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TIA JONES
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The Closing of the Year

Skin Inc.'s Associate Managing Editor Tia Jones shares what's on her mind.

As this year comes to an end, I'd like to extend a huge thank you to the readers who stuck with us during Skin Inc.'s time of transition.

I jumped into this position and was warmly welcomed by the professionals. I have learned so much since I started in the role and I am still learning.

Do you ever really stop learning?

I hope not, because as this industry is ever changing, I know I need to stay up-to-date on the latest in skincare, the processes, protocols and the professionals who make this industry what it is.

In this issue we're looking at wellness and treatment trends for spas, how the gut-skin connection affects clients skin, especially when they've been indulging during the holidays; and how layering skincare treatments can yield better results.

Clients are seeking luxury, not just in the products used in the treatment room, but also in the experience in the treatment room. It starts with the care the professional provides before the service even begins and can carry through to the results they have after the service ends.

People are not just visiting resort spas for relaxation, they're going for the wellness and recovery aspects of it. We've been hearing a lot about Korean beauty and skincare products, in the spa space Japanese beauty traditions are trending for its longevity benefits.

If you've been on an airplane, during the safety portion there's a part that says place the mask over your face first before helping the person next to you. In the same way, professionals in the treatment room have to take care of themselves so they can provide their clients with the best service possible.

In the coming year, I hope that we can continue to serve as a resource for professionals.

Take care of yourselves!

Wishing you all the best,

Tia Jones



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Comfy and Cozy

By Tia Jones

We're well into the holiday season. We've made it through fall and are coming into the comfiest, coziest part of the year. The air is colder and drier and the focus is on keeping the skin moisturized and hydrated.



1 Cycle Syncing and Skincare Products

People are using products that help support their skin during the changing cycles of the month, avoiding products with harsher chemicals and more products that support the skin barrier. The Circadia Aquaporin Hydrating Cream provides deep hydration, strengthens the skin barrier. The ingredients in the cream help the skin retain moisture and stimulate collagen.
www.circadia.com

2 Natural Lips

The skin on a person's lips is just as important as the skin on the face and body. Lips can get really dry during the winter months and using a hydrating lip oil can combat cracked, dry lips. The Obagi Lip Therapy SPF 30 Soothe & Protect Lip Balm plumps and hydrates the lips, while also protecting the lips from UVA/UVB damage. It has Hyaluronic Acid and Calendula, which can strengthen and support the lip barrier.
www.obagi.com

3 Devices that Facilitate Lymphatic Drainage

People have been hearing about the benefits of lymphatic drainage and how important it is to release fluid in the lymph nodes and reduce swelling.
The Lymphatic Brush by Cecily Braden has been engineered to work with the fluids and fibers of the skin. It has a specific density of patented double-bristles that in combination help to soften the tissue and fluid and increase flow.
www.thelymphaticbrush.com

4 Skinification of nail care

First, there was the skinification of hair, using ingredients that were primarily found in skincare for haircare products. Now, that same idea is being used for nail care, focusing on skincare ingredients for hand and nail care products.
Buff Beauty has its Buff Routine, which includes a three step daily ritual, similar to what someone would do for their skincare. It includes a chemical exfoliant, a strengthening serum and a finishing gel oil.
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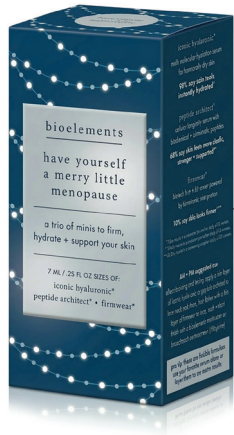

Merry Menopause
Bioelements

The limited-edition set features mini sizes of three Bioelements icons: iconic hyaluronic, peptide architect, and firmwear, bringing targeted hydration, peptides and firming-focused skincare together since menopause deserves a spot on the holiday gifting list, too. Whether you're shopping for Mom, a sister, a friend, or any woman experiencing menopause, Merry Menopause is a fun and practical way to show a little extra love to your skin.
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Patricia Reign

By Patricia “Reign” Reign



Patricia “Reign” Reign

It all started in the treatment room during an in-spa service with one of my regular clients. She expressed a heartfelt wish during her service. She asked me if I ever considered offering mobile services; she desired to pamper her elderly grandmother in an assisted living facility – someone who could bring the joy, relaxation, and companionship of beauty and wellness directly to her. That conversation felt like the universe giving me a clear confirmation. I answered the call, and Traveling Aura Mobile Spa was born.

Traveling Aura began as a solo operation. I was traveling to hospitals, luxury bed-and-breakfasts, and private homes, providing on-site skincare and nail care. As demand grew, I noticed an incredible opportunity: other estheticians wanted to offer mobile services but didn’t know how; others had no desire to handle marketing or deal with the admin burden of logistics.

Recognizing this gap, I decided to evolve Traveling Aura into a full-service mobile spa company. Today, we offer skincare, nails and massage therapy through a team of skilled contractors. We specialize in group events and spa parties -- our most requested experience -- transforming bachelorette parties, birthdays, and corporate gatherings into bespoke wellness retreats. The journey has allowed us to service clients in the most stunning, unconventional environments, from private mansions and luxury yachts to high-end corporate offices.

The Perks and the Reality of Going Mobile

The primary benefit of being mobile is the freedom and flexibility. You aren’t tied to a single location or lease, and your workday often involves turning a client’s private space into a relaxing sanctuary. Over the years, I’ve had the privilege of servicing high-profile executives, professional athletes, celebrities, physicians and more.

Being mobile isn’t all glitz and glam, it is a lot of physical work. Carrying portable tables, caddies, linens and supplies to recreate a seamless spa experience can be taxing on the body. You often walk long distances from parking areas to a client’s front door before a service even starts.

To overcome these challenges and prevent burnout, I made many key operational pivots:

Streamlined Equipment: I refined our packing systems to maximize efficiency and minimize physical load.

Curated Service Menu: I edited our service offerings to exclude treatments that required excessive equipment or cumbersome setups.

Separated Schedules: I advise against mixing in-salon/spa and mobile appointments on the same day. Dedicate specific days strictly to mobile work to protect your physical energy.

Innovating the Experience

One of the most rewarding aspects of my business is creating collective wellness experiences. Our mobile spa parties and interactive DIY skincare workshops allow us to showcase how seamlessly our team operates. During our workshops, we provide tools and products while guiding groups through a “how-to-facial” tutorial. It creates an engaging space where guests can laugh, ask skin-health questions and bond over skincare.

For many guests, this is their first introduction to proper skin hygiene, highlighting a massive growth opportunity for estheticians willing to think outside traditional treatment room walls.

Images courtesy of author; Natalie; Cultura Creative; yurakrasil at AdobeStock





Words of Wisdom for Aspiring Mobile Estheticians

If you've been considering taking your services on the road, take this as your sign to begin. The future of wellness centers on convenience and accessibility, and clients are eager to pay a premium for personalized, on-demand care.

Start Small: Reserve one or two days a week exclusively for mobile clients before making a full transition.

Partner Up: You don't need to hire/contract a massive team right away. Partner with other spa professionals such as manicurists and massage therapists to offer joint packages for small group bookings.

Think Beyond Residential: Consider pitching mobile esthetics to local barbershops, boutique hotels, or pop-up event spaces that lack dedicated treatment rooms.

Looking Ahead

At Traveling Aura, we are actively expanding beyond traditional spa treatments. Our goal is to serve as a comprehensive wellness network, connecting clients with trusted health and lifestyle professionals to support their long-term well-being. We are also exploring ways to integrate emerging skin technology into our mobile experience without compromising the personal, tactical connection that makes spa services special.

The mobile beauty space offers limitless potential if you're willing to step outside the traditional spa model and embrace the journey.

Patricia "Reign" Reign is a 20-year licensed beauty professional, entrepreneur, educator and beauty journalist. She is the founder of Traveling Aura Mobile Spa, specializing in pampering and wellness.



Image courtesy of the author

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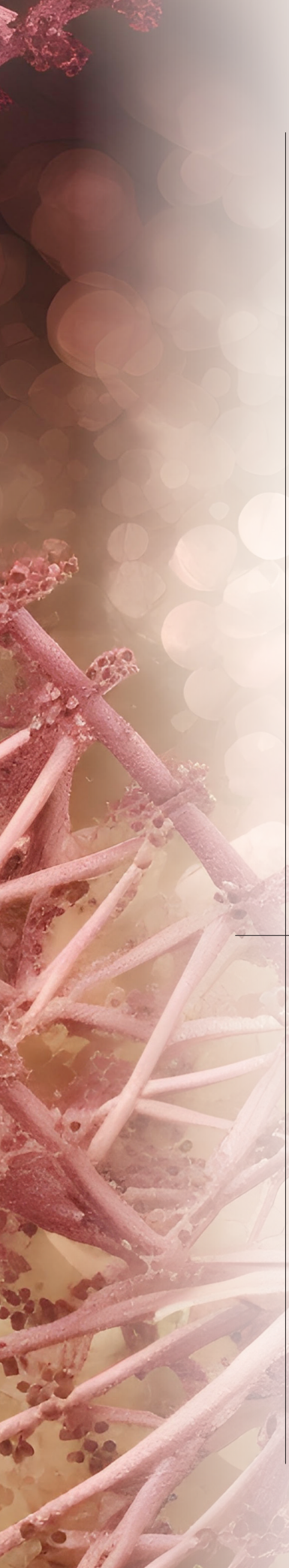

THE MIGHTY MITOCHONDRIA: VITAL ENERGY FOR THE SKIN

By Dr. Erin Madigan-Fleck

The skin, the body's largest organ, serves as the primary barrier between the body's internal and external environments and is vital for maintaining homeostasis. As a result, it is the most exposed and susceptible organ to stresses such as pollution, temperature changes, and sunlight. Mitochondria play a crucial role in skin cells, where they not only fulfill their traditional role in cellular respiration for the entire body but also contribute to many specialized functions that support and protect skin health.

Meet the Mitochondria

Mitochondria are traditionally known as the cell's energy generators, but they also carry out specialized functions that evolve across different life stages—from embryonic development to advanced age. They are crucial to many metabolic pathways that synthesize, break down, and recycle cellular molecules. These processes are key in determining the true biological age and health of cells, impacting the potential success of aesthetic treatments. The human body has about 250 cell types, each with genes suited to their functions. A single cell can contain between 500 and 2000 mitochondria, dispersed throughout the cytoplasm, with numbers varying by cell type and location. These organelles are the sites of aerobic respiration and energy production, containing their own DNA. They serve as energy stores from nutrients like sugars, amino acids and fats, converting chemical energy into ATP (Adenosine Triphosphate).

Often called the "powerhouses" of cells, mitochondria generate chemical energy through cellular respiration. They have two membranes: an outer membrane that completely encases the organelle and an inner membrane that is extensively folded into cristae. The outer membrane is smooth and porous, with proteins like porins forming channels that allow ions and small molecules into the intermembrane space. It also contains enzymes involved in lipid metabolism and mitochondrial lipid synthesis. The inner membrane, which is less permeable, hosts numerous proteins essential for ATP production, with the cristae increasing the surface area for this process.

