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SEPTEMBER 2025

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Verstand HD PRO is all-in-one system enhances every step of the treatment — from nano- channeling to deeply nourish the skin and precision care for delicate areas to cold wellness technology, ultrasonic smoothing, and gentle vacuum massage. A smart, streamlined way to deliver perfect results your clients can feel."

OLHA MAIKINA
MD from Europe, Zemits Co-Founder

CLINICAL CASES: THE VISIBLE IMPACT OF HOLISTIC COLD SKIN RECOVERY

Anti-Acne Treatment Protocol



Courtesy of Uni Dang, Licensed Aesthetician, Zemits Expert Provider Dallas, TX



Client: 16 y.o. female

Skin Concerns:
Inflammatory acne, redness, post-inflammatory erythema (cheeks), hormonal breakouts, sensitivity, scarring, congestion

Treatment Frequency:
every 2–6 weeks

Number of treatments performed: 12 sessions

Results:
- Notable improvement in skin clarity
- Reduced breakout frequency,
- Softer texture
- Visible calming of inflammation and erythema

The treatment included bi-weekly sessions combining hydrating enzyme therapy, LED light to calm inflammation, and personalized chemical peels based on skin response. Manual extractions and high frequency were used throughout to address congestion and support clarity. Once the skin barrier had strengthened, **HydroDiamond®** was introduced to gently exfoliate and remove buildup without causing irritation. Each session was completed with cold wellness technology and oxygen mist to soothe the skin, reduce redness, and support recovery.

Glow & Super Hydration Treatment Protocol



Courtesy of Azarel Cervantes



Client: 30 y.o. female

Skin Concerns:
Clogged pores, oily skin, general inflammation

Treatment Frequency:
bi-weekly

Number of treatments performed: 6 sessions

Results:
- Significant reduction in oiliness and congestion
- Skin appeared visibly calmer, clearer, and more balanced
- Client became a consistent monthly visitor

The treatment included a series of sessions with deep exfoliation using the **HydroDiamond®** tip and HydroClear Pro, followed by gentle vacuum and manual extractions to clear pores. Each session incorporated serum infusion to hydrate and replenish the skin, along with cold wellness technology to reduce redness and calm inflammation. The same protocol was performed every two weeks to maintain consistency and support progressive skin improvement.

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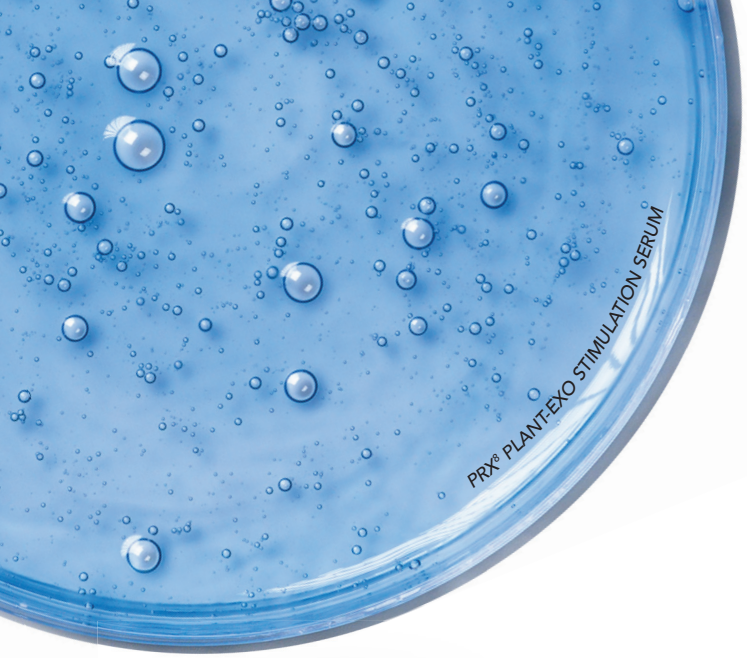

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Model is an actual RevitaLash® Cosmetics user. Results after using Volumizing Hair Collection for 16 weeks. Individual results may vary.
*Survey results from an independent 8-week consumer study including 79 participants using Volume Enhancing Foam. ©2025 Athena Cosmetics, Inc.

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AFTER 16 WEEKS

*Two independent studies (each for 12 weeks) treated all Fitzpatricks and various visible hyperpigmentation with the Pigment Correct Peel at 0, 4,8, and 12 weeks. Participants were also instructed to use a benign daily regimen during that time which consisted of PCA SKIN® Creamy Cleanser, ReBalance and Daily Defense SPF 30. Improvements in skin tone were examined using Visia images and a dermatologist assessment.

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KITTY LIN
Managing Editor
clin@allured.com

Letter from the Editor

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

Letting pieces go to make room for who you are now is natural and healthy, and in our September issue, we're kicking off peel season with state-of-the-art peel advice from industry experts, and focusing on getting rid of the old and making room for the new.

Just like with peeling, making meaningful change can be difficult sometimes and can come with growing pains. Sustainable lifestyle changes also require consistency and can't happen as a result of brute force. As you flip through this issue and read about prep, caution and home care, I hope you also think about meaningful preparation, care and intention when it comes to change that transcends skin-depth.

Think about growth—in your personal life or business—longevity and community. Think about what's on the horizon and how you can prepare yourself to embrace it. Remind yourself that even small, incremental changes can precipitate into big results in wellness and life, and challenge yourself not to let the little things slip, because they matter.

Never underestimate the impact of what you send clients home with, be it a reliable product, new-to-them education or peace of mind. If the end of summer has left you feeling out of sorts, go back to the basics, do what you need in this moment and when you're ready to return to your routine, I think you'll find everything is right where you've left it.

Above all, I want this issue to be a reminder that like peels, everything has its season. Relish the summers of your life, and know that winter doesn't last forever.

Wishing you well,



Kitty S. Lin

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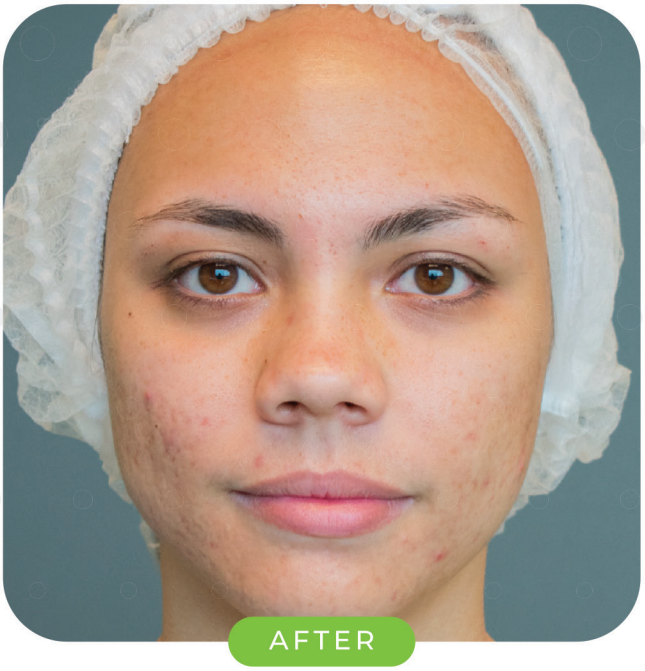

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www.raacneremedies.com

We have beautiful skin down to a science

Pevonia—They're **NATURALS!**

Some people take to innovation the way that a fish takes to water. This is what's at the kernel of Pevonia's origin story. The brand was founded with a mission to elevate esthetics to a level of globally recognized prestige. Having played a key role in shaping ISPA and advancing esthetic licensing in the U.S., the founders understood that the industry would need the right tools to achieve that distinction.

Today, Pevonia remains under the leadership of co-founder Sylvie Hennessy, who continues to stay closely connected to the industry and to the brand's leading partners through the Pevonia Advisory Council (PAC) and Direct Connect Team. Hennessy is one of spa's most prominent shaping influences, bringing her expertise in biochemistry and educational psychology—expertise that's reflected in Pevonia's clinical effectiveness.

The brand's wellness-focused, holistic approach to skin care mirrors its comprehensive strategy for empowering the industry: Pevonia doesn't just create effective, natural products that skin professionals and clients adore, but has added a curriculum on new technologies and ingredients, business classes for refining customer service and retail, as well as resources for business planning, sales and marketing support. This means that estheticians and spa professionals are empowered, surely, but so are new entrepreneurs that many in the industry also embody.

After more than 30 years in the industry and a presence in nearly 100 countries, Pevonia continues to be a pillar in the spa community through their products and services, and to this day, has not forgotten its ISPA roots, exhibiting at the show and participating in the annual ISPA auction that contributes to the foundation's research reports and other resources. Additionally, the brand supports other leading industry events and forums to ensure it remains top of mind for decision makers, helping to brightly shape the future of the wellness and spa market.



Images courtesy of Pevonia

What Pevonia Means to Spas

Pevonia's longevity within the industry isn't just the result of authentic passion, meticulous planning and hard work; the industry allowed the brand to fill a much-desired gap because Pevonia is emblematic of the values lauded by the spa, esthetics and wellness communities. Clients are growing increasingly wary of the potential harm associated with parabens, sulfates and synthetic fragrances, and they're looking for products that they can feel certain are both effective and safe to use, and that won't irritate their skin or compromise its barrier.

