

A few ways to enhance the experience:

- Warm your hands before touch.
- Use breath cues to slow the pace.
- Explain what you're doing gently:
- *"This warmth helps melt facial tension,"*
- *"These cooling globes will refresh and tone your skin."*

These little moments build trust and deepen your client's connection to your work.

Final Thoughts

Hot and cold tools aren't just trendy extras—they're a beautiful extension of your touch. Used with care and intention, they bring another layer of depth to your facials, making each treatment feel more thoughtful, more professional and more effective.

As always, it's not about the number of tools—it's about how the treatment feels. The warmth that melts tension, the coolness that sculpts and calms and your skilled, nurturing hands in between… That's an enhanced touch difference.



Gaynor Farmer-Katics is passionate about teaching estheticians how to refine their touch by increasing their repertoire of massage techniques. With almost 40 years of industry experience as an esthetician, massage therapist and educator, her business Enhanced Touch offers both online and in-person training.
Find out more at www.enhanced-touch.com.

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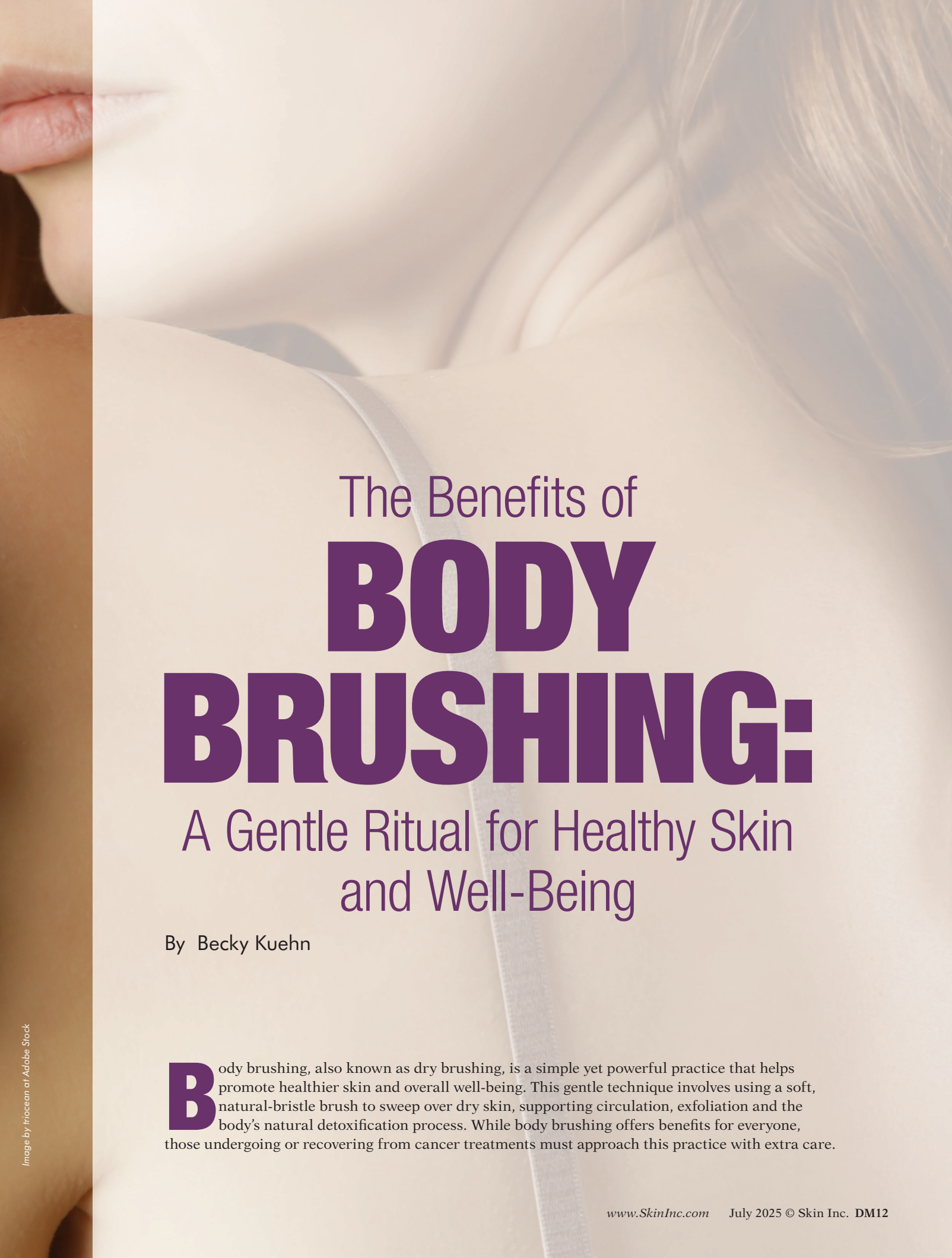

The Benefits of BODY BRUSHING: A Gentle Ritual for Healthy Skin and Well-Being

By Becky Kuehn

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Body brushing, also known as dry brushing, is a simple yet powerful practice that helps promote healthier skin and overall well-being. This gentle technique involves using a soft, natural-bristle brush to sweep over dry skin, supporting circulation, exfoliation and the body's natural detoxification process. While body brushing offers benefits for everyone, those undergoing or recovering from cancer treatments must approach this practice with extra care.

THE BENEFITS OF BODY BRUSHING

Let's explore the many benefits of body brushing, how it can be adapted for cancer patients and how to safely incorporate it into a self-care routine.

1. Exfoliates and Soothes Dry, Sensitive Skin
Cancer treatments such as chemotherapy and radiation can leave the skin feeling dry, flaky and more sensitive than usual. Gentle body brushing can help remove dead skin cells, encouraging skin renewal and softness. However, it's essential to use an ultra-soft brush and light pressure to avoid irritation.

2. Supports Lymphatic Drainage and Detoxification
The lymphatic system plays a crucial role in immune function and detoxification. Since cancer treatments can sometimes put extra stress on the lymphatic system, gentle brushing can help promote movement in lymphatic pathways, reducing fluid retention and mild swelling. For patients who have had lymph node removal or radiation, consult a doctor before body brushing to avoid complications like lymphedema.

3. Boosts Circulation for Healing
Cancer treatments may slow circulation, leading to pale or sluggish-looking skin. Body brushing encourages healthy blood flow, which can help deliver oxygen and nutrients to the skin's surface, promoting a healthier appearance. For those dealing with treatment-related fatigue, this practice can also provide a gentle, invigorating boost.



The soothing rhythm of dry brushing can be used as a self-care ritual to help promote relaxation.

