



Stone Crop from Head-to-Toe

Your favorite Hungarian succulent is back to brighten, lighten and heal all over with four new irresistible body care formulas from **Éminence Organics**. Discover 3 simple reasons to elevate your body treatment offerings with stone crop:

1.

Tailor your treatment.

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Body Treatment with wet
or dry protocols that best suit your spa facilities.

2.

Discover real results.

Want to reduce the look of cellulite in less than 60 days? Meet your new secret weapon, the all-new Stone Crop Contouring Body Cream.

3.

Expand your body offerings.

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New Stone Crop Body Collection

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tired of throwing away

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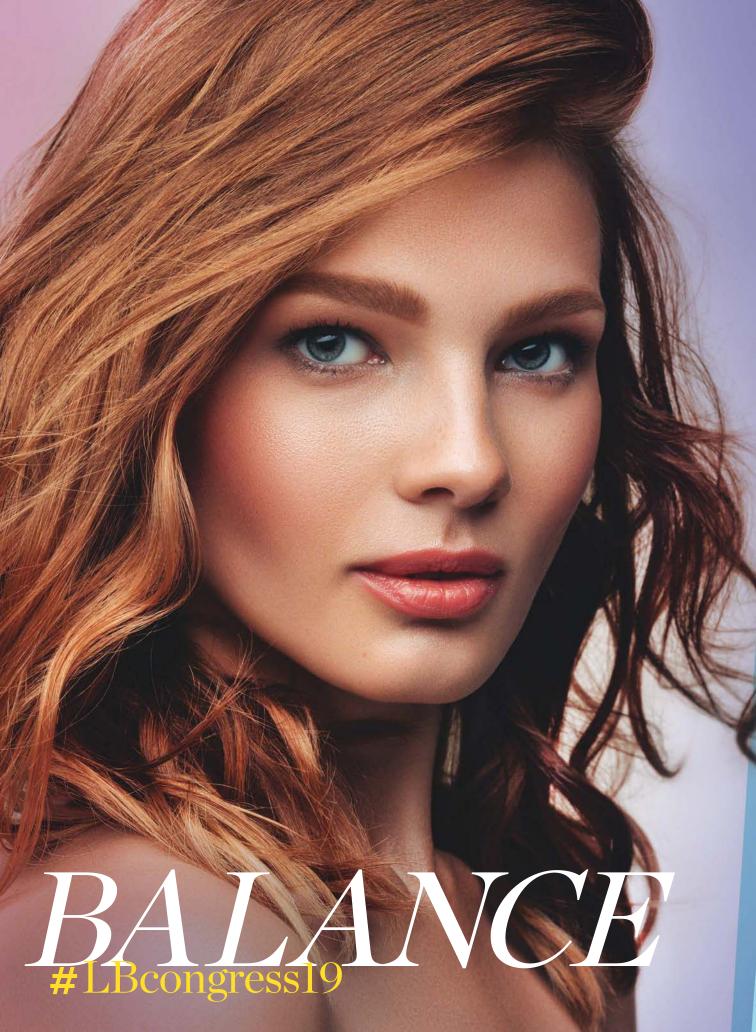
on cellulite treatments?

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ON THE COVER Wellness From Within



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FROM THE EDITOR





Check out **Alternative Health on** page 36 to learn all about Ayurvedic spa services!

BACK IN JANUARY, my New Year's resolution was to eat more greens, and just generally improve my diet. I'm happy to report that—with some help from a health/fitness app—I've successfully made some serious changes, swapping out my usual salty snacks for fruit, and adding veggies to my daily meals. So of course I feel great, but I've also noticed a slightly surprising side effect: My skin has cleared up completely—even the hormonal breakouts. Some of that is thanks to my stellar skincare regimen, naturally, but I'm confident that the changes in my eating habits are also contributing significantly to my new and improved complexion.

Although topical treatments may be your primary area of expertise, you can also guide clients in the right direction when it comes to supporting healthy skin from the inside, especially considering that lots of spa-goers are looking for more holistic wellness experiences. If discussing lifestyle choices sounds daunting, we've got you covered with "Clear Choices" (page 46), which looks at how certain habits affect the complexion and provides simple suggestions you can share to help clients achieve an inner and outer glow. Couple that with our Spotlight column's smart advice about selling supplements on page 22, and your guests will be set with a truly holistic beauty routine.

To really encourage the best possible outcomes, you'll also want to stay on the cutting edge of skincare services. Flip to page 50 for "Saving Face," a roundup of the top trending facial technologies, and don't miss Editors' Picks (page 18) for the latest backbar and retail launches for your spa.

With all of the expert insights packed into this issue, I know your clients will be on their way to complexion perfection in no time!





I attended the spa unveiling at The Peninsula Beverly Hills in Los Angeles, complete with cocktails, hors d'oeuvres and express treatments.



Jasmine celebrated the launch of Redken Nature + Science, a naturally sourced hair care collection, in West Hollywood, CA.



I enjoyed a decadent massage and facial at DESUAR Spa, a mini wellness oasis in the heart of Downtown Los Angeles.

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Zest for Life

by Jasmine Brown

AT THE HEIGHT OF SUMMER, even spa pros need all the help they can get fighting sun damage. Luckily, you can defeat free radicals by eating right—without compromising on flavor—thanks to these Moroccan Cumin Carrots from Neda Varbanova's blog Healthy with Nedi (healthywithnedi.com). The recipe features vitamin-rich carrots and relies on spices like cumin and harissa, which are chock full of antioxidants, to delight the taste buds. Add it to the rotation as a healthy snack or delish side dish, and you'll look and feel radiant all summer-and beyond.

Moroccan Cumin Carrots

Yields 4 servings

2 bunches of carrots (about 12)

MARINADE:

1 tbsp. lemon juice ½ tsp. paprika 1 tsp. honey ½ cup extra virgin olive oil 1 tsp. cumin

Salt and pepper 1 tsp. harissa

TOPPING:

2 tbsp. goat cheese 2 tbsp. chopped parsley

Preheat oven to 400 degrees. Wash, peel and trim carrots, then dry with a paper towel and set aside. In a mixing bowl, combine all of the marinade ingredients. Line a baking sheet with parchment paper and place carrots on top. Pour part of the marinade over the carrots, making sure a tiny bit of glaze is left over. Massage the marinade over the carrots, then roast for 20 minutes until tender. Serve topped with remaining glaze, goat cheese and chopped parsley.





A bevvy of botanical oils to help beach-loving spa-goers get glowing.



1





Cleansing Oil











O Skin Regimen 10.0 Tulsi Booster

An Ayurvedic face oil featuring Tulsi, a sacred Indian herb that promotes balance and radiance. skinregimen.com

2 Naked Soul Sacred Cleansing Oil

Gently removes makeup, thanks to white camellia seed oil and olive esters.

nakedsoulbeauty.com

3 Code of Harmony Glo-Berry Glistening Skin Oil

CBD, prickly pear, raspberry and acai moisturize and deliver antioxidant benefits. codeofharmony.com

NuReveal Organics Bella Rosa Face Cleanser

Tea tree, lavender, olive and sunflower oils soothe and nourish while dissolving debris. nureveal.com

Milk + Honey Luxe Face Oil Plant oils including evening primrose and baobab

provide a boost of hydration.
milkandhoney.com

Waxing Kara Sea+Tea Body Oil

An earthy moisturizer made with tea, yarrow, marigold and rosemary oils. waxingkara.com

Naturally London Revitalizing Foot Oil

Herbal essential oils, black pepper and jojoba help promote healthy skin, nails and cuticles.

naturallylondon.com

RAPHY: ARMANDO SANCHEZ; STYLING: LAURA FENWICK



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81% noted that Cellulite was visibly attenuated
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*Clinical & Satisfaction tests



William ...

A New Age

Skin-reviving products are always top of mind for spa-goers, which is why your retail and backbar should be fully stocked with rejuvenating formulations. Check out this selection of stem cell-infused skin care that will help increase turnover and collagen production, so you can deliver



- Saian **Botanical Stem Cell** Sleeping Mask saian.net
- Sesha Skin Therapy **DNA R&R Serum** seshaskin.com
- **3** G.M. Collin Phyto Stem Cell + Cream gmcollin.com
- Dermaquest HydraFirm Serum Stem Cell 3D dermaquestinc.com
- Yon-Ka Paris **Time Resist Youth Activator** shop.yonkausa.com



- Image Skincare The MAX Stem Cell Eye Crème imageskincare.com
- Shira Esthetics **Shir-Organic Pure Apple Stem Cell Night Cream** shiraesthetics.com
- Ilike Organic Skin Care **Grape Stem Cell Solutions** Rich Moisturizer ilikeorganics.com
- Bio France Lab Blue Lotus Stem-Cell Bio-Vegetal **Ampoule Facial Serum** biofrancelab.com
- Pevonia Stem Cells Phyto-Elite **Intensive Serum** pevoniapro.com

Product Premiere

We're always on the lookout for the latest in beauty and wellness. These recent launches—from bath bombs to facial mists—are sure to be a hit with the savviest of spa-goers.



