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DECEMBER 2025

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We're ending the year with some seriously sweet insight you can take well into 2026.

Allured business media

THE NEXT GENERATION OF PRECISION:

ZEMITS SKYLUXX REDEFINES FRACTIONAL RF MICRONEEDLING

The Next-Gen Evolution of Skin Rejuvenation
Fractional RF Microneedling has advanced far beyond traditional needling or surface RF. The new generation delivers targeted energy exactly where collagen renewal begins - in the dermis- creating visible lifting, smoother texture, and improved firmness with minimal recovery.

This intelligent synergy of RF heat + microneedle precision gives professionals true control over every pulse - consistent outcomes, predictable comfort, and results their clients can measure.

Inside the Technology: Zemits SkyLuxx™
The Zemits SkyLuxx™ Fractional RF Microneedling System refines this science into a precise, compact platform built for professional use - combining engineering accuracy with visible, client-loved outcomes.

Deep Collagen Activation through Fractional RF Energy
Controlled bipolar RF heat reaches the dermis to trigger new collagen and elastin production. This deep stimulation improves firmness and reduces fine lines while maintaining epidermal integrity.

Real-Time Safety Control
Impedance monitoring tracks skin contact and energy flow with every pulse, ensuring even thermal delivery and preventing surface overheating - giving practitioners total confidence in each treatment.

Adjustable Depth for Precise Layer Targeting
Motorized microneedles adjust from 0.5 to 3.5 mm in 0.1 mm steps, allowing customized targeting - from gentle texture refinement to deeper collagen remodeling for laxity and scars.

Fast Recovery, Visible Results
Fractional coagulation zones heal within hours, letting clients return to normal routines the next day - with smoother, tighter skin and progressive improvements after each session.

Proven Safety and Reliability
FDA-cleared as a Class II device and compliant with IEC 60601 and ISO 10993 standards, SkyLuxx provides medical-grade precision and consistency for esthetic professionals.

Visible Results, Minimal Downtime
SkyLuxx effectively treats wrinkles, laxity, scars, enlarged pores, and uneven texture.

A typical course of four sessions, four weeks apart, produces noticeable tightening after just two visits. Redness fades within hours-no disruption to clients' routines.

Fractional RF Microneedling now defines a smarter approach to skin rejuvenation - measurable, precise, and adaptable to real practice.
With systems such as Zemits SkyLuxx, this technology becomes part of the professional toolkit, raising everyday treatment standards through control, safety, and consistency.





"The new generation of Fractional RF Microneedling is about mastery – precise control of energy, depth, and comfort."

It allows us to remodel collagen at every level of the dermis. The result is clinical-grade rejuvenation with unmatched safety and consistency."

Olha Maikina, MD
- Co-Founder & Product Director, Zemits

Courtesy of Licensed Esthetician, Gi Valentine: @givalentine_skintherapist





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CONTENTS

DECEMBER 2025 | VOLUME 37, NUMBER 12

The Cutting-Edge

14 SPONSORED
DMK: The Original Enzyme Treatment

16 SPONSORED
DMK MD Brings You StemZyme

DM1 Evolution of Skin Care and Beauty
By Claudelle Daoud

DM22 Health and Beauty in the Land of the Rising Sun
By Petula Brown

28 Beyond the Glow: The New Wave of Complementary Modalities Elevating Skin Treatments
By Lashelle Ullie

36 *Skin Inc.*'s 2025 Readers' Choice Awards

DM31 *Jar Deconstructed:* Ghee
By Kitty Lin

Seriously Sweet Insight

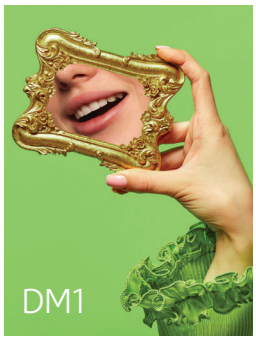
18 The Art & Business of Body Sugaring
By Lindsay Moore

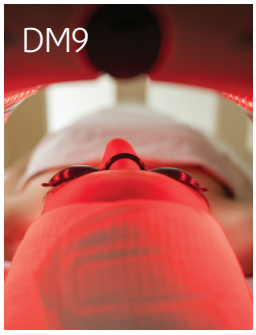
26 Best Practices for Addressing the Needs of the Unwell Client
By Toshiana Brown

DM9 Light Therapy: The Perfect Modality for Every Treatment You Already Offer
By Annet King

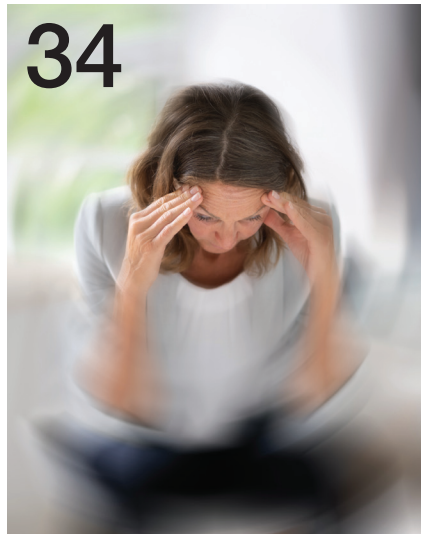
DM13 How Eating Affects Women's Skin: Fuel, Fix, or Fail?
By Lindsey Sikora Subrinsky

45 BelleCôte's Triple Firing Neck & Décolleté Protocol











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CONTENTS

DECEMBER 2025 | VOLUME 37, NUMBER 12



34

Business

32 Marketing Like a Master: How Skin Care Pros Can Market Sustainably in 2026
By Seraine Page

34 From Amenity to Strategy: The Top 9 Wellness Trends Defining 2026
By Sherrie Tennessee

DM27 Body Care Trends for 2026: A Vision Board for Optimal Body Care Rituals and Skin Longevity
By Claudia Fabian

46 *Stories of Success:* Priscila Fadul
By Kitty Lin

In Every Issue

6 From the Editor

10 Product Roundup

48 Advertisers' Index

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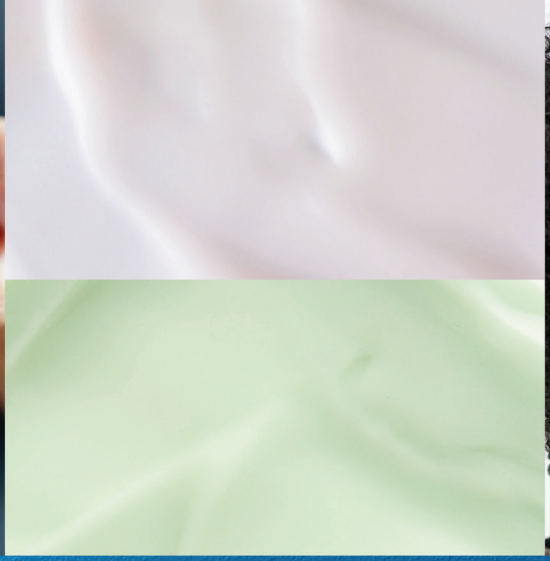



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KITTY LIN
Managing Editor
clin@allured.com

Sugar, Spice and Everything Nice

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

Well, we made it everyone!

Another rotation around the sun, and like all ends, the close of 2025 begs reflection. How did we do this year? How did we grow? What are we going to do differently in 2026?

The future of aesthetics is getting more nuanced and less invasive. In an ultra-competitive market, standards for transparency, efficacy and sustainability have never been higher, and for every trend that catches like wildfire, there seems to be a counter-movement holding that trend under intense scrutiny: the market's natural checks-and-balances.

So, where do we go from here?

Sometimes, to figure out a way forward, it helps to see where we've been. Beauty, in particular, has fascinating ways of repeating itself, only to get better each time. Take time-tested rituals and practices that are making a resurgence, given the growing popularity of holistic beauty, or how grounded beauty's become now that we're acknowledging the ties to full-body wellness?

Skinimalism has shown us that when given the choice of a thousand fancy new toys and a routine that can get the job done, we'll always return to the basics. The vast emergence of different technologies and ingredient innovation is still teaching us that tools are only the *right* tools if we know why we're using them.

I'm not a big fan of New Years resolutions—too much pressure. Instead, let's not face 2026 with stony resolve, but instead with a fresh perspective and a new spark of inspiration.

Let's do what we can, when we can, savor every moment and watch what new opportunities bloom from there.

Wishing you and yours well this holiday season,



Kitty S. Lin

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Curated, Intuitive and Effective

BY KITTY LIN

These days, it's not about the newest thing when there are a million new things debuting at any time. Novelty is a thing of the past; now it's about improving the things we already have.

---

1 **Concept stores are so much more than just "an idea."**
In brands' desperate bids to distinguish themselves in an oversaturated market, and brick-and-mortar stores begging consumers to see the value in showing up instead of idly adding to their carts, some brands have leaned away from being a one-stop shop and have instead curated more exclusively. While some may shy away from taking the leap in fear that they'll alienate a large amount of their audience, this can actually build a stronger sense of loyalty by crafting an experience tailored to your brand, and thus, to the shoppers that already live and die by what you have to offer.