The environment and sustainability are also rising in clients' priorities; they don't just want the natural formulations Pevonia is known for, but formulations that are ethically and sustainably sourced so they can play their part in protecting the world and those we share it with. For Pevonia, being cruelty-free and sustainable is not just a timely marketing strategy, but a vow. The brand's post-consumer, recyclable air-express containers naturally preserve products while being earth-friendly. The brand is always looking to innovate its sustainability practices and to spread awareness.

Pevonia also ensures that products are safe for all ages and skin types at a time when skin is viewed with more nuance than ever before. The brand offers vegan, pregnancy-safe and family-friendly solutions to align with each person's journey to improved skin health and wellness.

In abiding by the gold standard it sets, Pevonia empowers the skin and spa community through transparent business practices, inclusive and sustainable industry practices and practical, actionable, meaningful industry change brought about by Hennessy's caliber of expertise.

Learning—The Pevonia Way

Pevonia knows the value of investing in and empowering the talented, knowledgeable and dedicated spa professionals they serve. The brand sets dedicated time to connect with their clients to evaluate a spa business' identity, goals, strengths and opportunities to come up with a personalized plan, whether the client requires one just for the season, or for the entire year, where the team will explore things like untapped market reach, and how those translate to profitability. Pevonia's team collaborates with clients to create custom seasonal menus, plan for inclusive care, and assist with building community rapport through in-person and virtual events.

The Pevonia Academy works to equip professionals with enhanced customer service, treatment service performance, and retail skillsets to distinguish them in their craft. Working with their clients, Pevonia empowers estheticians and spa professionals to bolster retail sales and service revenue through a focus on consistent and superior quality of service, educating spa owners to reduce staff turnover and stay ahead of the competition.

Innovation—Proprietary Manufacturing

Maintaining their leading stance amongst spas and clients requires a serious commitment to innovation. Pevonia's proprietary laboratories and research and development experts are key to the brand's strong foundation for global success. From fitness recovery products to cacao-infused treatments, to their latest Hyaluronic Acid Hydra Collection featuring high-tech micro-fragmented (ultra-low molecular weight) Hyaluronic Acid, there is no stopping Pevonia!

When it comes to the business of wellness, spa and esthetics, Pevonia is setting new standards every day. What can they say? It is a true passion that just comes naturally.

Scan QR code below for more information on becoming a Pevonia Partner.

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NATURAL SKINCARE

Our Getting Well Soon Era

BY Kitty Lin

Listen, we've all had our villain eras: over-using the retinol, over-exfoliating to treat acne or—and I'm cringing as I write this—relying solely on topicals to do the heavy-lifting my diet and sleep could be helping out with. As summer wraps up, let's bring some of that warmth and good energy with us into the cooler months. We've had a heck of a year! Time to reward ourselves with continued wellness. Forget autumn and winter; this is the season of us. This is our "getting well soon" era.



1 Less is more!
Skinimalism still isn't going anywhere. Clients are tired of the constant flood of products being pushed towards them and the "super necessary" solutions for issues that didn't seem to exist for the bulk of their skin care journey so far. Products that do more, especially those already built into their regimens like multifunctional cleansers, toners and moisturizers. Buttah has a series of customizable products for specific skin conditions, and form a complete skin care routine all on their own.
buttahskin.com

2 Holistic wellness for healthy aging.
What we put in, we get out—that applies to a lot of things in life, but more and more, people are becoming aware of reaping the benefits or facing the consequences of how hard we've lived, later on. Remaining physically active, keeping a balanced diet and getting plenty of sleep not only help us feel better, longer, but keep us looking fresh. Blue light therapy is gaining popularity for its use in treating seasonal depression and improving sleep.
solshine.org

3 Clinical-grade homecare is bringing back house calls.
Okay, not literally, but there are two major trends driven by everyone's insatiable desire for convenience. Firstly, noninvasive solutions that are painless and require no downtime. Secondly, effective skin care that doesn't require constant expeditions out, especially when there's a particular occasion that demands results lickety-split. Proven efficacy in easy-to-purchase products is high up on most people's lists. VT-Cosmetics has its Reedle Shot readily available at Ulta for consumers looking for "microneedling in a bottle."
globalvt-cosmetics.com

4 Veganism isn't just for food.
Lauded for being gentle on skin and chock-full of nutrients, vegan skin care is perfect for those who want to wear their values. If being sustainable and cruelty-free is important to you, incorporating those values into your work can be a great way to distinguish your business and build a rapport with clients who share those values. Poth is all about simple, vegan skin care solutions.
pothskin.com

5 People are getting serious about hydration.
Hydration is so critical, no matter your skin condition, type or goal. Even if you're already good at it, you have to stay good at it. We're also no longer so tunnel-visioned about our faces: in the throes of increasing wellness, we're unwilling to leave a single nook or cranny neglected. Hands and feet, two high-use areas that haven't always been pampered, are now finally getting their thirst quenched through…creative hydration solutions. Moisturizing gloves, socks and masks are terrific for those who want some deep hydration while they veg out on the couch or even overnight.
drfredericksoriginal.com

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91% say skin feels nourished*

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89% say it reduces the appearance of dry lines*

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*tested on women across all stages of hormonal change: perimenopause, menopause and post-menopause. see bioelements.com/pros for full study results.



THE BODY EDIT:
Clinical Skin Care's Next Frontier

Licensed skin care professionals understand the science of aging and its impact on the skin—collagen, elastin and hydration are crucial elements in maintaining bright, beautiful skin. While facial care remains a top priority, the needs of the skin below the neck are increasingly taking center stage in clinical aesthetics. From sagging upper arms to sun-damaged décolletés, clients are seeking clinical skin care solutions that address the entire body.

By incorporating advanced clinical body products into home care programs and offering targeted in-clinic protocols, professionals can address these concerns with precision, and help clients achieve total skin confidence.

Images courtesy of Lira Clinical

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The Science Behind Skin Health

Collagen and elastin are the building blocks of youthful skin. Collagen provides structure and firmness, while elastin ensures elasticity and strength. Over time, the natural production of both declines, leading to sagging, wrinkles, and textural changes. While most focus has been on facial treatments, body skin also requires specific care to maintain its integrity.

Why body skin care matters:

- Body skin contains fewer sebaceous glands, which makes it more prone to dryness and slower healing.
- Areas like the hands, décolleté and legs are frequently exposed to environmental damage, leading to premature aging such as age spots and 'chicken skin' (keratosis pilaris).
- Imbalanced hydration and a weakened barrier contribute to concerns like cellulite, crepey texture and hyperpigmentation.

Clinical body products are designed to address these unique needs. High-performance formulations rich in peptides, vitamin C, niacinamide and anti-glycation minerals stimulate collagen and elastin production, while preventing transepidermal water loss (TEWL), ensuring skin health is maintained from head to toe.

Trends Driving Demand for Body Skin Care

The aesthetics industry continues to evolve, and body treatments are on the rise. According to recent trends for 2024, minimally invasive procedures are growing in popularity, with a 7% increase observed in the last year alone. Treatments like chemical peels, microdermabrasion and body sculpting are now commonplace, with clients actively seeking ways to enhance their entire appearance—not just their face.



Key insights for skin care professionals:

- Consumers today are creating total wellness lifestyles, combining cosmetic treatments with skin care routines that maintain results.
- Baby boomers and millennials alike want their body skin to reflect their vibrant, youthful appearance.
- Clients desire practical and effective at-home skin care solutions to complement clinical protocols.

Advanced Clinical Care with the Lira Clinical BODY Line

With clients becoming increasingly aware of their overall skin health, now is the time to introduce body-focused treatments into your practice. Whether it's helping a client diminish sunspots on their hands or firming their upper arms after weight loss, treatments combined with high-performance home care products offer real people, real results.

To meet the rising demand for clinical body skin care, licensed professionals need effective solutions that deliver results. The Lira Clinical BODY Line was specifically developed to address the unique needs of body skin while integrating seamlessly into clinical treatments and at-home routines.

Key features of the BODY Line:

- Peptide-rich firming lotions and crèmes boost collagen production, tighten and tone sagging skin and diminish the appearance of cellulite.
- Exfoliating treatments featuring lactic and mandelic acids brighten uneven skin tone, renew texture and prepare the skin to absorb active ingredients.
- Multi-functional formulations tackle hydration, hyperpigmentation and loss of elasticity in one step, ensuring comprehensive care without complexity.

By including the Lira Clinical BODY Line in their services, skin care professionals can offer clients a rejuvenating experience that enhances their confidence while boosting retail revenue.

Take the next step—incorporate the Lira Clinical BODY Line into your treatment menu today.

Purchase now to unlock the future of total body confidence for your business and your clients.

