

www.SkinInc.com

APRIL/MAY 2026

SKIN INC.®

The Choice for Serious Spa Professionals & Owners

PERSONAL GROWTH

& BUILDING CLIENT RELATIONSHIPS

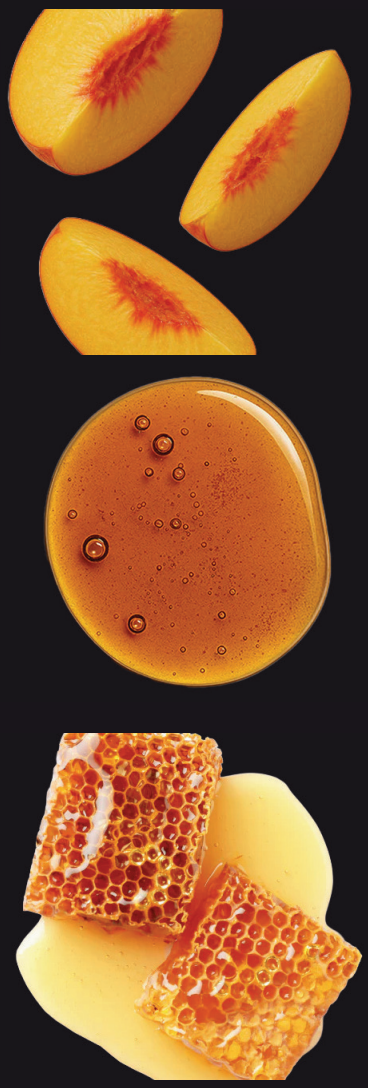
DENTAL & BOTOX

Allured business media

SORELLA

APOTHECARY





WHAT'S INSIDE

Peach puree and honey are a pairing worth trusting. Together they brighten, plump, and nourish while phospholipids strengthen the skin barrier. The result is skin that is firmer, clearer, and balanced.

Phospholipids are the building blocks of the barrier.

Become a Sorella Wholesale Partner

REVIVES HAIR IN 5 WAYS

REPAIRS, HYDRATES, DETANGLES, SMOOTHS, AND FORTIFIES.
Lab tests showed NEW **Leave-In Hair Mask & Conditioner** delivers real results.†



33% less
UV color fading[1]

44% reduction
in hair breakage[2]

Heat protection
up to **450° F**[3]

88% easier to comb[4]

2x better color retention[5]

†Controlled lab studies using Leave-In Hair Mask & Conditioner vs. shampooed hair.
[1]Exposed to equivalent of 60 hours of sun exposure over an 11-day period.
[2]Broken fibers measured after combing with a hairbrush over 6 days.
[3]Keratin denaturation measured over 4 applications of heat.
[4]Damp hair. Combing capability measured over 6 days.
[5]Hair color variation after 20 washes.

REVITALASH®
COSMETICS

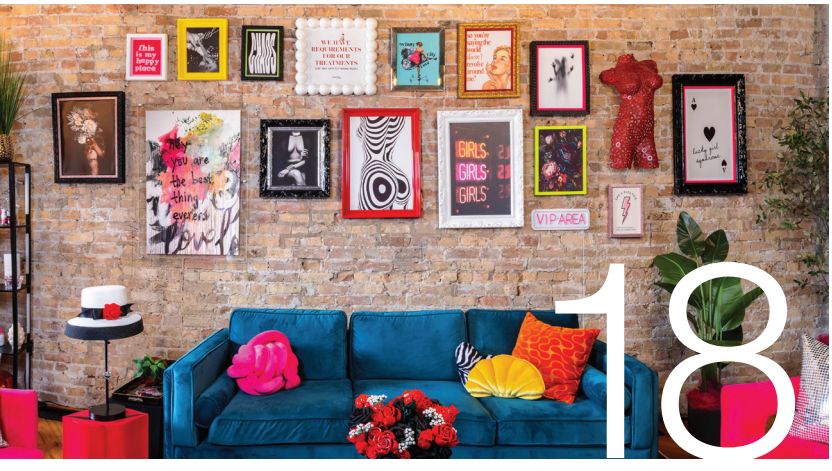
To place your order, or to inquire about becoming a RevitaLash® Cosmetics reseller, please call (877) 909-5274.

ETERNALLY PINK® RevitaLash® Cosmetics honors the courage and strength of our Co-Founder, Gayle Brinkenhoff, and that of women everywhere by supporting breast cancer awareness, research and education initiatives year-round, not just in October. This is our Eternally Pink pledge.

©2026 Athena Cosmetics, Inc. **revitalash.com**







CONTENTS

APRIL/MAY 2026 | VOLUME 38, NUMBER 3

Science

36 Would You Raise Your Eyebrow with a Dental Hygienist?
By Erika Lauren

Business

8 On My Radar
By Emmanuel Henderson

10 Minding Your Business: Keyara Amorosi
By Emmanuel Henderson

30 From Client to Community: Building Referral Networks & Lasting Relationships
By Carlye Walters

12 Building Client Relationships in Esthetics: The Foundation of Long-Term Business Success
By Shawna Rocha

18 What Owning Shot Bar Taught Me About Life
By Lindsey Sikora Subrinsky MSN, APRN, FNP-BC

24 Progress, Not Perfection: Redefining Skin Success
By Alex Hernandez



Cover Image by Elle Bramble/Cultura Creative at Adobe Stock

PCA skin®

The PCA SKIN approach to correcting advanced signs of aging

Discover clinically-proven collagen support beyond the treatment room.



IN-OFFICE
MEASURABLE COLLAGEN REMODELING WHERE FIBROUS NETWORK BECOMES LONGER*

AT-HOME
60% IMPROVEMENT IN OVERALL FIRMNESS*

AT-HOME
IMPROVES SKIN THINNING BY 33%**

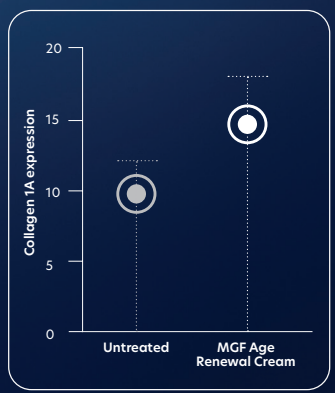
Results from MGF Age Renewal Cream



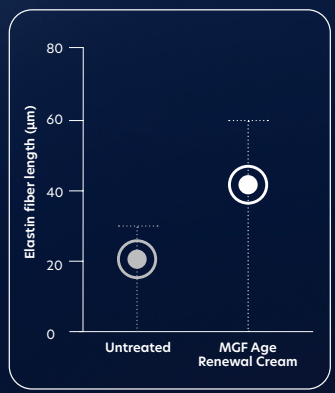
BASELINE



AFTER 16 WEEKS



INCREASE IN COLLAGEN PROTEIN EXPRESSION



SIGNIFICANT INCREASE IN ELASTIN FIBER LENGTH

pcaskinpro.com | 1.888.CPSH.PRO (277-4776) | © 2026 CP Skin Health Group, Inc. | ♻ please recycle

*Dermatologic Therapy, 2022
**16-week case study, n=13, menopausal/postmenopausal women aged 45-85

CONTENTS

APRIL/MAY 2026 | VOLUME 38, NUMBER 3

SKIN INC.®





In Every Issue

6 From the Editor

9 Product Roundup

40 Advertisers' Index

EDITORIAL

Content Director	Emmanuel Henderson	630-344-6020	ehenderson@allured.com
Managing Editor	Kitty Lin	630-344-6040	clin@allured.com

ADVERTISING SALES

Group Publisher	Jeb Gleason-Allured	630-344-6069	jallured@allured.com
New Business Development Manager	Perri Polowy	630-344-6075	ppolowy@allured.com
Creative Marketing/Ad Production Specialist	Sarah Slivinski	630-344-6057	sslivinski@allured.com
Business Intelligence Specialist	Ethan Grisham	630-344-6068	egrisham@allured.com

AUDIENCE DEVELOPMENT

Audience Development Manager	Sam Attebery	sattebery@allured.com
Subscriber Customer Service	skininc@allured.com	

DESIGN

Assistant Design Manager	James Fergus
Graphic Designer	Gabrielle Gearhart

CORPORATE

Partner & CEO	George Fox
Partner & President	Janet Ludwig
Marketing & Creative Director	Kim Fry
Finance Director	Joseph Mumbu

Allured business media

OTHER ALLURED PRODUCTS

Beauty Launchpad
Cosmetics & Toiletries
Global Cosmetic Industry
MedEsthetics
Perfumer & Flavorist+
Cosmetics & Toiletries Alle Awards

Skin Inc. (ISSN 0898-6525) is published monthly (except February & December) by Allured Business Media - 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403. Periodicals Postage paid at Carol Stream, IL and additional mailing offices.

