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FROM THE EDITOR



Traveling for the holidays? Keep spa operations running smoothly with the tips in *Back to Basics* on page 26!

IT'S SOMEHOW ALREADY THAT SPECIAL SEASON when we're gearing up to celebrate the holidays, indulge in comfort food and enjoy lots of time with loved ones. As Thanksgiving approaches, most of us take stock of what we're grateful for. My annual list goes something like this: husband, family, friends, cat, health. All of that still applies, but I'm happy to add a big one this year: I'm pregnant!

Having a baby on the way is super exciting, but I have to admit: The hormonal changes are no joke. After the initial "glow" that most moms-to-be experience, I was hit hard with a major breakout. So I headed down to a recently opened Jurlique Skin Studio nearby, where I received a gentle yet effective facial from esthetician Lily Moon—who even threw in a few extras to further address my specific concerns. I've said it before and I'll say it again: Whenever a spa pro can help clear up my skin, I'm forever grateful. And it was certainly true in this case, as I left the treatment room with renewed radiance and watched my blemishes disappear over the next few days.

In that vein, this month's issue highlights the trending treatment tools, tips and products that will make your clients beyond thankful for all you do. Learn about how to protect their skin from pollution and other environmental stressors in "Braving the Elements" on page 38, then check out Must Have on page 16 for a roundup of antioxidant-packed skin care to support your services. And as always, our regular Well Equipped showcase on page 12 will ensure you're on the cutting edge with today's top devices.

Given all the hustle and bustle that accompanies this time of year, it's crucial that you take care of yourself, too. So flip to "Self-Care for Spa Pros" (page 30) for some simple ways you can protect your health and well-being while at work—because you can't serve from an empty vessel. Put all of this know-how into practice, and you'll have everything you need to ensure a productive, lucrative and gratitude-filled holiday season.

LAURA WALDON
EXECUTIVE EDITOR
lwaldon@creativeage.com

TEAM TRAVELS



Alexa was pampered with a Spa Pedicure and Pure Relaxation Massage at Burke Williams in Woodland Hills, CA.



Jasmine toured the newly launched Biologique Recherche treatment room inside a Neiman Marcus in Beverly Hills, CA.



I visited the Jurlique Skin Studio in the Pacific Palisades, CA, where esthetician Lily Moon treated me to a luxurious, organic clarifying facial.

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Fresh & Easy

by Jasmine Brown

WHEN YOU'RE FACING BACK-TO-BACK appointments, caffeine may not be enough to keep you going. Luckily, you can kick-start your day with energy-packed foods, like this Joya Spa Yogurt Parfait taken straight from the Arizona-based Omni Scottsdale Resort & Spa at Montelucia's spa menu. The power bowl is chock full of fiber and antioxidants—thanks to blueberries, strawberries and pineapple—while Greek yogurt adds magnesium and protein to the mix. Joya Spa executive chef Marcos Seville notes that the dish is a hit with clients, and it's sure to win over wellness pros, too. Throw this simple recipe together before work, and you'll be good to go!

Joya Spa Yogurt Parfait

Yields 2 servings

- 1½ cups plain Greek yogurt
- ½ cup strawberries
- ½ cup blueberries
- ½ cup pineapple
- ¼ cup granola
- basil syrup

Divide yogurt between two bowls, then sprinkle each with preferred fruit. Garnish with granola and drizzle with basil syrup. 🍷



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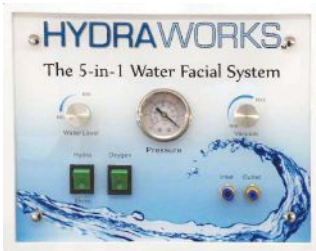
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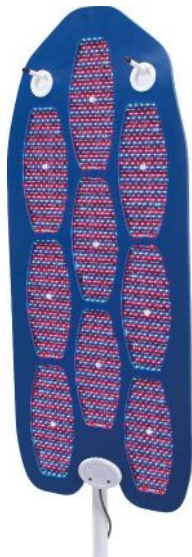
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Celluma DELUX
by BioPhotas

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celluma.com



PR Cell 2G
by Silhouet-Tone

Combines a skin fold and vacuum massage to reach subdermal tissue, helping to reduce the dimpling and "orange peel" appearance of cellulite.
silhouettone.us



Professional Strength Ultrasonic Skin Scrubber
by Saian

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saian.net



First Aid FOR YOUR CLIENTS' Skin

All forms of hair removal can leave your clients highly susceptible to germs, infection, and bacteria—unless you apply finipil. Finipil is a patented, FDA-registered, over-the-counter antiseptic created for use after and between hair removal. Finipil destroys 99.999% of bacteria while helping to protect the hair follicles from infection. But killing bacteria is just the start. It also:

- Instantly cools and soothes the skin
- Reduces redness, swelling, and bumps
- Helps prevent ingrown hairs and sebaceous cysts
- Is effective after shaving, waxing and electric hair removal
- Has been dermatologist and scientifically researched, tested, and approved

There are so many other uses for finipil!

Finipil is an incredible germ and fungus killer, moisturizer and sanitizer. It soothes skin irritations, blemishes, rashes and calms itching and cools sunburn! Can even be used as a deodorant and in place of alcohol based hand sanitizers! Professionals call it a “must-have” lotion!

Scientific Test Results

Challenge Organism	Finipil OTC		
	Control cfu/ml	cfu/ml	% reduction
<i>S. aureus</i> ATCC 6538	1.9×10^7	1.9×10^3	99.99
<i>S. aureus</i> ATCC 33592	2.5×10^7	2.6×10^4	99.9
<i>P. aeruginosa</i> ATCC 9027	1.3×10^8	<49	>99.99996
<i>E. coli</i> ATCC 8739	7.8×10^8	<49	>99.99999
<i>C. albicans</i> ATCC 10231	6.0×10^6	1.3×10^2	99.998

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Microcurrent System
by Advance Esthetic

This facial toning and body sculpting device helps increase collagen production, reduce fine lines and wrinkles, and boost blood and lymph circulation.
advance-esthetic.us



Salternative
by Onyx Medical

A two-part system that features gentle sea salt microdermabrasion and an oxygen infusion that helps topical serums better penetrate the skin.
onyxmedical.com



ProPanel
by LightStim

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lightstim.com



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- INTERNATIONAL CONGRESS OF ESTHETICS AND SPA - Miami. November 3-4
Booths #208 - 210 - 212

Extra Support

To help clients achieve brighter, healthier skin, look no further than antioxidants like resveratrol, green tea, and vitamins C and E. These potent skin defenders can calm inflammation, prevent fine lines from forming, and provide an extra layer of protection against sun damage—integral additions to every daily regimen!



- 1 Sorella Apothecary Pomegranate Acai Antioxidant Serum sorellaapothecary.com
- 2 OZNaturals Dragon's Blood Facial Serum oznaturals.com
- 3 Refineé Hydrating Gel Mask refineeskincares.com
- 4 Bioelements Plump Start bioelements.com
- 5 Piori Q+SOD fx220 Brightening Serum prioriskincare.com
- 6 Éminence Citrus & Kale Potent C+E Serum eminenceorganics.com
- 7 Saian Amino-Lift Mask saiant.net
- 8 M'lis Daily Antioxidant mlis.com
- 9 Sesha Skin Therapy Advanced Antioxidant Cream seshaskin.com

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Oil or Nothing

Super moisturizing products are an essential part of every spa pro's tool kit. You'll need some especially potent options as colder weather starts drying out clients' complexions, so we've gathered this crop of luxe face and body oils that will help you give their skin the extra nourishment it needs.