Bioslimming

Control Shape Red algae and pink pepper encourage

lipolysis and improve microcirculation to fight cellulite. bioslimming.com

2 | CBD For Life

Bath Bomb in Fresh Bamboo Infused with CBD, wintergreen and peppermint to reduce inflammation and soothe sore muscles.

cbdforlife.us

3 Dermalogica

Clear Start Clearing Defense SPF 30

Formulated for acne-prone teens, this matte moisturizer protects the skin without clogging pores. dermalogica.com

4 Eleman Beauty

Eveshadow in Aqua

An ocean-inspired palette of nine shades, featuring both matte and reflective finishes. elemanbeauty.com

5 Elemis

Superfood Berry Boost Mask

This mattifying, balancing mask features prebiotics, Brazilian purple clay, black tea and bilberry. elemis.com

Elina Organics

Upper Arm Firming Elixir

Tightens and smooths upper arms with wild mushroom and herbs. elinaorganics.com

7| **OPI**

Pro Spa Advanced Softening Gloves

Single-use sheets pre-saturated with vitamin E, shea butter, macadamia and coconut to soften hands. opi.com

8 | FarmHouse Fresh

New Groove Hemp Wash

A refreshing and soothing foaming cleanser with kale, green tea and CBDrich hemp oil.

farmhousefreshgoods.com



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nufree-professionals.com



















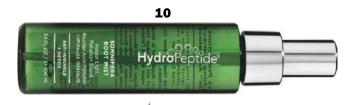












"No digital detox routine would be complete without this excellent elixir!"

> Laura Waldon **Executive Editor**

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Guinot

Pur Confort Cream SPF 15 This sunscreen reduces redness and evens skin tone with phospholipids, dermaline and vitamin E. guinotusa.com

HydroPeptide

Somnifera Root Mist

A hydrating spritz that helps protect the complexion from screen-related blue light damage. hydropeptide.com

11 Éminence

Stone Crop Contouring

Body Cream

Minimizes the appearance of cellulite, thanks to a blend of coffee and microalgae extract. eminenceorganics.com

Repêchage

Vita Cura B₃ Lifting Mask

An antiaging sheet mask that blends seaweed and vitamin B to smooth lines and wrinkles.

repechage.com

RevitaLash Cosmetics

Aquablur

A dual hydrator and primer made with kelp, kombucha and hyaluronic acid to hide imperfections and nourish the eye area.

revitalash.com

Saian

Matrix Repair Night Creme

An antiaging moisturizer that also quenches dry skin, thanks to hyaluronic acid and squalane. saian.net

15 This Works

Sleep Power Nap Spray

A natural sleep aid made with lavender, vetivert and chamomile to help regulate circadian rhythms. thisworks.com

16 | Valmont

Bi-Falls

This non-greasy eye cleanser removes heavy and waterproof makeup while gently restoring the skin's microbiome. valmontcosmetics.com

11

13

REVITALASH'

AQUABLUR"

ÉMINENCE ORGANIC SKIN CARE É Stone Crop Contouring **Body Cream** All Skin Types 147 ml / 5 fl oz

"Who needs Photoshop when you've got this eve-perfecting formula?"

> Alexa Joy Sherman Managing Editor

14







CCI Light Therapy



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Supplements

Experts discuss how ingestibles can complement spa services.

by Alexa Joy Sherman

How do nutritional supplements fit into the spa setting?

Adina Diaz, owner, Natural Feeling Spa in Los Angeles: I believe in providing clients with a full lifestyle approach to their skincare needs, which is why I emphasize the importance of their internal and external health. Whether guests need help balancing their hormones to better control breakouts, or simply need to increase their daily vitamin intake, supplements are the perfect way to support a healthy complexion. Offering these remedies furthers my mission to introduce consumers to better skin and improved overall health, in which facials, skin care and supplements all work in harmony.

Bianca Menzerotolo, president and CEO, SB Health & Beauty Spa in Tampa, Florida: Not only do we offer products and services that improve the appearance of the face and body, we want to help restore guests' energy levels and repair the cellular damage that accompanies the aging process. Nutritional supplements give the body the vitamins and minerals it needs to look and feel better from the inside out.

Andrea Welch, owner and esthetician, BioSonic Beauty in Oak Brook, Illinois: Supplements can complement almost any spa service. For example, a detox product can be taken to enhance the results of treatments such as body wraps or infrared sessions,

since the supplements can support inch loss and draining fat cells; and a collagen supplement can improve skin health alongside facial services.

How do you entice clientele to purchase these products?

Menzerotolo: We tell guests all about the benefits of taking a supplement like Skinade, educating them on the many ways it supports their skin and enhances the results of the services we offer. We specifically explain that the formula helps boost skin's natural collagen, hyaluronic acid and elastin production. This happens when the tiny collagen fragments in the drink are absorbed into the bloodstream, triggering a healing response. We also offer a sample bottle as a beverage before or after a service, rather than giving them tea, coffee or water. It's a great way to introduce the product to clients and get the conversation started, allowing our staff to talk it up like we do with topicals used during treatments. Just one bottle a day promotes softer, smoother, firmer skin and healthierlooking hair and nails—results that appeal to anyone.







Hyalogic Beauty From Within HA Liquid hyalogic.com



Jane Iredale Skin Omegas janeiredale.com



Lumity Morning lumitylife.com



M'ils
Total Body Cleanse
mlis.com

alexissmart.com



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Welch: I always suggest specific products to help clients get better results, all geared toward the type of treatment they're receiving. I recommend M'lis Radiance for those who want firmer, younger-looking skin, and I suggest clients suffering from acne take probiotics. M'lis Essential Greens helps calm acne and rosacea, as well, and can even minimize wrinkles. Guests receiving body treatments are often interested in the M'lis 7-Day Total Body Cleanse, and I explain that the combination of the Detox, Cleanse and Fiber supplements tends to be the missing link for people who've been trying to lose weight without much success, because it helps support liver and kidney function; aids in the removal of mucus, bacteria and encrusted waste; and cleanses the lymphatic system. Everyone who comes to see me has a particular goal they want to achieve—especially a visible change in their body or the way their skin looks. Suggesting supplements or including them as part of a series to ensure guests get the results they're after just makes sense.

Diaz: As the owner of a natural, eco-friendly spa, I like to provide as much information as possible about what each client's skin is revealing about their internal health. After their treatment is a perfect time to welcome questions and discuss what can be helpful in achieving their goals. I find that women and anyone in the early stages of aging to be most interested in adding nutritional supplements to their daily routine.

How has selling supplements helped vour business?

Menzerotolo: Clients see almost immediate results in the appearance of their skin-a naturally youthful and radiant complexion—but also experience increased energy, improved mood and greater confidence. With a 30-day product like Skinade, guests come back to buy more, giving us an opportunity to talk to them about other treatments and helping with retention and sales. These supplements are a great addition to the other lines of products we sell and give us one more way to increase our profits.

Diaz: Women love how a natural alternative like Alexis Smart Beauty Formula No. 7 Gamine, which uses homeopathic remedies with flower essence, helps not only control breakouts during their menstrual cycle—especially around the jawline—but also eases the heightened emotions that can occur during this time. Addictive Wellness is another favorite, especially for those whose complexions suffer the consequences of too much sugar intake: redness, dryness and breakouts. The brand offers Tremella, Blue Butterfly and Chaga blends, all of which promote healthy skin. Meanwhile, medicinal mushrooms and cacao can help lower stress levels and increase energy. When clients see these kinds of results, they're more interested in trying other products I offer in my retail area, and attending the wellness events that I host at the spa.

Welch: Guests notice that their skin looks better, their clothes fit better and they just feel better overall. Offering supplements allows me to achieve my business goals when it comes to helping people look and feel their best.



Nutrafol Core for Women nutrafol.com



Saian **Hyaluronic Acid** Complex saian.net



Sanitas **EFA Complete 3-6-9** sanitas-skincare.com



Skinade skinade.com



B12 + Folic Acid sprayology.com



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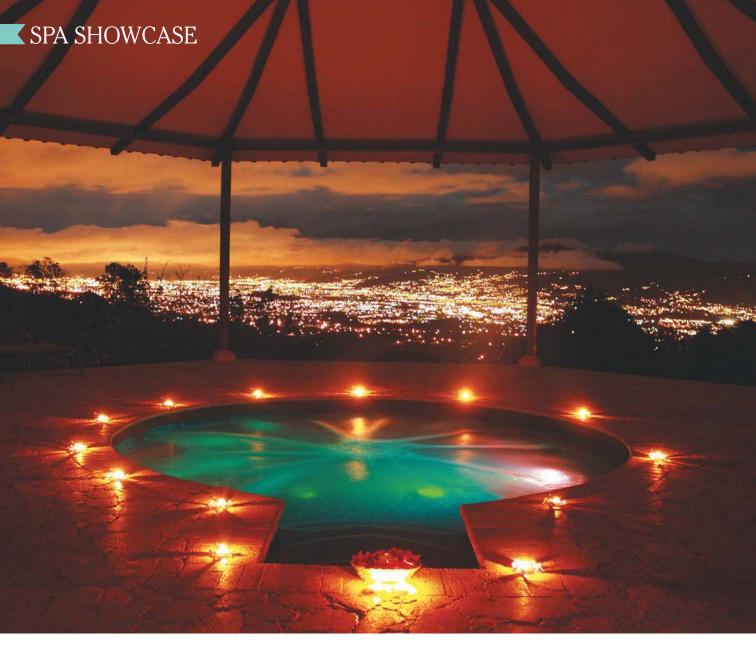
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The Wellness Center at Pura Vida Retreat & Spa

Alajuela, Costa Rica

by Carrie Borzillo

NEED TO KNOW

Nestled in Costa Rica's Central Valley, Pura Vida Retreat & Spa (puravidaspa.com) sits 4,900 feet above sea level on more than eight acres, amidst coffee plantations and lush gardens. The 1,000-squarefoot, 10-room Wellness Center is designed with clean, simple lines to let the outside beauty take center stage, and is the only spa in the country with a dedicated Watsu pool. Guests flock to the destination for a variety of therapeutic modalities, with menu categories that include Ayurvedic treatments; bio energetic and sound healing; Asian, aquatic, clinical and holistic bodywork; facial skin care; and signature services using locally sourced volcanic stones, coffee, ginger, cacao and aloe.





