

DAYS SPA

JANUARY 2020 DAYSPAMAGAZINE.COM \$5.00



In With the New

- Switching up your seasonal services
- The latest CBD trends and treatments



Stone Crop from Head-to-Toe

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

1.

Tailor your treatment.

Easily adapt the nourishing, detoxifying Stone Crop Body Treatment with **wet or dry protocols** that best suit your spa facilities.

2.

Discover real results.

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

3.

Expand your body offerings.

The treatment doesn't have to end at the spa. With a mix of **organic professional and retail products**, it's easy to bring stone crop bliss home.

New Stone Crop Body Collection

THE TOTAL BODY EXPERIENCE



Discover our
expanded range
of organic body
treatments!

ÉMINENCE
ORGANIC SKIN CARE
HUNGARY · SINCE 1958



Stone Crop
Revitalizing
Body Scrub

Désincrustant corporel
revitalisant à l'orpin

All Skin Types

250 ml / 8.4 fl oz

ÉMINENCE
ORGANIC SKIN CARE
HUNGARY · SINCE 1958



Stone Crop
Contouring
Body Cream

Crème corporelle
modelante à l'orpin

All Skin Types

147 ml / 5 fl oz

ÉMINENCE
ORGANIC SKIN CARE
HUNGARY · SINCE 1958



Stone Crop
Body Oil

Huile corporelle à l'orpin

All Skin Types

240 ml / 8.2 fl oz

ÉMINENCE
ORGANIC SKIN CARE
Stone Crop
Restorative Body Wrap

Enveloppement corporel restaurateur à l'orpin

250 ml / 8.4 fl oz



ÉMINENCE
ORGANIC SKIN CARE
HUNGARY · SINCE 1958



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



have you been

SCAMMED

by internal collagen products?



mlis[®]

NATURAL THERAPY

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

CLICK-IN TO SEE IF INTERNAL COLLAGEN IS THE
RIGHT FIT FOR YOU AND TO SEE IF YOUR
BUSINESS QUALIFIES FOR FREE PRODUCTS

[HTTPS://RADIANCE.MLIS.COM](https://radiance.mlis.com)



CONTENTS

Volume 25, Number 1 • dayspamagazine.com

January 2020



FEATURES

36 IN SEASON

How to create successful seasonal services

42 KEEPING UP WITH CBD

Essential information about this buzzworthy ingredient

SPA SCENE

22 SPA SNAPSHOT

Ascent Spa at Tenaya Lodge, Fish Camp, California

SKIN & BODY

10 NATURE'S BOUNTY

CBD-infused skin care

12 MUST HAVE

Cleansers

14 EDITORS' PICKS

New products

16 VANISHING ACTS

Pre- and post-care advice for hair removal services

18 SPOTLIGHT

Digital detox

BUSINESS TRACK

30 BUILDING BLOCKS

Tools and tips

32 ALTERNATIVE HEALTH

Elevate the guest experience with meditation offerings

REGULARS

8 FROM THE EDITOR

48 IN THE NEWS

52 ESSENTIALS

55 AD INDEX

56 ONE ON ONE

Emily Sindlinger of Sorella Apothecary



ON THE COVER

A Fresh Start
APOLLOFOTO/BIGSTOCK

DAYS PA (ISSN 1089-3199) Vol. 25, No. 1, January 2020 is published monthly by Creative Age Communications, Inc., 7628 Densmore Ave., Van Nuys, CA 91406-2042. Subscriptions: US \$26 per year; Canada \$50 usd; other international \$80 usd. Periodicals postage paid at Van Nuys, CA, and additional mailing offices. **POSTMASTER: Send all UAA to CFS. Non-postal and military facilities: send address corrections to DAYS PA, P.O. Box 460159, Escondido, CA 92046-0159**



Lashes and brows that look naturally
bolder, darker and magnificent
in just 4-6 weeks!

RapidLash[®]

EYELASH ENHANCING SERUM

rapidlash.com • 877-760-6677

RapidLash[®] can be used with lash extensions.



LICKA

CBD BLACK SHEET MASK

REJUVENATING MOISTURIZING OIL CONTROL

This unique face mask made with Bamboo Charcoal fabric and a blend of high grade CBD oil and 20 + beneficial ingredients such as sodium hyaluronate, lecithin, betaine, bakuchiol, and green tea extract, presents a simple solution to a relaxing and skin-altering facial care routine.

WWW.CBDSKINKR.COM



Licka CBD Black Sheet Mask is manufactured in U.S.A.

We welcome distributors and retailers to work together, please contact us at lickausa@gmail.com, or call at (909) 702-9806

DS

**MORE
ONLINE!**

dayspamagazine.com
@dayspamagazine

Trending on...



filters are fab, but
good skin care
is better

@dayspamagazine

... And the estheticians of Instagram agree!

SKINCARE ROUNDUP: Valentine's Day Retail



ANNELEVEN/ISTOCK

hypoallergenic Worry-Free

Advanced Therapy®

Massage Lotion, Creme & Gel

Your clients feel it, you experience it.

Hypoallergenic and unscented, Advanced Therapy delivers the performance without the sensitivities. Choose a lotion, creme or a gel and get smooth glide, extended workability and less reapplications.

Now this is truly worry-free.



**SAVE NOW
20% OFF!***

Sensitivity
Tested,
Proven Safe

Nut
Oil Free

No Alcohol,
or Mineral Oils

Paraben
Free,
Non-greasy

BIOTONE®

Professional Massage & Spa Therapy Products

*10% Off 5 Gallon
Expires 2/29/20

Order Now **800.445.6457** | biotone.com

From the EDITOR



Laura

LAURA WALDON
EXECUTIVE EDITOR
lwaldon@creativeage.com

IT'S A BRAND-NEW DECADE, and we're kicking things off by covering the latest and greatest spa and wellness trends so you can update your menu for the year to come. Both of this month's features focus on cutting-edge concepts: "In Season" (page 36) takes a deep dive into creating seasonal services based on the time of year, with plenty of tips from successful spas; and "Keeping Up With CBD" (page 42) looks at the industry's hottest ingredient, complete with top treatments and insight into what the future holds. You'll also find pre- and post-care hair removal tips (Vanishing Acts, page 16); advice for helping clients detox from too much screen time (Spotlight, page 18); and strategies for incorporating meditation into the spa experience, even if you don't have the bandwidth for formal classes (Alternative Health, page 32). I have no doubt that this issue will give you the tools and inspiration you need to start 2020 with a bang!

#shelfies



"I'm loving **BiON Pure Hydration Hyaluronic Acid Serum** for fighting dry winter skin, especially because the clean, four-ingredient formula is super gentle on my pregnancy hormone-addled face!"

—Laura



"This **DevaCurl DevaFresh Scalp & Curl Revitalizer** is my first DevaCurl experience and I am hooked, thanks to its scalp-soothing and curl-reviving skills!"

—Jasmine Brown,
Associate Editor



"I just started using **Pevonia Rapid-Restore Neck & Chest Serum and Cream**, and not only am I smitten with the scent, but I'm already noticing a difference in my neck and décolleté!"

—Alexa Joy Sherman, Managing Editor

Team Travels



I enjoyed Ranavat Botanic's Luminous Ceremony breakfast in Los Angeles, where we celebrated the Ayurvedic brand's new Cream Cleanser.



Alexa attended a Renew & Rejuvenate event at Moy Fincher Chipps Facial Plastics & Dermatology in Beverly Hills, CA.



See A Firmer Future

Our new Firma-Bright booster serum is formulated with 20% stabilized vitamin C to radically boost the elasticity of your skin. Free-radical fighting antioxidants and radiance boosting peptides protect skin and improve the appearance of dullness, fine lines and wrinkles.

**20% Stable
Vitamin C**
Collagen
Activator

Argireline
Wrinkle
Relaxing
Peptide

Ellagi-C
Collagen
Booster

GranActiv
Brightening
Peptide



Call or Text 425-223-1211 to try Firma-Bright at your skincare location!



Visit our professionals only website, **www.Pro-Club.HydroPeptide.com**, to explore all HydroPeptide has to offer including our full assortment of retail and backbar products, facial bundles and exclusive offers.

**A professional license is required to view pricing and purchase.*

Get in on the hottest new beauty and wellness trend with these CBD-infused goodies!



1 FarmHouse Fresh
Supremely Lit Serum-in-Oil
farmhousefreshgoods.com

2 Wink
CBD Massage Oil in
Pomegranate + Eucalyptus
wink-wink.com

3 Mana Artisan Botanics
Hawaiian Hemp Balm: Plantain
& Comfrey
manabotanics.com

4 Elina Organics
CBD Ageless Wrinkle Filling Serum
elinaorganicskincare.com

5 WholeMade Bath Co.
Lavender + Hemp Extract
Hand and Body Cream
wholemade.com

6 Code of Harmony
Virgin Skin Youth Serum
codeofharmony.com

7 HempBeauty
Revive + Rewind Eye Cream
hempbeautypro.com

8 Susan's CBD
Hemp CBD Face and
Body Lotion
susanscbd.com



9 Color Up
Soothe Scalp Serum
coloruptherapeutics.com

11 Canviva
SOOTHE CBD Oil Balm
canviva.com

13 Lab+Blends
CBD Pain Relief Maximum
Strength Cream
biotone.com

15 Cannaisseur Brands
CBD Essentials
Transdermal Patch
cannaisseurbrands.com

10 WELL Products
Face & Body Mask
well-cbd.com

12 CBD Best Oil
Beauty Cream
cbbestoil.com

14 Cultivate
500 MG Soothing Balm
livecultivate.com

16 Mender
Deodorant
mender.shop

Foam Sweet Foam

No skincare regimen would be complete without the right cleanser. From gentle lathers to purifying balms, these selections will certainly come in handy for washing away debris and prepping the skin—on the treatment table and in your retail space.



- 1 Sorella Apothecary Apricot & Mango Cleansing Milk sorellaapothecary.com 2 Pure Fiji Purifying Cleanser purefiji.com 3 Éminence Organic Skin Care Mangosteen Daily Resurfacing Cleanser eminenceorganics.com 4 DermAware Moisture Rich Cleanser dermaware.com 5 Saian Strawberry Cleanser saian.net 6 FarmHouse Fresh Finely Awake Plantfoliant farmhousefreshgoods.com

HYDRO REJUVENATING FACIAL SYSTEM

FREE TRAINING

LONG-TERM WARRANTY

LIFETIME CUSTOMER SUPPORT

0% IN-HOUSE FINANCING

MARKETING SUPPORT



Perfect choice for modern Spas and Medical Offices.

Amazing appearance with elements of crystal glass and neon lighting is a perfect addition to turn any esthetician room into a luxurious experience.

Zemits designed this equipment with the goal of combining prestige technology and amazing design all into one incredible, multifunctional device.

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.

The Unique Zemits Marcel platform combines 6 features for a perfect synergy of results:

- HydroPeeling for Face & Body
- Oxygen Infusion
- RF Skin Firming
- Cold & Hot Stimulation
- Ultrasound Skin Hydration

Product Premiere

We're always on the lookout for the latest in spa and wellness. Check out our favorite recently launched products that are sure to be a hit with the savviest of spa-goers.



1 Repêchage
Hydra Refine Astringent Pads
Ideal for normal to oily skin, these pre-saturated pads swipe away excess oil and cleanse the complexion.
repechage.com

2 Skinbetter Science
Sunbetter Broad Spectrum Sunscreen Stick
Provides 100 percent mineral sun protection in a transparent, mattifying SPF 56 formula.
skinbetter.com

3 Saian
Retinoid Renewal Night Serum
Taps retinol, caffeine, and vitamins C and E to even skin tone and boost cell turnover.
saian.net



4 Bella Schneider Beauty
OLIOfix Soothing Toner
An alcohol-free, herbal essence that removes lingering makeup while hydrating and soothing skin.
bellaschneiderbeauty.com

5 FarmHouse Fresh
Watercress Hydration Cascade
Hyaluronic acid, retinol and watercress help retain moisture and reduce the look of fine lines and age spots.
farmhousefreshgoods.com



6 Skin Actives Scientific
Vitamin A Cream
An antiaging formula featuring collagen, retinol, and plenty of proteins and other nutrients that promote skin renewal.
skinactives.com

7 Thalgo
Micro-Peeling Water Essence
Micronized marine algae and glycolic acid deliver gentle exfoliation that gradually refines the complexion over time.
thalgousa.com

8 Éminence
Birch Water Purifying Essence
A blend of birch water, botanical collagen and mushrooms helps restore hydration and elasticity.
eminenceorganics.com



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	Control cfu/ml	Finipil OTC	
		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

Laboratory Direct

TRUSTED BY PROFESSIONALS FOR 40 YEARS!



