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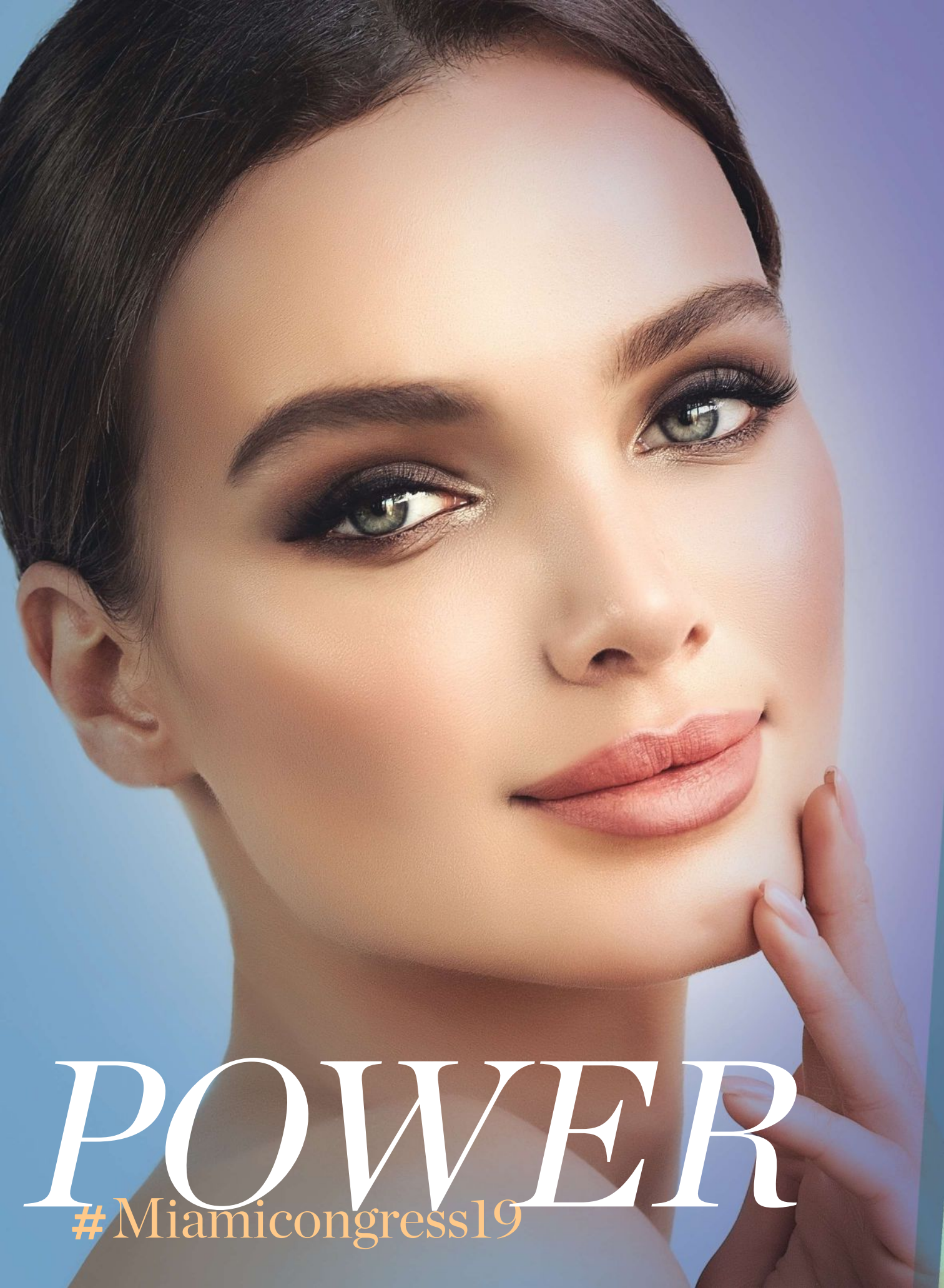
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Couple Up  
PeopleImages/ISTOCK

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# FROM THE EDITOR



**Follow  
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**OCTOBER IS MY FAVORITE MONTH BY FAR.** Not only do I get to celebrate my birthday and Halloween, but what's beginning to feel like the longest summer ever is finally coming to a close. If I'm lucky, I may even spot a leaf changing color here and there. But back to my birthday! Over the past few years, I've come to enjoy fun experiences over unwrapping gifts; of course, working at *DAYS SPA* has spoiled me a bit in that regard, so for this month's celebration all I want is a totally decadent spa day with my husband, Adam.

I thought it was a pretty unique idea—I mean, who goes for a romantic couples treatment outside of Valentine's Day?—but it turns out I'm as mainstream as ever. In fact, spas everywhere are making protocols for pairs a permanent fixture because they've proven to be popular year-round. These offerings are going well beyond tried-and-true couples massages to deliver unforgettable experiences to new and existing clients. In that vein, "Seeing Double" on page 40 presents five unique treatments for two—and you can bet I showed it to Adam for birthday-planning purposes! The inspiration doesn't end there: Marketing Savvy on page 28 packs plenty of additional secrets to help spas successfully attract and retain guests, and this month's Must Have on page 14 showcases some beautiful tools that will upgrade your facial services.

Although I'll be enveloped in birthday and Halloween festivities, I haven't forgotten that it's about time to start considering your holiday offerings. We've got you covered there too! Visit [dayspamagazine.com](http://dayspamagazine.com) for the annual Holiday Gift Guide, featuring the upcoming season's most sought-after spa retail. Happy planning!

*Laura*

**LAURA WALDON  
EXECUTIVE EDITOR**  
[lwaldon@creativeage.com](mailto:lwaldon@creativeage.com)

## TEAM TRAVELS



Alexa went all the way to Iceland, visiting the Retreat Spa at the legendary Blue Lagoon in Grindavík.



Jasmine attended the Face & Body Spa Expo & Conference in San Jose, California, where she got to enjoy the latest beauty products.








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# Spice Up Your Life

by Jasmine Brown

**IT'S FINALLY PUMPKIN SPICE SEASON!** Spa pros can join in on the craze sans guilt with No-Bake Pumpkin Pie Bites from Laura Fuentes' blog *Laura Fuentes* ([laurafuentes.com](http://laurafuentes.com)). The autumnal treat eliminates baking mess and swaps sugar, eggs and flour with healthier options—like coconut flakes and pecans or cashews—while maintaining that sweet pumpkin spice flavor, thanks to cinnamon, nutmeg and cloves. “These no-bake bites are gluten-free, guilt-free and the easiest way to get in that little taste of fall you’ve been craving ... all in one bite!” enthuses Fuentes.

## No-Bake Pumpkin Pie Bites

*Yields 16 bites*

1 cup raisins	2 tsp. vanilla
½ cup pecans or cashews	1 tsp. cinnamon
⅓ cup pumpkin puree	¼ tsp. nutmeg
¼ cup unsweetened coconut flakes	¼ tsp. ground cloves

Place raisins in a bowl of hot water, cover and soak for 10 minutes. Drain raisins and add to a food processor with pecans or cashews, and process until they're finely ground and have formed a paste. Add pumpkin puree, coconut flakes, vanilla, cinnamon, nutmeg and cloves. Pulse until combined. Remove food processor base and refrigerate for 30 minutes. Using your hands, make 16 small balls with dough. Refrigerate in an airtight container to store for up to four days, and enjoy. 🍂



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- 2 Mizz Bloom Jade Roller [mizzbloom.com](http://mizzbloom.com)
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- 5 Verte Essentials Cristal De Rose Gua Sha [verteessentials.com](http://verteessentials.com)
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# Product Premiere

We're always on the lookout for the latest in beauty and wellness. This recently introduced range of products is sure to be a hit with the savviest of spa-goers.