Spas are uniquely tailored to offer this already in being about an experience; polishing up your brand identity through cohesive branding, being loud about your values and curating well-suited retail offerings can accomplish a similar feel. over n over beauty has crafted its identity around K-beauty.
overnoverbeauty.com

2 **Moisturizers and their "super" ingredients**
Hyaluronic acid, ceramides and plant-based oils—oh my! In an age where the standard for noticeable results has never been higher, formulations with beloved and proven ingredients are all the rage, especially with the renewed prominence in moisturizers as skinthusiasts baby their barriers and settle into proactive longevity-based solutions. IKI Skincare's RYO Emulsion Gel Moisturizer is more than just a moisturizer; it's an effective, sensorial wellness experience.
ikiskincare.com

3 **Intuitive and easy digital experiences**
AI has allowed for a lot more automation, and with it, brand websites are becoming smarter and more intuitive (read: easier for clients of all digital fluency levels to use). The most recent trend? AI "shoppers" that open like a chat window, and help consumers navigate the website while offering recommendations based on customer needs. This doesn't stop at the consumer side of things, though; there are increasingly intuitive platforms that streamline many business processes, like finding brands, analyzing inventory needs and smarter booking capabilities for pros. Platforms like Beauty Rep connect businesses with trusted brands for easier ordering.
beautyrep.com

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The holidays are around the corner...

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TiZO® Tinted Moisturizing Serum nourishes and restores your skin with hyaluronic acid, glycerin and ceramides for long-lasting hydration, while protecting against UV damage with gentle, all-mineral SPF 30 and antioxidant vitamins C & E. Available in five versatile shades, it provides a radiant hint of buildable color with a glowing, sheer finish that enhances your tone and texture.
tizoskin.com



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Find serenity with a refreshing bi-phase mist. The dual-layer formula combines to shield skin from drying environmental stressors while restoring hydration with every spritz. Made with Blue Light Complex, vitamin D-rich shiitake extract and ashwagandha, this mist helps the skin feel strengthened while supporting a balanced, hydrated complexion
eminenceorganics.com



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Zemits

Built on advanced Cold Plasma science, the Zemits EvoPlasm™ introduces a new level of refinement to professional skin care. The device generates a surface ionization effect that supports the skin barrier, delivers strong antibacterial action, enhances product absorption and promotes a revitalized, firmer-looking complexion—all without consumables, heat or downtime. Its compact ergonomic design ensures comfort and precision, while four intensity levels and two operating modes provide full control for any skin type. Safe and comfortable for even the most sensitive clients, EvoPlasm offers visible results—clearer, smoother and more resilient skin after each session.

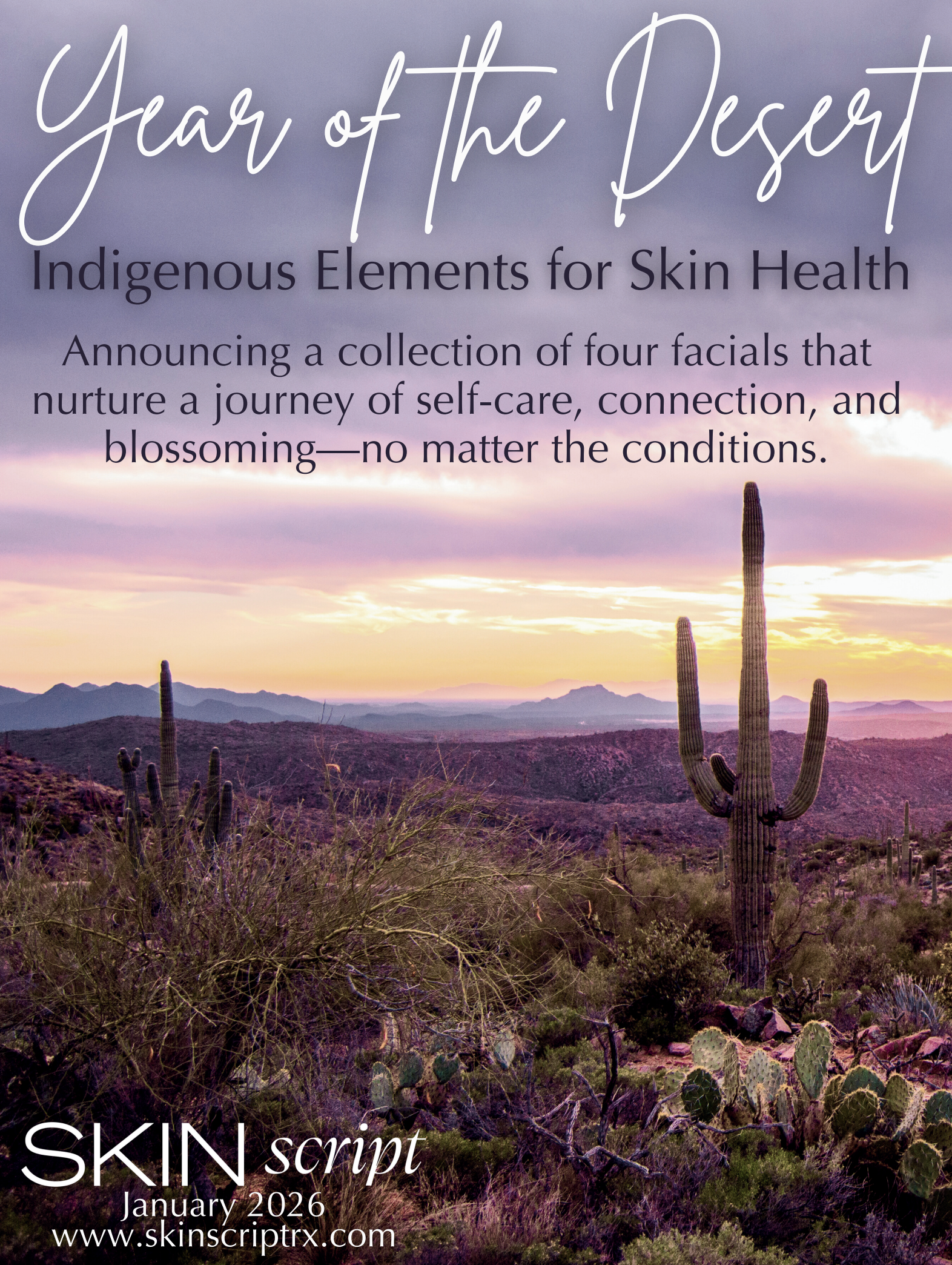
Even a 10-minute plasma step can elevate outcomes and perceived treatment value by up to 30%, seamlessly integrating into any existing facial, body or scalp protocol without adding cost or recovery time.
zemits.us

Product images courtesy of the manufacturers

Year of the Desert

Indigenous Elements for Skin Health

Announcing a collection of four facials that nurture a journey of self-care, connection, and blossoming—no matter the conditions.



SKIN script

January 2026

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BRIDGING THE GAP
Between Beauty and Medical Aesthetics

Lira Clinical continues to lead the change in clinical skin rejuvenation. With relentless research and development, Lira Clinical delivers pioneering solutions that go beyond basic aesthetics, focusing on bridging **rejuvenation** and **regeneration** treatments, establishing the link between beauty and medical aesthetics.

From melanin management at every stage of melanogenesis to sustainable skin function, Lira Clinical is at the forefront of medical beauty advancements, **rejuvenating** and **regenerating bright, beautiful skin.** Let's define both clinical approaches that give **real people, real results.**

- **Rejuvenation** works from the *outside in*, targeting visible signs of aging and imperfections caused by external damage. Treatments such as **Smart Peels™** focus on restoring a youthful appearance and improving skin texture.
- **Regeneration** starts from the *inside out*, creating healthy skin at a cellular level, being mindful of the extracellular matrix (ECM) improving its structure, and boosting overall function. This is crucial for sustainable, long-term results.

By integrating these approaches, medical aesthetics delivers more results-driven outcomes for any skin concern. Treatments now extend beyond the surface level, perfecting **rejuvenation**, accelerating **regeneration** and maintaining healthy structure. Lira Clinical has fused medical innovation and clinical skin care together to address all skin concerns, including aging, acne, hyperpigmentation, reactive and post-treatment care.





ASCP SKIN DEEP WINNER 2023 READERS' CHOICE AWARDS
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Images courtesy of Lira Clinical

SKIN PRIMING

Much like an artist requires a pristine canvas to create a masterpiece, achieving optimal results in clinical aesthetics begins with preparing the skin: your biological canvas. The condition of the skin directly influences the efficacy and longevity of any medical aesthetic treatment. Proper skin priming is not just preparatory; it is proactive, with the journey beginning and ending with skin. Just as an artist primes their canvas, medical aesthetics demands deliberate skin priming to:

- Align with the body's natural repair and renewal processes
- Slow extrinsic and intrinsic aging mechanisms
- Support both preventive and corrective outcomes

Skin priming evolves into maintaining results and preventing future damage with a consistent home care program and regular clinic treatments. Not just a one-and-done in-clinic protocol, clinical aesthetics takes a comprehensive approach to skin health with a three-tier system: daily home care, weekly home treatments and in-clinic protocols. This three-pillar strategy creates the safest, most efficient pathway to bright, beautiful skin.

