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FROM THE EDITOR



Give clients a brighter outlook with the expert advice for treating hyperpigmentation on page 14!

AT THIS POINT, WE CAN ALL AGREE: Beauty services are booming and skin is in! I need only glance at my cabinets—packed to the brim with creams, serums, cleansers, makeup and more—to recognize how overwhelming it can be to choose from the never-ending and constantly evolving options. And that's just on the consumer end! Spas have the added responsibility of finding the best professional treatment products and protocols, and it can be tough to figure out what will give clients the results they'll love.

That's why we curated *DAYSPA*'s first annual Best Sellers Guide, where we asked the industry's top brands to tell us about their most popular SKUs from this past year. Flip to page 38 to peruse the catalog, which narrows down which skin and beauty products are the most sought-after by spas and their guests. Then, visit dayspamagazine.com for an even more extensive list to inform your choices for the New Year.

Speaking of which, there are a slew of industry trends emerging as the new decade dawns. To ensure you're on top of them all, check out "2020 Vision" on page 34, where our roundtable panel of experts reveals what's really taking off in terms of skin care, business operations and employee management.

We also have an extra little treat in this final issue of 2019: The Eye Lash Special Section! Given how lucrative the lash and brow spaces continue to be, you'll definitely want to turn to page 20 for business advice, technical tips and eye-opening essentials that will ensure your spa gets the most out of these offerings.

So, from everyone at Team *DAYSPA*: Happy reading, happy holidays and happy New Year—see you in 2020!

LAURA WALDON
EXECUTIVE EDITOR
lwaldon@creativeage.com

TEAM TRAVELS



I attended the Image Skincare Ormedic re-launch in Los Angeles, where I received a mini facial and celebrated the brand's newly formulated line of clean products that are now free of parabens, sulfates, phthalates, mineral oil, petrolatum, triclosan and more!



Jasmine celebrated #WellnessWednesday with a visit to Glen Ivy Hot Springs in Corona, CA, where she got to experience the property's renowned Grotto.

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One size doesn't necessarily fit all when it comes to choosing the right moisturizer for clients. From boosting cell rejuvenation to improving skin texture, help spa-goers find their perfect match and achieve a healthier complexion with these replenishing options.



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Soak It In

Serums are the MVPs of any skincare routine—both in and out of the treatment room. Tap this selection of our favorites to target almost any complexion concern.



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- 2 **FarmHouse Fresh**
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farmhousefreshgoods.com
- 3 **Sorella Apothecary**
Main Squeeze Hydrating Serum
Actives including snow mushroom instantly plump the skin and deliver essential moisture.
sorellaapothecary.com
- 4 **Color Up**
Firm Peptide Serum
This CBD and peptide blend also features squalane and hyaluronic acid to support a younger-looking complexion.
coloruptherapeutics.com
- 5 **Repêchage**
Vita Cura B3 Serum Complex
Packed with vitamin B, sodium hyaluronate, glucose and protein to help smooth and refine skin's appearance.
repechage.com
- 6 **Jane Iredale**
BeautyPrep Hyaluronic Serum
A long-lasting hydrator that evens out tone and texture, diminishes wrinkles and reduces redness.
janeiredale.com
- 7 **Guinot**
Longue Vie Décolleté Serum
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Hyperpigmentation

Expert insight and advice for addressing dark spots and discoloration.

by **Alexa Joy Sherman**

Gül Zone, CEO and founder, DermAware:

"Hyperpigmentation is very complex and treatment depends on where it's located, the cause, and the individual's skin type and tolerance. Many people will say they use sunscreen, and although UV or environmental hyperpigmentation is common, it can also be caused by sensitivity, inflammation and minor trauma from breakouts. The most effective treatments are those that reduce pigment *and* inflammation while taking downtime into consideration. Chemical peels are still the best way to lift and remove existing hyperpigmentation. I suggest alternating peels with a range of resurfacing ingredient concentrations over a series of treatments, which allows the skin to bounce back and not be inundated with the same peeling agent. For deep pigmentation issues, lasers are also an option. Most importantly, new pigment must be suppressed at home with the use of natural quinones, anti-inflammatory serums, time-release hydrators and UV protection. Some commonly used ingredients include kojic, mandelic and ascorbic acids. Advise guests to stay out of the sun and to take care of hyperpigmentation early. (I started my red-haired daughter on her preventive routine in kindergarten, as most skin damage starts years before we see it!)"



Brian Goodwin, international trainer and education development lead, Éminence:

"Hyperpigmentation is a universal condition that can be caused by UV rays, pollution, stress, hormones, diet and inflammation. It affects people of all ethnicities, genders and skin types, and treating it can be tricky because guests differ in terms of skin sensitivity, severity of the pigmentation, and response to certain ingredients. That said, several naturally derived options are effective because of their skin-lightening, antioxidant, melanocyte-inhibiting and/or anti-inflammatory properties. These include bearberry, licorice, tara tree, African potato and Gigawhite. Peels with botanically sourced acids can also reduce the appearance of dark spots through deep yet gentle exfoliation. After the peel, regenerated skin can show reduced signs of hyperpigmentation due to the removal of melanin-containing corneocytes. Acids found in peels are also useful for treating hyperpigmentation in other ways. For example, lactic acid has been shown to inhibit the formation of tyrosinase, in turn reducing the



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appearance of pigmentation; and malic, mandelic and pyruvic acids are also safe and effective. It's a challenging condition to treat, but can certainly be done the natural way!"

Karen Asquith, director of education, G.M. Collin:

"To ensure a treatment series is effective, it's important to first identify the type of hyperpigmentation. Melanin is the brown pigment responsible for skin color and is activated by sun exposure, whereas lipofuscins are insoluble, pale yellowish/brown pigmented complexes formed by oxidized proteins and lipids caused by exposure to UV rays. Dark spots are often characterized by a localized overproduction of both. A series of professional exfoliating peels containing alpha hydroxy acids (AHAs) like azelaic and glycolic acids can help lighten the skin and age spots. Melanocytes are stimulated in the skin by the enzyme tyrosinase, so you want to look for ingredients that act on the tyrosinase to slow down melanin production. These include tetrahydrocurcumin, glabridine, achromaxyl and oligopeptide-34. To assist with lipofuscins, sulfurawhite is an ingredient that activates proteasomes to degrade and diminish pigment. The most important thing is to prevent hyperpigmentation with the use of a daily SPF, even when driving back and forth

to work—if sun protection isn't consistently applied, the hyperpigmentation will reappear quite quickly."