4. Encourages Relaxation and Stress Relief
A cancer diagnosis and treatment journey can be physically and emotionally overwhelming. Body brushing can serve as a calming self-care ritual, helping to reduce stress and promote relaxation. The rhythmic strokes can be soothing, providing a moment of mindfulness and connection with the body.

5. May Help with Nerve Sensitivity
Some cancer treatments can cause nerve-related side effects, such as tingling, numbness or discomfort (neuropathy). Light body brushing may help stimulate nerve endings, improving sensation and circulation in affected areas. However, always check with a healthcare provider if neuropathy symptoms are severe.



Better circulation ensures the delivery of nutritients to the injury site, and reduces the risk of healing inhibiting complications.

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You can test the bristles on your skin before purchase to ensure they're soft enough, especially if you have sensitive skin.

How to Body Brush Safely for Cancer Patients

If you're undergoing or recovering from cancer treatments, it's important to adapt body brushing to your skin's condition and medical needs. Follow these safety tips:

- ✅ Use an ultra-soft natural-bristle brush to avoid irritating delicate skin.
- ✅ Avoid areas affected by radiation, incisions or lymphedema risks. Never brush over scars, fragile skin or open wounds.
- ✅ Brush with gentle, short strokes instead of firm pressure. Your skin may be more sensitive during treatment.
- ✅ Start at your feet and work upward toward the heart, using light circular motions over joints and the abdomen.
- ✅ Limit brushing to 1-2 times per week if your skin is very dry or sensitive.
- ✅ Follow with a hydrating, fragrance-free lotion to nourish and protect the skin.

When to Avoid Body Brushing

While body brushing can be beneficial, it is not recommended if you have:

- ❌ Areas of radiation-treated skin (which can be fragile and more prone to damage)
- ❌ Open wounds, sores or active skin infections
- ❌ Lymphedema or a high risk of lymphedema. Avoid the affected limb/area and move in the direction of the working nodes. (Always check with your doctor first.)
- ❌ Extreme skin sensitivity, irritation or severe neuropathy

Final Thoughts

Body brushing can be a wonderful addition to a self-care routine, especially when adapted for the unique needs of cancer patients. It offers gentle exfoliation, circulation support and a calming ritual that promotes relaxation. However, always listen to your body and consult with your healthcare provider if you have any concerns.

In summary, while many individuals report positive outcomes from dry brushing, including smoother skin and a sense of invigoration, these benefits are largely based on personal experiences rather than scientific evidence. If you're considering incorporating dry brushing into your routine, however, always listen to your body and consult with your healthcare provider if you have any concerns. Start gently and enjoy the soothing benefits it can bring!

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Becky Kuehn is the founder of Oncology Spa Solutions and the author of the "Life-Changing Esthetics" course. Her mission is to find ways to help with the devastating side effects of cancer treatments and deliver help to those in need.

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THE MODERN APPROACH TO DEPILATION:

Waxing and Sugaring, Prevention of Inflammation, Ingrown Hairs and Pigmentation

By Karyna Haiduk

Waxing and sugaring are highly effective hair removal methods widely used in esthetic practice. However, improper technique or poor aftercare can lead to complications: ingrown hairs, inflammation and post-inflammatory hyperpigmentation (PIH), especially in sensitive areas such as the bikini zone. This article explores the mechanisms of these common reactions and presents clinically supported prevention and correction protocols, including modern approaches to intimate area brightening.



Proper care and individual consideration is crucial for avoiding reactions post-hair removal.

Depilation: Physiology and Skin Impact

Mechanical depilation with wax or sugar removes hair from the root but can cause microtrauma to the skin.

- Waxing often removes not only the hair but also the stratum corneum, which can lead to dryness, irritation and microinflammation.
- Sugaring is gentler, as the paste primarily adheres to the hair and not the skin. It's well-suited for sensitive areas such as the face and bikini line.

Both methods activate the skin's immune response, triggering vasodilation, redness and sensitivity.

Ingrown Hairs: Causes and Prevention

Ingrown hairs are one of the most common complaints following hair removal, especially in clients with thick, coarse or curly hair.

Mechanisms:

- Follicle damage from improper removal
- Keratin buildup blocking the follicular opening
- Hair growing back into the skin at an angle

Prevention:

- Use of AHA/BHA exfoliating gels 2–3 times per week
- Gentle exfoliation starting 3–5 days after treatment
- Proper skin hydration
- Correct removal technique: with hair growth for sugaring, taut skin and clean motion for waxing

Case Study:

A client with thick skin and Fitzpatrick type V presented with inflamed papules after bikini waxing. Treatment included 2% salicylic acid, avoiding tight clothing and a course of lactic acid lotion. Full recovery within 10 days.

Inflammation, Folliculitis and Prevention

Folliculitis occurs when bacteria enter the micro-injured follicle area. The most common culprit is *Staphylococcus aureus.*

Risk Factors:

- Poor hygiene practices
- Excessive sweating
- Repeating wax passes on the same area

Prevention Protocol:

- Pre- and post-treatment antiseptic (e.g., chlorhexidine)
- Use of disposable tools and gloves
- Avoidance of heat and friction for 24–48 hours
- Spot treatment with antibacterial serums (e.g., 4–5% niacinamide, tea tree oil, azelaic acid)

Post-Inflammatory Hyperpigmentation and Brightening

PIH is caused by melanocyte activation due to inflammation. It is particularly common in Fitzpatrick skin types IV–VI, especially in the underarms and bikini area.

Common Causes:

- Chronic skin trauma (improper depilation, friction)
- Sun exposure or lack of SPF
- Use of harsh skin care products

Brightening Methods:

- Peels: lactic (20–30%), glycolic (10%), kojic (5%) – 4–6 sessions every 10–14 days
- Topicals: niacinamide (5%), arbutin, vitamin C, azelaic acid – used for at least 4 weeks
- Professional Devices: fractional lasers, IPL – with no active inflammation

Important: Always follow with SPF 30+ daily, even without direct sun exposure.