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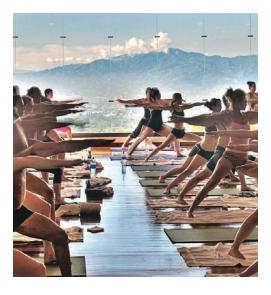
BUSINESS SAVVY

Pura Vida is renowned for its wellness and educational retreats, which range from Bikram yoga and radiant health to massage therapist training. It hosts 43 of these events each year, and they're principally taught by visiting instructors. "We attract professionals from all over the world, mainly through word of mouth," says general manager Eduardo Morera C. Pura Vida markets its offerings by touting the impressive credentials of these retreat leaders, as well as its in-house staff of 12 massage therapists (two are also estheticians, and four are water therapists). Plus the spa makes use of digital campaigns, social media posts and-once guests arrive-plenty of onsite signage. "We have an orientation where staff members introduce themselves and explain what they do," says Morera. "In addition, all of our services, therapist bios and schedules are posted on a large board in an attractive outdoor spa reception area, where guests can make their own appointments on signup sheets." Meanwhile, the destination's three-, five- or seven-night Mind + Body + Spirit Packages entice visits with a comprehensive experience that includes lodging, meals, yoga sessions, eco-adventures, airport transfers and credits that can be redeemed for spa treatments.

SIGNATURE SERVICE

One of the highlights at Pura Vida is the Water Massage (60 min./\$140), which blends Zen shiatsu stretches, breath consciousness and energy work, and takes place in the Watsu treatment pool. "The gentle movements open body and spirit, allowing guests to return to their natural state of well-being. Clients experience profound relaxation in the body-temperature water, which creates a nurturing womb-like environment that allows them to melt into a state of serenity," explains Morera. This treatment is especially effective for those suffering from chronic pain or recovering from a recent or deep-seated trauma.

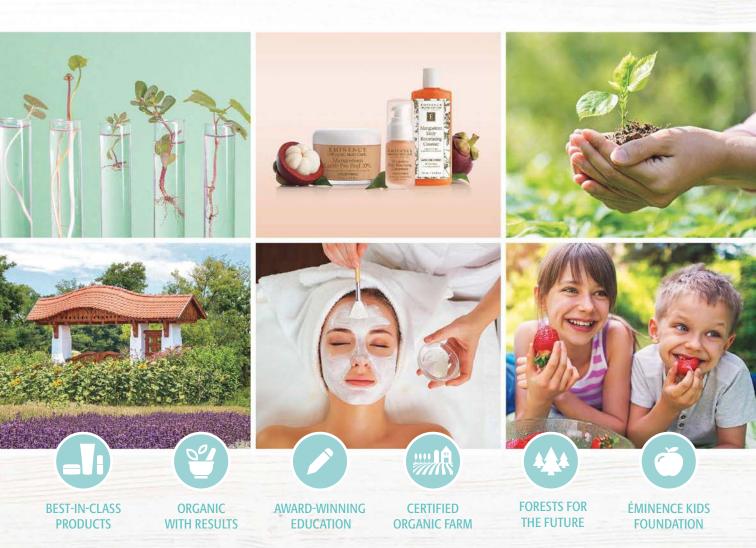




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START MAKING SCENTS

Spas have always used scent to enhance the guest experience (think: aromatherapy), but the savviest among them are increasingly doing so in practically every aspect of their branding and marketing. That's where companies like Aroma360, whose clients include Bliss Spas, Mandara Spa in The Bahamas, and Spa Montage Beverly Hills, can help—from creating signature scents to providing delivery systems (small diffusers as well as large-scale HVAC system connections) plus private labeling in-spa and retail items, like candles, lotions, shampoos and room mists.

aroma360.com

Wrapped Up

Elevating your wellness offerings could be as simple as adding a little heat. Options like the **Healthyline** Cocoon series.

a line of heated

natural gemstone therapy mats, can provide benefits including relaxation, detox and pain relief. A comprehensive full-body experience, the Cocoon consists of two full-sized mats connected by a liner, which allows the user to climb in and be surrounded by

far infrared rays, negative ions, photon lights and pulsed electromagnetic field therapies. Each mat comes with its own controller for temperature adjustment and a completely customized experience.

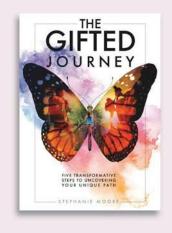
healthyline.com



FEET FIRST

Clients plagued by painful foot conditions will be grateful for the chance to slip into a pair of YogaToes. A perfect addition to your retail area, as well as a complement to all sorts of spa services, the toe separators are designed to exercise and strengthen the entire foot—something that wearing shoes compromises, leading to issues such as plantar fasciitis, bunions and flat feet. Available in a range of sizes for men and women, the original YogaToes have a closed top frame that elicits a more robust stretch, while the newer GEMS are open on top, making them easier to adjust for first-time users.

yogatoes.com



BOOK NOOK

For anyone wanting to reach their full professional potential, *The Gifted Journey:* Five Transformative Steps to Uncovering Your Unique Path (Waterford & Howell, 2019) by Gallup-certified strengths coach Stephanie Moore provides the necessary tools to make it a reality. Based on decades of experience in career development, Moore's actionable five-step process contains exercises that help readers reflect inwardly and gather outside perspectives to "Discover, Discern, Dream, Design and Do" what they're meant to be doing, based upon their unique gifts. Along the way, Moore shares professional and personal anecdotes to help drive home her message that by embracing our authentic skill sets, we can move toward more promising futures with renewed passion and enthusiasm.

thegiftedjourney.com

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*Based on a consumer perception study. Results will vary.

WHAT ARE YOUR GO-TO STRATEGIES FOR PROTECTING AND SOOTHING SKIN DURING SUMMER?

We recommend the Éminence Stone Crop line and Rosehip & Lemongrass Soothing Hydrator to our clientele, in addition to a Restorative Facial & Body Wrap (75 min./\$180). During the service, the Soothing Hydrator is applied from neck to toe, and while the guest is wrapped they receive a complete customized facial designed to calm, strengthen and repair the skin, as well as defend it against the harshest elements of the season. We promote these offerings via email, on social media and with printed materials displayed in the spa.

Lisa Kruger

Assistant spa director Glacial Waters Spa at Grand View Lodge Nisswa, Minnesota

For localized areas, we have a Sun Soother Sunburn Relief treatment (25 min./\$65), which is available as an add-on to any body service and includes the application of a refreshing active foam bubble mask made with nourishing aloe, vitamin E and green tea. It works perfectly on skin that's been kissed by the sun just a little too much! For those needing help with a more extensive sunburn, we recommend our Wine and Dandy Body Wrap (45 min./\$135), which consists of a full-body application of a specialized serum rich in antioxidants from fresh winery grapes and a powerful agave body oil that significantly minimizes skin's transepidermal water loss.

Jennifer Goodermote

Lead massage therapist Sawgrass Spa at Sawgrass Marriott Golf Resort & Spa Ponte Vedra Beach, Florida

Especially in the summer, we tend to see more bookings for facials that address sun damage, such as our Vitamin C Brightening Facial (50 min./\$155-\$165) and Moisture Drench Facial (50 min./\$155-\$165). During these services, our estheticians educate and provide recommendations for adding SPF products to the client's routine, and at the end of every facial, SPF is applied so that the guest leaves protected. For those who don't have time for a full service but are feeling the effects of the sun, we offer products from SuperGoop!—a local brand that takes UV defense seriously—and Babor After Sun ampoule concentrates containing rosemary extract to strengthen the skin's own defenses, as well as promote rejuvenation and reduce redness.

Zach Thomas

Spa director Mokara Hotel and Spa San Antonio, Texas



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Bowie Salon and Spa in Seattle

Anna McVey, lead esthetician

THE STAR

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WHY IT ROCKS

"This mask is amazing for reducing the appearance of fine lines and fighting visible signs of premature aging, so it's great for those with mature skin and anyone with a dry or dull complexion. It contains aloe, sweet almond and laminaria digitata—a moisture-binding seaweed filtrate-and clients love how gentle and cooling it is. After just one application, they notice an improvement in how their skin looks and feels. To introduce it to guests, we offer the mask application as a \$19 addon to hair services; we find they really appreciate the chance to get beautiful skin while receiving a color or keratin treatment. As soon as clients see the results, they're eager to purchase the product and share it with their friends and family."





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In Case of Emergency

Build your first aid kit to ensure it meets mandatory OSHA requirements.

by Karie L. Frost

Splint

Two triangular

bandages

Box adhesive bandages Latex gloves Scissors

One package gauze roller bandage (at least

2" wide) Resuscitation equipment such as resuscitation bag, airway or pocket mask Adhesive tape At least one blanket Wound cleaning agent such as sealed moistened towelettes • Gauze pads (at least 4" x 4")

Tweezers Two elastic wraps Two large gauze pads (at least 8" x 10")

PREPAREDNESS IS A TRICKY THING: Your business may not have experienced an emergency thus far, so you have plenty of time to get your ducks in a row, right? But when you lack a plan, you put your spa at risk—during minor mishaps and full-blown disasters. The first and easiest step to preparing your workplace? Building a proper first aid kit. Here's a rundown of the items that the Occupational Safety and Health Administration (OSHA) deems mandatory for small businesses.