Mitochondria convert nutrients into ATP via oxygen-dependent oxidative phosphorylation. Phosphorylation, which adds a phosphate group to molecules to activate or deactivate proteins, helps cells store energy. ATP is generated through the electron transport chain in the inner membrane, where proteins transfer electrons and release energy step-by-step. This energy drives the Krebs Cycle, leading to ATP synthesis. Most ATP arises from the citric acid cycle and electron transport chain. Mitochondria also metabolize sugars, amino acids, and fats, and they play a vital role in programmed cell death by releasing signals like cytochrome C to eliminate damaged or unnecessary cells. They help regulate calcium storage and release, crucial for intracellular signaling, and are involved in thermogenesis, vitamin synthesis, and creating building blocks for DNA and RNA. These organelles are fundamental for cell growth and function, supporting many metabolic activities.

Mitochondrial Mishaps

Mitochondrial dysfunction, resulting from mutations or impaired processes, can contribute to skin conditions such as psoriasis, atopic dermatitis, and vitiligo. Healthy mitochondria perform oxidative phosphorylation efficiently—a key metabolic process where enzymes oxidize nutrients to produce energy and ATP—ensuring sufficient energy for cellular functions. When mitochondria malfunction, this process is disrupted, leading to decreased ATP production. This energy deficiency undermines cellular homeostasis, weakens stress responses, and may accelerate disease progression.

Since mitochondria are crucial for skin health, understanding their dysfunction offers important insights into skin disease mechanisms. To maintain their function, cells have developed sophisticated systems of mitochondrial quality control, including biogenesis, fusion and fission, mitophagy (the selective degradation of damaged mitochondria), and the activation of molecular chaperones. These processes are closely regulated and interact with each other. With aging, mitochondria in all cell types undergo structural and functional changes that impair quality control and turnover—contributing to cellular dysfunction, aging, and age-related diseases. Mitochondrial biogenesis helps generate new, healthy mitochondria to enhance function and slow skin aging. Mitophagy removes damaged mitochondria and proteins, maintaining quality and counteracting aging.

The number of mitochondria, regulated by biogenesis, influences skin aging, while mitophagy preserves mitochondrial health by clearing defective ones. Although still underexplored, mitophagy's role in skin aging is increasingly recognized for its regulatory effects. Mitochondrial dynamics—including fission, fusion, biogenesis, and mitophagy—are interconnected: fission splits damaged mitochondria for removal, fusion influences mitophagy indirectly—blocking fusion increases fission and promotes mitophagy—and mitophagy can affect fission through receptor interactions. Continuous biogenesis compensates for mitochondrial damage, supporting energy production and cellular functions.

Image courtesy of the author



Fueling the Skin

Mitochondria are essential for skin health, despite their lower energy needs compared to organs like skeletal muscle. They support critical functions such as cell signaling, wound repair, pigmentation, and blood vessel control. Proper mitochondrial function and regulation of ROS are vital for guiding stem cell differentiation and preserving epidermal integrity. Mitochondrial reactive oxygen species (ROS) signaling is thus key to maintaining skin structure and function. The skin depends heavily on mitochondrial energy to renew itself, produce collagen, and defend against oxidative and environmental stress. Mitochondria produce ATP, crucial for rapid cell division and protective roles, by converting food and oxygen into energy. This supports cellular activities, muscle movement, and organ function. Since overall health influences skin health, understanding mitochondria, found in all human cells, is important. They contribute to skin structure, barrier health, and regeneration by generating energy, managing metabolism, and reducing oxidative stress. Mitochondria also produce humectants that improve skin elasticity and flexibility. Their ATP supports cell division, repair, and renewal, vital for skin regeneration. They also play a role in lipid biosynthesis, critical for rebuilding the lipid matrix in the stratum corneum for barrier function and moisture retention.

Mitochondrial dysfunction, caused by mtDNA mutations or decreased activity, can lead to skin conditions like psoriasis, atopic dermatitis, and vitiligo. These organelles are essential for providing energy for rapid skin cell renewal, highlighting their importance. Maintaining mitochondrial health involves processes such as dynamics, biogenesis, and mitophagy, which decline with age, contributing to skin aging. Improving mitochondrial quality control may slow aging. Multiple mitochondria support skin cell structure, but as their function declines and oxidative stress increases, repair mechanisms shift toward deterioration, leading to glycation of proteins, loss of collagen elasticity, inflammation, and extracellular matrix breakdown over time. Signs of aging are molecular changes accumulated over decades, not sudden events. UV damage decreases ATP and raises ROS, creating a cycle of mitochondrial DNA damage and oxidative stress that results in wrinkles, loss of elasticity, uneven pigmentation, and slow healing.

Maintaining mitochondrial health can slow skin aging caused by internal and external factors. External influences such as UV and pollution, along with internal aging and genetics, elevate ROS, induce inflammation, impair DNA synthesis, and boost matrix metalloproteinases (MMPs), accelerating aging. Proper regulation of mitochondrial processes like biogenesis, mitophagy, and the balance between fission and fusion is crucial for managing skin aging and maintaining mitochondrial stability. They play a key role in defending against microbes. For example, during a Staphylococcus aureus skin infection, glycolysis and ATP production rapidly increase due to hypoxic metabolic stress, triggering mitochondrial ROS signaling that attracts immune cells to fight the infection. In individuals with genetic mitochondrial diseases, skin symptoms often go unnoticed because the primary impact is on the energy-intensive neuromuscular system.

Various mitochondrial mutations, especially those affecting repair genes, are directly linked to skin abnormalities like lipomas and pigmentation disorders, likely due to defects in brown fat and pigment production pathways. Uneven skin pigmentation, common with aging, involves mitochondria in melanin production within melanocytes, triggered by UV exposure. Prohibitin proteins, located in the inner mitochondrial membrane, bind to melanogenin, a synthetic agent that promotes pigmentation, and influence melanin synthesis by regulating enzymes like tyrosinase. Additionally, mitochondrial interactions with melanosomes suggest a role in melanosome formation and melanin production.

Cellular Senescence and Skin Cells

Cell senescence initially referred to the permanent inability of primary cells to divide in culture, resulting from a sustained DNA damage response triggered by defective telomeres. Damage to telomeres can arise from shortening during DNA replication, damage unrelated to replication, or other stresses. Although these stresses often, but not always, activate ongoing DNA damage responses, their accumulation in aging tissues has been linked to various age-related diseases and the aging process itself. In the skin, senescent cells build up in both the dermis and epidermis as one age, impairing these layers' functions and contributing to overall tissue decline. As keratinocytes migrate from the basal layer and undergo terminal differentiation, they experience significant changes in mitochondrial structure and function. Mitochondrial ROS act as signals regulating epidermal differentiation, and mitochondria produce intermediates essential for biosynthesis—such as keratin and lipids—crucial for establishing the skin barrier and ensuring skin health.

Unlike slower-dividing cells like fibroblasts, keratinocytes tend to sustain fewer functional impairments over time, although other factors beyond mitochondrial damage can influence epidermal integrity. Morphological changes in mitochondria are linked to keratinocyte differentiation and skin aging; for example, keratinocytes in the stratum granulosum contain more mitochondria arranged in a denser network compared to those in the stratum spinosum. As primary ROS producers, mitochondria play a key role in oxidative stress, especially in basal stem cells, where keratinocytes heavily depend on mitochondrial activity. Mitochondrial oxidative phosphorylation (OXPHOS) produces ROS, contributing to aging phenomena like hair greying, hair loss, and wrinkles. Melanocytes, located in the basal layer, are specialized cells responsible for producing and distributing melanin pigment. With age, their number and function decline, leading to effects such as uneven skin tone, age spots, or hyperpigmentation, and a compromised ability to defend against UV damage. This reduces protection against sunburn and skin cancers and weakens immune regulation, impairing wound healing and skin health. Melanin synthesis is tightly regulated and involves various cellular components, including mitochondria, which produce higher ROS levels in melanocytes due to their role in melanogenesis.

The relationship between ROS and pigmentation or skin disorders is complex; generally, melanocytes from sun-exposed areas show elevated ROS and increased melanin production. Recent studies suggest that melanocytes also influence skin aging through secretion activities. Senescent melanocytes can negatively affect neighboring keratinocytes by secreting factors that hamper their growth and alter the skin microenvironment. Additionally, UV-irradiated senescent melanocytes exhibit impaired melanosome transport to dendrites, likely due to mitochondrial dysfunction. As they age, melanocytes shift towards increased glycolysis; inhibiting this process can



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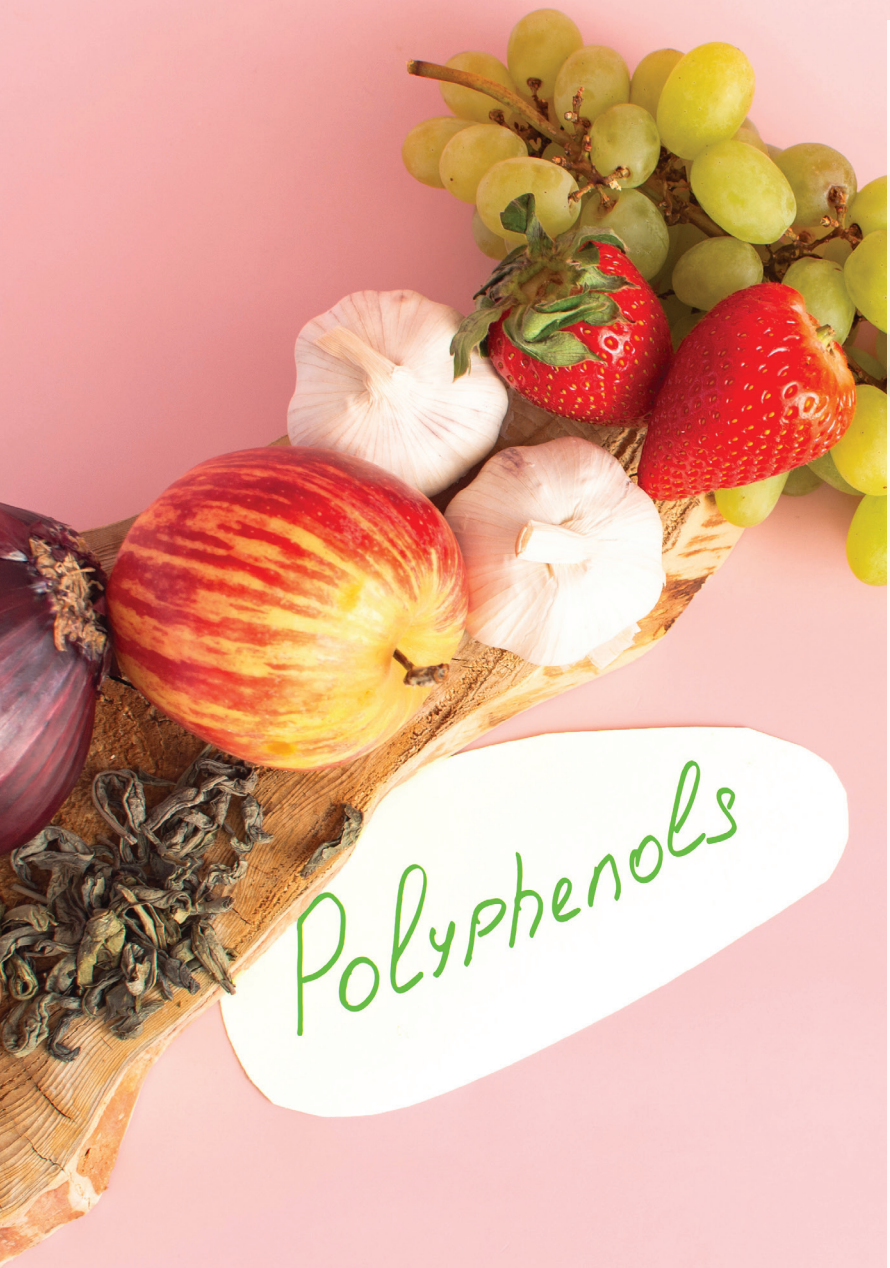

reduce senescence markers and enhance melanosome transport. In summary, glucose metabolism plays a vital role in the aging of melanocytes.