POSTMASTER: Send address changes to SKIN INC., Attn: Audience Development, 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403. Give both the new and old addresses. Allow two months for change to become effective.

Subscriptions: Subscribe online at www.SkinInc.com

Print subscriptions are free to qualified individuals in the United States. If you do not qualify for a free print subscription and would prefer the print, it is available at a cost. Contact us for more information.

Missing Issues: Allured Business Media/Skin Inc. do not replace missed or lost issues. Additional copies are available for a price. Contact us for more information.

Customer Service: For both the US and internationally, we are available 9AM - 5PM CST, Monday-Friday via email.

Email: skininc@allured.com or see our "Contact Us" page on www.skininc.com.

Allured Business Media makes all attempts to publish accurate information; however, this publication may contain technical inaccuracies or typographical errors. The reader assumes all risks concerning the suitability and accuracy of the information within this publication. Allured Business Media assumes no responsibility for and disclaims all liability for any such inaccuracies, errors or omissions in this publication and in other documentation referred to within or affiliated with this publication.

Copyright 2026 Reproduction in whole or in part without permission is strictly prohibited.

Skin Inc. is a registered trademark of *Allured Publishing Corporation.*

TiZO®

Mineral Sunscreens & Skincare

Beautifully *protected.*

Expertly crafted mineral suncreens with elegant finishes to enhance a wide range of skin tones and textures.



@tizoskin
www.tizopro.com
For more info call (800)-332-5536

Interested in retailing TiZO?
Scan to get started!



KITTY LIN
Managing Editor
clin@allured.com

Goodbye is Just a Chance for New Hellos

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

April's always a fresh breath of air, and not just because those of us in my neck of the woods can finally go outside without the air hurting our faces (Chicago winters, amirite?) April's always emphasized the natural, probably as a nod to it being Earth Month and hosting Earth Day.

I've been thinking about renewal and Spring, as well as the movement in wellness we're currently seeing, and how approaches to skin care and health hinge on working with what our bodies are already doing. Growth can be uncomfortable because it means change, but growth is also the natural trajectory of all living things, which means our nature is one of ebbing and waning, of flux, of, well, change.

A year ago, change brought Skin Inc. and me together at the same point in time: a big change for us both. Now, after a year's worth of issues (magazine issues, that is, mind you), we find ourselves at the precipice of another change, this time, one that will have us parting ways.

From the change that brought me here to the one that's seeing me off, and everyone in between, it has been a privilege to grow alongside the brand and all of you. In this issue, we talk a lot about growth, both in terms of our communities, the industry and us as individuals. I urge you to welcome every opportunity for growth, to learn something new, to try something never before done, and for goodness' sake, to take that leap.

I promise I'll do the same, and I know I'll think of all the brilliant mentors, community pillars and innovators in this industry when I do.

Clearing out the old is imperative for new growth, and I'm eager for you all to see the flowers in bloom come next issue.

As always, wishing you well,



Kitty Lin



SKIN INC.®

The Choice for Serious Spa Professionals & Owners

***Skin Inc.* is your resource for:**

- **Ingredient Innovations**
- **Treatments and Protocols**
- **Industry News**
- **Updated Business Practices**



Scan to subscribe!

Time For A Fresh Face

By Emmanuel Henderson

Spring is all about renewal, it's the perfect opportunity to put our best face foward. Here are 5 routine-optimizers to freshen up and get ready for Summer.



1 Natural Skin Care—That's Still Clinically Effective

Who doesn't want to save the world and look good doing it? Recent launches have mastered the art of blending natural ingredients, sustainable practices and clinical efficacy. With your clients wanting more to reap the benefits of an effective formula without risking irritation or flakiness, GROUND Wellbeing's Biome range, which keeps sustainability and simplicity at the helm of its skin care solutions, has come at a perfect time.
groundwellbeing.com

2 Microneedling…at Home?!

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

3 People Are Getting Serious About Hydration.

Hydration is critical, no matter your skin condition, type or goal. We're no longer so tunnel-visioned about our faces: in the throes of increasing wellness, we're unwilling to leave a single nook or cranny neglected. Hands and feet, two high-use areas that haven't always been pampered, are now finally getting their care through more…creative hydration solutions. Moisturizing gloves, socks and masks are terrific for those who want some deep hydration and a perfect product for estheticians looking to elevate an appointment.
drfredericksoriginal.com

4 Skin Care Without Limits

Everything is becoming skinified, even our skin, well the rest of it. Similar to scalp care, full body care has been getting a face-grade lift to better answer the needs of your clients. This goes hand in hand with the growing desire for a better full body feeling that has grown interest in things like manual rejuvenation therapy. Comfort zone's new Body Strategist Collagen Cream is a face-grade body moisturizer proven to smooth and tone the skin, with vegan collagen and microalgae extracts!
us.comfortzoneskin.com

5 Powerhouse Facial Oils

Oils are a great opportunity for education, helping clients identify which vitamins and extracts are for what pain point. Rose de Mai's essential oil is a combination of nature's powerhouse carrier oils. A fabulous treatment oil for all-over use.
retailbiofrancelab.com

Image by AkiAna at Adobe Stock

Repair & Recovery for the Skin



Barrier Rescue: Éminence's Ceramide Balm Calms and Comforts Dry Skin

Eminence Organics

This Repair Balm comforts skin with a blend of ceramide complex, allantoin and calendula extract. Recognized by the National Eczema Association with the Seal of Acceptance, this rich balm helps relieve dryness, leaves skin feeling soft and supple, and supports a healthy-looking complexion.
www.eminenceorganics.com



Sorella's Salving Grace Ointment Seals in Moisture

Sorella Apothecary

This Recovery Ointment is a multipurpose salve that works as the perfect finishing step post recovery, or as a rich occlusive. Rich in botanical oils and plant waxes, this balm soothes and nurtures dry skin while also supporting the skin's natural moisture barrier.
https://sorellaapothecary.com/products/salving-grace

Product image courtesy of the manufacturers

Keyara Amorosi

By Emmanuel Henderson


Keyara Amorosi

In an interview with Kitty Lin, Keyara Amorosi, founder of KA Esthetics, talks about hands-on treatments that can help serve clients looking for impactful, preventative care without injectables.

A post-COVID leap of faith led esthetician Keyara Amorosi from New York to Los Angeles, where she expanded her practice into a more advanced, anatomy-driven approach to preventative beauty. Without relying on devices or product-based treatments, Amorosi's work draws from a culmination of hands-on experience, anatomical study, and intuitive skill—resulting in what she now offers as Manual Rejuvenation Therapy (MRT), a treatment designed to create visible structural change while supporting overall tissue health and function.

"I've been in the esthetics industry now about 11 and a half years," Amorosi shares. After making the move from coast to coast, Amorosi is now licensed in both New York and Los Angeles as of 2022. In these states, the esthetics license allows her to provide MRT to clients.