@nufreefinipil

nufree-professionals.com



Soothing Solutions

Help minimize problems during hair removal services with these pre- and post-care tips, techniques and products. **by Laura Waldon**

ONE OF THE BIGGEST DETERRENTS FOR CLIENTS

when considering professional hair removal services is pain and discomfort—before, during and after the appointment. But there are plenty of ways to keep inflammatory issues at bay. Follow these expert tips to help give your guests a more comfortable experience and stellar results.

PREVENTING PAIN

Lindsay Miller, president, Lycon USA: It's important to clean the skin before waxing to effectively remove surface oils, perspiration, pollution, makeup and moisturizers. During waxing, hair follicles are opened and exposed to bacteria that can cause inflammation and folliculitis; cleansing beforehand will wash away surface bacteria and minimize the chances of this happening, and a cleanser containing soothing ingredients like chamomile can help further reduce redness and pain. Additionally, I recommend after-care formulated with tea tree, which acts as an antibacterial agent and is known for its healing properties.

Trisha Williams, Nufree educator and owner/master esthetician, Bare Bliss in Yakima, Washington: For best results, I suggest that clients have at least 7 to 10 days of hair growth before coming in; it should be one-eighth to one-fourth of an inch long so the hair removal process isn't painful.

BANISHING BREAKOUTS

Deborah Merhar, founder, Relax & Wax: With clients who are new to waxing, breakouts are typically due to a histamine reaction, which will lessen with continued hair removal. Start with a non-sudsing antibacterial cleanse. For sensitive skin and areas prone to breakouts such as the face, underarms and bikini area, use hard wax with an oil barrier. (Vegetable and grape seed oils won't clog pores.)

Williams: I tell clients to keep Benadryl on hand in case they break out, so they can calm that histamine response. In addition, I send first-timers home with a Nufree Finipil sample and suggest they use a small amount for the first week to seal the pores and protect from infection, as well as to calm the

skin. I encourage them to purchase the brand's Lait 50 antiseptic cream, as well, so they can continue protecting their skin between appointments.

HALTING HYPERPIGMENTATION

Chrissie Paraschos, head trainer, RefectoCil North America: Hyperpigmentation can occur after skin lifting, burning, irritation or bruising, all of which are completely unacceptable during the waxing process. With expert technique and calming after-care products, waxing won't cause pigmentation at all. I recommend Caronlab After Wax Soothing Lotion with mango and witch hazel to actively nourish and cool skin post-treatment. Clients should also wear protective clothing and SPF 50+ after waxing and beyond—regardless of skin type.

Miller: Dark spots tend to be most common in sensitive areas like the bikini line, usually caused by inflammation that can affect pigment-producing cells in the skin. Applying a soothing post-wax product helps reduce redness, and a targeted lightening serum can be used where pigmentation has already occurred. Look for products with ascorbyl glucoside, which is a stable form of time-released vitamin C; vitamin C significantly brightens and improves skin tone, plus it promotes collagen synthesis. Other skin-lightening actives include sodium lactate; beta glucan, which is antiaging and helps boost cell renewal; deeply moisturizing hyaluronic acid; and pro-vitamin B5 for its calming and hydrating benefits.

AVERTING INGROWN HAIR

Miller: Clients prone to this issue will benefit from topicals containing salicylic and lactic acids to treat keratolytic buildup, exfoliate the skin and dislodge any ingrowns. Treatments for ingrown hair are perfect for retail, too, as guests can apply them between waxing services.

Merhar: The No. 1 reason people stop waxing is ingrown hair. Mild, constant exfoliation is key—ideally every other day. Dry brushing, applying a professional ingrown product and moisturizing daily will make a world of difference.

Cirépil Gentle Cool Effect pre-wax gel is formulated to sanitize and desensitize skin that's prone to irritation, making it ideal for use on more intimate areas both before and after hair removal. universalcompanies.com



Caronlab After Wax Soothing Lotion clears away wax residue while replenishing and soothing skin. Enriched with witch hazel and mango, the after-care cream also helps prevent pustules and ingrowns. cbongroup.com



Relax & Wax My Name Is Mud is a therapeutic mask featuring Liposilt, which moisturizes, boosts cell turnover, and controls sebum and acne. An added drawing-out compound brings impurities and ingrown hair to the skin's surface for easy extraction. relaxnwax.com



Satin Smooth Satin Azulene Pre/Post Depilatory Treatment can function as a prep oil before waxing, as well as to remove any residue afterward. The azulene is derived from calming chamomile to minimize irritation, and the oil is nut-free. satinsmooth.com

Lycon Lycotane Skin Cleanser can be used to wash away makeup, oil and debris from the face and body before waxing services. The gentle jasmine- and chamomile-infused formula also helps close hair follicles post-treatment. lyconusa.com



Nufree Finipil Lait 50 antiseptic cream kills 99 percent of bacteria without clogging pores. It cools and moisturizes to maximize comfort while protecting follicles from infection after Nufree hair removal treatments and waxing services. nufree-professionals.com



Repêchage Deep Relief Tea Gel contains green, white, black and rooibos teas, plus aloe, cucumber and seaweed to soothe post-wax skin. It can be applied to the face and body, and is available in backbar and retail sizes. repechage.com

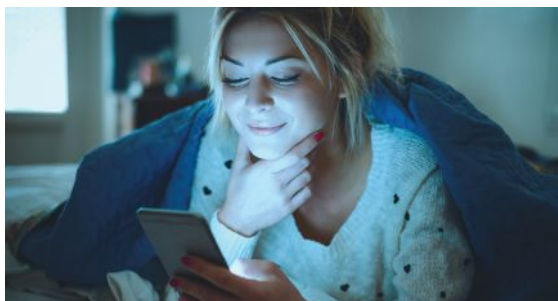


Tend Skin is designed to calm skin after hair removal, including professional waxing, electrolysis, laser treatments and shaving. The brand's signature isopropyl alcohol formula minimizes redness, ingrown hair and razor burn. tendskin.com

Digital Detox

Spa pros offer tips for tackling face and body concerns caused by too much tech.

by Alexa Joy Sherman



What issues are spa-goers experiencing as a result of excessive screen time?

Alicia Pickett, head esthetician, Sensibilities Day Spa in Asheville, North Carolina: High-energy visible light (HEV), otherwise known as blue light, induces an oxidative stress reaction resulting from an imbalance of free radicals and antioxidants. This leads to premature aging because of the breakdown of collagen and elastin fibers in the skin tissue, plus inflammatory responses like hyperpigmentation and redness can emerge due to the production of free radicals. Staring at a screen for prolonged periods of time strains the eyes, causing mental fatigue that can lead to postural collapse (forward head posture)—aka 'tech neck.' Hunching over phones is also leading to more cases of sagging skin and drooping jowls, and blue light may even adversely affect sleep patterns, eyesight and memory.

Tina Santana, spa director, BABOR Signature Spa at The Dominick Hotel in New York City: Sweat and bacteria can build up on the face or arms while using smartphones or watches, causing breakouts. Additionally, blue light emitted by phones, tablets and computers is similar to UV rays and can increase the risk of pigmentation and premature wrinkles (which may also result from squinting at the screen too long).

Jason Paluch, director of spa & wellness, Mandarin Oriental in Boston: We see guests suffering from increased neck and upper back strain, wrist injuries and many other effects. Extended use of technology is damaging sleep patterns, social interactions and attention spans—not to mention triggering a variety of skin issues, including photoaging and loss of elasticity.

How do you address these digital dilemmas?

Nicole Held, licensed esthetician and director of marketing and events, Facialworks in Newport Beach, California: Our spa's products contain proprietary CleanSea Complex, formulated to protect skin from blue light damage with three powerhouse antioxidants: lava water, Tahitian black pearl and Pepha-Age from green microalgae. Every layered step of the regimen defends against blue light. It's like having blue light glasses for your skin, and we've even branded our own blue light glasses that are sold in spa and online!

Santana: Our Renew & Restore service (50 min./\$225) is an age-preventing experience featuring invigorating scents and deep exfoliation using ultra-fine cranberry seeds and therapeutic oils. (Cranberries are also a great source of antioxidants, which help protect skin from environmental stress.) A nutrient-rich body wrap



BABOR Skinovage
Vitalizing Mask
us.babor.com



BodyPro50
Harpago Gel
bodypro50.com



Colorescience
Sunforgettable Total Protection
Body Shield
colorescience.com



Éminence
Liliikoi Light
Defense Face Primer
eminenceorganics.com



HydroPeptide
Somnifera Root Mist
hydropeptide.com



FARMHOUSE FRESH®
DELICIOUSLY GROWN SKINCARE®



TOTAL SWELLNESS™ COLLECTION with cbd

served at luxury spas across the U.S.

Enjoy lit-from-within skin & restorative massages from the FarmHouse Fresh® Hi-Bio™ Hemp line with refined CBD, fresh farm extracts & plant botanicals.

NOW SERVING HI-BIO™ HEMP MESSAGES, FACIALS & MANI-PEDIS

Let's craft a menu of Total Swellness™ | FarmHouse Fresh. Toll Free: 1-888-773-9626 | Ashlee@FarmHouseFreshGoods.com

fortified with rare plant stem cells nourishes the skin, leaving it soft, supple and intensely hydrated.

Paluch: We offer a Digital Wellness Escape (80 min./\$220-\$250) to address key concerns resulting from technology use. The massage focuses on digitally strained areas such as the shoulders, neck, head and eyes, and one of my favorite aspects of this treatment is the use of shungite stones to help clear the body of electromagnetic radiation. The experience also incorporates black tourmaline gemstones, which are extremely energizing and help revitalize the skin. Plus, we have every guest complete a digital wellness quiz to help them become more mindful of their relationship with technology.

Pickett: Clients love the Custom Clarity Enzyme Peel (75 min./\$125), which focuses on photoaging concerns. Yam and pumpkin enzymes deliver a mighty dose of vitamin A to jumpstart collagen and elastin production, while adaptogenic snow mushroom, reishi and birch water restore the moisture barrier and minimize inflammation.

What additional steps will keep tech from taking a toll?

Paluch: It's important to limit the use of digital devices as much as possible. Even if someone's job requires a lot of screen time, it's still a good idea to schedule breaks. Don't allow phones

or tablets at the dinner table, and turn off notifications during relaxation time or family activities. Avoid charging electronics in the bedroom and don't use the phone as an alarm clock, as this will only encourage more use. Plus, the ambient light can wreak havoc on sleep patterns. (We sell phone sleeping bags to address this.) An evening digital disconnection routine is also helpful—perhaps it's giving yourself a facial, taking a bath with fragrant oils, or sitting down with a cup of tea and a book.

Pickett: Serums containing antioxidant-rich ferulic acid and vitamins A, C and E are the best ways to defend skin from free radicals. I suggest applying a few drops of Éminence Citrus & Kale Potent C+E Serum, followed by a layer of the brand's Rosehip Triple C+E Firming Oil to help boost collagen formation and even skin tone. Additionally, Éminence Lilikoi Light Defense Face Primer SPF 23 is a soothing mineral-based protectant that calms inflammation and minimizes the visible effects of blue light pollution. I suggest wearing amber-tinted glasses at night to block HEV light and ensure the brain doesn't get the signal that it's supposed to stay awake. Limit screen time, adjust blue light levels on devices—especially at night—and get plenty of sleep so skin can repair and regenerate. A balanced diet with lots of antioxidants and fatty acid-rich foods will also help minimize and protect against inflammation. 🍵

CBD
Your Best Life

**SAVE NOW
20% OFF!**
Expires 2/29/20

2019 DAYSPA
PROFESSIONALS CHOICE
AWARDS
WINNER

LAB + BLENDS™
Health and Wellness
By BIOTONE®

800.445.6457 | lab-blends.com



— skincare —

Learn More At:
RevealUskincare.com



Hydrating Gel with ions of Gold and Silver

RevealU Skincare Face & Body gel Gold and NEW Gold CBD are unique in the simplicity of the ingredient list; Spring water infused with ions of Platinum, Gold, Silver, Copper, Zinc and Magnesium. The ions present in Gold and Gold CBD are believed to enhance the complexion and keep skin youthful, glowing and beautiful. With 24k gold flakes added to formula it creates a brightening effect, adding a radiant and luminous quality to the skin. With antioxidant and anti-inflammatory properties our gels can aid the skin's defense against environmental aggressors. ALCOHOL FREE, FRAGRANCE FREE, PARABEN FREE, OIL FREE, CRUELTY FREE.



