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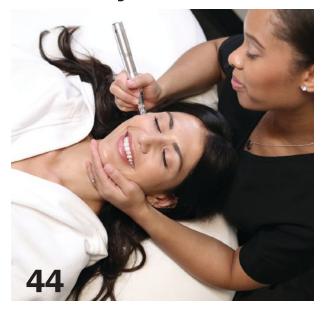
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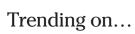








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FROM THE EDITOR





Brighten tired eyes with offerings that boast antiaging benefits and decrease puffiness on page 14!

AS YOU START SETTLING INTO THE NEW DECADE,

it's more important than ever to keep up with industry trendsespecially when it comes to your services. Check out "Trending Transformations" (page 44), where successful spas reveal their most popular facial protocols; then, flip to Profit Center (page 30) for a rundown of increasingly trendy wellness amenities that you can provide—without breaking the bank. On the business side, Management Workshop (page 34) will teach you how to keep your millennial employees happy and productive, and "Get a Little Closer" (page 40) highlights simple strategies for building a lasting rapport with clients. Put all of that together with the rest of the skin-formation in this issue, and you'll be prepared to pamper-and retain—even the savviest of clientele!



I've been slathering OZNaturals Cocoa Shea Blissful Body Butter on my growing belly for months. My little one is due in a few weeks, and there's not a stretch mark in sight!



I'm a big fan of the super glossy Ardell Vinvl Vixen Lip Lacquer in Loverit's the perfect berry shade for date night!

> The cream Dermaquest SheerZinc SPF 30 formula makes it easy to remember my daily sunscreen applicationeven in winter.



ON THE ROAD





I enjoyed a warm bath followed by a decadent (and much-needed!) prenatal massage at Spa Lé La in Studio City, CA, which caters to moms by providing indulgent services (plus free child care on site!). Most recently, founder Trina Reneà introduced the Mama Lé collection of all-natural skin care formulated for new and expectant mothers. Visit dayspamagazine.com for an in-depth look at the new line!



Our new Firma-Bright booster serum is formulated with 20% stabilized vitamin C to radically change the elasticity of your skin. Add liquid light to your moisturizers or serums with free-radical fighting antioxidants and radiance boosting peptides that protect your skin and improve the appearance of dullness, fine lines and wrinkles.



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GranActiv 1518 Brightening PeptideSkin Brightening
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A Clean **Plate**

by Jasmine Brown

IF YOU'RE LIKE MOST OF US, you're still trying to stick to your New Year's wellness goals. One of the simplest ways to keep your diet on track is to swap in healthier food alternatives, like this Black-Eyed Peas With Kale and Sweet Potato recipe from The Easy Sugar Detox Cookbook (Rockridge Press/ Callisto Media, 2019) by Kristen Yarker, MSc, RD, to your list. The detoxifying meal is packed with iron, antioxidants and plenty of vitamins, plus black-eyed peas are a good source of protein and dietary fiber to keep you feeling full and energized.

Black-Eyed Peas With Kale and Sweet Potato

Yields 4 servings

2 cups sweet potato, peeled and cut into half-inch pieces

1 tbsp. extra virgin olive oil

1 cup diced yellow onion 1 chili pepper, minced

1 garlic clove, minced

6 cups kale, coarsely chopped with middle stems removed

2 15.5-oz. cans black-eyed peas, drained and rinsed

1 tbsp. apple cider vinegar

1/4 tsp. salt

1/4 tsp. ground black pepper

Boil sweet potatoes in water for about 10 minutes until tender. Heat olive oil in a large skillet over low-medium heat, add onions and sauté for 4 minutes. Add chili pepper and sauté for 2 minutes, then add garlic and sauté for 30 seconds. Add kale and sauté for 2 minutes, followed by the black-eyed peas, cooked sweet potatoes, apple cider vinegar, salt and pepper. Continue sautéing for 2 more minutes and serve. 🤝









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Beeswax

Spas are all a-buzz about beeswax, a natural and eco-friendly Skin Savior. By Alisha Racker

PEOPLE HAVE UTILIZED THE ABUNDANCE that bees have to offer since the beginning of time, thanks to the crucial role they play in the environment and for crops, as well as the natural treasures they deliver: honey and beeswax. In fact, 8,000-year-old cave paintings in Spain depict humans collecting goods from wild beehives, and ancient Egyptians used beeswax for an array of purposes, including mummification and embalming, jewelry making, preserving writings and personal care products. It's even believed that Cleopatra kept beeswax in her famed beauty regimen to moisturize and beautify her skin. In ancient China, beeswax was renowned for its antiaging properties and wound treatment abilities.