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Professional Protocols for Estheticians

PREPARATION: Clean with antiseptic, apply talc, assess hair length

TREATMENT: Use disposable tools, wear gloves, maintain proper removal technique and skin tension

SOOTHING PHASE: Apply panthenol-based lotion, aloe vera gel, cool compresses

HOME CARE: Advise client to avoid sauna, gym or friction; moisturize daily; delay exfoliation until day 3–5

ADD-ON: Brightening treatments should be performed at least 10–14 days before or after waxing/sugaring

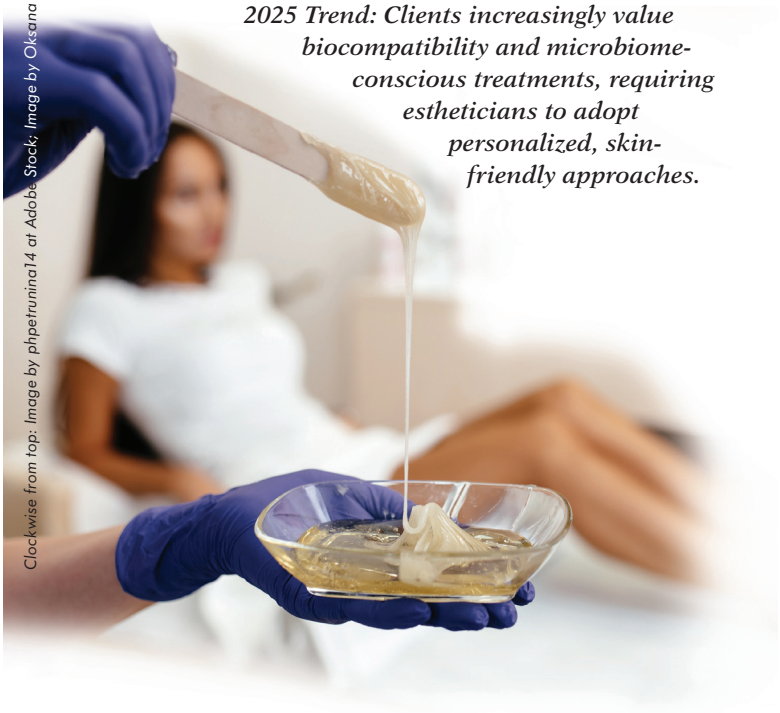
Skin Diagnostics and Individualized Care

A modern esthetician must assess each client individually based on skin type, hair density and potential sensitivities.

Recommended Steps:

- Determine Fitzpatrick skin type.
- Perform sensitivity patch test.
- Evaluate for risk of PIH or inflammation.
- Discuss realistic outcomes and contraindications.

2025 Trend: Clients increasingly value biocompatibility and microbiome-conscious treatments, requiring estheticians to adopt personalized, skin-friendly approaches.



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Case Study: Restoring Skin After Irritation

A 28-year-old client, Fitzpatrick III, reported redness, dryness and stinging underarms after home waxing. She had used an alcohol-based deodorant post-treatment and wore tight synthetic clothing.

Conclusion: Post-depilation dermatitis with impaired barrier function.

Recovery Protocol (7 Days):

- Days 1–2: Discontinue harsh products, cleanse with pH-neutral gel, apply cream with panthenol and niacinamide, use thermal water compresses
- Days 3–5: Introduce hyaluronic acid moisturizer, apply SPF 30+
- Days 6–7: Return to normal skincare upon full recovery

Prevention: Avoid alcohol-based products for 48 hours, apply soothing agents immediately post-treatment, wear breathable fabrics.

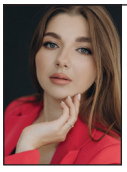


Conclusion

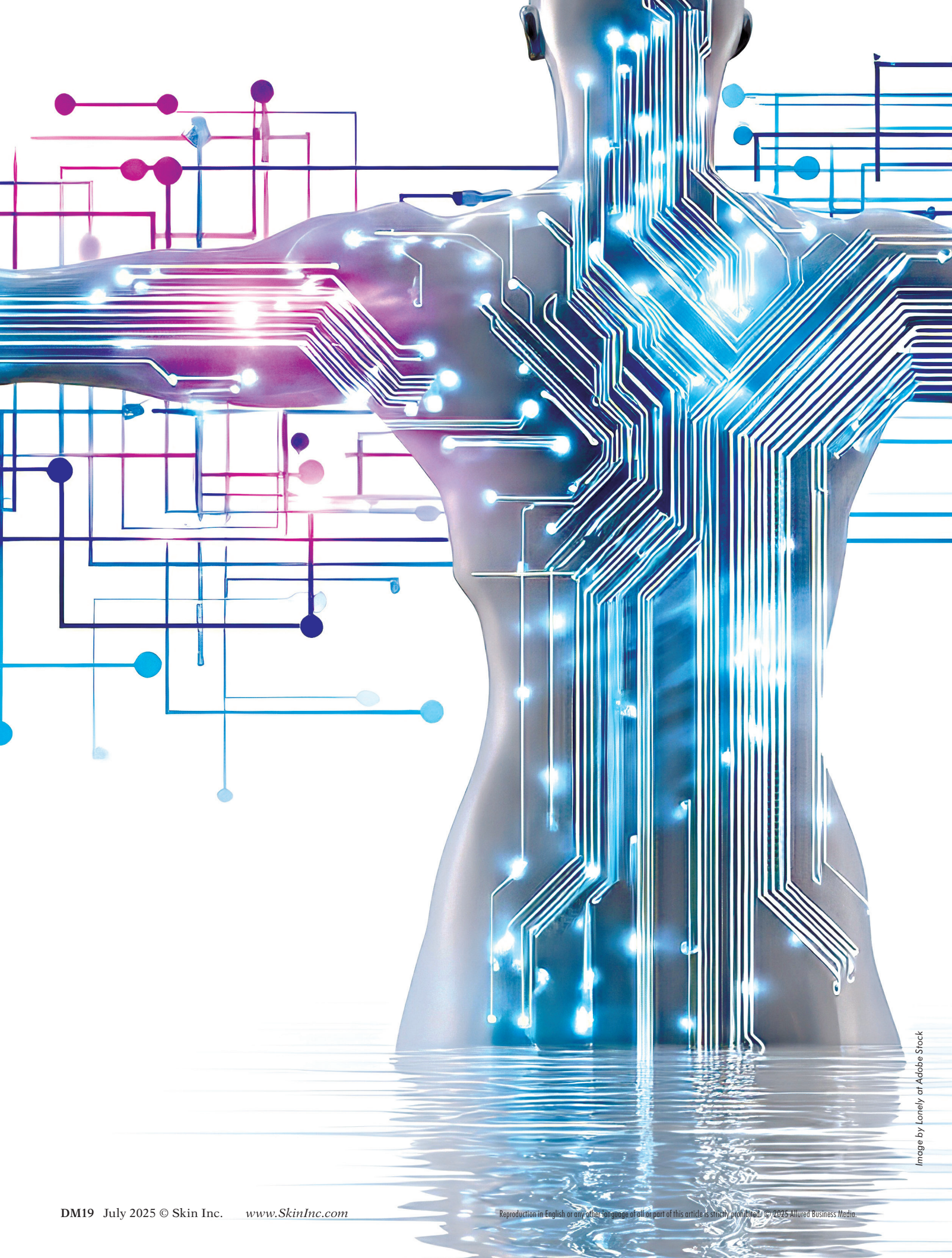
Depilation is not just about hair removal—it's a dermatological procedure that requires technical expertise and clinical awareness.