Brief all employees about what the first aid kit includes. as well as how to provide emergency first aid treatment in diverse situations.



Keep a vigilant eye on your kit's inventory. If you're unable to add it to your own to-do list, appoint a responsible staff member to check the kit monthly and





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Beauty in Balance

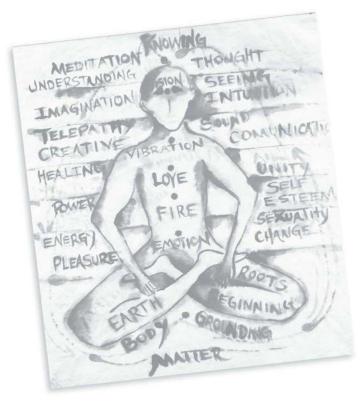
Spas are unlocking the power of Ayurveda to treat clients' minds, bodies and spirits. by Alisha Racker

ORIGINATING IN INDIA MORE THAN 5.000 YEARS

AGO, Ayurveda is a system of health and healing focusing on mind-body balance and illness prevention using a variety of natural guidelines, remedies, recipes and practices. Pronounced ayeyour-VAY-duh, the word itself originates from the Sanskrit ayur, meaning "life," and veda, meaning "knowledge." The practice spread from India to China, where it's believed to have greatly influenced Traditional Chinese Medicine and culture. Even the Buddha, born around 550 B.C., is said to have been a follower of Ayurveda thanks to its focus on wellbeing. "Ayurveda is an incredible, robust system

of health with simple, natural tools for daily self-care," explains Shivani Gupta, PhD, founder of the Modern Ayurveda Lifestyle Program and Ayurvedic supplement manufacturer Fusionary Formulas. "The practice is an investment for long-term wellness, providing daily detoxification and antiaging benefits for an optimal life full of peace."

Ayurveda is now embraced worldwide, with growing popularity in spas as clients continue looking for natural avenues to improve their health and happiness. Read on to learn about how incorporating Ayurvedic services may be the right move for your business.



UNDERSTANDING DOSHAS AND CHAKRAS

Ayurveda considers the elements of life (earth, water, fire, air and ether/space) and breaks them down into qualities, referred to as "doshas," that express an individual's physical, emotional and mental characteristics. "We all have these elements within us, but to varying degrees, which gives us our specific constitution, or dosha," says Megan Darwin, clinical Ayurvedic specialist at Spa Sophia in Venice, California.

There are three doshas: Vata, Pitta and Kapha. Those characterized as Vata (air and ether) typically have dry skin, poor circulation and a lean body type. Pitta (fire and water) is commonly described as prone to acne and inflammation, with an average body type. And Kapha (earth and water) is the constitution believed to exhibit oily, soft skin and hair, with a slowmoving metabolism.

Chakras—or energy systems—are also Ayurvedic aspects of wellness services. There are seven chakras: crown, third eye, throat, heart, solar plexus, sacral and root; they run from the top of the head to the tailbone, and each corresponds to targeted regions of physical, emotional or spiritual well-being. Ayurveda enthusiasts believe that blocked chakras can lead to illness, so people must work to keep the energy flowing; this makes chakras the perfect target for enhancing the efficacy of spa services. Although the clearing of chakras is incorporated into many offerings, it's not necessarily the focus of every Ayurveda practice.

ANCIENT WELLNESS PRACTICES

Because Ayurveda emphasizes self-care, it's very much at home in the spa and wellness setting. Implementing the ancient rituals, trusted herbs and spices, and special oils-staple ingredients used throughout the practice—can promote detoxification, antiaging benefits and stress relief. "Ayurveda has various therapies appropriate for the spa, including Abhyanga, Nasya, Shirodhara and Ayurvedic facials," explains Trudy Collings, cofounder of Ayurvedic skincare and beauty manufacturer PAAVANI Ayurveda.

Abhyanga is a specialized lymphatic massage performed by two therapists who work on each side of the body in unison. "This technique restores balance to the doshas, increases circulation, improves skin tone, increases stamina, calms the nerves and cultivates self-love. It's a unique style that allows clients to completely relax and let go," says Collings.



Nasya is the application of warm, medicated oil to nasal passages in an effort to open sinuses and promote mental clarity, among other cleansing benefits. Facial and neck massage are usually incorporated into Nasya treatments, along with hot towels to dilate the sinus cavities.

Meanwhile, Shirodhara involves pouring herbal oil over the third eye, followed by a head, neck and shoulder massage to release tension. "The steady, nourishing stream of oil induces a deeply calming state to help relieve insomnia, headaches, tension, anxiety, irritability and more," notes Collings.



Ayurvedic facial protocols aim to cleanse, tone and moisturize the skin, and typically include a face, neck, shoulder and hand massage for extra relaxation and stress release. "A classic Ayurvedic facial focuses on exfoliation, therapeutic marma point massage, and the use of herbal wisdom to purify and nourish the complexion. These organic herbs and clays deliver oxygen, balance and vitality deep into the skin's layers," details Collings.

At Spa Sophia, Darwin recommends annual detox treatments to her clients, and she points out that Swedana, a popular herbal steam therapy, fits the bill nicely as it's believed to

detoxify, de-stress, increase circulation and moisturize skin. "Swedana can be used to enhance massage services, as it opens the channels of the body and supports the immune system," says Darwin.

Offerings that embrace these remedies, as well as Ayurvedic product lines and supplements, can differentiate your spa, attract

new clientele and boost revenue. "Creating a service menu customizable to each dosha is one way to stand out and deliver an unforgettable time for clients," says Gupta. She suggests offering a simple dosha quiz to guests during their initial visit. The results can help guide therapists to choosing the most effective treatment options, ingredients and home care that fit spa-goers' individual needs.

"Ayurvedic therapies open the door to healing for clients who want to move beyond pampering," adds Darwin. She recommends investing in quanty one training with a certified Ayurveda practitioner. "Grasping the 'why' behind these ancient traditions is crucial to success," she ways. "When you understand the nature of the individual, the the nature of the remedy, then you ways."

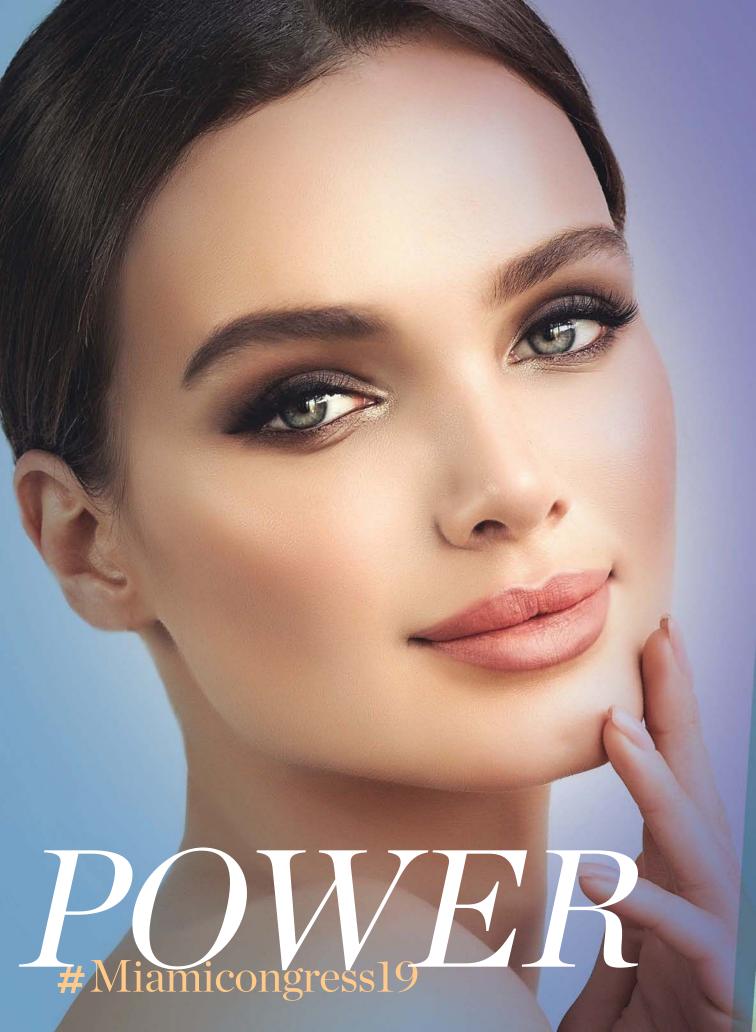




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Organize Your Instagram

Build your brand and attract more business with cohesive social media content. by Phyllis Hanlon

WHEN FACEBOOK, TWITTER AND PINTEREST burst

onto the social media scene, savvy spas quickly understood the value of these platforms as marketing tools and jumped aboard. Then, Instagram (IG) joined the fray and changed the game again. According to recent data from social media management platform Hootsuite, one billion people use IG every month, 71 percent of U.S. businesses use it, more than 200 million people visit at least one business profile daily, and 75 percent of them take action after looking at a brand's post. Another IG survey reports that 60 percent of users discover new products through the platform. If you haven't yet created an account—or even if you have-it's crucial that you properly plan and manage your posts.