WHERE TO BEGIN

The ideal baseline clinical service is a Lira Clinical Hybrid Treatment; unique, universal protocols that are corrective treatments featuring a **Smart Peel™** solution. These innovative treatments were developed to address a gap in progressive corrective skin care, providing a controlled introduction of chemical peels to maintain skin barrier health. The histological response to the hybrid solution guides future protocol selections.

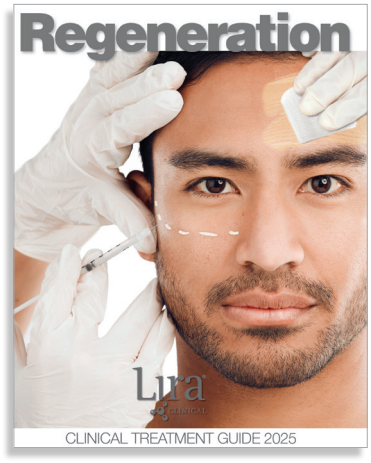
Hybrid treatments are the pinnacle service designed for client retention while assessing and maintaining skin correction. Their high yield on investment is established as the:

- Ideal service six weeks post ablative procedure
- Maintenance treatment every 4-6 weeks with on-going appointments
- Combination treatment with neurotoxin injection services
- Performed year round, including clients with active, outdoor lifestyles

As skin is assessed and evaluated for primary and secondary correction, **Smart Peels™** solutions are the hub of every protocol. Answering the question, 'what does the skin need?' guides the clinical aesthetician to the level of prevention, correction and maintenance needed in each treatment.

Lira Clinical meets the unique and universal needs of all skin types and conditions. Addressing a global market head-on, treatment guides, in addition to other assets, are provided biannually, allowing clinical aestheticians to be a step ahead of international trends.

Industry-renowned and three-time award-winning Best Clinical Line, Lira Clinical is recognized as a leader in continuing education. LiraEDU offers multi-faceted education for all levels of learning. You can find more information on products, treatments and upcoming classes and events by visiting **liraclinical.com**.



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THE ORIGINAL ENZYME TREATMENT

Image courtesy of DMK



Enzyme Masque #1 is DMK's signature professional treatment for creating and maintaining homeostasis in the skin. It is a blend of proteins, amino acids and vital actives used to rebuild dermal integrity, brighten skin, improve hydration, reduce inflammation, protect against environmental stress, increase resilience and reduce the signs of aging. Enzyme Masque professional treatments stimulate repair mechanisms and energize cellular systems and communication pathways between cells. They also awaken internal processes of the skin and provide rich oxygen saturation and nutrients to boost enzymatic and cellular activity.

DMK founder Danné Montague-King is the singular originator of Enzyme skin care treatments. He began research in the 1960s, born from a dissatisfaction with the ineffective solutions on the market that addressed the skin's surface, but not the root of skin conditions. By the 70s, he had developed an early version of the Enzyme Masque #1 we know and love today! Enzyme Masque is a testament to DMK's commitment to effectively diminish hyperpigmentation, occurrences of acne and signs of aging over time, unveiling a brighter, revitalized complexion. With every application, DMK redefines the boundaries of skin care innovation, ensuring that your skin's radiance shines through.

Over 40 years of scientific research, skin revision trials and healing success around the world have sharpened us into the most intuitive, effective and safe medical-grade skin revision company in the industry. Despite the many copycats, our treatments have not been replicated in efficacy anywhere else in the world. Only DMK treatments can initiate the waterfall of reactions on a cellular level that neutralizes harmful oxidants, oxygenates the cells and triggers lymphatic drainage to clear the cellular environment of toxins. Essentially, Enzyme Masque encourages your own skin to heal itself through a set of enzymatic instructions it can recognize and accept as its own.

Danné discovered the power of enzymes with his original Enzyme Masque, but he didn't stop growing the Enzyme family tree. Subsequent formulas included Enzyme Masques #2 and #3, utilized for Muscle Banding, Body Masque, which revises the thicker skin on the body, and Foamy Lift, which works like a mini facelift between treatments. The most recent development is Masque Buster, the instantly iconic companion to Enzyme Masque treatments that dissolves bonds in the mask to melt the hardened Enzyme Masque treatment in just a few minutes, making Enzyme Masque a more effective tool than ever.

The modern DMK toolbelt is multifaceted for so many skin conditions and treatment combinations for you and for your clients. To receive treatments, click our DMK Clinic Locator to contact your nearest DMK-certified esthetician and schedule a consultation.

DMK

To add the life-changing DMK toolbelt to your clinical practice, learn how to become a DMK-certified esthetician and start your DMK journey today!

DMK
Danné Montague-King®



DMK MD brings you StemZyme®, a revolutionary skin care science that tackles the root cause of skin damage and redefines beauty at any age.

Image courtesy of DMK MD

Stem cells are the tiny 'factories' that replenish your supply of cells, but when your skin ages or incurs damage, stem cells can fail to fully mature or mature incorrectly. DMK StemZyme® stops the cycle by guiding stem cells through correct development so your skin can produce perfectly functioning cells. StemZyme® uses a blend of enzymes and bioactive botanical ingredients to remove dead skin cells, halt the decline of existing epidermal stem cells and encourage epidermal stem cell renewal and differentiation. As a result, StemZyme® promotes plumpness, elasticity and skin cell turnover while preventing hyperpigmentation, wrinkles, glycation, hypersensitivity, dryness and uneven texture.

In recent years, stem cells and epidermal growth factors have become 'hero ingredients' in skin care formulations. Some brands claim that plant-based stem cells can help reproduce human stem cells and growth factors, directly changing the behavior of human DNA. The issue with this method? Plant stem cells have nothing to do with the human genetic blueprint, so plant stem cells cannot produce substances capable of directly affecting human stem cells. Only live human differentiated stem cells possess the biochemical machinery required to produce the myriad of regenerative activities in the human body, including the skin. Even if plant stem cells did have the power to kick-start cells biologically and could somehow remain alive in a formulation, research has concluded that they are too large to penetrate the lipid barrier of the epidermis. The only benefit of these formulations is the potential for plant stem cell extracts to have micronutrients that benefit the skin. Think of these methods as "skin food," not stem cell therapy.

Directly using our skin stem cells, which we have a rich supply of (although the amount decreases slowly with time), requires the following steps:

- **Getting to our stem cells with minimum inflammatory response (although some activation is needed)**
- **Getting the stem cells out of their "house" and on a genetic pathway to another "house" in the skin, such as a keratinocyte or a fibroblast cell**
- **Maintaining the cell differentiation over at least 47 days—until fresh epidermal tissue is maximized**

Only StemZyme® Therapy is able to follow these steps using key active botanical ingredients in StemZyme® formulas, Alkaline Therapy and Enzyme Therapy to birth new stem cells and shepherd them to their destiny of creating healthy, beautiful skin.

DMK StemZyme® is only available for DMK MD-Certified Estheticians. To provide or recieve incredible science-backed stem cell care that heals the skin development process at its root, learn how to become DMK Certified or contact your nearest DMK Clinic today.

DMK

DMK MD™



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THE ART & BUSINESS OF **BODY SUGARING**

By Lindsay Moore

Anytime you bring a new modality into your spa, practice or business, it needs to function like a partnership. A service that isn't dependable can quickly become a drain—on your resources, your team's morale and ultimately your guests' trust.



Sugaring has taken off with the growing demand for natural and organic products.

When it comes to body sugaring, I've learned over the last three decades that this is a partnership you can count on. Sugaring doesn't require a machine that might break down in the middle of a busy day. It doesn't depend on a supply chain of complicated products that could leave you waiting for weeks on backorders. At its core, it relies on three simple tools: a professional-grade sugar paste, gloves and cornstarch.

In the rare event you run short on gloves or cornstarch, these are the kinds of essentials you can pick up at a local pharmacy to get you through until your next order arrives. That level of stability is rare in our industry, and in my experience, it's invaluable. From a business perspective, sugaring delivers a return on investment that is steady, dependable and remarkable.

The cost of the product is minimal compared to the service price, meaning profitability isn't tied up in expensive consumables. What drives success is training, technique and guest loyalty, and loyalty is exactly what sugaring builds, because the treatment works, feels different than anything else and keeps guests coming back month after month.

Top: Image by Oleg at Adobe Stock; Bottom: Image by okskukuruza at Adobe Stock



Sugaring is coveted for its ability to remove hair from the root, which provides longer lasting results than shaving.

Body sugaring is often called one of the oldest known methods of hair removal, with roots traced back thousands of years to ancient Egypt and the Middle East. When you consider how sophisticated those civilizations were in their approach to beauty and self-care, it makes sense that something so natural and effective has endured through centuries.

At its simplest, sugar paste is made from sugar, water and lemon juice. There are no resins, no artificial dyes, no harsh chemicals—just a pliable, biodegradable paste that works in harmony with the skin. That in itself makes sugaring relevant in today's spa industry, where "clean beauty" and sustainability are no longer trends, but expectations.