Proper skin assessment, adherence to protocols and effective home care all contribute to safe, satisfying results.

Modern strategies for preventing ingrown hairs, inflammation and pigmentation make waxing and sugaring safe and effective for even the most sensitive areas.



Karyna Haiduk is an expert in depilation and aesthetics with over 7 years of professional experience. She was a winner and finalist of international championships in depilation and eyebrow design, a certified judge at international depilation competitions and a trainer and author of educational programs in sugaring, waxing and skin care. In addition to these, Haiduk founded the professional sugar paste and post-care cosmetics brand, Fast-Silk. She received the national award "Berehynia of Ukraine" for her contribution to the country's development and support. In 2024, Haiduk was honored with the title, ambassador of epilation and depilation by the Golden Hands of Ukraine.



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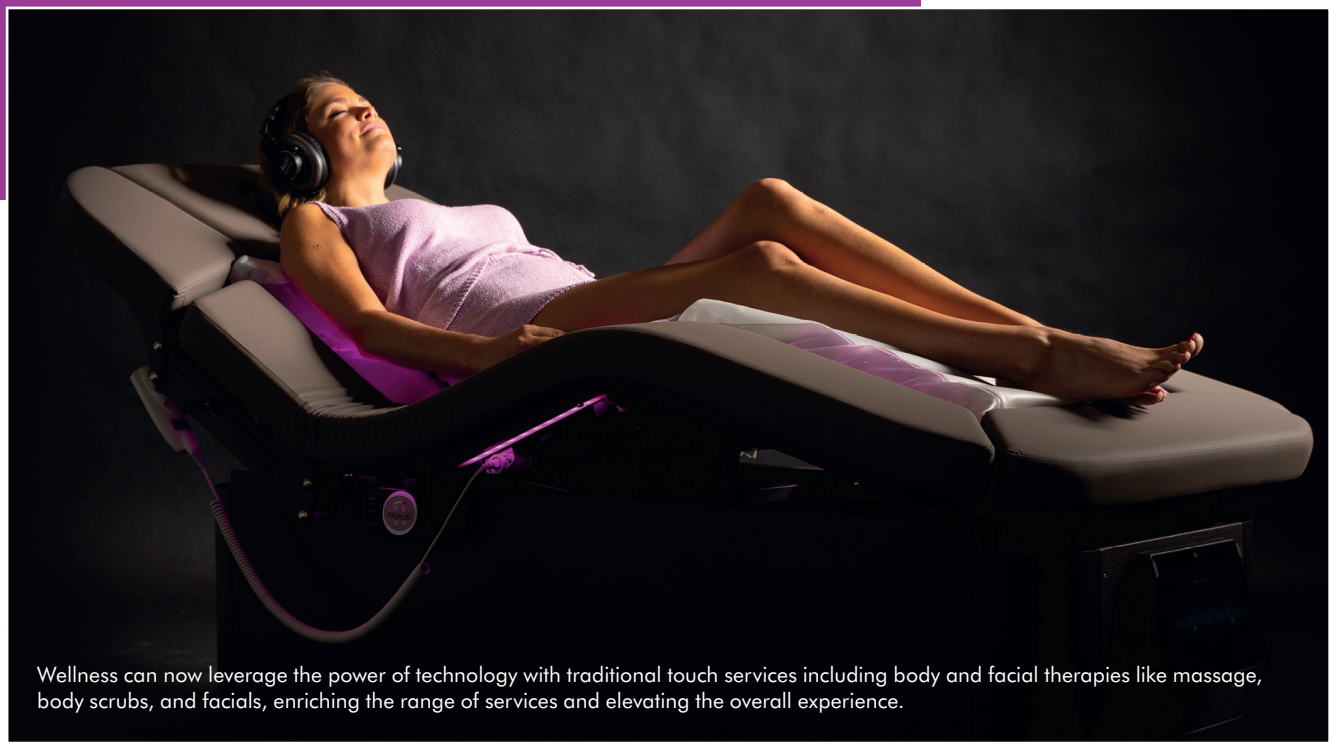
The Age of Mind/Body Technologies To Deliver **Spa & Wellness Services**

Wellness can now leverage the power of technology with traditional touch services including body and facial therapies like massage, body scrubs, and facials, enriching the range of services and elevating the overall experience.

By Alina M. Hernandez

The spa and wellness industry has been evolving in recent years in quantum leaps. We are seeing the reimagining of spa and wellness services moving from just verticalized treatment, room-based to hybrid experiences that include both service-providers and mind/body technologies, all within an area that is now beginning to be known as "touchless wellness."

THE AGE OF MIND/BODY TECHNOLOGIES TO DELIVER SPA & WELLNESS SERVICES



Wellness can now leverage the power of technology with traditional touch services including body and facial therapies like massage, body scrubs, and facials, enriching the range of services and elevating the overall experience.

This is a move towards the integration of traditionally delivered services with all forms of other technologies including diagnostics, wearables, apps etc. – all in the context of the digitization of post-modern life. Wellness can now leverage the power of technology with traditional touch services including body and facial therapies like massage, body scrubs, and facials, enriching the range of services and elevating the overall experience.

When we think of mind/body technologies, there are a multiplicity of options and they include infrared, far-infrared, haptics, binaural vibroacoustics, body shaping and rejuvenation, advanced water therapies delivery systems, and many more. These technologies work to deliver benefits for mind and body while integrating key elements such as music, enhanced touch therapies using targeted heat, vibration, and alpha quartz and more.

The treatment experiences provide the consumer with technologies that are backed by science while supporting sustained positive behavioral change, especially when treatments are repeated with frequency over time. Think combining a traditional reflexology therapy with a vibroacoustics lounger in the same time window that one would traditionally have a massage. Mind/body technologies work to enhance and complement touch therapies to create unparalleled guest experiences and outcomes - placing mind/body technologies at the forefront of our rapidly evolving industry.