"A massage oil that 'feeds' my skin? I may never leave → the treatment table!"

Laura Waldon
Executive Editor



1 Elina Organics
Skin Renewing Oil Blend
This mix of organic cold-pressed oils is ideal for dry, sensitive and aging complexions.
elinaorganicsskincare.com

2 EarthLite
Nourishing Natural Nut Massage Oil
Infused with coconut, apricot and almond, this unscented blend is extra rich for depleted skin.
earthlite.com

3 FarmHouse Fresh
Red Hot Shandy Body Oil
This soothing jojoba, sunflower and apricot blend can be applied directly or poured into a bath.
farmhousefreshgoods.com

4 Phytoceane
Zanzibar Nourishing Oil
A dry oil formulated with coconut, organic macadamia and buriti to nourish and protect the skin.
phytoceane.com/en

5 Osea
Essential Hydrating Oil
Jojoba and sesame seed oils add instant moisture and diminish the look of fine lines.
oseamalibu.com

6 Éminence
Wildflower Ultralight Oil
Evening primrose, primula, echinacea and linden flower oils support healthy-looking skin, hair and nails.
eminenceorganics.com

"A rich all-over treatment that has me dreaming of spring!"

Alexa Joy Sherman
Managing Editor



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Talise Spa at Burj Al Arab Dubai, United Arab Emirates

by Mary Zavaglia

NEED TO KNOW

Perched 150 meters above sea level, Talise Spa at the renowned Burj Al Arab (jumeirah.com) boasts panoramic views of the Arabian Gulf and The World Islands. The opulent, gold-plated surroundings are bathed in natural light, creating a magical atmosphere that is both vibrant and soothing. With an extensive menu of indulgent services, the 11,500-square-foot space is spread over two levels and features a coed area, 16 treatment rooms and the exclusive Assawan Amphitheatre lounge, along with separate men's and women's facilities that include infinity pools, Jacuzzis, saunas, steam rooms and plunge pools. Rounding out the wellness offerings are a squash court and fitness center with aerobic studios and advanced cardiovascular and resistance training equipment.



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4 separate treatment jars allow providers to treat the entire body and face with HydroPeeling. Furthermore, its waste jar has a large capacity and is hidden inside the unit to keep the device's appearance clean, organized and professional.

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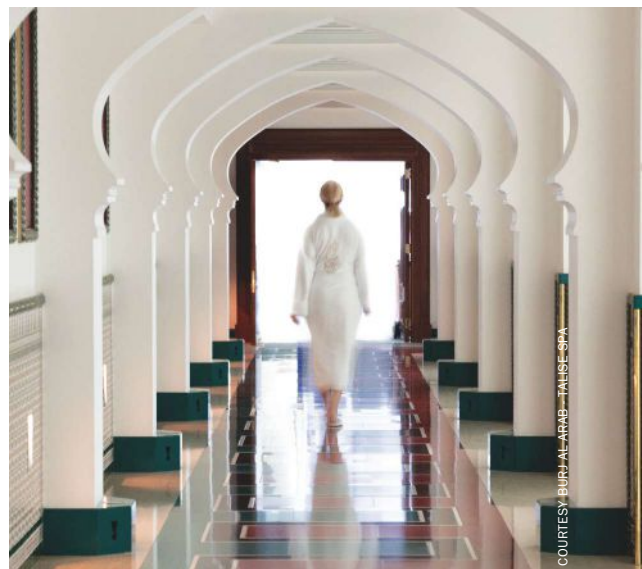
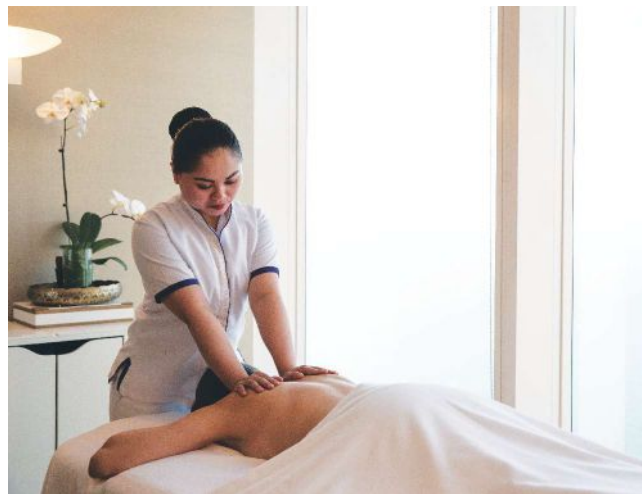


BUSINESS SAVVY

In addition to their already extensive credentials, the spa's eight massage therapists and estheticians participate in daily sessions with an on-site trainer, as well as work closely with brand partners, who offer education twice a year to ensure the highest quality and consistency in all services offered. "I have a hands-on approach to management, and you'll find me involved in all daily operations," says Catarina Gonçalves, director of spa, health club and retail. "This allows me to build a trusting relationship with the staff, and to understand their challenges so I can find solutions." With a clientele comprised of celebrities, politicians and others staying at the luxury hotel, the spa also attracts its share of locals. "Our guests don't just come for a treatment, they come for an experience," notes Gonçalves. "Our half-day packages are the most popular, as this allows visitors to lounge by the indoor infinity pool and sip ginger tea after their services."

SIGNATURE SERVICES

All spa clients receive a welcome foot ritual, which includes a salt and sand scrub, followed by a consultation to better understand their preferences for a more customized experience. The Burj Al Arab Signature Massage (90 min./\$300) blends traditional Shiatsu, Thai, Swedish and Balinese techniques using uniquely crafted organic oils. "The hands are the eyes for the therapists, as they can feel what the body needs and create a magnificent result for the guest," says Gonçalves. The popular La Prairie Ultimate Rejuvenating Facial (80 min./\$375) is a head-to-toe wellness service involving two therapists who provide a hydrating, antiaging skin treatment along with a hand and foot ritual. Finally, the spa recommends that clients head to the Assawan Amphitheatre lounge after any service for extra relaxation, thanks to its breathtaking view of the Burj Al Arab Atrium. 🌿



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LAUNCHTIME!



