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OCTOBER 2025

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Allured business media

GLOBAL LEADERSHIP IN AESTHETICS:

INNOVATION AND EDUCATION WITH **OLHA MAIKINA, MD**

Interview by **Lashelle Uli, LE** -
Licensed Esthetician, Speaker & Educator

In professional aesthetics, innovation thrives when clinical expertise is combined with a clear vision for non-invasive care. **Olha Maikina, MD - Co-Founder and Product Director of Zemits** - has spent more than a decade advancing technologies that empower estheticians worldwide. In this interview, she shares insights on her transition from medicine to esthetics, the evolution of Zemits, and what the future holds for the profession.



Olha Maikina,
MD, Co-Founder of Zemits

"Technology without education is incomplete. By prioritizing both, we established in Zemits trust with professionals and supported their long-term success."

About the Interviewee
Olha Maikina is the **Co-Founder and Product Director of Zemits.**Trained as a medical doctor in Ukraine, Dr. Maikina transitioned from clinical medicine into aesthetics with a mission to develop safe, non-invasive treatments that deliver measurable results while supporting holistic skin health. **Over the past 15 years**, she has spearheaded the creation of innovative solutions including **HydroDiamond® exfoliation, Holistic Cold Therapy,** AI-driven technologies, and body remodeling systems.

Her leadership has guided Zemits from a three-person startup into a global company with more than 150 professionals. Known for her empathetic leadership and scientific expertise, she combines product innovation with education to empower estheticians worldwide.

Dr. Maikina is also committed to lifelong learning. She is currently expanding her knowledge through a **Harvard Medical School** program in healthy lifestyle and wellness coaching, integrating nutrition and holistic wellness into Zemits' technology and philosophy. Find more on Instagram at **@olha.maikina.md or on the @zemits.official page.**

Lashelle: What advice would you give estheticians entering the field today?

Olha: Continuous education is essential. The industry evolves quickly, and those who remain committed to learning will succeed. I also encourage professionals to integrate wellness into their work. Clients today are seeking not just cosmetic change, but overall improvement in skin health and quality of life.

Lashelle: Zemits has grown from a startup into a global brand. What was central to that growth?

Olha: Innovation combined with education. From the beginning, we focused on designing technologies that are both results-driven and safe, such as **HydroDiamond® exfoliation** and **Holistic Cold Therapy.** Equally important was ensuring that every device came with comprehensive training. Technology without education is incomplete. By prioritizing both, we established trust with professionals and supported their long-term success.

Lashelle: Could you highlight some of the modalities you believe are shaping modern esthetics?

Olha: Two examples stand out. HydroDiamond® exfoliation allows controlled yet effective resurfacing with improved product penetration. Holistic Cold Therapy is another — it supports hydration, calms the appearance of redness, and helps restore balance to the skin. Both treatments demonstrate our philosophy of synergy: combining proven methods to achieve more powerful outcomes than when used in isolation.

Lashelle: What advice would you give estheticians entering the field today?

Olha: Continuous education is essential. The industry evolves quickly, and those who remain committed to learning will succeed. I also encourage professionals to integrate wellness into their work. Clients today are seeking not just cosmetic change, but overall improvement in skin health and quality of life. Clients today are seeking not just cosmetic change, but overall improvement in skin health and quality of life.

Lashelle: Looking ahead, where do you see Zemits and the industry moving?

Olha: We are working on **AI-based diagnostic systems** and expanding holistic treatment platforms. The goal is to give estheticians accurate, accessible tools that enhance their expertise and expand treatment possibilities. Ultimately, our mission remains unchanged: to support estheticians in delivering safe, effective, and client-centered results.



Lashelle Uli, LE -
Licensed Esthetician, Speaker & Educator

About the Host
The interview is hosted by industry leader and esthetics ambassador Lashelle Uli, who highlights voices shaping the future of professional beauty.

Lashelle Uli is a distinguished skin health professional and respected authority in the aesthetics industry, recognized for his pioneering work in men's skin health and oncology skincare. With more than two decades of experience, he blends evidence-based medicine with holistic wellness, creating integrated care protocols that redefine the role of esthetics in preventive health and long-term skin vitality.

His leadership consistently elevates industry standards by bridging aesthetics with medical disciplines, forging partnerships that expand the scope and credibility of professional skin care.

Follow Lashelle on Instagram at @lashelle_men.


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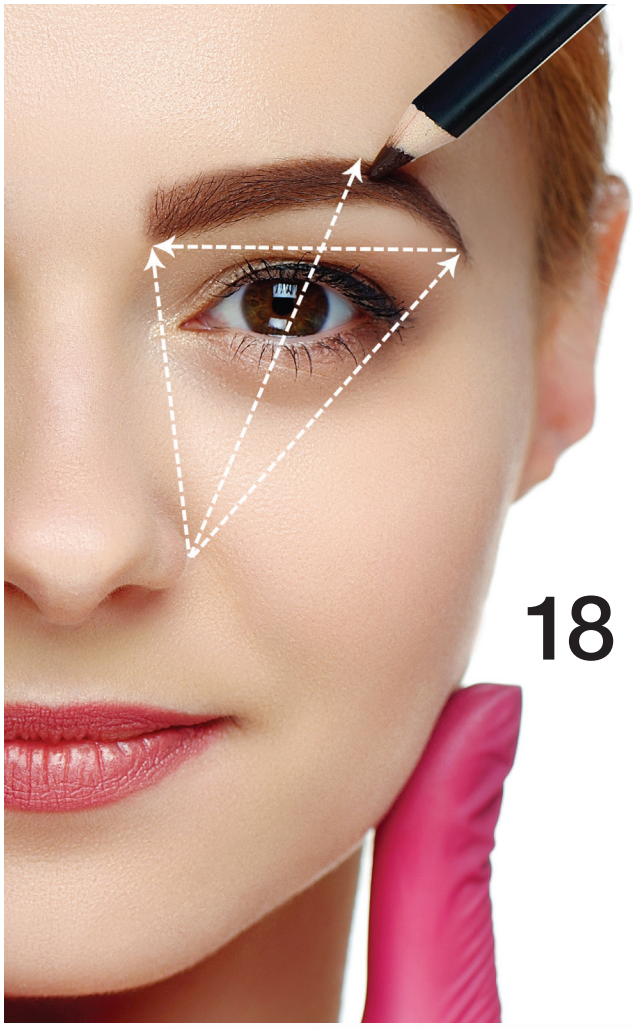







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ENVIRON SKIN CARE'S

Two Retinol Boosters Advance Its Unique Algorithm to Help Control Youthful Skin Longevity

For more than 40 years, it's been Dr. Des Fernandes' life's work researching vitamin A's impact on skin health, expanding the intricate understanding of what happens to skin biologically and chronologically through life.

"Cellular aging is not fixed to the pace of chronological time—it can be sped up and slowed down," says Dr. Fernandes.

Science proves that the biological age of skin is vitally dependent on maximizing vitamin A micronutrition. The solid base of research supports Environ's Skincare Philosophy and vitamin A as the key driver of skin longevity.

"All the information needed to prolong the health span of skin lies within our skin cells. We understand the specifics of cellular language and work with adequate micronutrition to stimulate the effects of youthful cellular behavior throughout life," adds Dr. Fernandes.

About the Environ Retinol Serums

Environ's two intensifying retinol serums are recommended as add-on boosters to daily vitamin A topical replenishment, introduced when the skin is acclimated to medium or high concentrations of vitamin A.

These serums are clinically proven to improve the appearance of wrinkles, firmness, elasticity, hydration, skin tone and texture, working synergistically with the skin's natural processes to affect a safe, effective and balanced range of natural retinoic acid stimulation.

The formulations intelligently combine retinol plus other retinoid forms to optimize the effects of natural retinoic acid on youthful cellular behavior. Potent antioxidants assist to diminish the effects of oxidative stress. Additional specialized boosters promote the benefits of natural moisturizing properties and skin barrier resilience.

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- **PHYTO-RETINOL BOOSTERS – Retinol Serum Forte –** Revinage™ / NovoRetin™
- **ANTIOXIDANT DEFENCE** – Tomato Fruit Extract / IBR-UrBioTect®
- **BARRIER BOOSTERS** – Vitamin E / Squalane / Jojoba Oil

Powerful Phyto-Retinol Boosters Intensify Effects – Retinol Serum Forte

- Revinage™ is scientifically shown to stimulate vitamin A receptor activity, proven to deliver the powerful effects of retinol without the irritation.
- NovoRetin™ is proven to amplify effects by safeguarding the amount of retinoic acid in the skin cell from the natural enzymatic degradation.

Independent Clinical Studies

After 8 weeks, the topical application of Environ's Retinol Forte displays:

- Significant reduction in the appearance of surface roughness
- Significant improvements on biomechanical markers; the look and feel of skin elasticity, elastic recovery and firmness
- Significant improvement in the benefits of skin hydration

Consumer Perception Study* - % Trialists

- 94% skin looks younger
- 94% fine lines appear smoother
- 88% improved look of crow's feet & wrinkles
- 88% smoother feel of skin texture



Independent Clinical Laboratory trial and consumer perception study evaluated the effects of Retinol Forte after topical application on 22 volunteers, for a period of 8 weeks. The volunteers' skins were adapted to using vitamin A daily.

Images courtesy of Environ Skin Care



KITTY LIN
Managing Editor
clin@allured.com

Warm Up with Us

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

Since the summer's cooled off, we're warming up in our October issue with tips for mitigating adverse reactions in waxing, decorating for the cozy holiday season and giving you practical tips for the hottest lash looks around today.

We've now entered a new phase of the year; winter will be here soon, and we'll need to give clients everything they need to weather it. Proactive, exfoliating and hydrating solutions to fight the winter dryness, which can exacerbate skin conditions, and wear down even those with the most resilient skin. We need to take extra caution in caring for skin pre- and post-routine hair removal appointments.

Our businesses need to have a plan for the busy holiday shopping season, which, on top of heightened retail traffic, is a prime opportunity for us to build a meaningful relationship between our brands and our clientele. The cooler months may require a little extra TLC, but that's only the perfect opportunity to draw people in, and plant the seeds for crucial connections that will continue to flower into the new year.

Things aren't slowing down, they're just ramping up; this issue showcases several exciting things on the skindustry's horizon, from beauty's very own little space age, to what consumers are clamoring for as we enter 2026, and what spas can do about it.

Picture who you want to become in the next year. What will your business look like in five years?

It'll be here faster than you think. Let's roll up our sleeves, and get to work.

Wishing you well,



Kitty S. Lin

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Healthy, radiant skin shouldn't be so complicated.

Marrying natural, ethically sourced ingredients with green biotechnology, Pevonia empowers you and your clients to reap the benefits of ultra-low molecular hyaluronic acid, niacinamide and so much more.

While exquisite, their potent formulas can't take all the credit. For Pevonia to not just endure, but excel for as long as the brand has, every component has been crafted to exceed expectations. Regardless of the need, Pevonia products fit like a second skin without weighing you down, being noncomedogenic and non-occlusive. Formulated with inclusivity in mind, the brand embraces all the gorgeous nuances our world gives us the privilege of experiencing by suiting all skin types and tones.