What makes sugaring distinct from waxing is not only what's in the jar, but how it's applied and removed. Sugar paste is warmed only to body temperature and applied against the direction of hair growth, then removed or flicked off in the natural direction of growth. This means less breakage, less irritation and a smoother result. The experience feels gentle for the guest, and the results speak for themselves: hair grows back finer, softer and more sparse over time. What I love most about sugaring, and what I think many professionals come to love, is that it's as much an art as it is a service. The consistency of the paste matters, the rhythm of your hands matters and even the temperature of the room matters.

Unlike treatments that rely heavily on machines, sugaring requires the practitioner's skill, presence and touch. In an industry where personalization is everything, sugaring delivers a truly hand-crafted experience.

That said, waxing still holds a strong and very valid place in the professional spa. A well-formulated wax can absolutely deliver a clean, effective and satisfying result, with hair also growing back finer and sparser over time. The key for any salon or spa is finding a professional brand partner that prioritizes education and support—whether for sugaring, waxing or both.

Offering both sugaring and waxing services on your menu can be a smart strategy to appeal to a broader clientele. Some guests may prefer sugaring for sensitive areas, like the face or bikini line, while others may opt for waxing on larger areas like legs or back. Providing both options shows your guests that you understand their individual needs, and that you're committed to delivering exceptional results, no matter their preference.

In the end, it's not about choosing one method over the other. It's about giving your guests the freedom to choose what's best for their skin, their body and their comfort.



Lindsay Moore is a certified esthetician with more than 25 years of experience, specializing in hair removal through sugaring and waxing. Passionate about curating exceptional guest experiences, she blends technical expertise with a results-driven, caring approach. As an educator for Caronlab North America, Lindsay shares her knowledge with both new and seasoned estheticians, inspiring them to elevate their skills and guest care.

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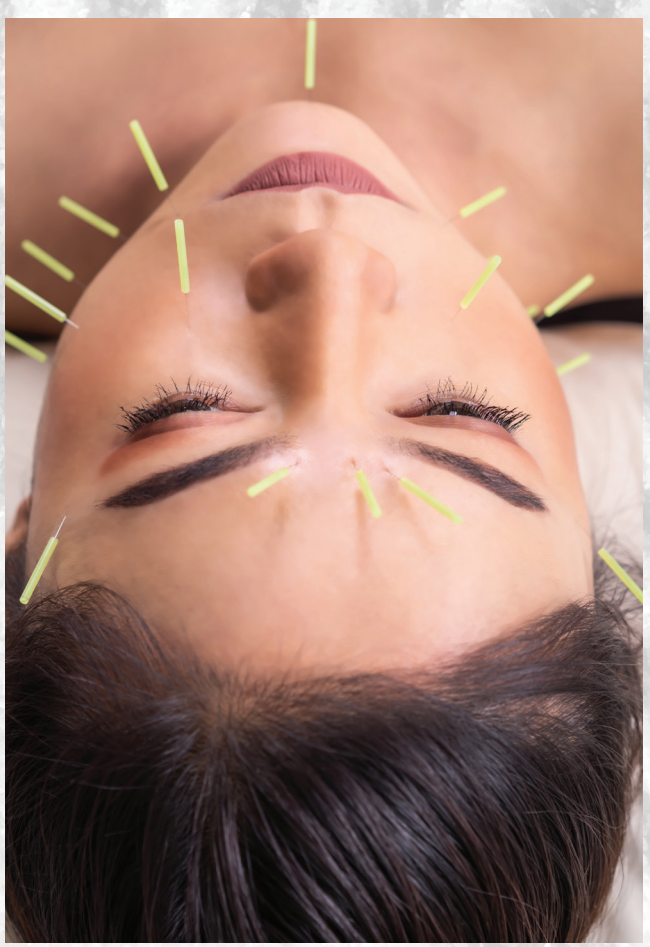
Health and Beauty in the Land of the Rising Sun

By Petula Brown

Every culture has an approach to achieving wellness of the mind, body and spirit. Those cultures can inspire wellness practitioners in the spa industry with unique ways to help clients achieve and maintain a healthy lifestyle. Japan's culture of innovation extends to products, services and locales that evolve to meet local demands, but also provide opportunities to distinguish your brand by broadening your offerings. As you review the following examples (experienced during a summer 2025 excursion to central Japan), consider how you might incorporate elements of J-wellness in your operations to bring culture and innovation to your clients.



Japanese skin retail typically focuses on a minimalist approach featuring products with natural ingredients, those that promote hydration and those related to the "mochi skin" aesthetic.



J-wellness rituals often incorporate traditional bathing rituals, bodywork and scalp therapy.

Retail Revelations

Our first encounter with Japanese wellness was neither an activity nor a retailer—it was in the lobby of the Hotel Keihan Kyoto Grande. Across from the check-in desk was a toiletries table where guests could choose from a variety of individually wrapped products and tools, such as toothbrushes and cotton swabs. The supply of "body wash towels" was particularly low since in-room towels did not include washcloths. Removed from packaging made from eco-friendly biomass, the stretchable mesh fabric seemed unremarkable, but the addition of water and body wash liquid created large mounds of dense foam not experienced when using terry cloth that's available at home. Use of the towel combined with the in-room body and hand soap left my skin soft and hydrated without the lotions I typically use. I hoped to purchase the products and was surprised to learn that Hotel Keihan's "bathing liquids" are professional products not available to the public. However, mesh fabric washcloths were readily available for purchase in stores and online.

Speaking of stores, the Japanese retail scene has a plethora of options. Within Tokyo, shops adjacent to the Shinagawa Prince Hotel and the Shibuya area offer a range of beauty, health, and wellness products. A shopping center within walking distance of Shinagawa Prince provides two very different perspectives of Japanese wellness. Musee de Peau bills itself as a cosmetic "megastore" with over 10,000 items, including body products, hair products, and fragrances from midrange suppliers to high-end operations like Shiseido. Musee also provides "beauty counselors" available to answer questions, as well as provide skin diagnostics and treatment services. In contrast, steps from Musee, is retailer Ethical & Sea, a smaller store with a distinct focus. Its moniker emphasizes offerings developed via the intersection of three "pillars" – ethical, sustainable, and tech. Their "Power of Africa" promotion exemplifies this approach with products such as Pure Marula Oil from Verde Marula, Ltd, and Moringa Tea from Mago. The suppliers allow Ethical & Sea customers access to unique offerings from Southern Africa and Ghana that incorporate local botanicals.

Top: Image by dexplanet at Pexels; Bottom: Image by geargodz at Adobe Stock

Service Selections

Beyond the range of cosmetic and wellness products within the Japanese retail landscape, there are services with distinctive techniques intended to enhance health, beauty or both. While acupuncture has become an established offering in many U.S. markets, clinics in Japan offer moxibustion by applying heated dried mugwort (moxa) to acupuncture points using needles or directly on the skin. Practitioners note that applying warmth to such points encourages circulation that can alleviate chronic ailments. Whether moxa is applied to the skin to induce scarring, or removed before scarring, or introduces heat to an area without direct contact, depends on the nature of the complaint. Therefore, formal training from qualified acupuncture schools and experienced professionals is essential to understand methodology protocols and contraindications.

For a less clinical, more spa-adjacent experience, I opted for an enzyme bath at Nagahama City's Bios Spa. Also known as a sawdust bath treatment, the experience began with an extensive health history questionnaire, followed by the consumption of Super Otaka enzyme drink. Mixed with lukewarm water, drinking the light, aromatic fermented beverage reminded me of teas used in traditional Japanese tea ceremonies. However, the formulation, which combined fruit, vegetables, grains and herbs, was offered before the bath with the intention of supporting metabolic and digestive processes to complement the detoxifying property of the external treatment. A few minutes later, I was led to a changing room to don a disposable two-piece bikini (reminiscent of bouffant caps used in the food industry), followed by a yukata (an unlined, lightweight cotton robe) and a hair cap. Then I entered a treatment room with two rectangular in-ground pools filled with finely ground sawdust and a couple of clients submerged to their necks. Directed by attendants to a hollowed-out space, I climbed in and trudged through the heated bath until I was lying on my back with my head supported on the edge of the pool. Covered in sawdust by attendants, I lay submerged for 10 minutes before sitting up to drink cold water and leave the pool. Sitting at the pool's edge, attendants brushed off most of the dust before I entered a shower to remove the rest. After a return to the changing room, the last stop on my spa journey was a visit to a secluded lounge area, where I took the opportunity to begin a brief meditation that provided a unique dimension to my detox experience.



Common refreshments offered at Japanese wellness centers include coffee milk and water, with light snacks being available in the form of rice crackers and kakigori, a traditional shaved ice dessert.

Images courtesy of Petula Brown

Lessons Learned

Japanese products and services exemplify how skin care is one component of a broader emphasis on well-being. They also illustrate how materials and techniques beyond the European diaspora can be valued contributors to those efforts. Adopting these approaches in your business means strategizing whether to diversify product offerings, expand technical competency or renovate treatment facilities to broaden options for existing clients, as well as attract new clientele.