While we can't stop the natural aging process, we can support the mitochondria—the cell's energy producers—through nutrition, lifestyle, and evidence-informed skincare. Healthy mitochondria help power collagen production, maintain the skin barrier, regulate pigmentation, and support normal repair processes.

Multiple lifestyle factors impact mitochondrial health, including exercise, sleep, reducing pollution exposure, managing stress, and nutrition. Generally, plant-based nutrients support mitochondrial function and promote biogenesis, which increases mitochondrial numbers. Research shows that Mediterranean diets rich in plants, healthy fats, and whole grains reduce mitochondrial damage, boost mitochondrial performance, and have anti-inflammatory effects. These nutrients are found at varying levels in foods such as fish, whole grains, fruits, and vegetables. Consuming a diverse array of colorful, healthy foods effectively maximizes nutrient intake to support mitochondrial health. Nutrients like B vitamins and coenzyme Q10 are crucial for ATP production. In the Krebs cycle and oxidative phosphorylation, NAD+, derived from tryptophan or niacin derivatives like nicotinamide and nicotinic acid, acts as an electron acceptor and donor. FADH2, produced from riboflavin and two ATP molecules, performs similar roles. CoQ10 enables electron transfer within mitochondrial complexes, facilitating ATP synthesis. Carnitine transports fatty acids during beta-oxidation, providing fats for ATP production. Glutathione, the body's primary antioxidant, along with dietary vitamins A, C, E, zinc, selenium, and various phytonutrients, helps maintain cellular health.

Some key nutrients known to safeguard mitochondria and bolster their functions are:

- Polyphenols (i.e., micronutrients found in a variety of plants)
- Coenzyme Q10 (CoQ10)
- Omega-3 fatty acids
- Antioxidants such as vitamin C and zinc
- Members of the vitamin B family
- Magnesium
- L-carnitine
- Alpha-lipoic acid (ALA)



- Lifestyle matters: daily habits help or harm.
- Regular physical activity improves mitochondrial function throughout the body.
- Quality sleep allows time for cellular repair and renewal.
- A colorful Mediterranean-style diet provides antioxidants and phytonutrients that protect mitochondria.
- Daily sun protection reduces UV-induced mitochondrial DNA damage.
- Managing chronic stress helps reduce inflammation and oxidative stress that can impair mitochondrial function.

Think of mitochondria as the power plants of every skin cell. When they function efficiently, fibroblasts produce collagen, keratinocytes maintain a strong barrier, melanocytes regulate pigment more evenly, sebocytes produce balanced lipids, and immune cells help coordinate healthy repair. Supporting mitochondrial health won't reverse aging, but it may help optimize how skin functions as it ages.



Dr. Erin Madigan-Fleck, NMD, LE, LEI, has over 40 years of experience in the aesthetic and natural health industry. She is a naturopathic medical physician, a licensed master cosmetologist-esthetician and an esthetic instructor. As a global educator, she serves on the Educational Commission for the International Association of Applied Corneotherapy in Germany. She is the owner of DermaEducationTV and her practice, Naturophoria, which she founded in 2000.

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FROM AMENITY TO STRATEGY: HOW WELLNESS IS REDEFINING THE FUTURE OF SPA

By Tammy Pahel

When I started in the resort spa industry in 1989, spas were primarily built around massage, facials, body treatments, hair, and nails. Those services will always remain an important part of what we do, but they are no longer enough on their own.

Today's guest is asking for more. Guests are looking for recovery, longevity, stress relief, better sleep, reduced inflammation, increased energy, body confidence and overall well-being. They are more educated, more intentional, and more aware of how lifestyle, stress, movement, sleep, nutrition, recovery and self-care all work together.

This shift is not just a trend. It is supported by data and guest behavior. According to research included in Forbes Travel Guide's wellness programming, 73% of global travelers consider wellness offerings when selecting a hotel or resort. Hotels that enhance fitness and wellness offerings have seen a 7% to 10% ADR uplift, while properties offering in-room wellness amenities have experienced a 5% to 8% increase in RevPAR compared to hotels with standard guest room amenities. Spa and resort operations that integrate touchless wellness technologies such as infrared, cryotherapy, and PEMF have achieved up to 20% higher revenue per hour and reduced labor costs by 15% to 25%.

The message is clear: wellness is no longer simply an amenity. It is becoming a defining element of luxury hospitality and a measurable business strategy.

As spa and wellness leaders, we have to understand that this shift is not simply about adding new services. It is about changing the way we look at the business. The modern spa can no longer operate only as a treatment department. It must become part of a larger wellness ecosystem.

The Carillon Miami Wellness Resort views wellness not only as a guest experience, but also as a business strategy. Wellness has to make sense for the guest, the team, the operation, and the bottom line. Every service, every piece of technology, every partnership, and every program should have a clear purpose.

Carillon Miami Wellness Resort is a premier oceanfront wellness destination located on Miami Beach, offering an integrated approach to luxury hospitality, spa, fitness, recovery, beauty, sleep, nutrition, mental well-being, and advanced health optimization. Designed for guests seeking both relaxation and results-driven wellness, the resort brings together traditional spa therapies, thermal hydrotherapy, movement, medical wellness, touchless technology, mindful recovery, culinary wellness, wellness retreats, and curated wellness experiences in one expansive destination.

At the heart of the resort is a 70,000-square-foot Spa & Wellness facility, one of the most comprehensive wellness environments on the Eastern Seaboard. The resort's approach has been to build a complete wellness destination, not simply operate a traditional spa. The resort looks at wellness through several connected areas: spa, fitness, thermal hydrotherapy, health and wellness, touchless technology, recovery, beauty, sleep, nutrition, mindfulness, wellness circuits, and wellness retreats. Each area has its own purpose, but together they create a stronger and more complete guest journey.

The business impact has been significant. Prior to the transformation of the wellness business model, Carillon's Wellness Spa generated approximately $2 million in revenue with a negative profit. After repositioning wellness as a strategic business driver and expanding the model to include spa, fitness, recovery, touchless wellness, medical wellness partnerships, wellness circuits, wellness retreats, and a more intentional guest journey, revenue grew to approximately $11 million with a 68% profit margin. This growth demonstrates that when wellness is built with purpose, it can support both the guest experience and the financial health of the business.

One of the most important lessons Carillon's Wellness Spa has learned is that a true wellness experience must be woven into every touchpoint of the guest journey. Wellness cannot begin and end inside the treatment room. It should begin the moment a guest enters the hotel and continue through arrival, dining, sleep, movement, recovery, health optimization, and departure.

At Carillon, wellness begins at arrival. After a long drive or flight into Miami, guests are welcomed with a cool aromatherapy towelette designed to refresh the senses and create an immediate feeling of calm. For guests who need to relax their minds, reduce stress, or reset after travel, the MindSpa experience offers a dedicated opportunity to support mental relaxation and nervous system recovery. These small but intentional touchpoints communicate to the guest that wellness is not an add-on; it is part of the property's identity.

Culinary wellness is another important part of the guest journey. At The Strand Restaurant, our chef has partnered with local farmers who provide vegetables and fruits that are herbicide- and pesticide-free. The menu changes seasonally based on what the farms are growing, allowing the culinary experience to feel fresh, local, and connected to the rhythms of nature. The chef also offers a Blue Zone Menu, inspired by the eating patterns of regions known for longevity and healthy aging. In addition, he is currently cultivating

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relationships with a local group of fishermen to further support a menu that is seasonal, sustainable, and connected to the local community.

Sleep is also a critical part of wellness, and it is one of the most meaningful ways a hotel can support guest well-being. In our luxury apartments, we offer AI-driven Bryte Beds that help track and improve sleep each night. Guests also have access to Jaspr air purification systems to support clean air and better rest, as well as a salt tower designed to ease the respiratory system and enhance the sleep environment. These in-room wellness elements are important because they extend the wellness experience beyond the spa and into the guest's private space.

The traditional spa experience remains a foundation of the business. Massage, facials, body treatments, beauty services, and restorative rituals continue to support relaxation, renewal, and overall well-being. However, today those services must be connected to a larger conversation. A facial may also support skin health and confidence. A massage may support recovery, stress reduction, sleep, and pain relief. A body treatment may support detoxification, circulation, and self-care. When the team is trained to communicate these benefits, traditional spa services become part of a greater wellness journey.

One of the signature features of Carillon is the Thermal Hydrotherapy Experience, inspired by European wellness traditions. This guided thermal circuit uses the benefits of water, heat, steam, and cooling experiences to promote circulation, recovery, detoxification, relaxation, and balance. Guests are encouraged to move through the experience at their own pace, allowing the body and mind to unwind while supporting overall vitality. Thermal hydrotherapy is an important example of how wellness can be both experiential and therapeutic. It gives guests a reason to spend more time in the spa while also creating a deeper sense of value.

Guests need different entry points into wellness. Not every guest has two or three hours to spend in the spa. Some guests want a full wellness circuit. Others may only have time for one touchless wellness experience, a red light therapy session, a facial, a massage, or a recovery treatment. Some guests are focused on beauty, while others are focused on stress, sleep, body recovery, pain management, inflammation, or longevity.



The opportunity is to meet the guest where they are and then guide them into a larger wellness experience.

For guests who want a deeper dive into their health and well-being, wellness retreats have become an important part of the Carillon model. Our retreats are offered in two-, three-, and four-night formats, allowing guests to choose the level of support and time commitment that best fits their needs. These retreats are designed for guests who are looking for more than a single service. They want guidance, personalization, education, recovery, and access to experts in one place.

This is where the idea of a one-stop shop for wellness becomes powerful. Guests may be looking for support with perimenopause or menopause health, sleep health, weight management, stress, recovery, longevity, or overall lifestyle improvement. Coming soon, Carillon will also offer an Aging Brain Wellness Retreat focused on brain health, cognitive performance, stress resilience, sleep quality, and nervous system balance.

The strength of the retreat model is that it brings together the full wellness ecosystem. Our wellness partners have the expertise, clinical knowledge, and specialized services to support these deeper guest needs, and they are tied into the wellness retreats. This creates a more comprehensive experience where the guest can access spa, fitness, nutrition, recovery, medical wellness, body composition, hormone health, sleep support, and advanced wellness technology under one umbrella.