Pevonia's Latest Innovations

The combination of science, sustainability and sensorial luxury makes Pevonia more than just skin care—it's neurocosmetic skin care with purpose and mindful intent. Each formula is designed not only to address a specific concern but to streamline professional treatments and home care regimens. Pevonia's multifunctional premium options invite professionals to curate truly personalized solutions for every client.

Among Pevonia's most transformative offerings is its Hyaluronic Acid Hydra Collection. Formulated with high-tech fragmented, ultra–low molecular weight sodium hyaluronate, this range redefines the hydration experience with other proprietary technologies for intense moisture and a reinforced skin barrier. Featuring an innovative cream to foam cleanser and high performing mask, serum, and moisturizer, it's the perfect collection to enhance any spa menu with correlating retail offerings.

Clinically driven and luxurious, Pevonia's Chocolate Indulgence Face and Body Collection elevates skin nourishment to a sensorial art. This lineup boasts results and relaxation, with a mineral-rich salt scrub, nutrient-dense massage oil, antioxidant-packed mask and decadent moisturizer.



Images courtesy of Pevonia

Infused with pure cacao, each formula protects collagen, stimulates microcirculation and leaves the skin silky-smooth.

Balancing science and skin wellness, Pevonia's ProCorrective® Clear-Control Collection for congested skin and acne conditions is formulated to target the root causes of breakouts while nurturing overall skin health. By delivering deep hydration alongside clarifying actives, the collection helps fortify the skin barrier, preventing dehydration and micro-inflammation that often lead to post-inflammatory hyperpigmentation.

One of the top performers for a multi-functional approach is Pevonia's Marine Magnesium. This mineral powerhouse for skin and total body wellness bridges the gap between relaxation, repair and revitalization. Magnesium helps regulate cellular energy, improve protein synthesis and support collagen formation, making it indispensable for both skin health and muscular function while also relieving tension and easing fatigue.

Pevonia's innovation extends to body care with their Crepe-No-More No-Rinse Wrap and Body Moisturizer. This triphase formula transforms skin texture from neck to toe, centered around the rare, antioxidant-dense Longan Fruit from Asia. This professional body wrap and its complementary home care body cream target visible crepiness by deeply nourishing and reinforcing skin structure. These targeted offerings give professionals the freedom to customize every treatment—whether used as a focal point, a finishing touch or a multi-tasking enhancement. Each one is designed with the same science-meets-nature precision as Pevonia's brand ethos, allowing them to shine both independently and as part of a layered skin care approach.

Pevonia in Your Spa

Pevonia—conceived, owned and run by industry veterans—knows how important it is to invest in estheticians and spa professionals. The brand's Spa Partner Loyalty Program offers fantastic cash back incentives to provide professionals with ample opportunity to eliminate product costs per treatment.

Once you've collaborated with their team of experts for the perfect customized opening order launch plan, it's time to start marketing your new offerings. Every partner receives access to thousands of easy-to-use assets, and loyalty-ranked partners receive individualized support for content and customized marketing tools for web, emarketing, social media, merchandising and more to better empower your menu and retail offerings.

Pevonia's team also understands that today, it's not enough to show or tell clients and prospects who your brand is, but to let them experience it for themselves. In this way, events are crucial, and Pevonia's with you on this journey as well, with support for strategic planning to include co-branded collaborations, marketing tools, merchandising visuals, gift bags, deluxe samples, raffle items and more!

Pevonia Academy

Pevonia wants you to have everything you need to keep pushing your personal bar for success higher and higher. That's why, if you could benefit from post-graduate level expertise and techniques or use a little brushing up on your service skills, Pevonia Academy is there to ensure you maintain standards and consistency in guest experiences. If it's the business side of things that you find yourself wanting to refine, Pevonia can share best practices and proven strategies for maximizing revenue and retaining staff.

You will have everything you need to keep on the industry's pulse and keep your technical skills sharp, while Pevonia's sales, marketing and education experts will collaborate with you to develop your ideal business growth strategy.

For whatever your needs are, Pevonia's a great fit, because it's easy to see that with the right resources, success is naturally, seamlessly, effortlessly ***you***.

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

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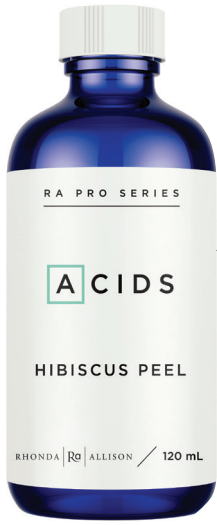

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Rhonda Allison

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rhondaallison.com



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Product images courtesy of the manufacturers

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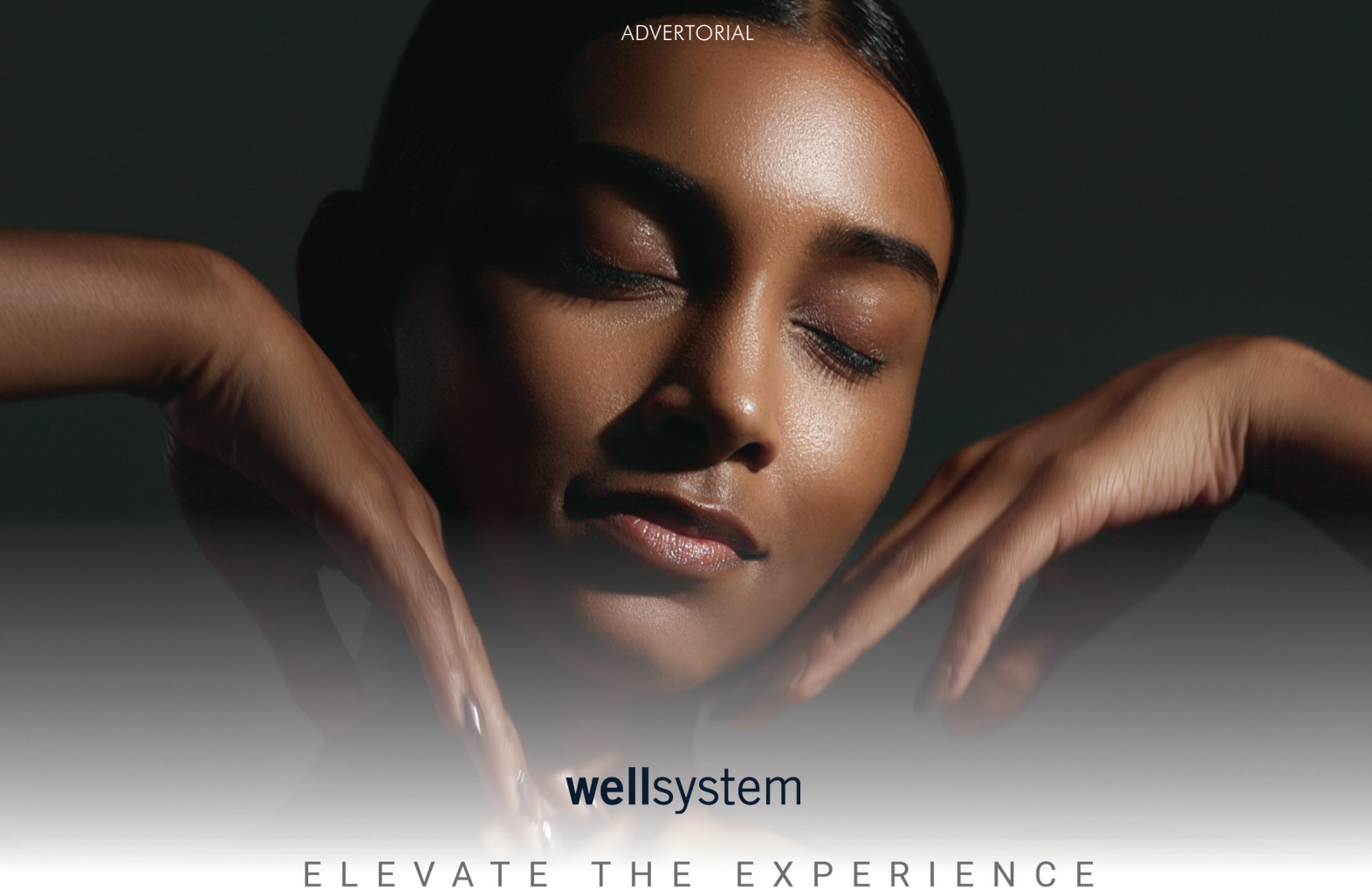

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RedWave Red Light Technology is an advanced system that combines near infrared and red-light to enhance muscle recovery, circulation, and overall wellness. It also aids in supporting collagen production, as well as improving mood and energy levels.

HydroWave, a dry water massage bed, delivers powerful hydrotherapy through warm, pulsing water jets without undressing, making it an ideal fit for gyms, spas, and recovery lounges.

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Leveraging Wellness Systems & Benefits of Cross-Selling Your Offerings

Adding HydroWave and RedWave into your facility positions your business at the forefront of modern wellness. These advanced systems offer a range of physical and mental benefits from muscle recovery and stress relief to improved circulation and skin rejuvenation all within efficient, touch-free formats.

Offering these technologies as standalone sessions, membership upgrades, or bundled wellness packages creates powerful opportunities to cross-sell and expand your service offerings. They enhance the member and guest experience and help increase retention, drive new revenue streams, and elevate the perceived value of your facility.

At Wellsystem, we offer more than advanced equipment—we craft immersive, results-driven wellness experiences designed to inspire, restore, and elevate the way your clients feel, both inside and out.



Biba de Sousa

By Kitty Lin

For an industry rife with educators and continuing education, we sometimes forget about the most valuable teacher of all: experience—and not just in quantity. There are hundreds of thousands of skin, spa and wellness professionals in the United States, and not one of their journeys is exactly alike the other. It's in these differences—these paths not taken, these different locations, strengths and specialties—where we can share and where excellence is gleaned.

I had the opportunity to sit down with Hollywood esthetician, Biba de Sousa, creative behind her Skintel blog, founder of her namesake skin care line and trusted professional to Grammy Award winners like Miley Cyrus and Billie Eilish.

Show vs. Tell

We're living in an interesting time in beauty, where an increasing number of people are opening up about what they do to stay beautiful: the products they use, the treatments they receive and even some of the more traditionally stigmatized procedures they undergo. At its best, this conversation cracks open emotional gold mines by perpetuating feelings of self-love and mutual respect, but at its worst, it can foster a witch-hunt mentality, heightened by the increasingly subtle results obtained through the work being done. Sentiments like "I haven't had work done," and "I woke up like this," are wielded almost as virtues—similar to conversations surrounding makeup from the mid-2010s when full-face contours and glam reigned supreme.

Throughout Sousa's illustrious career, she's seen how these dialogues ebb, wane and evolve. "If everyone's disagreeing," she says. "Then nobody's right." Trends, too, come and go, and the ephemeral nature of the conversations surrounding them means that big moments in beauty's history are marked not by the court of public approval, but the innovations themselves. The mass popularity of chemical peels and the resulting increase in occurrences of hyperpigmentation that followed led to professionals peeling with more intention in the subsequent years, Sousa cites. She reflects on the advent of new technology like microcurrent and LED devices, ultrasonic spatulas and, of course, the well-loved HydraFacial, saying "[they] all changed the face of the industry. Made treatments more effective, more interesting and more competitive. It all became about 'what machine do you have?'"