Katherine Tomasso, national director of education, Yon-Ka Paris:

"Hydroquinone was once regarded as the gold standard for treating hyperpigmentation, but savvy consumers are now aware of the potential side effects associated with this ingredient. Yon-Ka's Essential White Professional Treatment is entirely free of hydroquinone and can help reduce the appearance of acne scars, lighten age spots and sun spots, and improve the complexion. Key ingredients include time-defying vitamin C, which works to repair the effects of oxidation by controlling the primary actions of the pigmentation process; and red algae, which corrects existing discoloration and prevents future dark spots by inhibiting tyrosinase enzyme activity, degrading melanosome development and limiting melanin production. Our homecare products are also essential for improving and maintaining results. Some research has suggested that certain foods containing nutrients and other bioactive compounds may help fend off age-related damage like fine lines, dark spots and acne inflammation, so it's good to recommend a diet full of nuts, vegetables and fruit as well." 🍷

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Spa Le Sereno at Le Sereno Hotel St. Barths, Caribbean

by Carrie Borzillo

NEED TO KNOW

Following a complete hotel property rebuild in the wake of Hurricane Irma, the newly renovated Spa Le Sereno (lesereno.com) is the only wellness destination in St. Barths with a waterfront treatment pavilion overlooking the Caribbean's Grand-Cul-de-Sac. A mix of French elegance and island chic, the 1,076-square-foot, three-room spa marries indoor and outdoor spaces to create a feel of laid-back luxury, complete with a serene garden where visitors can meditate or sip tea between services. The extensive menu of facials, body wraps and massages uses Swiss brand Valmont products and techniques exclusively, and the skilled spa staff of four (one director and three dual-licensed estheticians/massage therapists) also offers all treatments—including nail and hair services—to Le Sereno Hotel guests in the privacy of their own suites.

BUSINESS SAVVY

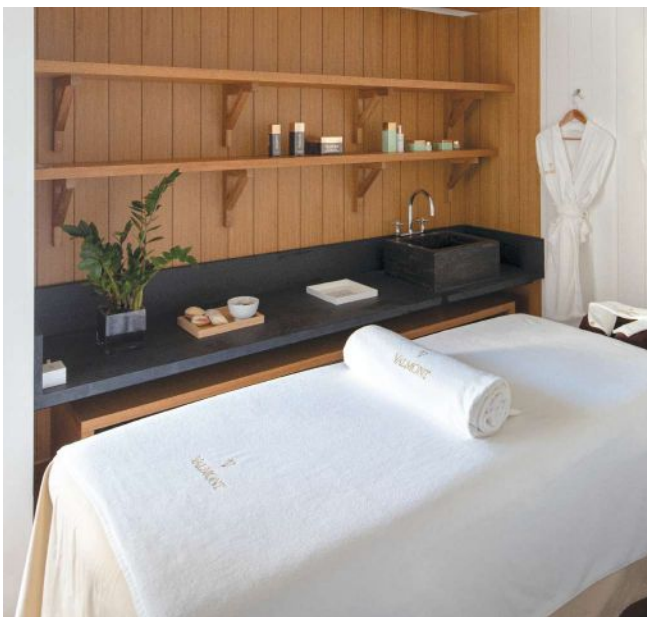
With a dazzling array of indulgent, restorative and antiaging options, Spa Le Sereno caters to

business travelers, celebrities and honeymooners, as well as affluent locals. Attracting this clientele is accomplished with a mix of traditional and social media marketing, word of mouth, and PR outreach on a global scale (which has resulted in features in *Conde Nast Traveler*, *Forbes* and *Vanity Fair*).

Having a talented team also helps immensely, so spa director Simao Da Silva seeks out experienced therapists who are skilled in multiple areas. "Each is licensed in bodywork and esthetics, and one is also trained in makeup and nails. This helps us because clients often request the same therapist for all of their spa needs," says Da Silva. He adds that turnover is low: These employees have been with the spa for four to five years. "Not only are they attracted to the beautiful location, but we also give them perks based on what makes them happy—for instance, a staffer who loves sports gets to use the Fly Board," notes Da Silva. "I have a great relationship with my team, and they have a great relationship with our repeat guests."

SIGNATURE SERVICES

The Eau de Rêve Aqua Massage (60 min./\$240) is the only service of its kind on the island, taking place in the hotel's tranquil, private lagoon. As the client floats in the water, the therapist gently stretches muscles and joints, releasing all tension. "This treatment is highly effective for stress relief, clearing the mind of



negative emotions and easing aches and pains—ideal after a long day of travel,” says Da Silva.

The Source des Bisses (60 min./\$325; 90 min./\$358) is a facial inspired by irrigation channels in the Swiss Wallis region. It begins with a mask to soften dead skin cells and prepare the face for exfoliation, followed by a dual massage. “A decongestant step similar to lymphatic drainage promotes circulation between

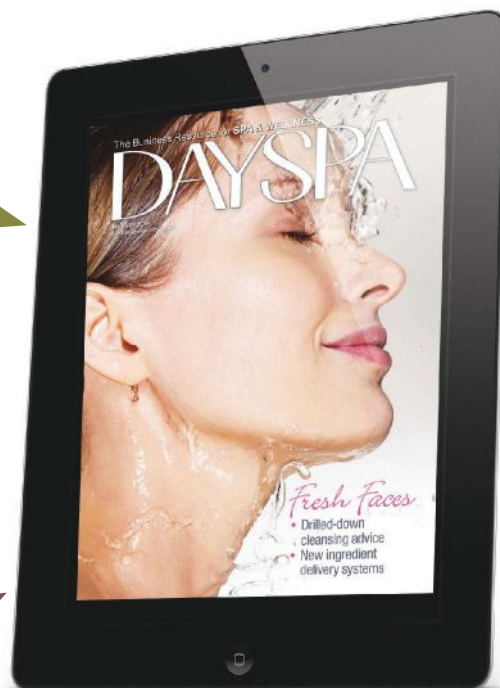
cells and layers of the skin, and then a hydrating technique combines effleurage and smoothing strokes to help the active ingredients penetrate deep into the tissue,” says Da Silva. “This treatment leaves the complexion plumped and toned, and redefines the contours of the face.” Because of its ability to “quench even the thirstiest skin,” says Da Silva, the facial is extremely popular with the spa’s ocean-loving guests. 🌿

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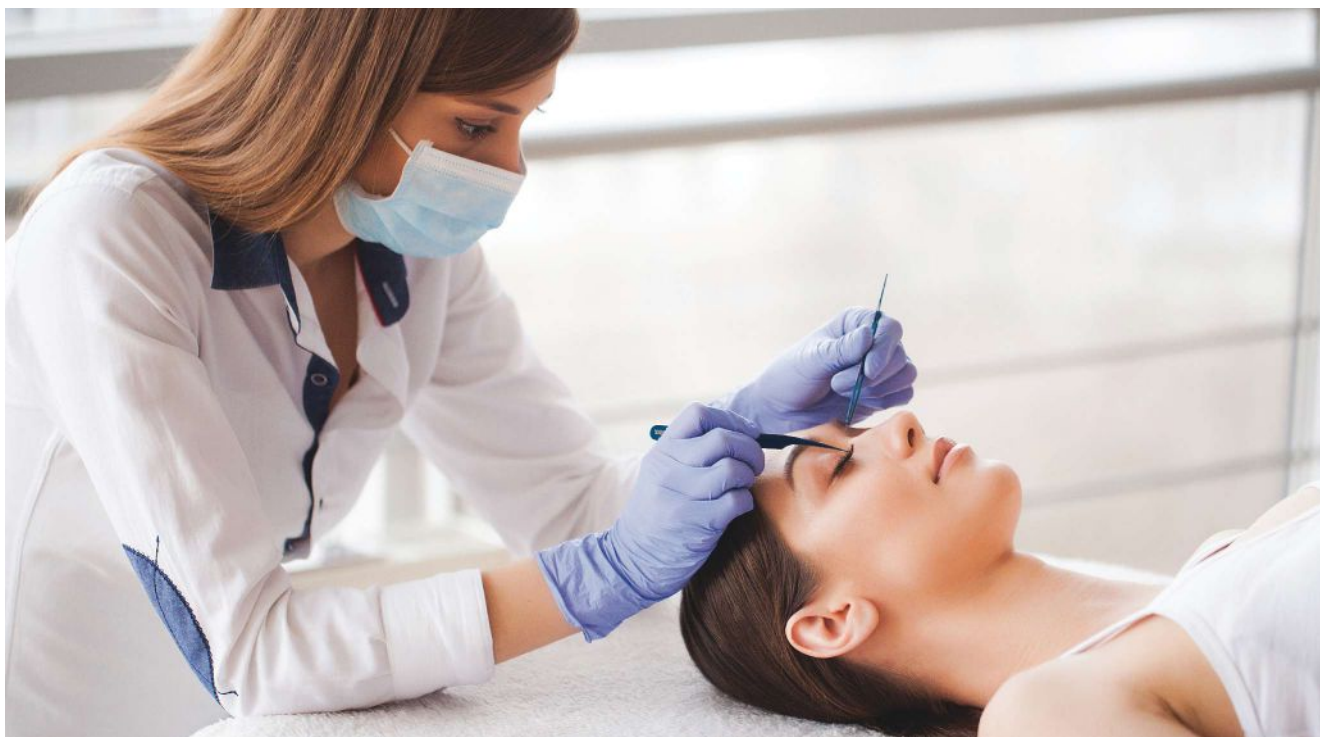
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TRACKING YOUR TEAM