CONTENT IS KING

First things first: What are you going to post? Mary Zavell, junior designer at marketing and branding strategy company No Limit Agency advocates for variety. Use testimonials to showcase the experience that your spa offers (and to add third-party credibility), as well as inspirational quotes and details about special deals, services or products. "Try to alternate between engagement-centric content and promotions—this helps strike a balance between keeping customers interested and ensuring that they stay up to date on your latest offers," she explains.

Engagement-centric posts can be anything that prompts someone to like, comment or tag a friendfor instance, Jess LaBarbera, who runs the IG account for Ciel Spa at SLS Beverly Hills in Los Angeles, strives to capture the luxurious spa experience for followers and inspire them to visit. "When someone looks at our profile, I want them to see what products and services we offer and instantly pick up the phone to schedule a spa day," she says. More specifically, she wants to educate existing and potential clients about the spa's exclusive skincare line, so she posts plenty of product images with an explanation of what they do and who would benefit from using them. LaBarbera takes most of the photos herself, but she also saves shots that clients share on their own accounts while they're at the spa or enjoying Ciel's products at home.

Promotions should have a strong visual component, adds Zavell. She suggests a photo with a graphic overlay to grab the user's eye as they scroll through their feed—text that says something like, "Limited Time Offer," "Summer Special!" or "10 Percent Off," while any images behind that would relate to the promotion. "If you're highlighting a specific product or service, make sure to showcase it with strong photography that can be easily seen behind the graphic or text. A good rule of thumb is to stick with Facebook's 20 percent guideline," continues Zavell, referring to the idea that an image should be no more than 20 percent text. Because the

overlay will likely compel the viewer to stop scrolling and seek more details, the most important or enticing part of the deal should be detailed in the caption (e.g., "Come in this week and receive a free sunscreen product with any service on our summer menu!").

Zavell points out that video content is also huge right now. "Look for opportunities to add short videos or animated GIFs that catch users' attention as they scroll through their feeds," she says. Videos could feature a client testimonial or an employee explaining a new product or service to help potential guests better understand



@CIELSPABH

your offerings. "People love FAQs, so you might create a GIF that scrolls through common client questions and offers answers," says Zavell.

VISUAL APPEAL

Once you've identified what to post, it's time to make your images and stories (slideshows with added text and graphics that only live on the feed for 24 hours) look as streamlined and stunning as possible. Because your profile is laid out as a grid of everything you've posted organized in rows of three, it's important to think about how they'll all look when viewed together.



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"To create a unified aesthetic, many businesses post content in a specific order of three, six or nine images that complement one another," says Zavell. "It helps create a consistent appearance and generates visual interest when a new user visits the profile."

This is where social media management tools, image editors and design apps can be hugely beneficial. To create a cohesive look, LaBarbera uses photo editing mobile app VSCO. "I apply a preset filter to all of our images before I post so our grid looks beautiful," she explains. "It makes everything whiter and brighter for a luxurious, relaxing feel." She also sticks with square images or those with a slightly

larger height. "They take up more room and stand out more to our followers," she notes.

For stories, LaBarbera relies on the drag-and-drop graphic design tool Canva, which offers stock imagery, photo filters, icons, fonts and more. "I try to create stories that complement our posts so that there's a lot of content about a specific product or service on any given day," she says. For instance, she might share an image of a client receiving a facial, along with a story that highlights the benefits of that particular treatment. "I always end the story with a call to action—in this example it would be to book that facial and experience it for yourself," says LaBarbera.

According to Zavell, Sprout Social tops the list when it comes to organizing images. "It lets you schedule the content and the first comment for the post," she says. "It also offers reporting so that you can effectively see what content is performing best."

LaBarbera likes Planoly, too, as it allows her to schedule posts and add links to every image, so that shopping for the spa's products is easy. "Planoly has a great analytics tool built into the platform," she



adds. This is similar to IG's analytics, but with the added benefit of showing how many times people are clicking on a company's link in bio. It lets her track posts and zero in on which ones are really grabbing her audience's attention.

HASHTAG HEAVY

Finally, hashtags are a crucial part of any post. Social media management platform Social Report finds that using them increases views by more than 12 percent. But remember: Hashtags must enhance your feed with a clear, consistent message that drives more traffic your way, rather than overwhelm your audience with unnecessary information.

Denise Dubois, owner of Complexions Spa for Beauty and Wellness in Albany and Saratoga Springs, New York, uses 10 to 15 hashtags per post that are specific to her business, and always includes #complexionsspa, #spa, #albanyny and #saratogasprings. "These core hashtags let clients easily see any post about my business, in addition to helping people in the area find me," she explains. This is where management tools can come in handy once again. "Planoly allows you to store hashtag groupings, which saves a ton of time," notes Dubois.



From there, call out information based on the image itself. "I use hashtags for the products being used (#naturopathica, #wella), the type of service being done (#dermaplaning, #balayage) or popular industry-specific hashtags, like #estheticianlife," says Dubois.

To avoid sloppy-looking copy, Dubois also suggests separating photo captions from hashtags with periods and spacing, or putting the hashtags in the comments section below the post. "This is more visually appealing and less distracting to the eye," she says. At the end of the day (and the end of the post), IG is all about visual appeal—right down to the very last detail. 🤝

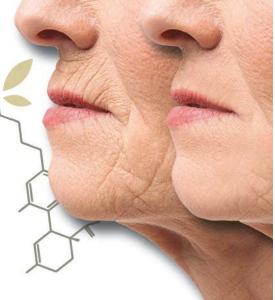


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Lifestyle advice that supports a healthy complexion. by TAYLOR FOLEY

Americans make an average of 70 decisions in

a typical day, according to Columbia Business School professor Sheena Iyengar. And at least some of those choices will arguably impact a person's skin health. Whether it's deciding when to wake up or what to eat for breakfast, one's daily habits can be directly reflected in the complexion. "The skin is our body's largest organ, and lifestyle choices affect it much like other organ systems such as the heart, lungs or liver," says New York City-based dermatologist Adarsh Vijay Mudgil, MD. Unfortunately, plenty of people make poor decisions that can lead to all sorts of issues, from

premature wrinkles and hyperpigmentation to acne and irritation.

The good news? You can steer your guests in a skin-saving direction by encouraging a healthier lifestyle. "Just as you supply clients with a list of product recommendations after each treatment, you can provide them with a list of daily choices to implement into their routines," notes Danielle Cuccio, CEO and founder of health and wellness brand Cuccio Somatology. Here, leading experts break down the smart strategies every skincare pro should be suggesting, so that clients can learn to practice complexion-boosting behaviors.



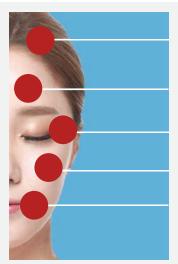
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Slay Your Stress

Breakouts tend to be the biggest concern for chronically stressed spa-goers. "Stress induces the adrenal glands to produce cortisol, a steroid that causes the sebaceous glands to release more oil," says Renée Rouleau, Austin-based esthetician and founder of Renée Rouleau Skin Care. "During these times, people experience an increase in acneusually more inflamed, pus-filled papules rather than whiteheads or blackheads." More anxious clients may also struggle with eczema, hyperpigmentation and rosacea.

To help them squelch stress outside of the spa, encourage guests to channel their energy into activities such as yoga, Pilates or meditation, suggests Aliesh Pierce, licensed esthetician and director of education for online skincare coaching platform askaliesh.com. "When we work on our breath and do calming exercises, we tap into our parasympathetic nervous system—the part of the autonomic nervous system that's associated with rest and relaxation," she explains. A clearer complexion naturally follows from this calmer state of mind.



Watch What You Fat

Everyone knows that diet and health are connected, but what your guests may not realize is that consistently poor eating and drinking habits, as well as vitamin deficiencies, can exacerbate acne, dullness, hyperpigmentation and inflammation. Pierce warns that too many sweets in particular can result in glycation, a process in which sugar attaches to other molecules in the skin and contributes to premature aging.

Similarly, drinking alcohol leads to a dry, puffy, compromised complexion. "Alcohol inflames the tissue and causes a histamine response," explains Rouleau. "The blood vessels in the face can become enlarged, and then they constrict, creating a back-and-forth movement that results in broken capillaries and a loss of elasticity." Meanwhile, consuming too much caffeine can leave skin dehydrated and dull looking, and dairy can trigger an increase in sebum production, leading to clogged pores and breakouts.

Remind clients that they can (and should!) feed their skin. Vitamin-rich produce—such as citrus, berries and leafy greensis especially good for defending against sun damage; healthy fats like those found in olives, nuts, avocadoes and salmon minimize dehydration; lean protein (fish and chicken) helps encourage collagen and elastin production; and drinking plenty of water (at least 9 cups a day for women and 13 for men, according to the Mayo Clinic) will offset sensitivity and signs of aging. And of course, suggest they cut back on the sugar if necessary.

A CLEARER COMPLEXION
NATURALLY FOLLOWS FROM
A CALMER STATE OF MIND.