1



2



3



4



5



6



7

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[earthlite.com](http://earthlite.com)
- 3 Lab+Blends CBD Sleep Aid Dream Drops**  
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[biotone.com](http://biotone.com)
- 4 Elina Organics CBD Lip Lines Eraser**  
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- 5 Keyano CBD Massage Oil**  
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# Oncology Services

Spa pros discuss the finer points of catering to clients with cancer.

by **Alexa Joy Sherman**

## What spa services do you offer to guests who've been diagnosed with cancer?

**Bevin Hamilton, spa director, Larchmont Sanctuary Spa in Los Angeles:** Addressing mind, body and spirit, our therapists accommodate the specific medical considerations of each guest with a therapeutic Oncology Massage (60 min./\$115). Additionally, because chemotherapy, radiation and medications often leave skin dry, itchy and more susceptible to infection and sunburn, our estheticians perform an Oncology Facial (60 min./\$119) using carefully selected, non-irritating and hydrating products to help minimize these side effects. We also use specialized therapeutic massage to help reduce pressure and swelling on the surface of the skin. Finally, we host a biannual Day of Renewal—a complimentary, nurturing and restorative program for people nearing the completion of their cancer treatment. As a group, guests participate in guided imagery or another form of relaxation, followed by a spa treatment suitable for their needs and a group lunch.

**Kerry Kourie, certified oncology esthetician, Skinchanted Spa in Peekskill, New York:** Our Caring Cancer Facial (45 min./\$75) is a blissful treatment, performed after a detailed intake discussion and designed with the guest's medical needs in mind. This service offers extra hydration to soothe the skin, especially where radiation treatments may have left it raw and sensitive. We're also very mindful of ports and PICC lines, as well as any lymph node removal, and don't use excessive steam or heat. It's our most affordable facial, as we don't want to burden clients with extra financial strain when they're already going through such a difficult time.

**Monica Norman, owner/operator, esthetician and oncology skincare educator, Spa Esoteric in McKinney, Texas:** We offer facials, massages, body treatments, hand and foot treatments, hair and scalp care, and wig work. We also spend a lot of time



helping guests with their diet, makeup, lotions and potions to adjust to their new normal. Each service is approximately 60 minutes, although we take an additional 30 minutes or so to complete intake forms, and everything on our oncology menu is priced at a discounted rate of \$50 or less.

## What special training do the professionals who offer oncology services have?

**Kourie:** I became an oncology esthetician over an intensive weekend-long workshop nearly eight years ago, and have had many refresher courses since then to keep practicing oncology esthetics safely. This special training is incredibly important because we learn about client needs, treatments and empathy, as well as what not to do. We have to ask about medications, whether they've had surgery, chemo, radiation, a port or a PICC line, when treatment





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started and when their last infusion was. We never want to cause more trauma, and just knowing to ask these questions puts clients at ease and protects them and the technicians. Some chemotherapy treatments are skin absorbable within the first few days, so it's important to take any necessary precautions; this allows all minds and bodies to be at ease during the services.

**Norman:** Our therapists have been trained to work with all types of cancer and know how to accommodate surgeries, scars, ports and reconstructions, as well as hydrate and heal the skin. There is so much happening in the cancer treatment world, so we're constantly reading articles, learning and networking with other health care providers, nurses and cancer clients as well. Spa Esoteric goes to great lengths to make sure every guest is comfortable, nurtured and safe.

**Hamilton:** Our oncology therapists have all attended intensive training at the renowned Greet The Day program, which the spa pays for. It's vital that they're educated in this truly beneficial and healing modality, as it allows us to give back to the community.

### What are your go-to products and techniques when working with cancer patients?

**Norman:** All of our oncology services can be modified to fit each guest. Massages are tailored to factors including the type of cancer, what stage of treatment they're in and what their pain tolerance is. Typically, we use light pressure without any electric accessories or products containing fragrance, and instead use grape seed oil, shea butter or coconut oil. Our facials are modified as well: We cleanse the face, use very gentle exfoliation and light massage with grape seed or black seed oil. We also do an infusion with Intraceuticals Rejuvenate Daily Serum, an oxygen-based treatment to add more hyaluronic acid (HA), which chemo destroys. We don't do traditional manicures or pedicures, instead soaking the hands and feet in water that's not too hot with Epsom salt. No scraping or filing, no acids, no firm massage— if any at all.

**Kourie:** Some cancer treatments dry out the skin and leave it raw and irritated, so I use professional products without any harsh chemicals or dyes, and retail items that can be used at home to help alleviate discomfort. I carry an all-natural, organic line called Hylunia; the brand also has a medical line called HyMed, including a Reconstructive Cream specifically designed for use during and after chemotherapy and radiation. This product can be used for diabetic wounds, bedsores, severe eczema and psoriasis, too. It's a very therapeutic and restorative moisturizer that aids in the healing process and helps prevent infection. My oncology clients have given me such positive feedback about it, and have even said it eased the discomfort of hand/foot syndrome! We can

also add a pharmaceutical grade CBD oil to any facial, if desired, to calm irritated and inflamed skin.

#### **Hamilton:**

Everything we use for massage and skin care has been oncology approved by our vendors. We focus on products with non-irritating and hydrating ingredients that will soothe the skin, including lotion that has been recommended by the educators at Greet The Day. 🍃





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## The Spa at Palms Palms Casino Resort, Las Vegas

by Laura Waldon

### NEED TO KNOW

A gorgeous getaway from the hustle and bustle of the Vegas strip, The Spa at Palms (palms.com) opened its doors this past July. The modern wellness space invites locals and tourists alike to experience a blissful mix of treatments, including decadent facials and bodywork, chakra balancing, reiki, crystals, aromatherapy and holistic couples packages. The three-level “alternative bohemian oasis” is 20,000 square feet, with 15 treatment rooms, four skincare studios, two couples suites, eucalyptus steam room, sauna, water lounge, coed social lounge, salon and fitness area. The salon and fitness rooms overlook the KAOS day/night club, and certain spa spaces even allow clients to listen to the popular club’s live music.



COURTESY, THE SPA AT PALMS





that business by providing excellent service, seasonally and topically relevant treatments, and a thoughtful programming calendar that taps into the wellness sensibility that our clients demand.” Luckily, getting the word out hasn’t been a problem thanks to the hotel’s PR efforts. “Palms has an ongoing partnership with REVOLVE, which brings us the biggest influencers in the fashion, beauty and lifestyle space,” adds Ashford. “Plus, the hotel’s own social media channels have been a big awareness driver; so far, the response has been overwhelmingly positive.”

## BUSINESS SAVVY

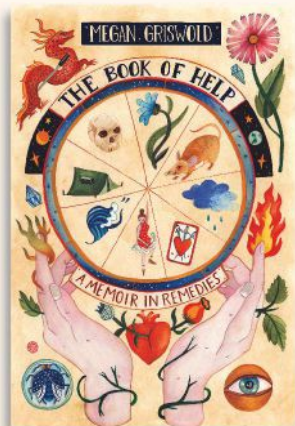
Spa director Brandy Ashford has a team-based approach to operations. “I like to work directly with everyone, learn their strengths and weaknesses, and build their confidence in terms of guest relations,” she says. “I allow staff to explore the spa menu so they feel inspired and enthusiastic, which is helpful when guiding and upselling services. I redirect energy when I see a team member is down and create a positive environment. Most importantly, employees like to feel heard; we spend time ensuring everyone is happy and loves the place they work, because it translates to the overall client experience.”