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bioelements.com



Masque Buster
DMK

This product is specifically designed to help dissolve the bonds in the Enzyme Masque and allow for easier removal. Masque Buster uses softening soybean oil and gelling-emulsifying agents to effortlessly remove the DMK Enzyme Masque. This specially formulated cream is applied to the completed Enzyme treatment for just 1-2 minutes to melt the hardened mask away and dramatically reduces the time it takes to remove the Enzyme Masque with water and cleanser alone. In addition, Masque Buster lends gentle hydrating and skin-soothing properties to your clients' skin.
orderdmk.com



Retinol 2% Exfoliating Scrub/Mask
Skin Script

Retinol 2% Exfoliating Scrub/Mask is a treatment that combines manual and chemical exfoliation to improve skin tone and texture. Is she a mask? Is she a scrub? She is both! To maximize benefits, we recommend applying a small amount of scrub onto the face, neck and chest after cleansing.
skinscriptrx.com

Product images courtesy of the manufacturers


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150 ml / 5 fl oz
94%
agree visible signs of dryness and dehydration are reduced*
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Camellia Glow Solid Face Oil
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The Gemstone Collection
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*In-vivo study results measured after 7 days.



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SMOOTH MOVES:

How to Peel like a Pro

By Terri Wojak

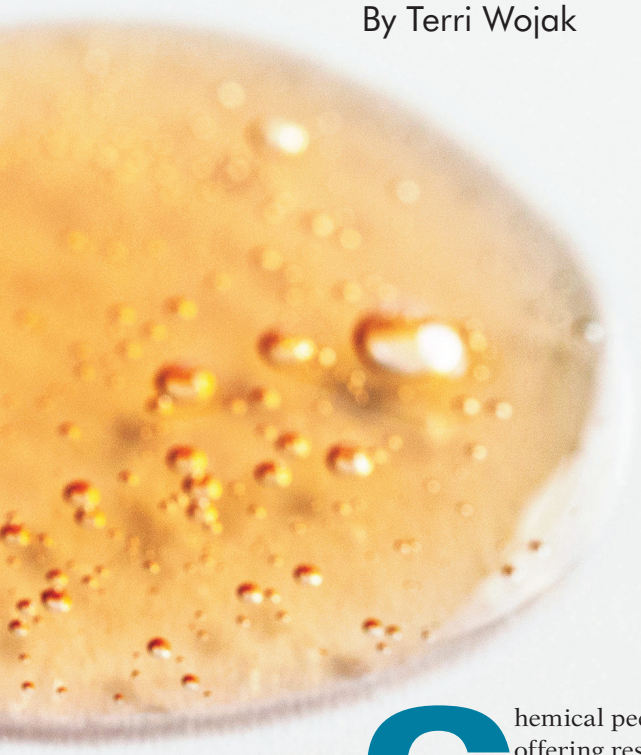

Image by vasanty at Adobe Stock

Chemical peels have been a cornerstone of professional skin care, offering results that range from a subtle glow to dramatic rejuvenation.

Mastering chemical peels involves more than just applying acids to the face. To peel like a pro, you must understand the science behind the treatment. Understanding acids, percentages, pH (potential of hydrogen) and pKa (acid dissociation constant) will help you choose the right formulations for your clients. Rather than just removing keratinized cells, the right chemical peel encourages the skin to heal in a more structured, youthful way. It enhances the rate of turnover while laying the groundwork for long-term improvements in tone, texture, clarity and resilience. When paired with proper pre- and post-care, chemical peels are not just for cosmetic correction, but for overall skin health.

Why Chemical Peels

Cellular turnover is a natural process during which dead skin cells are released from the stratum corneum of the epidermis and are replaced with new cells from the basal layer of the epidermis. In healthy skin, cells turn over approximately every 28 days until the age of 30, after which this natural exfoliation process decreases at an estimated rate of about ten days per decade.[2] This decrease in the skin's natural exfoliation can contribute to fine lines, wrinkles, acne, hyperpigmentation and a dull, dry appearance.

Chemical peels play a vital role in supporting and stimulating this process. By applying specific acids to the skin, we can break down protein structures that anchor cells to each other, known as desmosomes. That accelerates cell turnover, revealing fresher, healthier skin. An equally important function of exfoliation is to create a controlled wound response. When the skin responds to acute inflammation, it releases growth factors that trigger the production of new cells, including fibroblasts, to initiate the production of collagen and elastin. Stimulating the rate of skin exfoliation in a controlled manner can help reduce superficial imperfections while also promoting a healthier skin structure.



As skin ages, cells become less efficient at dividing and making new cells.



Mandelic acid can be a useful exfoliant and acne treatment.

Types of Peels

Alpha Hydroxy Acids

There are six alpha hydroxy acids (AHAs) commonly used in skin care: glycolic, derived from sugar cane; lactic, from sour milk; malic, from apples; tartaric, from grapes; mandelic, from bitter almonds and citric, from fruit.

Glycolic acid is the most used AHA due to its small molecular size, which grants it a greater ability to penetrate the epidermis. The percentage (amount of acid in the product) for AHA peels typically ranges from 30% to 70% with a pH range of 2.0-3.5, although this can vary. Clients generally like the appearance of their skin following glycolic peels, although results may not be as significant as with other peeling agents. Multiple clinical studies have shown improvements in the appearance of the skin with the use of glycolic acid. It has also been shown to strengthen collagen, expanding its benefits for the skin.[6]

Lactic acid has properties similar to glycolic acid regarding its method of exfoliation; they are both water-soluble and dissolve bonds between keratinized cells. Lactic acid is commonly used on clients with more sensitive skin conditions, including rosacea, due to its larger molecular size, which makes it gentler than the smaller glycolic molecule. The added benefits of skin brightening and hydrating properties make lactic acid one of the most widely used exfoliants on the market, not only for in-office peels, but also in products for home use.

Mandelic acid is known for its gentle yet effective exfoliating properties. With a larger molecular structure than other AHAs like glycolic or lactic acid, mandelic acid penetrates the skin more slowly, making it an excellent choice for sensitive skin types or those

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SALVING GRACE
RECOVERY OINTMENT

A multipurpose salve that soothes, seals in moisture, and supports the skin barrier—ideal post-treatment or whenever skin needs extra care.



prone to redness, inflammation or post-inflammatory hyperpigmentation (PIH). Mandelic acid also has antibacterial properties, making it beneficial for acne-prone skin, while its melanin-inhibiting effects can help fade hyperpigmentation. Mandelic acid is also often used in chemical peels for darker Fitzpatrick skin types, as it poses a lower risk of causing pigmentary changes.

Malic acid, citric acid and tartaric acid are also water-soluble ingredients with exfoliation properties. These acids are primarily used in blended peels due to their mild activity.

Beta Hydroxy Acid

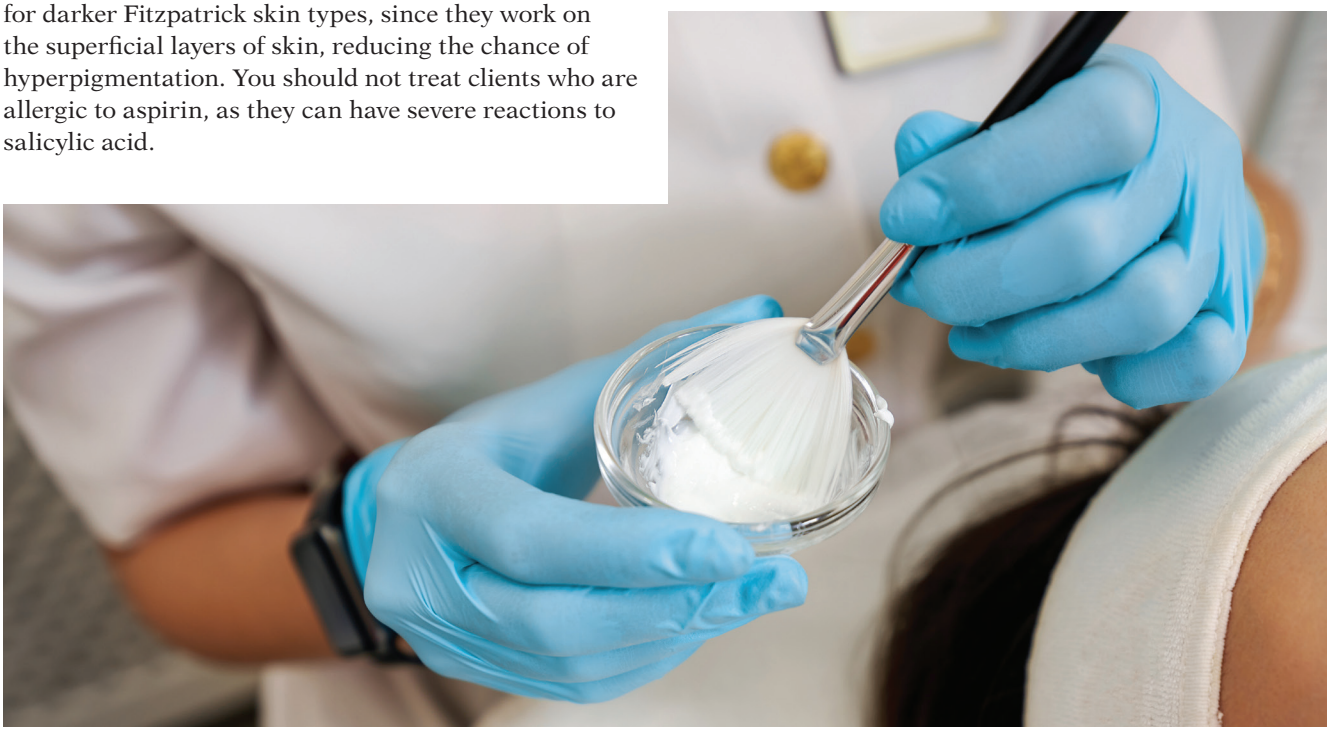
Salicylic acid is a beta hydroxy acid (BHA) widely known as a superficial peeling agent with the ability to reduce acne. Salicylic acid can be synthetically produced or derived naturally from the bark of the willow tree and is chemically similar to the main component of aspirin (acetylsalicylic acid). Salicylic acid is lipid-soluble (attracted to oil) and has anti-inflammatory properties, which make it a top choice for oily, acne skin types. Salicylic acid is also used for the treatment of superficial pigmentation, warts, keratosis pilaris, psoriasis and calluses. Most salicylic acid formulations are safe for darker Fitzpatrick skin types, since they work on the superficial layers of skin, reducing the chance of hyperpigmentation. You should not treat clients who are allergic to aspirin, as they can have severe reactions to salicylic acid.