This is where touchless wellness has become an important part of the business strategy. Touchless experiences allow spas to offer recovery, skin health, relaxation, and wellness services that do not always require a treatment room or a therapist. From an operational standpoint, that matters. It creates additional revenue opportunities, supports scheduling flexibility, and allows the spa to serve more guests in different ways.

At Carillon, Touchless Wellness Technology and Wellness Circuits are designed to support recovery, relaxation, stress reduction, sleep, detoxification, pain management, performance, and overall well-being. These experiences combine advanced wellness equipment with guided protocols, allowing guests to receive restorative benefits through technology-based therapies without the need for a hands-on treatment. For some guests, this creates privacy and efficiency. For the business, it creates a scalable wellness model that can complement traditional spa services and wellness retreats.

But technology alone is not the answer.

The future of spa is not just high-tech. It is high-touch and high-tech working together. A spa can have the best equipment, the most advanced wellness technology, and the most beautiful facility, but if the team does not know how to explain it, recommend it, and connect it to the guest's needs, it will not reach its full potential.

The team is still the heart of the business.

Training is critical. The front desk, attendants, providers, managers, and wellness team all need to understand what the spa offers and why it is offered. They need to be able to explain the benefits clearly and confidently. They need to know how to guide a guest, not simply book a service. That is the difference between selling a treatment and building a wellness journey.

Fitness and movement are also essential parts of the wellness model. At Carillon, the resort features a 10,000-square-foot Technogym Fitness Center with ocean views, state-of-the-art cardio and strength-training equipment, seven fitness studios, a private Pilates studio, a Pilates studio serving up to eight guests, and a private Gyrotonic studio. Guests may participate in a wide variety of fitness classes, private training, movement sessions, and personalized programs designed for all fitness levels.

This matters because movement is no longer separate from spa. Recovery, strength, flexibility, balance, and performance are all part of the wellness conversation. Guests want to feel better, move better, sleep better, and live better. The spa of the future has to support the whole person, not just the appointment on the treatment table.

Additional wellness and recreation amenities, including a rooftop swimming pool and a 50-foot indoor climbing wall, support strength, balance, flexibility, endurance, recovery, and recreation. These offerings matter because wellness does not happen in one room or through one treatment. It is built through many connected experiences that support the whole person.

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Health and wellness partnerships are another important part of the future spa model. Guests are asking deeper questions about longevity, energy, hormones, inflammation, recovery, body composition, mental clarity, preventive health, and healthy aging. To answer those questions, spas must either build expertise internally or align with the right partners.

At Carillon, The Biostation offers a personalized, science-based approach to preventive health, age management, and total wellness. Services may include diagnostic testing, hormone optimization, IV nutrient therapy, medical aesthetics, weight management, and customized wellness programs designed to help guests better understand and optimize their health from the inside out. This expertise plays an important role in supporting guests who are seeking a deeper wellness journey through our retreat programming.

Wynn Wellness brings an elevated approach to integrative well-being, offering services and experiences designed to support balance, restoration, and personal transformation. Through customized wellness solutions, including physical therapy and chiropractic care, Wynn Wellness helps guests focus on longevity, energy, recovery, and lifestyle improvement. Their expertise supports the retreat experience by helping guests address movement, pain, recovery, and overall physical well-being.

Cosmo Contour is an advanced body sculpting and infrared wellness studio focused on non-invasive body contouring, infrared fitness, lymphatic support, detoxification, skin tightening, and muscle toning. The experience combines science, technology, and aesthetic wellness to help guests feel stronger, more confident, and more aligned with their personal wellness goals. For guests focused on body confidence, weight management, and lifestyle improvement, this partnership adds another important dimension to the wellness journey.

Coming soon, the Brain Optimization Lab will introduce a new level of cognitive wellness to the resort experience. This upcoming offering will focus on brain health, mental performance, stress resilience, focus, recovery, and nervous system balance. Through advanced technology and personalized protocols, the Brain Optimization Lab will support guests seeking improved clarity, relaxation, sleep quality, emotional balance, and overall cognitive performance. It will



also support the upcoming Aging Brain Wellness Retreat, designed for guests who want to focus more intentionally on cognitive health and healthy aging.

The growth in wellness travel also supports this direction. The solo travel market, for example, was valued at $482.34 billion in 2024 and is projected to reach $1.07 trillion by 2030, growing at a 14.3% compound annual growth rate. This matters for spas because many wellness guests are traveling with a personal purpose. They may be seeking rest, healing, clarity, recovery, transformation, or time to reconnect with themselves.

For any spa looking to grow, the strategy has to be clear. What does the guest need? What problem is the spa helping to solve? Is it stress, recovery, sleep, pain, inflammation, aging, body confidence, mental clarity, longevity, hormone balance, weight management, or cognitive health? Once the guest's needs are understood, services, retreats, and experiences can be built in a way that is meaningful, not just trendy.

This is also where spas need to be honest about operations. A long menu does not always mean a strong business. Adding more services without a strategy can create confusion for both the guest and the team. Every treatment, retreat, partnership, and experience should have a reason for being on the menu. It should support the brand, the guest journey, and the financial goals of the business.

At Carillon, wellness is not treated as one department. It is part of the identity of the property. Wellness supports spa revenue, hotel stays, memberships, local guests, partnerships, wellness events, retreats, dining, sleep, fitness, recovery, and repeat visitation. When wellness is positioned correctly, it becomes a business driver across the entire property.

That is where I believe the spa industry is going.

Wellness can no longer be viewed as only an amenity. It is one of the reasons guests choose where to stay, where to visit, and where to return. The guest is more educated than ever and is looking for experiences that feel personal, effective, and worth the time. Increasingly, guests are also looking for one destination that can help them address multiple wellness goals in one place.

The future of spa business strategy is not about chasing every trend. It is about building a smart wellness model that can grow. It is about balancing traditional spa services with innovation. It is about using technology without losing hospitality. It is about connecting beauty, recovery, fitness, health, nutrition, sleep, mindfulness, longevity, and retreats in a way that feels seamless to the guest and sustainable for the business.

The spas that will succeed are the ones that can educate, personalize, innovate, and deliver results while still making the guest feel cared for.

At the end of the day, wellness is still about people. It is about how guests feel when they walk in, how they are guided through the experience, how they sleep, how they eat, how they move, how they recover, and how they feel when they leave. For some guests, it is also about having the time and support to take a deeper dive into their health through a multi-night retreat experience. The business strategy has to support that full journey.

When we build wellness with purpose, we create more than a spa menu. We create loyalty. We create trust. We create revenue. Most importantly, we create a reason for the guest to come back.

Tammy Pahel, VP of spa and wellness operations at Carillon Miami Wellness Resort, is a transformative and strategic spa, wellness, fitness and retail executive with 30 years of leadership experience. She has full responsibility of all spa, health, wellness and fitness operations at Carillon, including forecasting, talent acquisition, learning and development.

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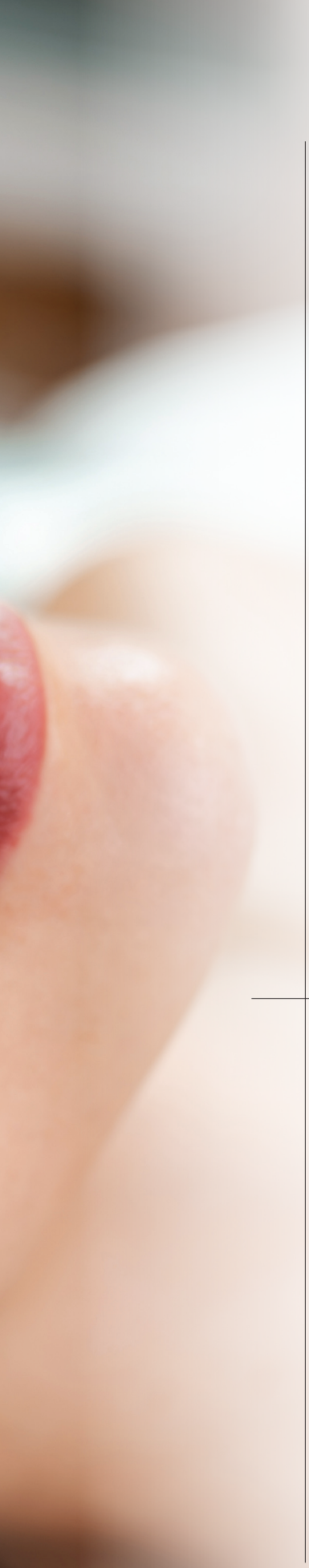

THE ART OF TREATMENT LAYERING: A PROFESSIONAL APPROACH TO ELEVATED SKIN RESULTS

By Erin Evink

For nearly a decade, I have centered my practice around a guiding principle that continues to shape the way I treat skin. The skin performs best when multiple modalities work together rather than in isolation. While many treatment rooms still rely on single modality sessions, I have spent the last eight years developing a more comprehensive approach that integrates several procedures within one visit. The improvements I have seen in firmness, texture, tone and overall skin resilience demonstrate how strategic combination therapy can create results that are both meaningful and long lasting.



Treatment layering is a methodical and intentional process. It requires an understanding of skin physiology, treatment interactions, and the unique needs of each client. Whether I am pairing a chemical peel with microneedling or designing a session that incorporates radiofrequency and cold plasma, the goal is always to support the skin's natural regenerative pathways while maximizing the benefits of each modality.

Why Combination Therapy Works

Skin is a multifaceted organ influenced by numerous biological mechanisms. Concerns such as laxity, pigmentation, inflammation, scarring and uneven texture originate from different pathways. A single modality can only address one of these pathways at a time. When treatments are combined, multiple pathways activate simultaneously, creating a more complete and efficient response.

Combination therapy can stimulate collagen remodeling, increase cellular turnover, enhance dermal heating and improve product absorption. This multi-pathway activation is why clients often experience results that appear more quickly and last longer. Many describe their skin as more lifted, refined, and balanced compared to what they see with standalone treatments.

Understanding Synergy in Professional Treatments

Synergy is achieved when the combined effect of two modalities exceeds the results each treatment could produce on its own. In professional skincare, synergy occurs when one treatment prepares the skin for another, enhances penetration, or stimulates complementary biological responses. The order in which treatments are performed is critical, and the way each modality interacts with the skin determines the final outcome.

Chemical Peel and Microneedling

One of the most effective synergistic pairings is a chemical peel followed by microneedling. Applying the peel first removes dead skin cells, surface buildup and environmental debris that often impede treatment penetration. This exfoliation creates a smoother and more receptive canvas, allowing the microneedling device to glide evenly and reach the skin with greater precision.

Once the peel has refined the outermost layer, microneedling can perform more efficiently. The freshly exfoliated surface reduces resistance, enabling the needles to create cleaner micro channels that support deeper absorption of targeted serums. This controlled injury stimulates collagen production, encourages cellular turnover, and enhances overall regeneration. Together, the peel and microneedling sequence produces brighter tone, smoother texture and a more uniform glow. Clients often report that their skin feels firmer and reflects light more evenly after this combined approach.

Radiofrequency and Cold Plasma

Radiofrequency provides dermal heating that stimulates collagen and elastin, improving firmness and contour. Cold plasma offers antimicrobial benefits, reduces inflammation, and enhances cellular communication. When used together, these modalities create a balanced combination of stimulation and soothing. Clients experience improved clarity, reduced redness, and enhanced healing, making this pairing ideal for those seeking both rejuvenation and calming benefits.