Ever wonder how productive your lashing staff is—and how to measure that productivity? Wonder no more: Service Provider Labor Hours (SPLH) tracks your team members' output, and you should be monitoring SPLH if you want your staff to feel invested and progress, says Glad Lash training and education coordinator Maryann Matykowski. "If you have an employee burning up hours but not producing income, this bites into your profit as a business owner," she adds, pointing out that unproductive staff members tend to breed negativity and cause motivation to plummet. "They get discouraged and can be disruptive to other employees, too."

So, how do you decipher SPLH? Use this formula: "Take the total service dollars generated by the staffer divided by the number of hours worked; this gives you the dollars generated per hour by the service provider," explains Matykowski. For example: $\$350 \div 25 \text{ hours} = \14 per hour . What's considered acceptable or not ultimately boils down to the size of the business and the owner's goals. "If you're a big spa or salon with high-producing service providers, you may have a little wiggle room with SPLH; you can afford to have a few low producers (think: new employees and part-timers) on your team," she reasons. Newer spas or those that recently underwent turnover, however, are unlikely to fare well with low SPLH.

Sharing SPLH numbers with your lash technicians helps everyone know where they're at in terms of productivity; Matykowski recommends monthly meetings to review numbers and achievements, as well as to discuss areas that need improvement. Although providing newer employees with SPLH goals and encouraging them to track their numbers will help get them more invested in building their business, Matykowski warns against setting overly ambitious hard and fast numbers for more veteran staff members. "It's better to let high-level professional lashers set their own realistic goals. Discuss their strengths and challenges, then have them come up with a goal they're invested in. They're more apt to feel the challenge, and will rise up to it if encouraged," she says.

If you find that a tech's numbers are sluggish (i.e., less than \$20 per hour), assess the situation. Is she scheduled for 40 hours, but only spending 15 lashing? "I know this may seem counterproductive, but cut back her hours," suggests Matykowski. "Schedule her when she has a better chance of walk-in business."

Another trick to help boost numbers (and morale): Schedule new lash pros during peak hours. The idea is to not only keep them busy, but ensure they feel like they're contributing to their own success as well as the overall success of the spa. If tracked and assessed correctly, SPLH numbers will do just that, Matykowski assures: "They'll be proud of meeting their goals and become more excited about their career."



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NEVER STOP RECRUITING

Spas and salons tend to hire talent when there's an immediate need—say, an unexpected staff departure or a looming expansion. “Hiring is typically a reactive task, but in reality we should always be mindful and proactive about it so we can control the process,” notes Ronit Enos, business strategist and performance coach. So how should you stay on top of talent acquisition? “Dedicate an allotted amount of time each week specifically to hiring, and you can create your dream team,” advises Enos. Here, she breaks down considerations needed to sharpen your recruiting tactics so you can attract the best candidates.

Budget for hiring. Finding top talent doesn't come cheap. “Allocate funds for recruiting and development, which includes creating ads, interviewing, onboarding, and tracking and measuring success with traceable/tangible numbers,” says Enos.

ID your perfect candidate. Job seekers are looking for culture fits—and you should be, too. Naturally, you'll consider variables found on a resume, like skill set,

experience, references and time commitment (part-time or full-time). But you should also factor in a prospective hire's personality traits. “Ask yourself: Is she type A or B? High energy or low? A team player or better on her own? A morning or evening person? Do her values align with the corporate culture of the salon?” lists Enos. If needed, create a vision board of your perfect candidate to help you figure out who you want to hire.

Put a system in place. When you have a successful hire, evaluate the entire interview, training and onboarding process: What worked? Put that hiring system into place and then automate it, including delegating to a manager so you can free up time for other demands.

Set expectations. Don't leave your new hires guessing what you want from them; be clear about their responsibilities and your expectations. Enos recommends making a video that explains the spa's values and staff duties. “Make it short and professional, and feature current employees speaking about their experiences,” she says.

Improve when needed. Every step of the hiring process requires your attention, and by analyzing the positives and negatives, you'll be better able to measure success and improve your system. “Once you shift your focus, fix your problems and find your freedom, you'll be in control and have the luxury of being proactive instead of reactive,” adds Enos.



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3 BL Lashes Anti Allergy Gel This product practically works like magic: Simply place a jar by your workstation and it'll absorb airborne chemicals, like cyanoacrylate, before they enter the body. Ideal for sensitive clients but equally necessary for lash artists, it reduces the level of fumes and vapors in the work area, with reports of fewer headaches, and less watery eyes and irritation. blashes.com

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3

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INTO THE MIST-IC

For newbie lash artists—and even some veterans—nano misters are a bit of a mystery. They're not always included on the list of must-have kit starters, yet many pros find them to be crucial for their lash application services. Luckily, Meghan Beck (@meghanbeck.slpro), a Sugarlash Pro educator from Refined Artistry Salon in Manhattan Beach, California, is here to de-mist-ify this tool.

What are nano misters?

Nano misters are small, handheld devices that spray distilled water as a micro-mist with the purpose of curing adhesive. Eyelash adhesive doesn't actually 'dry,' but rather cures with moisture. The main active ingredient in adhesive is cyanoacrylate; cyanoacrylates must polymerize to turn from a liquid to a solid. In order to do this, H₂O is needed. This allows adhesives to cure faster—within 3 hours, as opposed to 24 to 48 hours.

Are they a necessary part of lash application?

If you're in a humid area, it's probably not necessary because the adhesive is curing as you work with just the moisture in the air—

and it continues to cure after your client leaves. But it's definitely a must if you're in a dry area, simply because the air has little to no moisture. I've lived and lashed in many different cities, all with different climates. In Las Vegas I always misted, but in Manhattan Beach, California, it's much more humid so I don't use it there. My retention is the same in both locations.

What are your troubleshooting tips for working with a nano mister?

Make sure that you're not holding it so close to the face that you can actually see condensation on the client's skin. Also, most nano misters have a built-in timer, automatically shutting off after 30 seconds. I've found that a lot of students don't know this and just do a quick mist. Lastly, many people complain that they get a strange smell over time; this is caused by leaving water in the mister for long periods. Misters must be filled with distilled water only and drained every day.