"I've always been into skin care, since I was a little girl," Amorosi says, crediting memories of her grandmother going through her skin care routine as the inspiration for her passion. "I've done waxing and been in the facial room and things like that, but, I decided during COVID I wanted to create my own business." It was during her time in Los Angeles, however, that her work began to evolve. shaped by personal experiences, deeper study, and a growing interest in the underlying structure of the face.

Hands-On Solutions

Manual rejuvenation therapy, buccal sculpting and intraoral massage are the key offerings of KA Esthetics. Amorosi was led to these services by exploring the gap between people who wanted meaningful results, but weren't interested in going under the knife or using injectables.

KA Esthetics is best defined by its intentional approach to MRT, a practice that Amorosi found could assist in resolving a bigger issue, "Why is there such an enormous pressure on women specifically to enhance their beauty in a way that could cost them something deeper?"

After taking a deep dive in 2022 into the ways natural eating and reflexology could benefit the body, Amorosi found there was more she could offer clients beyond what she was used to. "The best way to describe MRT is as a modality only using my hands. No machines are involved, no products per se and it relieves muscle and ligament tension. Acting as a defibrotic solution that breaks up stagnation on an anatomical level," Amorosi shared with our editor, highlighting that the practice is not just working on the skin, but that the skin is also reaping the benefits of the work that's happening internally.

Client Education and Creating Interest

It is easier to sell something to someone who is interested, and with a more educated general population taking an interest in gua shas and massage, there are enough parallels in MRT to create an attraction. It is still important to identify ways to introduce and educate clients on this service, similar to new products or devices, to ensure repeated appointments and overall satisfaction.

"I explain things as I'm working on clients," Amorosi shares, "the beautiful thing about the treatment is that my hands speak to the clients and what I'm doing. They're feeling it in real time. They can sometimes hear or feel the subtle shifts within the tissue, especially in areas that are dense or restricted, as I work through more targeted techniques," she explains, "Thank God that we can't feel the pain in our face just walking around every day versus back pain, right?"

Amorosi highlights how important it is to answer all the questions your clients might have up front. "I give them an education on what's happening anatomically, where the muscle placements are." KA Esthetics has a chart to show curious clients the main muscles being worked on and provide proactive education, "and I'll go into detail for those that are very curious."

Images courtesy of Sarah Hansen

These images highlight what Amorosi refers to as a "spot," where there is densification within the tissue—often occurring around ligament zones near the zygomatic arch. In these areas, the tissue can appear more compressed or adhered due to restriction.



Tissue appears smooth and uniform.



Visible change in the tissue once hands are moving laterally.

Demonstrating the process of releasing tissue that has become restricted or adhered closer to the bone over time. As we age, these patterns can contribute to areas of tension, fibrosis, and reduced mobility, which may influence definition along the jawline and under the chin.

Working along the mandible (jawline).



To Whom May It Concern?

Different from products and devices that can cause harm to fresh faces, Amorosi does believe her services provide opportunities for people starting at very early adulthood, but not any younger than that. "I would recommend someone start doing it at 18 or 19 as a preventative measure," Amorosi explains, "When the muscles become spasmatic and they start to get tight, the face starts to constrict anatomically. It's happening slowly and you don't see it on the outside. Not until you get in your 30s are you able to start noticing little things as they happen."

Amorosi talks through MRT offerings as a largely preventative solution. With clients becoming more and more aware of how small things, especially in repetition, can have long lasting effects on their beauty or general health, "every time we move our muscles, every time we engage in any type of facial expressions, all these things cause more tension, more stagnation in the fascia, in the lymphatic system and in the blood flow. That's what causes aging."

So why wouldn't this be a perfect fit for everyone? Amorosi explains by highlighting clients who would want, what she calls popcorn results, "Anyone that wants a quick fix or doesn't really understand that however long it takes to age is sometimes how long it takes to turn back the clock as well. We're working on so many different things at once."

The services don't isolate any one part of the face, and while clients looking for holistic, face and body benefits will find that attractive, others may not. The ideal client for the treatment is anyone who Amorosi describes as ready to release. "It's suited for clients who understand that rejuvenation is cumulative. People who are willing to be intentional, patient and engaged in the process."



Image provided by Alliance at Adobe Stock

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2026 Allured Business Media.



BUILDING CLIENT RELATIONSHIPS IN ESTHETICS: THE FOUNDATION OF LONG-TERM BUSINESS SUCCESS

By Shawna Rocha

Mastery of technique, education and product knowledge is required in esthetics, but sustainable long-term success can be driven by factors beyond treatment outcomes. The most successful aesthetic practices are built on strong, consistent client relationships. Esthetics is inherently a service-based profession centered on care, trust and human connection. When clients feel valued, understood and supported, they are more likely to return regularly, invest in treatments and home care and become advocates for the business.

The role of the esthetician extends far beyond performing facials or recommending products. An esthetician is responsible for taking care of people, creating an environment where clients feel comfortable, prioritized and confident while professionally addressing skin concerns with integrity and expertise. This relationship-focused approach transforms individual appointments into long-term partnerships and builds a sustainable, thriving business.



The Esthetician's Role in Care and Trust

Clients seek esthetic services for a wide range of concerns, including acne, aging, pigmentation, sensitivity and compromised barrier function. While these concerns are physical in nature, they often carry emotional weight. Skin conditions can impact self-esteem, confidence and overall well-being. As a result, clients are not only seeking visible improvements but also reassurance, guidance and support.

Through active listening, thoughtful consultations and personalized treatment planning, estheticians establish trust from the very first interaction. When clients feel heard and understood, they are more likely to commit to professional recommendations, follow treatment plans and maintain long-term consistency. Trust becomes the foundation for successful outcomes and client retention.

Creating a VIP or Luxury Client Experience

- A VIP or luxury experience in esthetics is not defined solely by pricing, decor or exclusivity.
- True luxury is rooted in personalization, consistency, and attention to detail.
- Remembering client preferences, tracking progress, following up after treatments and adjusting care plans over time communicates a high level of professionalism and care.
- Small but intentional actions, such as thorough consultations, clear education, treatment notes, personalized home care routines and post-treatment check-ins, create an elevated experience that clients value. When individuals feel prioritized and respected, they associate the practice with quality, trust and results. This perception encourages consistent rebooking, long-term loyalty and increased investment in both services and retail offerings.

Consistency, Follow-Up and Accountability

Strong client relationships are reinforced through consistency and follow-up. Scheduling check-ins after treatments, monitoring progress through notes or photos and revisiting goals over time demonstrates accountability and ongoing commitment to the client's results.

This approach not only supports better treatment outcomes but also strengthens retention. Clients who feel guided and supported are more likely to remain engaged in their care plans and return regularly. Consistency builds reliability, which in turn builds trust, one of the most valuable assets in professional skin care.

Target Markets & Reduced Marketing Costs

Practices built on strong client relationships naturally attract aligned, targeted clientele. Satisfied clients refer friends, family members and colleagues who share similar values, expectations and budgets. These referrals often require little to no marketing investment and convert at significantly higher rates than paid advertising.

Word-of-mouth referrals remain one of the most powerful and cost-effective tools in the esthetics industry. Clients place greater trust in personal recommendations than in promotional messaging. A strong reputation rooted in relationships reduces marketing costs, fills appointment books and creates predictable revenue streams.

Image by Alliance at Adobe Stock





Increased Retail Sales Through Education and Trust

Retail success in esthetics is driven by trust and education rather than sales tactics. When clients understand the purpose behind a recommendation and trust the professional providing it, retail becomes a natural extension of care rather than an upsell.