LED Light Therapy

LED therapy supports recovery, reduces inflammation and increases Adenosine Triphosphate (ATP) production. When layered after microneedling, peels or radiofrequency, LED helps the skin repair more efficiently and enhances treatment outcomes. Because LED complements nearly every regenerative modality, it is one of the most versatile additions to a layered treatment plan.

Eight Years of Technique Refinement

When I began integrating treatments eight years ago, the industry was still heavily focused on single service appointments. I noticed that clients who received layered treatments showed more consistent progress. Their skin responded more dynamically, and their results lasted longer between visits. This observation encouraged me to explore how different modalities could be combined safely and effectively.

Through ongoing education, hands-on experience, and continuous refinement, I developed protocols that address a wide range of skin concerns. Today, treatment layering is the foundation of my practice.

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It allows me to deliver sessions that are efficient, customized and results driven. This evolution has shaped the way I approach every appointment, ensuring that each treatment plan is designed with intention and clinical insight.

Customization as a Clinical Standard

No two clients receive the same combination. Treatment layering is not a one size fits all method. It is a personalized strategy built around skin condition, sensitivity, lifestyle, healing capacity, long-term goals, seasonal changes, product routine and previous treatments.

For acne and inflammation, I may combine cold plasma with a gentle peel and LED. For aging concerns, I might design a session with radiofrequency, microneedling and peptide infusion. For pigmentation, I may layer brightening peels with targeted serums and LED therapy. Each combination is selected to support the client's unique needs while encouraging long-term skin health.

The effectiveness of treatment layering lies in understanding which modalities complement each other and in what order they should be performed. This intentional sequencing transforms a standard appointment into a synergistic treatment experience.

Client Experience and Treatment Efficiency

Clients often share that layered treatments feel more purposeful and transformative. Instead of scheduling multiple appointments for different concerns, they appreciate receiving a comprehensive session that addresses several issues at once. They leave feeling refreshed, lifted and confident, knowing their skin has received a complete and synergistic boost.

Efficiency is another benefit. In a fast-paced world, clients value treatments that maximize results without requiring additional time in the treatment room. Layered sessions provide a high level of care while respecting the client's schedule.



Safety and Professional Expertise

Although treatment layering is highly effective, it requires a strong understanding of skin physiology and treatment interactions. Not all modalities should be combined, and not all skin types can tolerate every pairing. Timing, intensity and order are essential considerations.

Experience plays a critical role. After eight years of refining these protocols, I have learned how to create combinations that are both safe and powerful. Every session is designed to support the skin's integrity while encouraging regeneration.

The Future of Integrated Aesthetic Care

The industry continues to move toward more integrated approaches. Clients want results, efficiency, and personalization, and treatment layering delivers all three. As technology advances, combination therapy will continue to evolve. Devices are becoming more compatible, formulations more sophisticated and practitioners more skilled in designing synergistic protocols. One principle remains constant. The skin thrives when treatments work together.

Conclusion

After eight years of blending modalities, I have seen how powerful treatment layering can be. Whether it is a peel paired with microneedling or a session featuring radiofrequency and cold plasma, combining procedures creates results that are not achievable with single modality treatments. This approach is rooted in science, refined through experience and proven through the transformations my clients have achieved. Treatment layering is not just a technique. It is a professional art form, and it is one of the most effective ways to help clients achieve their best skin.



Erin Evink is a licensed esthetician with eight years of experience and a genuine passion for education and continuous learning. Evink owns a boutique spa in La Center, Washington, where she creates treatment experiences that blend clinical intention with a warm, supportive environment.

She is also an educator for Viktoria DeAnn and teaches practitioners how to integrate peptide science into their treatment planning. Her work reflects a commitment to elevating the aesthetics industry through informed practice, hands,Äëon mentorship, and a dedication to lifelong growth.

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THE GUT-SKIN CONNECTION: HELPING CLIENTS BUILD HEALTHY HABITS BEFORE THE HOLIDAY SEASON

By Alex Hernandez

As skincare professionals, we often see a shift in our clients' skin as the holiday season approaches. Someone who has been steadily improving may suddenly experience more breakouts, redness, sensitivity, or slower recovery. It can be easy to point to the obvious changes—more sweets, different foods, travel, or a less consistent skincare routine—but skin is rarely that simple.

The skin does not function in isolation. Stress, sleep, nutrition, hormones, medications and overall health can all influence how the skin behaves. Research into the gut-skin axis has also continued to explore the relationship between the gastrointestinal system, microbiome, immune function, inflammation and skin health.

For estheticians, understanding these connections gives us another way to support our clients. But it also comes with an important responsibility: education should create awareness, not anxiety.

The goal is not to give clients a long list of foods to avoid or make them feel as though every breakout is the result of something they ate. Especially heading into the holidays, healthy habits should support a client's life—not prevent them from enjoying it.

Understanding the Gut-Skin Connection

The gut-skin axis describes the communication between the gastrointestinal system and the skin. The gut microbiome—the collection of microorganisms living within the digestive tract—plays a role in immune regulation, nutrient metabolism, barrier function and inflammatory processes throughout the body.

Researchers continue to investigate how changes in the gut microbiome may relate to inflammatory skin conditions, including acne, rosacea and atopic dermatitis. While there is still much to learn, it reinforces something estheticians see frequently in practice: skin can be influenced by much more than topical products alone. That does not mean we can identify one internal "cause" every time a client's skin changes.

Instead, we can help our clients identify patterns. Did breakouts increase during a particularly stressful month? Has the client been sleeping less? Did they recently begin a new medication or supplement? Have their normal eating habits changed? These observations can help guide education and, when appropriate, referral to a healthcare provider without asking the esthetician to diagnose or treat something outside of their scope.

When Routines Change

Most clients don't intentionally abandon their routines during the holidays; life simply gets busier. There may be travel, family gatherings, work deadlines, school schedules, late nights, celebratory meals and less time for normal routines. One of these changes alone likely won't cause a noticeable difference in the skin. But for some clients, several changes happening at once can coincide with increased breakouts, inflammation or sensitivity.

This is where we can help clients focus on consistency where it matters while also giving them permission to be human.

A missed night of skincare is not going to undo months of progress. Neither is a holiday dinner or a weekend away. What tends to matter more is the overall pattern.

Stress and the Skin

Stress deserves particular attention because it can influence the skin through several pathways. When we experience stress, the body activates physiological stress responses, including the hypothalamic-pituitary-adrenal, or HPA, axis. Stress signaling can influence inflammatory activity, barrier function, wound healing, and sebaceous gland activity—all of which may be relevant for clients managing acne or inflammatory skin concerns.

There can also be a frustrating feedback loop: stress may contribute to worsening skin, while worsening skin creates even more stress. Our job is not to tell clients to "stop stressing," which is rarely helpful or realistic. Instead, we can help them recognize patterns. Questions like "have you noticed your skin changes during particularly busy or stressful periods?" can open the conversation without assigning blame.

From there, encourage clients to identify stress management practices that actually fit their lives. For one person that may be exercise; for another it may be reading, spending time with friends, or simply protecting an hour of downtime.

Sleep Matters, Too

Sleep is another area that can quickly become inconsistent when schedules get busy. Adequate sleep supports normal immune function, tissue recovery, hormonal regulation and healthy barrier function. Rather than giving clients another rigid goal to achieve, talk about sleep in terms of consistency and opportunity.

Could they get to bed a little earlier on nights when they do not have plans? Could they create a wind-down routine? Could they prioritize recovery after travel or a particularly busy weekend?

We do not need to turn sleep into another wellness metric clients feel they are failing. Small, sustainable improvements still count.



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Nutrition Without Fear or Restriction

Nutrition is probably where we need to be most thoughtful with our language. Clients often want to know, "What should I stop eating?" That's not the conversation we're going to have with them.

Research has explored associations between acne and dietary factors including high-glycemic dietary patterns, dairy, and whey protein. At the same time, individual responses vary, and an association does not mean every client consuming these foods will experience acne.

This is why simple awareness, not restriction becomes especially important. Instead of telling a client to eliminate dairy, sugar or another food group, encourage them to look at their overall eating patterns and their individual skin response.

Do breakouts seem to consistently coincide with a particular dietary change? Has something recently increased significantly? Are they relying more heavily on highly processed foods because their schedule has changed? Did they recently start using a whey-based protein supplement? These are observations, not diagnoses, and it is not outside of our scope to prompt our clients to think critically.

We can also focus on what clients can add rather than everything they should remove: adequate protein, fiber-rich foods, fruits and vegetables, healthy fats, diverse whole foods and sufficient hydration.

Most importantly, let them enjoy the holiday party. Food is part of culture, celebration, family and connection. Creating so much anxiety around eating that a client is afraid of a piece of pie is unlikely to support their overall wellness and may create additional stress around something that should be enjoyable.

Build Habits That Can Survive the Holidays

Instead of asking clients to overhaul their lifestyles before the holidays, help them identify a few habits they can maintain even when life gets busy.

Maybe that means keeping their morning and evening skincare routines consistent even while traveling. Maybe it is carrying a water bottle, getting enough protein during the day, prioritizing sleep when possible, or finding a form of movement they genuinely enjoy. It does not need to be perfect to be beneficial.

This is also a great time to remind clients that skin naturally fluctuates. One breakout does not mean their



regimen has stopped working, just as one indulgent weekend does not mean they have "caused" their acne.

When we normalize some of that variability, clients are less likely to respond by dramatically changing products, over-exfoliating, restricting their diet or adding unnecessary stress.

Stay Curious and Stay Within Scope

As conversations around gut health continue to grow, staying within our professional scope becomes especially important.

Skincare professionals should not diagnose gut disorders, prescribe restrictive diets, recommend that clients discontinue medications, or position themselves as treating systemic disease. What we can do is educate.

We can explain that diet, stress, sleep, supplements, hormones and other lifestyle factors may influence the skin. We can help clients identify patterns, encourage sustainable habits, and refer to a physician, registered dietitian or other qualified healthcare professional when a concern requires additional evaluation.

There is a big difference between saying, "Dairy is causing your acne, so you need to stop eating it," and asking, "Have you noticed any consistent relationship between changes in your diet and changes in your skin."

Healthy Skin Still Leaves Room for Life

The holiday season will probably include later nights, richer foods, travel, busy schedules and days when a client's normal routine does not happen exactly as planned. That is okay.

I recently sat in on a longevity expert panel that really reinforced that our goal should not be to help clients create a lifestyle so controlled that their skin dictates every decision they make. It should be to give them enough education to understand their skin and make informed choices without fear. Healthy habits can absolutely support healthy skin. But those habits need to be sustainable enough to exist alongside real life because experiencing joy is an integral part of overall wellness and longevity.

Sometimes the healthiest approach is consistency and moderation. And sometimes it is enjoying the pie, getting back to your routine tomorrow, and knowing that one meal does not define the health of your skin.

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.