Celluma has introduced **Celluma DELUX** and **Celluma DELUX XL**, two full-body LED light therapy models available in portable, space-saving sizes (57"x24" and 65"x30", respectively). Spa pros can provide head-to-toe LED services during facials or as stand-alone treatments to address a variety of skin and pain conditions. Plus, the flexible devices hang on the back of a door when not in use. celluma.com



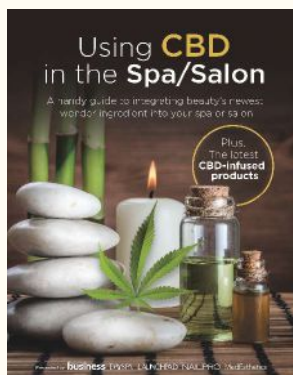
Spa-goers seeking a gentler type of chemical peel will be interested in trying **iS CLINICAL Prodigy Peel Systems**. Formulated to improve skin health without the harshness of a typical peel, the three-step, superficial- to medium-depth offerings address concerns including fine lines and wrinkles, hyperpigmentation, acne and surface scars. They're also designed to complement the brand's popular skincare line. isclinical.com



GET SMART

Dermalogica has launched a free online business course for skincare professionals: the **FITE Business Accelerator**. Developed by the brand's global education team in conjunction with its FITE (Financial Independence Through Education) program, the course is open to anyone studying or working in the industry and has an estimated completion time of six to eight hours. The self-paced curriculum allows students to interact with the class moderator and each other as they work through modules including The Entrepreneurial Mindset, Building Your Business Blueprint, The Business of Customer Service, The Business of Marketing and The Business of Social Media.

dermalogica.com/fitebusinessaccelerator



The ABCs of CBD

CBD is cropping up everywhere in the spa industry, from facial and body treatments to massage lotions and cosmetics. Now, **DAYS PA** is offering the free ebook, *Using*

CBD in the Spa/Salon, to help businesses learn how to capitalize on this booming trend. Released in PDF format, it covers everything spa pros need to know, including:

- CBD's benefits and formulation
- An up-to-date report on legal developments
- How spa owners have successfully introduced CBD to their guests
- Top CBD services and packages
- How businesses profit from incorporating CBD treatments
- A curated catalog of the best CBD-infused products sure to fly off retail shelves

The handy guide can be downloaded at dayspamagazine.com/cbd.

WHAT ARE YOU MOST THANKFUL FOR IN YOUR CAREER?

“I’m grateful for science. To feel and smell the high-performance skin care we work with is a journey on its own, but to see the results we accomplish—whether by using new devices or other products—is truly the cherry on top. Science keeps us educated and on our toes, and it makes us want to keep performing better. It also helps build team spirit by allowing us to share knowledge with coworkers or attend classes together. We’re not a one-person show; we all need science to do the work we’re so passionate about.”

Bianca de Jong

Owner
Forest Spa Boutique
Palo Alto, California

“I love that this industry is always evolving, providing me with the opportunity to continue learning. I was born with a passion for helping others, and I’m most thankful for the knowledge I’ve gained over the years and the opportunity to share that knowledge with our guests. I initially pursued aesthetics out of a desire to get to the bottom of my own skin problems. Since then, I’ve not only resolved my skin issues, but also helped thousands of clients put their best skin forward.”

Kristi Dickinson

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

“I’m most grateful for my early years as a technician. Having 15 years of experience as a massage therapist and 10 years as an esthetician and nail tech has given me the ability to develop a business with a technician-first mentality. Leaps of faith in my career have resulted in opportunities in California, Hawaii, New Zealand and now back to the Midwest. My mantra of serving others with care and kindness aligns with Anda Spa, and together we ensure customer service is at the forefront of all our endeavors.”

LeAnne Erickson

Director
Anda Spa at the Hotel Ivy
Minneapolis



RETAIL ROCKSTAR

THE SPA

Serenity Spa at Sheraton Panama City Beach Golf & Spa Resort in Panama City Beach, Florida

THE PRO

Nancy DiMaio, spa director

THE STAR

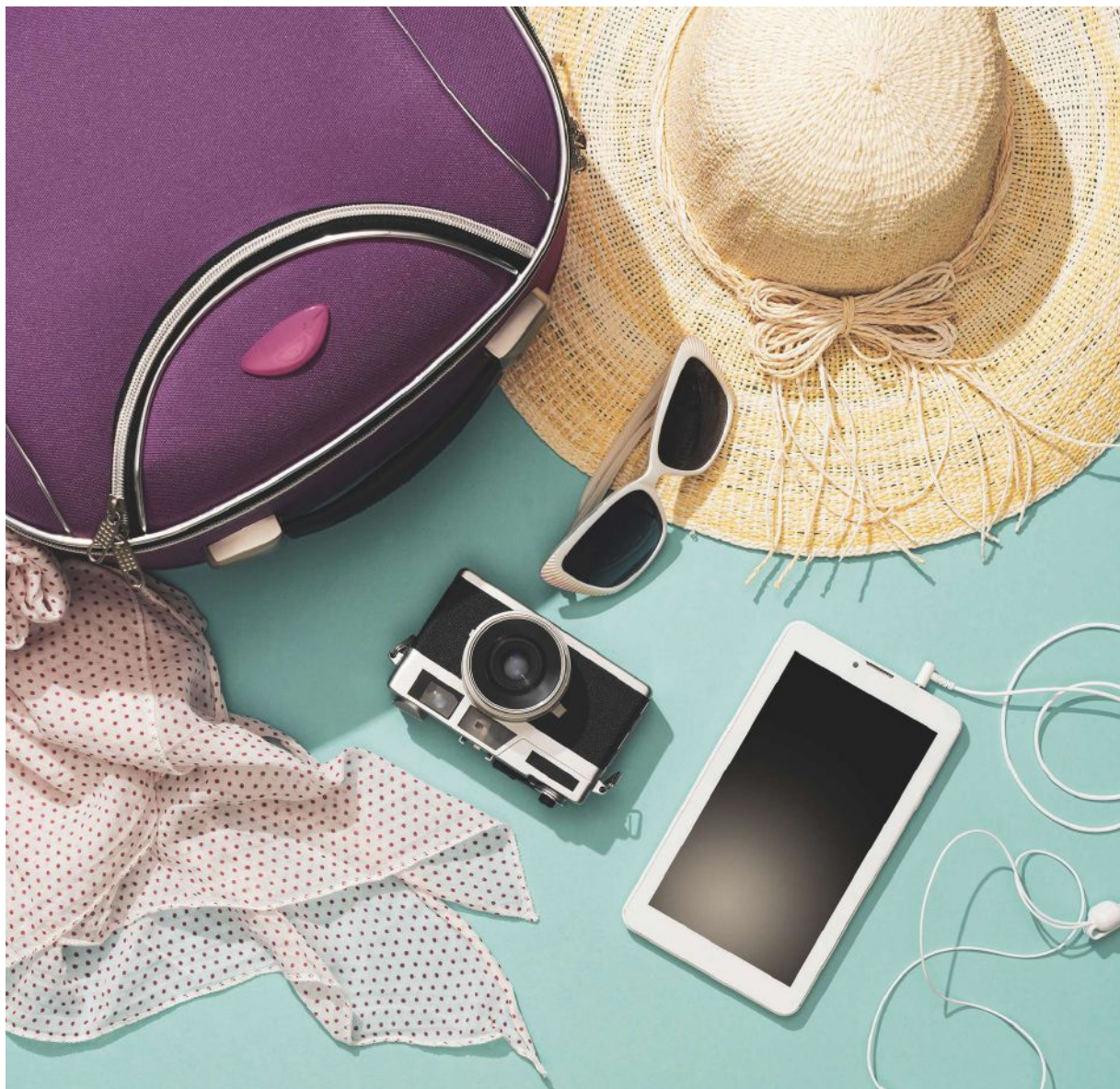
Ilike Organic Skin Care Rosehip Whipped Moisturizer

WHY IT ROCKS

“These days, clients are demanding cleaner products and services, and Ilike’s ingredients are sourced organically and responsibly—plus, the results are self-evident. When guests use this moisturizer at home, they continue to see and feel the positive effects of the facial treatments they’ve received, and therefore they continue coming back to the spa. Our estheticians are thoroughly educated about the entire Ilike line, so they’re able to get excited about it and pass that enthusiasm along to clients. Not only does this moisturizer work, but it’s reasonably priced. I have personally used it for a number of years myself, and our guests love it just as much as I do!”