What Makes a Career?

While the pressure to stockpile the latest and greatest of industry tech can be overwhelming, Sousa says that machines won't be what defines your career. "First, build skill and knowledge. Then you start buying machines, building your clientele and getting clients. You don't need to buy tons of stuff. Looking back, I spent so much money buying gadgets and machines," she laughs. "If you have a client who cares that much about the machine, let them go find it for themselves."

Image courtesy of Biba de Sousa

Buried in the current craze around new machines is how they fit into your appointment schedule. The core value of spas is the importance of touch; Sousa encourages professionals to reflect on what an appointment will look like and how much literal hands-on time a client will experience when considering adding something new to their menu. There's some wiggle room, as add-ons such as scalp or hand massages can be a great way to enhance a treatment that requires a "sit and wait" period, but if you're still left with 45 minutes of hands-off time, that's a major hit to the purpose of the appointment, not to mention a huge amount of time in an appointment eaten up, leaving little room for anything else.

Practical experience like this is what's so crucial in building a career, Sousa stresses. "Networking and finding mentors is crucial," she says. She urges professionals to ensure there's a good mix in their circle, especially where distributors are concerned. While they can be valuable for brand-specific info, their goal is to push product, so non-brand-affiliated contacts are a must.

Brick by Brick

When building out your network, it's also important to diversify experience levels and age. It's important to find people you can learn from in a variety of ways—not just the practical tips you pick up in school and continued education. You'll also want to make sure you have some contacts who plan on staying in the industry as long as you will, so that you'll have some contacts if you need a potential business partner or referral.

Building a career requires intention, so checking in with your own needs and creating a plan from there is crucial. Biba's skin care line is a perfect example, being the logical next step for her when she noticed a gap in products that struck her balance. "I would give facials and then, what? Send my client to Sephora to buy products?" A good home care routine is essential for maintaining the results you work with clients to achieve.

Shooting for the Stars?

Building a high-profile clientele takes a long time because experience is paramount to knowing how to capture their interest and retain their business. Experience is also where a professional's personal touch is refined, as is their ability to build rapport; these smaller details will be exactly what makes you appealing to celebrity clientele, where chemistry will play a major role in why they choose you. "If they've just come from Capri, and you don't know where Capri is, then they won't respect you," says Sousa, giving a valuable example of a small instance where the opportunity for connection may be broken, and how, even though it may not always feel like it, it most certainly is a two-way street. "[It comes to] skill, merit and personality. You have to be a person who can deal with them."

"Experience is also where a professional's personal touch is refined, as is their ability to build rapport; these smaller details will be exactly what makes you appealing to celebrity clientele, where chemistry will play a major role in why they choose you."

Building a business is another lofty ambition that requires experience and time. Sousa breaks it down for us: it takes roughly five to seven years to build a stable business, and even with good client retention, people move, their priorities change—life happens. Making the right moves to account for flux and unforeseen events is the premise of building something that lasts, which can be difficult with all the unknowns inherently wrapped up in starting a business. "You open a business, and it's like a runaway train," says Sousa.

Experience, education and a reliable network are what Sousa finds herself coming back to, the undercurrent of which community flavors the overall conversation. "You need people," she says. "You need mentors, a network, people you can go to and people you can send people to."

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

Skin Streaming Is In—Why Less Is More for Skin Care in 2025



Kathleen Hamilton

By Kathleen Hamilton,
Lead Esthetician and Trainer at Woodhouse Spa

As a licensed esthetician and education director at Woodhouse Spa with over a decade of experience, I've witnessed countless skin care trends come and go, but few have made as meaningful an impact as skin streaming. This emerging movement, centered around simplifying routines and streamlining product use, is transforming how people care for their skin.

More than a viral buzzword, skin streaming reflects a deeper consumer shift toward quality over quantity, barrier health and sustainable self-care. In an industry once defined by 10-step routines and product overload, the new beauty standard is clear: do less, but do it better.

The Rise of Skin Streaming: Why Consumers Are Simplifying

Consumers today are walking into spas with a very different mindset than they had even a few years ago. Instead of asking for lengthy product recommendations or complex routines, many are seeking guidance on how to pare down their regimen to just the essentials. At the spa level, we're seeing more guests express fatigue over overcomplicated routines and an eagerness to better understand what their skin actually needs.

Skin streaming answers that call. It's about minimizing steps without sacrificing results, and tailoring skin care to be both purposeful and personal. This shift has been especially popular among Gen Z and Millennials, who are leading the charge for "anti-overwhelm" wellness across all areas of their lives. They're asking questions like, "What are the three most important products for my skin type?" or "Which ingredients really matter?" This demand for simplicity is also rooted in a desire for transparency and trust. Simply put, guests want professional input, not marketing hype. Skin streaming isn't just a trend, but it's a reflection of how consumers are reclaiming control over their beauty routines with clarity and intention.

The Skin Barrier Takes Center Stage

One of the biggest drivers behind the skin streaming trend is a renewed focus on skin barrier health. After years of layering active ingredients and cycling through countless products, many consumers are experiencing irritation, sensitivity and inflammation, often unknowingly caused by overuse. In response, estheticians are seeing a surge in guests asking how to repair their skin rather than just treat surface concerns.

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Client education on ingredients and long term best practices is crucial for their wellness and skin health, as well as how they decide what new treatments are right for them.

Skin streaming naturally supports barrier health by reducing product overload and focusing on a few key essentials like gentle cleansers, hydrating serums and barrier-repairing moisturizers. This simplified approach allows the skin to regain balance, retain moisture and protect itself more effectively from environmental stressors. With growing awareness of the microbiome, pH balance and inflammation triggers, guests are now prioritizing skin health over surface-level fixes. It's a shift from "more is more" to "nourish and protect," and it's transforming how professionals educate and treat their guests. Skin streaming is making space for products and routines that work with the skin, not against it.

What Beauty Brands and Pros Need to Know

For skin care professionals and beauty brands, the rise of skin streaming is a clear signal to rethink how we educate and serve. Today's guests are no longer impressed by an overflowing shelf of serums; they want smart, streamlined solutions backed by real results. For spa professionals and estheticians, this means shifting consultations to focus on skin function, not just product sales, and guiding guests toward a focused regimen that fits their lifestyle. It's crucial to educate guests on ingredient compatibility, when less really is more and how to build a strong foundation before layering in more targeted treatments. Brands, in turn, should respond by prioritizing multifunctional products, transparent ingredient lists and barrier-supportive formulas. Consumers are looking for simplicity without sacrificing efficacy, and they're loyal to the professionals and companies that help them achieve that balance. Estheticians who embrace skin streaming as a personalized, education-first approach will not only build deeper trust with their guests but also stand out as leaders in this next wave of skin wellness.

As skin streaming reshapes consumer expectations, the beauty and wellness industry must be ready to evolve alongside it. This shift challenges long-standing norms around product variety and complexity, pushing brands and professionals to rethink what truly adds value. Instead of focusing on upselling routines, the future lies in empowering guests with knowledge and offering streamlined, high-performing solutions. By aligning with this more intentional approach to skin care, the industry can foster deeper trust, long-term guest relationships, and more meaningful results.

Kathleen Hamilton is the regional trainer and education director at Woodhouse Spa Cincinnati, Dayton and Liberty Twp.

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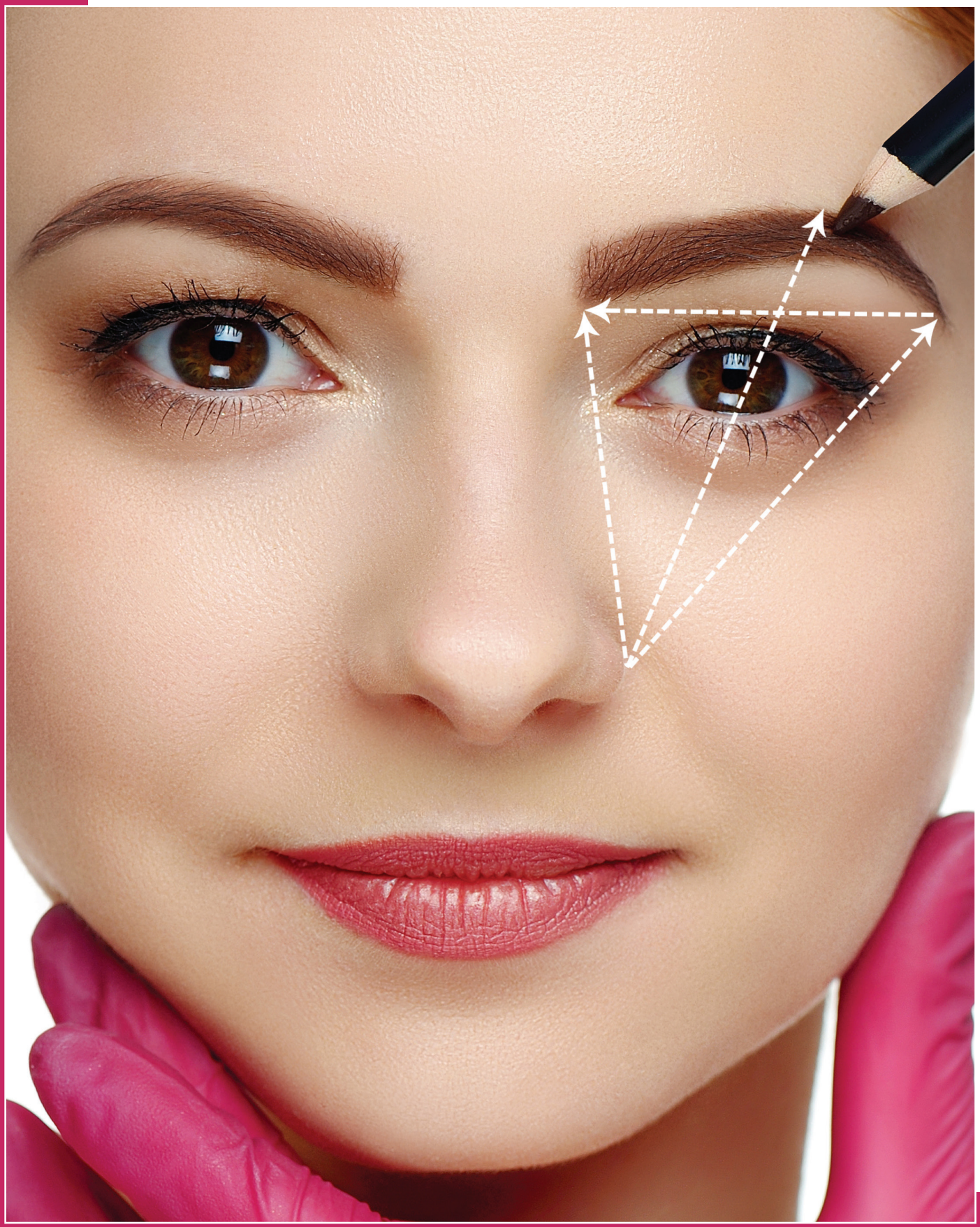

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Framing the Face: THE ART & SCIENCE OF PERFECT BROWS

By Claudelle Daoud

More Than Hair Above the Eyes

Brows are not just hair—they are the frame that sets the tone for the entire face. They influence facial symmetry, help define expression and can even change how others perceive you. After more than 20 years of shaping brows, I've learned that the right brow design is never about chasing trends. It's about finding a balanced, face-framing shape that works with your unique features.