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THE ULTIMATE CLIENT EXPERIENCE: CREATING A LUXURY SETTING

By Shawna Rocha

Luxury in esthetics is no longer defined solely by an expensive treatment, elaborate facility, advanced equipment, or high-end product line. A true luxury experience is created through the way a client is cared for at every point of contact, beginning before the appointment and continuing after the treatment has ended. It is reflected in the greeting, the surroundings, the quality of the linens, the treatment table temperature, the music, the beverage offered upon arrival, and the attention given to personal preferences. More importantly, luxury is found in the professional's ability to make the client feel comfortable, understood, remembered, and genuinely important.

A solo esthetician working from one room can create an equally elevated experience, often with greater opportunity for personalization because the professional develops a close understanding of each client's preferences, lifestyle, skin goals, and expectations.

The Experience Begins Before the Appointment

The luxury experience begins long before the client enters the treatment room. Every interaction contributes to the client's perception of professionalism and value. Booking should be simple, confirmations welcoming, and new clients should receive clear information about arrival, parking, preparation, policies, and what to expect.

Communication should feel human rather than automated and reinforce that a professional is preparing specifically for the visit. For established clients, the experience should become increasingly personal. If a client is preparing for a wedding, vacation, reunion, or family event, remembering that detail at the next visit communicates something important, the client feels like they were seen and heard.

Surrounding the Client With Intention

Intentional care is what transforms a routine appointment into a memorable luxury experience that builds loyalty, retention, and long-term revenue.

Professional hospitality is created through the understanding that every detail matters. From the way the treatment room is prepared to how a beverage is presented, how fresh the linens feel, how smoothly the client is guided from one part of the experience to the next, and how checkout is handled, each detail contributes to the overall perception of care. Luxury is rarely created by one grand gesture; it is built through consistent, thoughtful touches that make the client feel considered at every step. When every element of the visit feels intentional, the client experiences more than a treatment. They experience a level of hospitality that communicates professionalism, respect, and genuine attention to their comfort.

The space should feel organized, calm, clean, and intentional, whether it includes a full reception area or one treatment room. Clutter, exposed laundry, paperwork, tangled cords, and personal belongings can interrupt the feeling of escape. The client should be surrounded by an environment that allows them to mentally separate from everything happening outside the room. Lighting should feel comfortable, seating inviting, retail thoughtfully displayed, and the treatment bed exceptionally clean and comfortable.

Comfort is not created by surroundings alone. Clients should not feel rushed through the doorway or hurried onto the table. A moment to arrive, a warm greeting, eye contact, use of the client's name, and genuine conversation can immediately change the tone of the visit. The professional should also notice what the client communicates without words. Some arrive conversational; others need quiet, feel anxious about a new treatment, or feel self-conscious about their skin. Exceptional service requires recognizing and adapting to those differences.

Engaging All Five Senses

The five senses provide a valuable framework for evaluating the client's experience because the treatment room is experienced as a whole. What clients see should communicate cleanliness, organization, professionalism, and calm through thoughtful lighting, fresh linens, uncluttered surfaces, and attractive displays. What they hear should support comfort, whether that means spa music, nature sounds, preferred music, or silence. What they smell should be considered individually; one client may enjoy eucalyptus or citrus while another may prefer no fragrance because of sensitivity or personal preference. What they touch and feel, including sheets, robes, blankets, pillows, towels, and the treatment table, should reinforce quality through softness, support, and appropriate temperature. Finally, taste can extend hospitality through specialized beverages or light refreshments. When all five senses are considered together, the room becomes more than a place where a service is performed. It becomes an environment intentionally designed around how the client feels.

Remembering the Person, Not Just the Skin

Client records should extend beyond contraindications, products, and treatment history to help the esthetician remember the person behind the appointment. If a client mentions a daughter's

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wedding, visiting family, a major presentation, or an upcoming vacation, those details can be documented appropriately. Asking about the event at the next appointment, let clients know that the conversation mattered.

Preferences can also be documented. A client may prefer sparkling water, dislike lavender, request a lower table temperature, enjoy silence, need additional neck support, or prefer their knees elevated. The purpose is to avoid making the client repeatedly ask for the same accommodation. Luxury is often created when projecting and anticipating clients' needs is taken care of before the client needs to request it.

Listening Is Part of the Service

One of the most overlooked components of luxury is undivided attention. A concern that feels routine to the professional may feel deeply personal to the client. Listening without interrupting, correcting, dismissing, or selling allows trust to develop. Questions should help the professional understand what the client hopes to change and why it matters. One client may want a more advanced treatment plan, while another may need a slower, more cautious approach. Treatment can only be truly customized after the professional understands the person receiving it.

The Final Minutes Matter

The experience should not lose momentum when treatment ends. Time management is the key to the luxury experience. The client should have time to dress, gather belongings, and return to the day without feeling rushed. A preferred beverage can be available afterward, and home-care recommendations should connect directly to the client's goals.

Retail presentation should also remain elevated. Products should not simply be placed on the counter with an expectation of purchase. Recommendations should explain why the product is appropriate, how it should be used, and where it fits within the routine. Attractive bags, tissue paper, samples, or gift wrapping can make even a routine purchase feel considered.

Loyal clients can also receive preferred scheduling, early access to seasonal treatments, exclusive packages, birthday enhancements, private events, or first access to new services. These privileges do not always require discounts. Recognition, convenience,



access, and personalization often communicate greater value than a reduced price.

The Experience Continues After Checkout

Exceptional customer service does not end when the client walks out the door. A personalized follow-up can be valuable after a first appointment, advanced treatment, new product introduction, or service performed before an important event. A brief message asking how the skin is responding communicates continued professional care. Following up about a wedding, vacation, interview, or celebration reinforces that the professional was listening because they cared, not simply because they were making conversation. These communications should remain genuine. The intention is connection, not automated marketing disguised as personal attention.

What Truly Makes a Professional Stand Out

There will always be another esthetician offering facials, carrying beautiful products, purchasing advanced equipment, or creating an attractive treatment room. Those things matter, but they can be duplicated. The way a professional cares for people is much harder to duplicate.

Clients remember the practitioner who listened when they were nervous, who never made them feel embarrassed about their skin, and who noticed they were cold before they asked for another blanket. They remember who asked about their family, their wedding, their new job, or their vacation. Most of all, they remember how they felt in that room.

Expertise earns trust. Results create value. Beautiful surroundings enhance the experience. Genuine care creates connection, and connection creates loyalty. When clients consistently feel comfortable, seen, heard, understood, and valued, that relationship can translate into stronger retention, increased treatment frequency, greater retail sales, and organic referrals.

Luxury is ultimately attention to detail. It is anticipating, remembering, listening, and noticing what others overlook. An esthetician does not need 20 treatment rooms, an elaborate reception desk, or a resort location to provide five-star service. A single treatment room can deliver an extraordinary experience when every detail is intentional, and every client is treated as though their appointment truly matters. Creating a consistent luxury experience strengthens long-term client retention and loyalty while increasing service revenue and supporting sustainable business growth.



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.

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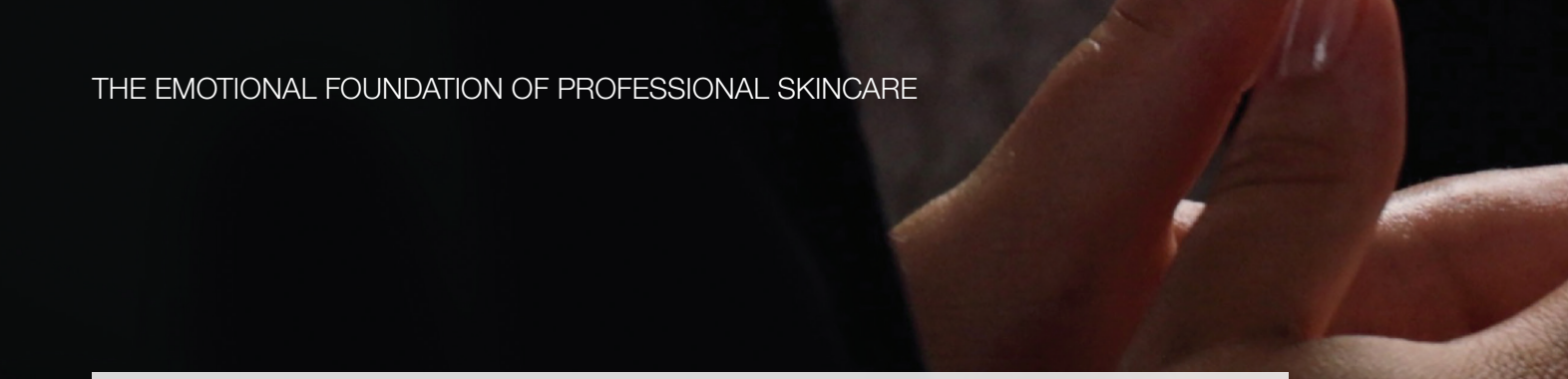
THE EMOTIONAL FOUNDATION OF PROFESSIONAL SKINCARE: REDEFINING WELLNESS, BOUNDARIES, AND THE MIND-SKIN CONNECTION IN THE TREATMENT ROOM

By Sherrie Tennessee
With Contributions from Toshiana C. Baker, LE, Monique Blake, Genice Gonzales, and Jill Jodar, LE

Introduction: The Silent Weight of the Sanctuary

Step into any professional skincare treatment room, and you will immediately notice the atmosphere: dim lighting, calming aromas, and the soft hum of ambient music. For clients, this quiet space functions as a vital sanctuary where they can release the compounding pressures of daily life[5]. Yet behind the treatment table stands a professional bearing an unspoken, heavy emotional burden[5]. Beyond analyzing lipid barriers, treating stubborn acne, and performing advanced extractions, the modern esthetician operates at a high-touch, tactile intersection of manual labor, intense "emotional labor," and profound physical isolation[6].



As the professional beauty and wellness industries lean further into holistic health, longevity, and whole-person care, emotional wellness has emerged as a critical pillar of professional practice[5]. However, a stark paradox sits at the heart of this evolution. While skincare professionals are highly trained to facilitate relaxation, stress reduction, and mindfulness for their clientele, they frequently neglect their own emotional well-being[5]. This persistent self-neglect has created an industry-wide crisis of chronic burnout, compassion fatigue, and premature career exits[5]. Truly caring for others requires an intentional, structured framework designed to protect the professional's energy, physical stamina, and mental health[5].

1. The Invisible Toll: Emotional Labor and the Burnout Paradox

What drives talented skincare professionals away from a career they love? The numbers tell a sobering story. Industry labor data from beauty and wellness trade associations highlight that beauty and skincare professionals experience chronic burnout at rates significantly higher than the general workforce—often tracking 40% to 50% higher, depending on employment structures and independent contractor status[6]. Furthermore, licensing data, tracking, and industry data suggest that a significant percentage of practitioners step away from hands-on skincare within their first few years in the industry, and only a small fraction are still practicing a decade later[4,5].

This high rate of attrition is rarely due to a lack of talent; rather, it is a consequence of the intensive emotional labor inherent in the profession[4,5]. Estheticians frequently act as part therapist and part confidant, absorbing their clients' emotional stress and personal disclosures within the quiet, confined environment of the treatment room[5,6]. This constant absorption drains emotional reserves, leading directly to "compassion fatigue," manifesting as emotional exhaustion, detachment, and depersonalization[6].