Visit dayspamagazine.com for extra coverage.



A Clean Break

Need some time off from the spa? Implement these expert tips to ensure operations run smoothly in your absence. **by Tracy Morin**

WORK-LIFE BALANCE may seem like an unattainable fantasy when you're helming a business (even one focused on wellness!), but spa owners agree that taking time off is a must. "Some much-needed rest, both physically and mentally, helps you think more clearly and improves your productivity when you return to work," asserts Nikos Kouremenos, education and project manager at spa consulting firm Raison d'Etre. You may even be able to fit in some side trips to

spas that spark business-boosting ideas, like Tracy Whynot, owner of PLACE360 Health + Spa in Del Mar, California, frequently does while traveling. "As an owner, it definitely took me years to feel comfortable going on holiday, but it's great to see what's outside of your community," she says. "You also get to refresh and rejuvenate—ideally balancing research with unplugging." Still can't wrap your head around some time away? These simple strategies will help.


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1 Check the calendar.

The amount of time you can take off may depend on various factors, like your ability to submit payroll when away, frequency of any personal clients' visits, and how capable your support staff is—i.e., can they run your business without you? "Consider scheduling during slow periods so you don't risk losing more revenue than necessary, and to avoid inconveniencing clients," advises Dawn Nooney, owner of *renew.calm* in West Springfield, Massachusetts. Furthermore, Kouremenos recommends cross-checking your travel dates with key employees and avoiding time off during major projects, such as renovations.

2 Share with care.

Whynot alerts VIP clients to her absence months in advance, but generally she prefers to keep her traveling schedule quiet. Nooney, too, admits to being selective when communicating too many details. "There's no need to let your guests know that you'll be away; they won't even notice unless they have a complaint that can't be solved," agrees Kouremenos. "Notifying them conveys that something is going to be different, and potentially shows a lack of confidence in your team and poor professionalism. With all systems, operations and procedures properly set, plus a well-trained staff, there should be no problems."



3 Delegate duties.

Nooney recommends putting someone in charge who shares your work ethic, knowledge and commitment to customer service—an approachable and capable manager, for example, who can fill in during your absence. Meanwhile, Whynot cross-trains all staff to handle certain emergencies while she's away, carefully matches her own clients with the best technicians for them, and remotely maintains certain tasks like payroll. "Day-to-day management is trained to handle 80 to 90 percent of what *can* happen, and I let them know what I want to handle," she adds.

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4 Take a test-drive.

Kouremenos believes that all systems and operating procedures should be tested while you're still in-spa—even if you need to do a few drills or exercises. Assembling a trustworthy staff or manager, however, requires year-round prep: If something outside their wheelhouse crops up, Whynot asks how they'd handle it, offers feedback, and explains how she would address the issue in a way that reinforces the spa's culture and builds a responsive, ready-for-anything team. "Start delegating some responsibilities and/or testing your staff now to see how they would handle things, and think about which team members have leadership potential," suggests Nooney. "Approach them to see if they'd be interested in taking on more; let them in on some of your daily or weekly tasks." Bonus: You'll pinpoint a key employee who will help you grow your business over the long term, whether you're in town or not.



5 Check out (and in).

Determine in advance with your team how available you'll be, but really try to unplug for shorter trips. "Staff can get in touch with you for very important matters they can't handle themselves (depending on the degree of empowerment they have), or you can tell them that you're not to be disturbed unless the spa catches fire!" laughs Kouremenos. "Or, if you feel the urge to find out how things are going, you can check in once every three days or every week." Nooney notes that with today's technology, it's easy to be reached anytime, anywhere, but she encourages taking this time for yourself. "Give your contact info to one designated person in a supervisory position and touch base with them daily," she advises. "Or let them know that they can contact you in an emergency, but that you'll support whatever decisions they make in your absence. When you return, you can deal with any problems together." 🍷

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SELF-CARE FOR SPA PROS

Protect your health on the job with these expert tips.

by **ALEXA JOY SHERMAN**

As a spa professional, you spend countless hours taking care of your clients. But because the work you perform can place stress on both body and mind, it's equally important to take care of yourself. "When you put your own health on the back burner, it won't be long before your business is affected," says Los Angeles-based beauty consultant Sarah Elaine Moore. "Not a day goes by that I'm not reminded of the importance of taking care of myself, and I have yet to meet an esthetician or makeup artist who doesn't feel the same way." From eye strain to emotional angst, the list of potential health concerns can be extensive. But lucky for you, staying well doesn't have to be difficult.

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SAVE YOUR SIGHT

Being able to see clearly is crucial—especially when you perform aesthetic services—and taking a few preventive measures can ensure a long-lasting career. First, visit your eye doctor annually to keep tabs on changes in your vision that may need to be addressed with stronger prescriptions, says Leah Lynch, owner of Beautique Salon & Spa in Newburyport, Massachusetts.



The right lighting is also essential. “An esthetic loop or makeup artistry ring light with full spectrum bulbs are the best choices and should be used directly over or in front of the client,” says Lynch. “Avoid fluorescent bulbs as they have a flicker that isn’t necessarily perceived by the naked eye, and they can cause fatigue or vertigo over time. Much like trying to use a computer in the dark, doing detailed work with just your loop while the lights in the room are off can also be tough on the eyes. It’s important that your regular overhead lighting within the room is adequate and turned on in addition to your loop light while performing waxing, eyelash extensions or other detail-oriented services.”

Lynch also points out that pros should shield their eyes during clients’ LED therapy. “If you, the operator, can see the LED lights, then you should be wearing a pair of laser goggles to protect your vision,” she says.

GET A GRIP

Strong hands and nimble fingers are essential to executing a wide range of spa services. “Our hands are our money-makers!” notes Moore. But many of the movements that beauty and bodywork pros perform can lead to pain, cramps and even carpal tunnel syndrome. “Believe it or not, a lot of aches and pains in your hands and wrists come from tightness and poor alignment farther up in your shoulders and neck, so the best thing you can do for your hands is take care of your spine by prioritizing posture,” continues Moore. “I recommend taking time between each client to deeply inhale and exhale; as you do so, listen to your body and see if the moment calls for anything, like a shoulder roll or a quick dance party to move around stuck energy.”

“The best thing you can do for your hands is take care of your spine by prioritizing posture.”

Lynch advises pros to practice mindfulness as well. “Always be aware of your body positioning, ergonomics and the pressure you’re applying to clients during services to avoid injury or strain,” she notes. Because most long-term wrist injuries are due to repetitive movements, she adds that a diverse book of service offerings is ideal, so you’re not using the same muscle groups for extended periods of time.