Estheticians who focus on educating clients about ingredient function, skin needs, and long-term goals position products as solutions. Clients who see results from consistent treatment and home care are more likely to repurchase, adhere to routines and invest in advanced offerings. This relationship-based approach leads to higher retail conversion, stronger compliance and improved outcomes.

Full Schedules and High Rebooking Rates

Practices centered on relationship experience higher rebooking rates, fewer cancellations and fuller schedules. Clients who feel emotionally connected to their esthetician are less likely to seek alternative providers or delay appointments. Visits are viewed as an essential part of self-care and wellness rather than discretionary services.

This consistency supports predictable income, reduced scheduling gaps and long-term business stability. It also allows estheticians to focus on quality care rather than constant client acquisition.

The Emotional Impact of Skin Care

Skin care is never simply surface-level. For many clients, the condition of their skin is connected to self-image, confidence and emotional well-being. Concerns such as acne, aging, pigmentation or sensitivity can influence how individuals perceive themselves, how they engage socially and how comfortable they feel in their own skin. Client care often exists at the intersection of physical results and emotional support.

While clients may initially seek clearer skin or reduced signs of aging, they are often searching for reassurance, confidence and a sense of control over something deeply personal and vulnerable. When an esthetician approaches treatment with empathy, patience and understanding, the treatment room becomes a space of trust and safety. This environment allows clients to openly share concerns they may not feel comfortable expressing elsewhere.

Consistency in care, clear communication and realistic guidance help reduce anxiety and build confidence over time. When clients feel supported rather than judged, and educated rather than overwhelmed, they are more likely to remain committed to their treatment plans and trust the process. The emotional reassurance provided by a skilled esthetician often carries equal weight to the visible improvements achieved in the skin.

Images by Alliance at Adobe Stock





Clients consistently remember how they feel during their interactions. Feeling heard, respected and genuinely cared for becomes inseparable from the results delivered. This emotional experience strengthens loyalty and encourages long-term commitment to the business.

Relationships Are the Real Return on Investment

Strong client relationships represent the most valuable long-term asset a business can cultivate. While marketing efforts, promotions and digital visibility play a role in attracting new clients, none are as sustainable or impactful as trust built over time. Relationship-driven practices naturally experience consistent rebooking, increased retail compliance and organic referrals, all of which directly contribute to revenue growth and business stability.

Clients who trust their esthetician are less likely to price shop or seek alternative providers. They invest in treatment plans, return regularly and follow professional recommendations because they have confidence in the care being provided. This level of trust reduces the need for aggressive marketing, shortens sales conversations and increases overall lifetime client value.

Word-of-mouth referrals generated through strong relationships are often the highest quality leads. These clients arrive already aligned with the practice's philosophy, pricing and expectations, and are more motivated to commit to ongoing care. This results in a more targeted client base, fuller schedules and a healthier, more predictable business model.

From a business perspective, relationship-focused practices experience greater resilience and consistency. From a professional standpoint, they offer deeper fulfillment and purpose. When clients return not only for results, but for experience and connection, the esthetician evolves from service provider to trusted partner in the client's skin health journey.

Images by Alliance at Adobe Stock

Ultimately, relationships are the true return on investment. They drive retention, reputation and revenue while creating meaningful impact for both the client and the professional. In an industry rooted in care, connection is not an added value; it is the foundation of long-term success.

The Foundation of Long-Term Business Success

Client empathy, clear education and visible outcomes work together to determine whether a business grows or struggles. When estheticians take the time to listen, educate and guide clients through realistic expectations and consistent care, trust is established and results are amplified. Sustaining strong, long-term relationships through ongoing communication, follow-up and personalized care reinforces client confidence and loyalty over time.



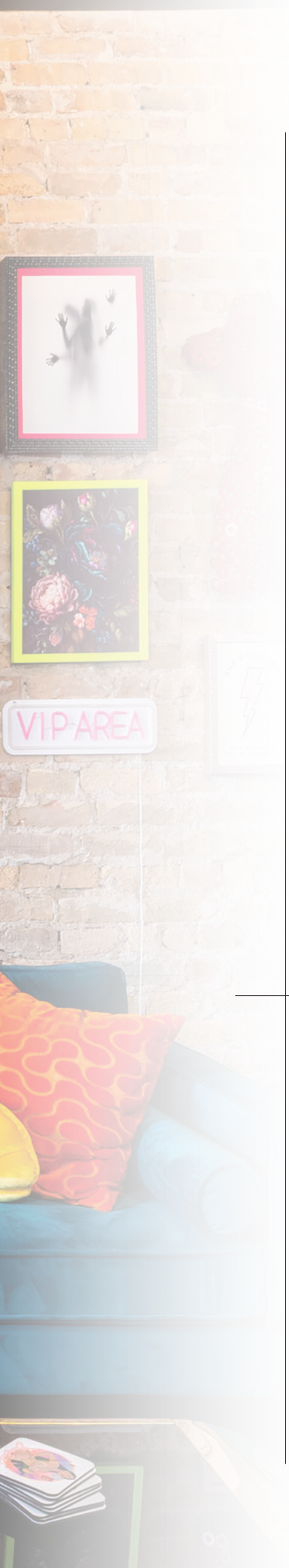
Shawna Rocha is the owner and founder of Awaken Esthetics Retreat and Awaken Day Spa in California and Washington. A licensed esthetician, mentor and educational development consultant, Rocha is dedicated to elevating the esthetics industry through advanced education and community. Specializing in sensitive and compromised skin, she holds multiple advanced certifications, including Oncology Esthetics, Immuno-Esthetics and NCEA certification. She is an educational consultant for multiple skin care lines; Rocha was named Dermascope's 2024 Educator of the Year. Known for her expertise, passion and mentorship, she continues to inspire estheticians nationwide through education, collaboration and advocacy for skin health.





Image courtesy of the author

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2026 Allured Business Media.



WHAT OWNING SHOT BAR TAUGHT ME ABOUT LIFE

By Lindsey Sikora Subrinsky MSN, APRN, FNP-BC

I didn't open Shot Bar Medspa because I thought it would be easy. I opened it because I didn't know how to live any other way anymore. Before Shot Bar, I believed success was something you reached. A destination. A finish line. I believed once I lost the weight (130lbs in 2017), got the degrees (still going for my Ph.D.), built a career or proved myself enough, life would finally calm down. I'd feel safe. Confident. Done. Owning a small business cured me of that illusion, fast.

Shot Bar didn't just teach me how to run a business. It taught me how to sit with discomfort, manage stress without self-destruction, trust myself when no one else is coming to save me and, maybe most importantly, how to maintain the version of myself I worked so hard to build.

Growth Isn't Loud. It's Repetitive.

People imagine entrepreneurship as big moments: the grand opening, the packed schedule, the viral post, the "wow, you've really made it" compliments. What they don't see is the quiet repetition.

Showing up when you're tired. Making decisions when you're scared. Holding boundaries when it would be easier to fold. Doing the boring, unglamorous work over and over again.

That repetition mirrors weight maintenance more than weight loss ever did.

Losing weight felt dramatic. Maintaining it feels like discipline without applause. Owning Shot Bar works the same way. There is no finish line where stress disappears. There is just the daily practice of choosing not to quit on yourself.

That realization changed how I view growth. Growth isn't a breakthrough moment. It's a thousand small decisions that look unimpressive from the outside but quietly change who you are.

Stress Is Inevitable. How You Respond Is Not.

Owning a business will stress you out. Period. Finances, staffing, compliance, legal, clinical, marketing, decision fatigue, responsibility, it's relentless. Early on, I learned something uncomfortable: stress doesn't care how healed you think you are.

Stress will find your old coping mechanisms and test them. Over and over. And over again.

For me, that meant food. Control. Overworking. White-knuckling. The same patterns that once made weight maintenance feel impossible showed up in business ownership too.

