

Head-to-toe techniques to elevate your massage menu



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:

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3.

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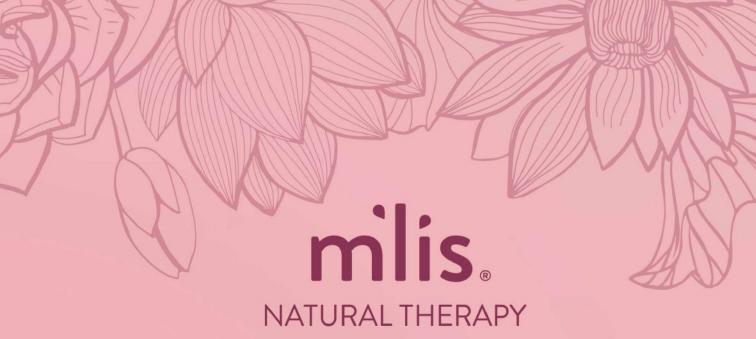






If you are interested in partnering with Éminence, an award-winning natural, organic and Biodynamic® skin care line, call 1-888-747-6342 or visit www.eminenceorganics.com.





Have discounted offers and false promises sucked you into trying collagen products only to find that they didn't deliver results for your clients or revenue for your business? It might be time to try a doctor formulated, scientifically proven collagen, that boasts simply ingredients with overwhelming results. Results so overwhelming that top spa's across the country are selling over 40 units each month!

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RefectoCil Lash Lift

The perfect add-on for clients seeking lush-looking lashes.

It's no secret: Eyelash services have been booming and show no signs of slowing down. In particular, many clients prefer treatments like the RefectoCil Lash Lift as an alternative to extensions, which can be expensive. A Lash Lift is also waterproof and lasts up to six weeks, ideal for people planning a beach vacation or those who are simply tired of using a curler every morning; Lash Lift gives them the confidence of beautiful, natural eyelashes, whether they are short or long!





How It Works

RefectoCil Lash Lift is performed using cushioned silicon pads to lift the lashes up from the roots. The application process involves spreading the cysteine formula—developed specifically for the sensitive eye area—from the roots to the middle part of the lashes, which creates a lifting effect due to the shape of the silicon pads. First, a solution that breaks down the hair's keratin bonds is applied and left on for eight minutes, prepping lashes to take on a new shape. Then, the tech applies a second solution, which takes five minutes to fix hair in the desired shape. The Lash Lift gives the appearance of longer, fuller lashes that can be tinted straight away to complete the look.

Business Benefits

The Lash Lift is a highly profitable add-on service that every spa should have on its menu. In fact, many RefectoCil-trained spas and salons are experiencing satisfied clients who return every six weeks to get the service done again. Lash Lifts can range from \$60 to \$90, and you can even bundle a tint into the price. The formula is so gentle that you can redo the application immediately if you don't get the perfect shape the first time. Speaking of which, Lash Lift is one of the quickest lift treatments in the world, which means that a trained professional can perform a Lash Lift and tint in less than half an hour, including the time for prep work—great news for you and your clientele!

The RefectoCil Lash Lift kit (\$139.95) comes with everything you need to perform 36 applications: silicon pads (sizes S, M and L), brushes, dishes and solutions.

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CONTENTS

August 2019



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FROM THE EDITOR





Want to be quoted in DAYSPA? Visit dayspamagazine.com/ quoted-in-dayspa to submit your contact information!

I'VE JUST RETURNED FROM IECSC, where industry professionals, brands, educators and consumers gathered at the Las Vegas Convention Center to experience the latest in skin, hair and nails. On the spa side, exhibitors ran the gamut from high-tech devices and skincare demos to CBD infusions and massage tools—it's safe to say there was something for everyone! As I walked the floor, I couldn't help but think that as people continue to visit spas in record numbers, for both beauty and wellness, it's more crucial than ever that you stand out to those guests—and keep them coming back. In fact, the Harvard Business Review recently reported that increasing client retention by even 5 percent can improve profits by 25 to 95 percent.

Perhaps one of the best ways to set your spa apart is to highlight your expertise, establishing yourself as someone guests can trust and seek out for advice. With that in mind, we've compiled this issue chock full of tips and techniques that will boost your credibility. Turn to page 68 for "A Private Affair," about how you can develop your own private label brand and why it makes such smart business sense. Then check out "Touch Alternatives" on page 72 to learn all about trending, unique massage modalities that will enhance your menu. Finally, ensure your spa is on the cutting edge with this month's Marketing Savvy (page 54), which details the finer points of selling CBD services and products; and Management Workshop (page 64), featuring easy, affordable strategies for revamping spa decor to further attract and retain visitors.

With everything we've packed into this issue of DAYSPA, I have no doubt you'll be even better positioned as an industry expert who clients clamor to visit again and again.





I got a sneak peek at the soon-to-be-opened Spa at Palms in Las Vegas, where I received a blissful massage tailored to my astrological sign.



Alexa visited ONE Spa at Shutters on the Beach in Santa Monica, CA, for a Biologique Recherche product launch.



Jasmine experienced the new Temple of Beauty Facial, featuring Odacité products, at Spa Calamigos at Calamigos Ranch in Malibu, CA.

EARLS COLLIN® SIRA























The Sweet Life

by Jasmine Brown

SOMETIMES EVEN WELLNESS PROS need a sugar fix. Luckily, there are plenty of ways to get one without the guilt. Take this Chocolate Avocado Pudding from celebrity chef and nutritionist Serena Poon's blog Serena Loves (serenaloves.com). Dark chocolate, honey and cinnamon will surely satisfy your sweet tooth, and avocado is filled with potassium, fiber and healthy fatty acids to keep you on track. "I usually recommend a simple, unsweetened piece of dark chocolate with at least 72 percent cacao and only a few clean ingredients," says Poon, who prefers raw, organic options whenever possible. And if chocolate isn't your thing, she suggests swapping in grapes or other frozen fruit to add some sweetness. Whatever you choose, this fast five-minute recipe holds the best of both worlds.

Chocolate Avocado Pudding

Yields 2-4 servings

- 4 medium ripe avocados
- 1/4 cup coconut milk (or preferred nut milk)
- 4 tbsp. dark cocoa powder or organic cacao powder
- 3 tbsp. manuka honey
- 2 oz. melted dark chocolate (ideally vegan)
- 2 tsp. vanilla extract
- 1/4 tsp. ground Ceylon cinnamon
- 1/2 tsp. Himalayan pink salt

TOPPINGS (optional): whipped coconut cream, vegan chocolate sprinkles, cocoa nibs

Remove avocado pits and skin, and blend remains in a food processor until creamy. Add the rest of the ingredients and puree, scraping down the sides when needed. Add seasoning or sweeteners to taste, and blend for two more minutes until completely smooth. Serve with desired toppings.

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healthyline.com



ProPanel Anti-Aging Light by LightStim

With four individual panels and 1,400 LED lights, the device emits multiple wavelengths and is FDAcleared to target wrinkles.

lightstim.com



Vacuum Slimming Machine by NEC Royal Beauty

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necroyalbeauty.com



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- Liz Cocchia, Vitelle Labs CEO



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ave you ever considered creating your own skin care brand?

Artistry, excellence and passion are essential qualities you should look for in a manufacturing partner if your goal is to create a brand you're proud to put your name on. For more than 20 years, **Vitelle Labs** has specialized in the inception and manufacture of powerful, natural-source skin and body care, formulated to the exacting standards of the professional market.

Every product tells a story—all you need to do is look at its ingredient list. Today's savvy skin care consumer can tell just by reading the label if the product being offered was created by a passionate formulator. Our clients look to us for natural source or nature identical actives which represent our eco-friendly business practices and clean-green formulation sensibility.

At **Vitelle Labs** quality matters. We only choose ingredients for our products that we can stand behind because we know ingredients matter to our customers.

Consider that there are very few skin care companies that make their own products, as manufacturing is a complex business. There are even fewer labs that manufacture in small batches; formulate using premium plant-derived materials; and employ ecofriendly preservatives and business practices. You have the opportunity to work with one such company. One that has received numerous industry awards for its impressive range of evidence-based products.

As a skin care professional you would have access to our most powerful formulations, which you can then sell to your customers, under your own branding.

Find out how cosmetic surgeons, dermatologists and skin care professionals are taking advantage of this unique business opportunity, to offer skin care products with clinically validated actives that provide truly amazing results.

Let us show you how creative and inspiring it can be to become involved in the selection and creation of your own proprietary skin care collection. Give us a call today and we'll show you how easy it is to take the first steps towards having your own skin care brand.



Uniting the best of science and nature for truly remarkable results.

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Lay It On Thick

Whether applied in the treatment room or sent home with guests for maintenance—and even more impressive results—masks are a crucial part of caring for the complexion. Packed with potent age-fighters, poreshrinking clays and exfoliating enzymes, the options that follow are sure to address practically any client concern.



① Doctor Babor Pro Skin Activator NIC babor.com ② Body Drench The 24 Karat Gold Dust Mask bodydrench.com ③ BiON Seaweed Mask bionresearch.com ④ Elina Organics Probiotic Polishing Mask elinaorganics.com ⑤ Éminence Eight Greens Phyto Masque − Hot eminenceorganics.com ⑤ FarmHouse Fresh Mighty Tighty farmhousefreshgoods.com





GLENNA'S CBD BEST OIL

CBD Best Oil has been delivering an extensive line of high quality products since 2016. Our effective, full spectrum CBD (Cannabidiol) products are derived from a hemp farm in Colorado Springs and contain less than 0.3% THC.

CBD Best Oil products are free of pesticides, solvents and are processed in a laboratory environment. CBD is non-psychoactive, non-toxic and proven effective in soothing and rejuvenating skin, alleviating pain, inflammation and other conditions.

The CBD Best Oil Product line includes effective Lotions, Ointments, Tinctures and Anti-Aging Beauty and Eye Creams.

How CBD Works:

CBD is an analgesic (pain-relieving) compound in hemp with therapeutic potential to relieve pain, inflammation and anxiety. Humans (and Pets) possess an endocannabinoid system (ECS) which regulates sleep, appetite, immune system responses, hormone productions and mood. CBD works with this ECS network in helping to maintain or restore homeostasis in a natural and non-toxic manner.

CBD may help alleviate:

Anxiety • Insomnia • Arthritis

Headaches & Migraines • Pain & Inflammation

Neuropathy • Autoimmune Disorders

Skin Issues: Acne, Eczema, Psoriasis & Rosacea



Skin Care Products



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Joint, muscle and tendon inflammation & pain relief



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Experienced CBD leader since January 2016. Our caring team takes genuine pride in partnering from seed to sale to produce the best, high quality products to exceed your expectations.



Innovative & Scientific

All products are formulated in a sterile environment led by scientists and field experts. Consistent quality with ongoing Research and Development.



Best Product Line

We strive to offer the best, high quality and innovative products. We offer Tinctures from 300mg to 2000mg, Capsules, Salves, Lotions, Beauty & Eye Creams.

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HA Advanced Serum Taps a proprietary blend to improve moisture retention, lipid balance and barrier integrity.

seshaskin.com

2 BiON

Pure Hydration Hyaluronic Acid Serum

Boasts 1 percent pure HA and comes in retail and professional sizes. bionresearch.com

3 DermaSwiss

Hyaluronic Acid-Serum

Doubles the hydration by combining HA with sodium PCA. dermaswiss.com

Éminence

Strawberry Rhubarb **Hyaluronic Serum**

Combats dryness and wrinkles with a fusion of HA, wheat protein, aloe and honey.

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5 Phyto-C Skin Care

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Jane Iredale

BeautyPrep Hyaluronic

A lightweight formula that includes hydrolyzed collagen and botanical extracts to plump and protect. janeiredale.com

7 | M'lis

Renew

Jojoba and grape seed oil join HA in this invigorating citrus-scented serum. mlis.com



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> Jasmine Brown Associate Editor







"A triple dose of vitamins that gets me glowing in no time!"