TCA Trichloroacetic Acid

Trichloroacetic acid (TCA) originated as a medium-depth chemical peeling treatment by medical professionals. TCA is a synthetic acid shown to be safe for use on the skin as a peeling agent with no systemic effects. TCA is an agent that coagulates skin protein. It should be used with caution, as it can penetrate the dermis. If used incorrectly, it can cause a bacterial infection, a herpes simplex breakout, pigment abnormalities and scarring. TCA is available in concentrations of up to 99%; however, the most used concentrations range from 10% to 30%. Higher percentage TCA peels should only be used by a physician.

Jessner's Peel

A traditional Jessner's peel is a combination of 14% resorcinol, 14% salicylic acid and 14% lactic acid in an alcohol base. Jessner's, developed by Dr. Max Jessner, has been safely used for skin rejuvenation for more than a century. Many of the formulas used today are modified Jessner's peels because they have been slightly altered. The Jessner's peel was originally developed to reduce the effects of using only resorcinol (a



Aspirin belongs to the salicylate family, salicylic acid being the simplest of these compounds.

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keratolytic agent that has antibacterial properties) on the skin. The Jessner's peel is most used for combination to oily skin that shows some degree of photo-damage. A Jessner's peel should not be performed on sensitive, dry skin types or those with rosacea, due to the peel's high alcohol content. This peel is most effective for hyperpigmentation, severe photo-damage, acne and oily conditions.

Blended Peels

Blended chemical peels combine two or more exfoliating agents, including AHAs, BHAs, retinoids and/or TCA to deliver synergistic results. By using different acids with complementary mechanisms of action, blended peels can target multiple skin concerns at once. For example, pairing salicylic acid with lactic acid allows for both deep pore cleansing and surface exfoliation with brightening in one treatment. Additionally, blended formulas often incorporate anti-inflammatory ingredients to buffer intensity, making them safer for sensitive skin and higher Fitzpatrick types. Many blended peels add beneficial ingredients, including pigment lighteners, vitamin C and/or hydrators. Blended peels allow estheticians to customize treatments precisely to the client's needs.

Determining Peel Strengths

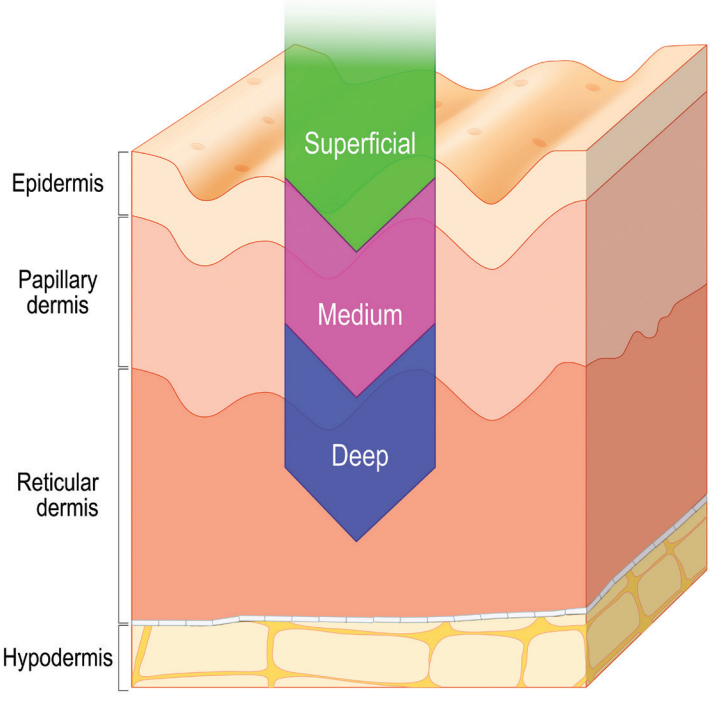
There are many things to consider when deciding to treat a client with a chemical peel, including the type of acid you'll use, its percentage and its pH. A peel's concentration depends on the percentage of acid in the solution; the greater this percentage, the stronger the acid concentration. On the other hand, chemicals with a lower pH are more acidic and can cause greater stimulation in the skin.

One often-overlooked aspect of chemical peels is the pKa value of each acid. pKa refers to the acid dissociation constant, which tells us how much of the acid is in its active form. This matters because the lower the pKa, relative to the pH of the peel solution, the stronger and more active the peel will be. For example, glycolic acid has a pKa of around 3.83. If you apply a glycolic peel with a pH of 2.5, that means a large percentage of the glycolic acid is in its active form, leading to more intense exfoliation. pKa is a constant number that doesn't change. A lower pKa means the acid is more acidic, which allows for deeper, faster penetration. Understanding pKa helps professionals predict peel strength more accurately than percentage and pH alone. For instance, a TCA peel at a 0.7 pKa would be much stronger than a lactic acid peel at 3.86 pKa at the same percentage and pH.

Peel Depths

Levels of peeling vary, but most are categorized as either superficial peeling, which affects the outer layers of the epidermis, medium-depth peeling that can affect the papillary layer of the dermis, or deep peeling, which can reach the reticular layer of the dermis. Superficial peels have no downtime associated with them; if anything, they may cause flaking or mild perioral peeling. For best results, they are done in a series of six to twelve treatments spaced two to four weeks apart. They work well on all skin types, including sensitive skin and those with higher Fitzpatrick types.

Medium-depth peels should be performed under medical supervision. These peels involve some downtime. Initially, the skin feels tight, and discolorations may appear on the surface. A few days later, the skin starts to peel and can continue for up to ten days.



Superficial peels are useful for softening the appearance of fine lines and wrinkles.

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Peptides support the healing process by stimulating collagen production.

Deep peels, such as phenol and Baker's Gordon, should only be performed by medical professionals as they can be dangerous. Phenol peels even require that patients be on a heart monitor. Deep peels can have up to six weeks of downtime and a high chance of complications, making them much less common today. Some risks include hyperpigmentation, hypopigmentation, scarring and a lasting, waxy appearance.

Factors that Affect How Skin Reacts to a Chemical Peel

1. The percentage of acid in the product
   The amount of acid in the peel
2. The pH of the product
   The acidity level of the peel
3. The type of acid(s) used
   Some acids are naturally stronger due to pKa
4. The amount of time left on the skin (for neutralized peels)
   The longer the peel is on, the stronger it becomes
5. The number of layers applied to the area (for leave-on peels)
   Delivers more acid and deepens penetration with each pass
6. The amount of product applied to a given surface area
   Various application methods deliver different amounts of acid
7. The condition of the skin before treatment
   Well-prepped skin will receive enhanced benefits
8. Product use by the client post- treatment
   Good support products will provide safe effective results
9. Client's post-care compliance
   Getting excess heat or going in the sun can cause complications
10. Prepping solution
    The more degreased, the better the peel will penetrate

Prepping the Skin Prior to Peels

- The use of a mild keratolytic agent, such as glycolic acid (5% to 10%), salicylic acid (2% to 5%) or mild retinols can increase the effectiveness of the peel. These should be discontinued three days before the peel to decrease the chance of side effects.
- Skin lightening agents should be used for a minimum of four weeks for those suffering from hyperpigmentation as well as darker skin types (Fitzpatrick IV-VI) to reduce the risk of PIH.
- The skin should be properly protected and hydrated; the use of a regular antioxidant, moisturizer and sunscreen will provide optimal results.
- Ingredients that support healing and regeneration will enhance the peel effects. Examples are hyaluronic acid, centella asiatica, peptides, growth factors, stem cells and exosomes.

Peeling like a pro goes far beyond simply applying acids; you need a solid foundation in skin anatomy, chemistry and treatment strategy. When estheticians understand acid types, pH, pKa and concentration, they can craft customized, results-oriented protocols tailored to each client's unique skin needs. Chemical peels continue to be one of the most powerful tools for enhancing skin health, refining texture and treating concerns such as acne, aging and pigmentation. The key to success lies in continued education, thoughtful application and a commitment to both safety and efficacy. Stay curious, be intentional and always peel with purpose.