The Spa naturally attracts hotel guests looking to be pampered before going out on the town, but Ashford notes that such experiences are also trendy among those who live nearby. “Las Vegas locals have a big appetite for the city’s luxury spas,” she says. “So, we offer locals’ discounts midweek, and we’ll retain

## SIGNATURE SERVICES

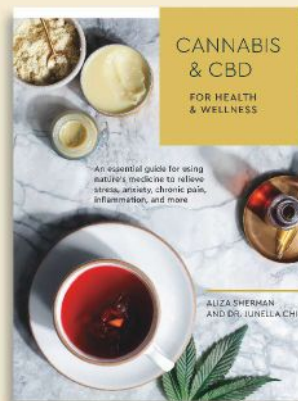
The Spa has created bodywork treatments tailored to the recipient’s astrological sign and aimed at rejuvenation inside and out. Enlightening Therapy, Elevate Therapy, Reignite Soul Therapy and Body Harmony Grounding Therapy (all 50 min./\$180 Mon.-Thur.; \$190 Fri.-Sun.) each include custom massage techniques, aromatherapy, gemstones and chakra work based on what water, air, fire or earth signs need. Perhaps The Spa’s most unique offering, the Oracle Reflection & Chakra Balancing Treatment (50 min./\$185 Mon.-Thur.; \$195 Fri.-Sun.) starts with an oracle card reading to determine underlying chakra issues. The therapist places crystals on the body while reciting healing affirmations, then performs a pendulum reading to ensure the client is balanced. “It’s special because it offers guests a customized and personal treatment specific to their current state,” says Ashford. 🍀

# BOOK NOOK SPECIAL!



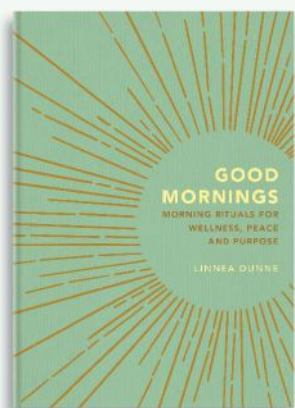
If you love memoirs full of life lessons, you'll want to get your hands on a copy of *The Book of Help* (Rodale Books, 2019) by Megan Griswold. The author shares a story spanning four decades and six continents, detailing an exhaustive list of soul-searching and educational endeavors, from sexual seminars to yoga

certifications—not to mention degrees earned at Columbia, Yale and the Institute of Taoist Education and Acupuncture. But of all her experiences, it's a call from her husband—in jail—that pushes her onto her truest path of self-discovery. As *Eat, Pray Love* author Elizabeth Gilbert notes: "In a world full of spiritual seekers, Megan Griswold is an undisputed All-Star." [penguinrandomhouse.com](http://penguinrandomhouse.com)



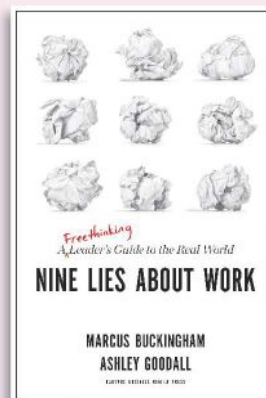
It's no secret that CBD is taking the spa industry by storm. To help you wrap your head around the many ways it can benefit your clientele, look no further than *Cannabis & CBD for Health & Wellness* (Ten Speed Press, 2019) by Aliza Sherman and Dr. Junella Chin. The founder of a global

cannabis wellness network and an osteopathic physician, respectively, the authors demystify cannabis and explain how it can be used to ease issues including pain, insomnia, inflammation and mood disorders. Also included are details on the various cannabis forms, from tinctures to topicals; dosing and microdosing; and safety and storage. [crownpublishing.com](http://crownpublishing.com)



Starting the day with a self-care ritual can be beneficial to wellness pros and spa-goers alike. With that in mind, *Good Mornings* (Gaia, 2019) by Linnea Dunne offers countless ideas for nourishing a.m. practices, including advice on how to create a unique option that takes your needs, circumstances and time

constraints into account. Whether it's a dedicated yoga practice at sunrise, mindfulness meditation after waking, journaling while you sip your morning coffee, or listening to birds in the back garden before tackling your daily commute, the suggestions are sure to lead to contentment and clarity. [linneadunne.com](http://linneadunne.com)



Owners and managers looking to boost their business savvy may like *Nine Lies About Work* (Harvard Business Review Press, 2019), in which strengths guru Marcus Buckingham (keynote speaker at last month's ISPA Conference & Expo) and Cisco Leadership and Team Intelligence head Ashley Goodall challenge conventional wisdom in

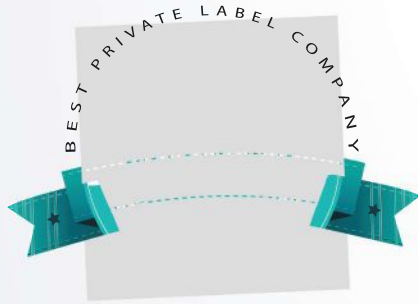
order to highlight more effective leadership practices. Among their observations: It's the strength and cohesiveness of your staff, not the company culture, that matter most; rather than trying to align people's goals, strive to align their sense of purpose and meaning; and employees don't want constant feedback, they want helpful attention. [hbr.org](http://hbr.org)



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### Leah Lynch

Owner  
 Beautique Salon & Spa  
 Newburyport, Massachusetts

“Team members are encouraged to utilize the spa at least once a quarter, which allows them to take advantage of all our amenities and exchange services with each other. Associates get discounted treatments all year long. We believe in promoting wellness through education, as well, which has included a body mechanics course to reacquaint service providers with the basics of proper posture and ergonomics to combat the physical demands of their roles. Lastly, we organize group yoga classes for staff as a way to feel rejuvenated and bond.”

### Jackie Flory

Spa director  
 Omni Barton Creek Resort & Spa  
 Austin, Texas

“Everyone who works at the property receives a 20 percent discount on all spa services, as well as complimentary gym memberships to our on-site fitness center. Additionally, we give chair massages and ‘Make Your Own Bath Salts’ to the resort staff on Global Wellness Day. We also participate in a Health & Wellness Fair once a year, where we offer chair massages to employees.”

### Samantha Rhodes

Spa director  
 Aviara Spa at Park Hyatt Aviara  
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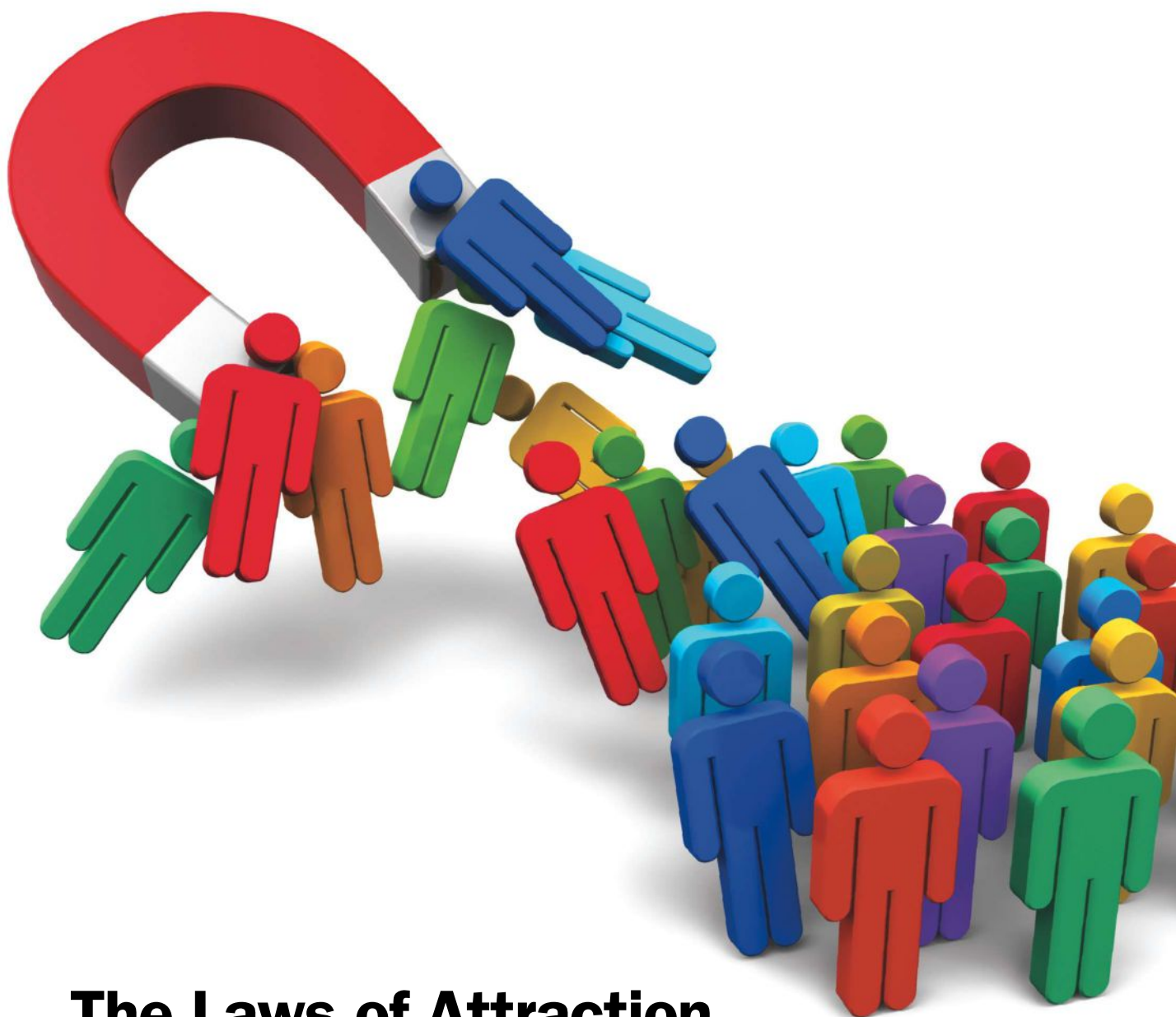
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## The Laws of Attraction