Get Defensive

According to the American Academy of Dermatology (AAD), an estimated one in five Americans will develop skin cancer in their lifetime. Despite the shocking statistic, many individuals fail to apply SPF daily. "A lot of people only use sun protection when they're at the beach or poolside," says Dr. Mudgil. But the unfortunate reality is that UV rays always pose risks, rain or shine—and, as if the prospect of melanoma isn't enough, regular sun exposure can cause redness and premature signs of aging. "UV rays break down collagen, resulting in wrinkles and sun spots," warns Dr. Mudgil. As a skincare professional, you must insist that clients apply SPF daily (ideally 30 or higher), suggest they stay out of the sun during its peak hours (10:00 a.m. to 4:00 p.m.), and instruct them to avoid tanning beds at all costs.

Clear the Air

Whether it's secondhand (think: diesel exhaust) or self-inflicted (read: smoking), environmental toxins of any kind can irritate the skin, resulting in clogged pores, dullness and wrinkles. Much like the rest of the body, the complexion requires some oxygen for proper cell function. "Typically, your skin absorbs less than 10 percent of oxygen from the air, but in a polluted environment it retains even less," explains Pierce. "High levels of pollution and smog can generate free radicals, which attack all areas of our cells, deform DNA, destroy the moisture barrier, and can lead to acne and redness," adds Rouleau.

So for starters, advise anybody who smokes to kick the habit. Unfortunately, escaping other



"VITAMIN C KEEPS THE SKIN LOOKING FRESH AND BRIGHT, AND SLOWS DOWN ENVIRONMENTAL DAMAGE."

forms of pollution isn't as easy—especially for people living in urban areas—which is why Rouleau suggests relying on antioxidant-rich products. "Vitamin C keeps the skin looking fresh and bright, and slows down environmental damage," she explains. Clients can also restore moisture with hyaluronic acid (HA). "Oftentimes, when there isn't enough moisture in the air, the HA pulls moisture from the deeper tissues," notes Pierce.

Rest Up

There's a reason they call it "beauty sleep"—the more shuteye people get, the better their skin looks. "Sleep is essential for tissue repair, cell regeneration and strong immune function," says Rouleau. "A lack of sleep can put stress on the body, triggering cortisol production and causing breakouts and clogged pores." Rest-deprived guests may also have issues including dark undereye circles, dullness, eczema and loss of elasticity.

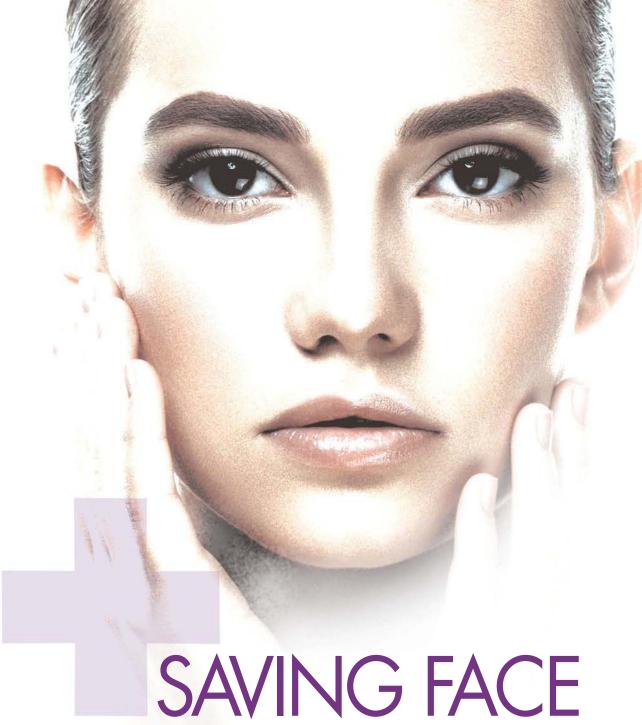
The upshot? Insist they hit the sack! "Ideally, people should aim for seven to eight hours each night," says Rouleau. The National Sleep Foundation also recommends keeping a consistent

bedtime and wake-up time; getting natural light first thing in the morning; limiting light exposure before bed; and scaling back on food, drink and other stimulants as bedtime approaches. All of these help regulate the body's internal clock, making it easier to fall asleep at night and awake refreshed. Cuccio adds that a quick

getaway is always beneficial. "Ever notice how flawless people look after returning from vacation? That's because they've relaxed and taken care of themselves for a few days," she says. "There is no quick fix. Beautiful skin must start from the inside out, and getting enough rest is absolutely essential!"







Established and emerging facial devices offer clients cuttingedge results—while boosting the reputations and bottom lines of tech-savvy spas.

by TRACY MORIN

From microdermabrasion and oxygen infusion to light therapy and lunchtime lasers, high-tech beauty offerings that address a range of skincare concerns are in demand, and spas are answering the call. However, as innovators develop increasingly effective treatments, the plethora of options can easily overwhelm. "What makes clients repeatedly return are results—and cutting-edge technology provides them," asserts Christie Lavigne, director of skin care for Oasis Day Spas, with locations in New York City and Westchester, New York. "It's crucial for spas to stay current with what's trending and new, but finding the right fit can be confusing and expensive to navigate." To help sort through the range of available treatments, pros in the know share their takes on top-selling technologies—and why clients are clamoring for them.



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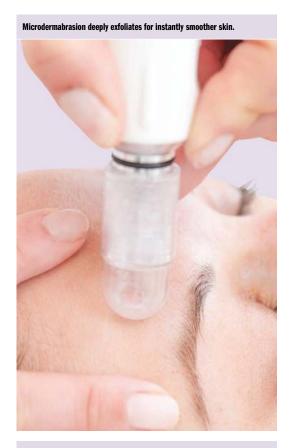


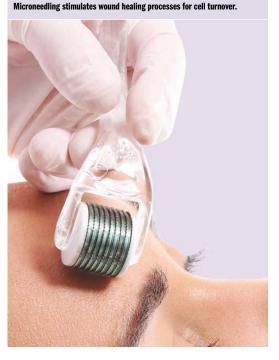
MICRO MANAGEMENT

A longtime spa standby, **microdermabrasion** removes dead skin cells mechanically, using either crystal powder or a diamond-head tip wand paired with suction. "The technician performs one to two passes over the skin to exfoliate, and results can be remarkable, as multiple layers are removed during each treatment," notes Lavigne. "It provides an immediately smoother texture and allows products to penetrate the skin more effectively." Clients may experience slight sensitivity or redness after treatment, usually dissipating within 24 hours, but the painless and affordable service remains a favorite.

According to Cynthia Malcom, founder and education director of Edgar Renee Aesthetic Education & Consulting Group in Columbus, Ohio, microcurrent is also one of the most popular treatments in spas for tightening and firming facial muscles and skin tissue. "A low-intensity modified direct current produces low-frequency pulses with different wave forms to treat the loss of muscle tone in the face due to aging, genetics, sun and gravity," she explains. "Microcurrent increases energy in the muscles, collagen production and protein synthesis; stimulates healing on a cellular level (i.e., for treating scar tissue); and boosts cell permeability, which allows nutrients to easily pass into cells while more easily eliminating waste." For best results, Lavigne recommends a series of 5 to 10 sessions over a three- to six-month period, although many clients notice an immediate effect.

Meanwhile, Alison Vandekraak, owner of Skin Deep & Beyond Medical and Day Spa in Tualatin, Oregon, says that one of her top-performing facial services incorporates microcurrent, microdermabrasion and an enzyme peel; she notes that microneedling treatments are also exceedingly popular. The modality uses fine needles to create hundreds of tiny, invisible puncture wounds in the skin's top layer, she explains. This stimulates the body's natural healing processes, resulting in cell turnover and increased collagen and elastin production, thereby reversing and preventing signs of aging. "Microneedling, also called collagen induction therapy (CIT), is my favorite—our go-to treatment for a number of concerns, including fine lines and wrinkles, pigmentation problems, acne scarring, sagging or loose skin, stretch marks and general signs of aging," notes Vandekraak. "It's minimally invasive, virtually painless—thanks to a specially formulated numbing cream—and incredibly effective." She recommends that clients receive a series of three to four treatments, then maintain results with a session every few months.





SPECIAL DELIVERY

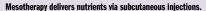
Ultrasonic can be used for exfoliation and product penetration.

At The Beverly Hills Plaza Medical Spa inside The Beverly Hills Plaza Hotel in Los Angeles, the top treatment is the Profound Microneedle RF, which combines microneedling with radiofrequency. According to esthetician Jeanie Bryant, client satisfaction with the service is very high—and for good reason. "With this device, heat energy is sent down the needles with couplers that measure the exact temperature at all times, offering more precise results and tackling wrinkles, rosacea, scarring and loss of elasticity," she explains. "Plus, it stimulates collagen, elastin and hyaluronic acid (HA) production—ideal for the neck and jawline—with natural-looking results."

Bryant adds that clients also enjoy microneedling combined with LED therapy and a stem cell infusion mask—an affordable treatment that can provide a dramatic transformation in terms of texture, wrinkles, tightening, scarring and hyperpigmentation. "It's a onestop shop, and you can double your results by using retinoids beforehand," she notes. "Or, add a cream chemical peel for a few minutes after microneedling to reboot stem cells."

Spas can also tackle clients' most common skincare woes with an endless array of therapies that enhance other services in addition to providing their own unique benefits. Some have been trusted for decades, like mesotherapy, which has been used since the early 1950s to deliver vitamins, plant extracts and other nutrients into the skin via a series of subcutaneous injections. Although results can take time, the treatment is typically successful in the long term, firming, diminishing fat and yielding smoother skin, says Lavigne.