For those providing treatments that are a little tougher on the hands and wrists, such as massage therapy, it’s good to perform hand and wrist exercises and stretches daily. “Get a stress ball to squeeze regularly,” suggests Lynch, who also offers these stretch suggestions: Extend your arms out straight, point your fingers to the ceiling, then to the floor, then interlace your fingers and push your palms outward, and finish with some wrist circles.



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DON'T BE A SLOUCH

An *International Journal of Environmental Research and Public Health* study found chronic low back pain to be the most frequently reported musculoskeletal complaint resulting in doctor visits and job absenteeism among more than 100 estheticians, massage therapists, cosmetologists and beauticians. Further, an *International Journal of Therapies and Rehabilitation Research* study of massage therapists found lower back pain to be the most common disorder resulting from bending and sitting, as well as from working for at least six hours a day or for more than eight years in the industry. To mitigate such issues, the positioning and dimensions of furniture and equipment—including the setup of treatment beds—is key. “If the bed is too low, you have to hunch over to reach the client, and if it’s too high, you’ll strain,” points out Lynch.



“Stand tall and focus on distributing your weight evenly throughout your body.”

Moore emphasizes the importance of strengthening your core muscles (she suggests Pilates, weight training and yoga), as well as maintaining proper posture. “When sitting, avoid tucking or tilting your pelvis underneath you—instead, hinge at your hips to reach your client. Sit up straight, stand tall and focus on distributing your weight evenly throughout your body,” she advises. Finally, avoid sitting in the same position for long periods of time. “It’s so important to move around between clients,” says Lynch.

CLEAR THE AIR

Although not specific to one category of beauty professional, a report by environmental health advocacy group Women’s Voices for the Earth found that breathing problems are the second most common type of health concern among salon workers, after skin conditions. “Chemical peels, lash extensions, nail services, and hair coloring, straightening and perming can all produce fumes,” notes Lynch.

The aforementioned report recommends ensuring adequate ventilation by opening doors and windows whenever possible; installing a ventilation system with external exhaust and the ability to make multiple air changes per hour; installing a built-in local exhaust fan near work stations; stocking less toxic products; and using respirators with organic carbon chemical cartridges, or N95 respirator dust masks.

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CHECK YOUR HEAD

Even when you love your job, stress can creep in. “It takes a lot of energy to be of service to people—you have to be a graceful master of managing different personalities and needs,” says Moore. “Sometimes it may feel that you’re absorbing your clients’ moods, but with practice you can become the dominant force of peace in the room, and stressed-out people will adjust to you.” That’s a big reason Lynch suggests sticking to uplifting topics when talking with spa-goers. “Avoid going down the path of gossip or complaining,” she says. “Not only will you feel better and more refreshed at the end of the day, but your clients will leave in a more positive frame of mind.”

When you’re not working, use that time to recharge. “Do something indulgent—physically, spiritually and with

intention,” says Ria Hountas-Hart, BSN, RN, owner of Lashtique in New York City, who recommends getting massages regularly. Adds Moore: “There are a lot of ways to achieve peace—for me, nothing beats waking up and starting the day with meditation.” Indeed, when your mind is clear and calm, you’ll be better able to care for your clients and yourself, leading to the ultimate in personal and professional success and satisfaction. 🧘

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BRAVING *the* ELEMENTS

The effects of environmental stressors on skin health—and what spa pros can do about it.

by **ALLISON WINN SCOTCH**

Spa professionals are certainly experts at helping clients achieve glowing skin. But complexion perfection is more than a combination of good treatments and products. In fact, skin is often affected by the environment in which one lives. Research has shown that things like pollution, smoke, dirt, pollen and, of course, sun exposure can markedly change the skin's appearance, as well as create underlying and even more serious issues. Fortunately, you can help clients protect themselves from the elements by discussing the following factors.

SUN EXPOSURE

Numerous studies have long proven the detrimental and dangerous effects of sun and ultraviolet (UV) exposure on the skin; unfortunately, many people are still skipping the sunblock. According to the Centers for Disease Control and Prevention (CDC), only 15 percent of American men and 30 percent of American women report wearing sunscreen regularly. "Sun exposure is exposure to radiation," says Alexandra Accardo, esthetician at DAPHNE Studio in New York City. "Over time, it leads to wrinkles, dark spots and other problems. Sun damage can add years to your complexion." She explains that UVA rays have a longer wave that penetrates deeper into the skin and causes cell death, resulting in wrinkling and sagging; shorter UVB rays cause skin burns. Although the UVBs don't penetrate the skin, they're stronger and

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more likely to contribute to skin cancers, as well as destroy vitamin A. Elizabeth Mullans, MD, owner of Uptown Dermatology in Houston, echoes these warnings. “UV radiation causes both melanoma and non-melanoma skin cancers (i.e., basal cell carcinoma and squamous cell carcinoma),” she says. “Basal cell carcinoma is the most common cancer in the U.S.: One in five Americans will develop a basal cell skin cancer over a lifetime. Melanomas can metastasize rapidly and result in death.”

“The skin can absorb up to 1,400 different pollutants per week—none of which are beneficial.”

To combat both superficial and more hazardous exposure, experts recommend preventive measures. “A good SPF must be the foundation of a client’s skincare routine,” says Accardo. “Reapplication every two to three hours is ideal, especially in the summer when they’re swimming or sweating.” In addition, Dr. Mullans suggests wide-brimmed hats, sun protective clothing and sunglasses that block UV rays, as well as corrective topicals like vitamin C and retinol. Advise clients to avoid sun exposure between 10:00 a.m. and 4:00 p.m., when its rays are strongest.



POLLUTION

It has long been reported that pollution affects internal organs, and as of late, experts are taking a closer look at how unhealthy air quality takes its toll on skin as well. In fact, in 2014 the Environmental Protection Agency (EPA) noted that over 142 million Americans—about 40 percent of the population—live in areas where the air quality falls short of the National Ambient Air Quality Standards. These pollutants include particulate matter (PM), carbon monoxide, ozone, nitrogen dioxide and sulfur dioxide, plus indoor matter such as dirt and dust. All are major concerns for skin experts, according to Karen Asquith, national director of education for G.M. Collin. “The skin can absorb up to 1,400 different pollutants per week—none of which are beneficial,” she says. “Pollution particles are smaller than the pores and are therefore capable of penetrating the skin barrier. A study on the impact of chronic pollution on the skin demonstrated an increase in signs of premature aging, particularly in younger people. The severity of wrinkles on the forehead and crow’s feet increased faster for women and men exposed to pollution, and was even worse for individuals with a predisposition to sensitive skin.”