As I often tell my clients, "Your brows should frame your face, not fight with it."



Brows play a great role in expressing mood and personality.

Why Brows Matter

- **Facial Symmetry**: Properly measured and shaped brows can create visual balance, which enhances natural beauty.
- **Expression & Style**: Whether soft and natural or bold and defined, brows help convey mood and personality.
- **Confidence Boost**: A good brow service can transform more than just your reflection—it can change the way you feel about yourself.

When in doubt, I always follow the golden ratio rule for measurement and symmetry, not passing trends. The goal is to enhance, not erase, your natural shape.

The Art of Professional Brow Shaping

Shaping isn't just hair removal. It's an art form that blends technical skill with aesthetic judgment.

- **Consultation& Measurement**: Every service begins with a consultation. I measure the brow's start, peak and end points using the golden ratio and a detailed mapping method. This ensures each brow is designed for your face, not a cookie-cutter template. I always have my clients hold a mirror to see the shape outline before we remove a single hair.
- **Waxing with Precision& Care**: Not all wax is created equal. I select the type of wax based on skin sensitivity and hair type: **Hard Wax**: Ideal for sensitive skin. It adheres to hair, not skin, minimizing redness and irritation. **Cream-Based Strip Wax**: Great for coarse hair, offering smooth removal with less pull on the skin. **Low-Temperature Wax**: Reduces heat reaction and is gentle on delicate facial tissue.

By using the right wax, we avoid the tugging, pulling and post-wax redness that many clients fear—leaving skin calm and smooth.

PRO TIP: *Well-shaped brows often look fuller because the clean lines and proper proportions create the illusion of density, even without makeup.*

Beyond Shaping: Enhancing& Defining

Brows often need more than shaping to reach their full potential.

- **Tinting/ Henna Brows**: Adds depth and definition, especially for light or fine brow hair.
- **Brow Lamination**: Smooths and sets brows into place for a fuller, lifted appearance.
- **PMU (Permanent Makeup)**: **Microblading**: Creates realistic, hair-like strokes for sparse areas.
- **Ombré & Combo Brows**: Softly shaded or combined techniques for a filled-in look that still appears natural.

PMU can be life-changing for clients with little to no hair due to over-tweezing, alopecia or medical treatments—giving them back both brows and confidence.

One common brow myth is that brows must match perfectly—in reality, they should be sisters, not twins.

Client Transformation Stories

One of my most memorable transformations was a client who had lost her brows during chemotherapy. After creating a soft ombré brow tailored to her face, she looked in the mirror and cried—not because of vanity, but because she finally recognized herself again. Moments like that remind me why I do what I do.

Another brow myth is that thicker is always better—in reality, the best brow complements your unique features.

Image by puhhha at Adobe Stock



Keeping the skin around brows is paramount to keeping them healthy; similar to the relationship between scalp health and hair health.

Image by New Africa at Adobe Stock

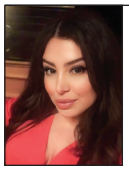
Pro Tips for Healthy Brows

- Don't over-tweeze between appointments—when in doubt, don't tweeze it out.
- Keep the skin around your brows hydrated.
- Use growth serums as directed and consistently.
- Schedule professional maintenance every 4–6 weeks.
- Aim to enhance your natural shape instead of drastically changing it.

The Bottom Line

Beautiful brows are a blend of artistry, precision and personal expression. Whether through shaping, tinting, lamination or PMU, the right brows will enhance not just your face, but your confidence.

As a brow artist, my goal is always the same: to help clients look like the best version of themselves—framed beautifully.



Claudelle Daoud is a licensed esthetician, educator and beauty industry expert with over 20 years of experience in skin care, spa operations and sales. She is passionate about empowering professionals through education, business development and clean, results-driven beauty. Claudelle is a regular contributor to industry publications and a strong advocate for professional growth in the esthetics field.





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Is Waxing a **LOVE-HATE** Relationship?

You're Not **ALONE**

By Chanel Mak

Let's be honest—waxing can totally feel like a love-hate relationship…for both clients and us pros.

On the one hand, we absolutely love that silky-smooth skin that practically screams confidence and top-tier hygiene. On the other hand? Sometimes it's not all glow and glamour. We're talking about those uninvited guests—bumps, burns and blotches—that crash the waxing party with zero shame.

Adverse reactions during or after waxing can be alarming, but the best solution is being prepared. That means knowing how to prevent and manage these issues, while educating our clients on how to keep their skin calm, happy and worth showing off. Even seasoned waxers run into these problems! Some reactions—like burns, bruises and skin lifting—are totally avoidable with proper care and good technique. Others? Not so much, but that's where your expertise and skin-safety game come in.

Let's break down three of the most common waxing woes and how we can minimize their impact.

Image by Oksana Bessonova at Adobe Stock



You can lessen the risk of reaction to highly concentrated products by minimizing exposure.

RED ALERT: Redness (aka Erythema)

What It Is:
That sudden post-wax blush? It's your client's skin shouting, "Whoa, what just happened?!"

Why It Happens:
Waxing pulls hair from the root. Your skin sees this as a tiny trauma and reacts with inflammation—cue the redness. Depending on your client's skin sensitivity, it might show up as a subtle pink flush or a deeper red with small welts or itching. This could also signal irritation, a histamine reaction or even a mild allergy. Lighter Fitzpatrick types (I–II) and clients with coarse hair tend to react more noticeably.



Normalize reactivity, not sensitivity.
Reactive skin is a normal response and can happen to anyone. Sensitivity is a bit different—it's usually tied to an underlying skin condition or allergy.

Avoid It:
Prepping the skin with the right products makes a huge difference. Always check the intake form for allergies or sensitivities, especially to ingredients in pre- or post-wax products. If you're using a highly concentrated formula, keep it minimal.

Your wax choice matters, too. Go for a gentle, hypoallergenic cream wax with synthetic resins and fewer natural additives like colorants and fragrances. Don't forget to advise clients to skip caffeine and alcohol before their appointment—both can increase skin sensitivity and blood flow.

Fix It:
Post-wax, apply a cold compress or soothing aloe vera gel. Want to elevate your service? Offer a calming mask as an add-on. It boosts your revenue and gives your client a little extra TLC. Redness usually fades within minutes to a few hours, depending on the individual's sensitivity.

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A REAL PAIN IN THE—: Ingrowns

What It Is:
Those pus-filled bumps that pop up a day or two post-wax? Yeah, they're the worst, especially in areas like the bikini line, chest or back. If you notice large, painful bumps, it's worth suggesting your client see a medical professional to rule out hidradenitis suppurativa—a chronic skin condition that mimics ingrowns.

Why It Happens:
Open hair follicles are basically open invitations for bacteria. Add heat, sweat or friction to the mix, and boom: ingrowns. They happen when a hair curls back into the follicle, either due to the hair's texture or blocked pores from dead skin.

Avoid It:
Are clients actually following the aftercare you told them about? Exfoliation is key—24 hours after waxing, not before—with a gentle scrub or a chemical exfoliant like AHA or BHA. Loose, breathable clothing also helps minimize friction and irritation.

Fix It:
Apply an ingrown serum or a non-comedogenic acne treatment. If the skin itches as the hair grows back, gentle exfoliation can help, and unless you're a trained professional, don't try to extract those suckers—it's not worth the risk of infection or scarring.

BUMPY RIDE: Pimples& Folliculitis

What It Is:
Folliculitis might look like acne, but it's actually just inflammation of the hair follicles. No need to panic—though it can definitely look scary.

Why It Happens:
Freshly waxed follicles can be irritated by bacteria, sweat or tight clothing. It's most common in hot, humid areas or spots with friction (like backs, chests and intimate zones). Facial waxing can trigger bumps, especially if your client isn't keeping up with a consistent skin care routine.

Avoid It:
Tempting as it is to touch that freshly waxed skin—don't. Stress this to your clients. Always shower after workouts and avoid steamy environments for 24–48 hours. That means no saunas, hot tubs or steamy showers, and sorry, no sexy time either. Also, suggest that your clients bring a clean shirt to change into after waxing large areas like the back or chest.

Fix It:
High-frequency therapy is a fabulous add-on that zaps bacteria with ozone, helping to reduce breakouts. At home, a warm compress followed by an over-the-counter antibiotic cream works wonders. Antibacterial soap or body wash can help prevent breakouts, too, and no popping those bumps spreading bacteria = more problems.



The golden rule of skin applies to post-wax care too: Do. Not. Pick. At. It.

FINAL THOUGHTS: Wax Smart, Wax Safe

These reactions aren't exclusive to waxing—they can happen with any form of hair removal, but with the right prep, technique, products and post-care, you can keep the drama to a minimum and the glow to a maximum.

Whether your client is a waxing virgin or a total waxaholic, your knowledge and guidance go a long way. So, stay informed, stay calm and help every client feel smooth, safe and confident in their skin.



Chanel Mak has been a certified Esthetician since 2012. In addition, Chanel is certified in both Laser Hair Removal and Electrolysis. She co-owns "On the Q.T. Salon and Spa" with her husband, where she specializes in waxing and facial skin therapy. She has recently been promoted to Caronlab Master Educator of North America and is thrilled to share her knowledge and experience.

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THE LASH LANDSCAPE:
Navigating Trends and Staying Grounded

By Leah Lynch

In today's beauty industry, lash artists aren't just creating looks—they're navigating a constant stream of trends flooding their feeds. From ultra-mega volume sets that look flawless under ring light to avant-garde lash art in neon colors, the internet is full of captivating, scroll-stopping inspiration. In the same breath, it's also full of impossible expectations. Between filters, editing apps and perfectly posed angles, it's easy for both professionals and clients to lose sight of what's actually realistic and what's sustainable.

For lash professionals, the pressure is twofold: we're expected to master the latest styles and deliver results that look like they've been run through a Photoshop magic wand. Here's the truth—while trends come and go, the core of this industry is built on healthy application techniques, customized styling and strong client relationships. A trending "look" might be popular for a season, but retention, lash health and client trust are what keep your business growing year after year. The beauty of lash artistry is that it's endlessly adaptable. You can pull inspiration from trends while keeping your client's natural lash health front and center. The best lash artists know how to take the "Instagram dream" and translate it into a wearable, flattering set that fits their client's face, lifestyle and lash condition.

Staying grounded in the basics—mapping, weight distribution, adhesive control—while still experimenting with new curls, diameters and layering techniques is the sweet spot. It allows you to stay fresh, relevant and excited about your work without getting swept up in the pressure of unattainable perfection.

In the end, your artistry is not about recreating a filtered photo—it's about creating lashes that make your clients feel confident, beautiful and uniquely themselves.



Saving time with pre-mades allows you more time to see more clients, so you can earn more.