Beeswax as we know it is produced by the western honeybee, or Apris mellifera. The compound comes from the glands of a daughter bee's abdomen, during a relatively short period of approximately five days. The wax is excreted in small flakes, then chewed

by worker bees until soft and moldable for use as a construction material within the honeycomb's cells. The honeycombs are havens where bees store honey and pollen and raise their young, so it's no surprise that this all natural protectant has the spa industry buzzing.

WHY IT'S A SKINCARE ALL-STAR

A host of beautifying benefits is possible when beeswax is added to skincare formulations. "Beeswax is used as a binding, thickening and skin-conditioning agent that can help absorb water in a product," explains Aleks Vranicic, LE, and vice president of sales and technical training for skin- and bodycare manufacturer Vitelle Dermatology Laboratories. Beeswax is commonly found in lotions, face moisturizers, lip balms, body butters and lipsticks.

According to Dionda Pumphrey, account manager at FarmHouse Fresh, the ingredient "provides the same protection to the skin as it does for the baby

bees in the hive, making it an excellent natural ingredient for skin health." She says that—in addition to its antiseptic, antibacterial and anti-inflammatory properties—beeswax has excellent moisturizing benefits. "When applied topically, beeswax forms a barrier that helps protect skin from environmental assaults, while holding in moisture and reducing dryness without 'suffocating' skin," explains Pumphrey.

IN THE TREATMENT ROOM

At Sugar & Hive Beauty Bar in Henrico, Virginia, owner Summer Layton regards beeswax for its inflammation-fighting abilities. "It contains vitamin A, giving it antioxidant properties, and it's considered anti-allergenic, which makes it a good choice for sensitive skin, psoriasis, rosacea and eczema," she says. "Best of all, it won't clog pores!"

The spa's Signature Exfoliate + Glow (60 minutes/\$150) is a popular facial featuring beeswaxinfused Sorella Apothercary The Balm. The service consists of cleansing, toning and exfoliating with either a chemical peel or dermaplane, followed by extractions, facial massage and a custom mask. Serums and eye cream are applied prior to The Balm, and a lip treatment and SPF come after. "Clients notice an instant glow, with visibly hydrated, plumped skin. We encourage them to take The Balm home because it helps seal in the targeted serums and moisturizers used in the treatment, and it works the same way as part of a home regimen," says Layton.

In St. George, Utah, staff at St. George Day Spa were pleased to swap the petroleum-based paraffin step of the Desert Oasis Pedicure (80 minutes/\$65) with a shea butter and beeswax balm alternative, says COO Janet Clark-Jones. The service starts with a foot soak followed by callus removal and treatment of the cuticles and nails. An earthy mud scrub then exfoliates the feet and lower legs, and an enzymatic honey serum further softens rough heels. Next, FarmHouse Fresh Marshmallow Melt All-Purpose Shea Butter Balm—formulated with beeswax—is massaged into the hands and feet, which are then covered with warmed gloves and booties to lock in moisture. "Guests love how this balm melts into a luxurious, moisturizing oil as soon as it touches their skin," enthuses Clark-Jones. After that, the brand's beeswaxinfused Moon Dip Back to Youth Ageless Body Mousse is massaged into the feet and calves with hot stones and the pedicure concludes with a polish application. "Clients leave with super soft, hydrated and fresh feet. They often need to take a few minutes to 'come back to earth' after experiencing such deep relaxation," laughs Clark-Jones. 🤝

FUN FACTS!