Are there other benefits of using a nano mister?

They're also good for fumes. If a client accidentally opens her eyes during the service and experiences a burning sensation from the fumes, nano misters help soothe that irritation quickly. So, whether you use it to cure or not it's always good to keep one handy! 🗨



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In Depth With ROCASUBA

The distributor of RapidLash has been serving the professional spa market for more than 10 years.

The RapidLash family of products provides lash and brow technicians, stylists and skincare professionals a repertoire of offerings that will help clients achieve better-looking lashes, brows, skin and hair. Clinically proven and consumer tested, RapidLash products are safe, effective and affordable.

A vendor and strategic partner dedicated to your spa's retail success, RapidLash and its parent company ROCASUBA offer free point-of-purchase displays, staff testers, training calls, monthly specials, promotional open house bags and free

gift-with-purchase items. It's a family-owned operation located in Massachusetts with a well-trained customer service staff. The brand understands that businesses come in all shapes and sizes, and is committed to accommodating and customizing any request to help you sell its products.

Learn all about ROCASUBA's award-winning line and how it can help your clients achieve healthier lashes, brows, skin and hair:

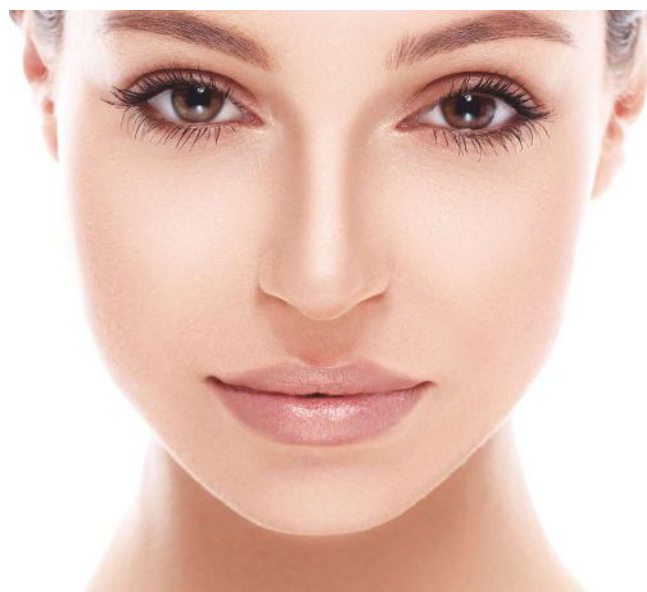
RapidLash Eyelash Enhancing Serum protects against breakage and supports more youthful-looking lashes. Dermatologist and ophthalmologist tested, RapidLash's clinically proven, paraben-free formula features Hexatein 1 Complex, a unique blend of enhancing, conditioning and strengthening ingredients that work together to help improve the overall appearance of eyelashes in as little as 30 days. This serum can also be used in conjunction with lash extensions! Ideal for women and men with thinning lashes caused by age, stress, medication, sickness, hormonal shifts or environmental factors.

RapidBrow Eyebrow Enhancing Serum is specifically created for eyebrows with Hexatein 2 Complex, which is comprised of fortifying proteins, stimulating peptides and nourishing ingredients designed to help condition and improve the appearance of eyebrows. Fuller-looking arches can result in as little as 60 days. Ideal for women and men with thinning brows caused by age, stress, medication, sickness, hormonal shifts or environmental factors.

RapidShield Eyelash Daily Conditioner is a treatment formulated with a highly beneficial Hexatein 3 Complex, helping to shield and protect lashes during the day while nourishing and conditioning them. Ideal for priming and prepping lashes, it can boost the appearance of volume and deliver a flawless sheen. Lashes will look more conditioned with improved definition and luster.

RapidHair Hair Volumizing Formula is designed to address dull, lackluster hair and help bring back the youthful, alluring appearance of lovely locks. It revitalizes and nourishes hair weakened by stress, diet, aging or everyday regimens that strip away essential moisture: styling, curling, straightening, coloring and other treatments. RapidHair relies on Hexatein 4 Complex to enhance the appearance of hair within weeks.

RapidRenew Skin Perfecting Polish is an efficient mechanical and chemical exfoliator created with Hexatein 5 Complex, a proprietary blend that refreshes, revitalizes and re-energizes the skin. Clients' complexions will instantly appear softer, smoother, brighter and more radiant. Continuous use will further enhance the healthy, youthful glow; promote even skin tone; and



diminish the look of dullness, fatigue, fine lines, wrinkles and enlarged pores.

RapidEye Firming Wrinkle Smoother is an age-defying cream that hydrates, nourishes and invigorates the delicate skin around the eyes. Formulated with Hexatein 6 Complex, RapidEye delivers long-term firming, smoothing and uplifting benefits that leave skin feeling and looking refreshed and relaxed. With retinol, shea butter and caffeine, this is a wonderful eye cream to ameliorate tired-looking eyes during travel!



FOR MORE INFORMATION AND A FREE TESTER, EMAIL INFO@ROCASUBA.COM OR CALL 877.760.6677.



The More the Merrier

Group services can be lucrative for spas, and they fall in line with the experience today's clients are seeking. **by Manysha Batist**

ONE OF THE MOST DEFINING characteristics of a spa day is the opportunity to escape into a private haven. But a somewhat recent culture shift is uprooting this long-held expectation. The widespread—and in many ways isolating—integration of technology into our daily lives has birthed a demand for more communal relaxation experiences. Savvy spas are taking advantage of this new reality by offering group services, which may include anything from bridal parties to a guys' night out, corporate events and beyond.

Not only do such offerings align spas with consumer trends, but they're also a major boon to business. According to Mintel's 2018 look at what's influencing consumerism in 2019 and beyond, social

isolation and total well-being were listed as two of the six main trends, causing the research firm to conclude that companies—or spas—that create opportunities for physical and virtual community will reap considerable rewards.

GATHER 'ROUND

Most notably, group services fit right in with the trending communal interests of millennials and generation Z, with whom co-working and even co-living spaces are on the rise. "Younger groups *spa* differently from baby boomers or generation X," notes Nancy Griffin, founder of Contento Marketing, a strategic spa marketing firm. "They're



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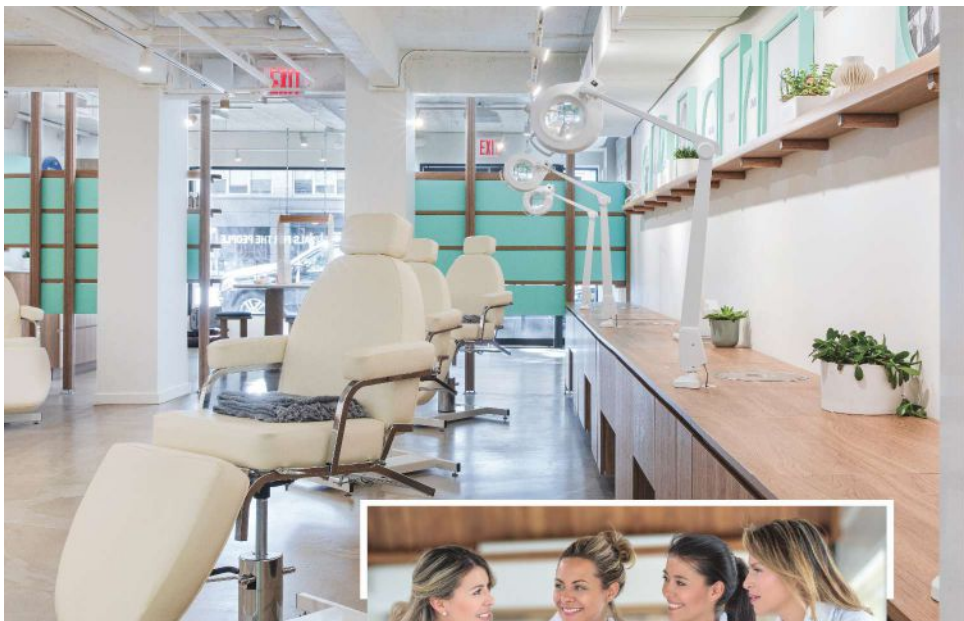


particularly open to parties and groups because they like the social aspect of the wellness experience.” But it’s certainly not necessary for businesses to choose one generational clientele over another. “At the end of the day,” continues Griffin, “what a spa offers should be about lifestyle and well-being.”