Pre-mades: From "Cheating" to Game-Changer

If you've been in the lash industry for more than five minutes, you've probably heard the whispers: "Pre-mades are cheating." For years, lash artists prided themselves on painstaking hand-making fans, one delicate pinch at a time. It was a badge of honor, a skill that set the pros apart. So, when pre-made fans entered the scene, a lot of artists weren't sure what to think. Would this take away from the artistry? Would clients notice a difference?

Here's another truth: the game has changed. Today's pre-made lashes are nothing like the chunky clusters of the past. They're light, perfectly symmetrical and hold their shape beautifully between fills. They resist closing up from natural oils, keep that fluffy, fresh look longer, and—let's be honest—save us a ton of time.

That time? It matters. In a world where clients want gorgeous results and a quick turnaround, the ability to deliver consistent quality faster is a win-win. Pre-mades free you up to focus on styling, creativity and the overall client experience rather than spending half the appointment building fans.

They're also a dream for creating textured sets, anime spikes and other trending looks without the stress of inconsistency. Instead of working harder, you're working smarter, and that doesn't make you any less of an artist. If anything, it means you're adapting to new tools the way every great professional does.

In an industry where trends and client expectations shift overnight, tools that make your work more efficient, consistent and creative aren't a shortcut—they're part of your evolution. In the case of pre-made lashes, this "cheat" has officially become an accepted practice.

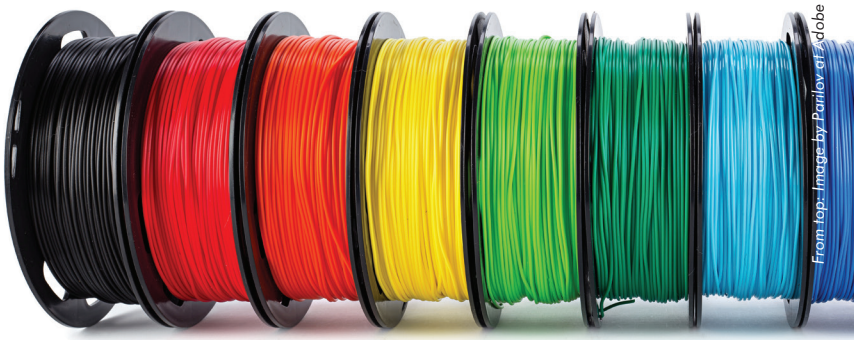
Now, not ALL pre-made lashes are the same; top lash brands have really perfected the bases and styles to include up to 16D and help you to create custom, trendy looks like spikes by crafting the fan to include the spike as well. Another consideration for these pre-mades is the cost. They are obviously more expensive to purchase handmade, and all set out nicely for you in a big tray; however, most brands also offer loose fans that are not set out nicely for you, but once placed on a silicone pad, are easy enough to work with and can keep costs down.

For lash lounge owners bringing in new staff, these fans are amazing for junior artists in training trying to blend into a lash business with others who have established skills. It can help them to match looks when filling another artist's work and give them a boost to get into more voluminous looks faster.

The 3D Print Possibility

For decades, the lash industry has relied heavily on overseas manufacturing—large orders, long lead times and sometimes patchy quality control were the norm. With the rise of advanced technologies like 3D printing, we're seeing something truly exciting: the potential to bring lash production back to the U.S., and bring more control, speed and innovation along with it.

One standout story comes from TAD Beauty, the brand behind the first-ever 3D-printed DIY eyelashes made in the U.S. Their founder, Michelle Nguyen, teamed up with OPT Industries in Massachusetts—investing in expensive printers and R&D—to create lightweight, flexible lash segments with memory



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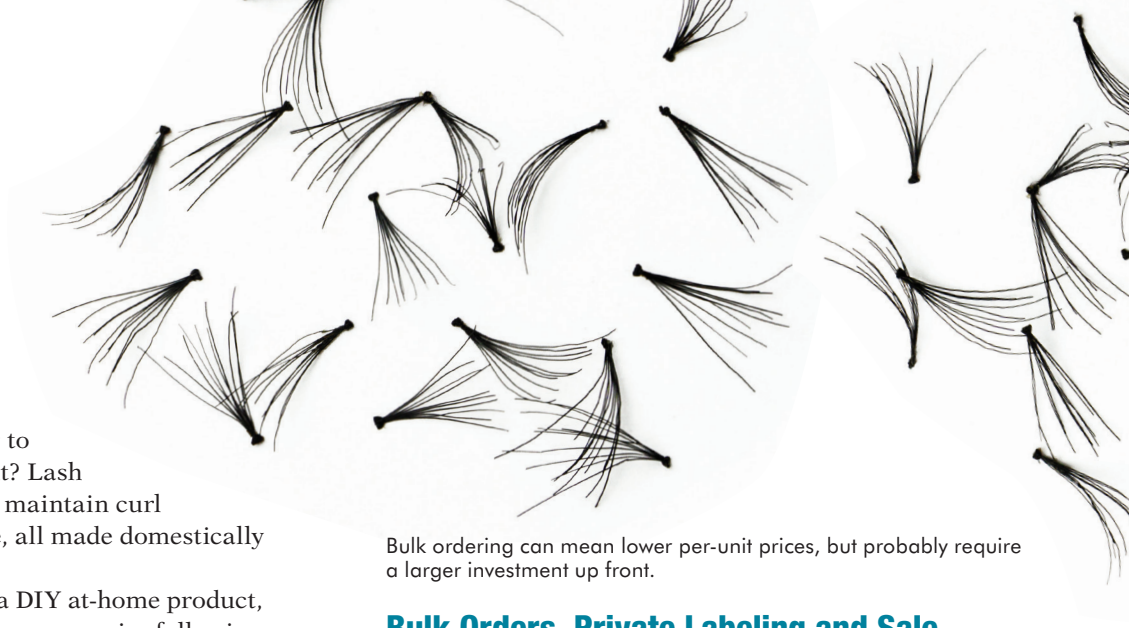

Bulk ordering can mean lower per-unit prices, but probably require a larger investment up front.

flex technology and microstructures that cling to the natural lash. The result? Lash clusters that bounce back, maintain curl and feel more comfortable, all made domestically for the first time.

Now these are more of a DIY at-home product, but we are now seeing other companies following suit by adding 3D printed effects to our individually applied lash extensions. The newest viral phenomenon is the feather lash, or the anime spike. This lash has a traditional center stalk and then plumes into a feather shape with delicate strands on either side. I am obsessed with these new lashes and wear them myself because, as they shed out, they actually look better and better, more and more "spikey" as the surrounding fans fall away. These anime and spike effects are fun and beautiful, and could technically be done as simple partial sets for special events, as you don't have to fill so much in between the spikes.

The possibility now exists in the world of 3D printing for faster, more precise manufacturing and unlimited artistic looks, and that reality is becoming more achievable for the lash world with the introduction of technologies like OPT Industries' roll-to-roll 3D printing system—a breakthrough manufacturing process that produces ultra-fine details continuously, without tooling or molds. In practical terms, that means beauty brands can design and launch new lash styles in weeks, not months, responding to trends and client demand at true speed-to-market. Plus, the system is scalable and lean—no massive overseas inventory needed, and inventory waste is minimized with on-demand production. Best of all, we could bring manufacturing to the U.S.

Bringing manufacturing home isn't just about pride—it's about possibility. It offers closer quality control, reduced shipping costs and headaches and the ability to tweak designs without lengthy overseas coordination. Brands that harness this technology aren't just following the industry curve—they're helping push the whole market forward.



Image by mimilee at Adobe Stock

3D printing allows more customization with length, style and volume to meet today''s demand for additional personalization.

Bulk Orders, Private Labeling and Sale Strategies

We want our trend watch to be in the world of style and fashion—not in the trends of low profit margins right? So, if you really want to level up your brand, consider private labeling or bulk ordering.

Private label lashes give you total control over product selection, branding and pricing. They foster client loyalty and create exclusivity because in the eyes of your clients, they can't get these lashes from anyone but you! Private labeling also opens doors for launch events, social media ideas, custom promotions and exclusive lash set designs. Having your own brand can even support training programs, allowing you to sell custom training kits, handle reorders from students or act as a stockist for others in your area—adding an additional revenue stream.

Buying smart is about more than just scoring discounts—it's a strategy that directly affects your bottom line and client satisfaction. Bulk orders can be a lifesaver for keeping your most popular lashes in stock, but they come with caveats. Ever received a batch where the curls were slightly off or the lengths didn't match what you ordered before? That's why building strong relationships with trusted distributors is non-negotiable.

Here's a pro tip: calculate your annual supply needs before placing an order. Is there a Black Friday or seasonal sale coming up? If you take advantage of these once-a-year deals, you can stock up on a full year of inventory! This works for most supplies, except adhesives, which have a shorter shelf life. For example, gel pads are a high-cost item on each service, but calculating annual usage and buying in bulk during a deep discount can officially lower your service costs for the entire year.

Many companies offer a lower price per unit when buying in bulk, so if you have the space, it's worth it. Bulk ordering also saves on shipping costs and reduces stress from inconsistent batch quality or waiting for delayed shipments. When done right, your inventory becomes more than supplies—it becomes a profit-generating extension of your business.



Add-ons can be a great way to enhance your lash offerings.

Specialty Lashes as Profit Centers

Specialty lashes aren't just fun—they're money magnets. Colored, glitter, gemstone and uniquely shaped lashes turn a standard appointment into a full-blown experience. Think beyond Halloween or Valentine's Day; seasonal, event-driven designs can generate buzz year-round. Sporting events, awareness months, local festivals—any occasion is a marketing opportunity.

Color can be bold, yes, but the mocha lash trend that hit the scene a few years ago is such a chef's kiss. These rich and chocolatey lashes will make any lash lover drool. The way the sun catches the tips is so natural and soft that clients are addicted to this chocolate delight.

Weaving in highlights of blue, purple or green can subtly enhance eye color and full rainbow looks or even lashes with paper appliques to resemble a heart or flower can break the boundaries of over-the-top looks. Some of my favorite artists on Instagram to follow are the ones who embrace bold color choices and embellish even the face with gems and applique for the photos. Leading me to my next point, these artistic looks are scroll stoppers! These looks grab attention, and even if it's not what a client will ultimately want to wear every day, it still gets you seen and set apart online, which is a big win!

Creative sets aren't just about immediate revenue—they're social media gold. Clients love sharing eye-catching, one-of-a-kind looks, which means organic promotion for your studio. If you go public with your fantasy looks, make sure to create a menu and pricing around it that works for you, reflects your skill and more expensive products and the strategic application of art, not just a lash set. That way, if your followers are interested, you won't lose them in the conversion process from viewing your reels to becoming a client. Make your prices and booking links a part of every post.

Upgrading the Lash Fill Experience

Luxury doesn't have to mean longer appointments or pricier services—it's all about perception. Small, thoughtful touches can turn a routine fill into a memorable experience. Aromatherapy, mini massages, soothing eye treatments or heated towels instantly elevate your client's experience. These subtle details make clients feel pampered and valued, boosting satisfaction, tips and rebooking rates.