- · 30% to 40% of the world's beeswax trade is used in personal care products.
- · Daughter bees must produce 6 to 8 pounds of honey in order to produce 1 pound of wax.
- Beeswax candles have been used in European churches since the beginning of Christianity.
- Beeswax is a common coating for cheese because it protects against mold growth by sealing out air.
- · Beeswax is an ideal ingredient for lip balms because it can help prevent infections and cold sores.
- · Although beeswax is an all-natural ingredient, a synthetic version can be substituted within a product for those looking for a vegan option.



BeeSpa Hand + Foot Cream beespa.com



FarmHouse Fresh Moon Dip Back to Youth Ageless Body Mousse farmhousefreshgoods.com



Priori TTC fx341 **Luxuriant Creme** prioriskincare.com



Sorella **Apothecary** The Balm sorellaapothecary.com



Vitelle Med Science Ultra Sensitive Eye Creme vitellelab.com

Peptides

Discover how spas can get the most out of these complexion-perfecting ingredients.

by Alexa Joy Sherman

How do peptides benefit the skin?

Amy McLain, esthetics director of education, Kenneth's Hair Salons & Day Spas in Columbus, Ohio: Peptides are short chains of amino acids or protein fragments, which are essential for skin's structure, texture, firmness and elasticity. After the age of 30, skin starts losing its collagen, and its natural ability to send signals to the cells slows down. Peptides act as communicators that tell the skin to behave in a younger way. Different peptides have different functions, so they can be formulated to target a myriad of concerns for all ages and skin types.

Priti Patel, owner, Le Petit Spa in Charlotte, North Carolina: Peptides boost a variety of functions that help slow down signs of aging. They encourage cell renewal and hydration, have anti-inflammatory benefits and are especially good at minimizing the appearance of fine lines and wrinkles.

Inessa Uvaydova, esthetician, BABOR Signature Spa at The Dominick Hotel in New York City: Peptides are popular because of their ability to improve skin structure and maintain a youthful, healthy complexion. There are many topical formulas that deliver exceptional results,

because peptides help improve cellular communication by stimulating natural processes like collagen and hyaluronic acid (HA) production. They also encourage the skin to repair and rejuvenate itself.

How do peptides fit into your services?

Patel: Our Lift Me Up Age-Defying Treatment (90 min./\$185) includes a thorough double cleanse and misting of the face and neck, along with the use of the Celluma LED Light Panel, which we leave on the face for 30 minutes. That's followed by the G.M. Collin Botinol Clinical Treatment, which includes the application of a serum, mask, corrective cream, eye contour and moreall containing a combination of peptides to smooth and soften fine lines, as well as lift the skin. Clients leave looking younger, with a hydrated and more balanced





Osea White Algae Mask oseamalibu.com



DermAware Perfect Fit Mask dermaware.com



complexion. We

recommend a

Marine Flower
Peptide Serum
eminenceorganics.com



FarmHouse Fresh Serene Moon Dip farmhousefreshgoods.com



Glo Skin Beauty Phyto-Active Firming Mask gloskinbeauty.com



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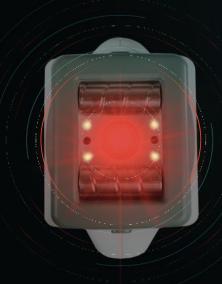
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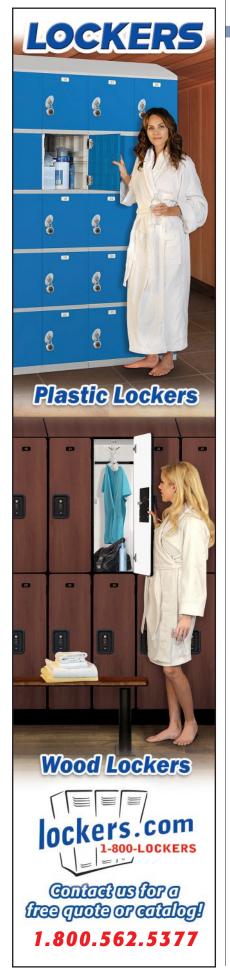


Social Media Templates









series of four treatments for optimal and lasting results.