Another popular multitasker is galvanic current, which creates two significant reactions: chemical (desincrustation) and ionic (iontophoresis). "The





Galvanic current cleans the skin and infuses moisture.



electrical currents both cleanse the skin of impurities and infuse moisture into its deeper layers—ideal when performing a purifying facial," explains Malcom. "Regular galvanic treatments combined with a healthy lifestyle can take years off the skin, helping it tighten naturally and producing a youthful, vibrant look."

When Lavigne's clients request plumper, more hydrated complexions, she opts for **oxygen infusion** treatments. "Pure oxygen is generated and blown through a wand directly into the skin, which increases circulation and helps revive the cells at the surface for a fresher appearance and a dewy, healthy glow," she explains. It's also quick, easy and relatively inexpensive—and can be added onto almost any service for a final polish and complexion boost, continues Lavigne.

LED therapy is another multitasker ideal for damaged skin in need of repair, during which treatments implement color wavelengths of visible light to deliver specific benefits. The body uses the light as a source of energy to fuel the repair and rejuvenation of skin cells, and to kill bacteria when addressing blemish-prone complexions. "Blue light boasts antibacterial properties for the treatment of acne, eczema and psoriasis, while red light increases natural hydration levels, reduces redness and inflammation, shrinks pores' appearance, regulates oil production, improves circulation and accelerates skin repair," says Malcom. "Near infrared light is the most deeply absorbed wavelength, and it helps increase cell permeability and absorption, smooth fine lines, improve



TOP TECH

Spas looking to update their facial services can get started with these high-tech device manufacturers who offer everything from LED and mesotherapy to infusions and microdermabrasion.

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advance-esthetic.us

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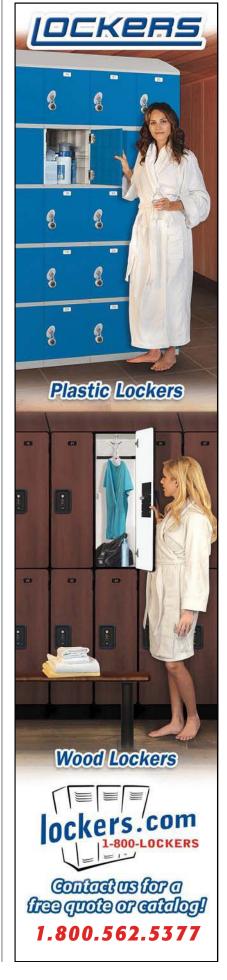
Busier clients may prefer nodowntime (aka lunchtime) lasers, medspa mainstays that boast fast results for issues including acne, scarring, large pores and fine wrinkles, says Lavigne. These lasers are typically nonablative, meaning that the skin's bottom layers are stimulated and thickened to cause collagen, elastin and HA production, while the top layer may only look slightly red or pink-mild enough to go unnoticed, says Malcom. "We specialize in the Pro Yellow laser, which targets the tiny capillary system that feeds hyperpigmentation. It can also address broken capillaries and build collagen," adds Bryant.

Finally, **ultrasonic** (or ultrasound) utilizes low-frequency sound waves in a three-stage system for mechanical exfoliation, molecular penetration and healing micro-amp therapy. "The device can combat signs of aging, clear acne, manage rosacea and control hyperpigmentation, in addition to helping many other skin challenges," device can combat signs of aging, clear

Lunchtime lasers encourage hyaluronic acid and collagen production.



notes Malcom. "It can also be used for cleansing, electrical exfoliation, desincrustation and product penetration." The waves are able to penetrate the skin and reach the second layer of muscles underneath facial muscles, where skin makes new collagen, producing results that are more than skin deep—literally! ♥





LASER FOCUS

Brooke Shields has been named a national spokesperson for Cynosure's SculpSure body contouring laser treatment. As the face of the company's "Be strong. Be sexy. Be confident." campaign, the actress-model's goal is to inspire consumers to live confidently in a body that reflects their hard work and commitment to a healthy lifestyle. "Growing up under scrutiny, I often struggled with body confidence," says Shields. "Through the years, I've worked really hard to maintain a healthy lifestyle, but there's always a few stubborn areas that I can never quite change. Like everyone else, I want to feel and look my best." Shields will educate consumers about SculpSure through a campaign that includes digital advertising, social media, videos and in-office patient collateral.

Nailed It!

Innovative nail brand CND recently partnered with designer Libertine for the label's Autumn-Winter 2019 runway show in Los Angeles. The nail looks were created using multiple points of inspiration, including antique botanicals, 17th century Flemish paintings and enclosed plant terrariums. Designs featured moss falling from the underside of nails hand-painted to look like decoupage art; a green stream of watercolor swirls in a psychedelic pattern; and gilded globes atop metallic gold lacquer.



CATALYSTS SCHANGE

PAYBACK TIME

The International SalonSpa Business Network (ISBN) has announced that it will allow members to offer a debt payback program as an additional employee benefit, with the aim of reinforcing participating salons and spas as top destinations for beauty graduates. "We are in the middle of a crisis—a crisis in attracting new talent, but also debt crisis. Our members represent the majority of the entry level positions for new graduates, and we believe as an association we should cultivate and support them as they get started," says ISBN president Scott Missad.

The payback program is designed to allow spas and salons to promote the debt support system under their own brands, ensuring that they can personalize it to suit their business models and set their own conditions, bonuses and milestones. ISBN will cover costs via industry fundraising in an effort to save members the hassle and cost of administration. "Now our members can offer greater benefits that will help attract and retain the best talent, and students will know there are employers out there offering both financial security and a rewarding career," says Missad.

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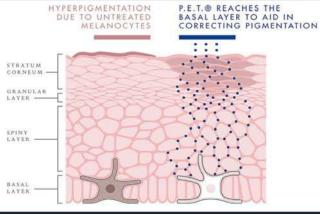






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MINDBODY Builder

Josh McCarter has been promoted to president of wellness industry technology platform MINDBODY. He joined the company as chief strategy officer following its acquisition of Booker in 2018, where he served as CEO and cofounder. In his new role, McCarter will be responsible for sales, marketing, customer services, business development and corporate development.

"Josh's profound knowledge of the wellness industry and deep understanding of our brand make him the ideal person to accelerate and execute our national and global growth strategies," says Rick Stollmeyer, MINDBODY CEO and cofounder. "Josh is a proven leader who fully embraces our ambitious goal of creating the premier, global marketplace for fitness, beauty and wellness."

DATE BOOK

Make a note of these upcoming industry events!

JULY 11-14

The Aesthetic Show Las Vegas aestheticshow.com

JULY 28-29

Face & Body Midwest Spa Expo & Conference Rosemont, Illinois midwest.faceandbody.com

JULY 28-30

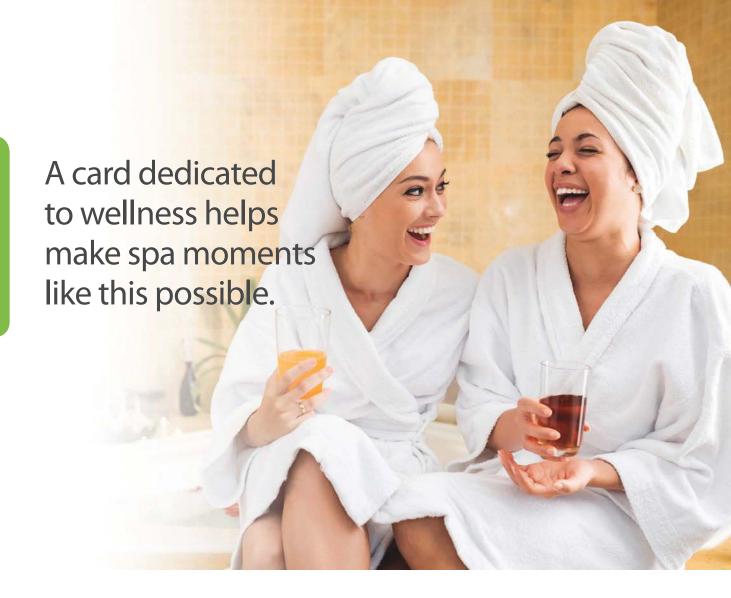
Cosmoprof North America Las Vegas cosmoprofnorthamerica.com

AUGUST 21-22

Indie Beauty Expo (IBE) New York City indiebeautyexpo.com

AUGUST 24-25

The Aesthetic Everything Beauty Expo Beverly Hills, California aestheticeverything.com



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² September 2017 CareCredit Consumer Panel - Day Spa Research.

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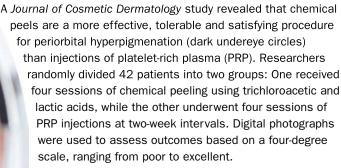


Wellness Watch

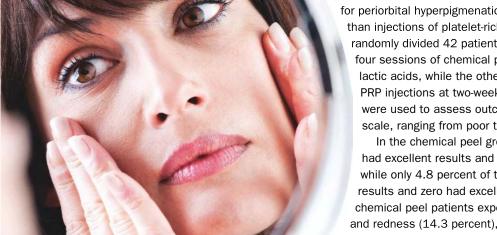
European bathing circuits are becoming more popular in U.S. spas both large and small, some of which are extending or even replacing treatment rooms with hydrothermal self-service experiences, reports Design for Leisure (DFL), a business that has created such spaces for the spa at the Venetian in Las Vegas, among others. "Not only does European-inspired hot/cold contrast therapy offer significant health and wellness benefits for guests, the self-service areas also have a tremendous ROI and are a great alternative to staffed spa treatment rooms, which can be underutilized and expensive to maintain," says Don Genders, CEO of DFL. Praised for reducing inflammation and healing injuries in addition to relaxing tense muscles, it's no wonder that such hydrotherapy circuits may be the next wellness wave.