Before

After



Before

After



RevealU Face & Body Gold gel features 24k gold infused with ions of Platinum, Gold, Silver, Copper, Zinc and Magnesium to provide a powerful rejuvenating and detoxifying effects to revitalizes the look and feel of aging, sun and weather damaged skin. No harsh ingredients, no fragrance/parfum, no parabens only the earth's jewels in this magical gel.



RevealU Face & Body Gold CBD gel with 24K gold flakes is the ULTIMATE ultra-rich light weight moisturizer. Designed to enhance the look and feel of the skin. The ultra luxurious gel formula is believed to help your skin fight against everyday wear-and-tear, breakouts and skin irritations leaving you with silky smooth and refreshed youthful looking skin.



*Pippa Harris of Pippa Heart & Soul
 Located in Dana Point California
 Licensed Esthetician US & UK
 Reiki Master Teacher
 Pippa's Heart & Soul*

RevealU Skincare offers products for retail, as well as wholesale and private label with healthy profit margins on a low MOQ. RevealU wholesale, private label customers range from Estheticians, Days Spas, Hair and Nail Salons, Waxing and Sugaring Studios, Wellness Centers and even in Entertainment Industry businesses. The brand can be implemented into professional treatments in a number of ways. For example: A RevealU Facial developed by esthetician Pippa Harris of Pippa's Heart & Soul in Dana Point, California, incorporates RevealU products, steam and a BT-micro device. Clients see immediate results after just one treatment, reporting that their skin looks refreshed and feels smoother, with a luminous glow- a noticeable difference.

RevealU products are fresh and innovative in the clean skincare industry. A brand that stands out on its own located in San Clemente California. RevealU's motto "Be you, naturally" drives the company to continue to bring nature and science based products to consumers who focus on cleaner and healthier alternatives to risk and protect the skin and body.

For more information call 949.973.0242
 or contact info@revealUskincare.com
 or visit: www.revealUskincare.com
 Located in San Clemente California USA

The Great Outdoors

One of just a few spas located next to a national park, Ascent Spa thrills clients with its use of the area's natural surroundings. **by Alison Singh Gee**



ASCENT SPA AT TENAYA LODGE AT YOSEMITE

LOCATION

Fish Camp, California

OWNER

Delaware North

OPENED

2010

THE SPACE

10,000 square feet with 12 treatment rooms (2 wet rooms, 2 couples suites, 5 massage rooms,

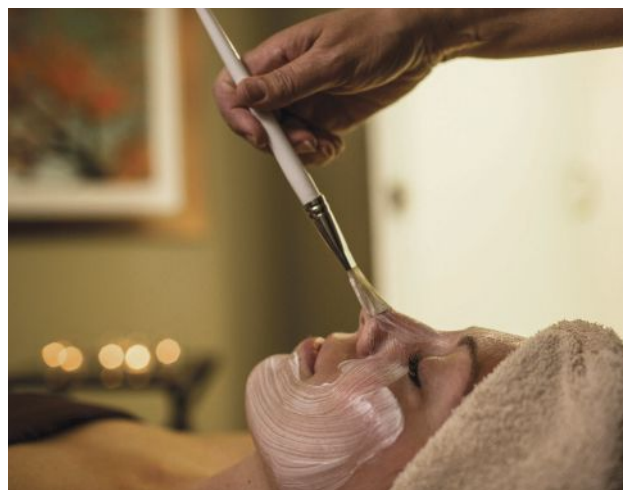
2 facial rooms and a nail salon), 2 steam rooms, 2 saunas and 3 relaxation lounges

STAFF

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

WEBSITE

tenayalodge.com/spa



COURTESY TENAYA LODGE

GUINOT

INSTITUT • PARIS



RESULTS. INTEGRITY. PARTNERSHIP.

*Over 40 years of experience
speaks for itself.*

SETTING THE STANDARDS FOR EXCELLENCE

Results-oriented professional spa treatments paired with an award-winning collection of at-home skin, body and sun care products.

LEADING THE INDUSTRY IN INNOVATION

State-of-the-art research, cutting edge technology and uncompromising quality have made Guinot a leading skincare brand for over four decades.

TOP – FLIGHT EDUCATION

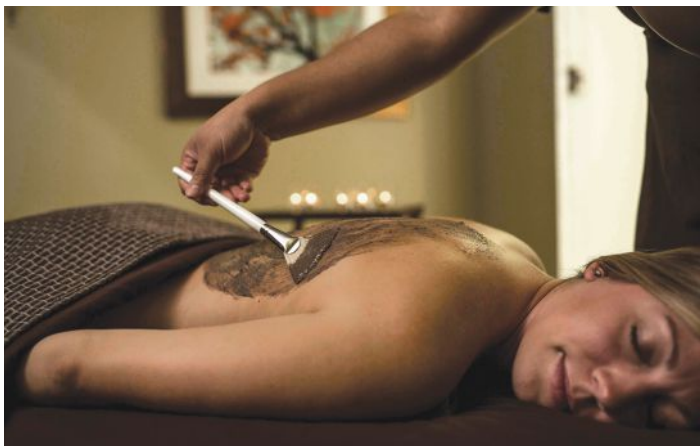
Professionally led trainings to ensure your staff's expertise. All done free of charge.

RECOGNIZED WORLDWIDE

Global editorial coverage plus national advertising in top consumer magazines combined with full exposure on social media keeps Guinot on your customers' radar.

Unrivalled support, treatments, products and marketing make Guinot unique and the wise choice for your spa.

*Please contact us to receive more
information, or to schedule a
representative's visit.*



The Distinction

Built in 2010 as a new addition to Tenaya Lodge, Ascent Spa is renowned for its sense of place—a quality evident throughout the property's design, presentation and product lines. The spa heightens its connection to Yosemite with thoughtful, organic textures and details, like the foyer featuring an impressive waterfall, rough-cut granite walls, a sage green and earthy brown color scheme, wood-grain paneling, and potted plants in every corner that evoke the nearby wilderness. Treatment rooms, called Birch, Finch and the like, are named from conservationist John Muir's published journal entries. Ascent's location is not only integral to its identity; it's also the spa's greatest asset: "Guests can enjoy a full day of adventure and take in all of the Yosemite-Sierra region's natural beauty, then indulge in one of our luxurious, relaxing treatments," says spa director Stacy Duncan.

What's more, Ascent distinctly walks the walk as an eco-progressive, double-silver LEED certified property. All of its LED lights are on sensor timers and exercise machines are kinetically powered, resulting in reduced electricity consumption. Ascent's products, including cleaning supplies, are also eco-friendly and it makes a point of working with vendors that offer organic skin care and value sustainability. Finally, the spa incorporates nature's healing properties into a number of treatments, highlighting local ingredients such as river rocks, wildflowers and sage.

Capturing Clientele

The Ascent marketing team's spa activation campaign involves extensive promotional collateral throughout the hotel, including posters, detailed brochures and information placed in the key packets during check-in. As a clever—and thoughtful—promotion, the spa staff delivers sliced cucumbers and sunblock to pool guests every afternoon so they can relax, feel pampered and get a taste of the treatment they'd receive if they booked a service.

But resort guests aren't the only ones who enjoy Ascent; locals looking for relaxation can purchase day packages, which provide access to steam, sauna, pools and hot tubs. The spa has also partnered with outdoor wellness foundation Balanced Rock to create hiking and meditation programs at the top of Sentinel Dome and the upper Mariposa Grove of giant sequoias. "It attracts clients seeking a unique experience led by knowledgeable guides," says Duncan. "There's nothing quite like yoga on top of a granite peak overlooking the valley."

Management M.O.

Duncan says that keeping the spa running at an optimal level begins with selecting highly skilled employees. "We look for therapists who are passionate, knowledgeable

OUT WITH THE OLD

PROFESSIONAL SKINCARE

that combines NATURAL, old-world philosophies with modern day SCIENCE.

All wrapped up in the most BEAUTIFUL PACKAGING.

FEED YOUR SKIN, TREAT YOUR SOUL.



IN WITH THE BOLD

SORELLA

APOTHECARY



IF YOU'RE INTERESTED IN PARTNERING WITH SORELLA APOTHECARY, PLEASE REACH OUT TO THE FOLLOWING:

hello@sorellaapothecary.com

www.sorellaapothecary.com

1.800.253.0450



In-Demand Services


Ascent's most popular services are its bespoke massages (60 min./\$145; 90 min./\$175), which combine classic techniques with cutting-edge options like quartz aromatherapy, river rock stones and obsidian deep tissue work. Also in demand are the Ascent Signature Renewals (100 min./\$200), comprising the Firefall Body Renewal for super dry skin; Vernal Facial Renewal for a younger-looking complexion; and Bridalveil Massage Renewal to boost the client's sense of wellness and peace.

and customer oriented, as our goal is to provide guests with the best possible care," she says. "Staff must meet these standards."

To that end, Ascent offers plenty of incentives and learning opportunities for employees on an as-needed basis. For example, when introducing a new product or service, management ensures that staff members are meticulously trained and informed about the proper procedures and benefits. "We want our team to feel supported and proud of the work they do," says Duncan.

Each includes a foot soak, two embellishments, a 90-minute massage and, to top it off, a fruit, cheese and chocolate plate to enjoy post-treatment.

The Goods

Éminence and Olivina Men are staples in the treatment rooms and boutique. Services also feature Pure Fiji and Sacred Earth products, and the retail area includes Natural Life, Mixture and United by Blue (one of Duncan's favorites). 

COURTESY TENAYA LODGE

saian

Go from hot to cold with a flip of a switch.
Silent fan, magnetic door, removable shelves.
Perfect for your treatment room or home.

Receive \$10 off our new Esty Fridge
with coupon code:
DAYSPA10

*This coupon is intended for single use only. Limit of one coupon per customer. Coupons are not for resale and are not redeemable for cash. Cannot combine with other coupons or offers.

1-800-291-1130 www.saian.net





PINKINI™

brazilian care by lycon



The **holy grail** for Brazilian waxing & after care!

PINKINI Brazilian Care is a luxury collection fortified with an array of extra caring, calming and corrective scientific ingredients, for the most comfortable intimate waxing and after care! Successful salons know that providing the most professional, comfortable and effective Brazilian waxing experience promotes client loyalty, repeat appointments and word-of-mouth recommendations.

Lycon
brazilian care™

LYCON COSMETICS USA
T (855) 890 2984 E info@lyconusa.com
lyconusa.com

LADY BURD®

EXCLUSIVE PRIVATE LABEL COSMETICS
manufacturing beauty®

**We provide high quality color cosmetics and skin care
with low minimums and excellent customer service .**

WHO WE ARE

For over 50 years, Lady Burd® has been creating beautiful, highly profitable cosmetics for companies around the world. A private label and contract manufacturer based in Long Island, New York, with showrooms in Delray Beach, FL and Miami Beach FL, Lady Burd® is committed to excellence.

WHAT WE DO

We put you in the beauty business! You have the option of choosing products from our vast library filled with thousands of colors and in-house formulations or you can work with our chemists to customize almost any formula or shade to fit your beauty needs. We also have the capability to fill your components and we can customize our packaging with your unique logo or label. Our formulations utilize the finest ingredients and our R&D team continually keeps up with all the latest trends.

Color Cosmetics, Skin Care, Mineral Makeup, Brushes & Accessories

- Low Minimums
- R & D Laboratory for custom formulations
- International Regulatory Department
- Extensive Color and Formula Library
- cGMP compliant
- Cruelty-free and on the PETA safe list



CORPORATE HEADQUARTERS

44 Executive Blvd. | Farmingdale, NY 11735
1.800.345.3448 | 1.631.454.0444

www.Ladyburd.com

✉ Sales@Ladyburd.com

REFINE BROW

**LAUNCHING
SPRING
2020**

**LIP SHINE
w/ CBD**

**LIP MASK
w/ CBD**

**OIL-FREE
MOISTURIZER
WITH CBD**

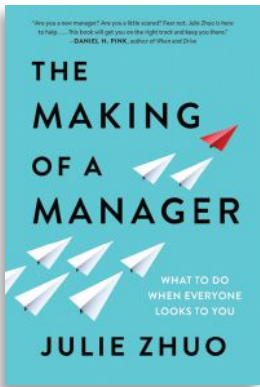
with Aloe
and Soluble Collagen
Net Wt. 140 g (5.0 oz)

MIAMI BEACH

407 Lincoln Rd., Suite 10J | Miami Beach, FL 33139
1.800.263.5743 | 1.305.674.1333

DELRAY

Coral Trace Office Park, Suite C-102 - 2605 West Atlantic Avenue
Delray Beach, FL 33445
1.866.392.4889 | 1.561.272.2008



BOOK NOOK

From hiring to firing to inspiring your staff, a lot goes into being a savvy spa manager. In *The Making of a Manager* (Portfolio, 2019), author Julie Zhuo draws on her experience with dozens of teams to share everyday examples and transformative insights, including how to earn trust by *not* being a boss, and where to look when you lack the answers. Whether you're new to the job or hoping to take your leadership to the next level, this book offers a wealth of tools you'll need to succeed. juliezhuo.com



kernels and cellulose micro-grains, to gently exfoliate the skin from neck to toe. Orange blossom, ylang ylang, vanilla and sandalwood aromas induce added relaxation. Once the scrub is rinsed off, the therapist applies Mirific Relaxing Body Massage Oil and utilizes the brand's comprehensive massage protocol to work away muscle tension in the legs, arms, shoulders and back. guinotusa.com

SOCIAL BUTTERFLY

Maintaining a strong social media presence is a must for building your brand, retaining clients and attracting new business. If you're struggling to find the perfect content, check out **Social Sorted**. Launched by salon software provider SHORTCUTS, the service aims to help spas thrive online with its engaging post ideas, photos and captions that beauty and wellness enthusiasts will love. Members are also added to a closed Facebook group exclusively for the Social Sorted community that's loaded with tips, tricks and educational offerings. socialsorted.net



LAUNCHTIME!