Face Haus, with locations across the U.S., regularly hosts facial parties complete with bartenders, DJs or local fare, per the client’s request. And its group events aren’t always about money. “We’re very aware that we provide a meaningful service, so we like to pay it forward with local do-gooders,” says Namrata Gupta, Face Haus COO. “We’ve hosted nurses, as well as teachers right before they go back to school—all compliments of the Haus. Yes, totally free! It’s our way of shining a light on the people doing good in the community at large.”

It may sound counterintuitive to provide such services pro bono, but plenty of spas report that hosting groups—for free or otherwise—helps organically grow business. Gupta says that the demand has kept Face Haus’ marketing, retail and service teams on their toes coming up with new offerings, product assortments, booking features and promotions. “These packages have opened up the brand to a wider user net, making our customer acquisition significantly diverse,” she adds.

Group services present an opportunity to bring in consumers who otherwise may not visit your spa or purchase



products, and then turn them into loyal clients who generate more revenue. Marisa Tom, marketing director of Texas-based spa Milk + Honey, says simple word of mouth has helped steadily grow the popularity of its group services for 13 years. “Loyal clients provide the best form of advertising: social validation,” she says. “They enjoy group services for the same reasons they enjoy them individually: It’s an exceptionally relaxing, therapeutic and friendly spa experience. Being able to unwind and bond with friends and family at the same time only sweetens the deal.”

POPULAR PICKS: A peek at some top communal offerings.

Milk + Honey

The average Milk + Honey group experience includes six people with a total price range of \$600 to \$675.

- ▶ Signature Massage (60 min./\$115-\$120) uses Swedish techniques tailored to clients’ needs, focusing on relaxation and stress relief.
- ▶ The m + h Manicure (30 min./\$40) and m + h Pedicure (45 min./\$60) include exfoliation and a light massage, in addition to nail shaping, cuticle maintenance and polish.

“Signature Massage is ideal for groups that prefer quiet relaxation in between spending time together, whereas a mani/pedi allows groups to connect with one another in the same room,” says Summer Smith, Milk + Honey director of operations.

Face Haus

The average Face Haus party includes six people with a total price range of \$550 to \$600.

- ▶ The Haus Special (50 min./\$65) combines with Power to the Pores (50 min./\$20) to provide event-ready skin, featuring a hydrating oxygen blast and more time spent performing extractions, respectively.
- ▶ Lip Laugh Love (10 min./\$10) is a popular add-on that addresses parched pouts and laugh lines.

“These offerings work in just about any setting, including a group or ‘Haus Party’ booking,” notes Face Haus COO Namrata Gupta.

JOIN THE PARTY

Before you start inviting the masses to your spa, there are a number of things to consider. “For example, do you have the operational bandwidth to provide an exceptional experience? And do group services align with your policies?” posits Smith. The following list will help you decide if such offerings are indeed a fit for your business.

Space: Face Haus locations are designed for communal spa experiences, but many day spas are not. You must be certain that you can accommodate both the size and volume of groups. Griffin suggests repurposing areas of the spa that aren’t as profitable as intended for communal treatments. For example, she points out that spas unable to market something like a hydrotherapy tub might consider replacing it with three or four pedicure stations. If that’s not possible? “Check out your neighborhood: There may be a place where you can host group services outside of your space,” says Griffin. “Also, look at pop-up opportunities.”

Services: This will, of course, depend upon your clientele. Face Haus specializes in skin care, so it hosts facial parties. Milk + Honey, on the other hand, has an extensive menu with a full range of luxe treatments, so it provides custom-designed group services.

Spas catering primarily to bridal parties could focus on blowouts and makeup services, and mani/pedis tend to be a favorite among all sorts of groups, as they pair well with other social experiences: conversation, drinks, food. But facials and massages can also be complemented by mimosas, smoothies and local fare. “Go beyond champagne and a mani/pedi, and think about how you can get people involved, like having them create their own custom products or providing something educational,” suggests Griffin.

Pricing: Groups generally gather at spas for special occasions, which means they’re willing to splurge. That said, Griffin notes that you may want to offer a discount, depending upon the number of people being treated. “If

there’s volume—say, 10 pedicures—then it’s appropriate to comp the person booking it, or give one free,” she explains. Smith points out that you should also take spa operations into account. “We don’t offer large discounts for groups,” she says. “Coordinating multiple treatments takes up time, and it’s a lot more work than your average appointment.” Ultimately, you have to understand your market and its unique price sensitivities. 💅

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2020 VISION

As the year comes to a close, industry experts discuss what's new—and next—on the ever-changing spa landscape.

by TRACY MORIN

Today's spa owners face a quagmire of quandaries, from nailing the needs of an increasingly savvy clientele to finding and retaining stellar staff members. They must keep up with cutting-edge technologies that can help streamline operations and elevate their menu offerings, while tapping into time-tested guest retention strategies that are once again in demand (think: replacing screen time with face time). And, as people of all ages seek to boost both personal and planetary health, spas must prove themselves to be true partners in well-being. To help make sense of all of this and more, *DAYS*PA sat down with six industry veterans and visionaries for a conversation about what's on the horizon as a new decade dawns.

SANDSUN/ISTOCK

What are the top skincare and wellness trends moving into 2020?

Brown: Yoga, infrared heat, light therapy, CBD (of course!) and kombucha.

Dubois: The industry has been moving in the direction of natural, clean and organic skin care for quite a few years, but I expect to see even more consumers and brands pushing for the cleanest, most sustainable products and formulas.

Ducker: In the retail space, spas have moved away from focusing on one or two skincare brands to offer greater diversity. This will continue to grow with new CBD offerings, indie beauty products, at-home devices and even some retro items.

Pierce: Due to increased understanding of the link between the microbiota of the gut and that of the skin, many skincare professionals are looking for formulas that include probiotics and prebiotics. And peptides are always on trend.

Rook: One thing that everyone should be aware of is skin care that fights the effects of pollution. This isn't just for city-dwellers anymore; as the introduction of contaminants into the natural environment causes adverse change, we're looking at all forms of pollution.

Starr: I'm seeing a surging interest in meditation; virtual reality (VR) headsets used to create immersive experiences, perhaps while also enjoying a traditional treatment; and community-based and group event opportunities.