13

TIME RESIS · CREME JOU

Laura Waldon **Executive Editor**



14

8 | Pure Fiji

Day Crème

Enhanced with peptides, this rich plant-based blend rejuvenates and restores radiance. purefiji.com

9 | Ilike Organic Skin Care Hyaluronic Elixir

Contains two types of HA along with marshmallow, ginkgo, horsetail and yucca for visibly firmer skin. ilikeorganics.com

10 Repêchage

Vita Cura B₃ Elixir Complex

Features two forms of HA, plus seaweed and vitamin B to infuse moisture and minimize fine lines. repechage.com

11 | Sorella Apothecary

Blueberry Milk Moisturizer

Erases signs of aging with aloe, HA and vitamin C, while fresh blueberries work as a natural astringent.

sorellaapothecary.com

12 Eve Taylor

Hyaluronic Acid 30ml

This intensive serum contains small and large HA molecules to deliver moisture to the skin's surface and deeper layers.

evetaylornorthamerica.com

13 Yon-Ka Paris

Time Resist Youth Activator

Plant-based stem cells, lipoaminoacid and advanced microspheres enriched with HA help improve elasticity. shop.yonkausa.com

Yüm Gourmet Skincare

Phyto Hyaluronic+ Serum Enhanced with vitamins B, C and E, this hydrator defends the complexion from free radicals and environmental stressors.

yumskincare.com

CANNABIS MAKING A BUZZ IN BEAUTY.

When Colorado-based startup Color Up was birthed in 2015, they weren't expecting to pioneer a shift in skincare and beauty. In fact, their motivation was providing care to their canine friend, Kali who was diagnosed with cancer. It was only after their basement-crafted CBD infused pet tincture was first formulated that they realized the power of CBD, one of hemp and marijuana's main ingredients.

"We almost immediately saw a change in Kali's appetite, and reduction of pain," co-founder Shauna Blanch recalls. "This is when Bryce, Will (Color Up's co-founders) and I knew we were on to something."

And it turns out—they were right.

For the past decade or so, many in the natural and holistic medicine space have heralded CBD's apparent ability to reduce symptoms of anxiety, insomnia and depression, with some claiming cannabis could even shrink tumor cells and relieve chronic pain.

But then Color Up wondered how this magic plant could serve our body's biggest organ: our skin.

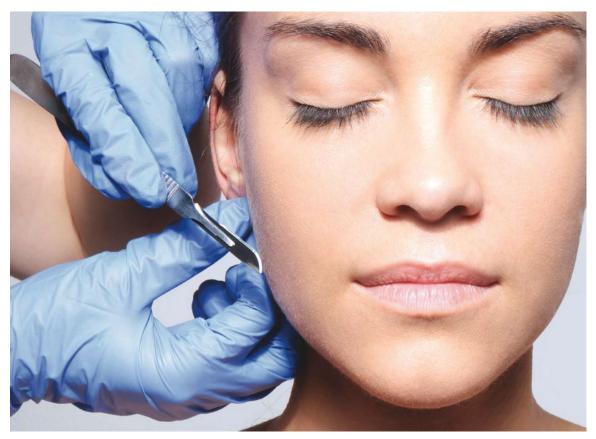
Color Up's co-founders, with backgrounds in massage/spa, as well as chemistry, quickly began to develop some of their first formulations with incredible success, and it wasn't long before they found themselves unveiling an entire spa and skincare lineup which was leaving customers wanting more.

As the leading CBD skincare pioneers, Color Up now features a wide range of products ranging from moisturizing cleansers, under-eye cream, massage treatment oils and even all-natural deodorants.

Aside from their skin and spa products, Color Up continued with its signature offering of pet tinctures and also includes sublingual drops for humans to assist in managing symptoms of anxiety, insomnia, chronic pain and more.

With competitive pricepoints and backbar spa products available, Color Up is well worth stocking in almost any spa or retail space where clients hope to achieve quicker progress in their slow beauty quest. Visit **colorupco.com** to learn more about their innovative product lineup.





Dermaplaning

Clients are clamoring for this noninvasive, deeply exfoliating service. by Hilary Daninhirsch

ALTHOUGH IT HAS BEEN USED in conjunction with medical skin care for several decades, dermaplaning is experiencing a surge in popularity among spagoers—both as a complement to facials and on its own. Typically performed on a monthly basis, the noninvasive treatment involves the use of a sterile surgical scalpel to manually remove vellus hair (aka peach fuzz) and thoroughly exfoliate the face, yielding a healthy glow and allowing topical products to be more easily absorbed.

With the exception of clients in the midst of an active acne outbreak, as well as anyone with an autoimmune disorder that compromises the complexion, people with practically any skin type are good candidates for dermaplaning. Even those with rosacea or sensitive skin can benefit in both the short- and long-term, as the procedure gently and painlessly removes surface layers of dead skin for instant smoothness and radiance, while promoting cell regeneration over time. "It's so beneficial for patients with sun damage, fine lines, and dehydrated or dull skin, plus it helps minimize uneven texture and superficial acne scarring," says Enilsa Brown, owner of Enilsa Skin Essentials Acne & Anti-Aging Clinic in Killeen, Texas.

Gliding the scalpel over the skin at a 45 degree angle, Brown says she can remove anywhere from four to eight layers, which parallels the number of strokes she uses. "It's a technical procedure that is operator dependent," she continues. "You really need to know the client's skin type, and do a very thorough consult about factors including lifestyle and medication." Her Standard Dermaplaning service (60 min./\$85) includes a cleanse, mask, moisturizer and sunscreen, as well.

Since most of Brown's patients are seeing her to treat their acne, she often combines Standard or Advanced Dermaplaning (60 min./\$125)—which adds

lactic acid, a targeted serum and hydrating eye treatment to the standard version—with services like laser hair removal, microdermabrasion, chemical peels or a HydraFacial. She notes that dermaplaning pairs perfectly with these offerings, because it exfoliates so thoroughly that complementary treatments work on the new skin rather than fighting to penetrate dead skin cells. Afterward, Brown's clients consistently rave about the immediate results, commenting on how smooth their skin looks and how easily their makeup goes on. "It's instant gratification," she says.

Emily Davis, owner of Color Up Therapeutics CBD Wellness Center in Denver, has received similar feedback from guests who receive the Dermaplane Treatment (60 min./\$90). "It's a full dermaplane facial, which includes a double cleanse to effectively remove all traces of makeup, sweat, oil and pollution. A CBD facial oil is applied before dermaplaning to act as a buffer and protect the skin," explains Davis. Light extractions, a circulation-boosting CBD face massage, and cooling jelly mask complete the service.

In the seven years since she started offering the procedure, Davis has noticed a continual rise in its popularity—and a comparable decline in microdermabrasion. "I recommend dermaplaning to everyone," she says, reporting that

approximately half of her clients opt to add it to their regular facials. Davis says that it's easy to perform with low overhead costs, and that some guests tell her it's the only procedure that doesn't leave their skin red or irritated. "I've even had clients say they're grateful for the facial hair removal without the trauma of waxing," she notes.

Guests visiting Ara Spa Services in Thompson's Station, Tennessee, can try dermaplaning three ways: the Dermaplane Express (30 min./\$60) involves a quick cleanse, tone, dermaplane and customized finishing cream; Dermaplane Glow (60 min./\$90) includes a cleanse, tone, dermaplane, massage, mask and moisturizer; and a Dermaplane Facial Add-On (20-25 min./\$50) simply incorporates the procedure as part of a facial's exfoliation. Although a lot of estheticians perform the service on dry skin, Ara owner Jessica Moreton uses a special serum tailored to each client's complexion. "This cuts down on potential nicking and discomfort," she says. Her guests are always impressed with how smooth and soft their skin feels afterward. "They look in the mirror and say, 'Wow, I can't believe it!' They're smiling and radiant," she enthuses. "People want that healthy glow, and they appreciate that they don't have to worry about a reaction. It's a very simple procedure with dramatic results."





Be You Naturally With RevealU Skincare

A clean beauty brand that delivers nature- and science-based products that nourish and protect the skin and body.

In 2014, RevealU Skincare CEO Lauri Smetona decided to formulate skincare products that could protect and rejuvenate the complexion. Aiming to lessen exposure to toxins and chemicals, she quickly realized the importance of the base ingredient: water. It's essential for adequate moisture and optimum cellular function, in addition to being an important vehicle for transporting nutrients to the skin. Although tap water is usually fine for drinking, it can be more alkaline or acidic than the skin's pH level, which may cause breakouts, dryness and irritation. Clean water is an important building block for the body—and is the core of RevealU's "magic water."

With six powerful elements—platinum, gold, silver, copper, zinc and magnesium—known for their soothing and healing properties, RevealU water is the perfect blend of nature and science. Using certified California spring water highly rich in these elements, a proprietary process transforms the water and nutrients into millions of nano-sized particles able to penetrate the epidermis to its deepest layer, smoothing and softening skin by maintaining moisture levels, retaining elasticity, and defending against oxygen-related and UV damage.

In January 2019, RevealU finally debuted its clean skincare line, formulated with its magic water to be a





BEFORE

AFTER 1 TREATMENT

lightweight, easily absorbed gel that leaves skin soft without a heavy feel. All ages, genders and ethnicities can benefit from using RevealU Face & Body gels; thanks to the line's high water content, it's compatible with a variety of skin types as a natural way to pack moisture into the skin. All four products have simple ingredient lists and are alcohol-, fragrance-, paraben-, oil- and cruelty-free. The collection as a whole is a transformative, noninvasive skincare regimen from head to toe.

RevealU Skincare is available to estheticians, day spas, hair and nail salons, waxing and sugaring studios, and wellness centers for retail, wholesale and private labeling. The brand can be implemented into professional treatments in a number of ways. For example: A RevealU Facial developed by esthetician Pippa Harris in Dana Point, California, incorporates RevealU products, steam and a BT-micro device. Clients see immediate results after just one treatment, reporting that their skin looks refreshed and feels smoother, with a luminous glow—a noticeable difference.

Located in San Clemente, California, RevealU's motto, "Be you, naturally," drives the company to continue formulating nature- and science-based products as cleaner and healthier alternatives that nourish and protect the skin and body.





RevealU Skincare Face & Body Gel is an oil-free daily moisturizer. The ultra-lightweight, refreshing formulation glides on with a silky feel to keep skin soft. Gentle enough for head-to-toe body care. Soothes dryness, as well as sun or weather damage.



RevealU Skincare Face & Body Gold revitalizes the look and feel of aging and damaged skin. The luxurious formula features 24k gold, which provides rejuvenating and detoxifying benefits. When massaged into the skin, the gold flakes clear away impurities and excess oils for a firm and luminous look.



RevealU Skincare Face & Body Glow is an exfoliant that polishes off dead skin cells, gentle enough for everyday use. For best results, apply with a gommage-inspired method: Allow the gel to dry for a few minutes and, with gentle massage, flick away dead cells to reveal a natural, velvety smooth complexion.



RevealU Skincare Face & Body Cleanse is suitable for all skin types, including those with acne, sensitivity issues and irritation. Charcoal and gold draw out impurities for a clearer complexion; thanks to charcoal's binding abilities, those impurities and toxins are easily rinsed down the drain.

Retinol

Skincare pros give us the lowdown on the best ways to use vitamin A. by Alexa Joy Sherman

What skin conditions are best addressed with retinol?

Bianca de Jong, owner, Forest Spa Boutique in Palo Alto, California: Over-the-counter retinol is a very popular antiaging ingredient used to minimize fine lines and hyperpigmentation. It stimulates the basal cells to divide and move up to the surface of the skin, yielding a smoother complexion. It can also drastically improve rosacea flare-ups, thanks to its anti-inflammatory benefits.

Marianna Stern, esthetician, Skin Spa New
York in New York City: Retinol has been found
to be most beneficial for people with acne,
aging and hyperpigmentation concerns.