Another trend growing globally is "prescribing nature," according to the Global Wellness Summit (GWS). Beginning last October, doctors in Shetland, Scotland, were authorized to offer nature prescriptions to their patients to help treat a range of afflictions, including high blood pressure, anxiety and depression; and "green exercise" is sprouting up in the fitness industry, with companies like Biofit in London designing outdoor gyms, as well as greener workout interiors that incorporate plants and other natural materials. Additionally, The Westin Hotel group offers RunWestin, in which highly customized programs are developed in conjunction with nature. "Hotels and spas are taking advantage of their often intrinsically beautiful locations to offer more outdoor programming, and marketing it to their guests more creatively. There is a real desire to connect guests to natural surroundings, and this presents an incredible opportunity for destinations around the world," points out the GWS.





In the chemical peel group, 38 percent of patients had excellent results and 47.6 percent had good results, while only 4.8 percent of the PRP contingent had good results and zero had excellent improvement. Some of the chemical peel patients experienced itching (14.3 percent) and redness (14.3 percent), while PRP patients experienced pain (23.8 percent) and edema (14.3 percent).



SUNSCREEN SCRUTINY

A small pilot study conducted by the U.S. Food and Drug Administration (FDA) and published online in the *Journal of the American Medical Association* has found that after just one day of use, four chemicals commonly used in commercially available sunscreens enter the bloodstream at significant levels and continue to rise daily. During the trial, 24 volunteers were randomly assigned to apply either one of two sprays, a lotion, or a cream to 75 percent of the body, four times a day for four

days. Blood tests were conducted over the course of a week to determine how much avobenzone, oxybenzone, octocrylene and ecamsule was absorbed into the bloodstream, and results showed plasma levels exceeding the FDA established threshold of 0.5 ng/ ml. "These results do not indicate that individuals should refrain from the use of sunscreen," wrote the authors, who concluded that their findings warrant further investigation.



Skin diseases are ranked as the fourth most common cause of human illness—however, a study published in the *Journal* of the European Academy of Dermatology and Venereology reports that because many people don't consult a physician for such afflictions, they're more common than previously believed. To include people who never or rarely seek medical aid, researchers did not rely on health insurance data, but rather on data collected at the Munich Oktoberfest in Germany, with screening examinations performed randomly on 2,701 participating visitors.

At least one skin abnormality was observed in 64.5 percent (1,662) of the participants. The most common diagnoses were actinic keratosis (26.6 percent), rosacea (25.5 percent) and eczema (11.7 percent). Skin diseases increased with age and were more frequent in men (72.3 percent) than in women (58.0 percent). Nearly two-thirds of the affected participants were unaware of their abnormal skin findings. "Considering their significant impact on individual, family and social life, as well as the heavy economic burden caused by inadequate self- or non-physician treatment, the public health importance of skin diseases is underappreciated," says senior author Alexander Zink, MD, MPH, PhD, of the Technical University of Munich. "Information and awareness campaigns are needed to better address this neglected issue and to reduce the global burden of skin diseases."



SEIZE THE DAY

The eighth annual Global Wellness Day (GWD) took place on June 8, with thousands of spas, fitness centers and other health and wellness groups around the world organizing free activities. Included in the celebrations were outdoor massages and workplace wellness seminars in the Netherlands; 5K races and healthy cooking workshops in Mexico; yoga and meditation classes in communities throughout the U.K.; and an Éminence-hosted rooftop workout session in Canada.

In an effort to promote good deeds while decreasing worldwide depression, this year's GWD theme was "Community and Kids' Wellness," along with the motto "One day can change your whole life!" GWD founder Belgin Aksoy explains that her idea from the beginning was to demonstrate that wellness is not a luxury but the inherent right of every individual. "We go to school from the age of two, hoping that the education system is going to help prepare us for our future, but nobody is teaching us how to live, how to breathe, how to be mindful and how to love ourselves," she says. "We want to encourage children to integrate wellness practices into their lives on a daily basis and to carry on those practices throughout their lives."



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RapidRenew Skin Perfecting Polish combines mechanical and chemical elements to exfoliate the face, neck and décolleté for a brighter complexion. rapidlash.com



G.M. Collin Mature **Perfection Night** Cream is formulated with Linefill and niacinamide to revitalize and firm skin while you sleep. gmcollin.com



Rhonda Allison Flower Acid Peel encourages desquamation and cell renewal thanks to azelaic and mandelic acids. rhondaallison.com



Bio Jouvance Hydrozon Serum features a moisture-binding complex of hydrolyzed water and 100 percent natural hyaluronic acid for super smooth skin. biojouvance.com



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salicylic acids.

sorellaapothecary.com



Prismatique Vitamina C 20% Solution is a mesotherapy serum that hydrates, protects against sun damage and promotes neocollagenesis. prismatiqueusa.com



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FAVORITE FOOD:

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PET PEEVE:

People who recline their airplane seat into my lap—I'm tall and it's cramped enough!

CAN'T LEAVE THE HOUSE WITHOUT:

My Swiss Army pocket knife

What makes your brand unique?

We are a light therapy company with a 25-year history of innovation in the industry. We started as a tanning business, and soon evolved to manufacturing light therapy (UVB) products for medical applications in dermatology. Most recently, we expanded into the medical aesthetics market with our LED light therapy.

Who inspires you?

My team here at UVBioTek; they continually go above and beyond to provide amazing service to our customers across all segments of our business. Our executive team, sales, manufacturing and support services groups treat clients like family. You don't see that level of care very much these days, and we receive a lot of positive feedback for it!

How do you find a work-life balance?

Time away to recharge is essential. Everyone is constantly plugged in, so I personally make a point of turning off my email when I can, and I set limits on working during vacations and family time (with varying degrees of success).

What is the company's hero product and why?

The POLY PRO LED Light Therapy Device is our flagship product. Since launching in 2017, POLY has been well received by professionals across multiple segments of the market, including spa owners, estheticians, medical practitioners and others. Its quality and versatility make the POLY PRO ideal for a range of FDA-cleared uses, including skin rejuvenation, antiaging and acne treatments.

Tell us about your hobbies.

I like to work in my wood shop, play guitar, and collect antiques and relics. Some of my favorite activities are camping, boating, gardening and, of course, snow removal! I'm an avid outdoors enthusiast, and we have a short summer season here in the northeast, so we pack it in while we can.

What's your favorite part of the day?

At work, I prefer the afternoon. I find that I'm answering emails, going to meetings and getting otherwise caught up in the morning, so I'm more productive and able to address priorities during the second half of the day. Evenings at home with my family are great, too!

If you weren't in this industry, what would you be doing?

If I didn't pursue a career in marketing, I almost certainly would have been a forest ranger—that would be awesome! Maybe I'll do something similar in semiretirement one day.

Who would you most like to meet?

Teddy Roosevelt. Talk about an American hero—he led the way in everything he took part in. He was a naturalist and conservationist, and is credited for preserving much of America's wild lands for future generations. It would be great to hear some of his stories while sitting around a campfire.

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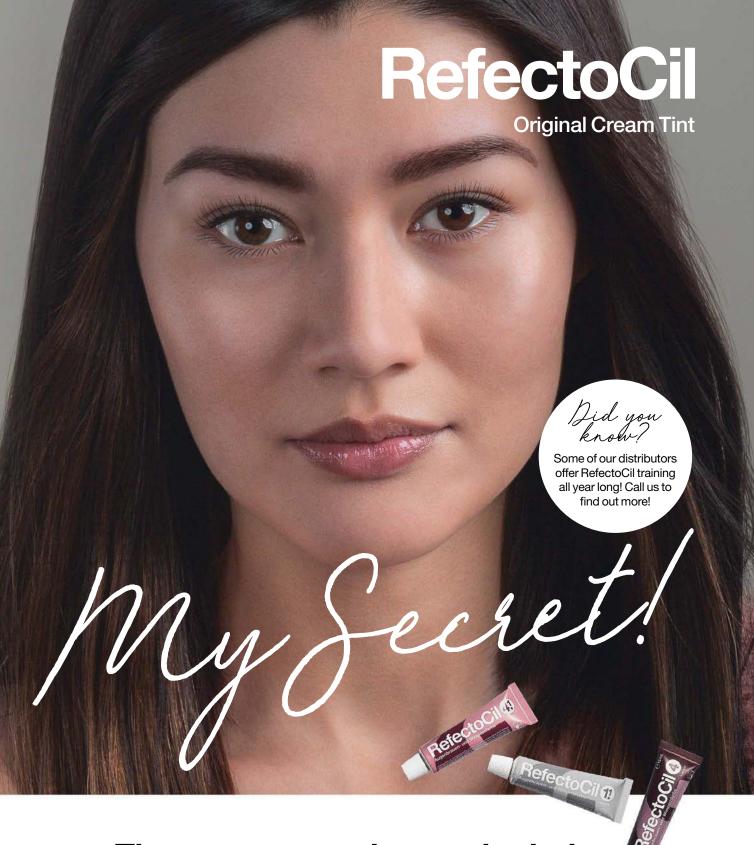
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