Uvaydova: We offer several options, including the new ReVersive Pro Youth treatment (80 min./\$335), which targets different signs of aging with multiple peptides, including two tetrapeptides and an exclusive nona peptide. The combination helps fight wrinkles, fine lines, redness, enlarged pores and lackluster skin. This treatment also incorporates BABOR Expert Method techniques and a specialized massage with rose quartz stones, resulting in youthful, glowing skin.

McLain: Our HydraFacial (60 min./\$245) starts with cleansing and exfoliation to prepare the skin for a mild peel, followed by automated, painless extractions that clients love. The skin is then infused with HydroPeptide Power Serum, a booster packed with peptides that relaxes and softens wrinkles, facilitates collagen production and encourages a firmer appearance. The service finishes with an antioxidant serum to hydrate and protect the complexion. My clients are consistently wowed by this treatment; they love how small their pores look and how lines are noticeably softened, not to mention that there's no discomfort or downtime. Another service, the Rezenerate NanoFacial (60 min./\$130), uses the Rezenerate Pen to deliver HydroPeptide Power Serum—via thousands of microchannels—into the skin, making it much more effective. We then apply a cooling mask that contains more collagen-signaling peptides, followed a signature Zen massage using cold globes with acupressure and facial toning movements. Our guests appreciate how relaxing this facial is, along with the noticeable results: Skin is plump, firm and radiant.

How should clients incorporate peptides into their homecare routines?

Uvaydova: They can use ampoules, serums, concentrates and day/night creams packed with peptides. I prefer BABOR creams, which I suggest clients use daily to improve volume and density, reduce wrinkle depth and rejuvenate the complexion.

Patel: Creams and serums containing peptides should be a regular part of every skincare routine. I opt for G.M. Collin Bota Peptide 5 Concentrate, which has five different peptides that help reduce expression lines and deep wrinkles while lifting and firming the skin. I highly recommend this product to clients who want to combat signs of aging without injections.

McLain: Peptides are so easy to incorporate—and unlike more aggressive ingredients like retinoids, they play well with others and don't cause irritation or inflammation. I suggest using a variety of peptides, since they signal the skin to do many different things for a wide range of results. But clients must be consistent so their skin cells receive their instructions loud and clear! HydroPeptide Power Serum is one of my favorites, as it's loaded with multiple peptides that tighten the skin and improve its structural integrity.