The difference this time was awareness.

Shot Bar forced me to confront stress without numbing it away. I had to learn how to regulate instead of react. To pause instead of spiral. To eat when I was hungry, rest when I was depleted and admit when I needed support, without shame.

That's when I realized something critical: the skills that keep weight off are the same skills that keep a business alive.

Consistency. Boundaries. Self-honesty. Recovery.

Not perfection. Not motivation. Not willpower. Systems.



Images courtesy of the author







Images courtesy of the author

Identity Is the Real Work

The hardest part of owning Shot Bar wasn't learning how to inject, market or manage. It was becoming the person who could hold all of it.

There's a moment every business owner hits where excuses stop working. You can't blame a boss. You can't hide behind a team. The mirror gets very clear. That mirror looked familiar.

It was the same one I faced after weight loss, when I realized the scale going down didn't automatically fix self-worth, boundaries or emotional regulation. I had to grow into the identity of someone who maintains.

Shot Bar demanded that same evolution. I had to become someone who could tolerate uncertainty without self-sabotage. Someone who could make decisions without seeking constant validation. Someone who could lead without abandoning herself.

That identity shift didn't happen overnight. It happened through (huge) mistakes, misfires, overextensions and uncomfortable conversations, and through choosing growth even when no one was watching.

Discipline Is an Act of Self-Respect

Discipline used to feel like punishment. Something rigid. Restrictive. Joyless. Owning Shot Bar reframed my sense of discipline. Discipline is how I protect what matters. Discipline is how I stay steady when things feel chaotic. Discipline is how I honor the work I've already done.

Weight maintenance taught me that discipline isn't about saying no to everything. It's about saying yes to what aligns in the long term. Business ownership reinforced that lesson daily.

I can't say yes to every opportunity. I can't overextend to please everyone. I can't run on adrenaline forever.

The same way I can't eat emotionally five days in a row and expect stability. Discipline became softer. Smarter. Rooted in respect instead of fear.

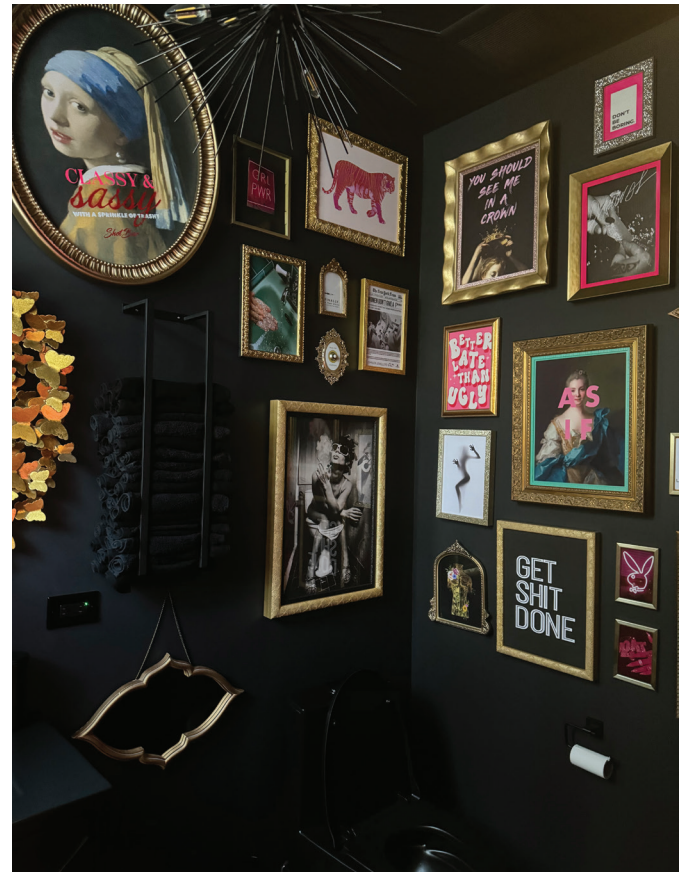




Images courtesy of the author







Confidence Comes From Evidence, Not Affirmations

Operating Shot Bar stripped me of performative confidence. There's no room for fake it till you make it when people are trusting you with their faces, bodies and health.

Confidence now comes from evidence:

I've handled hard things before. I've survived worse days than this. I can make the next right decision.

That mindset mirrors how I stay grounded in my body. I don't rely on motivation. I rely on data, routines and proof of resilience. Owning a business taught me that self-trust is built through follow-through. Every promise you keep to yourself strengthens it. Every one you break weakens it.

That applies everywhere.

Maintenance Is the Real Flex

If there's one lesson Shot Bar and weight maintenance have taught me, it's this: starting is brave, but maintaining is elite.

Anyone can be inspired for a season. Anyone can sprint. Very few people commit to the long game.

Owning Shot Bar is a long game. Keeping weight off is a long game. Personal growth is a long game.

The long game isn't sexy. It's steady. It's boring some days. It's lonely sometimes, but it's deeply powerful.

I no longer chase transformation. I protect stability. I no longer wait for motivation. I honor structure. I no longer confuse chaos with growth.

What I Know Now

Shot Bar didn't just give me a business. It gave me a mirror, a practice and a proving ground. It taught me that growth doesn't mean you stop struggling. It means you struggle with better tools. It taught me that stress doesn't mean you're failing. It means you're carrying something meaningful. It taught me that maintenance is not stagnation. It's mastery.

Most of all, it taught me that the life I want isn't built in dramatic leaps. It's built in daily choices that align with who I've decided to become.

That decision, made over and over again, is the real work.



Lindsey Sikora Subrinsky is a board-certified nurse practitioner, the founder and medical director of Shot Bar Medspa in Chicago and the forthcoming author of The Girl Who Ate in the Dark, a bold and deeply personal book about losing 130 pounds, dismantling food addiction and reclaiming a life once buried under shame. She holds three certificates from Harvard Medical School in nutritional coaching, lifestyle coaching and wellness coaching, and she is certified in functional nutrition through MindBodyGreen. She is also certified in peptides and biohacking and is currently in pursuit of a triple doctorate in functional medicine, natural medicine and functional nutrition. Soon, Shot Bar Medspa will expand into hormone replacement therapy, rounding out a practice that fuses advanced aesthetics with functional health.

Images courtesy of the author



Image by Татьяна Волкова at Adobe Stock

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2026 Allured Business Media.



PROGRESS, NOT PERFECTION: REDEFINING SKIN SUCCESS

By Alex Hernandez

From breakout setbacks to brightening breakthroughs, skin progress rarely follows a straight line. Yet, many clients walk into our treatment rooms expecting exactly that: linear, fast and flawless results. As skin care professionals, part of our role is to reframe what realistic success looks like, both for our clients and for ourselves.

This article is two-fold: how to set realistic expectations for clients on their skin journeys, and how to give yourself grace during your own journey as a skin care professional.

From the outside looking in, esthetics can seem like a dream job. We get to perform amazing services, go to fun conventions and even provide services for celebrities. Behind the scenes, though, the work can be mentally and physically taxing.

Over the years, I've seen the same best practices work across all kinds of esthetics businesses—from solo providers to multi-provider clinics. These strategies help protect your energy, improve client outcomes and redefine success as sustainable progress rather than perfection.

Setting Client Expectations

We live in an instant-gratification culture fueled by social media highlight reels and dramatic before-and-after photos. For skin conditions that require time and commitment—like acne, hyperpigmentation or barrier repair—setting expectations early is essential. This doesn't just set clients up for success; it protects you, too.

1. Start expectation-setting before a client ever walks through your door.

If your business has a niche or specialty, your website should tell that story clearly. For example, if you run an acne-focused practice, spell out what acne management involves. Make it known that clearing skin is not an overnight fix: it requires consistency, regular product use and follow-through. When your service menu, blog or social content and booking flow all reinforce this message, clients arrive better informed and more aligned with the process.