It's a derivative of vitamin A, which isn't
naturally produced by the body but is
responsible for healthy bones and muscles;
it also aids in the production of collagen.

Topical retinol works by boosting the
skin's renewal process, removing dead
cells on the surface for a brighter, tighter,
more even complexion.

Gina Marí, esthetician, Gina Marí Skincare in Beverly Hills, California:

When properly used, products containing retinol can improve virtually all skin types.

It's a powerhouse ingredient that speeds up cell turnover, which helps minimize fine lines and wrinkles, as well as scarring. It's great for those who want to combat acne and signs of aging.

What are your favorite retinol-based solutions?

Marí: I love to combine different technologies with specific products to achieve a clean and glowing complexion. I prefer diamond tipped microdermabrasion and get beautiful results combining it with the professional Murad Retinol Infusion treatment (90 min./\$150), although the Retinol Infusion also works well as a stand-alone offering. If a client has dehydrated skin, I'll swap in a vitamin-infused 'wet' dermabrasion. I conclude all of my facials with vitamins A, C and E, topped off with a little jojoba oil, as well as oxygen—which imparts an immediate glow—and LED light therapy. Clients see results right away and constantly comment on how much smoother and clearer their skin looks.

Stern: I'm a huge fan of PCA Skin's retinol line, which includes a 0.5 percent pure retinol treatment that's ideal for just about every skin type. My personal favorite is the Intensive Brightening Treatment, which should be used twice a week in the evening, gradually increasing frequency to every other night. I love this product because it promotes even skin, making the complexion clear, visibly brighter and more youthful looking. My clients often tell me after using it that they constantly receive compliments and have even stopped wearing makeup!

De Jong: One of our favorite products is Pevonia Lumablanc. It's a sublime formulation that combines retinol with a mild AHA to treat hyperpigmentation, and it can be used to address larger areas such as



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discoloration on the chest and neck, armpits or even the insides of the thighs. Another one of our top sellers is Pevonia Stem Cell Phyto-Elite Intensive Cream, which contains retinol along with argan and comfrey stem cells, vitamin C, collagen and squalane, among other antiaging ingredients that work together to plump and improve overall texture. After three cycles, our more mature clients see a tremendous difference in wrinkle depth. For people with oily skin and no active acne, as well as those battling post-inflammatory hyperpigmentation, we recommend a series of six to eight Micro-Retinol Facials (60 min./\$150) and at-home use of Pevonia Micro-Retinol Essential Moisturizer and Serum. The small retinol particles reach the deeper skin layers more easily, which results in immediate absorption of repairing ingredients that stimulate fibroblasts to reinforce collagen within the skin.

What must clients keep in mind when using retinol?

Stern: Because it can be drying, it's important that people use retinol sparingly. They should begin with a pea-size amount, applied twice a week at night. I find that pairing hyaluronic acid (HA) with retinol is highly effective for combating dehydration, since HA holds 1,000 times its weight in water and is light enough that the retinol can still penetrate.

De Jong: A lot of people have no idea that vitamin A, retinol, retinyl palmitate, retinaldehyde, tretinoin and tazarotene are all part of the same ingredient umbrella, although they differ in strength and some are only available by prescription. Because of this, consumers will often use multiple exfoliating products a day to scrub away skin flakes caused

by incorrect retinol use, which leads to more and more irritation.
What they actually need to do is cut back on the retinol. Some clients should apply it twice a week, while others will benefit from using it every night, depending upon a variety of lifestyle factors and their current skincare routine.
They must also apply sunscreen daily, especially if they're outside a lot—unprotected skin that's been exposed to retinol will burn easily and

Marí: In general, I like to have my clients start out using retinol two to three times per week in the evening. After a couple of weeks, I check in and see how they're tolerating it. If they're using a prescription product, additional hydration is a must, so I'll swap out their moisturizer for something a bit heavier. Since retinol exfoliates the skin, it's imperative that the client use SPF and reapply religiously. Their skin is going to be more sensitive to hyperpigmentation when exposed to UVA/UVB rays, so I also encourage them to wear hats and tint the windows in their cars.

✓

may even blister.

Topical retinol works by boosting the skin's renewal process, removing dead cells on the surface for a brighter, tighter, more even complexion.



Pevonia Micro-Retinol Essential Moisturizer pevoniapro.com



RapidEye Firming Wrinkle Smoother rapidlash.com



Ráya Vitanol-A rayalab.com



Sesha Skin Therapy Complex-A Renewal Emulsion seshaskin.com



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Studies show that CBD helps relieve pain and stress. Now you can easily add CBD treatments and retail products to your offerings. CBD not only gives your clients more benefits, but it also increases revenue and adds to your business growth.

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REGIMENT PRO: LUXURY CBD WELLNESS

Designed and formulated by NF Skin Private Label

Get glowing this summer with Regiment Pro's CBD signature blends: a collection of premium oils, skincare and pain rubs designed with spa industry professionals in mind.

Each and every product in this series is formulated with clinically supported active ingredients, Isolate and Full Spectrum CBD as well as other natural plant extracts working synergistically to provide unique, safe and effective mind & body care.

We understand that those who run, manage and work in spas are extremely passionate about their services. The products they use and recommend to their clients are direct reflections of their practice, skillset and commitment to research and innovation.

That's why our team at NF Skin Private Label set out to create an exceptional arrangement of CBD products that spas could stand behind with full conviction.

In order to achieve this, we knew we needed to create a product line devoted to transparency, and so our dedicated team created a system that would supply microbial and potency test results of each manufactured product to the consumer—yes, you read that right!

Every Regiment product label will have a QR code that when scanned—by smartphone or tablet—will prompt an entry for the product's lot/batch number printed on its container. When keyed, it will display the Certificate of Analysis (COA) from an accredited third party lab for that particular product.

Aside from this measure objectively verifying the retail value of Regiment Pro CBD displayed on shelves for customers, it will ensure direct credibility to the brand, setting it apart from other CBD skincare and wellness lines saturating the market, that have not guaranteed that their products are in fact within marketed specification and providing the benefits they claim.

We at NF Skin as the designers of Regiment Pro CBD feel that we are setting up spas and *skintellectuals* with the support and tools required to delve into and navigate CBD skincare confidently—whether they are cautious first timers or hemp aficionados.

It is also important to note that our team at NF Skin oversees the entire supply chain process. From sourcing consistent quality raw material from partnered qualified suppliers to formulation, to blend, to fill, to fulfillment—we facilitate it all! To keep brand loyalty to mom-and-pop storefronts while we produce for the masses.



Step 1: 100mg Isolate CBD Facial Cleanser

Gently free your skin of oils, dirt and impurities! Organic citrus extract makes detoxifying easy with its naturally degreasing, astringent and skin brightening properties. Paired with soothing aloe leaf juice and cucumber extract, it is a sweet treat to the senses and won't dry out skin. Macadamia glycerides, arginine, serine and other skin conditioning agents emulsify skin to promote a deep cleanse without dehydrating.

Step 2: 100mg Isolate CBD Facial Toner

A toner temperate in scent and sensation, it is great for even the most delicate skin! Full Spectrum CBD deeply penetrates the skin, emulsifying it with rich fatty acids and a high antioxidant profile. witch hazel—a natural astringent—pacifies irritation without overdrying the skin. This toner shrinks pores while balancing and managing oils rather than depleting them—something that often times leads to an imbalance of sebum production and in turn more stubborn acne, and many other undesirable associated symptoms.

Step 3: 50mg CBD Full Spectrum Pure C Serum

This full spectrum CBD and vitamin serum is an antioxidant powerhouse designed to combat external pollutants, while pacifying redness and scarring with its beneficial properties. A botanical elixir both damage repairing and anti-aging in nature, is effective yet still gentle enough to pair with most skincare routines for daily use. Hyaluronic acid aids in moisture retention, ensuring skin is well hydrated and the

pro-collagen and pro-elastin effects of vitamin C are supported for a supple complexion.

Step 4: 100mg Hydrating Eye Treatment

Treat your under eyes with this anti-bag blend! Formulated with clinically supported alfalfa seed extract—an ingredient proven to stimulate lymph drainage—and full spectrum CBD, this cream is wonderful for the decongestion, draining and toning of the surface of under-eye bags. Hydrolyzed Collagen helps lift, firm and brighten under eye and surrounding area as a preventative measure for crows feet. Retinol encourages production of skin cell turnover and renewal. Jojoba and hemp oil moisturize surrounding eye areas along with avocado oil, which is naturally rich in fatty acids and may lighten skin affected by hyperpigmentation.

Step 5: 20mg CBD Moisturizer with SPF 30

Protect your freshly primed skin! A face guard of both titanium and zinc oxides, this broad-spectrum blend sits on top of the skin (it does not absorb!) and blocks both UVA and UVB rays! Loaded with calming ingredients such as allantoin, shea butter, and cucumber extract, this blend moisturizes the skin to ensure a smooth and consistent application, keeping it a viable base for makeup. Green tea leaf and CBD extracts offer potent antioxidant and skin soothing properties, complimenting rose hip oils ability to hydrate dry and itchy skin, reduce scars and fine lines and correct dark spots with its fatty acid profile.

CBD WELLNESS



Full Spectrum CBD Oil Drops

500mg FS Tincture · 1000mg FS Tincture 1500mg FS Tincture · 2500mg FS Tincture

Blended with full spectrum oil, our oil is available in low, mid and high-grade concentrations for those taking it for overall wellness as well as those taking it to relieve discomfort



Soothing Relief Cream with Emu Oil 500mg CBD

Potent and rapid acting, a blend of aloe, amica, boswellia extract and menthol allow for amplified effects, felt within minutes of application!



Pain Relief with 4% Lidocaine 500mg CBD

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Apple Stem Cells Lightweight Moisturizer 100mg CBD

Improve overall texture and radiance of skin with our deeply Apple Stem Cell Lightweight Moisturizer! Blended with clinically supported ingredients, it prevents age degradation of cells.



Aromatherapy De-stress 100mg FS CBD

Take the power back from tension! CBD, vitamin E, sunflower seed and argan oils replenish the skin while woody Eucalyptus and calming Peppermint Oils invigorate the senses.

Aromatherapy Awaken 100mg FS CBD

Stimulate your senses with CBD Awake Aromatherapy! Gently glide the roller ball for an even application of CBD and other nourishing oils, an olfactory burst of refreshing lavender and light evergreen!



Calming CBD Gummies 20mg per Gummy

A great alternative to bottled oils or capsules, or just a way to diversify daily CBD intake!



Whipped Body Moisturizer 200mg CBD

Designed for ultimate hydration without greasy residue. Consistently mixed with shea butter, lavender oil and vitamin E, this restorative recipe is gentle and gratifying.



DESUAR Spa

Los Angeles

by Laura Waldon

NEED TO KNOW

A wellness oasis in the heart of bustling downtown Los Angeles, DESUAR Spa (spadesuar.com) touts its diverse offerings as high-end, therapeutic experiences that won't break the bank. Clients flock to the destination for massages and facials, in addition to body scrubs and wraps, slimming services, waxing, CBD treatments, spray tans and exotic soaks-all carefully curated to stimulate the senses and provide holistic healing. The 4,400-square-foot, full service day spa has eight treatment rooms and two relaxation rooms, along with an event space and reflexology area. Its most popular amenities are the Himalayan salt bed and private copper soaking tub, and guests also enjoy the water massage mattress, women's sauna, showers, water and tea station, and fully stocked vanity area.





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- High in omegas 3, 6, 7 & 9
- Anti-inflammatory
- · Great for sensitive skins

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BUSINESS SAVVY

Owner Deisy Suarez likes to think of the spa as a welcoming space for clients and staff members. "Our team is our backbone," she says. "Taking good care of my employees boosts their productivity and confidence, which results in happy clients." So, DESUAR therapists have flexible schedules, wear comfortable uniforms, and are provided with healthy snacks and infused water. Plus, they're allowed to exercise their creativity by coming up with their own unique treatment options—Suarez has even named certain services after them. She regularly contributes to her workers' continuing education, often bringing in professionals for advanced training sessions, which she says improves morale and productivity. It should come as no surprise, then, that DESUAR attracts new clients via word of mouth. "And we retain them by delivering on the highest of expectations," she says. "Another key factor is our membership plan; it's very flexible with a three-month minimum commitment, and easy to sell." The spa actively promotes itself locally as well, with engaging social media, newsletters with specials, pop-up chair massage events, giveaways, and partnerships with a number of hotels and high-end businesses in the area.