Technology, Knowledge *Artfully* Applied

The true definition of *technology* simply means the "artful application of knowledge." In its origin, the Greek, tekhnologia meant "systematic treatment of an art, craft or technique" (Etymonline). While wellness, according to the Oxford dictionary, is "a condition obtained when a person achieves a level of health that minimizes the chances of becoming ill. Wellness is achieved by a combination of emotional, environmental, mental, physical, social and spiritual health."1

When married, wellness and technology become a term to mean the synthesis and evolution of a wider range of applied science, the knowledge from the ancient healing traditions, engineering and practical application to benefit human health and well-being to


Read More About Wellness Technology:
7 Trends Changing the Scope of Wellness Amenities

Photo courtesy of Gharieni Group

achieve a specific outcome. The mind/body technologies are loungers, treatment beds, and a host of emerging products that are delivering evidence-based wellness benefits in the wellness space, while shaping new consumer behaviors, demands and preferences for delivery – all with high value precision and efficacy.

Benefits for Consumers

In a world where wellness is often seen as a luxury reserved for the few, mind/body technologies are transforming the landscape by making well-being accessible to a much wider audience. A major intrinsic value of these technologies lies in its greater inclusivity, breaking down barriers that have traditionally prevented many from pursuing a healthier lifestyle—most notably, cost and availability. These innovative solutions lower the need for additional labor, often making wellness more affordable for a wider audience.

On a more transactional level, these technologies provide a way to increase yield and ROI because they also lower the operational risks involved with service provider only led services. It also increases built-in flexibility for both programming options and greater operational ease. Mind/body technologies offer new treatment options, and guests appreciate the nouvelle and unique experiences they are exposed to introducing delight and wonder into the overall journey.

The Amplification and Acceleration of Wellness Results

Delivering big, evidence-based wellness benefits is no longer optional, it's a requirement in the spa and wellness space. And, with mind/body technologies, the delivery of outcomes for the consumer is amplified and accelerated.

While a traditional massage is typically delivered in 50 to 90 minutes ensuring relaxation and a wellness payoff, mind/body technologies offer the same payoff, but bigger and faster. This is because advances in technologies are harnessing the principles of traditional therapies and treatments, and shortening their delivery times while increasing their potency.

ACCELERATED RESULTS

The technological advancements engineered into mind/body technologies mean that benefits such as anti-inflammatory, mental fitness, detox, lymph drainage, improved sleep, recovery and so much more can be experienced in shorter time windows. This is a big payback for time-starved individuals and allows for much for flexibility, and accessibility, in both treatments and programming, serving a wide range of business models from day spas, wellness and fitness clubs, all the way to resort destinations.



Leveraging these advancements means a more personalized wellness experience for every type of client.

Amplified Wellness

The tech can be used both for standalone treatments – with limited person-to-person contact – and also be combined with a spa's existing treatment menu adding amplified wellness offerings, and experiences that create a great value proposition to the consumer and bigger ROI to the owner/operator. An added bonus for the wellness seeker is a treatment experience that is always uniform, and for the service provider, a means to alleviate the fatigue associated with the load of long hours of treatment schedules, or standing in for unexpected staffing absences.

Mind/body technologies are paving the way for the acceleration and amplification of wellness through the innovation of wellness services and experiences, a big value proposition up and down the wellness delivery pipeline.

REFERENCES

https://globalwellnessinstitute.org/wp-content/uploads/2024/03/Embracing-tomorrow-today-White-Paper.pdf



Alina Hernandez is an award-winning Wellness program designer, Mayo Clinic certified Health & Wellness coach, author and industry innovator. She is an Advisory Board member of the Gharieni Group, and the Touchless Wellness Association, and Co-Chair of the newly formed Touchless Wellness Initiative of the Global Wellness Institute.

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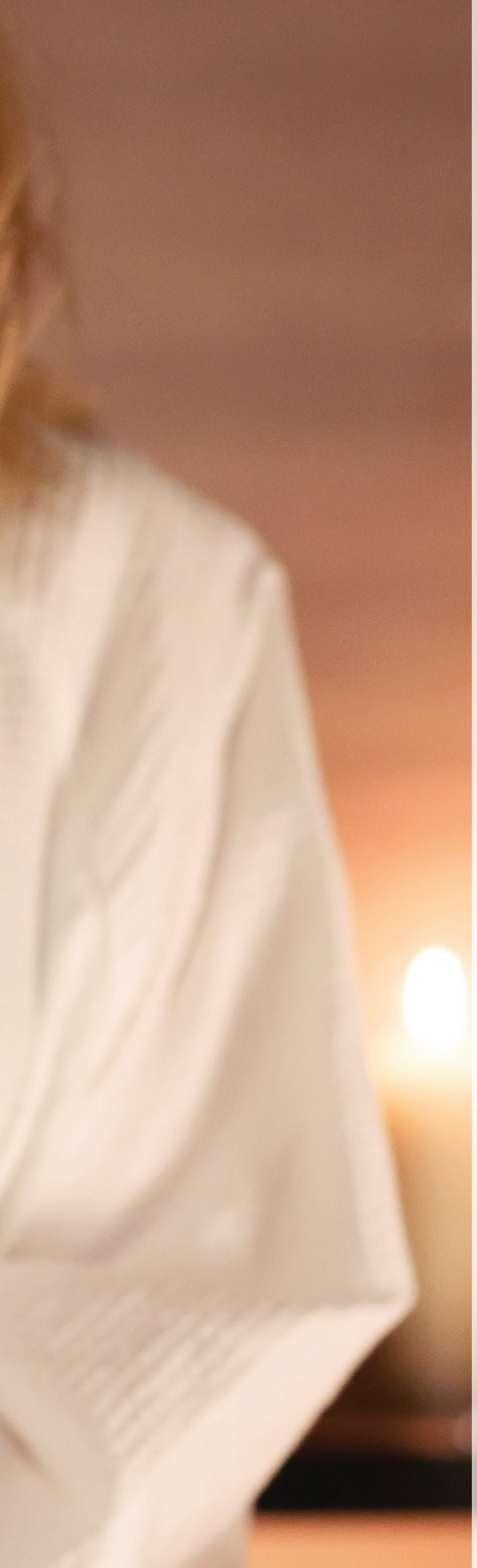


HOW TO LEVERAGE TECH to Enhance Your Businesses

By Christine Schmidt

Let's tackle something that might not be widely embraced right now—running a successful spa in today's market without the right technology is like trying to give a hot stone massage without heating the stones. You're missing the essential element that makes a transformative experience.

Let's be honest, if you're still relying on a paper appointment book and stacks of client cards to run your spa, you're making life way harder than it needs to be. The truth? Your clients expect more, your team deserves better tools, and frankly, you shouldn't settle for outdated systems that don't talk to each other.



Leveraging spa technology can free you up from menial activities, to do what you do best.

What Should You Actually Expect From Spa Technology?

Think about the chaos that reigns in most spa businesses—front desk staff juggling phone calls while checking clients in, treatment providers with no visibility into client history and marketing efforts that feel like throwing darts blindfolded hoping to hit something. Sound familiar?