For over ten years, **Petula Brown** has parlayed her interest in wellness, family and multicultural experiences into travel features. Articles appearing in AAA Michigan, Pathfinders Magazine and Spa Magazine illustrate the range of her interests. More recently, Brown authored a travel column for the Crazy Wisdom Journal based in Michigan while teaching health informatics at the University of Michigan. She leverages her perspectives as a woman of color, parent, technologist and entrepreneur to craft material that's informative, insightful and immersive, encouraging readers to expand their travel experiences.



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Best Practices for Addressing the Needs of the **UNWELL CLIENT**

By Toshiana Baker

The world is not well.

Spa professionals greet guests daily who carry stress, inflammation, fatigue or grief that often goes unmentioned on intake forms. Many of these guests have learned to live with a low hum of unwellness that doesn't yet qualify as illness, but manifests in every part of their being: their skin, posture, breath and energy.

The language of beauty has evolved into the language of wellness, so the next evolution must address what lies beneath: a population living in a chronic state of dysregulation. As spa professionals, we're uniquely positioned to meet this moment.

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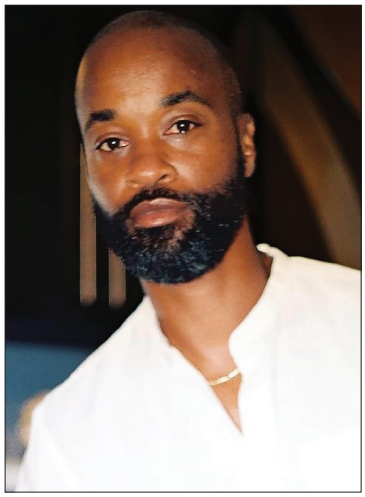
BEYOND THE GLOW:

The New Wave of Complementary Modalities Elevating Skin Treatments

Skin care is evolving, and it's not just about what we put on the surface anymore.



By Lashelle Ullie, Paramedical Esthetician & Founder of The Lashelle Effect Atelier, Beverly Hills In partnership with Cupid Lips and Beverly Hills Plastic Surgery Center

Image by Beauty Hero at Adobe Stock

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We've entered a new era of skin health, one where results are less about resurfacing and more about *reviving*. As estheticians, we're no longer just treating the skin—we're working in harmony with the body's own rhythm of repair.

At The Lashelle Effect Atelier in Beverly Hills, and through my work with Cupid Lips and the Beverly Hills Plastic Surgery Center, I've seen how technology and touch can coexist beautifully. The most effective treatments are no longer stand-alone services—they're layered experiences, where every step is designed to amplify healing, collagen and confidence.





EMS can be useful for reducing the appearance of deeper wrinkles.

These are the modalities defining the next generation of esthetic care.

1. Microcurrent & EMS: Pilates for the Face

Microcurrent has long been the industry's quiet hero, but the new generation of electrical muscle stimulation (EMS) is taking it further. Think of it as Pilates for your facial muscles: toning, firming and waking them up from their midlife nap.

Professionals can layer EMS with LED or lymphatic drainage for amplified lift and circulation. Clients love the immediate, refreshed contour—that "snatched, but subtle" finish that looks more like good genetics than good lighting.

Microcurrent works best when the skin and muscles are supported—not shocked. It's the rhythm, not the voltage, that creates long-term tone."

2. LED Light Therapy - Now Smarter Than Ever

LED has grown up. New multi-wavelength systems combine red, blue and near-infrared light that auto-adjusts in real time to the skin's response. That means collagen stimulation, inflammation control and acne management—all in one pass.

In my Beverly Hills studio, I use LED post-procedure to reduce recovery time and extend results. It's restorative, not reactive, and it gives the skin that unmistakable post-facial calm.

For the pro: LED is the ultimate "finisher." It seals in the work you've done without adding trauma.

For the client: It's a 20-minute nap under the light your skin's been craving.

3. Cryotherapy & Cold Plasma: Calm, Tighten, Restore

Cold therapy is no longer just an ice roller moment—it's precision skin science. Cryotherapy constricts and soothes, while cold plasma delivers an antimicrobial, anti-inflammatory microcurrent at the surface level.

At Cupid Lips and Beverly Hills Plastic Surgery Center, I integrate these cooling modalities post-surgery or after advanced treatments. They reduce inflammation, minimize redness and give the skin a reset.

This is where clinical care meets esthetic finesse—calming the tissue while encouraging recovery.

4. Exosomes & Growth Factors: The Regeneration Revolution

If you're not talking about exosomes, you soon will be. These microscopic messengers, derived from stem cells, communicate directly with the skin to encourage regeneration and repair.

Used topically after microneedling or laser, exosomes deliver peptides, amino acids and growth factors exactly where the skin needs them. They speed healing, boost collagen and support stronger barrier function.

For the esthetician, they're the ultimate "smart serum." For the client, they're proof that science and skin care are no longer separate worlds.

We're not forcing change—we're coaching the skin to remember how to heal itself.

5. Lymphatic Drainage & Sculpting: The Power of Touch

In all the talk about technology, we can't forget the power of hands. Manual lymphatic drainage, facial cupping and gua sha are returning to center stage—not as relaxation tools, but as essential steps in recovery and detoxification.

Left to Right: Image by TRAVELARIUM at Adobe Stock, Image by alpha27 at Adobe Stock



AI skin imaging can help increase client volume by speeding up the diagnostics process.

After post-surgical swelling or intense resurfacing, lymphatic drainage helps the skin flush out waste and re-oxygenate tissue. When paired with microcurrent or LED, it becomes the bridge between healing and sculpting.

It's where the science of the body meets the soul of esthetics, and where true artistry lives.

6. Smart Diagnostics & AI Skin Imaging: The New Consultation Standard

Advanced skin imaging tools are revolutionizing consultations. They measure barrier health, pore depth and inflammation in real time—no more guessing games.

For professionals, it's a way to design truly personalized protocols. For clients, it's transparency. You see your progress, not just feel it.

This data-driven approach is one reason my partnerships with Beverly Hills Plastic Surgery Center and Cupid Lips work so well—we speak the same language of precision and proof.

The Future of the Treatment Room

Complementary modalities aren't replacing esthetics—they're expanding it. They allow us to approach the skin with the same care and intelligence as any other part of the body.

At The Lashelle Effect Atelier, our mantra is simple: "Repair, don't just react." When you combine the right modalities—the cool with the warm, the manual with the mechanical, the science with the soul—the results go beyond the glow. They feel good, look natural and last.

When skin finally finds its rhythm, there's only one thing left to say: Holy Skin!

PRO NOTES: INTEGRATING THESE MODALITIES

- **Start slow**: Introduce one new modality every 3–6 months to perfect your technique and educate clients.
- **Sequence strategically**: Always move from stimulating to soothing; build up, then calm down.
- **Collaborate when possible**: Partnering with medical offices or specialists allows estheticians to access technology and post-procedure opportunities safely.
- **Educate your clients**: Explain *why* modalities matter. Empowered clients are consistent clients.