SIGNATURE SERVICE

DESUAR's top treatment is its bespoke Oceanside Afternoon Delight (180 min./\$445) with CBD Oil (\$20 add-on) and Cannabis Soak (25 min./\$65). First, the client enjoys a candlelit dip in a private copper tub filled with CBD marine salt, followed by a sea-derived, seruminfused body scrub to slough off dead cells and hydrate the skin. After a wipe down with soft towels, the guest receives a detoxifying Sea Foam wrap formulated with warm seaweed and marine mud, as well as a scalp and face massage. The wrap is removed and the client is further relaxed with a customized CBD massage, which loosens tight muscles and recharges their energy. The experience concludes with a purifying Seascape Renewal Facial that rejuvenates and rebalances the complexion. "It's a total treat—people say that it feels like a mini-vacation in an afternoon!" enthuses Suarez. "Most of our clients are living the city life, and this is like a getaway without the jet lag. Who wouldn't love that feeling?"











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by Alexa Joy Sherman



CIVANA

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OWNER CIVANA

OPENED February 1, 2019

THE SPACE

22,000 square feet, with 24 treatment rooms (13 massage, 5 facial, 3 with Vichy showers, 2 couples, 1 Watsu pool); a salon including 3 pedi stations, 2 mani stations and 1 hair station; men's and women's locker rooms with steam rooms and waiting areas; a co-ed relaxation lounge with patio; Aqua Vitality Circuit; lap pool with sundeck; and retail boutique

STAFF

1 director, 1 manager, 3 leads, 7 spa attendants, 6 estheticians, 16 massage therapists, 2 salon employees, 6 front desk concierges

WEBSITE

civanacarefree.com





The Distinction

Nestled in the Sonoran Desert just outside of Scottsdale, Arizona, the spa at CIVANA boasts views of Black Mountain, which are most stunning at sunset. Converted from an opera house, the two-story structure was designed with sustainability in mind, from the graywater plumbing and low-flow fixtures to energy-efficient lighting and low-maintenance landscaping. "A clean, mid-century aesthetic creates a harmonious 'modern desert' look grounded in a strong connection to nature," adds spa director Sheila Bracewell. "The monochromatic color palette provides a visual sense of calm, and the entrance features a garden based on the Native American medicine wheel concept, which is divided into four segments representing one of the four directions through color and plants." The spa also emphasizes healing through water with its Aqua Vitality Circuit, boasting hot and cold pools, a refreshing waterfall shower and five-climate KLAFS Sanarium. Every experience begins with the grounding ritual of "taking the waters"—an ancient tradition of physical and energetic healing, cleansing and rejuvenation.

Capturing Clientele

To attract guests—80 percent tourists and 20 percent locals—the spa pays close attention to what services are most popular, and adjusts the menu accordingly. For instance, CIVANA has created service offerings for groups, as well as added more body, combined and express treatments. "We try to accommodate individual needs; everyone's personal wellness journey









is unique, so we strive to be flexible," says Bracewell. Marketing efforts include pursuing press coverage in national, regional and local media, and engaging area bloggers and influencers to visually showcase the tranquility of the spa and its key amenities. "We post about specials and events, and feature staff talking about the hot/cold therapy pools. All of that, combined with word of mouth, ensures a steady flow of guests," explains Bracewell.

Management M.O.

Ongoing education is of paramount importance at CIVANA. "We train our staff in house, and some of our service provider trainings offer continuing education units (CEUs)," says Bracewell, who ensures harmony in the workplace by welcoming feedback and staying focused on the Golden Rule. "In order to manage effectively, you must have the right synergy and team assembled, and you can't be afraid to change what isn't working," she notes. "I aim to be the type of manager I would want to work for. Keeping that in mind helps me stay grounded. I come from a service provider background but am also business savvy, so I understand both sides."

In-Demand Services

Popular at CIVANA is the Down to Earth and Sea Body Detox (120 min./\$275), which begins with a gentle full body exfoliation, followed by a layered wrap of either organic seaweed or Arizona mud. After that's removed, the therapist performs a deep muscle relief massage using a shea butter-infused essential oil blend that restores vitality to the skin while soothing mind and body. Guests also love the CIVANA Lifestyle Facial (75 min./\$175), a completely customized experience using Naturopathica products that includes detoxifying lymphatic brushing and an aromatherapy and facial massage. Targeted active ingredients such as plant stem cells and peptides all work together to produce a radiant, renewed complexion.

The Goods

Kypris, Naturopathica and Spa Technologies are implemented in services and available in the retail boutique. The spa also uses Laboratory of Flowers in body treatments and SpaRitual in the salon.











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SOLO FLIGHT

Freedom-seeking spa pros are increasingly becoming their own bosses—but running a business comes with a ton of responsibility. That's where apps like Stylie One can save an entrepreneur's sanity. Built specifically for independent beauty pros to save time spent on administrative processes, the software solution includes a whole host of tools to help manage bookings, inventory, marketing, point-of-sale and more. gostylie.com

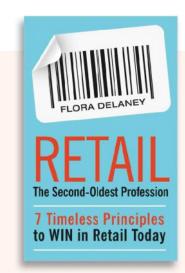


Workplace Wellness

To improve massage therapist retention, productivity, service consistency, career longevity and overall wellness, Hyperice has launched the We Care initiative. In conjunction with industry leaders including Equinox, Hilton, Hyatt, Marriott and Massage Envy, the recovery technology company

will spend more than \$1 million over the next three years on such efforts as creating thousands of therapist care wellness rooms throughout the world; offering scholarships focused on health and wellness; and hosting 10 annual therapist appreciation events featuring self-care workshops, leadership training, complimentary wellness offerings and more.

hyperice.com



BOOK NOOK

While stellar services may be your primary focus, retail offerings are also essential. If you're struggling to make those sales—or simply want to take them to the next level—then check out Retail: The Second-Oldest Profession (Waterford & Howell, 2019) by Flora Delaney. A former merchandising executive with more than 25 years of experience, the author shares her top insights in the areas of customer service, merchandising, pricing, marketing, managing, operations and strategy. Packed with heart and humor, it's a guide designed to help you boost revenue while making your retail area a more enjoyable place to work (as well as shop!).

floradelaney.com



TAKE A PASS

Destinations looking to attract more visitors to their spas may be interested in ResortPass. The app offers day access to guests so they can experience a property's offerings and amenities without having to book an overnight stay. There's no up-front cost to become a partner and you can set your own pricing, from which the platform takes a small commission. Because 70 percent of users are locals, many wind up becoming loyal repeat visitors. In addition to helping you generate more business, particularly on slower days, ResortPass handles all the customer service, including reservation inquiries and modifications.

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WHAT'S YOUR FAVORITE **NEW OR EMERGING** WELLNESS TREND?

One of the biggest trends in wellness is the use of CBD. Everyone is motivated by the benefits, which include reducing pain and inflammation, as well as helping ease anxiety and depression. However, I'm most inspired by our industry promoting sustainability—with both guests and associates—through emotional intelligence. The cornerstone of our business is building relationships and making meaningful connections. When we strive to embrace and understand our own and others' emotions, we are better equipped to meet the needs of all. The result is a beautiful and successful spa environment.

Carrie Sotebeer

Spa services manager The Phoenician Resort Scottsdale, Arizona

We're seeing a growing consumer awareness of thalassotherapy (or seawater therapy), thanks to the popularity of ocean-derived nutrition, including algae tablets and nori. Algae is packed with vitamins, minerals and trace elements, and it's a crucial farming alternative as we face rapid mineral erosion in our soils due to modern agricultural practices. We deliver this nutrition transdermally with treatments like the Marine Mineral Wrap (60 min./\$205) and Wellbeing Ritual (90 min./\$290). Seaweed is my all-time favorite ingredient, as it offers detoxifying, remineralizing, moisturizing and antiaging effects all in one!

Kristi Dickinson

Director of spa & wellness Rancho Valencia Resort & Spa Rancho Santa Fe, California

Guests are looking to integrate techniques and tools from treatments into their own self-care routines, bringing their spa experience home. A great example is gua sha, a holistic facial massage that helps achieve a gorgeous, glowing and smooth complexion. Based on Traditional Chinese Medicine, it uses gentle upward strokes over the skin with a flat stone, typically made from bian, jade or rose quartz, to naturally tone and lift facial muscles. It also helps relax stiff muscles and promotes tissue drainage. Gua sha doesn't just help you look healthy, it promotes radiance from the inside out.

Jessica Candy

Spa director Hawanawana Spa at Four Seasons Resort Lanai Lanai City, Hawaii

RETAIL ROCKSTAR

THE SPA

Glacial Waters Spa at Grand View Lodge in Nisswa, Minnesota

THE PRO

Sarah Savino, lead esthetician

THE STAR

Éminence Bamboo Firming Fluid

WHY IT ROCKS

"Almost all of my clients are interested in looking younger, and this product helps visibly reduce the signs of aging. The bamboo and natural retinol complex firm and tighten skin, and guests keep coming back to buy more

because of these results. It's actually tough to keep the product in stock because people are so happy with what they see and feel following the facial services that feature it. not to mention after they use it at home. Our staff informs clients about the products used during treatments and the results they can expect, and I believe that guests especially enjoy having a natural



substitute for what they may have been using before. It's even an employee favorite, so our love for the serum really shines through. Month after month, it's one of our top sellers!" ♥



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Essential information about selling CBD services and products to spa-goers. by Allison Young

CBD IS STEALING THE SHOW throughout the wellness space. Touted for its holistic healing properties, the ingredient—officially known as cannabidiol—is being used in everything from face creams and massage oils to oral tinctures. A naturally occurring compound found in cannabis plants, CBD won't get your clients high, but it *could* take your profits to new heights. In fact, according to cannabis industry analysts the Brightfield Group, CBD sales are predicted to hit \$22 billion by 2022, up from \$591 million in 2018.

Why the skyrocketing sales? For starters, congress approved the Agricultural Improvement Act (aka the Farm Bill) in December 2018, which removed CBD as a Schedule 1 substance and reclassified it as an "agricultural commodity" as long as it's derived from industrial hemp and contains less than 0.3 percent

tetrahydrocannabinol (THC), the psychoactive component of cannabis. CBD products were already legal in 47 states, the exceptions being Idaho, South Dakota and Nebraska, but the new legislation allows all states to decide whether or not to okay the sale of CBD products made from hemp.

Increased public awareness about CBD's benefits has also sparked demand. "I believe CBD is becoming such a big part of the wellness industry because it can elicit changes within the body that aid healing," says Ciana Hilton-Farmer, owner of The STUDIO Massage in Renton, Washington. Indeed, CBD is believed to work by acting on the body's endocannabinoid system, which plays a role in pain sensation, stress response and inflammation, with evidence suggesting that it can help ease chronic pain, anxiety and even skin

Canna Hemp.

conditions like acne. That said, CBD is not yet FDA approved, so it's illegal to claim that CBD products or services can "prevent, treat, diagnose or cure a disease"—a key reason it's important to be mindful of how you market these offerings.

KNOW YOUR PRODUCT

As with anything you promote to guests, knowledge is power when it comes to talking up CBD-and that's especially true when you consider how little clients may know. "I've navigated an insane range of questions, but it boils down to working to convey accurate information," says Ella Cressman, LE, owner of Ella Cress Skin Care in Wheat Ridge, Colorado, and director of sales and education for Color Up Therapeutics, a CBD-infused skincare line. "CBD is helpful for calming inflamed skin. It won't get you high, but it can be beneficial for aches and pains," she details, adding that although you can't discuss illnesses like cancer, you can share your own personal experiences.