Industry leaders share winning strategies that have helped them attract and retain business. **by Francesca Moisin**

**WHEN IT COMES TO GETTING CLIENTS IN THE DOOR—** and keeping them coming back for more—certain spas have cracked the code. Of course, having top-notch techs and spectacular services are a big part of the equation, but equally crucial are the ways that these businesses present and promote themselves. “Marketing means so much more than just a name or logo,” says Denise Dubois, owner of Complexions Spa for Beauty and Wellness, with locations in Albany and Saratoga Springs, New York. “A good brand should convey who you are to current and prospective guests, as well as differentiate your company from

the competition.” Here, we take a closer look at how some of the most successful spas have mastered the marketing game.

### **KNOW YOUR AUDIENCE**

The best beauty and wellness businesses are 100 percent clear about who their target market is, what they’re seeking most in a spa, and how they communicate. Some may skew more toward millennials with “prejuvenation” services, while others may cater to a more mature community or even a wholly masculine clientele. “It’s essential



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to determine who your guests are, as that dictates everything from language used in communications and promotional imagery, colors and fonts, to scents diffused and music played in your space,” says Angela Cortright, owner of Spa Gregorie’s in Newport Beach and Rancho Santa Margarita, California.

Having a precise picture of her spa’s target demographic—which is 75 percent female; between the ages of 35 and 70; and actively interested in health, wellness, beauty and fitness—enables Cortright to craft her messaging and medium for maximum marketing ROI. For instance, with a more expensive, high-end facial that was recently added to the menu, the spa knew to focus on attracting older clients who’ve already invested a lot in skincare treatments and products. “She isn’t intimidated by the price point because she sees value in the results,” explains Cortright. With this in mind, the team focused its promotional efforts on direct mail, social media ads and influencers who appeal to more mature guests. The result? “It’s going great!” raves Cortright.

**KEEP IN TOUCH**

Speaking of reaching out, whether it’s via social media posts, automated text reminders or informative emails, connecting with customers has never been easier than it is today. As an image-based platform, Instagram is ideal for sharing pictures of happy clients or before-and-after treatment

results. “We also create graphics with facts about skin care and wellness, and take advantage of Instagram’s Stories feature to display photos of finished hairstyles or hot makeup looks,” says Dubois. “Facebook works for posting promotions, along with blog posts that link back to our website.”

Additionally, paid Google advertisements are a quick way to court new clients. Cortright sends a bimonthly newsletter to all of her email contacts, as well, so guests can learn about seasonal treatments or new staff and services at their leisure. “Whatever connection method you select, be consistent,” says Tracy Whynot, owner of PLACE360 Health + Spa in Del Mar, California. “An occasional call to a VIP can also be valuable.”

**MAKE CLEVER CONNECTIONS**

There’s no question that spa pros need to stay on top of the latest trends and techniques, and networking with other players in the beauty and wellness world is just one way to do so. That said, trying to attend every industry event or embrace an endless array of brands can quickly lead to burnout. “Forging true connections requires time and care—the fast approach is neither attainable nor sustainable,” says Whynot.

Trade shows like Premiere and the International SPA Association (ISPA) Conference & Expo can be great places to start. “They let you connect with industry leaders and vendors, and learn about new launches, trends and studies,”

says Amy Bell, director of Spa Adolphus at The Adolphus Hotel in Dallas. Afterward, be sure to follow up via social media or—even better—with handwritten notes.

“Equally important is co-marketing with other small businesses to reach new customers,” adds Dubois. Whether you forge relationships with nearby fitness studios, clothing boutiques or even dental offices, look for places that pair seamlessly with the kinds of guests you want to attract. “We solicited the most popular restaurants in our

*Paid Google advertisements are a quick way to court new clients.*



WILLIAM IVEY/PIXABAY



community to offer our Spa Date for Two package, which combines a one-hour massage plus high-end eatery voucher,” shares Cortright. “This type of networking has been a true win-win.”



Why not. These special touches not only keep clients returning time and again, they result in the best marketing of all: word of mouth. “Whether by serving complimentary beverages and snacks or sending guests home with product samples, we strive to over-deliver,” says Dubois. ☺

### KEEP THINGS FRESH

Thanks to a near-constant stream of cutting-edge aesthetic devices, new treatment modalities and increasingly effective ingredients, there’s always something new and exciting in the spa industry—and it’s your job to make sure you bring these offerings to your clientele with regularly updated menus. “A skincare regimen should also change with the shifting seasons,” notes Bell. Not only does the complexion require different things depending on the climate but, from a marketing perspective, changing up the menu piques curiosity. “While some customers visit because they love a specific treatment, others are more likely to return after seeing several offerings they’re interested in trying,” says Dubois. Why not agrees, advising spas to “maintain your hero services, then complement them with occasional additions.”

### CODDLE YOUR CLIENTS

Spa-goers should be nurtured from the first point of contact. “When they call to book a reservation, our concierge captures every relevant detail, so we can anticipate needs before they arise,” says Bell. Cortright keeps notes on clients, as well, highlighting preferred treatments and marking birthdays, which are commemorated with a warm email plus \$20 gift card. Meanwhile, PLACE360 is a sanctuary where clients come early to enjoy tea, relax while reading a book or chat with friends and staff. “Get to know your guests, as that retains relationship longevity,” adds

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# GOOD BACTERIA

Harnessing topical pre- and probiotics in skin care. *by KATIE O'REILLY*

It's 2019 and probiotics are no longer just fodder for dairy foods and kombucha, but have solidly arrived in the mainstream. Nowadays, experts claim that these so-called "friendly bacteria," essential for maintaining a healthy digestive system and regulating immune response, may offer benefits beyond the yogurt and beverage aisles. After all, our skin is its own teeming microbiome, aka a place where millions of "bugs" and various other bacterial species live symbiotically. As Katherine Tomasso, national director of education for Yon-Ka Paris, explains, "The microbiome is what protects our skin from invading pathogens and irritants." When it's compromised by environmental toxins, processed foods, stress and antibiotics, "opportunistic pathogens and irritants can penetrate the skin's surface, resulting in a host of reactions," she warns.