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

Image by okskukuruza at Adobe Stock

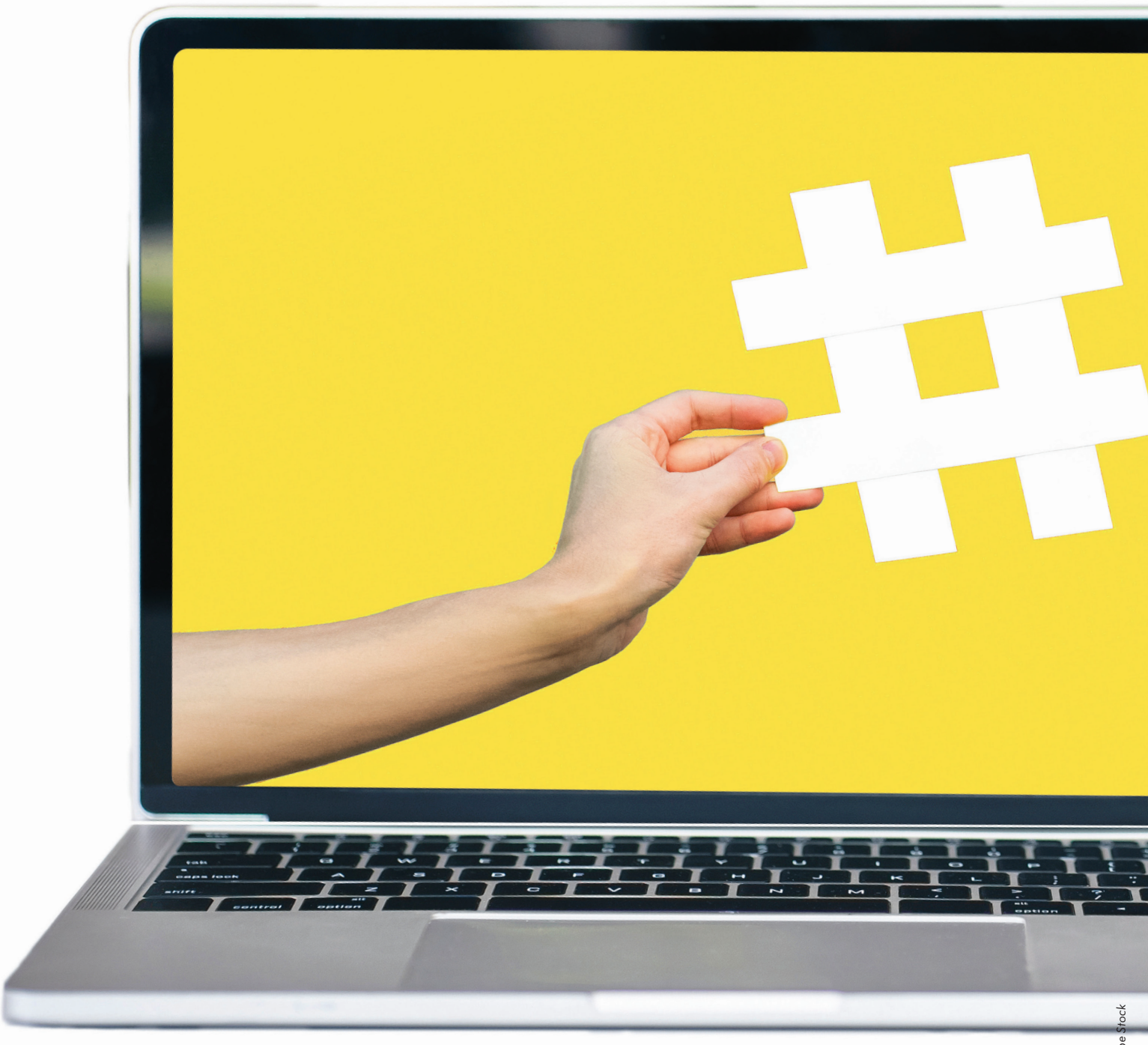

Image by Kris Tan/khosrork at Adobe Stock

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Marketing Like a Master: HOW SKIN CARE PROS CAN MARKET SUSTAINABLY IN 2026

By Seraine Page

For today's skin care professionals, standing out is no small feat. Between AI-perfect visuals, influencer overload and nonstop ads, grabbing a client's attention—and keeping it—takes more creativity than ever.

With the skin care industry expected to surge to a whopping $222 billion by 2030, competition for visibility and client loyalty is fierce. To stay ahead, spa professionals must combine authentic storytelling with savvy tech use, partnerships and strategic investments.

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From Amenity to Strategy: The Top 9 Wellness Trends Defining 2026

By Sherrie Tennessee



The spa and wellness industry is experiencing a fundamental transformation that extends far beyond service menus and treatment room aesthetics. What once served as an amenity, a pleasant addition to hospitality offerings, has evolved into a strategic pillar of brand identity, revenue generation and guest loyalty. As we move into 2026, the paradigm has shifted decisively: wellness is no longer positioned as a luxury reserved for the affluent, but recognized as essential to longevity, resilience and quality of life across all demographics. This evolution reflects a broader cultural recognition that proactive self-care is not indulgent but necessary, driven by consumer demand for experiences that deliver measurable, lasting results. The industry's leaders are responding by integrating advanced technology, evidence-based practices and deeply personalized approaches that honor both individual needs and our collective connection to nature and community.

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Skin Inc. READERS' CHOICE AWARDS 2025

Winners & Finalists ANNOUNCED!

We asked, you answered! Here's your selection for *Skin Inc.*'s Readers' Choice Awards 2025.

In an age of skin care defined by efficacy, science-backed results and barrier health, these are the products that rose above the rest in keeping skin—be it sensitive or acne-prone, well-aging or dry—healthy and luminous.

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Thank You

TO EVERYONE WHO WAS NOMINATED!

The industry wouldn't be all it is without trend shapers and tastemakers like:

- AcARRE
- AquaBoost
- Avène
- Belava Advantage
- bioelements
- Bio-Therapeutic
- Canfield Scientific
- Cecily Braden Spa & Wellness
- Circadia
- CLD
- ClearChoice
- CO2Lift
- Colorescience
- Control Corrective
- DermaQuest
- Dermastart
- Earthlite
- Environ
- EstheticPro
- Face Reality
- Good Molecules
- Green Envee
- Hawrych MD
- Intensive
- KNESKO
- The Lashe
- LYCON
- Madam Glam
- M.A.D. Skincare
- Marc Edward Skincare
- MĀSK
- NATUROPATHICA
- NOON Aesthetics
- Olive Tree Spa Clinic
- Peri Skin Care
- Pevonia
- Pharmagel
- PHYTOMER
- PLApro
- Prosana
- Pure Fiji
- RA Skin Care
- RefectoCil
- REVIVV
- Rezenerate
- Saian
- SomaCell
- SR Cosmetics
- Stamina Cosmetics
- Sunrider International
- SunSolveMD
- TARA Spa
- TOPICAL SKIN
- Tricoci
- Trilipiderm
- Vanicream
- ViBrowLash
- Visha Skincare
- XO8 Cosmeceuticals
- Zenagen

2025 SKIN INC. READERS' CHOICE

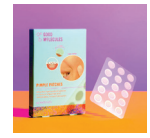
Best Acne Product



WINNER

The Environ Skin Care Botanical Infused Sebu-Wash Gel Cleanser is a mattifying foaming face wash formulated with a combination of ingredients that assist in washing away dirt and excess surface oil that may aggravate the appearance of blemishes, leaving the skin feeling refreshed and clean.
environskincare.com

FINALISTS



Good Molecules | Pimple Patches | *goodmolecules.com*



bioelements | daily meds | *bioelements.com*

Best Anti-Wrinkle Product



WINNER

With age comes dehydration, lines and wrinkles; photodamage and textural problems and one more thing: higher expectations. Introducing **NOON Aesthetics™ Lacto-C 15**. It's a more potent, more advanced formula to accelerate skin repair. A higher concentration of Lactic Acid (15%) with a lower pH (3.2) normalizes skin health and replenishes the ceramides that decline at age 40. This product gives clients better results in less time. Lacto-C 15 works, and works hard. That's the power of NOON.
noonaesthetics.com

FINALISTS



Lira Clinical | PRO Retinal-Plus Treatment | *liraclinical.com*



Linder Health | HA Pep | *linderhealth.com*

Best Body Exfoliant



WINNER

Pevonia Chocolate Indulgence Foaming Salt Scrub is a skin barrier-friendly foaming salt scrub that gently exfoliates while deeply cleansing and infusing skin with healthy negative ions. As the salts dissolve, nutrient-rich cacao extract nourishes and protects, helping counteract environmental damage. Skin is left smooth, revitalized and glowing—an indulgent treat for face or body.
pevoniapro.com

FINALISTS



Pure Fiji | Coconut Sugar Scrub | *us.purefiji.com*



Visha Skincare | Fitness Scrub | *vishaskincare.com*

Best Body Lotion/Oil



WINNER

Environ Skin Care Vitamin A, C& E Body Oil is a light oil containing vitamins A, C and E to assist in nourishing and relieving the appearance of dry and sun-damaged skin.
environskincare.com

FINALISTS



Pevonia | Chocolate Indulgence Moisturizer | *pevoniapro.com*



KNESKO | Gold Repair Body Cream | *knesko.com*

Images courtesy of the manufacturers

Best Body Product



WINNER

Environ Skin Care Vitamin A, C& E Body Oil is a light oil containing vitamins A, C and E to assist in nourishing and relieving the appearance of dry and sun-damaged skin.
environskincare.com

FINALIST



KNESKO | Gold Repair Body Serum | ***knesko.com***

Best Body Treatment



WINNER

The **Pevonia Chocolate Indulgence Full Body Exfoliating Treatment** is your escape to a sensorial oasis of lusciously foaming chocolate goodness. Your skin is gently yet deeply exfoliated as a sumptuous blend of nutrient-rich cacao extract, drizzling caramel and energizing sea salt delivers highly antioxidant and repairing benefits. Your skin benefits from an increase in vital negative ions and resurfaces smoother, more refined, and glowing.
pevoniapro.com

Best Brightening Treatment



WINNER

NOON Aesthetics™ TXA-Brightening Complex combines 10% tranexamic acid with a comprehensive array of brightening and anti-inflammatory agents in a specialized formulation designed for treating active hyperpigmentation disorders and protecting against possible pigmentary complications post-procedure. This versatile treatment takes a broad-spectrum approach to hyperpigmentation by stabilizing vascular factors that contribute to melanin overproduction, addressing both existing discoloration and potential triggers.
noonaesthetics.com

FINALISTS



PCA SKIN | Vitamin b3 Brightening Serum | ***pcaskin.com***



Face Reality | GlowTone Corrective Serum | ***facerealityskincare.com***

Best Brow Product



WINNER

RapidLash Brand, RapidBrow Eyebrow Enhancing Serum takes you from barely-there to beautifully bold—this cult-favorite serum works fast to boost the look of brow fullness with strengthening peptides and moisture-rich ingredients. Powered by nourishing actives and designed for once-a-night use, it helps enhance the look of sparse, thinning brows—with visible results in just weeks.
rapidlash.com