Made in Italy and designed to ensure an effective hair removal experience, **Naturaverde Pro** is a luxury wax line that includes five soft and three hard flex waxes available in pot cans or beads. The brand also offers pre- and post-hair removal products and accessories. sodico.us

Expanding its sustainable offerings, **Pevonia** has introduced two waterless body wraps that are completely absorbed by the skin and require no rinsing after application. The Cactus & Agave Vita Repair Body Wrap imparts anti-inflammatory benefits while delivering hydration, and the Crepe-No-More De-Aging Body Wrap is rich in antioxidants and caffeine for smoother, softer skin. pevonipro.com



SERVICE STATION

The **Guinot Mirific Relaxing Treatment** combines a cleansing 30-minute exfoliation with a 60-minute full-body massage. A blend of camellia, passionflower, evening primrose and argan oils is incorporated from start to finish, delivering antiaging and antioxidant benefits, as well as restoring the skin's hydration barrier.

MAKE EVERY DAY A SPA DAY

ONCOLOGY APPROVED VIA
ONCOLOGY SPA SOLUTIONS

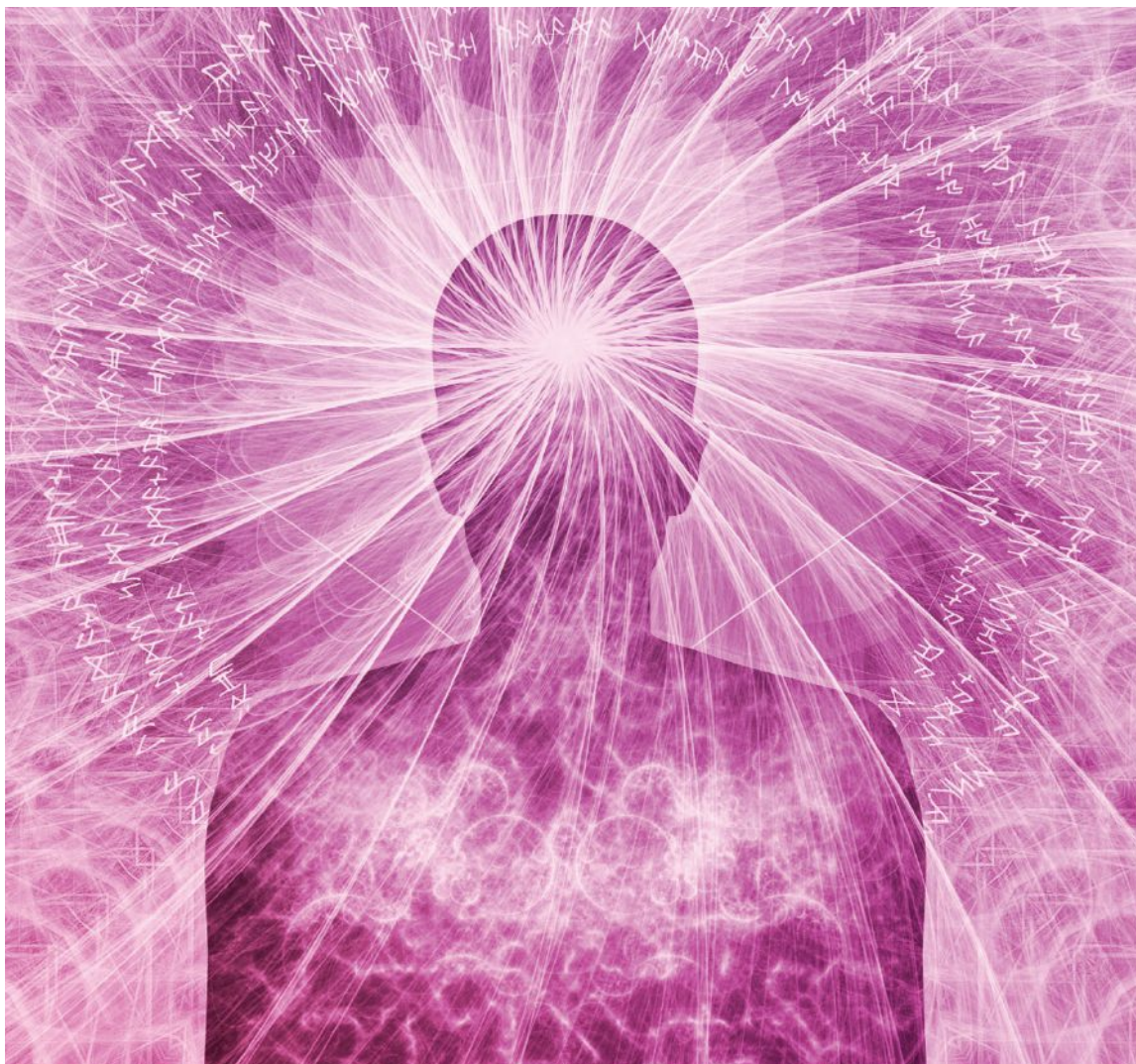


THE PRO LINE

FROM COLOR UP



The Color Up advanced PRO Line is intended to invoke the power of self healing. Whether you have sun damaged, dry skin, oily skin or just want a healthy complexion, the secret to fast healing and maintaining optimum conditions for your body is adding CBD to your routine. We have harnessed the healing power of the hemp plant and added in an assortment of carefully chosen organic, gluten-free, animal friendly active ingredients, that leave your skin feeling nourished, radiant and youthful! We are proud to be approved by Oncology Spa Solutions, who recognizes how beneficial our products are for those fighting cancer. All products formulated and manufactured in-house at our wellness center in Denver, CO.



Manifesting Meditation

The practice may not be new, but updated meditation experiences can reinvigorate your spa with a timely wellness vibe. **by Allison Young**

SPAS ARE, OF COURSE, HAVENS FOR PEOPLE who are stressed out and overscheduled, but while clients may emerge with glowing skin and melted muscles, shutting off their busy brains can be a challenge. Enter meditation, that mind-calming ancient practice that doesn't take much practice at all. According to the Centers for Disease Control and Prevention (CDC), meditation is now the fastest growing health trend in America, with the number of meditators tripling between 2012 and 2017. And with popularity comes profitability: Market researcher Marketdata

Enterprises reports that the meditation market is expected to balloon to \$2 billion by 2022.

In spas, the practice is a perfect fit for the current wave of wellness-seeking clients, and it can be seamlessly added into services to enhance the overall experience. "There are hundreds of ways to meditate," says Stacy Conlon, a mindfulness and meditation facilitator based in San Francisco. "The spa is such a great place for meditation because guests are already mindfully setting aside time in their day to receive a treatment."



PURE FIJI



New MORINGA Signature COLLECTION

Discover the South Pacific's secret for beautiful skin with this supercharged formula.

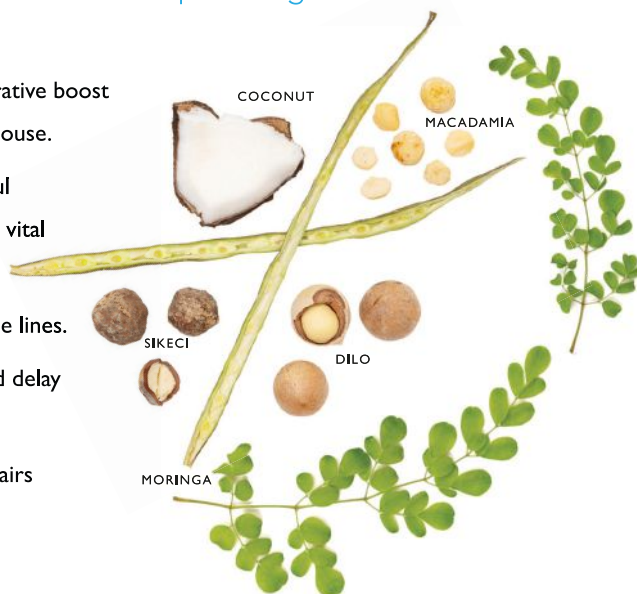
The Power of 5 is here ! Pure Fiji's four oil blend meets the healing, restorative boost of Virgin Moringa Oil to bring you a skin nourishing and repairing powerhouse.

Acclaimed as the tree of miracles, this nutrient-dense oil contains powerful antioxidants and fatty acids that are exceptionally moisturizing and ensure vital nutrients penetrate deep into the skin.

The natural vitamin C in moringa oil boosts collagen, helping to reduce fine lines.

Moringa is also rich in plant hormones which promote cellular growth and delay the aging process by supporting and nourishing cell tissue.

A natural anti-pollutant, miraculous Moringa oil flushes out toxins and repairs and soothes stressed and damaged skin..



wildcrafted

made with certified
Organic
nut oils

Call for details on the full collection and new signature protocols | Available in back bar and retail with signature protocols

Toll Free: 800-477-4283 | Phone: 303-341-7171 | Fax: 800-456-6721 | Email: infousa@purefiji.com | purefiji.com

ELEVATED EXPERIENCES

Conlon defines meditation as a mindfulness tool that helps cultivate attention and awareness of the present moment instead of getting caught up in restless or running thoughts—also known as “monkey mind.” Spas have plenty of options for implementing meditation; luckily, although a comfortable posture is important, a silent room with a meditation teacher is not.

In fact, Conlon often works with spas to create customized guided meditations in all sorts of settings, including one in a hammock in the woods at Osmosis Day Spa Sanctuary in Freestone, California, and another in a Himalayan salt chamber at Naupaka Spa at the Four Seasons Resort Oahu in Hawaii. On a smaller scale, it’s even beneficial as an add-on to a traditional massage or facial. “Meditation helps enhance the sense of relaxation that treatments provide, and increases guests’ sense of well-being while at the spa,” says Conlon.

The practice’s continued growth means that more spas are following suit. Amy Lin, founder of Sundays, a nail salon with three locations in New York City, was on a mindfulness

Proven to help alleviate stress, sleep problems and chronic pain, meditation has also been shown to increase feel-good hormones like serotonin.

retreat when she got the idea to incorporate meditation into her wellness-inspired manicures and pedicures. “It’s not about what seat you’re in or where you meditate; it’s about tuning in to yourself,” she says. Lin worked with a meditation teacher to create a menu of five guided sessions (10 min./\$5 add-on) that clients can listen to on noise-canceling headphones while technicians buff and file their nails. “Manicures are perfect for meditation because you can sit still with your back straight and feet grounded on the floor,” she adds.

Meanwhile, G2O Spa + Salon in Boston has offered guided virtual meditation since its opening in the spring of 2018. “Traditional meditation classes are scheduled around a teacher’s limited availability. Our virtual meditation provides freedom and flexibility for guests to schedule 30-minute sessions whenever they wish,” says assistant spa director Bill Engvall. The \$45 sessions are customizable, with 27 virtual environments and 20 meditations to choose from. “My personal favorite is listening to the ‘compassion’ meditation while gazing at the Northern Lights in Iceland,” confides Engvall.

ELEVATED SALES

Meditation’s benefits are vast and scientifically backed by numerous studies from such organizations as the National Institutes of Health and the *Journal of the American Medical Association (JAMA)*. Proven to help alleviate stress, sleep problems and chronic pain, meditation has also been shown to boost feel-good hormones like serotonin and enhance the brain’s ability to focus—and new research shows that just 15 minutes can have effects similar to a day of vacation. “For spa owners who’ve never meditated before, I highly recommend practicing yourself so you can speak to how it impacts you,” says Conlon.