If you're looking for more information on Chemical Peels, take Aesthetics Exposed's Chemical Exfoliation Class at ***aestheticsexposed.com.***

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Terri Wojak is a licensed esthetician with over 25 years of experience in the esthetic industry. She runs her own education company, Aesthetics Exposed Education, and is a master trainer for DermaConcepts. She has built over 50 individual courses, written more than 100 articles and published two books, Aesthetics Exposed: Mastering Skin Care in a Medical Setting& Beyond and Mastering Medical Esthetics.

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Your Ultimate Guide to PEELS

Peels are like skin, they have *layers*. Get a deep-dive on this tried-and-true treatment in this comprehensive guide to peels.

By Leah Lynch

Let's be honest—chemical peels are having a major moment. They're powerful, transformative and can deliver jaw-dropping results... but there is a lot to know going into it. Behind every flawless post-peel glow is a professional who had to navigate licensing laws, insurance clauses, flaky reps and the constant search for the products and treatments that truly work amongst the noise of social influence.

One of the most exciting things about today's advanced peels and pigment-correcting treatments is that they don't require a room full of equipment and a plethora of back-bar products as you do with traditional facials. Instead, peels are streamlined, simple and incredibly effective—with minimal setup and maximum impact. This is a huge plus for small business owners looking to keep overhead costs low. You can build an entire profitable aesthetic career offering just these types of skin-transforming services.

With today's technology, you're able to treat everything from melasma to acne scars to laxity—without needing a $75K laser or a week-long certification retreat.

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Treat and Prevent ACNE SCARRING

By Shannon Esau

Scarring lasts a lifetime, and as most of you know, acne impacts over 85% of the population in the United States, which is the premiere reason for scarring on the face. One in every five acne sufferers will experience scarring, leading to emotional and psychological impacts.

Scars are formed when the skin has inflammation from an injury and tissue begins to race to the surface for protection. When skin is in a wounded state and inflammation is present, it is more vulnerable to scarring. Long-term inflammation also leads to erythema or hyperpigmentation on the skin surface. If the wound gets manipulated or interrupted scarring is increased. Our skin undergoes a wound healing process and interrupting the flow greatly increases the potential for scarring. Remember, acne is a wound and the tissue becomes damaged the longer the wound or lesion is on the skin.

We live in a time with many treatment options to reduce the appearance of acne scarring, but what about preventing it? Let's explore the types of scarring and ways to both prevent and reduce the lasting effects.



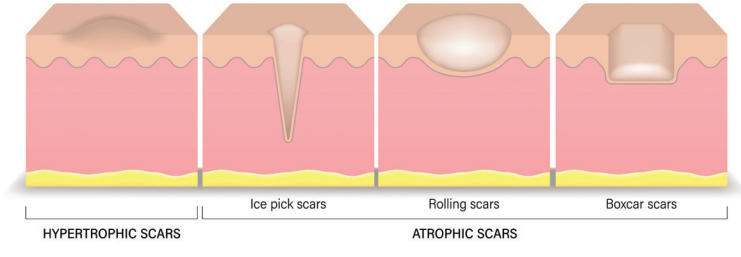
Types of Acne Scars

Atrophic scars are the most common type and appear as indentations or pitted areas on the skin. As the skin attempts to heal, collagen becomes destructed and unorganized, leading to atrophic scarring. This type of scarring is broken down into three main types—ice pick, boxcar and rolling.

- **Ice pick** scarring is the most common type of acne scar and is characterized by a narrow, deep, v-shaped area extending down towards the dermis. It has the name"ice pick" as it resembles small puncture wounds on the skin.
- **Boxcar scars** are the second most seen acne scars. This type of scar has a very distinct irregular shape, but a well-defined edge, plus it is much wider in size than ice pick scars. Those who suffer from cystic acne will see this, especially if the acne is left untreated. During the healing stage, scar tissue is formed unorganized.
- **Rolling scars** have more of a sloping edge that can be"smoothed" out when stretched. This type of scarring is seen in those with severe, untreated acne, acne that relapses or those who excessively pick at acne lesions. Again, insufficient collagen is the culprit due to the inflammation being deep in the skin.

Hypertrophic scars are also seen, especially in ethnic skin. This type of scarring occurs during the healing process as it is disrupted by prolonged inflammation and infection. Hypertrophic is an overgrowth of collagen and is usually the size of the acne lesion that caused the scar. Keloid scarring is considered a form of hypertrophic, however, the size of the keloid is often larger than the original acne lesion.

Post-inflammatory erythema and pigmentation are also characteristic of scarring, though both will improve over time. Erythema is a sign of inflammation as the acne lesion is still in the healing process. It's believed that the epidermis is thinner during this stage of healing. Pigmentation is also a sign of inflammation present as the melanocyte cells respond by increasing melanin production near the sight of the wound. Keep in mind, that hybrid scarring, a mix of textural and post-inflammatory, is very common in acne sufferers and professionals may see a variety, depending on the severity of the acne.



Boxcar scars happen when deep skin damage has occurred.

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Ingredients to Prevent Scarring

When it comes to ingredients for an acne regimen, wound healing, anti-inflammatory and reparative are vital. No matter where they are on the journey, introducing these types of ingredients will make all the difference in preventing the skin from scarring.

Epidermal growth factors are found naturally within our skin and are released every time it is wounded. By applying growth factors found in RA Acne Remedies Vital Repair Gel, inflammation is decreased, blood vessel synthesis is stimulated around the wound and healing is increased. A clinical study demonstrated a minimum of 25% improvement in healing and collagen synthesis after the first 24 hours of topical application.

D-alpha tocopherol, the chirally-corrected version of vitamin E, is well-known for its antioxidant protection as it protects the cellular membrane and extracellular matrix. However, it also has anti-inflammatory properties, reducing erythema and edema, plus it promotes healing of wounded tissue.

L-arginine is one of twenty semi-essential amino acids present in proteins. It converts into nitric oxide, increasing blood flow and resulting in an increase in wound-healing capabilities.



D-alpha tocopherol protects against free radicals.



AHAs and BHAs are effective for shedding dead skin cells and unclogging pores.

Encapsulated retinal is an excellent ingredient for both the treatment of acne and acne scarring. It is the precursor to retinoic acid and is superior to other vitamin A formulas in the treatment of acne, including tretinoin and adapalene. It naturally increases fibroblast production, resulting in the development of healthy collagen and elastin proteins.

As a bonus, this ingredient helps with both wound healing and tissue regeneration as well as reducing appearance of scars!

Ingredients to Reduce Scarring

Many ingredients help diminish the appearance of scarring. Using these along with wound healing ingredients can help the harshness of the scar as well as prevent further scarring.

Alpha and beta hydroxy acids (AHAs and BHAs) are also beneficial in the treatment of acne scarring. AHA's, like glycolic acid, quickly penetrate through thicker skin, increasing exfoliation and softening texture. Salicylic acid, a well-known BHA for its anti-bacterial properties, also reduces inflammation in the skin, making it a great choice for hybrid scarring.

Trichloroacetic acid, or TCA, is a star ingredient in the treatment of acne scarring. A safe, non-toxic, self-neutralizing acid that quickly penetrates the skin, breaking down cellular buildup and softening scar tissue. RA Skin Care's TCA Sake Peel is a blend of TCA, salicylic acid and sake ferment that works by refining texture, reducing inflammation and lightening pigmentation.

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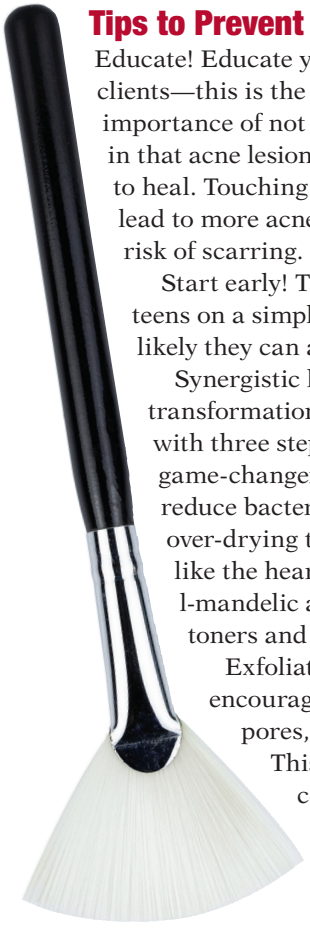
Scar Reduction Treatments

Chemical peels have been used for decades to treat acne scarring. Solutions best for textural scarring will likely incorporate a blend of TCA and other acids, like an AHA or BHA. A series of vitamin A peels may be a great choice for almost any scar, especially those experiencing hypertrophic or inflammatory scarring. Look for encapsulated retinol, combined with Perfection Peptide, l-carnitine and turmeric extract for optimal results.

Microneedling has become a very popular treatment. During this procedure, tiny needles create micro-injuries to the skin, stimulating collagen and elastin synthesis. This treatment may be offered in conjunction with a series of chemical peels to soften atrophic scars.

Microdermabrasion has been used for many years in the aesthetic industry. Crystal or diamond-tipped, this procedure softens skin and reduces the appearance of mild to moderate acne scars. The results are more significant when microdermabrasion is combined with chemical peels.