HydroPeptide Power Serum hydropeptide.com



Pevonia Rapid-Restore **Neck & Chest** pevoniapro.com

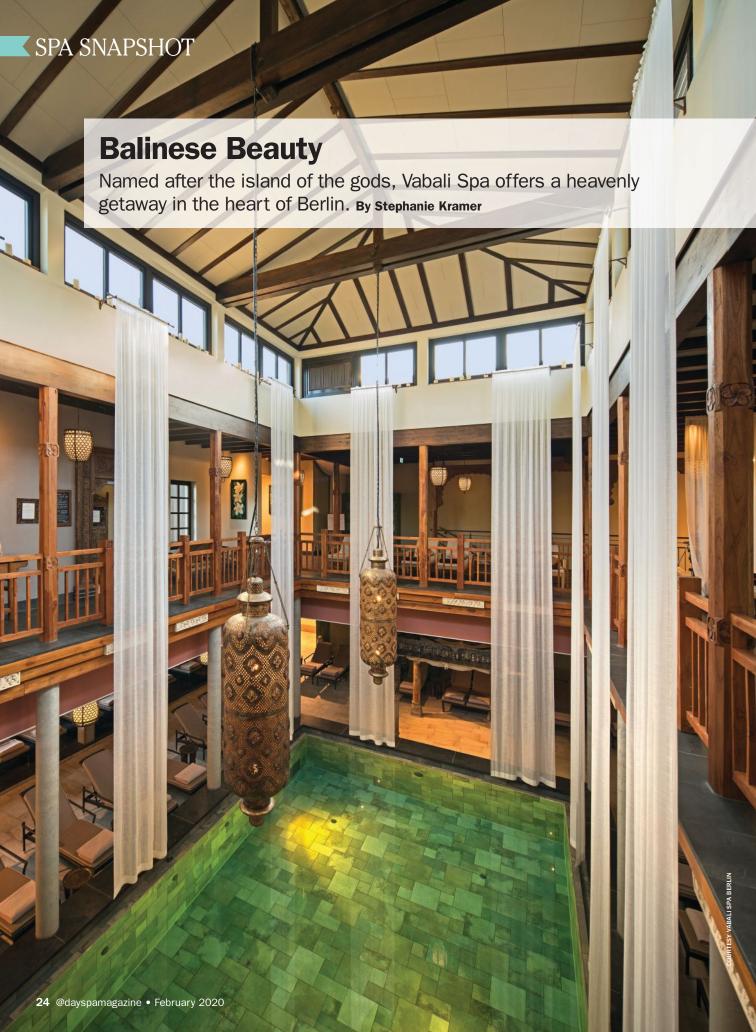


Active Renewal Serum saian.net



TheraGenesis Revitalax theragenesisskincare.com







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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.

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OWNER

Theune Spa Management

OPENED 2014

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massage pavilions, hot and cold pools, sundecks, yoga studio, sleeping rooms and restaurant

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WEBSITE vabali.de







The Distinction

Tucked away in a sprawling, idyllic park, Vabali Spa offers a Bali-inspired world of remote relaxation located just steps from Berlin Central Station. Long teak walkways lined with bamboo bushes lead into the spa, which is adorned with stone statues and elaborate wooden carvings. The design focuses on environmental sustainability and elegance. "High-quality, recycled wood imported from Bali creates warmth and a sense of wellness," says managing director Cornelius Riehm. "It's what Balinese culture stands for and what we want to offer: deep relaxation in an authentic atmosphere that feels like a mini-vacation."

Each day spa suite consists of a pair of massage tables, a bathtub for two and a private terrace. There are also warm and cold pools, sun decks and darkened sleeping rooms with waterbeds. Three outdoor massage pavilions provide refreshing views of numerous gardens, lawns and enormous trees in the adjacent park. The spa aims to provide holistic healing, offering special relaxation rituals and Asian remedies like hot stone massage and immersive, meditative sound journeys.

Capturing Clientele

Vabali attracts a mix of locals and tourists seeking to escape the hustle and bustle of the city. According to Riehm, customer satisfaction is of central importance. "Happy guests are the most effective and sustainable marketing instrument," he says. "Many of our visitors come to us through word of mouth."

To keep spa-goers interested, management frequently connects with them about how to improve their experience. "Just last year we added 16,145 square feet to the wellness area because people said they wanted more space to relax," says Riehm. The spa also customizes treatments and constantly revises its menu, going the extra mile to keep offerings unique. "Our aim is to delight our guests and create special moments for them," adds Riehm.

Other marketing methods include advertising with local partners and media, and engaging with influencers. Vabali frequently hosts special events as well, including readings, yoga workshops and live music performances. Recently, it held a "travel slam" where writers and bloggers could share their work.

Management M.O.

As the largest spa in the country, Vabali employs nearly 200 people. "Together, they contribute significantly to the success of the spa," says Riehm, noting that the staff is encouraged to actively listen to customer feedback and not wait for direction from management. "The entire team is attentive and committed, which is viewed positively by our guests and keeps them coming back."





COURTESY VABALI SPA BERLIN

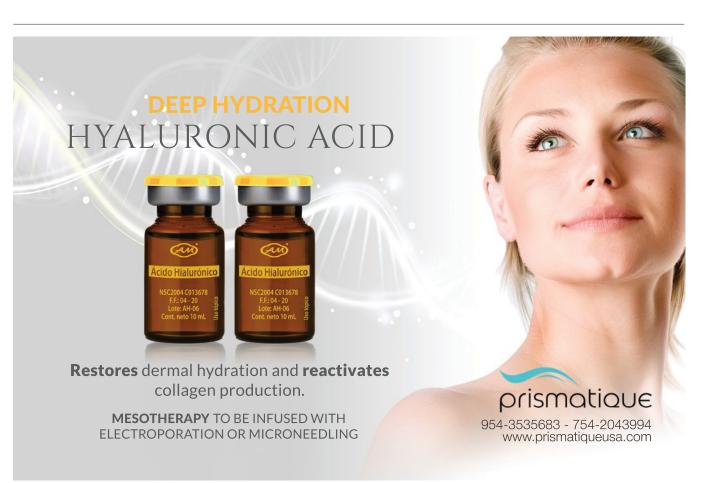
Riehm also stresses the value of open, clear and effective communication to keep staff involved and motivated. "When you talk with them openly and share the latest developments, your employees feel valued," he says. "It also builds trust in management and adds to a sense of being part of a team, because each person knows how they contribute to the spa's success."