Our Panel

Felicia Brown, business and marketing coach, Spalutions

Denise Dubois, owner, Complexions Spa for Beauty and Wellness in Saratoga Springs and Albany, New York

Crystal Ducker, vice president of research and communications, International SPA Association (ISPA)

Aliesh D. Pierce, licensed esthetician and director of education, Ask Aliesh

Patty Rook, spa director, Glen Ivy Hot Springs in Corona, California

Lisa Starr, senior consultant, Wynne Business

Who is the spa client of 2020?

Dubois: Our guests are showing more interest in unique services and holistic experiences. This includes incorporating chakra balancing, meditation, yoga and innovative antiaging treatments. The clients of 2020 will pay more for services and products they see as an investment in their physical and mental health.

Ducker: Spa-goers will be a healthy mix of educated women and men (51 percent and 49 percent, respectively) who range in age from generation Z to baby boomers. In addition to experiencing treatments, more than half are expected to make a retail purchase during their visits.

Pierce: Here in Southern California, the spa client is 30 to maybe 66 years old. She or he could be from any ethnic group, and they just want to look and feel better without a lot of pharmaceuticals or makeup as they mature.

Rook: They range in age from generation Z to baby boomers, and more men are visiting. They're seeking clean, sustainable ingredients; customization and tailored offerings; healthy living; and graceful aging.

How is technology changing the face of the industry?

Dubois: It's helping spas be more efficient and allowing us to get in front of new demographics. Thanks to social media, it's easy to interact with clients on a personal level, and scheduling platforms and apps have made planning and analyzing seamless. Technology also lets us move toward becoming completely paper-free—something my spa aspires to achieve in 2020. We're excited to launch new services that combine technology with meditation, too.



Rook: It's changing the accessibility of unconventional treatments; what we may have considered to be out of reach in the past is now available to everyone. For instance, there's a massage table by Gharieni with acoustic and vibration therapy that trains the brain to slow down and benefit from deep relaxation. Some other groundbreaking technologies to watch are 3D-printed face masks, cold-pressed cleansers and a 24-karat gold vibrating bar that makes skin look and feel lifted, contoured and revived.

Starr: Online and mobile appointment booking is a requirement today. There are also new systems that help automate and communicate back-of-house functions. Another new technology is SAIFE, which uses a sensor in treatment rooms to track the therapist's hand movements and record them, without cameras, for those concerned about safety or misconduct.

What can smaller spas do to create comprehensive wellness experiences for guests?

Brown: Businesses of all sizes can share wellness tips and tools online via social media, as well as in spa. Also, consider printing 'meditation moment' cards, which offer a thought for reflection or a wellness tip, left on the treatment table before the session. Invite guests like dietitians or life coaches to offer specialized consultations on a slow day. Or, partner with another lifestyle/wellness business to provide incentives or discounts to clients.

Dubois: Spas can easily add unique touches to their existing services. For example, a chakra awakening offered as part of a massage, or aromatherapy with a facial. If they're lacking space but still want to provide yoga or wellness classes, they can try partnering with a local gym or studio.

Ducker: Partnerships with local fitness providers, yoga practices and the like are



a perfect way to build community relationships and add offerings without breaking the bank. Guided meditation recordings before or during services are also simple ways to enhance spa experiences.

Rook: Start each service with a signature breathing ritual, stretching and meditation—and choose custom treatments that incorporate these, too.

Starr: Educate clients about proper nutrition through videos and handouts. Perhaps lead a weekly walk with a staff member, and open it up to the community. Guided meditation can be done with a few clients sitting around the lounge—every effort counts.

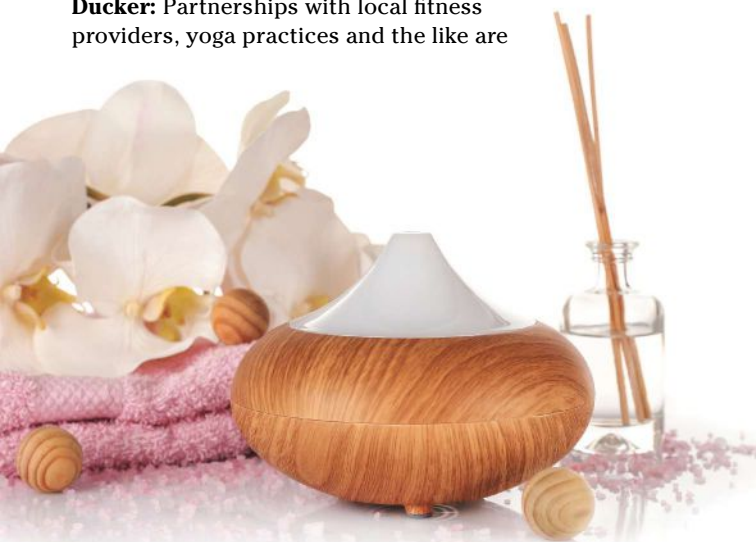
How can spa owners attract and retain star staff members?

Rook: Target schools that have a hospitality program, and reach out to ones that offer massage therapy and esthetics. We recently began a scholarship program as well. For current staff, this is a nice segue to an education in the service industry, and a lure for potential employees to apply with us.

Brown: Start by creating an inviting workplace and being a great boss. Recognize that today's spa professionals are motivated by more than money—although they like that too!

Starr: Spas have to become even more active in human resources—running employment notices, reading resumes, interviewing candidates on a continual basis, and creating more and shorter shifts. Management must fine-tune interviewing and onboarding skills so that expectations are crystal clear. Finally, compensation plans need to become more creative: Find ways to reward behaviors that also help the business.

Dubois: Employees appreciate flexible schedules and more time off. We contribute to a retirement plan for our team, and pay a higher percentage of health insurance with longevity. Continuing education is ongoing, and we offer a structured bonus system for hitting department and company goals. Additionally, make sure they know they're appreciated—something as simple as saying, 'You did a great job today!' goes a long way. 🍀



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For Retail:

- 3 – 8 oz. Chocolate Butter Cream

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Winning Formulas

Explore your favorite spa brands' top products from the past year. *by Laura Waldon*

It's been a huge year for the beauty business. From single-use sheet masks to botanical infusions—and of course, the increasingly trendy inclusion of CBD in the spa space—the sheer number of available skincare and cosmetic options is vast and potentially overwhelming. That's why we've put together this first annual catalog of the best-selling SKUs from some of the industry's top brands. Behold: *DAYSPA's* Best Sellers Guide, packed with the most sought-after beauty products of 2019.



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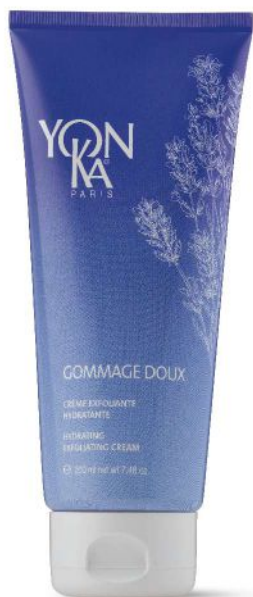


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Yon-Ka Paris Hydrating Exfoliating Cream
yonka.com

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Lemon-Aid

Sorella Apothecary Lemon Lightening Serum
sorellaapothecary.com

A vegan, gluten-free concentrate that helps fade dark spots and redness with lemon and licorice root extracts, which are all-natural hydroquinone alternatives. The creamy serum supports smoother, brighter-looking skin and is perfect for layering with other targeted treatments.