"It's also important to talk about these benefits within the service description."

And it turns out that promoting the pluses of the practice is good business. "It's always my goal to make clients look and feel great; meditation boosts their sense of wellness and adds to the whole spa experience," says Lin. In fact, pairing meditation and nail services proved so popular, she added a \$5 meditation-only option, and sells a USB of the salon's custom meditations for \$28 on the website. "It has definitely brought in new clients. They want to experience it or they'll tell a friend," reports Lin, who plans to develop more types of meditation to further help clients relax into the self-care process.



"Meditation boosts clients' sense of wellness and adds to the whole spa experience."

At G2O, virtual meditation and other unique therapies have proved to be a draw, as well. "New clients visit to experience cutting-edge services, and they'll often combine them with more traditional massages, facials, manicures and pedicures," says Engvall. "Virtual meditation is also a new way for long-time guests to de-stress and improve their health."

From custom meditations and virtual reality headsets to noise-canceling headphones and iPods, options for promoting wellness can be seamlessly implemented. You

could even start with a stock meditation played over the speaker during regular services to add another dimension to pampering—and clients don't even have to take extra time out of their busy schedules to try it. "For spas looking to improve customers' well-being, meditation is a really simple, easy and inexpensive way to enhance the guest experience," says Conlon. 🧘

ráya

Retail
Bulk
Back Bar
Private Label

ACTIVE CHARCOAL
DEEP PORE
CLEANSER & MASK

24K
GOLD
Anti-Ageing
Suspension

BIO-DRYING
LOTION

FOR BLEMISHED
SKIN ONLY

Hydro-Magnetic Mud

With Essential Oils And Anti-Oxidants

Professional Skin Care Products
rayalab.com / 800.525.7292



IN SEASON

Top tips for creating services based on the changing calendar.

by TAYLOR FOLEY

Seasons don't just signal a change in the weather; they also give us something to look forward to, whether it's pumpkin-flavored treats in the fall or lazy pool days during summer. Offering spa treatments based on the time of year can have the same effect. "Developing fresh, well-executed additions to your menu creates excitement for your regular guests while providing unique options to new clients," says Cindy Boody, spa director of Aquaterra Spa at Surf & Sand Resort in Laguna Beach, California. What's more, crafting seasonal services allows you to experiment with new products and protocols without having to add them permanently. Following is a no-fail guide to getting started, along with expert insights for enhancing client satisfaction and boosting your bottom line.



GLENNNA'S CBD BEST OIL

Glenna's CBD Best Oil has been delivering an extensive line of high quality products since 2016. Our effective, full spectrum CBD products are derived from hemp farms in Colorado and New York. Our products are free of pesticides and solvents with third party testing to confirm they are free from visual mold, mildew, and foreign matter. CBD is non-psychoactive, containing 0.3% THC or less, and is non-toxic. Glenna's CBD Best Oil products are formulated in a sterile environment led by scientists and field experts.

Our caring team takes genuine pride in partnering from seed to sale to produce the best, high quality products to exceed your expectations.

CBD may help alleviate:

Anxiety • Insomnia • Arthritis
Headaches & Migraines • Pain & Inflammation
Neuropathy • Autoimmune Disorders
Skin Issues: Acne, Eczema, Psoriasis & Rosacea

CBD Best Oil
for pets, too!



Anti-Aging Beauty Cream

All over moisturizing face cream with amazing consistency.

Eye Cream

Reduces inflammation around the eye. (external use only)

Even & Clear

Acne alleviator and improves overall skin tone.

Serenity Lotion

Use every day for pain and inflammation relief.

Triple Relief Salve

Helps with joint, muscle and tendon inflammation & pain relief.

Capsules

May help with pain and inflammation, anxiety and depression, suppress nausea and stimulate appetite, and suppress seizure activity.

Tinctures

Assists in relieving anxiety, pain and inflammation. Tinctures are convenient, and are absorbed easily when taken under the tongue.

**For wholesale opportunities, email
info@cdbdbestoil.com**



cdbdbestoil.com

Woman Owned and Operated Since 2016



Plan Ahead

A seasonal menu isn't something you can throw together overnight. Most spa owners recommend planning such services at least three to six months in advance. "First, decide whether you want to offer a single treatment, an entire series, or a constant rotation throughout the year. Then determine how often these services should change," suggests Mason Hickman, director of education and product development at Hiatus Spa + Retreat, with several locations in Texas. "Once you've settled on the frequency, you can home in on specific ingredients, product lines and protocols."

It can feel daunting at first, so keep things simple—especially in the beginning. "Avoid investing a ton of money or time into something before knowing how clients will react," stresses Jesse Tyler, spa director of The Spa at Omni Mount Washington Resort in Bretton Woods, New Hampshire. "Instead, look for products that allow you to react quickly based on their responses."

Luckily, finding inspiration will be easy, whether you look to seasonal favorites, client preferences or vendor offerings. Don't rely too heavily on fleeting trends, and instead consider your spa's unique culture. "Your protocols should always address the type of message you want to send to guests," says Hickman. So, focus on developing treatments that feel authentic to your spa and clientele in order to deliver a bespoke, memorable experience.

"We're built upon the premise of bringing the outdoors in, so we seek services and ingredients that highlight the power of nature," says Tyler, adding that she likes to keep things fresh and innovative: "Our menu is based on wellness and results. Incorporating peppermint into a pedicure is nothing new, but we've discovered that using organic peppermint essential oil with heat creates a tactile experience unlike any other."

Don't be afraid to get creative and think outside the box. "I love to travel," says Hickman. "After a trip to Italy, I created a monthly service called Tuscan Sun, which features a Vichy shower treatment containing a blend of cypress, blood orange and wisteria essential oils—all inspired by the

blooming wisteria and afternoon aperol spritzes I enjoyed during that vacation."

Get your staff involved in the process, too. "Whenever we're looking to change our seasonal blends, we always ask for the team's feedback first," notes Phoenix Wiggins, assistant director of August Moon Spa in Ithaca, New York. "Since they'll be the ones using the products every day, it's important that they love them as much as the clients do!"

The Right Stuff

Treatments should target guests' needs using products that speak to each season. "We like to focus on what the skin and body need during a particular time of year. Each ingredient plays an important role, so it's essential to understand their benefits," says Boody. "For example, ingredients like lemon juice, pumpkin puree and grapefruit essential oil are best in a scrub thanks to their exfoliating properties."

In fact, the scents and skin-related problems most commonly associated with each season are the best place to start. For fall, Boody recommends offering reparative body treatments that hydrate and brighten post-summer skin. "Look for anything with pumpkin to exfoliate," she suggests. "Plus, persimmon and ginger are a unique blend that embodies fall's warm and cozy aromas." Indeed, Aquaterra's most recent autumnal package boasts an invigorating persimmon and ginger body exfoliation, a vanilla and cinnamon oil massage, a cardamom shea butter wrap, and a scalp massage with warm oil—all of which appeal to the senses while tackling clients' main problem areas.

In winter, Hickman recommends using practical ingredients that are a departure from typical holiday scents. Some of his favorites?

"Winter savory, oakmoss and galbanum create a different yet comforting aroma that imparts a warm, woody effect," he says. Not only does this powerhouse combo trigger nostalgic holiday feelings, each ingredient also plays a significant role in treating common wintertime issues. "Oakmoss helps maintain skin's oil balance, while galbanum has antimicrobial properties and can heal abrasions," explains Hickman. Tyler notes





Keyano & Aromatics

INTRODUCES THE SWEET INDULGENCE OF

chocolate SPA TREATMENTS



CHOCOLATE SPA INTRO PACKAGES

CHOCOLATE SPA PEDICURE

Program Includes:

- 1 – 64 oz. Chocolate Mineral Bath
- 1 – 64 oz. Chocolate Moisture Mask
- 1 – 64 oz. Chocolate Butter Cream
- 1 – 80 oz. Chocolate Scrub
- 1 – 8 oz. Chocolate Massage Oil

For Retail:

- 2 – 8 oz. Chocolate Butter Cream
- 2 – 10 oz. Chocolate Scrub

CHOCOLATE SCRUB

Program Includes:

- 1 – 80 oz. Chocolate Scrub
- 1 – 64 oz. Chocolate Butter Cream

For Retail:

- 3 – 8 oz. Chocolate Butter Cream
- 3 – 10 oz. Chocolate Scrub

CHOCOLATE FACIAL

Program Includes:

- 1 – 8 oz. Chocolate Milk Cleanser
- 1 – 8 oz. Alpha Beta Exfoliating Cleanser
- 1 – 8 oz. Marine Plasma
- 1 – 8 oz. Chocolate Massage Oil
- 1 – 2 oz. Eterna Bella
- 1 – 775 gm Chocolate Moisture Mask
- 1 – 8 oz. Chocolate Butter Cream

For Retail:

- 3 – 8 oz. Chocolate Butter Cream

CHOCOLATE MOUSSE BODY WRAP (SLIMMING)

Program Includes:

- 1 – 1.6kg. Chocolate Mousse Wrap
- 1 – 64 oz. Chocolate Butter Cream
- 1 – 80 oz. Chocolate Scrub

For Retail:

- 3 – 8 oz. Chocolate Butter Cream
- 3 – 10 oz. Chocolate Scrub

Treatment protocols are provided with all programs. For pricing, call:

1-800-800-0313 | keyano.com

PROTECT YOUR LASHES!



LashSavers
THE ORIGINAL PATENTED

Lashesavers, The Elite Sleep Mask, protects and extends the life of lash extensions and strip lashes during sleep, travel, massage and spa services. One size fits all. Washable.

**PURCHASE
ONLINE**

lashesavers.com
800.690.1654

Distributor Inquiries Welcome



IN SEASON



that winter treatments can also address other complexion needs, such as congestion and healthy cell function. “We’ve offered a body treatment featuring dry brush exfoliation and a castor oil wrap—a combination that stimulates lymph and liver function, helps the body naturally detox and improves immunity, all while smoothing and softening skin,” she explains.

Come spring, Tyler recommends revitalizing lackluster skin with detoxifying mud masks and pedicure services boasting fresh citrus and floral notes. “We’ll also be launching a service that combines a back facial with a brightening face treatment to prepare clients for warmer temperatures and lighter spring attire,” she adds.

Finally, summer services should be refreshing and focus on sun protection, as well as delivering a radiant glow via extra hydration. “Our most recent summer offerings featured a watermelon and lime full-body exfoliation with a hydrating coconut oil wrap and mini scalp massage,” enthuses Boody. “Sun exposure, saltwater and traveling tend to wreak havoc on the skin, so guests loved the extra TLC. Plus, they enjoyed the fruity scents!”

Spreading the Word

Because seasonal services are temporary by nature, it’s best to kick-start your marketing efforts early, as well. “If your average guest comes in about once a month, then you should announce your services at least two months in advance, although spas that see

regulars more frequently can get away with a shorter timeline,” says Hickman.

Equip your front desk staff with promotional signage and flyers to help them get the word out to current clients—and make sure employees test out the new treatments, too. “That way, they’ll be more likely to encourage guests to give them a try,” explains Kash Wiggins, director of August Moon Spa.

As always, an effective social media campaign is crucial. “Invite editors and writers from local publications, as well as lifestyle bloggers and influencers to experience the offerings firsthand,” suggests Hickman. You should also create different types of Instagram and Facebook posts (i.e., stories, live feeds and still photos) to captivate clients and encourage them to use and follow hashtags associated with the services. “For Instagram, our most successful posts are inspirational quotes or photos of something in nature that embodies the season, such as fall leaves, a flowing waterfall or a tranquil hiking trail,” notes Kash Wiggins.

Above all, the key is to remain authentic. “Given that seasonal services typically run for a short period of time, you have more of an opportunity to get creative,” says Boody. “Enjoy the process and have fun tying in all of the details to create a truly unique experience!”



Insure Your Assets, Your License, and Your Career for **Millions of Dollars** for Less than **40¢ a Day!**

POLICY & MEMBER HIGHLIGHTS

- \$3 Million Annual Individual Aggregate
- \$2 Million General & Professional Liability Coverage
- \$2 Million Product Coverage
- \$100,000 Rental Damage Insurance
- \$25,000 Identity Theft Protection
- \$1,000 Stolen/Damaged Equipment Coverage
- Immediate Certificate
- Mobile Coverage
- Coverage for 350+ Services
- FREE Professional Website
- Exclusive Member Discounts, Benefits & More!
- No Hidden Fees

EXCLUSIVE DAYSPA RATE!