In-Demand Services

The invigorating Full-Body Massage with Salt Scrub (50 min./\$75; 80 min./\$110) is a favorite among spa-goers. First, the therapist gently kneads and stretches the client's muscles, slowly easing tension and releasing blockages throughout the body. Next is a detoxifying scrub massage using sweetsmelling oils like rose blossom, sugar or honey with salt grains to exfoliate and replenish the skin, leaving it soft and supple with a rosy glow. Guests can further enjoy the treatment's revitalizing benefits by experiencing it in one of the spa's new outdoor massage pavilions.

The Goods

The spa uses Senti products in body treatments and wellness services; Dragonspice in the sauna; and PINO signature essential oils for aromatherapy and scrubs. \checkmark





MIND OVER MANI

For spa-goers who want an extra soothing nail service. Sound of Color will be a welcome addition to your mani/pedi menu. A collaboration between clean lacquer brand SpaRitual and calming app Unplug Meditation, the

30- to 60-minute offerings allow guests to select from 36 shades and then slip into a customized guided meditation, complete with comfortable headphones and an easy-to-use Sound of Color device. "People seek wellness in all areas of their lives, and receiving this experience elevates the traditional spa manicure and pedicure service to improve the clients' emotional and physical well-being," says SpaRitual founder Shel Pink. sparitual.com

> "My best advice for spa owners and managers with a desire to run their businesses most effectively is to seek help in the areas where they may lack expertise. This requires them to self-reflect, read business publications (like DAYSPA!), attend classes and conferences, and hire a business coach—or coaches—in order to gain the knowledge they

need. Running any business is a challenge, but it's so rewarding when you have the right tools." —Dawn Nooney, owner, renew. calm in West Springfield, Massachusetts

RETAIL **ROCKSTAR**

"Our guests are in love with the lash transformation they see after using **GrandeLASH-MD Lash Enhancing Serum**; the fact that it's ophthalmologist approved and also compatible with lash extensions is an added bonus. It's an affordable way for clients to make their natural lashes look thicker, and they usually notice an improvement in the first month. After they finish the first tube, I recommend that people apply the product every other day to maintain their lush results, and they keep coming back to



purchase more. We often upsell it with a lash lift, and we offer \$10 off when GrandeLASH-MD and GrandeMASCARA are purchased together. We've carried this product for more than three years, and it has given our retail revenue a significant boost!" -Carolyn Crump, inventory manager, Caruso Hair & Esthetics in Pittsburgh



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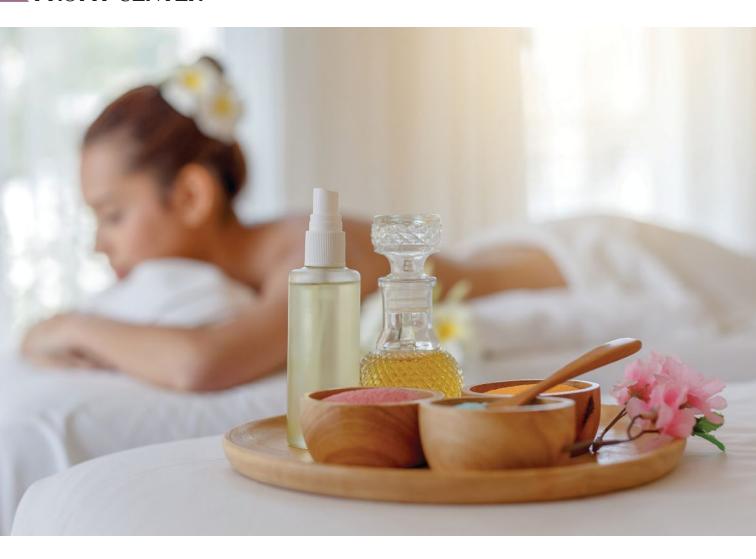