Of course, you must also thoroughly vet the quality of any products you add to your offerings. Because the government doesn't regulate CBD, label claims don't always match what's inside the bottle—and a 2017 study in the Journal of the American Medical Association found that of 84 CBD products analyzed, only 31 percent were accurately labeled. So, how can you be sure you're stocking the right stuff? Hilton-Farmer carries only Cannabis Basics and Kush Creams, as they're approved under Washington State's Cannabis Health and Beauty Aids (CHABA) law, and they've both built up a reputation over the years. Similarly, Katerina Rozakis, PhD, LCSW, BCIM, founder of the Insight For Wellness Center in San Ramon, California, sticks to organic, third-party tested CBD from established companies like Borbón Skincare, Charlotte's Web and

If you're not sure about a particular brand, talk to the manufacturer directly, advises Cressman. "Ask for the science that supports their position. Ask for the Certificate of Analysis (COA) to show the composition of the hemp extract. Ask what specific ingredients they paired with CBD, and why," she says. "Also, look for a company that has intentional products. You should use a massage oil for massage and a sublingual tincture under the tongue, and they shouldn't be interchangeable."

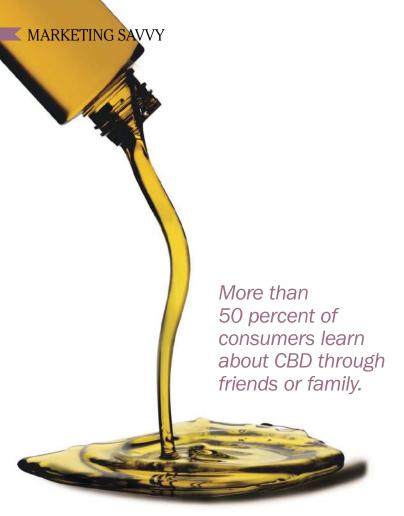
SAMPLE WITH CARE

You may be tempted to sell spa-goers on CBD by offering freebies, but keep in mind that these aren't the sorts of giveaways that always elicit an immediate sale. "At times, we offer samples of our topical CBD oils, creams and serums for those who may be hesitant to purchase. However, with CBD, effects may be felt slowly; sometimes it takes more than a few applications to see the benefits," explains Rozakis.

As with anything you market, knowledge is power when it comes to talking up CBD.



That's why Cressman would love to see fewer free products given out, and more free consultations. "Samples are great for experiencing scent and texture, but not for real results," she notes. "In the CBD-infused services and products niche, it's education that will satiate the curiosity." Rozakis agrees: "I get the word out by providing literature, consultations, presentations and podcasts to educate my clients and the public on the benefits of CBD. Staying on top of the changing times is a plus and a secret to success."



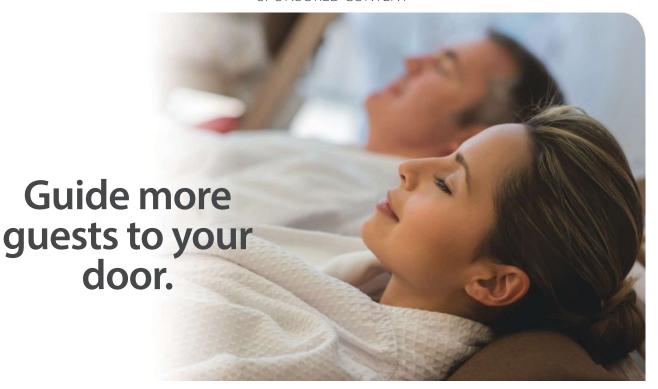
COVER YOUR ADS

Above all, be wary of launching online ads or largescale marketing campaigns. Because marijuana and CBD advertising laws are so vague, Facebook and Google—the two largest online ad-buying platforms don't permit CBD advertising. Your better bet: word of mouth. Not only is this a cost-free way of spreading information, but according to a Nielsen's Trust in Advertising report, 84 percent of respondents say they are most likely to trust recommendations from their friends and family.

Furthermore, a study conducted by the Brightfield Group finds that more than 50 percent of consumers learn about CBD through friends or family. So, it should come as no surprise that this is one of the key ways spas spread the word. Case in point: The CBDinfused CHABA Massage (60 min./\$95; 90 min./\$135) is incredibly popular at STUDIO Massage—and yet they've never advertised it. "We've offered it for about a year and it has definitely been a draw, as have our retail products. Clients like the scent and feel of the oil-and they tell their loved ones," says Hilton-Farmer. ♥



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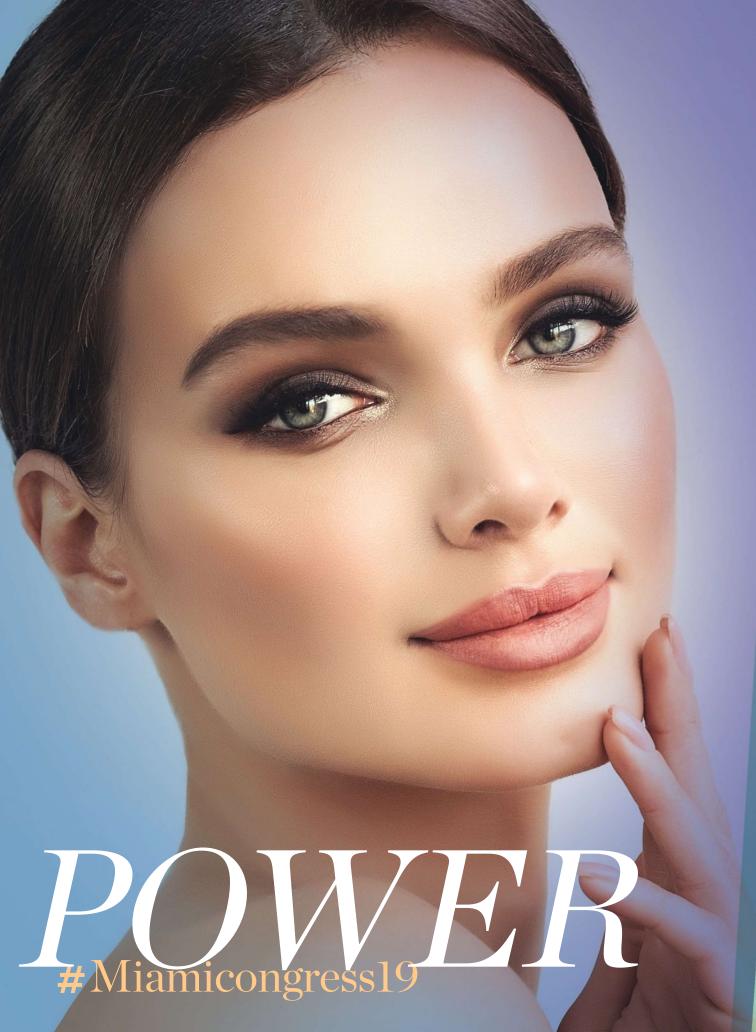
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¹ CareCredit 2017 Analytics and The Nilson Report – February 2016 ed., 50 Largest U.S. Visa & Mastercard Credit Card Issuers data table.

² September 2017 CareCredit Consumer Panel - Day Spa Research.

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Lasting Impressions

How to add lucrative permanent makeup services to your menu. by Alexa Joy Sherman

ONCE UPON A TIME, cosmetic tattooing was a niche beauty service, often relegated to women of a certain age and typically associated with a harsh, unnatural look. But with the introduction of new techniques and the continuing quest for flawless brows, defined eyes and plump pouts, permanent makeup has taken the beauty industry by storm.

Among the most in-demand services is microblading, also called eyebrow embroidery, microstroking or feather touch. "Technically, microblading is a form of eyebrow tattooing, but unlike traditional tattooingwhich uses a machine—artists apply each hairstroke with a handheld microblade," says Lindsey Ta, founder of Microblading LA Studio & Academy in Los Angeles. "This produces very fine lines that resemble real hair." Shading (also known as filled, powdered or ombré microshading) is big in the brow category as well. "Shading is done with a machine—a single nanoneedle is gently whipped across the skin to achieve a

pixelated, powdered effect," says Ta, who adds that the procedure is increasingly being combined with microblading to yield even more natural-looking arches.

Other popular offerings include eyelash enhancements and permanent makeup for lips. "A lash enhancement is like an eyeliner tattoo, except the pigment is deposited at the base of the lashes, right by the waterline, instead of above the lashline," says Lynn La Palermo, master trainer and owner of Occhi' Lash & Brow Studio in Oakbrook Terrace, Illinois. "It makes lashes look denser, because you're filling in those little gaps of flesh." Top trends in permanent pouts include lip contouring, where the artist uses a shade similar to the natural lips to even out asymmetry; and lip blush, which gets the pigment up to four shades darker and helps create a fuller look. "The ideal candidate is somebody with lighter skin because those who have darker skin tones are more prone to hyperpigmentation or hypopigmentation," notes Ta.



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- 1 64 oz. Pumpkin Spice Butter Cream

For Retail:

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Program Includes:

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- 1 8 oz. Pumpkin Spice Massage Oil
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For Retail:

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- 2 10 oz. Pumpkin Spice Scrub

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Of course, providing these services requires a whole new set of skills. The good news? Eyebrow and eyeliner tattooing are not only the most sought-after offerings but the easiest to master, according to the Society of Permanent Cosmetic Professionals (SPCP). Lip procedures are more advanced, and therefore require more extensive training. "This is because the skin on the lips is much thinner and more delicate than that on the face," explains Ta.

The SPCP also reports that cosmetologists, electrologists, estheticians, nail techs and massage therapists all tend to have qualifications that make them well suited to doing permanent makeup. "These professionals are educated about skin and how the body heals itself, as well as beauty industry etiquette and how to improve a client's look in the most natural way possible," says Ta, herself a nail tech for 15 years. Better still, because the services command a considerable fee, your spa's earnings could increase exponentially.

GETTING QUALIFIED

Licensing requirements and regulations for cosmetic tattooing vary by region, according to the SPCP. "Check the government website for your state's laws on permanent makeup," advises Genie Schmidt, co-owner of EZ Permanent Makeup in Liberty Lake, Washington. "More and more states now require a license and a specific number of training hours, and you may need to attend classes in the state where you'll be working." The SPCP notes that

courses typically cover a variety of topics and techniques, including color analysis, color theory, proper handling of equipment and prevention of cross-contamination, as well as practice work and observing procedures prior to performing them under supervision.

As you seek out training programs, be sure to fully vet the curriculum and instructors prior to enrolling, and don't rely solely on a certification for one specific service. "If you're entering the industry as a microblading artist, you must know the fundamentals of permanent makeup in general," explains Ta. "You can't just learn one technique—it's a cosmetic tattoo, and you have to understand what happens in the skin with the pigment over time." Ta suggests looking for instructors who have at least five years of experience with permanent makeup—and can show you photos demonstrating their skills.

Most states also require insurance, and according to La Palermo, coverage over and above your business liability insurance can run between \$1,000 and \$1,800 a year. "Usually, an inspection from the Department of Public Health is required, and permanent makeup artists must pass a bloodborne pathogens test in most states," adds Sandra Plasencia, Chicago Permanent Makeup Academy CEO and master trainer.

Cosmetologists, estheticians, nail techs and massage therapists tend to be well suited to doing permanent makeup.

Even after you've gone through the required training, you'll want to log plenty of practice hours. "The ideal learning process is to shadow and work under somebody who has experience," says Ta. "That's where you're going to get the most guidance after your training—and then it's your own time on skin that's most valuable."

SELLING THE SERVICES

Pricing for permanent makeup obviously varies by region, with a lash enhancement or eyeliner procedure ranging from \$300 to \$1,600 (top liner is usually priced at least twice as much as bottom); microblading and microshading commanding \$500 to \$2,000; and lip liner or full lip enhancements going for \$300 to \$1,000. "It's such an investment in

time and money to perfect your skills, so if you charge less, you're really underselling yourself and the craft," notes Ta. That said, many businesses offer lower pricing for services with less experienced techs, with fees gradually going up as staffers become more seasoned.