Tips to Prevent Scarring

Educate! Educate yourself and your acne clients—this is the beginning! Explain the importance of not picking or touching skin. Drill in that acne lesions are wounds and need time to heal. Touching and picking acne lesions will lead to more acne and greatly increase their risk of scarring.

Start early! The earlier you can get young teens on a simple skin regimen, the more likely they can avoid scarring.

Synergistic home care will give them transformational results! Being consistent with three steps morning and night is a game-changer for acne. Suggest products to reduce bacteria and inflammation, without over-drying the skin. Look for ingredients like the heart of green tea, totarol, l-mandelic and salicylic acids in cleansers, toners and corrective serums.

Exfoliate to reduce buildup and encourage oxygenation within the pores, eliminating acne bacteria. This will also soften textural concerns clients may already have. Remember to avoid over-exfoliating as it causes inflammation and prolongs the healing process. Ingredients like l-mandelic acid, encapsulated retinal and less frequent use of AHA's and BHA's help this area. A light vitamin A peeling series is excellent in reducing or eliminating scarring!



Microdermabrasion can be used to gently exfoliate the outermost layer of skin.

The most important step in eliminating or reducing scarring is to focus on the importance of healthy wound-healing formulas! This will reduce the risk of scar tissue forming. Incorporate ingredients such as epidermal growth factors and a refined, chirally corrected d-alpha tocopherol, along with zinc oxide. When acne lesions flare up, teach clients to ice their skin to reduce swelling, pain and inflammation.

Remember, education is key when working with acne skin, and with these powerful ingredients, treatments and tips, acne clients will experience clearer, healthier skin!



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

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- Brightens & evens the skin's appearance
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- Exfoliates & moisturizes

Frequency: Monthly, or as often as needed
Time: 55 minutes

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1. Secure client's hair with hair band.
2. Disinfect hands.
3. Remove eye make-up by saturating cotton with Repêchage Opti-Cleanse. Have client close eyes. Using downward strokes, remove eye make-up. Rinse the eye area well with water and cotton.
4. Cleanse skin with Biolight Brightening Cleanser using circular motions. Gently remove with cotton saturated in lukewarm water. Repeat rinsing to thoroughly remove any residue. Pat skin dry with tissue.
5. Protect eyelids by placing Repêchage Eye Rescue Pads over eyes. Apply Biolight Glyco-Sea Glycolic Peel into a small glass bowl and utilize the enclosed brush to distribute product to the face and neck area. Leave this treatment on for 5–7 minutes. A slight burning may occur; this is normal and will subside. You may use a fan to cool down the skin. Remove with cool, wet cotton. Be sure to rinse well.
6. Spray entire face with Biolight Brightening Toner to rebalance skin pH.
7. Apply Biolight Brightening Skin Serum to face and neck and administer massage. Massage should last for 3–5 minutes or until fully absorbed into skin.
8. Apply Biolight Brightening Massage Cream to face and neck and administer a 10–15 minutes massage.
9. Mix contents of Biolight Brightening Mask Formula A and Biolight Brightening Gel Active B into a rubber mixing bowl and mix together with the enclosed spatula until a smooth paste is formed. Apply evenly to face and neck. Let the client rest for 10–15 minutes. During this time, administer a hand massage using Repêchage Sea Spa Hand Cream.
10. Loosen the mask by sliding your finger under the edges, and peel off the mask in one piece. Clean off any residue with damp cotton squares.
11. Spray Biolight Brightening Toner evenly over face and neck.
12. Pat dry using clean tissue.
13. Apply in light strokes Biolight Brightening Day Cream to entire face and neck area.
14. Apply Repêchage Perfect Skin Liquid Foundation evenly over face to provide additional sun protection (as needed).

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FROM FATIGUED TO FRESH:

The Esthetician's Guide to Energizing Dull Skin (and Sales)

By Seraine Page

When clients arrive looking exhausted, estheticians have the power to help them leave looking like they got a full night's sleep.

"We all are chasing that glowing, lit-from-within complexion, but most do not realize that skin glow is not about a shimmer; it is all about the blood flow," says Dr. Natalya Borakowski, naturopathic physician and founder of Desert Bloom in Scottsdale, Arizona. "Too much and we get inflammation and sensitivity; not enough and we have a dull, tired complexion."

Between late nights, screen time and unprotected sun exposure, clients likely have a variety of reasons for lackluster skin. Dehydration and poor circulation are two major culprits of tired-looking skin, says Borakowski.

Luckily, skin care professionals have the power to reverse that exhausted look in just one session. With specialized techniques and personalized recommendations, practitioners can boost their bottom lines and provide clients with five-star treatment.

Here's a look at how to do it, according to expert dermatologists.

Provide Relief and Solve Problems

Asking clients about their facial goals ahead of their appointment helps skin care professionals provide the best advice. Once they arrive, continuing that conversation will guide the session.

"Don't sell a product; offer relief," says Borakowski. For clients who mention puffy or tired eyes, Borakowski asks if they'd like to try a skin care experience to relieve those issues—she isn't a fan of the word"fixing" in the skin care world.

"We do not fix faces; we do not fix skin problems," she says. "This makes me feel like women are broken dolls that need fixing. Instead, I give her a mirror and ask: 'What in your reflection troubles you today?' Upselling works best when it feels like care, not sales. No scripts. Just presence."

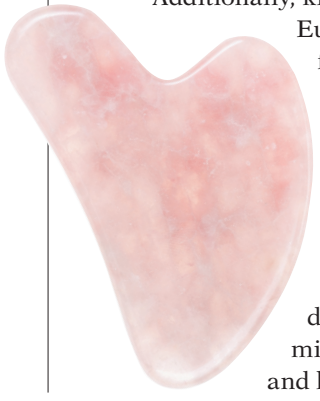
Skills That Sell: Techniques to Deliver Instant Glow

Glowing skin begins with circulation, which is a simple start for any esthetician with a tired-looking client on their table.

"When the blood flow increases, oxygen and nutrients rush to the surface, making the skin look brighter, bouncier and downright happier," says Borakowski.

When a client complains about tired-looking skin, using a gua sha tool is an excellent technique to reduce puffiness and bring blood flow back to the skin's surface. It's a simple upsell, especially for those with sensitive skin. Aside from promoting blood flow, it can also release tension in facial muscles, further creating a more awakened appearance.

Framing the service in emotional terms like "less tired," "lifted" and "refreshed" can get clients on board quickly. For service menus, these can simply be offered as targeted glow boosters or 10-minute add-ons.



Additionally, knowing the art of basics like the European facial is an ideal blend of finger techniques that bring life back to the face.

"The traditional European massage technique has been passed down through generations, and for a good reason," Borakowski says. "It's a rhythmic, soothing, face sculpting dance of fingertips that stimulates microcirculation, relaxes facial tension and helps tone the skin naturally."



Make sure to check your state regulations to see if a treatment requires medical supervision.

As an added selling point, she says sharing techniques that clients can do at home adds further value to a client's experience. It builds trust—a simple way to get them back for a facial in the future.

High-Tech Boosters With High Profit Potential

With technology evolving faster than ever, there's no better time to incorporate specialized tools into a skin care professional's practice.

Between light therapies and laser technology, skin care pros have endless options to create a personalized customer experience. Popular glow upgrades that weary clients can appreciate include LED light therapy and intense pulsed light treatments.

"LED light therapy calms inflammation and brightens skin; the bonus is that it has no downtime," says Dr. Jodi Logerfo of Orentreich Medical Group in New York City. "Intense Pulsed Light (IPL) is a non-invasive, light-based treatment that targets pigment and vascular irregularities in the skin. Unlike lasers, IPL delivers multiple wavelengths of light to treat several concerns at once."

Lasers are ideal for clients who want a brightened appearance without a ton of downtime, she says. Practitioners can charge premium rates for clients seeking a quick rejuvenated look for a photo shoot or wedding, for example. Dr. Logerfo recommends Fraxel lasers, either 1927 and 1550, and turned down to a low energy.

"This can still stimulate collagen and resurface the skin gently," she says.

Microneedling is another favorite of Logerfo for skin rejuvenation.

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"A procedure like microneedling can be done lightly, not aggressively, to help enhance skin tone, texture and improve skin laxity by stimulating natural healing and increasing elastin and collagen production," she says. "When done mildly, microneedling could have minimal downtime, and the result can give skin a glowy look, improving dullness and skin fatigue."

Keeping the Glow Going

Logerfo says helping clients keep their glow goes well beyond the office too. Educating clients on continuing their skin care routines will not only empower clients but also help them keep that dewy look longer.

"Hydration and barrier repair are part of the holy grail in achieving and maintaining glowing, bright skin," she says. "Without having a healthy skin barrier or maintaining adequate hydration, office-based treatments could fall short."

Treating dull skin requires the ideal mix of ingredients to see a difference. Vitamin C paired with vitamin E encourages brightening while also offering antioxidant skin protection. Niacinamide is another helpful option that can help with redness and inflammation while also improving skin texture.

Another favorite of Logerfo? Hyaluronic acid is an ingredient she recommends to improve the skin barrier, plump and hydrate skin.

"Addressing their at-home skin care is key," she advises. "Topical vitamin C and retinoids are important. It is also imperative to take care of the skin barrier by using a hydrating moisturizer every day, as well as a gentle exfoliation two to three times per week. A moisturizer or serum containing hyaluronic acid can increase water intake and give skin a healthy glow."