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Wellness Within Reason

Improve the client experience by integrating wellness amenities into your spa offerings. by Karie L. Frost

WELLNESS IS A NATURAL BEDFELLOW OF THE SPA

EXPERIENCE; after all, the buzzword's definition as laid out by the National Wellness Institute places it as an active, holistic process through which people become aware of, and make choices toward, a more successful existence—and that includes that other buzzword, selfcare. So it's little wonder that, according to the Global Wellness Institute (GWI), wellness services and products pulled in \$4.2 trillion in 2017 across all sectors, with the spa industry exhibiting the largest revenue growth (9.8 percent) out of the 10 markets analyzed.

That being said, when amenities like cryotherapy capsules, meditation rooms or an acupuncturist require a cash infusion, renovations or additional staff, some day spas may balk at incorporating wellness offerings into

their business models. But small businesses can put aside their reservations, says Brad Drummer, managing partner at Nusta Spa in downtown Washington, D.C. "Adding a wellness perspective isn't so much about bringing in a menu of services and products as it is about researching, understanding and then educating your staff and clientele about the health benefits of the services already on your menu. This costs nothing but a little time," he reasons. And consumers are increasingly expecting you to invest that time. "They're looking for wellness wherever they go, so it's a nobrainer for any spa to embrace such offerings," adds Pam Wolf, founder of The Parlor NYC in New York City. "They cement the experience, create loyalty and, in turn, impact revenue."

OUT WITH THE OLD



IN WITH THE BOLD

SORELLA



APOTHECARY

BUDGET SMART

To begin, you'll need to assess what your business can handle. If your budget is tight, forego services that require high up-front costs—like installing an infrared sauna—in favor of ones that involve less initial investment, such as aromatherapy add-ons. According to Denise Dubois, owner of Complexions Spa for Beauty and Wellness with locations in Saratoga Springs and Albany, New York, you needn't overthink it: "Wellness amenities can be as simple as providing a signature organic tea or healthenhancing beverages."

If you're able to spend now but want to keep labor costs low in the long run, larger items like zero-gravity loungers and experience showers are viable options—and you can charge a monthly membership fee for their usage. For example, clients at

"Special wellness-oriented workshops can be a real boon to business as they don't involve daily operation costs or materials, and can be held during times when the spa experiences low foot traffic.

addresses clients' needs from without and within," he says.

Compression therapy, IV infusions and sound baths can all be provided in spa spaces as well, but they do require the guidance of a licensed practitioner. That said, you may not need to sink money into additional hires. "We've noticed that many of our staff members have passions and training outside of their direct job descriptions, and we utilize those skills in client workshops," says Dubois, recalling how her spa held a four-part meditation and singing bowl workshop after she discovered one of the massage therapists was already certified. "It was a wonderful benefit to our guests and also made that staff member feel supported," she recounts.

In fact, special wellness-oriented workshops can be a real boon to business as they don't involve daily operation costs or materials, and can be held during times when the spa experiences low foot traffic. Angela Green, esthetician and director of education for Se Brazil Wax, suggests keeping it simple with topics like daily stress reduction techniques, a makeup bag cleanup class, or internal detox tips for healthy skin. Think beyond the confines of your spa, as well. "Arrange seasonal, local group activities: a farmer's market stroll or beach walk at sunset," she posits. "Offering just one of these extras leaves a lasting impression on clients. It extends the quality of their last service and reminds them of their unique experiences with you."

Complexions can pay \$25 per month for full access to the lounge, steam room and sauna, plus the wellness beverage and snack bar. "The only staffing needed is guest services," says Dubois. "After the initial cost for materials and installation, these amenities simply require basic upkeep."