2. Be very clear during the consultation.

Once a client is in front of you—virtually or in person—walk them through what it truly means to work with you. Even if the information lives on your website, don't assume they read it.

Explain timelines, expected fluctuations and what commitment looks like on their end. Invite questions. Ask for buy-in. This is your opportunity to build trust and get ahead of potential misunderstandings.

3. Check in regularly to gauge how they're doing.

Consistency can feel overwhelming, emotionally and financially. Regular check-ins allow you to uncover roadblocks early. Some clients may be struggling to afford both services and home care; others may feel overwhelmed by a multi-step routine.

Catching this early gives you the opportunity to simplify, adjust and meet clients where they are—before frustration turns into them ghosting you.





Images courtesy of the author

Reinforce Boundaries

Clear expectations help most clients, but boundaries keep your business sustainable. Without them, even well-intentioned clients can drain your time and energy.

1. **Make policies visible and easy to understand.**

Your communication rules, cancellation policies and booking expectations should be clearly stated on your website and booking platform. This includes how clients can contact you, response time expectations and what constitutes an emergency versus a routine question. Clear policies reduce awkward conversations and give you something to reference when boundaries are tested.

You can either have difficult conversations, or difficult relationships. Get your clients into the habit of respecting your boundaries before the relationship becomes strained.

2. **Be consistent in your follow-through.**

A policy only works if it's enforced. If you waive cancellation fees "just this once" too often, clients learn that boundaries are flexible or that they don't apply to them. So, when you finally enforce that boundary, they don't take it well, which takes us back to #1—awkward conversations. Consistency builds professionalism and respect while making clients feel more secure.

3. **Don't let clients overshadow your own wellness.**

We laugh (and sometimes cry) sharing wild client stories with our peers, but a client who consistently causes mental strain, stress or anxiety is a red flag. Chronic emotional labor is unsustainable, and protecting your well-being is not selfish. By setting clear expectations early and reinforcing boundaries, we hope to avoid these situations, but it's not always possible. Have a plan in place for "firing" clients when necessary; it happens more often than you think.



Celebrate Small Wins

Clients often overlook progress because they're staring at their skin every day. Part of our job is to help them see what's changing, even when it feels slow.

1. **Take photos at every visit.**

Photos are powerful, and they serve two purposes: marketing and momentum. Clients may miss subtle improvements in inflammation, texture or tone, but side-by-side photos tell the story clearly. When clients feel discouraged, visual proof can reignite trust and excitement for the process.

2. **Celebrate wins out loud.**

Don't keep progress to yourself. Call out improvements—less congestion, more even tone, reduced breakouts. Get excited with and for your clients because your enthusiasm reinforces that progress is happening, even if perfection isn't.

3. **Anchor progress to effort—not just outcomes.**

Help clients connect their consistency to results, even when those results are subtle. Reinforcing behaviors—showing up, following routines, staying patient—keeps motivation high and builds confidence in the process itself. This ties back into setting expectations in the very beginning; when expectations are set early, setbacks don't feel so out of nowhere.

Image by GENETTICA at Adobe Stock



Coach Through Adversity

Skin journeys are emotional, especially when results don't match expectations of perfection. This is where your empathy, expertise and guidance matter most.

1. **Prepare clients for detours and delays.**

Sometimes progress doesn't stall; it detours completely. Breakouts, flare-ups or slow phases don't mean failure; they signal that skin is responding to variables like stress, hormonal fluctuations or the environment. This is the time to educate your clients more in-depth than you may have previously, and break down the science so they understand why they're seeing what they are.

2. **Shift the focus from blame to problem-solving.**

When progress stalls, avoid framing it as client or professional failure. Instead, revisit variables together: routine adherence, lifestyle changes, treatment timing and then adjust collaboratively.

3. **Reinforce trust in the long game.**

Remind clients why they started and how far they've come. Long-term skin health and real results are built over months, not weeks.

Think Beyond the Current Concern

Client retention improves when you plan for what's next, not just what's now.

1. **Post-inflammatory marks and scarring**

Once active acne is under control, clients often shift focus to PIH, PIE or texture concerns. Having a clear transition plan keeps momentum going. While it may be a while down the road, start talking about it as early as the consultation. Set the expectation that you have a plan for today, tomorrow and next year—so they know they can keep coming back no matter what stage their skin is in.

2. **Age management**

Even if a client started with you for something else, they eventually ask about fine lines, firmness and prevention. Educating them early positions you as their long-term skin professional. Highlighting dual-purpose products also reinforces that you're already working toward future goals.

3. **Relaxation and restorative treatments**

Not every appointment needs to be corrective. Incorporating restorative treatments supports barrier health and reinforces the idea that skin success includes balance, not just results.

Images by Татьяна Волкова at Adobe Stock





Redefining What Success Looks Like

Progress in skin care—and in your career—is rarely linear. The same principles we use to guide our clients apply just as much to us as professionals.

We ask clients to commit to consistency, to trust the process when progress feels slow and to stay engaged even when results aren't perfect. As professionals, though, we often hold ourselves to a different (and harsher) standard. We expect to have all the answers, to prevent every setback and to power through mental and physical fatigue without pause. Setting realistic expectations isn't just a client strategy; it's a self-preservation tool for our own journeys.

Clear boundaries protect your energy the same way they protect your business. Celebrating small wins matters just as much for your confidence as it does for your client's motivation, and coaching through adversity applies not only when a client is frustrated with their skin, but when you're questioning your own growth, capacity or longevity in this industry.

Skin success is built over time, and so is a sustainable esthetics career.



Alex Hernandez is a licensed esthetician and the clinic manager and lead educator at the Face Reality Acne Clinic in San Leandro, CA. She became a Face Reality Certified Acne Expert in 2018 and has worked with hundreds of acne clients in her esthetics career.

Images by Татьяна Волкова at Adobe Stock



Image by Jack F at Adobe Stock

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2026 Allured Business Media.



FROM CLIENT TO COMMUNITY: BUILDING REFERRAL NETWORKS & LASTING RELATIONSHIPS

By Carlye Walters

In an industry built on personal connection, many estheticians are rethinking what sustainable growth truly looks like. Rising marketing costs, algorithm fatigue and the constant pressure to "show up" online have left many professionals overextended—both emotionally and operationally. At the same time, clients are increasingly seeking experiences rooted in trust, shared values and long-term care rather than transactional services.

As the esthetics industry continues to evolve, one truth is becoming clear: growth that prioritizes relationships over constant promotion is not only more effective, but also more sustainable. By shifting focus from acquisition to connection, estheticians can build referral networks and client communities that support business longevity, practitioner well-being and more mindful consumption.

Self-Care as a Business Strategy

Burnout is no longer a quiet issue in the treatment room—it's a common challenge discussed openly among professionals. While self-care is often framed as a personal responsibility, business structure plays a significant role in practitioner fatigue. Constant client acquisition requires more energy, time and emotional labor than maintaining an existing client base.

Retention-focused practices allow estheticians to stabilize income while reducing the pressure to continuously market. For solo practitioners, this may mean designing treatment plans that encourage predictable visit cycles rather than sporadic bookings. For spa owners, it often involves scheduling models that distribute demand more evenly across providers, helping prevent chronic overbooking and uneven workloads.

Practical applications can be simple: setting intentional rebooking windows at checkout, limiting last-minute availability that disrupts recovery time or batching administrative tasks to protect non-client-facing hours. When systems are designed to support repeat visits and long-term relationships, professionals can redirect energy back into quality care, education and balance. In this way, self-care becomes a strategic outcome of thoughtful business design rather than an afterthought.

Sustainable growth begins with a simple but powerful question: How can the business work with the practitioner's energy instead of against it?