~~\$159~~ **\$149**/year

EliteBeautyIns.com/DSPA1

800.983.0531





KEEPING UP WITH CBD

There's no end in sight for the spa industry's most buzzed-about ingredient. *by ALLISON YOUNG*

Having moved from the fringes of the beauty and wellness world to the bona fide forefront, cannabidiol—or CBD—no longer needs a formal introduction. According to a report from cannabis industry analysts Brightfield Group, CBD sales in the U.S. alone are expected to hit \$23.7 billion by 2023, up from \$5 billion in 2019, and the most recent International SPA Association (ISPA) data indicates that nearly one in five spas (18 percent) offered CBD

treatments or products in 2018, with 56 percent planning to add CBD offerings in the next two years.

There are plenty of reasons for CBD's popularity in the spa setting, beginning with the fact that it's the non-psychoactive component of cannabis, so it can deliver a range of benefits without getting guests high. Believed to boost the body's endocannabinoid system, CBD is touted to ease muscle tension, joint pain, insomnia and anxiety. Plus, its antioxidant



PREMIER NAIL SOURCE
THE NAIL TECH'S BEST FRIEND
premiernailsources.com 1-800-727-1119

JAN-FEB
PROMOTIONS

MEXICO CITY O.P.I.

COLLECTION

NEW!



O.P.I. NAIL LACQUER .5 OZ.

\$5.25
\$4.20 **SAVE 20%**



O.P.I. GEL COLOR .5 OZ.

\$17.99
\$14.99 **SAVE \$3**



O.P.I. GEL COLOR BASE OR TOP COAT

SAVE 50%

\$17.99
\$8.99



CND SHELLAC™ BASE AND TOP COATS

.25 oz. \$15.95
.5 oz. \$24.95 **\$11.96**
\$18.71

SAVE 25%



CND BRISA SYSTEM

SAVE 25%

Sculpting Gels
Brisa Bond
Gloss Gel
Top Coat



LIQUIDS & POWDERS

SAVE 25%



SCENTSATIONS LOTIONS 31 OZ.

SAVE 25%

\$17.50
\$13.13

7
VARIETIES AVAILABLE



AMERICANAILS® .COM

UNIVERSAL NO-RUN GEL POLISH BASE COAT

- Superior control
- Maximum adhesion
- Long-lasting color

.5 OZ. \$5.95



New Thick Formula!

UNIVERSAL NO-CLEANSE GEL POLISH TOP COAT

Three unique finishes that will last for weeks with no chipping or peeling!



GLOSSY TOP COAT

Super Glossy Finish
.5 OZ. \$5.95



MATTE TOP COAT

Low Shine Matte Finish
.5 OZ. \$5.95



VELVET TOP COAT

No Shine Smooth Finish
.5 OZ. \$7.95



8 OZ. REFILLS ONLY \$59.95

Avry Gel-Ohh! JELLY SPA PEDI BATH

Turns warm water into soothing, fragrant jelly!

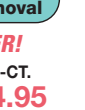
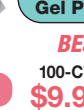
\$1.50
PER PACK
\$36.00
30-CT. DISPLAY



VOESH® Pedi in a Box 4-in-1

NEW! CBD CALM & UNSCENTED

AS LOW AS **\$2.50**
SAVE TIME & MONEY! ONE PER CLIENT. NO WASTE, PERFECT PORTIONS.



Avry Creams WITH SHEA BUTTER

\$1.00 1.5 oz. tube
\$7.95 25.3 oz. pump

PERFECT HOLIDAY FAVOR!



O2 Bubbly Spa 4-in-1 Pedi in a Box

• Bubbly Soak • Sugar Scrub
• Bubbly Mask • Massage Butter
AS LOW AS **\$3.25**
USE ONE PER CLIENT



Avry Waterless Gloves & Socks

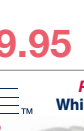
Eliminates need for soaking in water, cuticle softener or oil, and massage cream!

AS LOW AS **\$0.90** A PAIR



Collagen Gloves or Socks

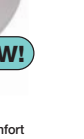
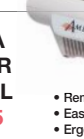
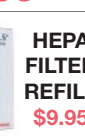
USE ONE PER CLIENT
AS LOW AS **\$2.25**



Avry Disposable Zebra File & Buffer Sets

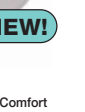
LARGE - AS LOW AS **\$0.17** EACH

SMALL - AS LOW AS **\$0.10** EACH



Velvet Luxe Vegan Crèmes

\$5.95 8.5 oz. tube
\$10.95 17 oz. pump



FastFoil™

FOIL WRAP • COTTON PAD • PURE ACETONE

TEAR INSERT WRAP
BUY 1 GET 1 FREE!

For quick, easy removal of nail polish, gel polish, hard gels, dip powders, acrylic enhancements and fiberglass wraps.

One Step Gel Polish Removal

BEST SELLER!
100-CT. **\$9.95**
500-CT. **\$24.95**

#1 SELLING LED TABLE LAMP!

AMERICANAILS® .COM
FlexiLamp™
• LIGHTING TUBE ROTATES 360°
• FLEXIARM™ BENDS 180°
• 48 LED BEADS
• 40,000 HOUR LIFETIME
\$49.95
Easily attaches to any desk or table or fits into lamp hole in most nail stations.

BreatheEasy™ Powerful Intake Fan

DUST COLLECTOR \$99.95
HEPA FILTER REFILL **\$9.95**
• Removable Silicone Armrest
• Easy-to-Change HEPA Filter
• Ergonomic Design for Client Comfort

ORDERS PLACED BY 2 PM ARE GUARANTEED TO SHIP THE SAME DAY!

FREE SHIPPING ON ORDERS OF \$69*

* Free shipping within contiguous USA on orders of \$69 or more; excludes oversized items as noted on our website.

Free shipping to Canada on orders of \$99 or more shipped in a single box weighing under 10 lbs.; excludes broker fee, taxes and duties.

PRICES IN THIS AD VALID JANUARY 1 THROUGH FEBRUARY 29, 2020. WE ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.



and anti-inflammatory properties may help with skin conditions like acne and psoriasis. We can also thank the 2018 Farm Bill, which made CBD extracted from industrial hemp legal at the federal level. This further destigmatized the holistic healing ingredient, creating a “green rush” of products, from salves and serums to sheet masks and bath bombs.

AT YOUR SERVICE

Spas may even be the first place that people discover the benefits of CBD. “I knew CBD would explode when we launched it two years ago,” says Inez Gray, founder of Habitude Spa, Salon and Gallery in Seattle, which has an entire SpaCanna menu of CBD offerings. “These services really resonate with the two types of guests we see most—athletes and those with chronic pain or stress.”

Topping the list of most booked at Habitude is the Fire Power Massage (60 min./starting at \$162), which uses a CBD oil and CBD-infused circulating lotion to address areas of concern, along with alternating hot stones and ice to reduce inflammation, pain and tightness. Also popular is the Eclipse Relief Massage (60 min./starting at \$162), a more relaxing, blissed-out option that utilizes a CBD body cream. Retail sales further demonstrate the ingredient’s popularity at Habitude. “We can’t keep CBD products in stock,” says Gray, who carries three lines: Apothecanna, Blue Ridge Hemp and SoulSpring.

“Everything is moving toward wellness rather than just beauty, and I see CBD being fully integrated into the spa.”

One of the newest items on the menu at Tribeca MedSpa in New York City is the CBD Detox Facial (60 min./\$425). It begins with dermaplaning followed by a papaya enzyme exfoliating mask to remove dead skin cells. “If the products are sticking to dry, dead skin, you’re not getting the full benefit of the CBD,” explains medical esthetician Victoria Lewis. Steam with extractions are performed, and a CBD sheet mask is applied. Cryo-freeze globes are used for lymphatic drainage, the mask is removed, and a hydrolat and CBD face serum are applied, followed by a facial massage. The neck and décolleté are then massaged with CBD body lotion, and the treatment ends with moisturizer and sunscreen. “We’ve found that CBD reduces redness in post-procedure skin as well, so clients can opt to



have CBD products included in treatments like our Laser Retexturizing (75 min./\$575),” adds Lewis.

At Atelier Clean Beauty SalonSpa in Chester, Maryland, the two most popular CBD services are the CBD Cannabliss Massage (30-90 min./\$65-\$138) and the CBDerm Facial (30-90 min./\$85-\$150). Both treatments feature an optional CBD sublingual that the client takes at the beginning of the service. During the massage, the therapist customizes a full-body experience while utilizing full-spectrum CBD massage oil and lotion. As for the facial, organic Color Up CBD products are used from start to finish, including a cleanser, hydrating tonic, exfoliator, mask, peptide serum and moisturizer. It may also include extractions, sonic therapy or high frequency depending on the client’s skin. “We’re able to address many concerns with this one facial, from dryness and aging to active acne outbreaks, psoriasis and eczema,” says Marshal Hartman, co-owner of Atelier.

TallGrass Spa and Salon in Evergreen, Colorado, has been offering CBD treatments and selling its own private label line of CBD products since 2017. A popular add-on is Enhance A Massage CBD (\$10), which showcases its top retail seller, the Cooling Organic CBD Body Rub. With this service, guests get to take home a small container of the product.

You can do everything right and still get sued...



“A” Rated Professional and General Liability Insurance

We Cover

- Esthetics
- Laser Treatments
- Injectibles
- RF/Cavi Lipo
- Physician Direct Patient Care
- Cryo Lipo
- PRP/Hormone shots
- Fibroblast
- Options for HIPAA and Property
- and much more

Call or go online for a competitive quote

www.alliedbeautyexperts.net
800.444.7546

Leading the industry for 26 years



"The CBD enhancement doesn't change the flow of the massage, rather it's used when and where the therapist feels it's needed," says spa director Melissa Rackliff. It's no surprise that TallGrass' active clientele also loves the Colorado Recovery Massage (80 min./\$145-\$155), a sports massage that pairs CBD salve and therapeutic spray with the RAD Roller tool for deeper muscle work, improved circulation and fascia release.

Hartman adds that CBD has proven to be a win-win all around: "Clients receive a much deeper massage because their muscles are extra relaxed from the CBD, and the product has an amazing effect on therapists' hands, so they're treating themselves as they're treating the guests!"

ON THE HORIZON

Industry insiders don't expect interest in CBD to die down anytime soon. "Everything is moving toward wellness rather than just beauty, and I see CBD being fully integrated into the spa in almost every realm," says Rackliff. That includes spas being better able to acquire and use quality CBD products with transparency in sourcing, third-party testing and organic ingredients, as well as product lines expanding beyond those for skin and body care. "We're working on a CBD serum formulation for thinning hair so we can start using it in the salon as well," explains Rackliff.

Although massage is by far the most common CBD spa service, businesses are also adding the ingredient to nail treatments, body scrubs, hydrotherapy and even sound healing sessions. The majority of Americans report seeking out CBD for pain, anxiety and insomnia, so expect more offerings targeting mood disorders, too. And as delivery systems are continually fine-tuned, look for products that can be more easily absorbed, as well as targeted toward increasingly specific concerns like acne and eczema. Translation: The industry buzz only stands to get louder from here.

THE LEGAL SIDE OF CBD

Offering CBD products and services can be tricky from a legal standpoint. Here, Kelly Bonner, attorney at Duane Morris LLP in Philadelphia, reveals what spa pros need to know.

1 Consider the source. CBD can be derived from both hemp and marijuana, which have different definitions in U.S. law and are subject to different statutory and regulatory requirements. Hemp-derived CBD products are not illegal to sell and possess under federal law, as long as they contain no more than 0.3 percent tetrahydrocannabinol (THC). Marijuana has more than 0.3 percent THC, and is a Schedule I controlled substance under the federal Controlled Substances Act.

2 Get proof. Given the current lack of federal testing requirements for CBD products, it can be difficult to ensure that those purchased from third-party vendors contain no more than the permitted level of THC. So it's extremely important that spas get anything containing CBD from a trustworthy supplier who can verify ingredients, confirm THC levels with third-party labs and/or provide certificates of analysis.

3 Act locally. While the 2018 Farm Bill lifted the federal ban on the commercial cultivation of hemp and derivatives that contain no more than 0.3 percent THC, the ability to manufacture, market and sell CBD products is still heavily regulated at the state level, and changing rapidly.

4 Make no promises. The U.S. Food and Drug Administration (FDA) has issued warning letters to a number of CBD companies that have touted their products as having certain health benefits in their promotional materials and on packaging or websites. Spas should ensure that any products or services offered don't come with false or misleading claims.