Keep in mind that a complimentary touch-up within a month or two of the first service should be included in the

price. "That's generally to balance or fill in spots we may have left open to see how the skin heals," explains La Palermo. From there, although eyeliner, microshading and lip color can last for two years or more, microblading will typically need to be touched up within 8 to 12 months, with pricing between \$150 and \$700 (and even more if the client waits longer than a year).



Clearly, permanent makeup services can be seriously profitable; even better, they practically sell themselves, says La Palermo, adding that the best way to market the procedures is to perform services on a few people who work at the spa. "Then, show clients before and after pictures of those staff members," she suggests. "Odds are they'll be eager to get the services done themselves."

If you're just starting out, it's a good idea to talk up your new offerings on social media, too—but only include photos or videos demonstrating your most professional, super sanitary practices. "If you're showing yourself doing the procedure and you're not wearing a gown, or your client isn't wearing a gown and something to keep hair off their face, that shows that you don't know what you're doing," explains La Palermo. Ultimately, the proof—and profits—could be in these posts, and odds are you'll soon be the most sought-out spa in your area.





Freshen Up the Place

How to revamp your spa spaces without breaking the bank. by Manyesha Batist

EARTHY SCENTS ENCHANT THE SENSES, dispelling worries and weariness at the door. Sips of orange blossom and green tea give clients a taste of what's in store. Such sensory touchstones all work together to draw guests in, setting the tone of the visit and creating a path to blissful escape. Your spa interior is equally important in this regard-and a slowdown in repeat business is often a major indicator that it's time to reinvigorate your space. "Any time someone comes into contact with a part of your business, it's an experience for them and affects their opinion of you," says Alexis Ufland of Lexi Design, which offers spa consulting, coaching

and marketing. "So decide on the message you're trying to deliver, and figure out whether your interior design represents that message."

Adina Diaz, owner of Natural Feeling Spa in Los Angeles, adds that the experience you want to provide must be devised with intention. "It's important to create an environment that feels welcoming," she notes. Attention to detail and a distinctive touch can go a long way toward creating a refreshing spa visit that encourages repeat business, and it doesn't have to be expensive. Whether low cost or no cost, it's these small decor details that will keep clients coming back for more.



ADD LIVE ELEMENTS

Much of the beauty and comfort we enjoy every day comes straight from Mother Nature. So why not bring more of her into your spa? Educator Kim Collier, owner of Collier Concepts and consultant for Blu Spas, suggests incorporating biophilic design by working with natural light, adding plants and earth elements, and even installing a living wall. "They will always inspire," says Collier, noting that greenery boosts an area's aesthetic and air quality.

Diaz, who takes pride in her spa's eco-friendly message, agrees: "I fill the space with all types of plants. You'll find foliage in every corner, including the bathroom," she says. Although regular care and upkeep can make plants more demanding design elements, they're a low-cost option for those seeking simple ways to elevate their environment.

Additionally, the natural characteristics of your space should be incorporated into your brand message. "I printed and placed my own logo on our building's pre-existing light box. Inside, I had an artist paint additional signage, keeping the aesthetic consistent and creative," says Diaz.

If your building offers substantial natural lighting, make it your theme, using it to showcase elements of your spa or enhance the guest experience. Highlighting the unique features of your environment is not only cost-effective, it's a simple way to add distinctive touches that help make your spa one of a kind.

REFURBISH AND REUSE

As the saying goes, one man's trash is another man's treasure, and making use of secondhand decor can add character while preserving your budget. "My spa is filled with gems that I've found in all kinds of secondhand stores," says Diaz. "I've furnished my space with all repurposed items, which is an ecoconscious way that I highlight my personal aesthetic." Natural Feeling includes a repurposed light structure, antique frames and reupholstered seats that Diaz says brought new life to the interior and aligned the decor with her own values and brand message. "This is a great way to be better to the earth, save some money and create a truly unique space with personal touches," she adds.

In the same vein, Diaz suggests supporting other local businesses. She had a nearby carpenter create shelving for the front desk and a sitting space out of reclaimed wood, and she commissioned an area artist to furnish her bare walls. "I have the work of a local feminist artist painted directly on my walls to further my message of self-love, self-care and supporting women," says Diaz. "These are inexpensive, yet thoughtful ways to shape the spa experience."





SET THE TONE

There are plenty of options for adding experienceenhancing elements to your spa spaces. Batteryoperated tea candles in a relaxation room will calm clients' minds, while an Instagram wall will encourage spa-goers to share the memory. In fact, Ufland has worked with multiple spa owners to turn unused wall spaces into photo backdrops—particularly popular in retail and lounge areas. "These spots are where clients tend to take pictures for social media," she notes. "It's also free marketing and advertising." Remember that the tone you set will be part of the customer's takeaway from their experience, so make sure it connects with your brand message.

TIDY UP

Consider how clean your spa looks to clients, too. "Let us see what the guest sees. Is it clutter-free or dusty in corners, shelves and cabinets? How organized are the storage areas? Guests will peek," says Collier, who recommends that spa workers role play the guest experience, from arrival to departure, including the treatment table. "Furthermore, too many reception desks are used as an office, with stacks of paper and projects strewn about. This reminds clients of their to-do lists, so make use of drawers and concealed storage instead."

Practice "facility self-care" by deep cleaning the spa with your staff. "This is excellent team building, cross training and intentional feng shui for everyone's workspace," says Collier. She even recommends

The tone you set will be part of the customer's takeaway from their experience, so make sure it connects with your brand message.



relocating items that have occupied the same space for a long time, in addition to dusting, decluttering and ditching testers and other items that have run their course. "The spa interior is the soul expression of the spa," says Collier. "It gives insight into the mind of the business. As for loyalty and sales, clients will return to a place where they had a positive experience—and tell their friends."



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The Benefits of Proprietary Potions

The ability to control your brand by using and selling an exclusive product line formulated with your signature scents and flourishes can be an indisputable asset, but it's also a major responsibility. That initial launch typically runs about \$3,000 to \$5,000 (for products, design and marketing). But what makes it invaluable is that you're getting something the customer can't compare to anything else-because it doesn't exist anywhere else, points out Aleks Vranicic, VP of sales for Vitelle Dermatology Labs. "Plus, private label pricing models allow for lower wholesale costs, which lets owners offer staff higher sales commissions and get creative with promotions," he says. Ultimately, though, spas will notice an increase in revenue, notes Lauri Smetona, CEO of RevealU Skincare. "They can now offer products at a price point lower than competitive brands, making for healthier profit margins," she explains.

Using and selling proprietary skin care will help cultivate your spa's overall identity, as well. "With private label, you can provide unique experiences that customers can only find at your spa, which improves the company brand," says Smetona. Adds Karen Short, CEO of Universal Companies: "You can target specific demographics, and capitalize on trends like clean and vegan skin care." In fact, private labeling can even boost your credibility and reputation as a skincare expert. "It allows the business to have its name associated with exceptional products," says Laurie Nicoll Nord, president and CEO of Luxury Wellness International, parent company to Stemulation.

Nord adds that private label lines give spas the potential to make online purchasing easier for guests than shopping on Amazon. "Simply link your social media platforms to 'buy now' options for your products, and you've added a revenue stream that you likely wouldn't have with most brands," she says.

A Special Order

You do want to be selective when choosing a private label partner, not only to be certain that their offerings are in line with your treatment protocols and clientele, but also to ensure that their minimum order quantities suit your business. Once you've landed on a partner, you have to decide whether to go with a full regimen or a few signature items.

That "magic number" depends greatly on your budget, but Rachel Hutson, sales coordinator for NF Skin, points out that people may prefer fewer options—ideally a bundle of items that work well together and that your team can be passionate about. "The more specific the SKUs you have, the more likely it is that a client will purchase that package deal, rather than one or two items," she says. Additionally, Short notes that certain impulse buys are usually popular. "Products like lip balms and body/hand lotions have always been private label staples," she says.

When choosing between offering a few specific products/protocols versus an entire line or regimen, it's also important to consider the level of activity and foot traffic in your spa, according to Nord. "If you're a smaller operation, you'll get the biggest bang for your buck with a handful of key treatment serums," she says. "This gives you the advantage of offering exclusive and effective products without the financial weight of excessive inventory." At the same time, client needs are a major factor. Vranicic reveals that full private label collections often thrive at smaller day spas and medspas, particularly those that are well versed in addressing very specific skin types/conditions.



PRIVATE LABEL PROVIDERS

Thinking about upgrading your shelves? Peruse these private label manufacturers to put together the perfect proprietary products.

CBD Best Oil cbdbestoil.com

CBI Laboratories cbiskincare.com

Colorlab Private Label colorlabprivatelabel.com

Lady Burd ladyburd.com

Luxury Wellness International luxurywellnessintl.com

Naturich Labs naturich.com

NF Skin nfskin.com

Ready Care Industries readycare.com

RevealU Skincare revealuskincare.com

Universal Companies universalcompanies.com

Vitelle vitellelab.com

Spas interested in private labeling body care ought to come up with a few different formulations, so that the products appeal to as many guests as possible. Gill recommends providing three aromas that target different preferences. "Offer a fresh, a floral and a tropical scent, or something that represents your location," she advises. "Add branded candles, lip balms and body brushes to complete body care offerings."

Perfectly Presented

Appealing design is a key driver of sales. However, just as you wouldn't go to an accountant for a car tune-up, you must be mindful of what's in your wheelhouse remember that most private label companies employ

in-house graphic designers.

"People today are drawn to really simple, ecological packaging," opines Hutson. "It should be as sustainable as the ingredients clients are putting on their faces and bodies." Vranicic agrees that

less is more when it comes to product design. "We get people wanting shells, beaches, suns and moons to symbolize all the various facets of their spa, but in the end, clean and simple packaging performs best," he says.

> Once your products are sitting pretty on your shelves, you're ready to introduce them to guests. Vranicic

suggests bundling new items with popular services, which will also "deepen clients' relationships with practitioners," he notes. If your branded skin care is already well established among your clientele, consider promotions like gift offers or BOGO deals. "These are great ways for guests to try new products, as well as build trust and loyalty; they feel that they're receiving value and good pricing," says Nord.

Another way you can ensure clients see your private label line is by prominently displaying it in locker rooms and lounges, packaging items as group gifts, and providing testers and explanatory table cards in your retail area, says Gill. "Be bold when featuring your brand! Choose complementary packaging and place products in high-volume areas, in addition to point-of-purchase spots near the register," she advises, noting that product bundles can also be used as incentives to book treatments—especially ones that incorporate your own line.

Remember that word of mouth is crucial: At-home upkeep (via your proprietary skin care) will help them retain results that potential clientele will notice. "These customers are now walking testimonies and advertisements for your spa, especially to their friends and family," points out Smetona.

Avoiding Pitfalls

As mentioned, creating your own formula can be a costly endeavor, with potentially long lead times and high-volume minimums. It can feel overwhelming, so take advantage of companies' in-house graphic design teams, formulation consultations, staff trainings and anything else they may offer in order to streamline the process. "Having experts on your side will cut your lead times, costs and minimums, which will allow you to launch your brand in a timely, effective manner," says Gill.

Finally, make sure spa-goers associate your brand with luxury by following the golden rule of private label: "Never refer to it as private label in front of clients," warns Vranicic. "The term seems to be synonymous with lower-quality, generic products, even though a lot of big-name industry brands actually started out as private label." So stick to your spa's brand name, and get your staff on board; make sure everyone understands the private label learning curve—that you're working with a manufacturer rather than a distributor or vendor. "Look at it this way: If you're selling someone else's brand, you're growing their company," says Vranicic. "When you sell your products, you're growing your own."