The spa businesses that are truly succeeding right now have figured out that comprehensive, all-in-one technology isn't a luxury, it's the baseline standard. I mean, think about it from your perspective: would you rather have five different apps on your phone that each do one thing, or a single platform that handles everything seamlessly? The answer is pretty obvious.

Here's what you should be demanding from your software:

- Client profiles that capture everything from treatment preferences to birthday reminders
- Multiple communication tools for both email AND text messaging
- Automated follow-ups that don't sound robotic
- Task management that keeps your team organized without constant meetings
- Analytics that show you exactly what's working (and what's not)

When these features exist in one practical, unified platform rather than spread across multiple systems, your team spends less time on admin work and more time creating those exceptional spa experiences that keep clients coming back.

Automation: The Misunderstood Secret Weapon

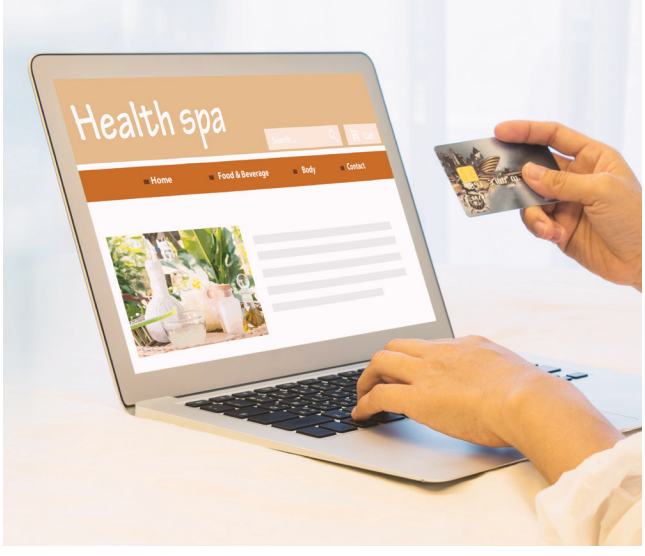
Let's bust a myth right now—automation doesn't make your spa less personal; it actually creates more opportunities for meaningful, perfectly-timed personal connections.

Think of automation as your behind-the-scenes assistant that never sleeps, never forgets and always knows exactly when a client needs attention. When a client hasn't visited in 60 days, wouldn't you want to know that? When someone purchases a product that typically lasts 45 days, wouldn't it be helpful to reach out on day 40 with a gentle reminder?

Honestly, who doesn't want technology that helps them connect with clients at exactly the right moment?

Smart automation identifies the perfect windows for outreach:

- After their first-ever treatment (a critical retention opportunity!)
- When they've completed 5 sessions in a series
- On special occasions like birthdays or anniversaries
- When they've gone quiet for longer than their usual booking pattern



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Your system should be working 24/7 to highlight these golden opportunities for connection. With the right platform, these touchpoints don't feel like marketing—they feel like mind-reading in the best possible way.

Capturing the Right Moment = Skyrocketing Retention

People will be more inclined to return in the future if you take the time to reach out at exactly the right moment, especially if they're new to your spa. Makes sense, right?

Here's the truth in a nutshell: clients who don't rebook within a specific window after their treatment are significantly more likely to become one-and-done visitors. The most successful spas know this and leverage technology to identify precisely when clients need attention.

When you have platforms that automatically flag these critical moments and trigger the right response—whether that's an email reminder, text message or alert to a staff member to make a personal call—you're not being pushy. You're providing exceptional service.

By educating clients about their next best steps and reaching out at the perfect moment, you demonstrate your appreciation for their loyalty. This style of communication helps reinforce your relationship with clients. When people feel valued, they have a sense of fulfillment that's hard to find elsewhere, and they want more from your business.

Let's Talk Data (But Make It Practical)

The true power of modern spa technology lies in its ability to gather and analyze data that actually improves the client experience. Every interaction, purchase and preference becomes valuable information that helps you provide increasingly personalized service.

Your platform should show you:

- Which treatments have the highest rebooking rates
- What product recommendations convert best
- Which communication channels get better responses from different client segments
- How retention correlates with specific providers or experiences

Using technology to better understand your client's needs can be a huge advantage when building a relationship.

This isn't just number-crunching—it's practical insight that lets you continuously refine your approach, creating increasingly satisfying experiences that keep clients coming back.

The Take-Home Message

When choosing technology for your spa, comprehensive systems should be your minimum standard. Don't settle for platforms offering just one piece of the puzzle when leading spas use solutions that handle everything from client communications to marketing automation and analytics in one interface.

The right technology partner empowers your team to focus on what they do best—providing exceptional care—while ensuring no opportunity for connection is missed. When technology manages the coordination behind the scenes, the results aren't less personal; they're more thoughtful and responsive, keeping clients loyal.

In an industry built on personal connection, the spas that thrive will be those that leverage technology not as a replacement for human touch, but as the foundation that makes truly exceptional service possible.



Christine Schmidt is the director of marketing and community relations at LoopSpark (www.loopspark.com), where she works to educate health and wellness businesses. Schmidt has been a leader in the boutique fitness industry for more than seven years and recently completed her work from Harvard University in "Leading through Digital Disruption."



SUNDARA SPA at Oil Nut Bay

By Kitty Lin

Home to the labyrinthian Baths, where white sand beaches hold a smattering of pools and sea-flooded grottoes in the idyllic blue you typically only see in brochures, is Virgin Gorda. Christopher Columbus named the island when he happened upon it, seemingly in the shape of a reclining woman. Anyone's idea of paradise with its waving palm trees against a bright azure stretch of sky, it's easy to see why Sundara Spa chose to craft its near-palatial wellness space here, where wellness and relaxation are baked into the very ground.

Sundara Spa, Sustainability and The Blue Mind Theory

Beholden to the very picture of serenity and wellness, Sundara Spa prioritizes sustainability in its approach, seamlessly blending the idea of the well-self to the well-space. "Sustainability at Oil Nut Bay means creating a luxurious yet low-impact lifestyle that honors both the land and the sea," says Emily Oakes, vice president of business. "From our solar-powered infrastructure to eco-sensitive and sustainable architecture, we prioritize practices that preserve

Photos courtesy of Sundara Spa

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Curating the right products and tools to align with clients' values and preferences can be challenging.



Balance with one's self and the environment is the key to longevity.

the beauty of Virgin Gorda for generations to come. One key challenge is sourcing materials and products that align with our values while meeting the expectations of our discerning guests. We overcome this by partnering with brands that share our ethos, like VOYA and other certified organic wellness providers, and by continuously evolving our operations to be both luxurious and responsible."