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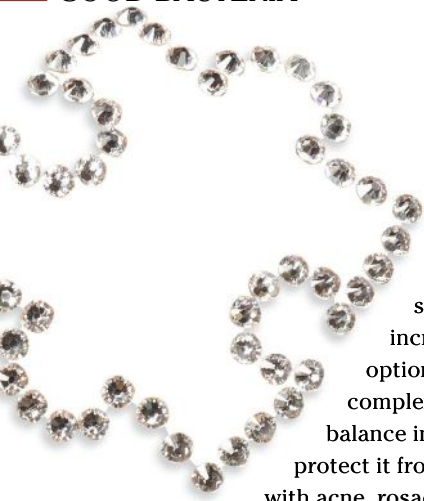


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Given the known benefits of ingesting probiotics, it makes sense that companies are increasingly formulating topical options that purport to calm the complexion, maintain moisture balance in the skin barrier, and protect it from harmful bacteria. Clients with acne, rosacea, eczema and other inflammatory conditions in particular may benefit. *DAYSPA* turned to skincare industry pros to find out more about this fast-growing field.

## GETTING TOPICAL

Humans are, in essence, walking petri dishes that harbor billions of bacteria, fungi and viruses—best-case scenario, they all live in harmony. Unfortunately, that’s not always so. “Imbalances of all those agents within the body often reveal themselves externally—certain types of acne and skin congestion are directly related to bacteria imbalance,” says Natalie Pergar, lead skin care trainer for Éminence.

Good and bad bacteria *both* play a role in the skin’s immunity, says Karen Asquith, national director of education for G.M. Collin. “Chronic inflammation occurs when bad bacteria stimulates the immune response and we don’t have enough good bacteria to fight it,” she explains. “Prebiotics assist in the proliferation of good bacteria on the skin, so they essentially feed probiotics.” Prebiotics consist of fibers like flaxseed, bran and barley, notes Steven Rosenfeld, CEO of Columbia SkinCare. “We provide these ‘good’ bugs with food and a place to live, and they in turn help us fight the ‘bad’ bugs and aid us in balancing our microbiome,” he says. “Prebiotics sustain and enable probiotics to keep the pathogenic bacteria under control.”

And as we know, probiotics fight bad bacteria. “Their presence on the skin doesn’t leave space for the bad bacteria to proliferate and induce an immune response, which helps

the skin combat damaging externals such as pollution and free radicals,” says Asquith, pointing out that studies show pre- and probiotics also carry antiaging benefits thanks to their inflammation-minimizing powers. Plus, according to Pergar, the “protective shield” that probiotics provide helps preserve the moisture barrier. “By interfering with bacteria’s ability to stimulate an immune reaction, probiotics calm the parts of the cells that may want to react to the presence of bad bacteria, and normalize the skin’s natural bacterial and moisture balance, helping it to ‘reset,’” she adds.

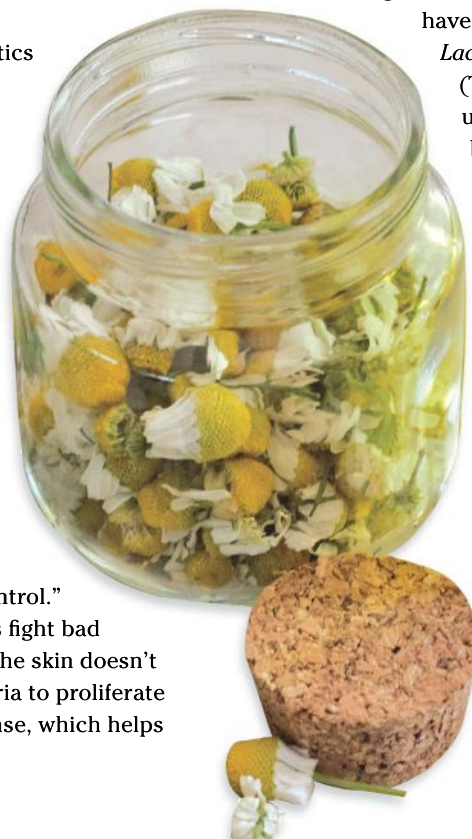
## DELIVERY 101

Pre- and probiotics can be incorporated into all skincare products; the formulation simply depends upon skin type and the condition it’s meant to address. “When we’re trying to develop something that will effectively eliminate or minimize the amount of pathogens on our skin, we want to be sure we don’t upset the balance of healthy bacteria living there as well,” notes Rosenfeld. With prebiotics, he prefers to source insulin derived from chicory root, as well as plant sugars like xylitol, for use in hydrating agents.

Probiotics commonly used in skin care include *Lactobacillus* and *Bifidobacterium*, but such agents can sometimes be confusing to parse on products’ ingredient labels. “Probiotics generally

have ‘bacillus’ in their name, such as *Lactobacillus ferment*,” says Asquith.

(This is because most probiotics used in skin care are derived from bacteria cultures found in milk and yogurt.) These are also frequently combined with other microorganisms for optimal outcomes, adds Pergar.



“Pre- and probiotics can be formulated to help rebalance many inflammatory conditions, including sensitive and reactive skin, acne and rosacea.”



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When it comes to soothing acne flare-ups and normalizing skin's bacterial and moisture balance, topical probiotics are a promising option. "This is because bacterial imbalance and inflammation are the biggest culprits in terms of acne," says Pergar. Asquith agrees: "Acne-fighting products containing

both pre- and probiotics—say, oligosaccharides as prebiotics and *Lactobacillus acidophilus* as probiotics—have proven to be beneficial in reducing blemishes in clinical studies." In these cases, probiotics combine best with naturally astringent, antiseptic willow bark or salicylic acid, as well as soothing niacinamide—blends that can be powerful allies in addressing eczema, too, says Asquith.

Meanwhile, probiotic *Lactobacillus casei* and *Lactobacillus acidophilus* combine well with chamomile for a calming effect, and Asquith points out that they actually work well with other anti-inflammatory actives including aloe, licorice extract and madecassoside. "Pre- and probiotics can be formulated to help rebalance many inflammatory conditions, including

sensitive and reactive skin, acne and rosacea," notes Tomasso. Probiotic serums or creams soothe skin on a cellular level, adds Rosenfeld, who explains that this also helps improve texture and stimulate natural collagen production. "A combination of prebiotics and probiotics formulated with vitamins, antioxidants and other beneficial ingredients can improve the skin barrier while increasing the production of antimicrobial peptides, enhancing the growth of the stratum corneum," he says.

### ON THE HORIZON

The experts are all in agreement: The inclusion of pre- and probiotics in skincare products and treatments is here to stay. "Research is still in its infancy—especially when it comes to prebiotics—but I believe these actives fill a void, and are not just a passing trend," says Tomasso.

Thanks to new technology called next-generation sequencing (NGS), scientists are able to rapidly sequence whole genomes and study microbial diversity in humans and the environment—a revolutionary breakthrough, says Rosenfeld. "Older sequencing technologies were very expensive and they provided a limited view of what was going

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on, but this allows us to resolve the genetic blueprints of organisms within communities and obtain genome sequences from more complex environments,” he explains. “We’re at an amazing point in microbiology, where we can use sequencing to obtain hundreds of genomes from an ecosystem.”