Given that leaving a polluted environment is not often an option, Asquith recommends using topical skin care that helps combat the potential effects. “One ingredient to look for is Citystem, which is specially formulated to counteract pollution and fight against damage,” she says. “It prevents PM cellular intake, as well as the generation of intracellular radicals by PM and ozone. Citystem also helps activate natural antioxidant enzymes, recreate a healthy stratum corneum and block skin reactivity.” In addition, Asquith suggests Filmexel, which prevents the

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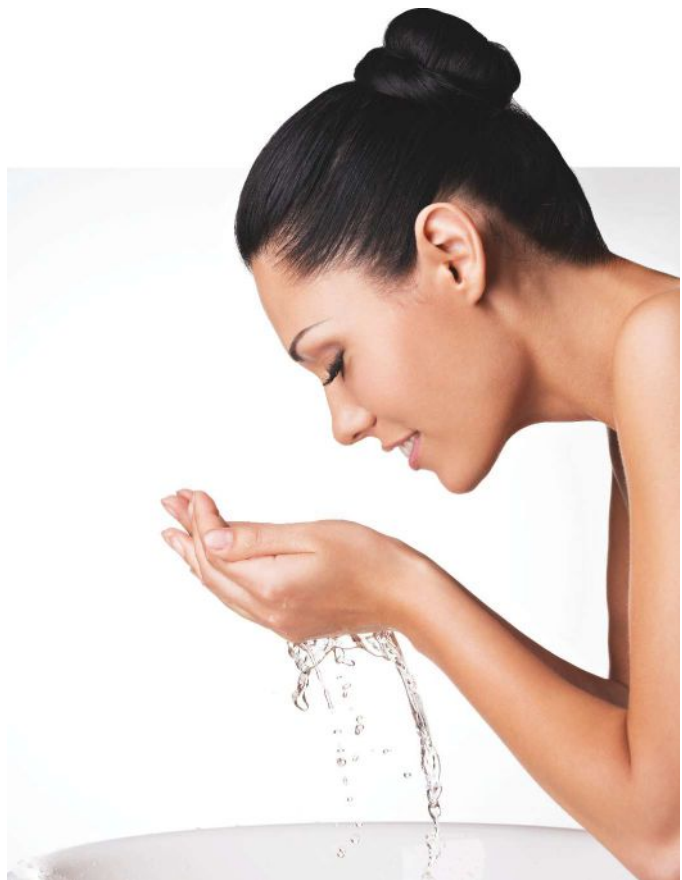
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penetration and adhesion of exogenous substances—namely pollutants, irritants and allergens. “It can provide an instant lifting effect, smooth wrinkles and improve the skin’s biomechanical properties,” she adds.

SMOKING AND VAPING

Medical research has, of course, already proven that smoking is detrimental for your health, and that extends to the skin as well. “Smoking increases collagen breakdown, which causes wrinkles,” says Dr. Mullans. “It also slows wound healing and worsens conditions like eczema and psoriasis—not to mention that pursing your lips to smoke results in vertical lip lines.” Additionally, the Mayo Clinic reports that nicotine in cigarettes and vape pens narrows the blood vessels on the outermost layer of the skin, which limits blood flow and decreases a healthy supply of oxygen and nutrients.

Naturally, the best option for lessening skin damage caused by smoking and vaping is to quit or remove oneself from a smoky environment, but Dr. Mullans notes that there are a number of remedies that can reduce



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damage that has already occurred. “Taking a supplement with extra biotin in it can help keep the skin from losing elasticity; I like Vitafusion Gorgeous Hair, Skin & Nails. It won’t take the lines away completely, but it can help,” she says. “Additionally, laser resurfacing will improve skin tone, and Botox can be injected into the upper lip area to relax those vertical lines.” Dr. Mullans also recommends fillers like Juvéderm to regain lost volume, and skin care containing hyaluronic acid to increase hydration.

Without knowing what’s triggering a reaction, treating the symptoms becomes a guessing game.

ALLERGENS

More than 30 percent of American adults suffer from allergies, which do more than cause watery eyes and sneezing fits. In fact, says Alexandra Wagner, owner of Alexandra Wagner Skincare in Venice, California, “allergies can cause skin stress and sensitivities, as well as internal inflammation. When there

are too many external substances affecting the body, it can act up with side effects such as rashes, gut irritability and weight gain,” she warns. The first step is a proper diagnosis from the client’s doctor; without knowing what’s triggering the reaction, treating the symptoms becomes a guessing game. “Suggest they get an allergy test to identify the issue, whether it’s dietary or environmental, so you can address their needs specifically,” says Wagner.

In the meantime, spa pros have options for calming reactive skin. “We address redness, for example, by using cryo sticks, and we suggest soothing home care to help reduce sensitivity, ease tightness and minimize visible inflammation,” says Accardo. “We also recommend that clients always wash their faces with cold water—never in the shower.” Interestingly, recent research from the Mayo Clinic and National Institutes of Health has demonstrated that massage can improve pulmonary function in children with asthma, which is often linked with allergies. So in that vein, facial or full body massage may help alleviate some allergy symptoms; it will certainly lower stress, which has also been shown to weaken the immune system. At any rate, you’ll be prepared for almost any client issue when you keep these tips top of mind. ☺

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HOT YOGA FOR HYPERTENSION

Taking hot yoga classes lowered blood pressure in a small study of adults with elevated or stage 1 hypertension, according to preliminary research presented at the American Heart Association’s Hypertension 2019 Scientific Sessions. To determine this, researchers randomly assigned five participants to take hour-long hot yoga classes three times a week for 12 weeks, while another five were assigned to a control group that took no yoga classes. In the hot yoga group, systolic blood pressure dropped from an average 126 mmHg to 121 mmHg, and average diastolic pressure decreased from 82 mmHg to 79 mmHg, compared to no change in the control group. Perceived stress levels also fell among those in the hot yoga group but not in the non-yoga group.

While there is evidence of regular, room-temperature yoga’s positive effect on blood pressure, little is known about hot yoga’s potential impact, according to the researchers. “The findings are very preliminary at this point, yet they’re somewhat promising in terms of unveiling another unique way to lower blood pressure in adults without the use of medications,” says study author Stacy Hunter, PhD, assistant professor and lab director of the cardiovascular physiology lab at Texas State University in San Marcos.



ACUPRESSURE EASES BACK PAIN

Research published in *Pain Medicine* (June 2019) found that people with chronic lower back pain who performed self-administered acupressure experienced improvement in pain and fatigue symptoms. For the study, 67 subjects with chronic low back pain were randomly placed into three groups: relaxing acupressure, stimulating acupressure or usual care. Participants in the acupressure groups were trained to apply pressure to certain points of the body, and spent between 27 and 30 minutes daily performing the technique,

while those in the usual care group were told to continue whatever treatments they were already receiving to manage their back pain and fatigue. “Compared to the usual care group, we found that people who performed stimulating acupressure experienced pain and fatigue improvement, and those who performed relaxing acupressure felt their pain had improved after six weeks,” says lead author Susan Murphy, ScD, OTR, associate professor of physical medicine and rehabilitation at Michigan Medicine.



SUN SAFETY FOR ALL STUDENTS

Connecticut has adopted legislation that allows students six years or older, with written permission from a parent or guardian, to self-apply sunscreen during the school day. Developed by the American Society for Dermatologic Surgery Association (ASDSA), Senate Bill 922 is based on SUNucate model legislation, a key part of the SUNucate initiative to address barriers to sunscreen use in schools/camps and promote sun-safe behavior. The ASDSA worked with the 60-member SUNucate Coalition—which includes medical specialty, patient and consumer groups—to advocate for the passage of the law. Connecticut is the 23rd state—and sixth state this year—to enact such legislation. “The momentum of the passage of SUNucate legislation throughout the U.S. demonstrates lawmakers’ commitment in these states to promoting sun-safe behavior in children,” says ASDSA president Murad Alam, MD. “I congratulate Connecticut for adopting this important bill, and hope other states without similar legislation will consider following Connecticut’s lead.”