Moreover, this psychological drain is inextricably linked to the physical wear and tear of hands-on labor[6]. The daily physical demands of the job—repetitive hand and wrist movements, long standing hours, and continuous hunching over treatment beds—feed into a practitioner's emotional depletion [4,6]. Chronic physical pain lowers emotional resilience, creating a destructive feedback loop between bodily strain and mental stress[6]. To build a career that lasts, the industry must stop viewing burnout as an inevitable rite of passage and begin establishing firm, supportive guardrails[4,5].

2. Reclaiming Your Space: The Three Operational Pillars of Practice Protection

"The industry's burnout rate isn't a talent problem. It's a guardrail problem," asserts Jill Jodar[4], a licensed esthetician with over 27 years of hands-on experience and author of Skinthesis. Without clear operational structures, a phenomenon known as "boundary creep" gradually blurs the line between work and personal life[4]. It happens one well-intentioned exception at a time: answering a client text message at 10 p.m., checking business emails on Sunday morning, or squeezing an appointment into the one hour carved out to recharge[4].

Over time, this lack of structure creates daily friction, drains energy, and directly impacts the practitioner's presence and the care they can offer their next client[4]. Reclaiming professional space and building emotional sustainability requires intentional, structured design across three distinct operational pillars:

- **Policies with Teeth:** Practitioners must design unique operational policies that align with their specific business model, practice style, and peace of mind[4]. Clear guidelines regarding cancellations, late arrivals, and no-shows bring immense emotional relief[4]. Integrating these policies directly into booking flows and client consultation forms allows transparency to do the heavy lifting, saving the practitioner from repeatedly and awkwardly enforcing rules manually[4].
- **Structured Communications:** To protect personal peace, professionals must maintain a hard line of separation between work and personal life by using separate phone lines and email accounts for business[4]. By setting distinct reachable hours, publishing them clearly in auto-replies, voicemail greetings, and booking confirmations, and—most importantly honoring them, practitioners train their clients to value and respect their professional time[4].
- **Defensive Scheduling:** Estheticians must build scheduling buffers into their calendars before they desperately need them[4]. This means protecting transition times between clients, scheduling mandatory lunch breaks, setting a hard stop at

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the end of the day, and blocking out dedicated administrative hours to catch up on client notes and messages[4]. As Jodar[4] notes, if it isn't in the book, it will get consumed by work.

Establishing these boundaries is not selfish; it is a powerful practice-building tool[4]. A practitioner who establishes firm guardrails and protects their time offers clients the most generous gift possible: a vibrant, centered, and emotionally resilient professional they can look forward to seeing for decades to come[4].

3. Moving Beyond the "Performance" of Wellness: Scope and Authenticity

As the spa and beauty sectors evolve toward longevity and whole-person wellness, the role of the practitioner is shifting from a purely technical service provider to a facilitator of overall well-being[5]. However, this evolution reveals a critical professional disconnect: wellness has easily become something professionals merely perform for their clientele rather than embody themselves[1].

"We cannot facilitate wellness sustainably while continually practicing self-abandonment," explains Toshiana C. Baker[1], a beauty and wellness executive and licensed esthetician. Far too often, practitioners encourage clients to slow down while frantically rushing through their own days[1]. They create pristine environments for others to exhale while carrying personal stress, grief and anxiety from appointment to appointment, and they glorify overbooked schedules while ignoring their own core physical and emotional needs[1].

Embodying wellness does not require an esthetician to achieve a state of perpetual calm, happiness, or a flawless life[1]. Rather, true emotional well-being represents the capacity to recognize, understand, and responsibly tend to our own emotional state —and move through the full range of human emotions— without continually overriding our core needs[1].

Furthermore, as the industry embraces a holistic, whole-person approach, professionals must respect and honor the boundaries of their professional scope of practice[1]. Understanding the nervous system does not transform an esthetician into a licensed psychotherapist, and creating a deeply restorative treatment does not mean we are treating a client's trauma[1].

"We are not the healers," Baker[1] emphasizes. Instead, the skincare professional's role is to thoughtfully create the conditions that support a client's own innate capacity for healing and well-being[1]. By utilizing appropriate touch, intentional sensory experiences, presence, breath, connection, and even silence, practitioners can establish a space where a client feels safe enough to reconnect with themselves, without the practitioner bearing the weight or responsibility of their healing[1].

4. Somatic Reflections: The Mind-Skin Connection for the Practitioner

Skincare professionals are undisputed experts at educating clients on the mind-skin connection[6]. They readily explain how emotional stress triggers the nervous system, spikes cortisol levels, and creates a domino effect that triggers inflammatory skin conditions such as acne, eczema, and premature aging[3,6]. Yet, a major credibility gap exists because practitioners rarely apply this science inward[6].

Just as clients manifest psychological stress in their epidermis, estheticians frequently bear the somatic manifestations of chronic professional pressure[6]. This stress often shows up on the practitioner's own body as adult breakouts, tension headaches, and jaw clenching from intense focus in the treatment room[6]. Estheticians must realize that cultivating emotional wellness is not a superficial luxury or a trend; it is an operational necessity[6]. A practitioner running on empty cannot authentically or effectively guide clients through holistic skin rejuvenation or stress-reduction rituals[6].

For solo practitioners and suite renters, this somatic toll is amplified by the "Independent Provider Paradox"[6]. While solo practice offers creative and operational freedom, it introduces severe emotional hazards[6]. The heavy burden of sole ownership—handling marketing, financial management, sanitation, and client retention entirely alone—frequently leads to decision fatigue and intense emotional isolation[6]. This is further exacerbated by the constant pressure of social proof on digital platforms like Instagram and TikTok, which demand that modern professionals project flawless skin, flawless businesses, and continuous growth, creating profound performance anxiety and barriers to admitting when they are overwhelmed[6].

To combat this isolation, establishing peer ecosystems—local or virtual networks where estheticians can connect and safely debrief without "holding space" for others—is an essential strategy for career longevity[6]. Ultimately, a practitioner's energy is their most valuable business asset; if they are emotionally depleted, the quality of the treatment and the client experience will drop proportionally[6].

5. The Sensory Sanctuary: Regulating the Nervous System in the Treatment Room

Understanding the direct intersection between sensory processing and the nervous system is critical to addressing both client and practitioner wellness. "Emotional wellness reaches far beyond the mind. Emotional wellness is the core that allows or denies our bodies and our lives to thrive," states Genice Gonzales[3], founder of Amora J Studios and creator of the Sensory Safe Society.

Gonzales' clinical research in the treatment room, compiled over seven years in collaboration with neurologists, therapists, and medical specialists, reveals that when the sensory nervous system is triggered, cortisol spikes, causing immediate health and skin issues[3]. This insight led Gonzales[3] to develop specialized, sensory-safe protocols to control emotional stressors in the treatment room. These sensory-informed protocols show that controlling physiological responses is achieved not by avoiding stressful situations, but by building mental resilience and "putting order in the disorder"[3].

For skincare professionals, this translates into creating deeply customized client journeys that regulate sensory overwhelm[3,5]. In practice, this means:

- **Customizing Tactile Elements:** Discerning whether an overwhelmed or neurodivergent client responds better to a warm towel or a soft, gentle sponge[3].
- **Adapting Verbal Cues:** Choosing intentional, calming, and sensory-aware verbiage to communicate clearly during moments of sensory overload[3].
- **Reducing At-Home Overwhelm:** Carving out simple, highly structured home-care routines that lower the stress of skincare maintenance for the client, transforming a source of tears and frustration into one of consistency and smiles[3].

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Applying these tools not only treats diverse populations, including neurodivergent individuals, veterans experiencing PTSD, and clients with OCD, ADHD, or sensory processing disorders (SPD), but also fosters deep empathy, safety, and wellness within the spa environment[3].

6. Finding Equilibrium: Holistic Stamina Through an Ayurvedic Lens

To maintain the immense stamina required for long-term practice, ancient healing frameworks offer invaluable modern tools for self-awareness and daily rhythm. "Emotional well-being cannot be separated from physical well-being," notes Monique Blake[2]. Ayurveda, the ancient healing system of India, views health through a holistic lens where the body, mind, senses, spirit, environment, and daily habits continually influence one another[1]. Under this ancient lens, emotional health is defined not as the static absence of stress, but as our ongoing ability to remain connected to ourselves while navigating life's inevitable changes and challenges[1].

According to Ayurvedic science, each individual has a unique constitution shaped by the three dynamic energies, or doshas: Vata, Pitta, and Kapha[1]. When balanced, these doshas express positive emotional qualities; when disturbed, they influence our emotional state in predictable ways[1]. For skincare professionals, understanding their own dominant doshas can prevent emotional burnout[1]:

- **Vata (Air & Space):** Associated with movement, adaptability, enthusiasm, and creativity[1]. A balanced Vata practitioner feels inspired and imaginative[1]. However, excessive Vata manifests as worry, nervousness, restlessness, and a scattered, ungrounded feeling[1]. This energy can be settled and grounded through warm, nourishing practices, stable daily routines, and ample rest[1].
- **Pitta (Fire & Water):** Brings focus, intelligence, courage, and determination[1]. Balanced Pitta energy provides the motivation to turn creative ideas into clinical action[1]. When excessive, however, Pitta's intense heat manifests emotionally as irritability, impatience, hyper-criticism, and anger[1]. Pitta is softened and balanced through cooling activities, spending time in nature, practicing moderation,

play, and cultivating compassion[1].

- **Kapha (Earth & Water):** Brings stability, patience, compassion, and emotional endurance[1]. A balanced Kapha practitioner remains calm, steady, and supportive during difficult, stressful circumstances[1]. When Kapha is excessive, this stability hardens into heaviness, emotional stagnation, resistance to change, attachment, and withdrawal[1]. Kapha is restored and energized through physical movement, sensory stimulation, social connection, new experiences, and invigorating daily routines[1].

To maintain personal equilibrium, Ayurveda emphasizes Dinacharya, or a daily routine aligned with the natural rhythms of nature[1]. Practicing consistent sleep patterns, appropriate movement, nourishing foods, meditation, breathwork, and self-massage are not complicated luxuries; they are fundamental tools for supporting a professional's emotional balance[1]. "Sometimes well-being begins by creating enough space to slow down and notice what we need," Blake[2] suggests. By viewing emotions as informative signals rather than moral judgments, we can proactively choose practices that return us to equilibrium[1].

Conclusion: The Future of Professional Skincare

Emotional wellness has transitioned from a nebulous, commercialized concept into an absolute operational necessity for the professional skincare, spa, and esthetics community[5]. As the industry continues to advance toward whole-person care and wellness longevity, the future of our profession relies less on what we can physically do to a client's skin and more on the intentional, safe environment we can create for their well-being[1,5].

By addressing the heavy psychological toll of emotional labor, establishing firm operational boundaries, rejecting the performance of wellness in favor of authentic self-care, and building supportive peer networks to combat isolation, estheticians can cultivate sustainable, lifelong careers[5,6]. Protecting the practitioner's energy is not an act of self-absorption, but the ultimate foundation for delivering exceptional client care today, tomorrow, and for decades to come[4,5].