It’s significant because the more the industry learns about the microbiome and the relationships between healthy skin and overall wellness, the better formulators can identify which specific pre- and probiotics work together most effectively. “I’ll go out on a limb and predict that in 10 years’ time, the paradigm for skin care will shift to one based on utilizing the body’s microbiota and harnessing its own healthy bacteria to fight disease and stimulate the skin renewal process,” says Rosenfeld. 🍷

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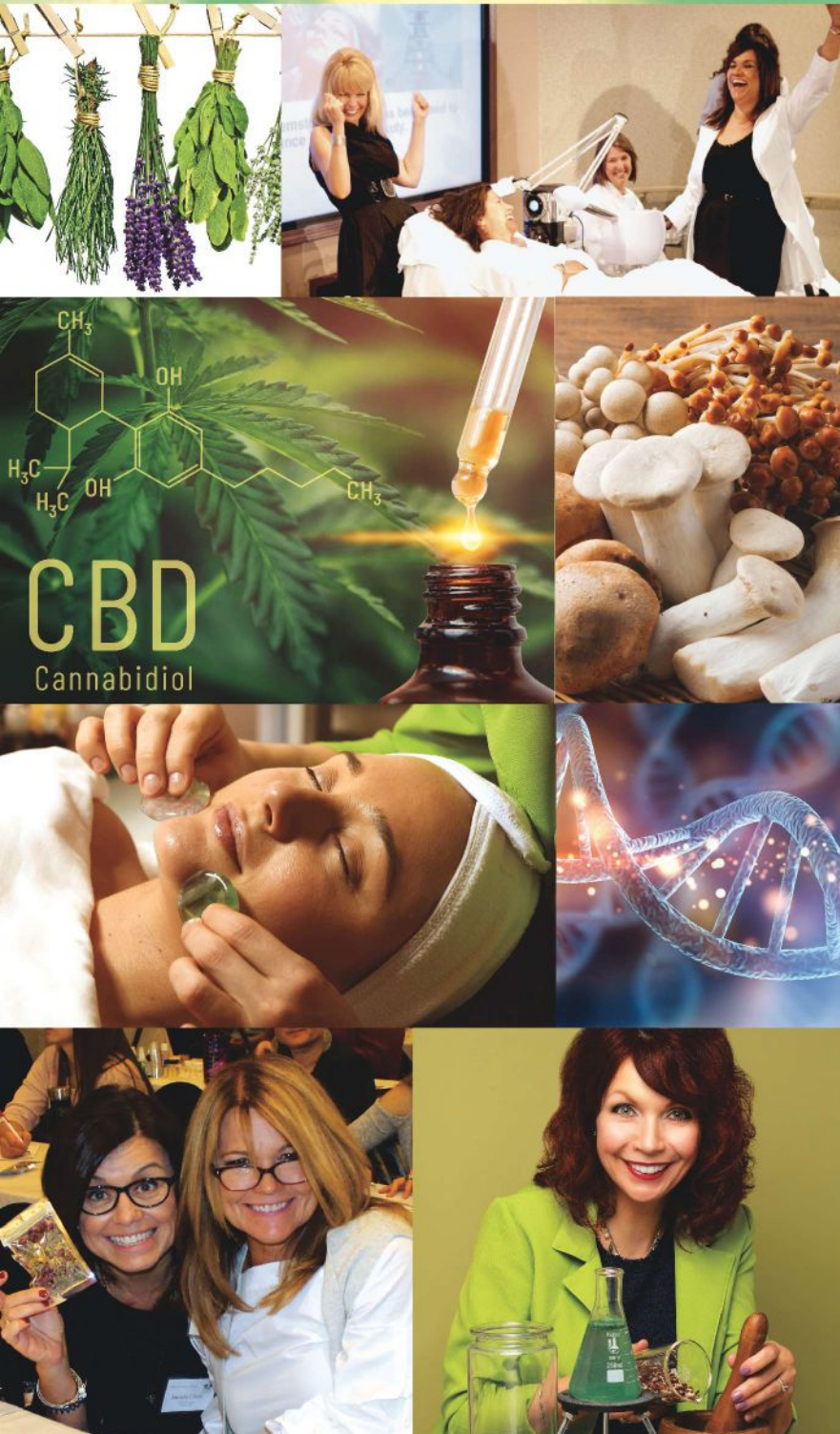


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# SEEING DOUBLE

Five spas share the couples services that are tempting twosomes and ramping up revenue. *by CARRIE BORZILLO*

**Savvy spas are realizing more than ever that couples treatments** don't need to be relegated to a one-off

Valentine's Day package, and are dedicating entire sections of their menus to twosomes year-round. "Spa services have become a regular part of 'couples weekends,' and we've seen a surge in rebooks from guests who visit with a partner," says Carolyn Holdsworth, director of Salt Spa at The Reeds at Shelter Haven in Stone Harbor, New Jersey. Indeed, the most recent consumer data from the International SPA Association (ISPA) reports that 26 percent of spa guests visit with a partner, and 37 percent of men are more likely to go with someone else. "Offering a couples massage is a great way to attract new customers who may be less likely to visit alone," says ISPA president Lynne McNees. But as the following services demonstrate, bodywork is only the beginning when it comes to drawing in duos—and retaining those relationships.







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Chateau Elan Winery & Resort

Braselton, Georgia

A fizzing foot bath using nourishing vitamin E and sweet almond oil kicks off this invigorating experience. Next, the couple gets buffed and polished from head to toe with a sea salt scrub loaded with brandy-infused pears. They're then painted with an antioxidant-packed CoQ10 and chocolate softening mask. After a quick rinse under the double rain shower, a full-body massage ensues using Hi-Bio fast absorbing full spectrum hemp oil with CBD, which has brightening, soothing and skin repairing properties, in addition to offering ongoing pain relief. "It's truly a sensory journey to fully 'mellow' the couple," says spa director Michelle Ufer.

### TWICE AS NICE:

The newly renovated spa offers lavish couples suites featuring a two-person rain shower, intimate dining area and deluxe side-by-side treatment beds—and one has a deep-soak Jacuzzi tub for two. "We also offer romantic add-ons, including rose petal turndowns, a bottle of bubbly, in-room flowers, bubble baths and more," says Ufer. Expanding its menu from just couples massages to comprehensive experiences has increased the spa's bookings significantly. "By changing some of these services out seasonally, we keep guests coming back," adds Ufer. "Couples are looking to reconnect, and spending time together being pampered at the spa really helps reset a relationship."

“By changing some of these services out seasonally, we keep guests coming back.”

## SPA ROMANCE

(130 min./\$815)

Allegria Spa at Park Hyatt Beaver Creek Resort & Spa  
Beaver Creek, Colorado

A truly luxurious experience that takes place in the spa's Healing Waters Couples Suite, this service begins with warm compresses applied to each guest's back. Next comes a wildflower scrub for her and a eucalyptus scrub for him, followed by a steam shower and 15-minute lavender hydrotherapy bath for two. Finally, the clients relax with a 75-minute massage, personalized according to their needs and using body butter scented to match the scrubs. "All products are local and custom-made," says spa director Angie Brown.

### TWICE AS NICE:

The spa is designed so that most massages and body treatments can be offered to duos. "We have three couples rooms, two of which include either a Swiss or Vichy shower and one that includes a soaking tub for two," says Brown. "Because of the variety and flexibility, guests come back year after year to share in the experience." To make the offering even more tantalizing for twosomes, they're invited to arrive early for a soak in the the co-ed Aqua Sanitas thermal pool, as well as spend some time in the relaxation lounge before or after their treatment. "We offer an extra amenity of chocolates and champagne for them to enjoy during or after the service," adds Brown.

“Because of the variety and flexibility, guests come back year after year.”

## COUPLES SUITE MASSAGE

(50 min./\$350)

Salt Spa at The Reeds at Shelter Haven  
Stone Harbor, New Jersey

Customization is key, so this service starts with a thorough intake to determine each guest's needs. For instance, the hot stone option includes a choice of heated basalt stones or Himalayan salt stones to provide a deeper therapeutic experience, along with muscle stripping techniques that detoxify in a way that traditional massage may not. After lying down on the spa's state-of-the-art Gharini massage tables, which heat up or cool down in less than a minute, the couple receives nourishing massages with shea butter cream instead of oil, and they're encouraged to enter a deep state of relaxation through rhythmic breathing. "The therapists always ensure that the overall experience feels unified within the treatment room, operating in tandem and synchronized throughout the session as much as possible," says Holdsworth.