5 Handle with care. Although research into the risks of CBD use is ongoing, the FDA has noted potential adverse health effects linked to the use of cannabis products containing THC by pregnant or lactating women. Even though CBD topicals typically contain very low levels of THC, spas should be up front with clients about potential risks. 🌿

ISSE

intl. salon + spa expo

PBA Professional Beauty Association

JANUARY 25-27, 2020

LONG BEACH, CALIFORNIA

TICKETS ON SALE NOW

PBA MEMBERS GET 50% OFF!

**FEATURED SKINCARE &
MAKEUP EDUCATION:**



Nicck
Townsend



Lori Crete



The Powder
Group

Visit PROBEAUTY.ORG/ISSE for full lineup

FEATURING



NORTH AMERICAN HAIRSTYLING AWARDS

**SATURDAY
JANUARY 25, 2020**

HAIR BY 2019 NAHA WINNER
MICHELLE O'CONNOR



Geneva-based luxury beauty brand L.RAPHAEL and R.RAPHAEL. Noting that Israel is home to the highest concentration of start-ups after Silicon Valley—and therefore often referred to as “The Start-Up Nation”—the GWS will also include an Innovation Pavilion where delegates can meet with a variety of wellness industry start-ups from around the world.

HEADING TO ISRAEL

Registration is open for the 14th annual Global Wellness Summit (GWS), scheduled to take place November 10-13, 2020, in Tel Aviv, Israel. The invitation-only conference, where global leaders come together to shape the future of the \$4.5 trillion global wellness economy, has previously been held in destinations including Austria, Bali, India, Mexico, Morocco, Singapore, Switzerland, Turkey and the U.S. “We’re thrilled ... that the Summit will take place in this extraordinary location—one with deep spiritual significance and also firm roots in wellness, including its proximity to the Dead Sea, one of the earliest known wellness destinations,” says GWS chair and CEO Susie Ellis.

Companies already on board as host sponsors include Welltech1, a wellness innovation hub and microfund in Tel Aviv; Comtecgroup, an international event production company specializing in medical/scientific conferences; and



TEA BRAIN

A study led by researchers from the National University of Singapore (NUS) and published in the journal *Aging* (June 14, 2019) has found that regular tea drinkers have better organized brain regions—which is associated with healthy cognitive function—when compared to non-tea drinkers. After examining neuroimaging data of 36 older adults, the researchers found that individuals who consumed either green, oolong or black tea at least four times a week for about 25 years had brain regions that were interconnected in a more efficient way.

Past studies have demonstrated that tea intake is beneficial to human health, with positive effects including mood improvement and reduced risk of cognitive decline. “Our current results relating to brain network indirectly support our previous findings by showing that the positive effects of regular tea drinking are the result of improved brain organization brought about by preventing disruption to interregional connections,” says Feng Lei, PhD, assistant professor of psychological medicine at NUS Yong Loo Lin School of Medicine.

READY, SET, GLO

Glo Skin Beauty has announced the appointment of Sharon Collier as CEO. With more than 30 years of beauty industry experience, she has previously held positions as CEO of Cover FX, and president and CEO of Laura Mercier Cosmetics and Skincare. “The opportunity to join Glo Skin Beauty, a spa-rooted brand that provides professional treatments with homecare products, is extremely exciting for me,” says Collier. “My vision is to focus on what Glo Skin Beauty stands for in an authentic way and partner with brand advocates to be part of our soundboard as we continue to grow in this space.”



AGING GRACEFULLY

The AARP (formerly the American Association of Retired Persons) recently released the results of its 2019 “Survey of Women’s Reflections on Beauty, Age and Media.” In its executive summary, the report notes that women invest significant time and money in beauty. However, they disclose having unmet beauty needs as they get older, so they’re more inclined to reward brands that promote real inclusion—including age. Among the specific findings that are of particular interest to the spa industry:

- On average, women use six beauty and personal grooming products daily, spending \$40 per month on these products.
- They devote an average of at least 30 minutes each day to their regimens.
- Seventy percent of women over 40 want to see more perimenopausal and menopausal beauty and personal grooming products.
- Women ages 50 and older say they have difficulty finding products tailored to their age.



COLOR UP FOR CANCER CARE

Colorado-based CBD brand Color Up has been officially oncology certified by Oncology Spa Solutions, an educational organization that trains estheticians to properly care for clients with cancer. All Color Up products were tested on cancer patients in three hospitals, as well as by estheticians and massage therapists providing oncology services.

“We started on this journey to help people find mental, physical and emotional healing, wellness and balance through the cannabis plant,” says Color Up co-owner and COO Shanna Blanch. “Through speaking with many patients, and a few oncologists, we have learned that oncology patients are scared to use anything that doesn’t specify that it’s ‘oncology safe,’ because there are so many ingredients that can upset and cause a reaction on their very sensitive skin. Now, they can confidently ‘Color Up Their Care’ with our carefully formulated products.”

DATE BOOK

Make a note of these upcoming industry events!

JANUARY 25-27

International Salon + 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
Los Angeles
indiebeautyexpo.com

FEBRUARY 7-8

Skin of Color Conference
Atlanta
skinofcolorconference.com

FEBRUARY 8-10

Bronner Bros International Beauty Show
Atlanta
bronnerbros.com

FEBRUARY 8-10

Face & Body Southeast Spa Expo & Conference
Atlanta
southeast.faceandbody.com

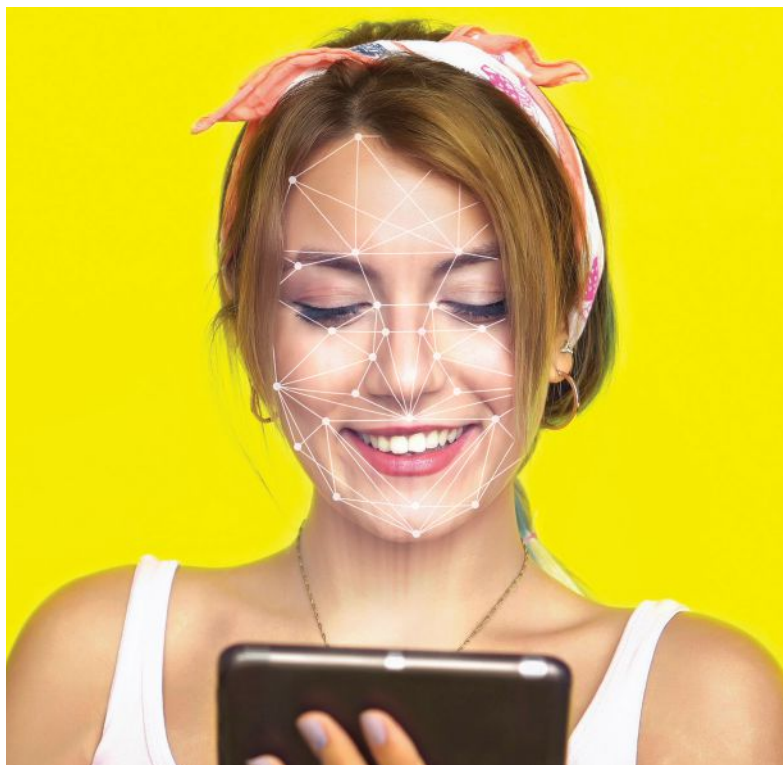
2020

OUT OF THE BLUE

Researchers at Oregon State University have found that prolonged exposure to blue light from smartphones, computers and household fixtures could potentially affect longevity—even if the light isn’t shining directly into the eyes. The study, published in *Aging and Mechanisms of Disease*, used the common fruit fly, an important model organism because of the cellular and developmental mechanisms it shares with other animals and humans. The flies that were subjected to daily cycles of 12 hours in light and 12 hours in darkness had shorter lives compared to flies kept in total darkness or those kept in light with the blue wavelengths filtered out. Notably, even mutant flies without any eyes displayed brain damage and



locomotion impairments, suggesting they didn’t have to see the light to be harmed by it. The researchers suggest wearing eyeglasses with amber lenses and setting electronics to block blue emissions.



#NOFILTER UPDATE

As *DAYS SPA* previously reported, the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) has seen a dramatic increase in requests for facial surgeries due to social media, and has been urging caution when it comes to selfie-inspired procedures that may trigger body dysmorphic disorder (BDD, in which a person is preoccupied with an imagined or minor physical defect).

In response to such concerns, Spark AR—the company behind augmented reality (AR) face filters—released a statement on Facebook announcing that it would be removing filters that offer “digital” plastic surgery. “We want Spark AR effects to be a positive experience and are re-evaluating our existing policies as they relate to well-being,” the post reads. “While this happens, we’re ... removing all effects associated with plastic surgery from the Instagram Effect Gallery; postponing approval of new effects associated with plastic surgery until further notice; [and] continuing to remove policy-violating effects as they are identified.” 🍷

REKLAMAR/ISTOCK



OZNATURALS® PRO

INCREASE PROFITS WITH EFFECTIVE NATURAL PRODUCTS

- Increase retail sales and service margins
- Unparalleled efficacy and quality
- Attractive increases in your margin and sell-through
- Generate customer loyalty with affordable products for home use

LEARN MORE
REQUEST PRODUCT SAMPLES
www.oznaturalspro.com/dayspa

Samples will be shipped within 3 Days
or call

888-381-8146



CO-FOUNDED BY AN AESTHETICIAN // CLEAN + VEGAN + AFFORDABLE // RESULTS ORIENTED FORMULATIONS // UNIQUE COLD PROCESSED MANUFACTURING

Natural Skin Care Collection from Keyano Aromatics

A natural botanical skin care collection that provides visible results for the most challenging skin conditions. **For further information on ordering call 800.800.0313 or visit keyano.com.**



APPLE STEM CELL

Indulge just a little (or a lot) with this dreamy creamy moisturizer. Pear, apple, and warm vanilla will envelop your senses in a youthful embrace, while apple stem cells go to work to create the ultimate treat for aging skin. **mlis.com.**



Protect Your Lash Investment

Extend the life of lash extensions and strip lashes with LashSavers™, the elite eye mask. This one size fits all mask protects eyes and lashes during sleep, massage and travel. Free shipping and special pricing with orders of 12 or more.

To order call 800.690.1654 or visit lashsavers.com.

REPAIR Dry and Damaged Skin

Do you suffer from dry, chapped, itchy, red, or flaky skin? The all-natural formula in REPAIR Cream will penetrate 25 cellular levels to restore your dry and damaged skin. It has been proven effective in helping to alleviate psoriasis, scarring, eczema, burns and stretch marks. Stop suffering and discover what M'lis REPAIR cream can do for you! **mlis.com.**



The Skin Care Solution®

Say goodbye to ingrown hairs and razor burn with Tend Skin's post-hair removal formula, available now in a refillable roll-on for easier application. 30 day guarantee with proof of purchase. **For more information call 800.940.8423 or visit tendskin.com.**



OZNaturals Dragon's Blood Facial Serum helps reduce redness with rose hips, chamomile, green tea and croton lechleri resin (aka dragon's blood). oznaturals.com



Formulated for use on the hands, feet and body, **Keyano Aromatics Lavender Scrub** softens and refreshes skin thanks to sea salt, shea butter, grape seed and lavender. keyano.com



Zemits HydroLuxx Hydrodermabrasion & Oxygen Infusion System combines hydro-diamond dermabrasion with vacuum drainage and oxygen infusion to deep clean, exfoliate and hydrate skin. advance-esthetic.us



RevealU Skincare Face & Body Gel is an oil-free daily moisturizer that softens skin from head to toe. revealuskincare.com



Guinot Longue Vie Décolleté Serum is formulated to promote cellular longevity and helps soften the entire décolleté. guinotusa.com



Ráya Lemon Water Gel Cream brightens and refreshes the complexion with hyaluronic acid, ginseng and lemon. rayalab.com



Available for private label, **Lady Burd Shimmer Spray** is a sheer highlighter that provides a radiant glow. ladyburd.com



The **Poly PRO** comes with a 5 Panel-Flex design for easy contouring, interchangeable LED light heads (red, blue and infrared), and a touch screen interface. mypolyled.com



Packed with hydrators and vitamins, **RapidShield Eyelash Daily Conditioner** can be applied as a lash-nourishing serum, under mascara as a primer, or over makeup as a touchup. rapidlash.com



M'lis Total Body Cleanse is a complete seven-day rejuvenation plan containing Detox, Cleanse and Fiber supplements to support beauty from within. mlis.com

NEW!