FINALISTS



RevitaLash Cosmetics | RevitaBrow Advanced | ***revitalash.com/***



RefectoCil | Two Go Brow Pen | ***twogopen.com***

Images courtesy of the manufacturers

Best Cleanser



WINNER

The Pevonia Hyaluronic Acid Multi-Active Hydra Cleanser is a 2-in-1 cleanser that deep cleans and tones with low molecular weight hyaluronic acid, soothing calendula and patented Siligel® Complex. Creamy and foamy, it gently refreshes and moisturizes sensitive skin without stripping. Infused with lemon, rose and lavender, it delivers a spa-like aroma to elevate your skin care ritual.
pevoniapro.com

FINALISTS



Éminence Organic Skin Care | Barbados Cherry Enzyme Cleansing Powder | *eminenceorganics.com*



Dr. Althea | Pure Grinding Cleansing Balm | *doctoraltheaglobal.com*

Best Dry Skin Product



WINNER

NOON Aesthetics™ Halo-Ronic Serum is a "must-have" for everyone, but especially for sensitive skin or skin that has been compromised by lasers or chemical peels. It features two types of hyaluronic acid for improved skin health, healing, firmness and elasticity. This lightweight serum penetrates deeper to enhance hydration and plumpness and disguise lines and wrinkles.
noonaesthetics.com

FINALISTS



AcARRE | Beauty Edit, multi use treatment oil | *acarre.co*



XO8 Cosmeceuticals | Vital Restorative Elixir | *xo8cosmeceuticals.com*

Best Facial Device



WINNER

Glo2Facial by Geneo is a breakthrough facial treatment combining four powerful technologies for total skin regeneration. Glo2Facial builds skin integrity from within to deliver a healthy complexion through a luxurious experience. Boost collagen with noninvasive RF Pro technology and heal the skin with OxfoliationTM. Glo2Facial delivers on your promise of regeneration and results.
glo2facial.com

FINALISTS



NOON Aesthetics™ | Triple MCH | *noonaesthetics.com*



SomaCell LLC | SomaCell non-surgical facelift | *somacellskin.com*

Best Facial Tool



WINNER

The Cecily Braden Spa & Wellness Lymphatic Brush is the first and only drainage device developed for the face and body. Its patented design provides an easy, effective, ergonomic and economical way to incorporate lymphatic drainage into your professional and self-care face and body routines. The patented design features a unique bristle pattern and density combination that grips the skin in a precise way, targeting the superficial lymph vessels residing just under the skin. When combined with specialized techniques, it mimics the passive contractions of the lymph vessels to manually propel fluids and stimulate lymph flow. The ergonomic contoured shape ensures proper contact with the surface of the skin and accurate alignment with the lymph nodes and lymphatic pathways.
cecilybraden.com

FINALIST



Bio-Therapeutic | bt-micro fusion | *biotherapeuticspa.com*

Images courtesy of the manufacturers

Best Firming Product



WINNER

Janssen Cosmetics - Pro-Lift Cream (Demanding Skin) is not "your regular" anti-age cream—it's sensorial, smart and transformative. Using neuroscience and skin biology within a multi-active anti-aging formula, it relaxes and recovers the skin, thereby reducing fine lines and protecting the skin from stress.
janssen-cosmetics.com

FINALIST



XO8 Cosmeceuticals | Revitalizing Eye Masks | *xo8cosmeceuticals.com*

Best Lash Product

WINNER



RevitaLash Cosmetics, RevitaLash Advanced is an original, physician-developed lash conditioning serum that addresses the visible signs of eyelash aging due to chemical and environmental stressors, leading to healthier-looking, more luxurious lashes.
revitalash.com

FINALISTS



RefectoCil | Eyelash Lift Kit Ultra | *refectocileducation.com*



TAD Beauty | 3D Printed DIY Lash Clusters | *tadbeauty.com*

Best Mask



WINNER

KNESKO Gold Repair Collagen Face Mask, a globally best-selling collagen Gemclinical® Mask, is formulated with bioavailable marine collagen and a revolutionary, age-defying, gold-wrapped peptide complex (Matrixyl®, Argireline, Copper Tripeptide-1). A favorite with luxury resorts and celebrities, the Gold Repair Mask helps reduce the appearance of fine lines, supports firmer-looking skin and revitalizes your complexion.
knesko.com

FINALISTS



NOON Aesthetics™ | TrioLift Mask | *noonaesthetics.com*



Éminence Organic Skin Care | Mango Exfoliating Enzyme Masque | *eminenceorganics.com*

Best Massage Medium



WINNER

Janssen Cosmetics – Facial Comfort Massage Cream (Essentials) proves that not all massage creams are created equal. Facial Comfort Massage Cream goes far beyond the ordinary, offering a luxurious, in-cabin experience powered by a blend of high-performance, skin-loving ingredients.
janssen-cosmetics.com

FINALISTS



Pevonia | Chocolate Indulgence Massage Oil | *pevoniapro.com*



NOON Aesthetics™ | ThermoGel | *noonaesthetics.com*

Images courtesy of the manufacturers

Best Microcurrent Device



WINNER

The **Synergistic TriaWave** by DermaConcepts is a cosmetic technology device that uses three modalities—low-frequency sonophoresis, pulsed iontophoresis and third-generation microcurrent—to address various skin concerns. These technologies work together to lift and firm skin, reduce the appearance of fine lines and wrinkles, improve skin tone and enhance product absorption.
triawave.dermaconcepts.com

FINALISTS



Bio-Therapeutic | bt-sculpt | *biotherapeuticspa.com*



Neurotris | Dynamic Intelligent MicroCurren | *neurotris.com*

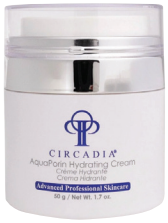
Best Microdermabrasion Device



WINNER

Juvasonic® is a handheld, FDA-registered Class I medical device that's changing the game in professional skin care—and patients love it. Completely needle-free, pain-free and with zero downtime, it enhances the absorption of powerful topicals like exosomes, PDRN, PRP and peptides. Patients enjoy a comfortable experience with no irritation or recovery time, while providers appreciate the precision-engineered microchannel vibration, dual-wavelength red and blue LED light therapy and three adjustable speed settings for customized care. Whether used for the face, neck or scalp, Juvasonic improves topical delivery and elevates treatment outcomes—making it a smart, versatile addition to any advanced aesthetic practice.
juvasonic.com

Best Moisturizer



WINNER

Circadia Aquaporin Hydrating Cream's award-winning formula delivers instant and lasting hydration to relieve dryness and tightness while strengthening the skin's barrier to lock in moisture and prevent water loss. It leaves skin feeling soft, soothed and visibly healthier. Nutrient-rich natural oils support regeneration and comfort, making it ideal for dry, dehydrated, stressed or post-treatment skin.
circadia.com

FINALISTS



DermaQuest | Advanced 3D Moisturizing Complex | *dermaquestclinical.com*



Madam Glam | Hydra-Glam Ampoule | *madamglam.com*

Best New Product



WINNER

Lira Clinical PRO Refining Eye Crème lets clients experience smoother, brighter, firmer skin around the eyes with its advanced exosome technology and hydroxysomes® delivery of retinaldehyde. These potent active agents promote collagen, elastin and hyaluronic acid production for refined and rejuvenated skin.
liraclinical.com

FINALISTS



TiZO | Tinted Moisturizing Serum | *tizoskin.com*



Janssen Cosmetics | Pro-Youth (Ampoules) | *janssen-cosmetics.com*

Images courtesy of the manufacturers

Best Peel



WINNER

Linder Health Polite Peel lets you lead with hydration to repair barrier function while reducing fine lines, smoothing texture and fading discoloration with this advanced treatment for compromised and hypersensitive skin.
linderhealth.com

FINALISTS



PCA SKIN | Bright& Even Peel | *pcaskin.com*



Green Envee | Pomegranate Refining Peel | *greenenveepro.com*

Best Product for Men



WINNER

REVIVV® FOR HIM HAIR GROWTH SERUM is clinically tested and dermatologist-recommended: REVIVV has been rigorously evaluated and endorsed by dermatologists, stylists and industry experts, anchoring its credibility in the clinical community. REVIVV's ongoing 2.5-year results tracking marks the longest known study period for any hair treatment—drug, supplement or serum—highlighting the longevity and consistency of its results. Unlike competitors using finasteride or other pharmaceuticals, REVIVV delivers salon-grade results safely—no side effects, no mood alterations—just clean beauty performance.
revivv.co

FINALIST



Pevonia | Collagen Boost Face Balm | *pevoniapro.com*

Best Sensitive Skin Product



WINNER

AcARRE Best Refresh, multi use treatment powder is an ultra-concentrated cleanser, exfoliant and moisturizer in one. The ultimate multi-use treatment powder is clinically proven to improve overall scalp and skin microbiome conditions immediately at the bacterial level. Unleash the purifying, rejuvenating and transformative effects of Beauty Refresh, and let your true beauty shine through.
acarre.co