Turning Clients Into Advocates—Naturally

Referrals are often discussed as a marketing tactic, but the most effective referral systems are rooted in experience rather than incentives. Clients refer when they feel genuinely cared for, confident in the service and aligned with the professional's values.

Rather than asking directly for referrals, estheticians can focus on creating moments that naturally invite conversation—clear education, visible results, consistent service quality and thoughtful follow-up. Language such as "I love working with clients who prioritize long-term skin health," or "Most of my clients come from referrals," subtly reinforces that referrals are welcome without pressure.

When clients feel seen rather than sold to, advocacy becomes organic. Referrals emerge as a reflection of trust, not a transaction.



Image by Jack F at Adobe Stock



Loyalty Programs That Encourage Consistency, Not Discounts

Traditional loyalty programs often rely on discounts, which can unintentionally devalue services and encourage short-term behavior. A more sustainable approach rewards consistency, commitment and mindful care rather than frequency alone.

Hybrid loyalty models are particularly effective for both solo estheticians and multi-provider spas. Examples include recognizing service milestones—such as completing a seasonal treatment series—offering priority booking to clients who maintain consistent care plans or providing complimentary enhancements tied to long-term goals rather than promotional timelines. In spa environments, loyalty may also take the form of access to preferred providers or early scheduling for high-demand appointment windows.

From an environmental perspective, consistency-focused loyalty programs also help reduce overconsumption. When clients follow thoughtfully designed treatment plans instead of chasing promotions, product usage becomes more intentional and aligned with long-term skin health.

Loyalty programs are most effective when they support both the client's outcomes and the practitioner's sustainability—reinforcing value without relying on price reductions.

Collaboration Over Competition

As the industry becomes increasingly saturated, collaboration offers a powerful alternative to competition. Strategic partnerships with complementary professionals—such as massage therapists, wellness providers, injectors, hairstylists or fitness studios—can expand reach without increasing marketing spend.

Successful collaborations are built on shared values, aligned clientele and mutual respect. Rather than transactional referral swaps, long-term partnerships thrive when professionals understand each other's services and trust the quality of care being delivered.

Environmentally mindful collaborations often emphasize shared education, digital referrals and co-hosted events over excessive print materials or promotional waste. Joint workshops, referral cards with QR codes or shared email features allow businesses to cross-promote while minimizing environmental impact.

Strong professional relationships create ecosystems where growth is shared rather than competed for.

Image by Jack F at Adobe Stock



Measuring Success Without Overcomplicating Systems

One reason many referral systems fail is unnecessary complexity. Tracking success does not require advanced software or time-intensive reporting. Simple, realistic metrics often provide the most meaningful insight.

For solo estheticians, this may include monitoring rebooking rates, treatment plan completion or how frequently new clients come through referrals. Spa owners may look at broader indicators such as overall client retention across providers, consistency in visit frequency or referral trends tied to specific services.

Setting achievable key performance indicators (KPIs) is less about meeting industry benchmarks and more about observing internal patterns over time. Reviewing these indicators monthly or quarterly—rather than daily—helps professionals stay objective and avoid reactive decision-making. The goal is not constant optimization, but steady awareness.

Sustainable systems are repeatable, human-centered and flexible enough to evolve alongside the business. When success is measured simply and consistently, it becomes a source of clarity rather than pressure.

Building Community Is the Long Game

In a fast-paced digital landscape, relationship-based growth offers stability. Communities built on trust, education and consistency are better positioned to weather industry changes than businesses dependent on constant promotion.

By reframing marketing as relationship building, estheticians can create practices that support longevity—for both the business and the professional behind it. When clients feel connected, collaborators feel valued and systems support balance, growth becomes a natural extension of care rather than a source of exhaustion.

Ultimately, moving from client to community is not about scaling faster—it's about growing better.



Carlye Walters is a licensed esthetician and founder of Advanced Esthetic Training, an education company specializing in professional dermaplaning and business education for skin care professionals. She can be reached at estheticiantraining.biz.

Image by Jack F at Adobe Stock

Inspired by
Beauty
Crafted by
Science

TiZO®

PHOTOCEUTICAL® SKINCARE

Two *NEW* Photoceutical® treatments infused with antioxidants and rich in benefit ingredients to help revitalize and rejuvenate skin.



@tizoskin
www.tizopro.com
For more info call (800)-332-5536

Interested in retailing TiZO?
Scan to get started!



Image by DC Studio at Adobe Stock

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2026 Allured Business Media.



WOULD YOU RAISE YOUR BROW WITH A DENTAL HYGIENIST?

By Erika Lauren, Licensed Esthetician & Licensed Dental Hygienist

Maybe you wouldn't think to refresh your Botox or filler at your dental office with your dental hygienist or dentist—yet, but did you know that they are the "face specialists?" Injections at the dental office are becoming more common, and the emerging ability to take advantage of their expertise is revolutionary.

Both dentists and dental hygienists can administer local anesthesia in the oral cavity in at least 45 states. To do so, extensive training in school, along with a board exam to obtain licensure, must take place first. They learn a series of injections, ranging from superficial gum infiltrations to more complex nerve blocks in the mucosa, making dental hygienists highly skilled in injection technique and safety protocols.

Currently, dentists may perform therapeutic Botox for TMJ issues and bruxism and/or cosmetic Botox in at least 27 states[1] and growing, while only a few states allow licensed dental hygienists to legally administer Botox under the direct supervision of a dentist (meaning a licensed dentist must be present in the office, not overshadowing the procedure). These states are Kansas, Oklahoma and Arizona, with Kansas kicking it off in 2022. In Arizona, once a hygienist obtains certification beyond their basic licensure and administers 75 injections, they can administer under general supervision (autonomously, without a dentist on site). Since then, Utah has gained legislative approval with training protocols pending, and Massachusetts has a bill moving through the legislative process that would allow hygienists to join dentists if passed. More than a dozen other states are currently following suit, meaning the prevalence of this option will be a long-overdue norm in the near future.



Denistry needle versus Botox injection

Why would a dental professional administer Botox?

Dentists and hygienists are well-positioned to perform facial injections, undergoing extensive training in head and neck musculature, head anatomy and oral injection techniques. In fact, they use thicker and longer needles than those used for facial Botox in precise, technical and complex oral injections to administer local anesthesia in the oral cavity regularly. For example, the inferior alveolar injection is a commonly used nerve block in dentistry and requires inserting a 27-gauge long needle up to 25mm deep into the oral tissue. A Botox injection uses a 30–34-gauge short needle with an average depth of 8mm in easily visible and accessible sites.

Dental hygienists also have a trained eye for facial esthetics, examining the extra-oral anatomy in every dental visit, and understanding golden proportions and ideal harmony. Along with dentists, dental hygienists have superior training in head and neck anatomy compared to other clinical professionals, since they work specifically on the neck and up. The reason Botox is not as prevalent among dental hygienists as it is among dentists is partially that hygienists battle autonomy issues that nurses are not faced with in their relationships with physicians and also because the scope of practice for both dental professionals is governed by state boards that may deny them without adequate insight. The ability to inject is not automatically granted to any medical professional with a license. State boards require all clinicians, both medical and dental, to have specialized certification in addition to their license to perform injections.

Not every dental hygienist or dental office will offer injections at your visits, as the scope of practice expands, just like not every nurse or medical facility does. Only the professionals who have a passion for facial esthetics and invest in certification through the American Academy of Facial Esthetics (AAFE) will, as the other qualified providers do. The AAFE makes an excellent case for allowing dental professionals to administer injections, asking why general practitioners such as OB/GYNs and ophthalmologists, and even general plastic surgeons, who have no extensive training of the head and neck, can do so while the dental field remains blocked[2].

Image by Sarah Crow, RDH in Massachusetts



"appearance of a 'gummy' smile"



Sarah Crow, RDH in MA

What could an injection at the dental office do for me?