Logerfo recommends that estheticians also have red light LED mask recommendations in mind too. "When someone has dull skin, using a red light LED mask at home is fabulous," she says.

Skin care professionals may consider keeping their favorite brands on site to sell and further create a client experience that empowers individuals to take charge of their skin care.



Shikimic acid is a gentle exfoliant for smooth, bright skin.

Share the Glow-at-Home Techniques

Reminding clients they are fully capable of creating a glow-worthy skin routine will enable them to keep up with their healthy skin care habits.

Throughout any given session, reminding clients of the importance of hydration, exfoliation and a good night's sleep can be the encouragement they need. Let them know that simple techniques, like strategically combining physical and chemical exfoliation, can expose smoother, brighter skin quickly.

"Think gentle rice or jojoba bead scrubs for texture, paired with light AHA peels like lactic or mandelic acid for that glow-within effect," says Borakowski. "When it comes to AHA acids, we have a new player—shikimic acid—derived from anise. This gentle but powerful acid is a true game changer, delivering glowing results with no downtime."

Providing gentle reminders about hydration while offering fruit-infused water after a session is a simple way to encourage smart habits that help the skin. Above all, keeping the client's true needs first is the best way to "upsell" or further enhance their experience at your spa or practice.

"I think one of the best things to do is keep the patient's best interest in mind, don't push procedures or products, and gain the trust of the patient," says Logerfo. "That will keep them coming back for more and more treatments."



Seraine Page is a four-time award-winning journalist who writes for the beauty, wellness and business industries. In her free time, she loves to read, travel and spend time with loved ones.

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Workplace Wellness With **Beata Aleksandrowicz**



Beata Aleksandrowicz

By Kitty Lin

Spa and wellness professionals are indeed the problem kids when it comes to putting on their own oxygen mask first, and with the line between work and life becoming even more muddled, it's important we take the time to re-visit the matter of workplace wellness. The pandemic softened formerly rigid work arrangements, and culturally, we've become a lot more cognizant of our mental health as well—with workplace stress being one of the leading stressors contributing to poor mental health.

Here to give us insight on keeping well while at work is Beata Aleksandrowicz (BA), an internationally recognized expert on massage and women's health.

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Reducing Your Spa's Impact on Climate Change

By Kitty Lin

Last issue, Green Space talked about the importance of community, given the urgency surrounding climate issues and how personal limitations can often cause people to become disenfranchised and self-select out of sustainability. Ideally, you're now folded in the safety of your communities and teams. With that, it's time to roll up our sleeves and get to work. Here are some good places to start:

Waste Management

- **Reduce your paper use.** Reducing paper use is important because paper production requires a lot of chemicals and energy, which contributes to greenhouse gas emissions. Switching to digital booking platforms and electric means of communications are great ways of reducing paper use, and can help eliminate the risk of human error when it comes to administrative processes.
- **Implement a recycling program**. Reducing the need to harvest, ship and process raw materials is another great way of mitigating one's carbon footprint. Spa trade-in programs exist for equipment and materials you no longer need to use.
- **Transition to reusable products,** like cotton balls, wipes, round, cellulose sponges, small towels and applicators.
- **Switch to biodegradable supplies.** Nothing lasts forever and when we toss stuff, they can clog up our landfills for years. Switching to single-use, biodegradable towels and wipes for cleaning can spare the water and energy it would take to launder them while ensuring your business isn't adding to the polyester waste burden.
- **Track your waste.** There's software out there to make your life easier in a host of ways, but one of these includes tracking your business' waste output. This can also have useful insights into inventory, demand and minimizing financial waste.
- **Look into more discerning waste removal options.** Proper and responsible waste removal can help process stuff that shouldn't be going into landfills, which may be useful for identifying where additional recycling measures can be taken, can mitigate some of the backlog in landfills and can help prevent environmental contamination.

Energy Use

- **Switch to energy-efficient lighting.** Opening your own business or renovating soon? This is the perfect opportunity to switch to energy-efficient light fixtures. Prioritizing energy efficiency can also help mitigate our greenhouse gas emissions. Try LED lights! They use less energy and last longer than traditional lightbulbs.
- **Transition what you can to renewable energy sources.** Another great way of mitigating greenhouse gas emissions. Solar-electric panels, for example, can power your spa at night and can power your business directly or store energy away in a battery for later.

Water Use

- **Recycle your water.** Installing water purification or greywater recycling systems can treat water from showers and sinks to be ready for non-drinking uses. Doing this can reduce the strain on our freshwater resources, especially in dryer, more arid areas.

Since spas require a higher degree of hygiene for water use, a combination of filtration and disinfecting will be required. Maintaining an ideal water pH, alkalinity and calcium hardness are necessary to ensure water is clean and to avoid damaging equipment. Some spas are even exploring natural alternatives to traditional chemical sanitizers!

Chemicals

- **Use natural/naturally packaged skin care products.** Natural products tend to be botanical-based and biodegradable, thereby reducing landfill waste and environmental contamination. If making the switch, watch labels for natural ingredients, like plant extracts, herbs and clays.



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Community + You

- **Incorporate sustainability into training.** Educating staff on sustainability practices and their importance can ensure that the team is on the same page and create a welcoming, encouraging environment to participate while reaffirming value alignment.
- **Participate in tree-planting initiatives.** Trees remove CO_2 from the atmosphere, and participating in initiatives can be a great way of building relationships between team members, and also building a rapport with your community.
- **Tailor your business model to prioritize regenerative index.** In making your own business more sustainable, you can feel better about it being allowed to endure, which bodes well for a longer window for earning, and selling (or inheriting) potential once you're finished with it.
- **Incorporate natural influences into design.** While you can make your spa run sustainably, you can also incorporate natural design elements. By perpetuating the important connection between environmental health and an individual's well-being, you can help nurture a sustainable culture among your team and in your community.

These aren't the be-all-end-all of sustainable spa management, but are hopefully useful for anyone looking for more ideas on making their spa a little greener.

Remember, any and all measures matter—don't feel like just because you may not be able to do all of these, that there's no point in doing any of them. Remember also that, "not today" can just as easily mean "tomorrow."

Have you had success doing any of these things? Do you have a shoutout for a sustainable spa in your life? ***Let us know at @skinincmedia!***

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



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Beauty Boom Spurs Surge in SPECIALIZED INSURANCE COVERAGE

By Kathy Lopez



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From exosomes and cryolipolysis to fractional laser facials, the growing demand for innovative beauty treatments is fueling remarkable expansion in the spa and salon industry. With the global spa market projected to surpass $500 billion by 2030, the rise in specialized insurance coverage is accelerating at pace, and so are the associated risks.

As the industry continues its rapid evolution, staying ahead will mean proactively managing risk, keeping up with ongoing education and ensuring each business' insurance policy reflects the evolving services it offers.

Understanding Risk in a Rapidly Expanding Market

A 2024 consumer study by the International Spa Association Foundation highlighted a growing perception of spa treatments as essential tools for stress reduction and mental wellness. The study also found repeat clients are spending more per visit, reinforcing that the trend is not only accelerating but is here to stay.

This sustained demand is promising for business owners, but it also underscores the importance of identifying risks tied to specific services. Such risks, if not properly managed, can seriously impact a business' financial stability and reputation.

General Risks That Can Make or Break a Business

Chemical Reactions and Burns

Chemical-based treatments are a routine part of salon and spa services, ranging from hair color and smoothing treatments to facial peels, waxes and lash adhesives. While these products deliver results that clients desire, they can also trigger allergic reactions, chemical burns or irritation, especially among clients with sensitive skin. Even seemingly mild products can have unexpected effects depending on individual sensitivities or how products interact. Due to these sensitivities, chemical burn and allergic reaction claims remain frequent and costly in the salon and spa space.



Negligence, failure to deliver and incorrect treatments are some of the liabilities specifically tied to the esthetics field.

Professionals need to be thoroughly trained in product use and application techniques. Asking questions about allergies, conducting patch tests when necessary and carefully reviewing ingredient labels can significantly reduce risk.



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Licensing and Accountability

Licensing is a non-negotiable aspect of operating a safe and reputable salon or spa. It verifies professionals meet established health and safety standards and helps protect both clients and business owners from legal and financial fallout. Insurers will often require proof of licensure before approving coverage. Without it, salons may be held liable for injuries and may find their policies voided or claims denied. Misrepresenting licensing information on insurance applications can also lead to policy non-renewal or denial of coverage.

With the prevalence of independent contractors, confirming valid and up-to-date credentials is paramount.

Slip-and-Fall Accidents

Slip-and-falls are among the most common liability claims in the salon and spa insurance industry and can occur almost anywhere. Wet floors, spilled products or loose hair clippings all contribute to the risk. Clear signage, routine cleanups and regular facility checks are key preventative measures. Ensuring proper lighting, unobstructed walkways and dry surfaces—both inside and outside the premises—adds an extra layer of protection. Business owners can also collaborate with landlords to maintain external areas like parking lots and sidewalks.

A proactive approach to property management can help reduce the likelihood of claims and ensure a safer environment for staff and clients alike.