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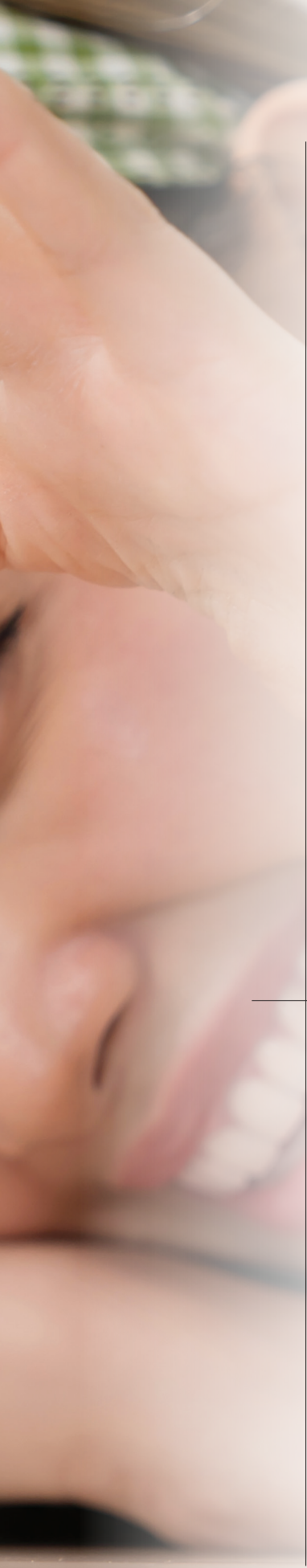

THE JAPANESE ART OF SKIN CARE: WHY J-BEAUTY IS HAVING A SPA MOMENT

By Nancy Trent, founder and president of Trent & Company

For years, K-Beauty has dominated the conversation around Asian skincare, introducing American consumers to multi-step routines, sheet masks, essences and an ever-growing list of ingredients. Now, attention is turning east again, this time toward Japan.

J-Beauty is emerging as the next major influence on skincare and spa treatments, but its appeal is different. Rather than chasing the newest 10-step routine or the latest overnight sensation, Japanese beauty traditions tend to emphasize simplicity, ritual, precision and long-term skin health.

For spas, that philosophy presents an interesting opportunity: bringing Japanese techniques and traditions into treatments without simply adding another product to the menu.

"Japanese beauty has always had this beautiful balance of ritual and results," says Los Angeles-based esthetician Lisa Wilson. "There is a real respect for the skin and for taking the time to care for it properly. I think we're going to see more spas incorporating that philosophy into treatments, particularly as people become more interested in skin longevity rather than quick fixes."

The Japanese Art of the Cleanse

One of the most fundamental Japanese beauty traditions is also one of the simplest: cleansing.

In the Japanese approach, cleansing is not merely about removing makeup at the end of the day. It is viewed as an essential part of caring for the skin and preparing it for everything that follows.

That philosophy is at the heart of The Japanese Art of the Cleanse, a concept increasingly relevant to today's spa professional as cleansing moves from the first step of a facial to an important treatment in its own right.

There is also an important connection between skincare and relaxation. The right cleansing ritual can do more than prepare the skin. It can help create a sense of calm, almost like a cup of chamomile tea for your skin. The textures, aromas and gentle movements involved in cleansing can turn what is often treated as a functional step into a soothing part of the treatment experience.

Nursery is a prime example. Nursery is where Japanese cleansing expertise meets the power of Yuzu. Created by internationally acclaimed esthetician and CEO Ikuyo Kasuga, Nursery has pioneered "cleansing beauty" in Japan, combining more than 35 years of professional skin expertise with the careful cultivation and benefits of Yuzu.

But not all Yuzu is the same. As agriculture has become increasingly globalized, crops can be grown, replicated and transported around the world, making the source and cultivation of an ingredient increasingly important. For a product built around Yuzu, choosing the right Yuzu matters. Nursery's approach begins with carefully cultivated Japanese Yuzu, rather than simply treating Yuzu as a generic citrus ingredient.

Kasuga's philosophy is straightforward: cleansing should effectively remove makeup and impurities while respecting the skin. Nursery's approach goes beyond simply taking something off the skin. It is about leaving the skin feeling clean, comfortable and cared for.

The brand has sold more than 30 million products worldwide, and Kasuga is now bringing her Japanese approach to cleansing beauty to the U.S.

For spas, the appeal is clear. Cleansing can become part of the experience rather than something performed quickly before the "real" treatment begins. A thoughtful cleansing ritual can set the tone for the entire facial, creating a moment of relaxation while preparing the skin.

From K-Beauty to Skin Longevity

Another development helping propel J-Beauty forward is the growing interest in skin longevity.

Consumers are increasingly looking beyond traditional anti-aging language and toward maintaining healthy, resilient skin over time. That is opening the door for ingredients and technologies that are less about instant gratification and more about supporting the skin's long-term appearance and function.

Kiyomi Skin has entered the U.S. market at that intersection. The Japanese-inspired skincare line is built around 5-ALA (5-aminolevulinic acid), an amino acid that Kiyomi says supports cellular energy production and skin health. Its newest product, the 5-ALA Radiance Booster Serum, takes that approach a step further with the brand's highest concentration of 5-ALA to date, combined with exosomes, niacinamide, sodium hyaluronate, ceramides, squalane and green tea extract.

Wilson is particularly interested in seeing 5-ALA enter the U.S. skincare conversation.

"What caught my attention about Kiyomi is the focus on what is happening at the cellular level rather than simply masking the appearance of aging," says Wilson. "5-ALA is an ingredient I'm excited to see more estheticians and skincare professionals explore as the conversation moves toward skin longevity."

The 5-ALA Radiance Booster Serum which for now completes the Kiyomi line also introduces an unusual twist: it can be mixed directly into a cleanser elevating it into a treatment. "The idea of mixing a serum into a cleanser is something I haven't seen done before,"

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says Wilson. “It’s a very different approach to skincare, and what makes it especially interesting is that you’re bringing a concentrated serum into a step that people already perform every day.”

Kiyomi introduced its 5-ALA Radiance Booster Serum to the U.S. this fall, with a distinctly Japanese-themed launch event, bringing together J-Beauty, Japanese-inspired beauty rituals, tea rituals, fashion, musci and the new booster serum. It is an appropriately experiential way to introduce a skincare philosophy rooted in more than a product.

Bringing J-Beauty Into the Treatment Room

For spa professionals, the growing interest in Japanese beauty is less about copying a Korean or Japanese facial step-for-step and more about understanding the philosophy behind it.

That can mean slowing down the cleansing portion of a facial, incorporating intentional massage techniques, paying greater attention to texture and sensory experience, or choosing products based on long-term skin health rather than novelty.

It can also mean educating clients about why the first steps of a treatment matter.

“There’s an opportunity for estheticians to make the ritual itself part of the value of the treatment,” Wilson says. “Clients don’t necessarily need more steps. They need the right steps, performed well and with purpose.”

That may be the real appeal of J-Beauty.

After years of increasingly complicated skincare routines, Japanese beauty offers a different proposition: fewer distractions, greater intention and a deeper respect for the skin.

For spas looking for the next influence on beauty culture, the Japanese art of cleansing, ritual and skin longevity may be worth watching.



Nancy Trent is a writer, speaker, lifelong wellness activist, trend watcher, and founder and president of wellness PR firm Trent & Company. A former journalist for New York Magazine, Trent has written seven books on healthy lifestyles and travels the world speaking at conferences and trade shows. She is a recognized expert in PR, with more than 30 years of experience creating highly successful campaigns.

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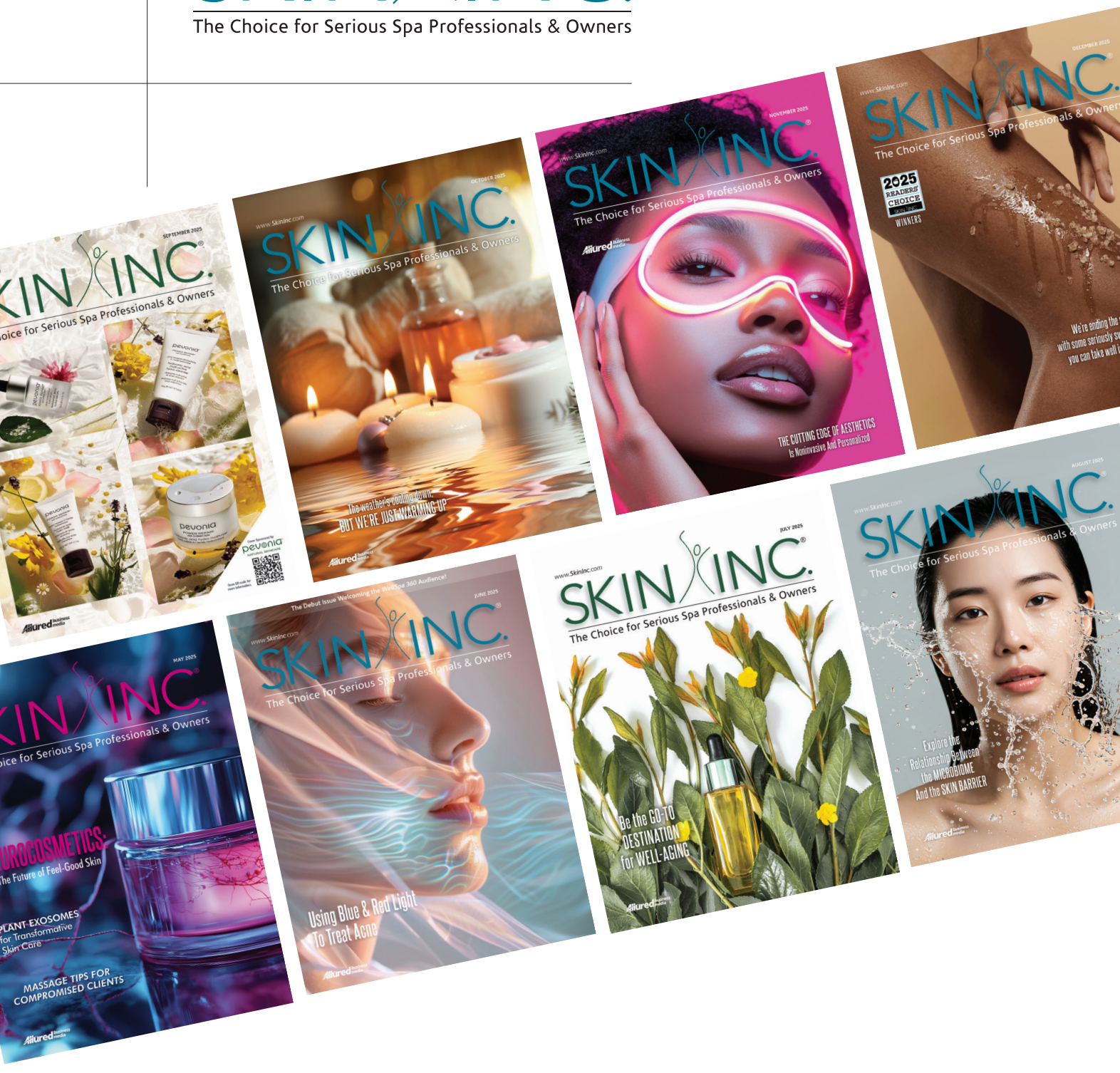

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