This devotion to honoring land and sea makes sense, due both to the spa's gorgeous setting and Oil Nut Bay's alignment with the Blue Mind Theory, a theory that became popular thanks to marine biologist Wallace J. Nichols, stating that being in proximity to water is conducive to physical and mental wellness. "With our overwater spa and ocean-view treatment rooms, we didn't just adopt the theory; we built our wellness philosophy around it," Oakes confirms. "What sets our approach apart is the seamless integration of oceanic elements into the entire experience, from seaweed-infused treatments to open-air spaces that let the sounds of the sea support your relaxation and healing."

Sundara Spa and Longevity

A major throughline for sustainability and The Blue Mind Theory is making quality longer term. Oakes once again unites the ideas of the well-self and well-space. "True longevity begins with balance within ourselves and with the world around us. At Sundara Spa, we see personal sustainability as the act of caring for your body, mind and spirit with the same reverence you give to nature. When guests connect with the rhythms of the island, the sea and their breath, they begin to understand aging not as a decline, but as a continuous unfolding. Our environment becomes a teacher, reminding us that sustainability and longevity are intertwined."

The Blue Mind Theory asserts that being in the presence of water can activate the parasympathetic nervous system, which exists for energy preservation and digestion. Increased activity in this system can reduce stress, slow down the negative effects of aging and mitigate inflammation—all things well-agers are looking for. Additionally, this slow-down can benefit mental wellness by supporting sleep health,



Marine nutrients, like omega-3 fatty acids, can help repair skin.

mental clarity and emotional resilience. Sundara Spa designed its treatments to compliment the positive well-aging effects of The Blue Mind Theory, offering treatments infused with marine nutrients to replenish skin, reset the nervous system and restore clients' natural rhythms.

The Sundara Spa Treatment

When it comes to treating skin inflammation, Sundara Spa prefers an approach that prioritizes total wellness. "Many of our treatments address inflammation holistically; from the Ocean Essence Body Wrap, which uses mineral-rich seaweed to reduce puffiness and water retention, to our organic facials and therapeutic massage offerings," explains Oakes. "We stay sustainable by choosing certified organic products, avoiding single-use plastics and offering treatments that work with the body's own healing processes instead of overwhelming them."

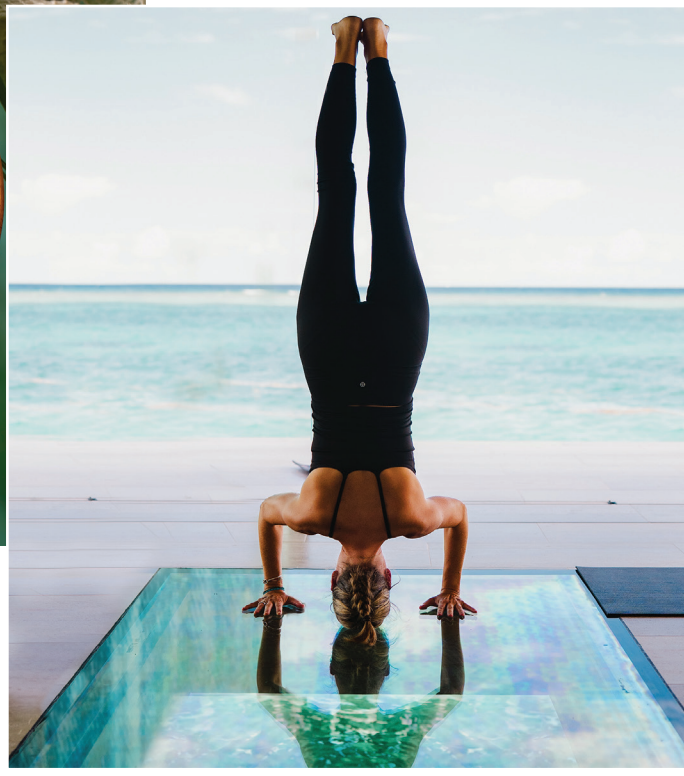
This dedication to all kinds of wellness visitors may be looking for makes it easy to slip rejuvenation into any occasion. From intimate couples' retreats and wedding party prep to



Sundara Spa treatments prefer a holistic approach, for longer term solutions.



Bigger parties may benefit from aromatherapy and body wraps for some pre-occasion stress management.



milestone birthdays and the solo trip. Intention is what connects a client to Sundara Spa, as well as their mental and physical wellness.

For bigger parties, Oakes recommends a curated regimen for detox, hydration and stress reduction, combining trips spanning several days with targeted therapies. For those seeking a quiet getaway and a continuation of their existing wellness practices, gentle facials and good rest are never amiss.

Sundara Spa lives in and learns from paradise, tracing the deep roots to the land and sea that longevity has. Those who wish to age well ought not to fight so desperately; like the ocean, it's futile to resist—nor should it be something we think of as being bad. Oakes encourages well-agers to ride the waves of time with clarity, vitality and care. "At Sundara Spa," she says, "we believe well-aging is an art and every guest is the masterpiece."

THE RUNDOWN:

SUNDARA SPA AT OIL NUT BAY

Address:	**Virgin Gorda, British Virgin Islands**
Phone:	**(866) 798 - 6114**
Web:	**https://www.oilnutbay.com/spa/**
Instagram:	**@oilnutbay**
Facebook:	**@OilNutBay**
Hours (daily):	**Oil Nut Bay Market: 8 AM - 6:30 PM**
Skin Care Line:	**VOYA**
Amenities:	**Waxing, hair, makeup, lash/brow services, yoga/mindfulness classes.**

Kitty Lin is the managing editor of *Skin Inc.*



BodyHoliday

Andrew Barnard

CEO of Sunswept Resorts

By Kitty Lin

Andrew Barnard (AB) is the chief executive officer of Sunswept Resorts, a full-service hotel management company that manages his family's two resorts. BodyHoliday is the Caribbean's first wellness resort. The second, StolenTime, is a sister property focusing on mental health, just a short drive from BodyHoliday on the northwest coast of St. Lucia. A third-generation hotelier who's been working in wellness hospitality since early adolescence, Barnard's been instrumental in ensuring BodyHoliday exceeds the needs of those seeking health and wellness.

Earlier this year, he sat down with us to talk self-care and fave wellness treatments.



Andrew Bernard

Images courtesy of Sunswept Resorts

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Barnard's greatest accomplishments are a testament to his tenacity and resolve.

Skin Inc. (SI): What was your first job in the spa/wellness industry?