Protecting Your Business Through Preparation

When done right, managing risk does not require reinventing the wheel. Understanding the risks and



Verify that everyone who works for you who needs a license, has an up-to-date one, yourself included.

focusing on the basics can help prevent costly insurance claims. Some of these best practice risk mitigation tactics include:

- **Avoiding Shortcuts:** As businesses scale to meet demand, the temptation to cut corners by skipping recertifications, reducing training or choosing cheaper products can expose them to serious risks. Prioritizing proper protocols and continuing education is non-negotiable.
- **Invest in Licensing and Training:** Licensed professionals invest significant time and money to meet educational and regulatory standards. In contrast, unlicensed practitioners can damage a business' reputation and undermine industry credibility. Keeping staff trained and certified in the latest techniques and product usage is essential to avoid claims.
- **Know What Your Policy Covers:** Understand the full scope of your insurance coverage and its limitations. Adding new services to an existing policy is not automatic. It is critical to read policy exclusions carefully. For instance, SASSI does not cover abuse or molestation claims, which is important information for businesses offering massage services. Less expensive policies may carry even more exclusions, so always read the fine print.
- **Document Everything:** Thorough documentation reduces liability. Salon and spa professionals are increasingly documenting client interactions—sometimes through video, with consent—to confirm what was discussed or agreed upon. This transparency can protect both the business and the client.

Plan for the Best by Preparing for the Worst

Owners using custom or generic product mixes should be aware of ingredient risks. SASSI covers name-brand products but mislabeled or altered items can result in claims. Always confirm your policy covers such scenarios as assumptions can be costly.

For small businesses or startups, a Business Owners Policy (BOP) may offer a budget-friendly insurance option. New business owners often focus heavily on growth and overlook risk management, but this can prove detrimental in the long run.

Social media adds another layer of complexity. While positive reviews can accelerate growth, negative experiences can go viral quickly. Having de-escalation strategies and accurate records can play a key role in managing online reputation effectively.

Find the Right Insurance Partner

Partnering with a knowledgeable insurance agent or broker is essential to navigating the complexities of insurance in today's fast-changing beauty industry. A trusted broker will not only explain the coverage you need, but also what you don't, helping you avoid unnecessary costs, overlooked exposures or dangerous gaps in protection. Specialty insurers offer a deep understanding of the salon and spa industry, allowing them to identify potential vulnerabilities and tailor coverage to your specific risk profile with greater accuracy.

In an era marked by rapid growth, expanding services, shifting client expectations and increased public scrutiny, preparation, transparency and the right insurance coverage are your strongest safeguards. Protecting your business, staff, clients and reputation starts with choosing the right partner and staying informed every step of the way.



Kathy Lopez is an account manager at SASSI, Brownyard Group.

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Claudelle Daoud

By Kitty Lin

Licensed esthetician, educator and beauty industry expert, Claudelle Daoud (CD), sits down with *Skin Inc.* to talk wellness, skin and the business of marrying the two.

Skin Inc. (SI): What does wellness mean to you?
CD: Wellness to me means balancing body, mind and soul/spirit. You can't truly attain wellness unless all these things are in alignment and there is balance.

SI: What does wellness look like to you, and what's shaped this vision?
CD: Wellness for me is ever-changing depending on what stage of life I'm at, so it's not always going to look the same. It is, however, about recognizing what changes occur, whether physical, mental or spiritual, and readjusting or re-evaluating your routines and habits.

SI: What are valuable ways spas can carve out space for wellness in both business and culture?
CD: Spas can go beyond services—by creating calming environments, training staff to lead with empathy and encouraging deeper conversations. It becomes a sanctuary for both healing and human connection.

SI: What's the relationship between certain conditions and wellness, like hyperpigmentation? What are some signs you look out for, that might signal a need to prioritize wellness more in your own life?
CD: Conditions like hyperpigmentation can be signs of internal stress, hormonal shifts or inflammation. When I see these, I take it as a nudge to ask, "What's out of balance?" It's the body's way of whispering for attention.

SI: As an esthetician, what is the relationship between wellness and skin care?How does wellness manifest in particular types of treatments, like with peels, for example?
CD: Skin is a reflection of what's going on internally—emotionally, physically, even spiritually. Treatments like peels can be healing beyond just the skin; they're moments to reset, care for yourself and tune in.

SI: How has your perspective on wellness evolved in your life?
CD: I used to chase an idea of perfection. Now, I embrace seasons—some louder, some quieter. Wellness for me now means allowing space for change and grace for where I'm at.

SI: How do you suggest estheticians educate clients on wellness?
CD: Lead by example. Share what's worked personally, and weave in little wellness gems during treatments. It's not about preaching—it's about planting seeds in a safe, open space.

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

Image courtesy of Claudette Daoud


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THE SHELBOURNE

By Kitty Lin

Ireland is a place so picturesque it almost seems like it exists on a page torn from a storybook, with its castles and cathedrals laced in Gothic architecture. It's a place marked by everything it has seen: historic Trinity College with its illuminated manuscripts and cobblestone streets worn under the feet of writers who shaped literary canon. Today, known for its friendly people and lively music scene, Ireland blends the warmth of old-fashioned hospitality with its distinct cultural flavor. Embodying this very mixture is The Shelbourne, nestled right in the heart of Dublin.

Travel exists in a cyclical ebb and flow of adventure and rest; to understand a new place for its heart-racing sense of adventure, you must also understand who it is when it's at rest. How does Dublin take pause? How does Dublin keep well?

The Shelbourne crafts its wellness offerings as meticulously as it does every other aspect of its guest experience. The Grand Dame's wellness center is split into three tidy levels; the spa sits at the top, followed by its relaxation space with the center's active area beneath. The relaxation area overlooks St. Stephen's Green, letting the natural charms of the area instill a sense of serenity in travelers.

Just last year, The Shelbourne celebrated its 200th anniversary, and to commemorate, the spa created a Grand Dame ritual complete with their bespoke body oil using the same botanicals from St. Stephen's Green. Where many spas may feel a pull towards a specialty or mode of operation due to their specific clientele, the culture at The Shelbourne is that of versatile hospitality—the staff are prepared to make

Photos courtesy of The Shelbourne

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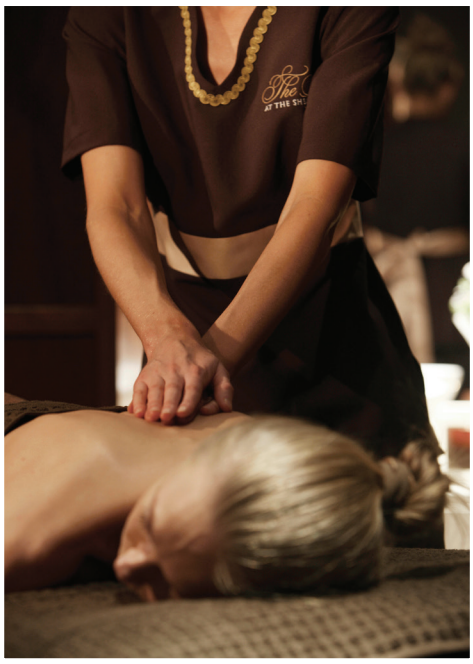

Comprehensive wellness offerings mean more than just designing a treatment menu. Every element of the experience, from cuisine to decor needs to be considered.

every moment feel curated to each client. Between 25 and 30% of the spa's clients come from the hotel; with a great deal of locals coming seeking The Shelbourne's wellness offerings, rewarding local clients is sacrosanct for retention. The spa's diverse menu and wide spread of amenities ensures that guests leave pampered, be they part of a larger party in town for a special occasion or a busy professional only passing through on business.

Running a successful spa requires careful consideration, balancing client needs, earning potential and time. Margaret McCallum, director of spa and salon at The Shelbourne, encourages a 360-degree approach. "We think of the passive treatments, the restorative, the active—even the cuisine is something we're looking at."

For an establishment as beloved and established as The Shelbourne, a comprehensive approach like this means every piece of the experience must be carefully curated, down to the products used in one of its luxurious treatments. GROUND Wellbeing, a natural brand based in Cork, takes on a holistic approach to wellness—an approach echoed by The Shelbourne and embodied by the GROUND rituals on The Shelbourne's menu: breathwork, rhythmic pressures and aromatherapy. When it comes to incorporating a new brand into your spa, McCallum says, "First and foremost, listen to your guests. You keep evolving by listening to guest feedback." Other brands partnered with The Shelbourne include ELEMIS and Swissline.

When it comes to preparing for the future, the city and culture inspire and provide valuable feedback for what's on people's minds—a useful litmus test for what's worth pursuing in the long term. Individual feedback is also crucial to everyday evolution. "I think most people can tell when an appointment went well, or if a client wasn't completely satisfied, even if they're not saying anything," says McCallum. This is where making space for the client's thoughts through open conversation or written reflection becomes valuable.

Prioritizing the needs of the individual is how an establishment like this one earns its 5-star rating, as well as its stellar reputation in the hospitality industry. Whether you're looking for a special rejuvenation on a summer getaway or the next destination on your well-traveling itinerary, stop by The Shelbourne and let it give you a warm, Irish welcome.

THE RUNDOWN:

THE SHELBOURNE

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

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