### TWICE AS NICE:

Salt Spa is particularly appealing to couples "in that we offer not only lovely couples massages, but also a Brine Therapy Lounge where they can relax before or after treatments, and a Turkish Bath for an intimate body treatment experience," enthuses Holdsworth. "Using a dedicated couples environment can encourage tentative spa-goers to visit, and it absolutely results in rebooking for both individual and couples services."



TOP: ADIBELCZ/ISTOCK; COURTESY, SALT SPA  
AT THE REEDS AT SHELTER HAVEN





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## SIGNATURE COUPLES NAIL EXPERIENCE

(180 min./\$425)

The Spa at Beverly Wilshire,  
A Four Seasons Hotel  
Beverly Hills, California

Having been featured in the beloved romantic comedy *Pretty Woman*, the Beverly Wilshire certainly knows how to cater to couples, as evidenced by this magnificent side-by-side mani-pedi. It starts with an invigorating exfoliation of the hands, arms, feet and legs using a whipped sugar scrub rich in sweet almond oil. Then, 111SKIN Black Diamond Retinol Oil and Dramatic Healing Oil are thoroughly massaged in, and the service concludes with a collagen boosting Meso Mask and paraffin application, followed by nail polish for her—"all, of course, while sipping champagne," says director of spa Vivian Henein.

### TWICE AS NICE:

Hotel guests are invited to relax poolside before or after their treatment and sip the Beverly Wilshire's signature *Pretty Woman* cocktail. "They can also enjoy a light lunch in the nail bar during their service while watching *Pretty Woman* together," says Henein. "We like to make sure that each experience is better than the last, so if they enjoy this one, we can then introduce them to one of our other signature treatments."

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## LUCKY IN LOVE

(180 min./\$630)

The Spa at Ponte Vedra Inn & Club

Ponte Vedra Beach, Florida

A journey to delight the senses, this comprehensive couples offering begins with a personal inhalation ritual using the Zents scent of their choice, then a massage with Zents Anti-Aging Massage Oil, customized according to each client's areas of concern. Next, the feet are wrapped in warm towels and the pair goes through another series of deep inhalations. A side-by-side G.M. Collin facial follows, starting with PurActive Cleanser applied with a Clarisonic device, and an exfoliating Phytoaromatic Gommage accompanied by a hand and foot massage ensues. Then, a hot towel is used to remove the gommage and extractions are performed. The therapist massages a hydrating mask into the face, and performs a décolleté and shoulder massage as well. A serum and moisturizer are applied, followed by an antiaging eye treatment. It all wraps up with champagne and a Zents Truffle, a relaxing aromatherapy soak in the Jacuzzi tub, and a steam shower.

EWIE S./UNSPASH



## TWICE AS NICE:

The spa has seen an increase in visits from pairs over the past few years, thanks in large part to the couples suite—a luxury amenity offered only to those who book one of the three options on the Spa For Two menu. “It’s a big draw because they have access to their own private tub, shower, restroom and patio,” says spa director Melissa Deese. “We customize packages so our guests get the exact experience they’re looking for. Special requests might include a bouquet of flowers, chocolate-covered strawberries and a bottle of champagne if the couple is celebrating a special occasion.” 🍷

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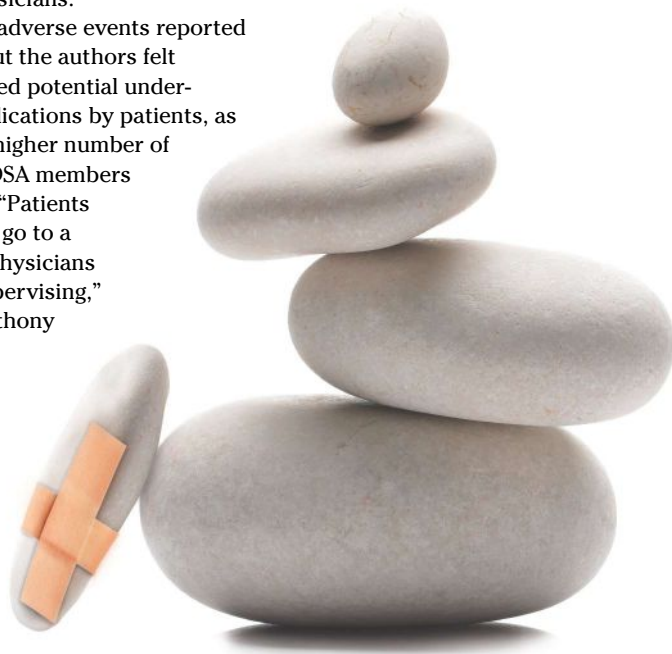
Released in PDF format, the ebook includes everything you need to know to educate your clients about CBD's benefits and formulation; an up-to-date report on legal developments; how spa owners have successfully introduced CBD to their clientele; what their most successful packages are; how they profit from adding CBD to basic services; and a curated guide to the best in CBD-infused products that will fly off your retail shelves. Download it today at [dayspamagazine.com/CBD](http://dayspamagazine.com/CBD).

## MEDSPA SAFETY

The American Society of Dermatologic Surgery Association (ASDSA) has developed new model legislation aimed at protecting patients seeking aesthetic treatments. The Medical Spa Safety Act outlines the responsibilities of supervising physicians in performing initial patient assessments, obtaining consent and preparing written treatment plans. It would further require providers to wear identification that clearly communicates if they aren't physicians, verify that the supervising physician has assessed the patient, and notify the medical director and supervising physician of any adverse events or complications.

This is in response to loose regulatory requirements for reporting adverse events and complications, and as a result of an ASDSA patient and physician study published in *Dermatologic Surgery* (April 2019). The findings revealed that the top procedures for which respondents used non-physician providers were laser hair removal, microdermabrasion and chemical peels. The majority of procedures by non-physicians took place outside a traditional office setting, and burns and discoloration—the most common events reported—occurred at a higher rate than in those who had procedures performed by physicians.

The number of adverse events reported overall was low, but the authors felt the survey indicated potential under-reporting of complications by patients, as evidenced by the higher number of complications ASDSA members reported treating. "Patients believe when they go to a medical spa that physicians are on-site and supervising," says co-author Anthony M. Rossi, MD. "We believe this legislative model will encourage states to provide medical oversight and inform patients on who is taking care of them."



## ROYAL NOD

Global Wellness Day (GWD), the international social project dedicated to getting away from everyday stressors and unhealthy habits in order to find greater inner peace, received the support of Prince Harry and Meghan, Duchess of Sussex, in an Instagram post on August 5. Following an announcement to its 9.3 million followers that The Duke and Duchess of Sussex would follow 15 inspiring accounts to shine a light on those working hard behind the scenes for the greater good of the world, the official @sussexroyal account named GWD as one of their selections. The caption read: "Thank you for being part of this collective conversation with us; we hope everyone has enjoyed discovering many of these accounts and engaging with each other on how we can all be Forces For Change."

Founded in 2012 and having been simultaneously celebrated in over 150 countries at more than 7,000 different locations, GWD will next take place on Saturday, June 13, 2020.

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<sup>2</sup> September 2017 CareCredit Consumer Panel - Day Spa Research.

\*Subject to credit approval. Minimum monthly payments required. See [carecredit.com](https://carecredit.com) for details.

## BRING YOUR “A” GAME

A study published in the *Journal of the American Medical Association Dermatology* (July 31), has found that people whose diets include high levels of vitamin A have a 17 percent reduction in risk for getting cutaneous squamous cell carcinoma—the second-most-common type of skin cancer among people with fair skin—as compared to those who get modest amounts. Vitamin A is known to be essential for the healthy growth and maturation of skin cells, but prior studies on its effectiveness in reducing skin cancer risk have been mixed, says Eunyoung Cho, ScD, an associate professor of dermatology and epidemiology at Brown University.