A friend of mine was looking for a way to grow into skin care and some more holistic offerings to complement her lash artistry and generate more revenue from the existing committed clients she had, rather than spinning her wheels and spending so much effort and money to bring new clients in. She began by offering simple aromatherapy experiences, where she would put a few drops of scented oils that the client had selected onto a tissue and place it on their chest while she then performed a short scalp massage before the service to relax the client. She found that not only did this create a luxury experience that opened the conversation for skin care, but that she was also able to work more seamlessly on her clients without disruption from fluttering eyes and stressful days. During the relaxing moments of the scalp massage, if clients gave feedback about how much they enjoyed it, she would simply reply, "We could do this for a whole hour if you wanted to add a facial service to your next booking." The way that this increased her business was tremendous and a really great example of how simple touches can go a long way. Some footage of these experiences? Social media gold.

At my Lash Lounge Beautique in Newburyport, we sell a product that people really enjoy called Baby Foot. It's a simple foot peel that comes packaged with the baggies and everything needed to complete the service. The client can purchase the item as a retail purchase, and we open the package and slip the booties on before the fill service and let them sit. At the end, we use warm towels to remove the residue, and within a few days, the clients go through an exfoliation process that leaves them with super soft feet!

Simple add-ons like jelly masks, sheet masks, dermaplaning or brow services make a tremendous difference in your bottom line and allow you to work smarter, not harder, by appealing to your already existing and loyal client base.

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Think of it like this: your service is a story, and every detail is a line in that narrative. When clients leave feeling relaxed and indulged, they perceive your services as luxury—even if the actual procedure hasn't changed. Upgrading the lash fill experience is a simple, cost-effective way to enhance client retention and set yourself apart from every other lash artist in town.

The Rise of "Clean Girl" Lashes

"Clean girl" lashes are the antithesis of the bold, dramatic volume trends of the past—they're understated, elegant and precise. The look focuses on wispy, well-separated extensions that enhance the eyes without overpowering them. For lash artists, this trend requires a masterclass in spacing, curl selection and layering techniques that mimic natural growth while maintaining a polished finish.

It really used to be all about the perfect line and extreme density—these were the ways we proved our level of skill, but there is a massive industry shift emerging, where people are dialing back to what we are now referring to as a "clean girl aesthetic." Influencers are now using four different types of tinted, glowing and bronzed SPF to create a full face rather than thick foundations and heavy contour. We have swapped out matte, long-wear foundations for tinted moisturizers and glass-skin effects that don't support a big set of butterfly wing eyelashes.

Watching beauty trends is certainly part of our career as artists, and with influencers now removing their lashes in favor of a more youthful and understated look, it can feel threatening to the industry we've built our careers in. However, by making sure your clients understand that there are options beyond the full fluff and that there are artistic ways of creating these clean aesthetic looks while still using extensions to avoid daily styling and mascara application, you create opportunities for both business and content. This look has universal appeal—it's not just the younger demographic seeking the clean girl aesthetic, but also older or more timid clients who may have only seen full Russian volume looks on social media and didn't realize there was a more understated option for them.



Image by mimilee at at Adobe Stock

From a business standpoint, "clean girl" lashes are a win-win. They're gentler on natural lashes, encourage longer-term lash health and reduce the pressure to produce the perfect top line of ultra-plush fluff. By adopting this trend, you can attract clients who prioritize subtlety and sustainability, while still delivering a beautiful work of art. Think of it as the perfect balance between efficiency, elegance and health-conscious styling. You could build a whole business niche for yourself if competitors are only offering bold, fierce looks. Market to local holistic, green, clean-beauty enthusiasts with this as your signature style! Pair it with glass-skin treatments, a natural makeup line and an SPF range—now that's a business idea.

Final Thoughts

The lash industry never stops evolving, and neither should you. Whether it's streamlining supplies, experimenting with specialty designs, enhancing the client experience or adopting trending looks, growth comes from pairing creativity with strategy. Every choice—from the lashes you stock to the extras you offer—contributes to your brand story.

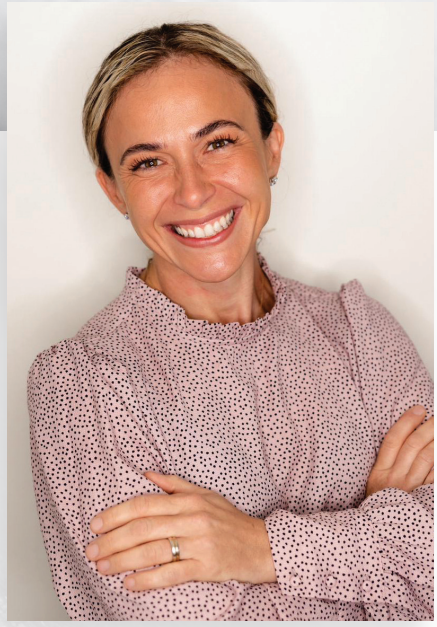
Here's my parting thought: innovation isn't optional, it's essential. When you combine artistry, business acumen and a willingness to try new approaches, your studio doesn't just survive—it thrives. Embrace change, invest in memorable client experiences and let trends inspire your creativity. The future of your lash business is yours to shape, and the possibilities are as limitless as your imagination. Stay bold, stay brilliant and keep those lashes, and your business, on point.



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.

Rocasuba and EA Medical Aesthetics



Kasia Dodman, ACNP, MBA, owner of EA Medical Aesthetics

ROCASUBA, Inc., the North American Distributor of RapidLash®, is proud to partner with salons, spas, health and wellness centers, and medical spas across the country. Many of our partners have carried the RapidLash® product line for years and continue to include it among their client offerings.

We recently asked the esteemed EA Medical Aesthetics team in Worcester, Massachusetts, why they choose to carry RapidLash® at their practice. Here's what they shared with us:

1. Clinically Proven Results That Align with EA's Standards

EA Medical Aesthetics is rooted in science, safety and visible transformation. RapidLash®—a best-selling eyelash and eyebrow enhancing serum—delivers clinically validated results, with many users seeing noticeable improvement in the look of their lash length, strength and density within 4–6 weeks. Offering this product aligns perfectly with EA's mission to provide medically supervised, results-driven beauty solutions.

2. Complements Existing Services

RapidLash® pairs seamlessly with services already offered at EA, such as Botox, dermal fillers, microneedling and anti-aging facials. It acts as an at-home extension of in-office treatments, giving clients a way to maintain and enhance their results between visits.

3. Trustworthy Ingredients& Safety Profile

Formulated with polypeptides, biotin, panthenol and amino acids, RapidLash® is ophthalmologist- and dermatologist-tested, free of parabens and fragrances and safe for sensitive eyes. It offers clients a safe, over-the-counter solution to common concerns like thinning lashes—without the side effects of prescription alternatives.

4. High Demand and Retail Profitability

RapidLash® has strong brand recognition and a loyal consumer base. By retailing it in-clinic, EA Medical Aesthetics can tap into incremental revenue opportunities with a product that practically sells itself. It's a simple add-on during check-out, especially for clients already interested in anti-aging or eye-area rejuvenation.

5. Builds Client Loyalty and Daily Engagement

When clients use RapidLash® as part of their daily routine, they remain engaged with their EA experience even at home. This increases the perceived value of EA's services, boosts satisfaction and deepens long-term loyalty.

6. Fits EA's Boutique Product Philosophy

EA carefully curates high-performing, medical-grade skin care lines like Valmont, Environ and Osmosis. RapidLash® fits naturally into this premium lineup as a targeted specialty product, expanding the boutique retail offering without compromising EA's elevated brand standards.

Carrying RapidLash® allows EA Medical Aesthetics to offer a high-quality, science-backed, in-demand product that enhances client results, boosts revenue and strengthens the clinic's reputation as a full-spectrum beauty and wellness destination.

Background: Image by DC Studioat Adobe Stock; Courtesy of Kasia Dodman

TESTIMONIALS



Gabriella Kaminska

"As a skin care professional, I'm always on the lookout for products that deliver real results, and RapidLash has absolutely earned its place on my recommendation list. I started using it personally after noticing my lashes were thinning from years of mascara and extensions. Within just a few weeks, I saw a dramatic improvement in both the look of length and fullness—without any irritation or sensitivity.

Now, I confidently recommend RapidLash to clients who want a non-invasive way to enhance their natural lashes or eyebrows. It's the perfect complement to our in-clinic treatments—safe, effective and so easy to use. Clients love that it feels luxurious and delivers visible results without the commitment of prescriptions or procedures.

RapidLash is more than just a lash serum—it's a confidence booster in a bottle."

— Gabriella Kaminska, licensed esthetician at EA Medical Aesthetics, Worcester, MA



Julia Gamache

"I cannot say enough good things about RapidLash. I've been using it now for over a decade, and at this point, I cannot live without it. It's given me so much confidence and the ability to naturally enhance my appearance, which, in my opinion, is the best option. I used to struggle with my short blonde lashes, and tried many different mascaras, extensions and glue-ons that did more damage than good. After using RapidLash, I finally became happy with my lashes and felt confident just waking up and looking in the mirror. RapidLash has not only increased the appearance of length and fullness of my lashes, but they now also curl up naturally; no need for lash curlers! I am often stopped and asked about my lashes, and I never keep this serum a secret. I am truly so happy with this product. I use it religiously and will continue to do so."

— Julia Gamache, client at EA Medical Aesthetics, Worcester, MA

About EA Medical Aesthetics:

For nearly three decades, EA Medical Aesthetics has stood as a beacon of excellence in the world of advanced skin care and wellness. Located in the heart of New England (Worcester, Massachusetts), this elite medical spa has redefined what it means to age gracefully, blending the precision of medicine with the artistry of aesthetics.

At the helm is Kasia Dodman, a board-certified oncology nurse practitioner and visionary in medical aesthetics. Since acquiring the practice in 2022, she has transformed EA into a cutting-edge, physician-led medspa—offering clients an experience rooted in clinical expertise, personalized care and powerful results. EA's commitment to safety, integrity and visible transformation sets it apart as a leader in the region and a trusted partner in every client's skin care journey.

Supporting her is a multidisciplinary team of highly trained professionals who share a common mission: delivering exceptional care, personalized results and transformative experiences.

The staff includes:

- Licensed estheticians with specialized training in advanced skin care, acne treatment, hyperpigmentation and age management. They focus on holistic and customized treatment plans using medical-grade protocols and product lines.
- Certified massage therapists and reflexologists with over two decades of experience in therapeutic massage, acupressure and pain management. These practitioners integrate mind-body wellness into the medspa's offerings to support total rejuvenation.
- Experienced clinical support and operations personnel who ensure seamless coordination of care, premium client service and smooth day-to-day execution behind the scenes.

Together, the EA Medical Aesthetics team represents a rare blend of clinical rigor, aesthetic precision and compassionate care. Every team member is committed to helping clients look and feel their best—with safety, science and sophistication at the forefront of every service.

To learn more about RapidLash®, visit *rapidlashusa.com*, email orders@rocasuba.com or call the ROCASUBA, Inc. team at 508-539-7077.

RapidLash®

Courtesy of EA Medical Aesthetics



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Holiday Décor— DOES IT MATCH YOUR BRAND?

By Lyn Falk

When was the last time you purchased new seasonal décor? Or, looked at your décor to see if it truly matches your brand? Clients form opinions based on your seasonal décor—the look, quality, how it's installed—as a reflection of your professionalism and brand. So, take your décor seriously. It's never too late to incorporate a plan that will bring visual joy to your guests and employees!