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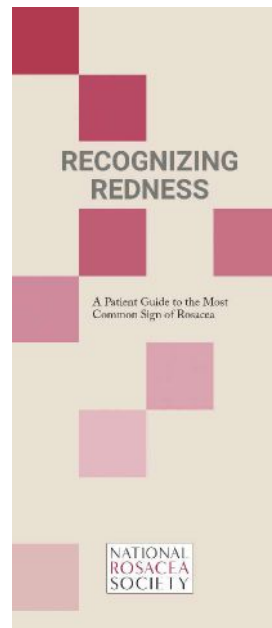
WELL TRAVELED

As destinations around the world seek to position themselves on the radar of wellness-minded travelers, the Wellness Tourism Association (WTA) emphasizes that the right to use the term “wellness destination” should come with some responsibility. To that end, the WTA unveiled a nine-point list of basic criteria that such locales should be able to demonstrate, as follows:

1. A safe/secure environment in both perception and reality
2. A clean and sanitary infrastructure for locals and visitors
3. Quality of life for locals who benefit from tourism dollars, i.e., jobs within the industry and a market for locally made produce/products/services
4. Easily accessible, natural assets or resources (hot springs, mountains, forests, etc.) within the confines of the destination
5. Substantial sustainability policies and practices
6. The availability and accessibility of wellness practitioners, including those who offer holistic and alternative modalities
7. A selection of hotel and independent restaurants offering healthy, clean cuisine prepared in partnership with local growers
8. Availability of a range of fitness-based activities and tours, such as yoga, hiking, cycling, fitness classes or kayaking
9. A physical environment that is somewhat removed from the noise that has become “daily life” in the 21st century

SEEING RED

The National Rosacea Society (NRS) released a public service booklet called *Recognizing Redness* to help rosacea sufferers assess facial redness and understand the most common triggers for flareups. It includes a redness register comprising a scale with nine shades of redness, from very light to dark red. In a well-lit room with a mirror, the patient holds the color scale to the back of their hand, neck or other area of skin that gets as much sun exposure as their face to determine the shade of redness and records the number. Next, they hold the redness register to affected areas of their face to determine the shade of redness and record that number. A difference of two or more shades may indicate rosacea, and a greater difference may indicate greater severity. The booklet, which also includes information about the most common rosacea triggers and how the condition is diagnosed, can be downloaded at rosacea.org.



DATE BOOK

Make a note of these upcoming industry events!

2019

NOVEMBER 3-4

International Congress of Esthetics and Spa (ICES)
Miami
miami.skincareashows.com

NOVEMBER 3-4

Holistic Skin Care Conference
Rosemont, Illinois
holisticskincarepractitioners.org

NOVEMBER 10-11

Global Virtual Aesthetics Summit (GVAS)
myfacemybody.com

NOVEMBER 13-15

Cosmoprof Asia
Hong Kong
cosmoprof-asia.com

NOVEMBER 20-21

Professional Beauty Association (PBA) Executive Summit
Scottsdale, Arizona
probeauty.org

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SPA TREATMENTS



PEPPERMINT STICK SPA INTRO PACKAGES

PEPPERMINT STICK BODY SCRUB

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- 1 – 80 oz. Peppermint Stick Scrub

For Retail

- 3 – 8 oz. Peppermint Stick Butter Cream
- 3 – 10 oz. Peppermint Stick Scrub

PEPPERMINT STICK PEDICURE

Program Includes:

- 1 – 64 oz. Peppermint Stick Butter Cream
- 1 – 80 oz. Peppermint Stick Scrub
- 1 – 64 oz. Peppermint Stick Mineral Bath
- 1 – 12 oz. Peppermint Stick Massage Oil
- 1 – 64 oz. Peppermint Stick Moisture Mask

For Retail

- 2 – 8 oz. Peppermint Stick Butter Cream
- 2 – 10 oz. Peppermint Stick Scrub

PEPPERMINT STICK

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- 1 – 8 oz. Smooth A-Peel
- 1 – 8 oz. Marine Plasma
- 1 – 12 oz. Peppermint Stick Massage Oil
- 1 – 2 oz. Eterna Bella
- 1 – 64 oz. Peppermint Stick Moisture Mask
- 1 – 64 oz. Peppermint Stick Butter Cream

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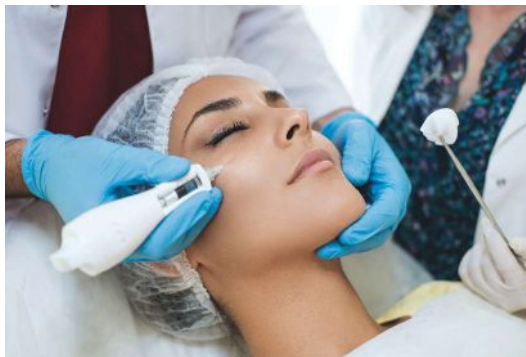
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COSMETIC PROCEDURES IN HIGH DEMAND

According to the latest American Society for Dermatologic Surgery (ASDS) member survey, there was a 7.5 percent increase in demand for cosmetic procedures in 2018, and a 60 percent increase since 2012. “The coupling of scientific research and technology are driving innovative options for consumers seeking noninvasive cosmetic treatments,” says ASDS president Murad Alam, MD. Indeed, ASDS members performed 3.5 million skin cancer treatments and nearly 9 million



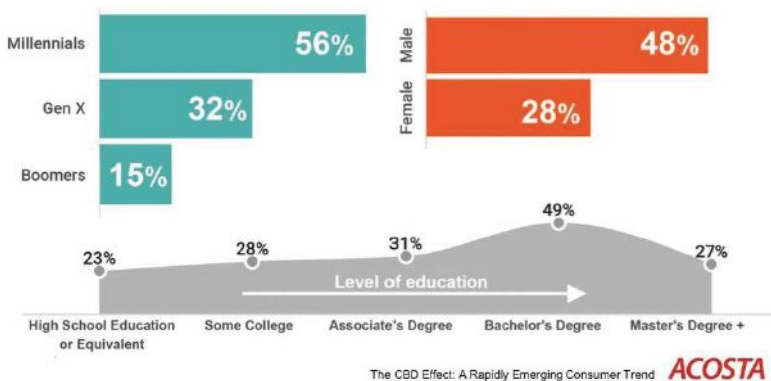
cosmetic treatments last year, with the top procedures ranking as follows:

- Laser, light and energy-based device treatments (3.4 million)
- Neuromodulators (2.1 million)
- Soft tissue fillers (1.6 million)
- Nonsurgical body sculpting (623,000)
- Chemical peels (497,000)
- Microneedling (262,000)



Millennials, males and those with 4-year degrees are key CBD demographics

% of respondents using CBD products within each demographic - daily or as-needed



CBD CONSUMER SNAPSHOT

A report from sales and marketing agency Acosta, called *The CBD Effect: A Rapidly Emerging Consumer Trend*, finds that 28 percent of consumers currently use CBD products daily or as needed, and that millennials (56 percent), people with bachelor's degrees (49 percent) and men (48 percent) are currently the key CBD demographics. “Consumers are turning to CBD for help, and demand is growing rapidly, [with] ... sales ... expected to reach \$20 billion by 2024,” says Colin Stewart, Acosta senior vice president, business intelligence.