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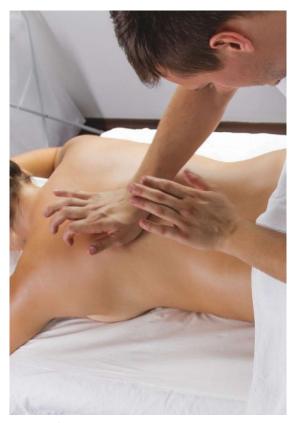
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Myofascial Release

Myofascial release therapy is a gentle technique that targets pain arising from the fascia, which are fibrous connective tissues that weave throughout the body, attaching, separating and supporting muscles, bones, ligaments and internal organs. When the fascia is healthy, it's supple, allowing smooth, pain-free movement. When it's unhealthy, the fibers become tight, limiting mobility and causing stiffness and pain.

How it works: After looking for signs of stiffness, the therapist helps loosen or "unravel" the fascia by applying light, sustained pressure. "Unlike deep tissue massages that use brute force, myofascial release helps the system relax naturally," says Connie Bryner, LMT, owner of Devine Rejuvenations Spa in Glasgow, Delaware. She explains that because the fascia system is so expansive, therapeutic pressure on one part of the body can help relieve tension elsewhere without even touching the affected area directly.

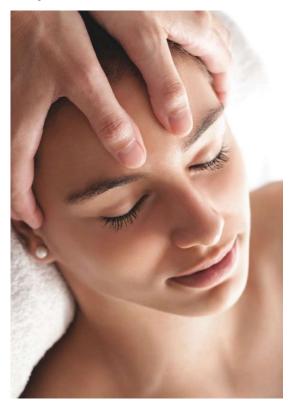
Popularity points: Devine Rejuvenations offers the technique as both an enhancement and stand-alone service (75 min./\$110), and Bryner notes that pain relief can be pronounced and swift. "I've had grown men come in with an eight or nine on the pain scale, practically with tears in their eyes, and walk out with a two or three," she says.

Craniosacral Therapy

Craniosacral therapy (CST) might be a hot new menu item in day spas, but it's been practiced in chiropractic/osteopathic offices since the 1970s. Developed by osteopathic physician John E. Upledger, MD, it's primarily used to relieve pain and improve central nervous system function.

How it works: Therapists gently manipulate the cranium and the sacrum to free restrictions and improve the circulation of cerebrospinal fluid in the dural tube, which surrounds the brain and encases the spinal cord. "CST is a way to noninvasively affect the deepest part of the body," explains Elizabeth Scott, LMT, massage therapist at Lake Austin Spa Resort in Austin, Texas. "It provides an opportunity for the body to heal itself." A trendy option at Lake Austin is the Aquatic CranioSacral treatment (50 min./\$195), designed to enhance results with the healing benefits of being in the water.

Popularity points: CST can help ease chronic neck and back pain, stress, migraines and more. "I've worked with many executives and others who tried weekly deep tissue and therapeutic massages, but none of them ever experienced the deep and lasting relief and relaxation that they did from our CST sessions," notes Heather Hemmer, LMT, massage therapist at Place360.



Reiki

This Japanese stress reduction and healing technique is intended to improve the flow of a person's life force energy, or qi. Proponents believe that low or stagnant qi creates sickness and stress, while a strong life force brings health and happiness.

How it works: Reiki aims to transfer energy from the practitioner to the client. The guest can remain fully clothed as the therapist lightly touches or simply hovers their hands over areas where energy is needed most-often the head, torso and back. "Most Reiki clients have a feeling of imbalance and low energy. They're looking for a service that will help address that and improve their overall wellbeing," reports Bill Engvall, assistant spa director of G2O Spa + Salon in Boston. It usually takes two to three sessions to make an impact. Reiki at G2O is available as a stand-alone service, and as an add-on to facials or massages (30 min./\$65; 60 min./\$105).

Popularity points: Reiki is especially soughtafter by people "going through a crisis like cancer or the loss of a loved one," notes Engvall. "It's an excellent and needed component for any place that offers alternative healing." Some guests visit G2O specifically for Reiki treatments, but often the therapist suggests it during a regular massage when they sense the guest could benefit from energy work.





Natural Facelift Massage

No need to go under the knife—in fact, some people find natural facelift massage to be as good, if not better. Initially developed by massage therapists Kundan and Narendra Mehta, the technique is based on Ayurvedic practices and involves no products of any kind.

How it works: Multiple modalities are employed, including myofascial release, acupressure and lymphatic drainage using circular, sweeping and lifting motions to relax facial muscles. "As we age, the skin sinks into the bone, making us look older," explains Lisa Zimmer, LMT, owner of NY Natural Facelift Massage in New York City. "This massage works to free and retrain connective tissue. Afterward, guests look more youthful and feel refreshed. People ask my clients if they're in love!"

Popularity points: Some guests see a difference immediately, while others notice changes after several sessions. "It depends on their age and needs," notes Zimmer, whose sole offering is the Mehta Natural Facelift Massage (50 min./\$145). It usually takes around six sessions for the muscles to remember the work and create lasting change, she adds.



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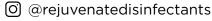
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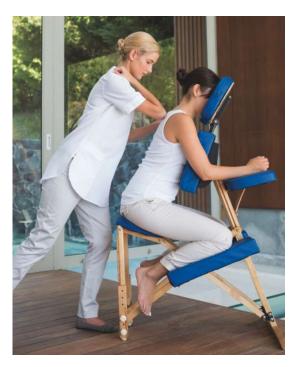












Chair Massage

Also known as a seated massage, chair massage isn't exactly a new therapy, but it's an increasingly popular modality with a growing number of day spas offering it in house and at off-site locations, including offices and events like music festivals and conventions.

How it works: Guests sit fully clothed in a specially designed, forward-leaning massage chair that supports the face, upper body and legs, and the therapist targets their neck, back, shoulders and arms-or whichever spots are holding the most tension. "It's a good opportunity for people to do a lot of short treatments," says Tami Berthiaume, LMT, massage therapist at renew.calm in West Springfield, Massachusetts. "Some clients come in for just 10 to 20 minutes to focus on their neck and upper back. It's a great tool to hammer out those trouble areas."

At renew.calm, chair massage is advertised as a stand-alone service, but therapists and technicians also promote it as an add-on to other beauty treatments like manicures (\$1 per minute). "We keep the chair in an area that's visible, which increases requests for it," says Berthiaume.

Popularity points: The massage can serve as a useful introduction for those who may be unsure about getting bodywork. "I've had some people start with a chair massage and later, once they were comfortable, transfer to a table massage," says Berthiaume, adding that it's also great for older guests who might have trouble climbing on and off the table.

Light Therapy

Long used to combat the effects of aging or improve skin conditions, infrared light therapy is becoming increasingly popular for pain relief. Simple and safe, it's been found in clinical trials to be particularly effective for easing inflammation, muscle spasms and other musculoskeletal issues. It should come as no surprise, then, that implementing light therapy before a massage is beneficial for kickstarting pain relief.

How it works: During the treatment, the therapist places LED panels or other devices emitting infrared light on the affected area of the body. The wavelengths penetrate deeply, heating nerves, muscles and bone at a level that traditional massage therapy can't, which helps further relax muscles and speed healing.

Popularity points: Pain relief tends to be almost immediate. "Clients notice the difference as soon as they get up," says Bryner, adding that it also calms the mind. "They feel more vivacious and more themselves afterward." At Devine Rejuvenations, clients can opt for the light therapy add-on (30 min./\$40) during massages and antiaging facials; Bryner prefers to use it with body sculpting treatments in particular, as it helps ease any anxiety guests may have.



A fitness industry favorite, assisted stretching is a technique where instructors or therapists help guests improve their flexibility and range of motion.

How it works: Practitioners use a hands-on approach to guide clients, gently intensifying their stretches. "People new to exercising often have trouble finding the muscles they want to stretch," says Lu Mueller-Kaul, owner of massage therapy clinic Balance Orlando in Florida. "Assistance helps them gain that awareness." That said, it's also popular with fitness buffs and athletes who want to take their flexibility to the next level, or better stretch areas that can't be reached without some help.

Popularity points: Unlike exercise classes, assisted stretching gives clients more resultsoriented, individualized attention. "In classes,

instructors might walk around and lightly touch a body part to bring awareness to that area, but they don't deepen or intensify the stretch," says Mueller-Kaul. Balance Orlando provides a 45-minute introductory session for \$45, along



with additional nonmember options (30 min.-120 min./\$55-\$190). "Our therapists often use assisted stretching together with massage," Mueller-Kaul says, noting that it's simply incorporated into bodywork services as needed.



Booth Rental Concerns In California

The significant impact of last year's California Supreme Court decision known as Dynamex has been difficult to manage for many independent beauty pros in the Golden State. Recent legislation authored by assembly member Lorena Gonzales (D-San Diego), which aims to clarify Dynamex, would only allow those who provide hair and barbering services to work in a booth rental arrangement, while exempting certain other workers—including those who perform nail and skincare services. "Circumventing this population doesn't fix the Dynamex problem," says Wendy Cochran, licensed esthetician and founder of the California Aesthetic Alliance, an advocacy organization representing California beauty licensees. "Salon owners will be at risk for labor violations and audits by the state, targeting them for significant financial jeopardy. To avoid this, salon owners will push us out of our rentals, disrupting and closing many small businesses." Residents who would like to take action can contact their California state representatives directly via email, phone or social media (findyourrep.legislature.ca.gov), and find more information at californiaaestheticalliance.com.

What Guests Want

The International SPA Association (ISPA) has released the ninth volume of its Consumer Snapshot Initiative. The report surveyed 1,000 U.S. spagoers (defined as people who have visited a spa in the last 12 months) of all ages in order to better understand their behaviors, preferences and experiences, with particular attention paid to both the role of the service provider and the use of technology within the spa. "Providing customers with exceptional customer service and quality experiences

> are why spa-goers continue to visit spas in record numbers," says ISPA president Lynne McNees.

The report noted that when looking to book appointments, nearly half of those surveyed (44 percent) still prefer the phone. Additionally, when choosing the gender of a service provider, almost half (47 percent) had no preference.

> at the core of the guest experience, with massage ranking as the most frequently booked treatment. The use of personal technology was also thoroughly evaluated,

Meanwhile, human touch remains

and the data shows that spas continue to be a

refreshing oasis of separation from the digital world. Complete research findings are available to ISPA members at experienceispa.com.



SCULPTED CELEB

BTL Aesthetics has announced a partnership with Drew Barrymore to promote the company's noninvasive fatreducing and muscle-defining EMSCULPT treatment. The actress will share her experience and results with media and on her social channels. She incorporated the high-intensity focused electromagnetic (HIFEM) technology into her wellness and fitness regimen to give her already healthy lifestyle an extra boost and take her workouts to the next level. "After having my daughters, my body changed and my core strength was turned upside down," says Barrymore. "EMSCULPT was ideal for me as a it complemented my current routine, which consists of a mix of dance cardio and Pilates to target my core muscles specifically. A little over a month post-treatment, I can visibly see the results and can tell a difference in my workouts—I feel that my core is much more engaged, improving my workouts and motivating me to push myself even further."

CANCER CONUNDRUM

An analysis of data from the Centers for Disease Control and Prevention's National Health Interview Survey, published in JAMA Oncology, has found that one-third of people with a cancer diagnosis use alternative healing approaches, such as acupuncture, herbal supplements, meditation and yoga. Herbal supplements topped the list of such interventions, while chiropractic or osteopathic manipulation was the second most common.

However, some of the findings are concerning to study author Nina Sanford, MD, assistant professor of radiation oncology at UT Southwestern (UTSW) Medical Centerparticularly the fact that 29 percent of people who use such interventions don't discuss them with their physicians. She also worries about the use of supplements. "Unless we know what's in [them], I would recommend patients avoid using them during radiation because there's likely not data on certain supplements, which could interfere with treatment. With radiation specifically, there is concern that very high levels of antioxidants could make radiation less effective," explains Dr. Sanford.