Facial injections, including fillers, can be implemented in cosmetic dentistry to correct facial harmony, lip incompetencies and to support dental esthetic outcomes (ie, reduce the appearance of a "gummy" smile). Additionally, Botox implementation can be used as a treatment to correct TMJ pain and manage parafunctional habits such as bruxism. This therapeutic function can reduce pain, soften an angular jawline and reduce wear and bone loss of the teeth. If you have a dental issue like TMJ, why wouldn't you want a dental professional who has adequate training and understanding of the surrounding anatomy and physiology to treat you?

Interestingly, Botox injections may be covered by insurance if used for therapeutic purposes to treat pain and muscle dysfunction, similar to when it's used by neurologists to treat migraine headaches. It is very unlikely to be covered when used for esthetic purposes, but that is the case with any clinician. The benefit is that with dental professionals, particularly cosmetic dentists and hygienists with a background in periodontics (where they are more likely to administer injections more frequently in their daily practice), you'll be with a clinical expert in facial anatomy and injection technique.

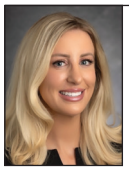
Still raising an eyebrow?

If you're still having trouble connecting the dots between the dental office and facial esthetics, consider these similar instances in the beauty realm where the provider doesn't quite match the product. Why are some of the most coveted beauty brands created by fashion designers or celebrities, rather than the experts, estheticians and makeup artists, who know skin care and makeup best? Why do nail salons offer teeth whitening services when they have no dental background? This curiosity captures how some dental hygienists feel about their limitations in offering injections, knowing that they are more than qualified and should be at the forefront of offering this treatment, above other clinicians.

This insider knowledge about the relationship between dental and injections will be practical as access is gained by dental professionals, including licensed dental hygienists. Let the buzz be your first-to-know advantage.

REFERENCES

1. https://dentox.com/state-by-state-dental-botox-regulations/
2. https://facialesthetics.org/dentists-botox-time/



Erika Lauren is a Licensed Esthetician, RDH and makeup artist. She is the owner of Art + Sol, a mobile esthetic artistry and airbrush tan business. Contact her at ErikaLaurenEsthetics@gmail.com

Images by peopleimages.com at AdobeStock and provided by Sarah Crow, RDH in Massachusetts

ADVERTISERS' INDEX

ADVERTISER	PHONE	E-MAIL	WEBSITE	PAGE
Éminence Organic Skin Care	888-747-6342	info@eminenceorganics.com	www.eminenceorganics.com	CV3
Fallene Ltd.	800-332-5536		www.tizofusion.com	5, 35
PCA Skin	877-722-7546	info@pcaskin.com	www.pcaskin.com	3
RevitaLash	877-909-5274	info@revitalash.com	www.revitalash.com	1
Sorella Apothecary	800-253-0450	hello@sorellaapthecary.com	www.sorellaapothecary.com	C2
Uline	800-295-5510	customer.service@uline.com	www.uline.com	17

The Advertisers' Index is published as a service to our readers. Allured Business Media is not responsible for any errors.



THE ADVANCED CARE COLLECTION

ENHANCED RECOVERY, PROFESSIONAL RESULTS

Discover the next level of post-treatment care. Formulated to extend the benefits of spa treatments, these performance-driven formulas leave the complexion looking hydrated, firm and calm.

Ready to partner with Éminence Organics? **Apply here**.

94%
agree their skin looks more lifted*

97%
showed a reduction in appearance of skin dryness[1]

97%
showed a reduction in appearance of skin redness*



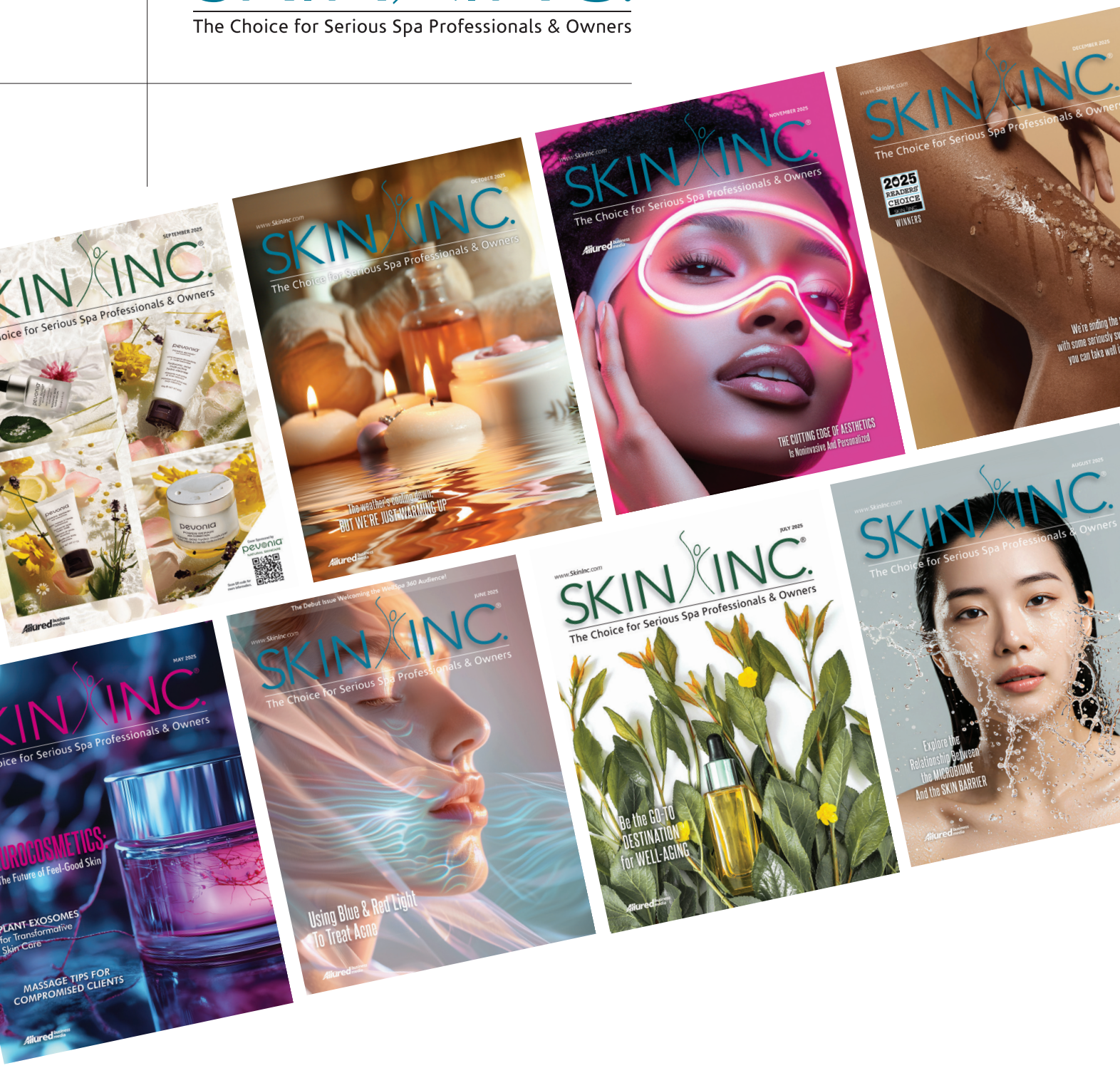
ÉMINENCE
ORGANIC SKIN CARE
HUNGARY · SINCE 1958

www.eminenceorganics.com

[1]In vivo study results immediately after 1 use [*]In vivo study results after 28 days

SKIN INC.®

The Choice for Serious Spa Professionals & Owners



DON'T MISS AN ISSUE.....
Subscribe today. It's FREE.