Participants with the highest vitamin A intake reported eating, on average, the equivalent of one medium baked sweet potato or two large carrots each day. Those in the lowest category reported eating a daily average amount equivalent to one-third cup of sweet potato fries or one small carrot, which is still above the U.S. Recommended Dietary Allowance of vitamin A. The team also found that the majority of vitamin A came from participant’s intake



of fruits and vegetables, rather than from animal-based foods or supplements. “Skin cancer, including squamous cell carcinoma, is hard to prevent, but this study suggests that eating a healthy diet rich in vitamin A may be a way to reduce your risk, in addition to wearing sunscreen and reducing sun exposure,” says Cho.

## Outsmarting Migraines

Migraine sufferers who used a smartphone-based relaxation technique at least twice a week experienced, on average, four fewer headache days per month, according to a study published online in the journal *Nature Digital Medicine* (June 4). Developed in part by researchers at NYU School of Medicine, the RELAXaHEAD app guides patients through progressive muscle relaxation (PMR) during which they alternately relax and tense different muscle groups to reduce stress.



Migraine sufferers are often prescribed drug treatments and behavioral therapy, but don’t pursue the therapy even after a doctor’s recommendation because of the expense and inconvenience, says the study’s senior investigator Mia Minen, MD, MPH. To see if the app might increase compliance, the research team analyzed its use by 51 confirmed migraine patients. Participants were asked to use the app for 90 days and to keep a daily record of the frequency and severity of their headaches, while the app kept track of how long and often patients used PMR.

The study results suggest that accessible smartphone technologies “can effectively teach patients lifelong skills needed to manage their migraines,” says Dr. Minen. The app is not yet publically available.

## DATE BOOK

Make a note of these upcoming industry events!

**OCTOBER 15-17**  
Global Wellness Summit  
Singapore  
[globalwellnesssummit.com](http://globalwellnesssummit.com)

**OCTOBER 20-21**  
Premiere Birmingham  
Birmingham, Alabama  
[premierebirminghamshow.biz](http://premierebirminghamshow.biz)

**OCTOBER 21**  
World Spa Awards  
Dubai, UAE  
[worldspaawards.com](http://worldspaawards.com)

**NOVEMBER 3-4**  
International Congress of  
Esthetics and Spa (ICES)  
Miami  
[miami.skincareshows.com](http://miami.skincareshows.com)

**NOVEMBER 3-4**  
Holistic Skin Care Conference  
Rosemont, Illinois  
[holisticskincarepractitioners.org](http://holisticskincarepractitioners.org)

**NOVEMBER 10-11**  
Global Virtual Aesthetics  
Summit (GVAS)  
[myfacemybody.com/gvas](http://myfacemybody.com/gvas)

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## BUSINESS IS BOOMING

Last month, the International SPA Association (ISPA) released the 20th anniversary edition of its U.S. Spa Industry Study, marking nine years of steady growth. PricewaterhouseCoopers (PwC) was commissioned to conduct the study, which presents what's known as the "Big Five" spa statistics: total revenue, spa visits, spa locations, revenue per visit and number of employees. Once again, findings showed increases in all key financial indicators:

- Total revenue went from \$17.5 billion in 2017 to \$18.3 billion in 2018
- Revenue per visit increased from \$93.70 in 2017 to \$96.50 in 2018
- Number of spa visits rose from 187 million in 2017 to 190 million in 2018
- Number of spa locations grew from 21,770 in 2017 to 22,160 in 2018

"The number of spas is at an all-time record," says Colin McIlheney, PwC global research director. "The other notable statistic is that revenues are getting ever close to the iconic \$20 billion mark. This remarkable threshold could be reached during 2020."

## Software Boosts Sales

DaySmart Software, makers of Orchid Spa Software, has released a report on technology trends impacting small businesses in the spa industry. For the national study, DaySmart partnered with research firm Researchscape International to survey a total of 1,763 small business owners. Respondents were decision-makers and full or partial owners with fewer than 100 employees, with the majority of respondents (62 percent) having zero to nine employees.

The findings reveal how spa owners are leveraging technology to grow their businesses. More than half of those surveyed have adopted business management software, noting benefits including reduced manual effort and paperwork (61 percent), increased customer satisfaction (49 percent) and improved work/life balance (48 percent). Additionally, 73 percent of respondents who use business management software reported making more than \$100,000, compared to 60 percent of respondents who do not use such software. Of those who use business management software, 42 percent recognize the benefits of cloud-based products, while 38 percent still prefer on-premise software. 🍷





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The hydrating **M'lis Renew** vitamin C serum blends hyaluronic acid, jojoba and grape seed oil with an invigorating citrus aroma. [mlis.com](http://mlis.com)



**Pure Fiji Anti-Aging Intense Day Crème** is a peptide and botanical blend that rejuvenates and restores radiance. [purefiji.com](http://purefiji.com)



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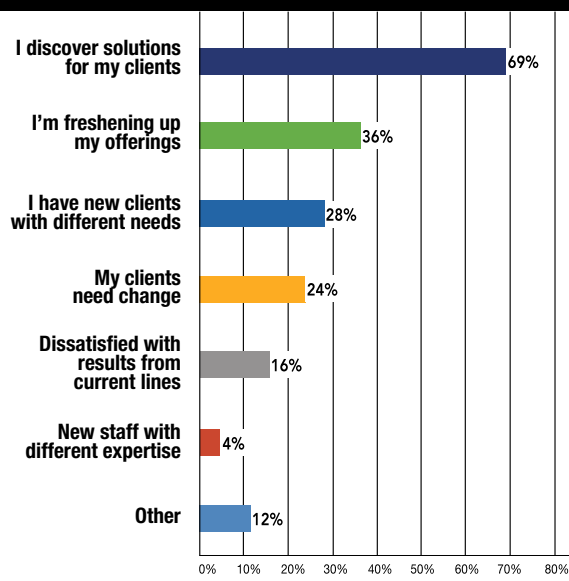
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# Natalie Pergar

Lead Skin Care Trainer, Éminence Organic Skin Care

## PERSONAL MANTRA:

Carpe diem

## WOULD MOST LIKE TO MEET:

Leonardo da Vinci

## PET PEEVE:

Fingernail biting

## SCARIEST THING YOU'VE EVER DONE:

My first big public speaking event: I thought I was going to black out!

## CAN'T LEAVE THE HOUSE WITHOUT:

My Éminence Citrus Lip Balm!

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

If I wasn't in wellness, I may have pursued my interests in special effects for film, design or something to do with history such as anthropology.

## What's in the pipeline for the company?

We always have so many exciting projects in progress at Éminence, but I can't reveal too much as they're top secret! Right now, we have the new replenishing, revitalizing and detoxifying Pure Forest Collection, which features key ingredients such as snow mushroom, reishi mushroom and birch water. We also have some stunning holiday gift sets that are sure to be the most sought-after presents this season.

## What advice would you give your younger, just-starting-out self?

Trust the process, stay focused and curious, work hard and keep up with the industry. Everything else will fall into place.

## What's a common skincare mistake you see people making?

Not having a daily routine; it's the only way to truly maintain and achieve results. I also see product overuse, or not allowing one product to absorb before applying the next. Another big one is picking at the skin.

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

I'm a bit obsessed with outer space and all the possibilities. I often think to myself, 'How cool would it be to travel throughout our universe?!'

## What do you love most about Éminence?

There's so much! From the supportive people to the positive environment I get to work in every day—not to mention all of the amazing products. I'm so grateful for the opportunity to be part of a growing industry, leading brand, and the community and our large family. There's not much I don't love!

## What's on your bucket list?

So many things! I love travel, so I want to observe the Northern Lights and visit a few hot springs in Iceland.

## What's your daily skincare regimen?

My day always starts with a cleanse—sometimes a double cleanse or exfoliating cleanser, depending on my skin—then a toner, a serum or two, concentrate, moisturizer and SPF. I also mask a lot—at least four times a week, so almost daily. 🍷

DS

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