That being said, physicians are far more open to meditation and yoga—especially to help patients cope with the shock of a diagnosis, as well as the stress of chemotherapy, radiation and surgery. "We strongly advise patients to stay active and engage in exercise during treatment," says Dr. Sanford.









CBD SCHOOL

for the Spa Professional, an online course designed to be "a full university" for massage therapists, estheticians and at-home users. "Bringing CBD skin care and body care into a spa practice is much more than a trend: it's a comprehensive approach to functional healing for body, mind and spirit," explains Color Up vice president of education Emily Davis, LE. "CBD is more dynamic than many ingredients that are generally used in skincare and massage products, because it is communicating with our body's main regulatory system: our endocannabinoid system. For this reason, education is very important for the provider."

Those who successfully complete the program will receive a certification from Color Up as a Cannabis Master. "Our team of estheticians, massage therapists, chemists and cannabis business professionals have been studying skin care and cannabis for more than 15 years," adds Color Up co-owner and COO Shauna Blanch, LMT, who's also a certified reiki master and yoga teacher. "The Cannabis Master Program is a compilation of that research and learning."

DATE BOOK

Make a note of these upcoming industry events!

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

AUGUST 25-26

Face & Body Northern California Spa Expo & Conference San Jose, California northerncal.faceandbody.com

SEPTEMBER 11-13

ISPA Conference & Expo Las Vegas experienceispa.com

SEPTEMBER 18-23

CIDESCO World Congress Chicago cidesco.com

Color Up Therapeutics has launched its Cannabis Master Program





LAUNCHTIME!

The new G.M. Collin Mix & Mask Collection is designed to address specific skincare goals. The turquoise gel Aqua Mask offers intense hydration, the creamy orange Glow Mask boasts radiance-boosting vitamins, the purple clay Pure Mask helps minimize pores and freshen the complexion, and the Charcoal Mask captures and eliminates micropullutants.

Osmosis is merging its offerings under a rebranded Osmosis +Beauty umbrella. Among the key changes are new rose gold packaging and a revamped online identity, along with a new combination of the brand's popular collections for pros and consumers.

Repêchage has introduced its Vita Cura Gold Collection, which includes a B₃ Serum Complex, B₃ Elixir Complex and B₃ Lifting Mask. The products deliver the highest concentration of the brand's sustainably harvested laminaria digitata seaweed filtrate, naturally occurring niacinamide, two forms of hyaluronic acid, and a whole host of additional antiaging ingredients, such as peptides, adenosine, caesalpinia spinosa fruit extract and chrysin.

Treating Acne Sans Antibiotics

Physicians are scaling back on prescribing antibiotics for long-term acne treatment in favor of combinations of therapies, according to research published in Dermatologic Clinics, which surveyed studies on acute and long-term acne treatments over the past decade to identify trends. "People are more conscious about the global health concern posed by the overuse of antibiotics and that acne is an inflammatory, not infectious, condition," says Hilary Baldwin, MD, clinical associate professor of dermatology at Rutgers Robert Wood Johnson Medical School. "Overuse of antibiotics also can promote the growth of resistant bacteria, which can make treating acne more challenging."

Among the antibiotic alternatives, researchers found that there's been renewed interest in benzovl peroxide, which is often is used in combination with topical retinoids. Oral spironolactone also appears to be especially effective in women, and various hormonal therapies that target androgens have been shown to be safe and effective. The researchers report that laser and light therapies and regulating diet show promise, as well. They do add that antibiotics remain highly effective for moderate to severe cases of inflammatory acne and are approved by the FDA as a supplement to other treatments. "Numerous studies have shown that these combinations are fast, effective and help reduce the development of resistant strains of bacteria

that cause acne, but the Centers for Disease Control and Prevention recommend that antibiotics be used for a maximum of six months," notes Dr. Baldwin.



TO PROTECT AND SERVE

There's no question that many spa professionals develop close relationships with their clients. Recognizing those strong connections, the Illinois Cosmetology, Barber, Esthetics, Nail Technology and Hairbraiding Act went into effect in 2017, requiring those practicing in the state to take a one-hour, one-time continuing education course on domestic violence as part of their two-year licensing renewal process. That means the first group to confirm they've completed this course will be getting their licenses in September 2019. In their ongoing support of this effort, Cosmetologists Chicago and Chicago Says No More will be offering free weekly classes every Monday through September 30. For more information, visit chicagosaysnomore.org.



EXECUTIVE DECISION

The F.C. Sturtevant Company has named Susanna DiSotto vice president of its Professional and Spa Products Division, which includes Columbia Probiotic SkinCare. "With nearly 25 years of executive management experience in the personal care sector and a considerable track record of success, Susanna is a proven leader whose expertise and knowledge

of the business will benefit this organization as it moves forward," says Company CEO Steven I. Rosenfeld.

A pioneer in the category of topical probiotics, the brand is expanding its Columbia SkinCare line to include cleansers, masks and sunblock products. "I am very excited to be joining the Columbia SkinCare Division of The F.C. Sturtevant Company. The vision at Columbia SkinCare remains the same—to maintain our position as a global leader in product development and marketing of unique and innovative skincare products," says DiSotto.

Meeting of the Minds

Registration is open for the CIDESCO 67th World Congress and Exhibition taking place at the Hyatt Regency Chicago from September 18 to 23. The annual event provides beauty pros the opportunity to discuss the industry's most important issues, learn new skills, and network with leading skincare and spa experts; this year's theme is "The Architecture of Beauty," and the show includes a unique boutique exposition of select manufacturers and suppliers.

An opening reception will be held on Day 1 to welcome CIDESCO members and attendees. From there, guests will be able to take part in seminars, workshops and educational sessions, learn about top skincare trends and the latest techniques, and meet CIDESCO colleagues from around the world. Meanwhile, the annual World Make-Up & Body Art Competition, which encourages unique artistic looks, is open to all interested professionals and students. The theme will be "American Cinema." To register, visit cidescoworldcongress2019.com/register.



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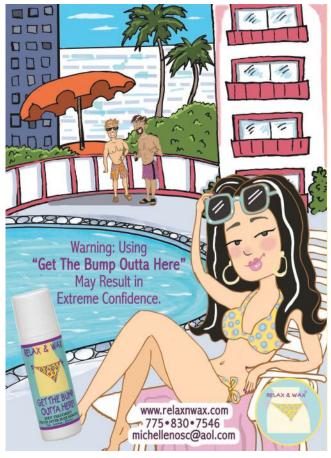
-Dr. Bill Comiskey



Give Me an A

People who have inadequate vitamin A in their diets are more susceptible to skin infection, yet how the vitamin affects skin immunity has been unclear. In a study published in Cell Host & Microbe, UT Southwestern (UTSW) researchers shed some light on that mystery by identifying a previously unknown protein in the resistin-like molecule (RELM) family—RELMα in mice, and resistin in humans-that acts as an antibiotic to rapidly kill bacteria, and is stimulated by dietary vitamin A. "RELMα is the first example of an antimicrobial protein that requires dietary vitamin A for its bacterial killing activity," says Lora Hooper, MD, UTSW professor of Immunology and Microbiology and corresponding author on the study. "This finding gives us an important clue about how the skin defends itself against infection, and how skin defense is regulated by the diet." Adds Tamia Harris-Tryon, MD, PhD, UTSW assistant professor of Dermatology and Immunology: "Considering how often retinoids are used in dermatology, the implications of our findings are potentially vast."





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Botanical is CLINICAL Active Serum addresses a range of concerns including dark spots, signs of aging and blemishes. The fastacting formula produces a cool tingling on the face. isclinical.com



Designed for use after services as well as between visits, Nufree Finipil contains antiseptic benzethonium chloride, which protects follicles from infection and helps prevent sebaceous cysts. nufree-professionals.com



The Relax & Wax Peach Treatment trio includes an exfoliating cleanser, botanical moisturizer, and therapeutic mud that draws ingrown hair to the skin's surface for easy extraction.

relaxnwax.com



Provence Cosmetics 3D Gommage contains enzymes, vitamin A, antioxidants and amino acids for a visibly glowing complexion. provencecosmetics.com

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coloruptherapeutics.com

with organic hemp seed,

absorb to ease aches



Guinot Anti-Dark Spot Serum is a two-week vitamin C, melanoxyl and phytic acid treatment that works to diminish and lighten spots caused by sun exposure and aging. guinotusa.com



Fragrance- and THC-free Keyano CBD Massage Oil is formulated with 125 mg of GMP certified CBD to ease aches and pains. keyano.com



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



Grande Cosmetics GrandeLASH-MD Lash Enhancing Serum features a proprietary blend of vitamins, antioxidants and amino acids to promote longer, thickerlooking lashes. grandecosmetics.com



The RefectoCil Eyelash Lift utilizes a gentle collagen and cysteine formula to lift lashes at the base, making them look thicker and longer. cbongroup.com



Priori Tetra fx251 is a tinted SPF 50 lotion infused with free radical-fighting antioxidants and proprietary, damage-reversing DNA Enzyme Complex. prioriskincare.com



Columbia SkinCare **Probiotic Complex is**

packed with healthy bacteria, peptides and plant stem cell extracts that help balance the skin's microbiome while strengthening the barrier. columbia probiotics.com



Hypoallergenic Earthlite Pro-Lite Massage Oil is water dispersible and enriched with coconut, avocado and vitamin E, providing extended glide and a smooth texture. earthlite.com



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



FarmHouse Fresh Supremely Lit Serum-in-Oil is infused with vitamin C, seaberry and CBD that work to brighten and nourish the complexion. farmhousefreshgoods.com



Tend Skin is a signature isopropyl alcohol formula that soothes skin after hair removal, minimizing the appearance of ingrown hair, razor burn and redness. tendskin.com



Virox ProBeauty Rejuvenate disinfectants feature EPAapproved wipes, ready-touse liquids and dilutable concentrates for sanitizing spa spaces. viroxprobeauty.com



Biotone European Rose Body Mud deeply hydrates skin and stimulates cellular turnover with French rose clay, lactic acid, beta glucan and amino acids. biotone.com

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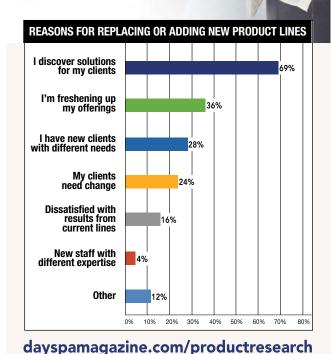
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FAVORITE PLACE TO TRAVEL:

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What's the most exciting change you've seen in our industry?

The best for me has been watching beauty and spa businesses embrace nutrition and wellness, and seeing them grow as they present an entire body and beauty experience to their clients.

What advice would you give your younger, juststarting-out self?

I would like to have realized early on that this industry is ever-changing—and rapidly. At the beginning of M'lis' 40-year history, I was resistant to move quickly from my vision; I've learned that new information comes out every day and change is necessary.

How do you unwind?

I love to read, especially on a beach. I also love beautiful, amazing music of all types, with the exception of rap and heavy metal.

What's in the pipeline for the company?

M'lis CEO Wallace Nelson, CNHP, has developed an amazing guide to reset the body's nutritional needs—it's life changing! M'lis is now incorporating this guide into all of our nutritional programs with stunning results.

What's one simple but effective thing we can all do to improve our health?

The goal is to realize that 'health' includes your mind, body and spirit. You need to address it all with nutrition, supplementation, stress relief and activities that feed your soul.

What are your hobbies?

I love to travel and explore the history and health programs in other countries. I have three places left to visit: New Zealand, Maldives and Newfoundland.

Tell us something most people don't know about you.

I had a horse named Charlie Horse all through my youth, and I belonged to a riding group that did square dancing on horses in parades and rodeos. I still love horses!

What's your favorite family activity?

I now have 80 people in my immediate family. I love it when we can all gather for meals, games and fun. Plus, we love traveling together. Every Thanksgiving we rent a beach house in Oceanside, California, and one time someone asked one of my grandchildren if we were a tour group. The answer was, 'No-we're all family!'

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