The report also notes that pain, mental health and general wellness are key reasons for CBD use, with specific health ailments varying from generation to generation: Millennials reported using CBD primarily for anxiety (31 percent) and general wellness (30 percent), while generation X and boomers said they turn to CBD products to help with joint pain (31 percent and 36 percent, respectively) and muscle pain (both 23 percent). To access the full report, visit acosta.com/news.



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Glo Skin Beauty Charcoal Detox Mask is a two-in-one exfoliating treatment that clears skin with jojoba beads, charcoal, kaolin and bentonite. gloskinbeauty.com



Yon-Ka Paris Time Resist Youth Activator is infused with filling spheres and hyaluronic acid to restore elasticity, plus an anti-inflammatory lipoaminoacid. yonka.com



Ideal for sore joints and muscles, **Lab+Blends CBD Massage Oil** combines 700 mg of pure CBD with comfrey and arnica to relieve inflammation. biotone.com



Pliable, low-temperature **Lycon Lycojet Lavender Hot Wax** is made with beeswax, lavender and chamomile for a soothing, skin-softening formula. lyconusa.com



BI Lashes Laser Mink lash extensions are made with patented technology that permits a wider adhesive surface area and allows them to interlock with natural lashes for better retention. blashes.com



Pure Fiji Hydrating Body Lotion is made with fresh coconut milk and available in 11 infusions, including Guava, White Gingerlily and Coconut Lime Blossom (pictured). purefiji.com



DermaSwiss Hyaluronic Acid-Serum doubles the hydration by combining HA with sodium PCA. dermaswiss.com



Patented **Nufree Nudesse** is an antimicrobial, non-wax formula that removes hair without pain or redness. nufree-professionals.com



CBD Best Oil Triple Relief Hemp Healing Ointment helps alleviate pain and inflammation, thanks to 250 mg of full spectrum CBD. cbdbestoil.com

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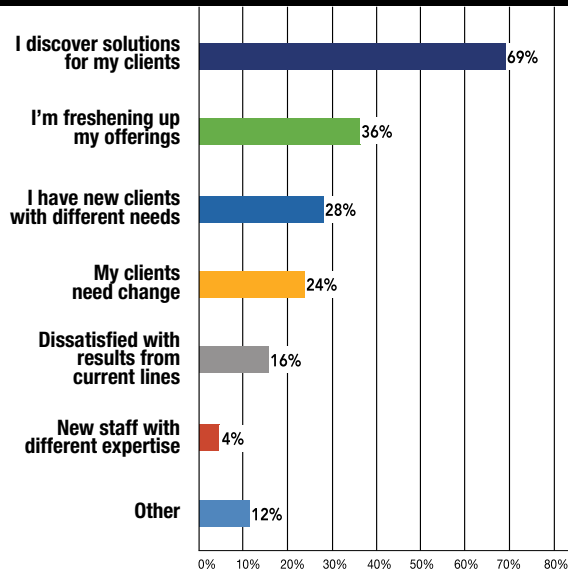
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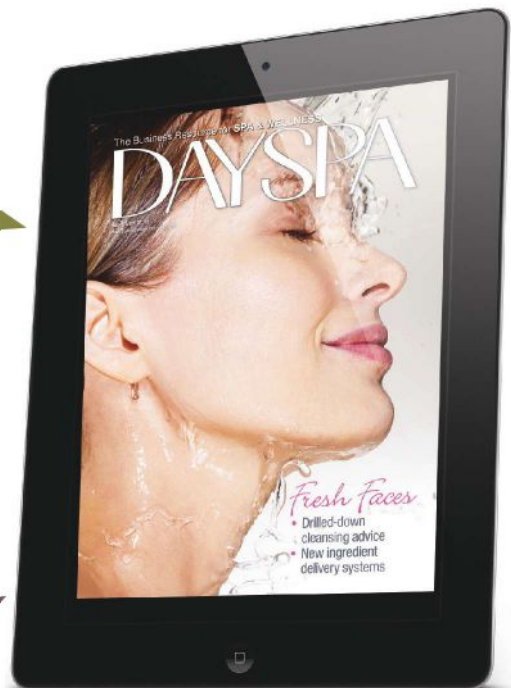
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Educator & Sales Ambassador/Medical Esthetician,
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PERSONAL MANTRA:

I aspire to be a giver of love, good vibes and strength!

WOULD MOST LIKE TO MEET:

Carrie Bradshaw (after she stopped smoking)

GUILTY PLEASURE:

Tacos and tequila

FAVORITE CITY:

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SCARIEST THING YOU'VE EVER DONE:

Cliff jumping. Up next: skydiving.

What's the most challenging part of your job?

Implementing work/life balance practices. I love every aspect of my job, from traveling and visiting the most beautiful spas in the country to meeting and educating all of the amazing therapists out there. I often train all week and work spa events on the weekend. I rarely *feel* like I'm working, which is great, but this often cuts into family time, social engagements and personal pursuits. I'm not striving for perfect—just better.

What makes your company unique?

FarmHouse Fresh grows many of its own ingredients with a focus on sustainable methods. We even have a network of farmers, and I love that I can say we're made in the U.S.—and vendors love it too! Plus, every purchase helps support our charitable mission. In fact, the company's headquarters in McKinney, Texas, is not only a place where we dream, develop and assemble products, but it also doubles as an animal rescue sanctuary, in which farm animals that have been neglected or abandoned are lovingly cared for and can safely live out their lives, happily ever after!

What are the brand's hero products?

It depends on what you're trying to achieve, but most of our products are multifunctional, which makes them all warriors! Our No. 1 best-selling body hero is Honey Heel Glaze, which is packed with papaya and pineapple enzymes that exfoliate dead skin, plus Texas wildflower honey that heals and moisturizes. If you have dry, crusty feet then this is your new BFF! I refuse to get a pedicure without it. Our face hero is the new Finely Awake Plantfoliant Silkening Face Cleansing Polish. It has five unique natural exfoliants that gently refine, refresh and clean the skin for a complexion that looks and feels amazing.

What advice would you give to someone just starting out in the spa industry?

Be patient and persistent, and focus on your ROI. You must continue to invest in yourself: Stay on top of your continuing education, inventive procedures and new products. Find a mentor and be a sponge. Get spa treatments yourself so you know the difference between good and bad. Start your day early, stay late and follow up with your clients. Keep your hustle strong.

Tell us about your hobbies.

I love being close to water. It doesn't matter where: on the beach, in my pool or on a boat cruising with friends. It renews my soul. I like to think I'm part mermaid.

What's your favorite thing to do with your family?

Order up Uber Eats and binge watch Netflix while snuggled up on the couch with my hubby and two French bulldogs, Louie and Lola. We snuggle so tight that we like to call it a 'French Burrito!' 🌮

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