HOLIDAY DÉCOR—DOES IT MATCH YOUR BRAND?

Below are eight things to consider when planning your holiday décor, although this process can be used when considering décor for the other seasons as well—winter, spring, summer or autumn.

1. Determine what areas you'll be decorating.
The world is your oyster: the storefront, window displays, vinyl graphics and messaging on glass, vestibule walls, an arrangement on the reception countertop, small touches on retail fixtures, something stringing along the corridor walls, a bowl of cheer on waiting room tables and festive pillows on couches.

Take a walk around your building and throughout your interior. Make note of all the areas that could use a little holiday love.

2. Determine a theme. What will look fresh and reflect your brand?
If your brand and style say "upscale and elegant," then a single-color or tone-on-tone theme would work well. Select a color that coordinates with your brand color scheme. Also, "less is often more" when it comes to the amount of décor placed in and throughout spas whose price points are on the higher end, so don't overdo it.

If you're fashion-forward and on-trend with your services and product lines, then look to what is "hot" for the season. This year, one of the décor trends is nature-inspired and botanical. So instead of a traditional decorated tree, try tree branches suspended parallel to the ceiling, overflowing with botanicals and cotton wrapped ornaments suspended via kraft colored twine. Instead of a typical garland, line up old glass jars on a shelf, spray-painted and filled with soft hues from your holiday color palette. Alternate them with gifts wrapped in metallic paper with festive green ribbon and bows for a more visually interesting effect.



Don't know how to visualize the ideal holiday space? Try putting yourself in a client's shoes, and seeing what would make you feel festive and welcome.







No detail's too small. Make sure to jump on inspiration when it comes, no matter what size the package it comes in!

Another popular theme this season is nostalgia. An old-fashioned traditional Christmas theme may be appropriate if you are a family-focused spa.

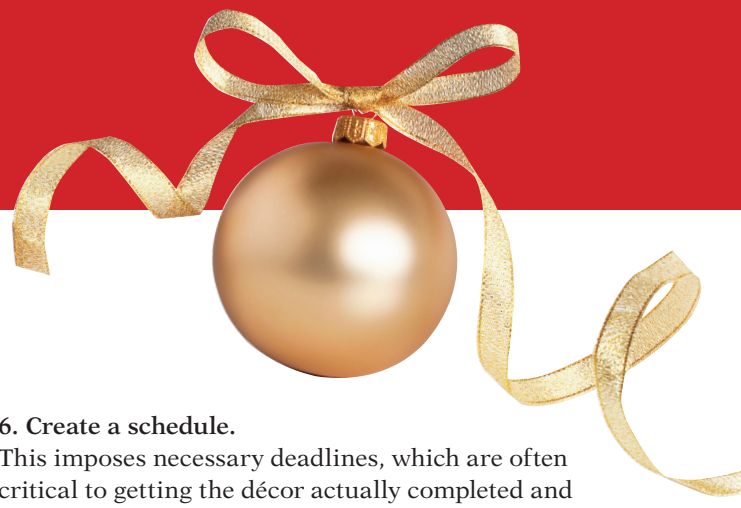
Whatever theme you select, be consistent with all the elements you use to decorate, so they all coordinate with one another. From props used in window displays, throughout the spa interior and all the way down to your gift wrapping—all should look like they're part of the same holiday story. Too many types of décor elements representing different themes will be visually cumbersome and overwhelming to the viewer.

3. Create a center of interest.
Select an area where you can place a fabulous holiday display prop that steals attention when one first enters your building or space. It may be a large tree, a reindeer or a dressmaker form dressed in ornaments. Whatever it is, it should again reflect your brand, be related to the other décor pieces and certainly induce a smile. Sometimes the unexpected is the best surprise!

Once you define this focal point, move to the smaller support pieces. For instance, if a large painted urn filled with big tree branches is the main focal point, then wood bowls filled with painted pinecones could be placed on tables or shelves. Wrapping smaller branches around door openings into corridors and service rooms could be another supportive touch. It's important not to put something on every wall or every table, but to be selective as to where you want your customers' eyes to land.

Clockwise from the top: Image by Africa studio at Adobe Stock; Image by ML Harris at Adobe Stock





4. Illuminate the décor.
Today, there are multiple types of LED lights to incorporate into your design scheme, but not all work in every environment, and not all work together! There are different shapes, sizes, colors and lights to choose from, not to mention cord colors and lengths. If you choose not to add lights, try highlighting focal point pieces from the track in the ceiling. No sense putting a beautiful angel out if you can't wash it in light.

5. Determine a budget for the décor.
Not many business owners want to spend money on decorations, but if done right, it'll pay for itself many times over. First, inventory what you have in storage and determine what still works and if it matches your brand. If you need all new elements, realize it's an upfront investment the first year, but it can be amortized over three years of use. After three years, it's time to change it up anyway.



When in doubt, bring the string lights out!

Clockwise from top: Image by schab at Adobe Stock; Image by Impact_Photography at Adobe Stock

6. Create a schedule.
This imposes necessary deadlines, which are often critical to getting the décor actually completed and installed! Include the following dates on your calendar:

- day to plan theme (ideally in September)
- day(s) to order the materials (October)
- days to install the décor (November)
- day to take-down (early January)

7. Select your team.
Who will do all the items noted in the schedule?

Do you have creative talent eager to help? If not, you may have to hire out the service or find an eager friend to help. If you're thinking about outsourcing to a friend of a friend, be sure to ask for photos of something they have completed in the design or display field to see if they have a good aesthetic and sense of composition.

8. Evaluate the décor post-installation.
Once your decorations have been up for a couple of weeks, take note of comments, good and constructive, so you can take them into consideration next year. If you're new to the idea of decorating your spa, it might take a year to get into a nice rhythm, but done right, it will truly make a difference in your client's experience.

To keep from putting miscellaneous holiday décor up at the last minute, follow the above steps, or hire a professional.

Make the day of installation a fun one—bring in (spiked?) eggnog, turn up the holiday tunes and make it look beautiful!



Author, award-winning designer and international speaker, **Lyn Falk**, has earned praise for her holistic, innovative, results-driven design philosophy. She has devoted over 35 years to helping retailers and business owners across the country define their brand, tell their story, and create memorable customer experiences. Her designs are founded upon consumer behavior, environmental psychology and neuromarketing research. Falk started Retailworks, Inc. in 1995 and continues to serve as President and Senior Designer. She has spoken to thousands and her work has been acknowledged over 150 times in over 80 different publications. To reach Lyn, email her at: lfalk@retailworksinc.com.



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Utilizing Conscious Deep Breathing FOR DE-STRESSING

By Constance Hart

We're all keenly aware that stress levels are on the rise. As society's technological advances and capabilities improve, our stress levels are climbing right alongside. In 2024, the American Psychiatric Association found that forty-three percent of adults reported feeling more anxious than they did in 2023.

The American Institute of Stress defines stress as the body's nonspecific response to any demand, whether it is pleasant or unpleasant. While stress can come and go based on external factors, it can have both short-term and long-term effects. Some of the short-term physical symptoms of stress include fatigue, headaches, muscle tension, upset stomach, insomnia and an elevated heart rate. Emotional symptoms of stress include overwhelm, lack of focus, irritability and frustration. High levels of stress over time can cause challenges with depression, weight gain, anxiety, gastrointestinal disorders and heart disease.

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De-Stress Yourself and Help Your Clients

As spa and wellness professionals, providing ideal results and outcomes for your clients also includes supporting them in using successful self-care tools. Learning how to take care of yourself in stressful moments is a practice that can certainly help your clients as well. I believe as caring professionals, we're also being called to always pay forward the self-care techniques that work for us.

As skin, spa and wellness professionals, we're often seeing stress firsthand as it shows up on the skin, in the body and also emotionally. While we know that it's not always possible to prevent stress, it is indeed possible to shift stress before it takes over to cause long-term issues. This is where deep breathing comes in to offer a solution.

Deep breathing is vital for oxygenating our cells, purifying our lungs and releasing stale stagnant air, but there are so many other benefits that help reduce stress. Deep breathing creates an overall relaxation response which includes regulating the nervous system, reducing lactic acid buildup, lowering blood pressure and heart rate, as well as reducing stress hormones in the blood.

Conscious Deep Breathing

The body, of course, is naturally breathing itself without your conscious input, but once you apply conscious intent and conscious direction to the breath, you can tap into the greater de-stressing benefits. Have you heard the phrase, "Where awareness goes, energy flows?" Well, the mind is a powerful ally! You can enlist the mind by redirecting its focus to your breath to reap the de-stressing potential of deep breathing. Conscious deep breathing is a highly valued stress reduction tool that can help provide a mindset shift and help stop stress before it even starts.

Conscious Deep Breathing Practices to Explore:

1. Box Breathing: Inhale through the nose for four counts; consciously hold the breath for four counts; exhale softly out the mouth for four counts and again, consciously hold the breath for four counts. Repeat all.
Recommended for nervous system regulation.



Reducing lactic acid buildup is important for improving athletic performance and preventing potential health issues.

Image by Glebstock at Adobe Stock



Emotional resilience allows you to more easily navigate challenges and preserve a positive outlook in life.

2. Pursed Lips Breathing: Inhale through nose; purse lips as if sipping through a straw; exhale softly out mouth through your pursed lips. ***Recommended to reduce anxiety.***

3. Deep Cleansing Breath: Inhale through nose; exhale out mouth for as long as you can with sound. Repeat. ***Recommended for releasing emotional tension and inviting a feeling of purification.***

4. Soothing Breath: Inhale and exhale through mouth with a soothing "ha" sound. Repeat. ***Recommended for mental and emotional tension.***

5. Focus Breathing: Choose one focus: either the sound, texture, rhythm or location of the breath; inhale and exhale through the nose and focus on only one at a time: either listening to the sound, feeling the texture, counting the breath in whatever rhythm you choose or focusing on where you feel your breath in your body. Repeat. ***Recommended to redirect the mind's focus.***

6. Affirmation Breathing: Breathing with a single thought. Examples: "I am peaceful,"; "I am healing,"; "I am gentle toward myself." ***Recommended to soothe the rough edges of negative thinking.***

7. Visualization Breathing: Breathing with an image of a pleasing place and all its wonderful details. Example: Imagine you are on a beach at a luxury resort, gazing at turquoise waters under a beautiful blue sky on a sunny



day with birds chirping in the background. Be sure to choose your own pleasing place and the details that bring you joy. ***Recommended to change the mind's focus and uplift the spirit.***

8. Color Breathing: Breathing while you imagine your breath as a color that makes you feel calm, peaceful, content and relaxed. What is that color for you. ***Recommended to bring in the relaxation response.***

I invite you to explore these over time and find your favorite(s). The more you practice conscious deep breathing, the more you will discover another key benefit: emotional and mental health resilience. I've taught breath meditation for thirty-five years now, and I can say from my own personal experience, plus input from thousands of students, these techniques can be life-changing! Even if you only practice for a few minutes a day, you can make a difference in your stress levels and experience more ease.