Find Out How Your Spa/Salon Can Leverage **CBD's Profit Potential**

Using **CBD** in the **Spa/Salon**

A handy guide to integrating beauty's newest
wonder ingredient into your spa or salon

Plus,
The latest
**CBD-infused
products**

Presented by **beauty store business** DAYSPA LAUNCHPAD NAILPRO MedEsthetics

Download this **FREE** ebook

Everything you must know to
educate your clients about
CBD's benefits and formulation,
as well as a report on the latest
legal developments

Read about other spa/salon
owners' most successful CBD
packages and how they
have used CBD to upsell
basic services

Find the best in CBD-infused
hair, skin, cosmetics and
personal care products

*"I like to incorporate
CBD into my products
because, like so many
botanicals, it bears countless
interesting qualities."*

—Erica Ragusa, founder,
Ambika Herbals

Curated by the executive editor of *Beauty Store
Business* magazine, this ebook helps you separate the
good from the not so good in the CBD marketplace.

DOWNLOAD this
FREE ebook NOW!
dayspamagazine.com/CBD



DAYSPA®

dayspamagazine.com | 800.442.5667

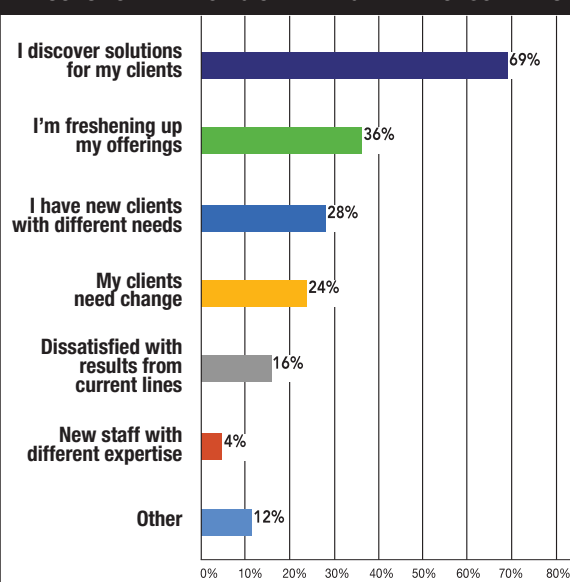
SPA OWNERS: Updating Your Service Menu?

Start your product research on
dayspamagazine.com/productresearch!

You'll find
a convenient
directory
of industry
suppliers:

- Websites
- Customer service emails
- Phone numbers

REASONS FOR REPLACING OR ADDING NEW PRODUCT LINES



dayspamagazine.com/productresearch

DAYSPA

PUBLISHER/CEO
Deborah Carver
Deborah.Carver@creativeage.com

CHIEF OPERATING OFFICER
Jeff Black
jblack@creativeage.com

VICE PRESIDENT/CFO
Mindy Rosiejka
mrosiejka@creativeage.com

ASSOCIATE PUBLISHER
Diane Walker
dwalker@creativeage.com

EDITORIAL DIRECTOR
Stephanie Lavery
slavery@creativeage.com

EDITORIAL

EXECUTIVE EDITOR
Laura Waldon
lwaldon@creativeage.com

MANAGING EDITOR
Alexa Joy Sherman
asherman@creativeage.com

ASSOCIATE EDITOR
Jasmine Brown
jbrown@creativeage.com

DIRECTOR, SOCIAL AND DIGITAL MEDIA
Amy Dodds

CONTRIBUTING EDITOR
Lisa Starr

CONTRIBUTING WRITERS
Taylor Foley,
Alison Singh Gee,
Allison Young

WEB/MARKETING

WEB CREATIVE DIRECTOR
Ryan Boydston

AD OPS
David Simpson

EMAIL MARKETING MANAGER
Stephen Verba

ART

CREATIVE DIRECTOR
Danielle Caseñas

ART DIRECTOR
Michael Block
mblock@creativeage.com

PREPRESS MANAGER
Sophia Freeman

PRODUCTION

PRODUCTION DIRECTOR
Madlen Martinez

PRODUCTION COORDINATOR
Claudia Marquez

CIRCULATION

CIRCULATION DIRECTOR
Barbara Shepherd

AUDIENCE MARKETING MANAGER
Jamie Andrew

ADMINISTRATION

DIRECTOR OF
EDUCATIONAL DEVELOPMENT
Melanie Kopelkin

ACCOUNTING MANAGER
Lourdes R. Nuno

ACCOUNTS RECEIVABLE MANAGER
Viktoria Milshteyn

RECEPTIONIST
Sashy Rodas

EDITORIAL ADVISORY BOARD

Bill & Theresa Armour,
Founders & Owners, Burke
Williams Day Spas, CA

Felicia Brown, Owner
& Consultant, Spalutions,
Greensboro, NC

Kim Collier, Operations
& Education, Blu Spas &
Collier Concepts,
Whitefish, MT

Denise Dubois, Owner,
Complexions Spa for
Beauty and Wellness,
Saratoga Springs and
Albany, NY

Tamara Friedman,
President & CEO, Tamara
Spa+Wellness,
Farmington Hills, MI

Cynthia Malcom,
CIDESCO Certified,
Owner & Consultant,
Edgar Renee Aesthetic
Education & Consulting
Group, Columbus, OH

Dawn Nooney,
Owner, renew.calm,
West Springfield, MA

Aliesh D. Pierce,
Licensed Esthetician,
Director of Education, Ask
Aliesh, Long Beach, CA

Bruce Schoenberg,
Owner, Oasis Day Spas, New
York City

Lisa Starr, Senior
Consultant, Wynne Business,
Swarthmore, PA

Tracy L. Whynot,
LAC, MS, Board Certified
Acupuncturist, Massage
Therapist and Esthetician;
Owner, PLACE360 Health
+ Spa, Del Mar, CA

NAILPRO LAUNCHPAD BEAUTY STORE business the Colorist
MedEsthetics MAN eye/lash NAILIT!



Please recycle this magazine.

SUBSCRIPTION CUSTOMER SERVICE: DAYSPA, P.O. Box 460159, Escondido, CA 92046-0159, USA, Phone 800.624.4196, dayspa@pcspublink.com, www.dayspamagazine.com. **BACK ISSUES & SINGLE COPIES:** \$10 each issue. 800.442.5667, subscriptions@creativeage.com. **PUBLICATION OFFICES:** DAYSPA®, 7628 Densmore Ave., Van Nuys, CA 91406-2042, USA, Phone 818.782.7328, Fax 818.782.7450. The views and opinions in the articles herein are not to be taken as official expressions of the publishers, unless so stated. The publishers do not warrant, either expressly or by implication, the factual accuracy of the articles herein, nor do they so warrant any views or opinions offered by the authors of said articles. No part of this publication may be reproduced in any form or by any means, including photocopying, or utilized by any information storage and retrieval system without written permission from DAYSPA®. ©2020 by Creative Age Communications, Inc. All rights reserved. DAYSPA and DAYSPA's logo are registered trademarks of Creative Age Communications, Inc.

Allied Beauty Experts	45
alliedbeautyexperts.net	
Biotone Professional Massage & Spa	7, 20
biotone.com	
CBD Best Oil	37
cbdbestoil.com	
CBD eBook	53
dayspamagazine.com/CBD	
ColorUp Therapeutics	31
colorupco.com	
Deborah's Esthetics/Relax & Wax	55
relaxnwax.com	
Elite Beauty Society	41
elitebeautyins.com	
Éminence Organic Skin Care	Inside Front Cover - 1
eminenceorganics.com	
FarmHouse Fresh	19
farmhousefreshgoods.com	
Guinot	23
guinotusa.com	
HydroPeptide	9
pro-club.hydropeptide.com	
Keyano Aromatics	39, 51
keyano.com	
Lady Burd Exclusive Private Label Cosmetics	28-29
ladyburd.com	
Lash Savers	40, 51
lashsavers.com	
Licka	6
cbdsinkr.com	
Lycon Wax USA	27
lyconusa.com	
M'lis	2-3, 51
mlis.com	
Nufree Finipil/Equibal Labs	15
nufree-professionals.com	
OZNaturals PRO	50
oznaturalspro.com/dayspa	
Premier Nail Source	43
premiernailsource.com	
Professional Beauty Association/ISSE	47
probeauty.org/isse	
Pure Fiji	33
purefiji.com	
RapidLash/ROCASUBA	5
rapidlash.com	
Ráya Cosmetics	35
rayalab.com	
RefectoCil	Back Cover
refectocileducation.com	
RevealU Skincare	21
revealuskinicare.com	
Saian	26
saian.net	
Sorella Apothecary	25
sorellaapothecary.com	
Tend Skin Company	51, Inside Back Cover
tendskin.com	
Zemits/Advance Esthetic	13
advance-esthetic.us	

RELAX & WAX®

**Finally... Wax Formulated By An Esthetician...
For Estheticians!**

- Hard Wax
- Soft Wax (Cream)
- Soft Wax (Pearl Rose)



RELAX & WAX HARD WAX ALSO COMES IN A 2.2LB BAG OF REFILLABLE MUFFINS. JUST POP ONE IN THE TOP OF YOUR WAX CAN! LESS CANS, LESS TRASH, MORE SAVINGS!

www.relaxnwax.com * relaxnwax@gmail.com * 775-830-7546

Save **100%** when you sign up for a digital subscription to **DAYS PA**.
It's FREE to spa professionals!

Read the spa/salon industry's leading business magazine on the go!

DAYS PA is now available in digital format online, on your tablet or smartphone.



The digital edition is portable, hyperlinked and searchable, with extra features not available in print—delivered to your inbox before the post office delivers the print issue.

SIGN UP NOW!

dayspamagazine.com



Emily Sindlinger

Cofounder, Sorella Apothecary

PERSONAL MANTRA:

I'm thankful for the struggle, because without it I wouldn't have stumbled across my strength.

LAST GOOD BOOK YOU READ:

Where the Crawdads Sing by Delia Owens

GUILTY PLEASURE:

'Real Housewives'

FAVORITE PLACE:

Lake Tahoe

SCARIEST THING YOU'VE EVER DONE:

A tunnels hike in Kauai, Hawaii

CAN'T LEAVE THE HOUSE WITHOUT:

Sorella Apothecary Avocado Oil Lip Hydrator

FAVORITE FOOD:

Anything my husband cooks

PET PEEVE:

Bad drivers

What's the most fun part of your job?

Product development and testing. I have a big whiteboard with all of the different Sorella Apothecary products that are in R&D. Most people don't realize each one takes over a year to create and launch. Some items have gone through 60 different revisions to perfect the look, feel, smell—and to ensure they deliver results.

What inspires you?

Seeing before and after pictures of someone with acne or sun damage looking better makes all the hard work worth it!

Tell us about your hobbies.

I used to golf and ski with my husband every chance I got, but now that we have young kids we enjoy going to Lake Tahoe in California (when we aren't at a soccer game or a birthday party).

What's your favorite Sorella product?

My favorite formula changes with the season. Right now, my skin is so dry that I've been sleeping in the Rehab Recovery Mask three nights a week. I'm also eight months pregnant, so I've been slathering it on my belly to help prevent stretch marks.

How do you find a work-life balance?

I love to work out. Taking 30 minutes a day for myself—even if it's only stretching at home—helps keep my mind balanced. I'm a better mom and boss when I feel healthy.

What's the best part of the day?

I'm a morning person! It's my most productive time. I love going to bed early and waking up early, and I've been that way my whole life. My friends used to tease me in high school because I would always fall asleep first. One of my daughters gets up early with me, and I love having that extra hour or so together.

What's your favorite family activity?

Going on vacation. I love researching and planning all the details. I can't wait to start traveling more once our third baby is a little older.

What's in the pipeline for the company?

We plan to launch several new products in 2020—and even more in 2021! 🍷

INTRODUCING...

BrightonerTM Serum

**A REVOLUTIONARY
BRIGHTENING PRODUCT**

from Tend Skin[®] Company

Improves appearance of:

- Uneven skin tone
- Patches
- Dark spots



Tend Skin[®] Company
2090 SW 71st Terrace, G-9
Davie, FL 33317

E-mail: sales@tendskin.com
Tel: 800-940-8423
954-382-0800
Fax: 954-475-8423

www.tendskin.com



LASH STYLING by **RefectoCil**

refectocileducation.com

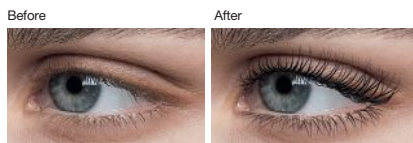
Super Quick!
8 + 5 min.
Nourishes with
collagen & cysteine.

NEW!



I woke up like this!

For lashes appearing longer and fuller in 13 minutes.
The effect lasts up to 6 weeks.



RefectoCil Eyelash Lift, for the perfect look without mascara and mechanical lash curlers. The most natural lifting in the world.

Available at professional distributors across the USA!

Call +1(877) 283-7546 for more information.