Hemp Haven

CBD Best Oil Beauty Cream
cbbestoil.com

Made in Colorado, this 100 percent natural antiaging crème is formulated with vitamin E, arnica and 100 mg of full spectrum hemp extract in a body butter base. The potent combination helps deeply moisturize the complexion and prevent fine lines.



Arch Support

RevitaLash Hi-Def Tinted Brow Gel
revitalash.com

This unisex brow-setting gel is made with a natural mineral tint to fill in and sculpt arches, maintaining their look and shape throughout the day. The vegan and hypoallergenic formula is also enriched with peptides and oat beta glucan, which condition brows and help improve their appearance.



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dermaswiss.com

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DermAware VITaL A Microgel
dermaware.com

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nufree-professionals.com

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Priori LCA fx160 2xfoliant Peel + Scrub
prioriskincare.com

This dual-action peeling scrub is formulated with lactic acid, biodegradable microspheres and an anti-irritant complex to simultaneously exfoliate and hydrate the face and body. The brand's Adaptive Skincare Technology also helps skin absorb the nourishment it needs.



Probiotic Power

Columbia SkinCare Probiotic Complex
columbiaprobiotics.com

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purefiji.com

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Lab+Blends CBD Pain Salve
biotone.com

This concentrated CBD salve is formulated to target discomfort, soreness and inflammation in muscles and joints. Arnica, camphor and menthol deliver additional pain relieving benefits, helping to restore and support healthy joints, range of motion and relaxed muscles.



Redness Relief

OZNaturals Dragon's Blood Facial Serum
oznaturals.com

Actives including rose hips, chamomile, green tea and croton lechleri resin (aka dragon's blood) make this 98 percent natural serum ideal for minimizing the symptoms of inflammatory conditions like dermatitis, acne and eczema.



Expert Exfoliant

Saian Enzyme Mask
saian.net

This plant-based mask literally liquefies dead skin cells and draws out impurities to reveal a fresh complexion. The combination of colloidal oatmeal and bentonite clay make it perfect for clients with acne, rosacea, rashes and psoriasis. 🌿

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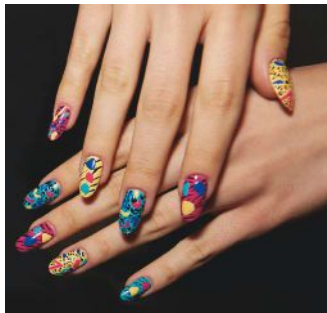
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IN THE NEWS

Next Big Nail Trends

New York Fashion Week spring/summer 2020 has come to a close, leaving a slew of new beauty trends to offer clients in the upcoming seasons. If you're in need of some inspo for your mani menu, feast your eyes on these tantalizing tips:



Totally '80s: The nails created by Miss Pop for Essie at the Jeremy Scott show were full of flashbacks with the mix of saturated colors, geometric shapes and animal prints.



Silver Accents: Jin Soon Choi for JINsoon was inspired by a paperclip during a meeting and created hand-molded wire rings to top these nude nails.



French Tips With a Twist: Julie Kandalec for Essie used silver glitter and a turquoise tip to update this look.

#NOFILTER

Virtual reality makeover apps and photo filters can be a fun way for people to see how they'd look with a smaller nose, fuller lips or a blemish-free complexion. However, members of the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) urge caution when it comes to selfie-inspired procedures, noting that airbrushed images and the like can lead to unrealistic expectations and even trigger body dysmorphic disorder (BDD) in susceptible individuals. Since 2013, the AAFPRS has reported a dramatic increase in requests for facial plastic surgery procedures due to social media. In fact, 62 percent of facial plastic surgeons say patients seek cosmetic procedures due to dissatisfaction with their social media profile, and 57 percent say their patients want to look better in selfies. "We are seeing a growing number of individuals with 'Snapchat Dysmorphia,' the name given to patients who seek out plastic surgery to look like edited images of themselves and/or celebrities. Treating people with BDD to correct a perceived flaw is a slippery and dangerous slope, as they will likely not be satisfied with the results," says AAFPRS president Phillip R. Langsdon, MD.

COUNTER SERVICE



The U.S. Food and Drug Administration (FDA) has given the POLY PRO Clear LED Light Therapy device from UVBioTek an over-the-counter (OTC) designation for the treatment of mild to moderate acne. POLY PRO Clear utilizes a combination of 417nm blue light

to target and destroy acne-causing bacteria, and 633nm red light to relieve inflammation. It's a Class II medical device that's safe, gentle and effective for all skin types.

POLY PRO Clear was previously only available to medical professionals, but the new OTC designation allows estheticians, medspas and other industry businesses and professionals to treat mild to moderate acne without a prescription—and the company offers free LED device usage and treatment protocol training with each unit purchased.



SUN SCIENCE

A study out of Binghamton University in New York has found that no UV range (UVA or UVB) is more harmful than the other; the damage actually appears to scale with the amount of energy that the skin absorbs. Even more significant, UV weakens the bonds between cells in the stratum corneum by affecting corneodesmosomes,

which help the cells adhere together. Researchers used samples of female breast skin—typically only exposed to low levels of sunlight—and subjected them to various wavelengths of UV radiation. “What we noticed when we applied more and more UV radiation is that the dispersion of these corneodesmosomes was increasing,” says Zachary W. Lipsky, a biomedical engineering PhD candidate at Binghamton. “With more irradiation, they essentially look exploded, moving away from their position. We conclude that because of the disruption of these corneodesmosomes, it damages the skin’s structural integrity.”

The researchers are further investigating how UV radiation affects deeper layers of the skin. Lipsky says the most important takeaway for now is that skin protection is crucial no matter the season. “We’re trying to push the message to use sunscreen not just for preventing skin cancer, but also to keep the integrity of your skin so you don’t get infections or other problems,” he notes.



EXECUTIVE DECISION

Light therapy device manufacturer BioPhotas has hired Jim McKenney as vice president global sales. He brings more than 20 years of leadership experience in business development and sales management, having worked with some of the most successful healthcare companies, startups and real estate investment firms. In his role, McKenney will manage the company’s international growth and develop new markets for the award-winning Celluma series of LED products, which includes four recently launched light therapy devices for professionals and consumers interested in aesthetic treatments and pain management, as well as for anyone who wants to manage acne breakouts.



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DATE BOOK

Make a note of these upcoming industry events!

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Maui, Hawaii
livelovespa.com

DECEMBER 13-15

Annual World Congress on
Anti-Aging Medicine (A4M)
Las Vegas
a4m.com

JANUARY 25-27

International Salon and
Spa Expo (ISSE)
Long Beach, California
probeauty.org

JANUARY 26-29

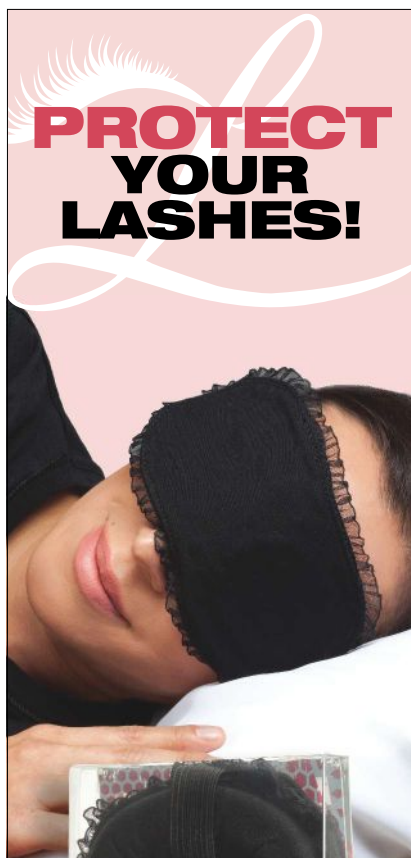
Green Spa Network
GSNPlanet Congress 2020
Ojai, California
greenspanetwork.org

JANUARY 29-30

Indie Beauty Expo
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indiebeautyexpo.com

FEBRUARY 8-10

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Simply the Best

Woman-owned and locally operated CBD Best Oil has expanded into Rochester, New York, with a new company headquarters and second retail location. Owner and Rochester native Glenna Colaprete-Hudson sources the CBD in every product from organic hemp farms, including her own Rochester-based farm and one in Colorado.