FINALISTS



Dr. Althea | 345 Relief Cream | *doctoraltheaglobal.com*



bioelements | barrier fix daily hydrator | *bioelements.com*

Best Spa Supply Product



WINNER

Prevention Spa& Salon Disinfectants lets you disinfect like a pro. Elevate your hygiene game with Prevention Wipes and Sprays. Easy-to-use Prevention Wipes make disinfection between clients quick and simple. Prevention is perfect for use on workstations, massage tables, skin and body equipment and more.
preventiondisinfectants.com

FINALIST



Prosana | Compressed Sponges, Round | *universalcompanies.com*

Images courtesy of the manufacturers

Best Sunscreen



WINNER

TiZO AM Replenish Lightly Tinted is formulated with zinc oxide, ceramides, and powerful antioxidants (vitamins C and E). Zinc oxide protects against UV damage and ceramides help restore the lipid layer. TIZO® AM Replenish helps prevent future UV damage with broad spectrum UVA/UVB SPF 40 protection and aids in the repair of existing damage resulting in long lasting moisturization.
tizoskin.com

FINALISTS



Éminence Organic Skin Care | Sun Defense Minerals | *eminenceorganics.com*



Suntegrity | 5-IN-1 Tinted Sunscreen Moisturizer | *suntegrityskincare.com*

Best Toner



WINNER

Peri Skin Care-Sofiel Blue Energy is a hydrating, soothing and mineral-infused facial mist that refreshes and calms stressed skin. Stress, pollution and aging slow the process of cellular respiration, which eliminates the skin's natural regenerative abilities. Sofiel Blue Energy reverses "tired skin" to reveal skin that is brighter, smoother and better-toned, with more resiliency and vitality. All of the ingredients rescue skin to replenish loss of moisture and soothe skin that is inflamed or irritated. The combination of vitamins, minerals and phyto-actives balances skin and reduces redness to promote a brighter, healthier, more even-toned and glowing complexion.
periskincare.com

FINALISTS



Environ Skin Care | Botanical Infused Moisturising Toner | *environskincare.com*



Pevonia | Hyaluronic Acid HydraMist™ | *pevoniapro.com*

Best Wax



WINNER

Cirepil by Perron Rigot Professional Paris, as the original creators of the innovative hard wax, changed the waxing industry forever! Cerepil is a brand deeply committed to meeting the challenges of today and tomorrow—with a strong focus on respecting the planet, respecting people and promoting diversity and inclusion. Cerepil's expert team of researchers, trainers, developers and R&D technicians works with care and precision to ensure consistent, high-quality products. Cerepil selects only the finest raw materials and strictly follows European regulations and pre-production audits. Each product Cerepil creates reflects its dedication to safety and excellence—so you can trust every service you deliver. Cerepil's commitment goes beyond formulas; its packaging is made according to the strictest EU standards, reducing its environmental impact.
cirepil.com

FINALISTS



Caronlab | PRO HD Wax | *caronlab.com*



Nufree | *nufree-professionals.com*

"These products are a perfect summation of skin care in 2025: science-driven, skin barrier-aware and with a renewed investment in gentle, skin-loving ingredients. 2026 will only continue to augment these throughlines in efficacy and skin health, and we'll expect to see everyone back again!"

Images courtesy of the manufacturers

PROTOCOLS IN PRACTICE

TRIPLE FIRMING
NECK & DÉCOLLETÉ PROTOCOL

30 MINUTES

Can be incorporated in any longevity-focused facial. Adjust the facial protocol to your client's skin type and sensitivity; feel free to adjust according to what's right for your client.

1. Using a circular motion, apply our Marine Collagen Cleanser loaded with marine peptides and cleanse the skin thoroughly for 1 minute. Rinse with room temperature water.

2. Tone and refresh the skin with our fermented Marine Collagen Toner.

3. Reapply the Marine Collagen Cleanser with a few drops of any massage oil if needed (grape seed, jojoba, etc.) and massage the neck and décolleté for 4-5 minutes with an upward circular motion under steam.

The steam will release marine peptides and enzymes from the cleanser into the skin (which is why the steaming process is a quintessential part of this facial). Without removing the cleanser (aka massage cream), add BelleCôte Paris' Organic Seaweed Exfoliator (which contains mandelic acid to dissolve dead and damaged cells and laminaria extract to brighten the skin) and continue to massage for 1-2 minutes in an upward circular motion.

Gently remove everything from the skin with wet cotton pads or sponges. Apply our Triple Firming Neck Cream to the neck and décolleté area with a light upward motion. Don't rinse.

4. Apply our DNA Caviar Regenerating Mask (or any anti-aging mask you prefer) to the entire face and eye area for 15 minutes.

Take this time to massage the shoulders for extra pampering. Then, remove the mask with a warm or hot towel.

5. After removing the mask from the face, apply BelleCôte Paris' eye cream, BellEye, with Arctic Micro-Algae, Ultra Lifting Day Cream with Caviar Extract (for dry skin) or Day Light Moisturizer with Stem Cells. Leave Triple Firming Neck Cream on.

6. Apply BelleCôte Paris' Double Sun Protection Cream with Marine Peptides over a moisturizer.

7. Make sure your client goes home with the Triple Firming Neck Cream.



Image by berkay08 at Adobe Stock; Courtesy of BelleCôte



"Beauty, engineered better."

Priscilla Fadoul

Simple, Slowed-Down Ritual Meets Luxury

By Kitty Lin

Lendava skin is built with the consumer in mind from the ground up. Founder and engineer, Priscila Fadul, opens up about how she created the brand and the making of it, which one can argue has been in progress for decades, from growing up in a family rooted in the beauty industry, to Fadul's inquisitive, solutions-oriented nature, which drove her to create a science-backed, simplified skin care brand that could work for everyone.

"We've all spent years chasing more steps, more products and more promises in our beauty routine," says Fadul. "Beauty today is about being thoughtful, doing what truly matters and doing it better."

Skin care and wellness go hand-in-hand. While Lendava was created as the answer to the skin care market's product fatigue, Fadul readily admits that topicals aren't the be-all-end-all of skin care. She takes time to be present in her life, and she's intentional about the food she and her family consume. Skin is just one piece of the body's complex system; taking care of it all is a skin care regimen, as well as a wellness one. Fadul's calling lies in her role as a problem-solver; the very premise that set her on the path to developing Lendava dictates a holistic approach to wellness, seeing as how everything's connected.

As is her approach with most things, taking on a solutions-oriented approach reigns supreme. Skin care and wellness, as an extension of



Fadul is a Latinx engineer with a degree in advanced cosmetic science.

Images courtesy of Priscilla Fadoul/Lendava

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All of the au courant innovations in beauty, from AI skin analysis to 3D-printed products are made with efficacy and convenience in mind.

that, shouldn't be a chore. It should be something people get to do for themselves. Finding the right products shouldn't be a complex, tedious process; people should have the tools they need at the ready, without needing an engineering or chemistry degree to decipher labels. Moreover, products should be enjoyable to use, pleasant in texture and without stifling, muddled processes in order to get noticeable results. This approach makes integrity the foundation of Lendava, which is why Fadul can proudly share her brand with the world.

Fadul adds, "For me, wellness isn't about chasing trends. It's about the quiet luxury of time. Time to move, to eat well and to take care of yourself in a way that feels natural and uncomplicated."

Modern Solutions in Beauty

In setting out to craft a brand that could simplify skin care for everyone, a unisex approach was intuitively adopted; the packaging is sleek and streamlined, the products themselves are effective and consist only of regimen staples and because Lendava was created to meet core skin care needs, ethical sourcing and ease of use are paramount, as sustainability in her skin care line means being able to support healthy skin, for as long as the market needs it. In this way, Lendava is the market's answer to both the skinimalism movement, as well as the shift towards more fluid gender roles, and gender-neutral products.

"Besides being results-focused, I really wanted to create a product that users would feel proud to display on their vanity," Fadul reasons, speaking to her brand's design. The tight, concise product line ensures that having everything on display won't clutter up a user's counterspace, while the sleek, minimalist design is modern and embodies the brand's "bare essentials" approach. Fadul taps into a key element in designing her brand: efficacy, while the core is not sufficient by itself to distinguish a product in this day and age. Products should be enjoyable, each experience should be one people look forward to, with the product having something of a pull when users aren't using it, in this case, the luxury of being able to treat yourself to an effective and sensorially pleasurable skin care regimen.

This grounded approach to luxury skin care is carried into the name. Lendava, a town in Slovenia, is where Fadul's grandfather was from. She chose to name her brand after it as an homage to the cherished memories of spending time there with her grandfather. "That slowed-down, simplistic environment," she describes the feeling she wants her brand to capture, and it's one that we all dream of, even if we haven't been to Lendava ourselves.

Lendava: An Extension of Fadoul

"Lendava brings together two worlds I love, science and beauty. It simplifies the complexities and makes skin care feel effortless," Fadul reflects.

Lendava is the culmination of Fadul's expertise, ambition and integrity—a combination so effective, she bottled it. With so much ground covered and nowhere to go but upward and onward, she recounts a moment of pride that commemorated Lendava's success, while winking to its bright future: "Seeing my product on shelves overseas and the reach—that was something."

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

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