Once you find your favorites, you can share them with your clients. How often have you heard someone say, "Take a deep breath, you'll feel better." What most people do when prompted to take a deep breath is make a loud, exhausted sound and have an angry, frustrated exhale. Now you know there are more helpful options that truly get more relaxed energy flowing and help to de-stress holistically.



Color Aroma Therapy Visionary **Constance Hart** is the Founder of the Conscious Colors modality. Constance has over thirty years' experience teaching meditation, yoga and wellness practices. She teaches practitioners deep breathing practices as a foundational component of Color Aroma Therapy through the Conscious Colors Certification Course. Visit ConsciousColors.com to Learn More and Get a Free Color Wellness Guide."

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Hand & Stone

By Kitty Lin

Hand& Stone, a household name in the industry has a rock-solid brand identity that brings to mind the same physical, tactile imagery their name evokes: a variety of beloved massage techniques long-mastered and the essential, time-honored element of human touch.

An Enduring Impression

In an industry that seems to be increasingly defined by the growing medspa movement and tech-integrated approaches to wellness, the time-tested element of massage can start to feel a little antiquated. However, longevity is its own testament to importance. "For some of our clients, their massage is the only time in the whole month where someone's touched them," says Lisa Rossmann, chief concept officer at Hand& Stone and esthetician. The importance of physical touch is long-established to be important for physical health, having a positive impact on stress levels, pain and anxiety, while being essential for development in infants.

In having refined its approach to touch in its 20+ year run, Hand& Stone has had to master the careful balance between keeping traditional treatments refreshed and knowing what new products, treatments and technology

Photos courtesy of Sundara Spa

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In a flood of content, information and products, make your spa a refuge.



to curate. "You really need to know your brand," Rossmann asserts. She recognizes that a large part of her target clientele tends to be the upper-middle class, stay-at-home moms in the suburbs—and that's not a small number of people. Being the best you for the people who already love you is the best compass when trying to develop your business without losing your mind in the age of innovation fatigue.

Clients will appreciate this authentic and streamlined approach as well. Rossmann herself says that "Wellness is…clearing my mind,"—a sentiment that rings true for many in this day and age, where we're exposed to an unprecedented amount of information at every moment.

Just Because It Feels Good, Doesn't Mean It's Not Important

To those who don't make wellness and skin care a priority in their lives, spas are seen as a luxury, which puts franchises that work to make massages and facials more accessible and easier to integrate into one's lifestyle in a weird position. How can spas establish their services as being a worthwhile investment in one's wellness journey?

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Performance and making space on new frontiers is what Vadhera's all about.



Shalini Vadhera

Shalini Vadhera

By Kitty Lin

In June, Ready Set Jet became the first beauty brand to go to space, sending its space-certified products on Axiom Mission 4 to the International Space Station. In sitting down with founder, Shalini Vadhera, we had the opportunity to talk microgravity, the importance of high-performing, convenient products and empowering women in the industry.

Charting the Journey to Space

When Vadhera talks about the process of getting Ready Set Jet's products into space, she starts with meeting the forward-thinking minds and space CEOs who had their heads in (or beyond?) the clouds. It was then that she realized the incredible opportunity to "bring space to your face." Once she set her mind to it, she started getting invited into these interstellar spaces as an innovator, where she could then start forming crucial partnerships to spur the process of getting her products space-certified. Getting her products space certified, of course, meant putting them through rigorous testing. The benefits of these tests don't stop at getting certified, though. Take microgravity testing, which started after Ready Set Jet's products completed the Axiom Mission 4, and which includes parabolic flights, Australian fighter jets and suborbital—this specific testing allows us to see how the skin

Images courtesy of Shalini Vadhera

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regenerates in microgravity. These extreme lines of testing pave the way for unparalleled performance back here on earth, which can then be better used by those in more extreme circumstances, such as burn victims or those post-radiation for cancer treatment.

"Everything's celebrated in space," Vadhera says. In getting on the Axiom payload, their team went through all of Ready Set Jet's space-certified products' formulas as well, ending in the answer to Vadhera's question: "Can we validate this in the harshest environments known to man?"

What Makes It Back to Earth?

Testing products against zero gravity, some of the most intensely dry conditions or even radioactivity is certainly nifty, but what do these findings mean for those of us with both feet still firmly on the ground? As it turns out, you learn a lot in the process of testing products for space certification. In learning about skin regeneration in microgravity, we can then conjecture on how to accelerate skin regeneration in products intended for regular use. The harsh conditions of space are the ultimate test for skin conditions. Take the one we're all thinking about: the visual effects of aging. Many factors in space, like microgravity, radiation and isolation, can accelerate aging at the cellular level. In testing formulations under these extreme conditions, we can translate the results into the next steps for the next generation of products. In fact, there might already feasibly be a way to "reverse age" up to a decade.

Looking at what's out there and thinking past the confines of the Earth's atmosphere may also yield solutions where we might not otherwise look. Space ingredients can work beautifully on the skin, for example, with titanium dioxide—something that's commonly found in beauty and personal care products, like sunscreen, can also be found on the moon, being a component of the soil and rock that covers the surface.

Not "Just" A Matter of Convenience

They always say that good innovation starts with crafting a solution to a real problem, and for Vadhera, a busy professional who's met many other women in similar circumstances, this couldn't ring any truer. "There are always three things I tend to hear from women, no matter where I've been. The first, 'I don't have an hour for my beauty routine. The second, 'I'm tired of carrying a big bag around, and carrying products around just to have them spill,' and three, 'can you make things easy for me? I go to Sephora and feel like I'm drinking from a firehose.'" Ready Set Jet's convenient, space-certified cosmetic batons check all these boxes seamlessly, made for application on the go, and in a spill-safe, solid design that will work for the busy professional—no matter where her office is. A throughline to how Vadhera views her work and those it serves is her constant connection back to "women like us." Ensuring that there's no gap in who's allowed to feel beautiful and successful is the premise of her professional work, as well as the philanthropy and social work that's fueled by her success and life experience.

The Importance of Financial Literacy

Being a woman of color and an entrepreneur herself, Vadhera knows the obstacles that come with either and both, especially for those who may not have the traditional infrastructure or resources set up for them. She stresses that conferences dedicated to building financial literacy and venture capital are crucial. There are many programs created by institutions like Chloe Capital and JP Morgan to help turn founders into experienced investors and to provide a formal business education about investing, creating pitch decks and other important business skills. Vadhera goes on to encourage everyone to take advantage of the resources out there—they're not exclusively for those just starting their careers; everyone, no matter what stage they're in, should feel empowered to learn. She says attending webinars and building out your network is essential—and not just by exchanging business cards. Relationship marketing, that is, actually building and maintaining relationships, is a major step forward as it opens doors to mentors and relationships for continued learning and career development.

It can be daunting to try to reach for things that may not have been built into your life or curriculum earlier. It can be scary to go out of your comfort zone and adapt to the life you want. "It's hard anyway," says Vadhera. "So, you might as well do it anyway. Don't feel sorry for yourself, celebrate yourself. It's why you get to offer your unique perspective." Ready Set Jet's Pass the Baton movement was started to empower women in inclusive beauty through mentorship, product access and community building. "At the end of the day, we have a responsibility as women to help each other," Vadhera affirms. "I'm excited to pioneer, break boundaries and cross every border imaginable. At this point, there's no telling what the universe has to bring, and not just to the world. I've been on the most exhilarating rocket ride—and that's just as I thought I'd done it all."

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

VITAMIN K

By Kitty Lin

Vitamin K is highly valued topically in skin care for its ability to strengthen blood vessels and improve circulation, thereby enhancing the appearance of dark circles and bruising. Its anti-inflammatory properties also make it effective when soothing conditions like rosacea, eczema and psoriasis. More broadly, vitamin K can also be used in well-aging regimens and for wound healing, which can be beneficial for improving the appearance of acne lesions and post-acne scarring.

A Bright Spot for Dark Marks

Its ability to reduce the appearance of dark circles, bruises and scars is what makes it a favorite for dermatologists and surgeons for those post-procedure or those healing scars and burns, as it can improve blood flow and promote cellular regeneration.



Vitamin K promotes blood clotting, initiating tissue repair.

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Vitamin K supports the immune system through its anti-inflammatory properties, activating K-dependent proteins and boosting cell death and cellular self-cleaning.

The whole-body benefits of vitamin K have been driving its growing popularity among well-seekers. Vitamin K is crucial for blood clotting, another important aspect of wound healing, by stopping excessive bleeding after injury.

Bone health is also closely tied to vitamin K, as it ensures the body uses calcium properly. By directing calcium to the bones, vitamin K helps bolster bone density, which can help prevent fractures and conditions like osteoporosis, which women are more prone to have, especially once menopause hits and their estrogen levels decrease. Vitamin K's authority over calcium means that it decreases the amount that builds up in arteries and soft tissues, aiding cardiovascular health.

There are even some studies that support vitamin K being beneficial to cognitive health and memory by reducing neuroinflammation, particularly in older adults. Vitamin K also helps bolster the immune system and can help protect against some cancers by modulating inflammatory responses.



Products, Techniques & Consumption

To reap the benefits of vitamin K, there's a whole host of serums and eye creams rich in this nutrient to treat discoloration, dark circles and an uneven skin texture. Vitamin K is typically layered with other actives to maximize the benefits. Vitamin K is synergistic with vitamin C, hyaluronic acid and peptides.

Those incorporating vitamin K into their morning routines can easily use their desired SPF products afterward, while well-aging night owls can feel assured in using their retinols effectively after applying vitamin K.

While commonly used in spas topically, vitamin K is greatly beneficial when consumed too.

"In my practice, I've seen how vitamin K often reveals itself not just through what we eat, but through how well the body can truly absorb and use it," says Dr. Arun Thomson. "A diet rich in healthy fats helps the gut flora thrive, which in turn produces vitamin K. I often encourage clients to support this with simple daily practices like sipping warm water with lemon and ginger to gently ignite digestion. I also look closely at liver health, since it plays such a vital role in activating vitamin K; herbs like turmeric, Guduchi, and dandelion root have been powerful allies here. When these pieces come together, Vitamin K becomes more than a nutrient; it is part of the body's natural armour for longevity and vitality."

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

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Induction Therapies	877-746-4407	info@inductiontherapies.com	*www.collagenpin.com*	3
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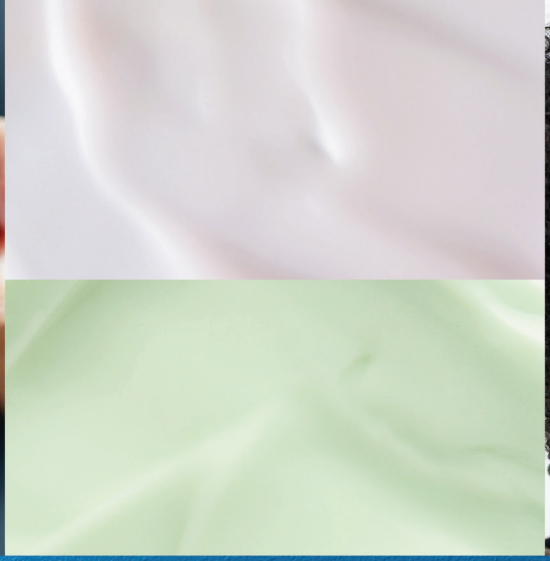



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