The range of more than 40 offerings—from salves to tinctures—is especially popular in spas, and the beauty creams are frequently used in facial treatments because of their antioxidant and anti-inflammatory properties. “The enthusiasm for the products has been incredible: We have doctors, professional athletes and spas telling us how much they really love the products. We pride ourselves on being part of the larger movement in the U.S. to incorporate CBD and other plant oils into healing and continue to find innovative ways to help people and pets take advantage of their health benefits,” says Colaprete-Hudson.

High-Tech Skin Cancer Detector

Even the best dermatologists can’t diagnose skin cancer by simply looking at it with the naked eye—instead relying on magnifying glasses to examine suspicious blemishes and scalpels to cut tissue for analysis. Now, with shortwave rays used in cellphones and airport security scanners, researchers at Stevens Institute of Technology in Hoboken, New Jersey, have developed a technique that detects skin lesions and determines whether they’re cancerous or benign—a technology that could ultimately be incorporated into a handheld device to diagnose skin cancer without a scalpel in sight. If successful, it could reduce the number of unnecessary biopsies by 50 percent, and potentially disrupt the \$5.3 billion diagnostic market for the most common cancer in the U.S.

GO GREEN

The Green Spa Network (GSN) has announced its Pledge for the Planet campaign, created to remain responsive to the latest green principles, products and technologies. To apply “best environmental practices” in ways that will make a difference for the spa and wellness industry, the pledge encompasses the following eight points:



- ✓ Limit plastics
- ✓ Plant trees
- ✓ Recycle
- ✓ Choose organic food and products
- ✓ Reduce meat and dairy consumption
- ✓ Switch to alternative energy
- ✓ Reduce water usage
- ✓ Share education and resources

The campaign encourages all members of the wellness industry to commit to this plan—at home, at work and in their communities—by Earth Day 2020, and to share their efforts on social media with the hashtags #bethechange and #pledgefortheplanet. To learn more, visit greenspanetwork.org.



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Tend Skin Brightener Serum is designed for use after hair removal in conjunction with the brand's signature isopropyl alcohol formula to help brighten skin while banishing ingrown hair. tendskin.com



EarthLite Organic Massage Oil is hypoallergenic and unscented, making it a perfect aromatherapy carrier base. earthlite.com



The professional **ECHO₂ Plus Oxyceuticals Oxygen Acne Treatment** taps pure oxygen and acne-fighting ingredients to unclog pores, soothe inflammation and kill bacteria. echo2plus.com



Yüm Gourmet Skincare Blooming Lavender Toner taps micellar technology to deliver nourishing seaweed and gentle fruit acids that defend skin from environmental stress. yumskincare.com



NEC Royal Beauty Vacuum Slimming Machine features four handpieces that allow spa pros to perform lipolytic and anti-cellulite massage, radiofrequency skin tightening, infrared therapy and cavitation. necroyalbeauty.com



Caronlab Australia Brilliance professional hard wax is formulated with hydrogenated resin and titanium dioxide, making it pliable without being brittle. cbongroup.com



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POLY Go is the handheld, portable companion to POLY, with three interchangeable LED heads designed to treat acne, rejuvenate the skin and soothe sore muscles. mypolyled.com



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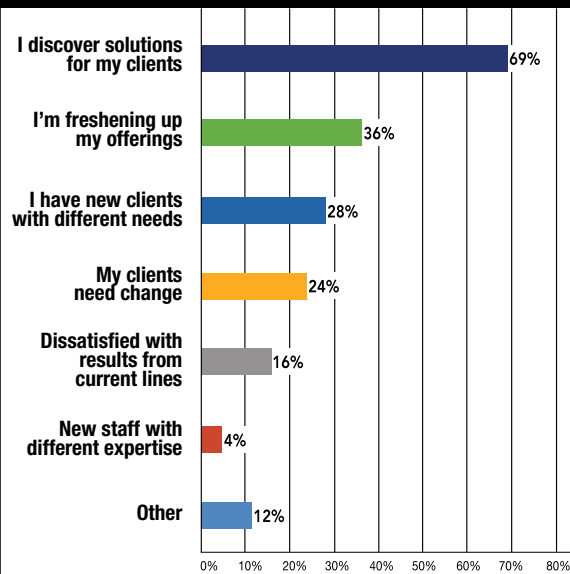
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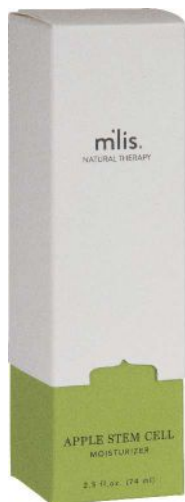
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What's a common mistake you see skincare pros making?

Too often, spa pros don't even book regular skincare services for themselves. I believe that if you 'talk the talk' you must 'walk the walk.' How can we say that clients don't come in for treatments often enough if we aren't receiving our own regular services?

When they ask about our personal skincare treatment frequency, we need to be able to answer honestly and show them we aren't expecting them to do something that we don't. Personally, I've been seeing my esthetician every other week for more than 30 years. Prior to that, it was once per month beginning when I was 18. I get facials, manicures, pedicures, waxing and endermology. It's all part of a healthy lifestyle.

What would you cross off your to-do list?

I may be taking a different slant on this question, but what I'd like to cross off is my constant need

for perfection. It would certainly allow me to get through the list quicker.

How do you unwind?

I love being active, so tennis, golf, biking, classes at the gym, cleaning and organizing my house—any of those work for me. I also love to cook, so hosting dinner parties is also a big part of my 'relaxing' DNA.

How do you motivate others?

I help them realize the gifts they have and how to hone their skills to reach their goals. People can easily fall prey to fear and a lack of self-confidence; many compare themselves to others and think they're not up to the same level. My goal is to allow everyone to value their uniqueness and make it work for them.

What's on your bucket list?

There are a few places I want to visit and photograph the wildlife: The Galapagos Islands, Africa and Australia's Great Barrier Reef are all on my list. I'd also like to work more with the charity I set up in memory of my late husband, who was an artist; it funds art classes for foster children. Lastly, I would like to write a book. As you can see with all the items on my list, I'm planning to live a long, long life!

Who inspires you?

Those with clear, structured goals; a plan to back them up; and the integrity to stick to them.

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

There are two: I sang in a band when I was younger, and I make preserves. I have a fruit cellar in my house with lovely jars full of my homemade concoctions. 🍷

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