Andrew Bernard (AB): My official first job in the spa and wellness industry was [as] a rooms division manager at BodyHoliday, but working with my family, I also served canapes at the resort during the GM's cocktail party when I was younger than 9 years old.

SI: What is your favorite memory of your time working in this industry?

AB: One of my favorite memories working in the wellness industry would be leading my first yoga class. Definitely an experience that helped kick start my wellness journey. Being a personal passion of mine, leading others through the experience for the first time, and being able to share my practice is a memory I carry with me to this day.

SI: What do you love about spa and wellness?

AB: While there are an incredible amount of benefits that come from spa and wellness, what I love most is the transformational impact it can have. Being a part of changing the lives of guests and the world for the better is definitely my favorite part of being a part of the industry.

SI: What new wellness trends do you find most exciting?

AB: As of recently, witnessing the resurgence of various 90s wellness trends, like Pilates, and the focus on diets and nutrition has been exciting. It's always interesting to see demand for practices that were popular back then make a comeback in guest experiences—it's back to the basics again.

SI: What's the first thing you do after a long day at work?

AB: The first thing I do after a long day is hug my family. Definitely helps trigger serotonin!

SI: What's your favorite wellness treatment to receive and why?

AB: My favorite wellness treatment to receive is Four-Handed Abhyanga, which is an Ayurvedic massage method that uses a combination of herbal oils, and four hands to provide a rhythmic massage. After this treatment, I'm always left feeling both mentally calm and physically restored.

SI: What's your greatest accomplishment?

AB: Completing the 4 Deserts Ultramarathon Series goes down as my greatest accomplishment. Taking place over 7 days in the largest deserts on the planet, the series was a test of both my physical and mental toughness.

SI: What advice do you have for someone just getting started in the industry?

AB: For an industry beginner, my advice would be to focus on mastering the basics and not get distracted by the fads. In the wellness industry specifically, there are so many trends and so much noise that it can be easy to overlook the fundamentals. I'd also advise [investing] ample time into managerial tasks. This will pay dividends in the future by developing confidence and leadership skills.

SI: What's one thing you can't leave the house without?

AB: A good attitude. If you've not got your game face on, go home and start again.

SI: What's your guilty pleasure?

AB: If I had to pick one, I would say coffee. Even though all of the wellness trends warn against it, it's one thing I can't seem to kick from my routine.







Barnard is inspired by his dedicated, hardworking team.

SI: Who or what inspires you?

AB: I'm most often inspired by my team. I've found that in leadership, if you can be a support and example for your team, then they will move mountains. Seeing the impact each of our team members has on guest experience and how passionate they are inspires me to continue our mission and be an engaged leader.

SI: How do you practice self-care?

AB: My self-care comes in the form of using a newly released line called Living West Indies line. The premium skin care line uses formulas based on the latest clinically proven actives, the ancient wisdom of Ayurvedic practices and the natural potency of Caribbean-grown ingredients. We currently offer a Living West Indies facial to guests at BodyHoliday and StolenTime, and the full line is currently in the works!

SI: What is on your bucket list?

AB: The Dakar Rally (formerly known as the Paris-Dakar Rally) is an off-road motorsport endurance race that's on my bucket list to complete. I'd also love to jump out of a plane—with a parachute, as you might guess.

SI: What's on the horizon for BodyHoliday?

AB: On the horizon for BodyHoliday is international growth. We'd love to be able to bring the experience to new areas globally and continue our work in promoting wellness.

Kitty Lin is the managing editor of *Skin Inc.*

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Lumenato

By Kitty Lin

Not all great skin ingredients need to come into direct contact with it. Take Lumenato, a dietary supplement derived from a special, proprietary breed of golden tomato developed by Lycored, along with their special microencapsulation technology designed specifically for ingredient stability and controlled release. Lumenato helps strengthen the skin barrier, firms skin and improves elasticity thanks to the carotenoids involved, which diminish the appearance of wrinkles and fine lines. A blend of carotenoids is used in Lumenato, well-known for their ability to help prevent moisture loss while protecting against environmental stressors and UV damage through their abundance of antioxidants. This unique caro-blend includes beta-carotene, found in many orange and yellow vegetables and convertible to vitamin A by the body. This nourishment helps normalize skin function, which makes Lumenato effective on acne-prone skin.



Pills are just one way to consume Lumenato.

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Refreshing drinks and snacks can be a nourishing offering that builds client rapport.

Lumenato: The Gold Standard

Golden tomatoes in general have been coveted for being a treasure trove of vitamin A, as well as minerals like potassium which is great for regulating blood pressure and without enough of it, can lead to dry, flaky skin or acne. Lumenato takes a good thing and makes it better; its carotenoids accumulate at the skin, increasing filaggrin production, a protein that's crucial for a functioning skin barrier. A healthy skin barrier also means fewer fine lines, wrinkles, dark spots and dark circles, with results from Lumenato being observed after 12 weeks of consistent use even after the use period has ended. Lumenato's support of collagen levels aids the skin's structure, which also contributes to its effectiveness in warding off the appearance of aging. Lumenato is convenient and clinically backed for its effectiveness, but is not yet FDA approved, and only has European Food Safety Authority (EFSA) approval as a novel food in Europe, meaning it's still quite new and may not be widely consumed in the region.

Lumenato and Your Spa

So, could Lumenato be a good fit for your relaxation room? A snack and a bevy go a long way in boosting client satisfaction, though typically, supplements aren't often served directly. For spas invested in holistic care though, Lumenato could be a valuable way of distinguishing your destination as a wellness space. "I think it's nice to have some fresh fruit, nuts and tea for clients," says Lisa Stewart, founder of Solia Spa and Peri Skin Care. Lumenato, while available in various forms, from capsules to RTD drinks, doesn't have a clear space in spas—yet. "If a spa is selling it, then they should sample it. I like to offer light foods and [foods] that detox. Charcoal lemonade is nice to offer, along with cucumbers, strawberries, blueberries and raw nuts. Or, you can offer samples of cold press juices, and sell them as well. I am a big believer in offering food and drinks that work with your body to repair and heal. Always keep it light and fresh. As for alcohol, I wouldn't recommend it because it can increase blood flow to the face, causing the skin to become more red, and that could interact with a facial. It can also cause dizziness and dehydration so I wouldn't offer that. Anything that works positively for the body, I would offer."



If not for consumption at the spa itself, Lumenato could work as a valuable retail offering, especially given the variety of ways people can consume it through gummies, chocolates and more. If you're looking to spice up your spa while soothing skin, Lumenato might just be what's next for your business.

Kitty Lin is the managing editor of *Skin Inc.*

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