Such wellness memberships not only provide a steady cash flow that can offset higher fixed costs, they can also bring in business during slow periods and build an engaged client base open to additional offerings and promotions.

SPACE AND STAFF

For day spas with limited square footage and personnel, Drummer recommends working wellness into existing menu options. Case in point: Nusta Spa's Synergy Treatments, which begin with acupuncture followed by a facial or massage-all in the same room. "The combination



HEALTHY PARTNERSHIPS

Another way to keep costs down is to partner with local wellness providers like fitness clubs, spiritual centers or meditation studios. Complexions works with a nearby yoga studio to host a one-hour class that includes full use of the spa's wellness amenities that don't require staff. "They provide the instructor and we provide the space," says Dubois. "We both promote the event equally." If space is an issue, Green

suggests approaching a meditation or yoga expert to do a prerecorded breathing exercise or guided meditation that clients can listen to before, during or after their services.

But remember: It's important to seek wellness businesses that align with your spa. "Visit their facilities and experience their services for yourself," recommends Green, adding that they should be willing to return the favor by patronizing your spa, referring customers and promoting the partnership.

SELLING SELF-CARE

Be sure to include healthy ingredient call-outs on your menu and have staff relay the wellness benefits of treatments before they perform them. After all, the more informed the client, the more apt they are to consistently buy in. "I'm big on education, so The Parlor NYC is creating events and experiences where our guests can discover new technology, procedures and approaches to keep them looking and feeling their best," says Wolf.

Meanwhile, Dubois posts short videos about how to maximize offerings' wellness benefits (such as proper sauna therapy) on the spa's website and social media, and Green incorporates wellness cues into every touch point possible. "You can send clients a link to a guided meditation playlist with your appointment reminders," she says, the idea being that they can listen to it between visits. Wellness tips can also be included in followup emails to encourage spa-goers to practice daily self-care.

When you invest in your clients' well-being, both in the spa and beyond, they will take notice. "In our 30-plus years of experience, we've found that guests always remember the overall experience, not just services," says Dubois. "Wellness amenities make your spa more memorable and impart the perception of added value, which in turn keeps clients coming back and spending more."





Generation Gap

How to manage and retain millennial employees. by Rachel Kossman

AH, MILLENNIALS. Maybe you belong to that generation or consider the label a dirty word; either way, you've likely heard a whole lot about the type of workers millennials tend to be. The growing feeling that they're taking over isn't in your imagination either: In seven years, millennials will comprise 75 percent of the workforce.

Whether you're struggling to manage millennialage employees or are simply looking for ways to get a leg up as a manager of a younger workforce, there are plenty of ways to ensure your spa staff stay happy, hardworking and loyal.

WHO ARE MILLENNIALS?

There's no shortage of myths and generalizations about this group, so here are some important facts that will help set the record straight:

- Born between 1981 and 1996, the oldest millennials are turning 40 next year; the youngest are almost 25.
- They tend to be more educated than previous generations.
- In 2017, millennials accounted for 56 million workers or jobseekers in the U.S. alone.
- They're internet natives and the first truly tech savvy—and tech dependent—generation.





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• Millennials are very dedicated to their jobs. They think about and highly value their work, and they also tend to be perfectionists.

"At the end of the day, millennials want to feel valued and have a voice, as well as more flexibility," says Joshua Ostrega, chief customer officer of employee engagement platform WorkJam. "They also want to feel that their workplace experiences are equally (if not more) valued than the financial rewards." In other words, they want to have a say, but they also want to feel respected and made part of the team just as much as they want that next pay raise.

"Millennials understand that businesses must generate a profit to exist, but they want to see their employers prioritize a more balanced set of objectives," adds Christine Selph, who led the development of the 2019 Deloitte Global Millennial Survey. That, she explains, means they want companies to focus on "enhancing the livelihoods of its employees, as well as improving society through education and diversity initiatives."

On the flip side, and according to the same Deloitte survey, the main reasons millennials want to leave or have left their jobs—besides dissatisfaction with pay—include a lack of advancement, learning and development opportunities; not feeling appreciated; and poor work/life balance.

VOICE(S) OF REASON

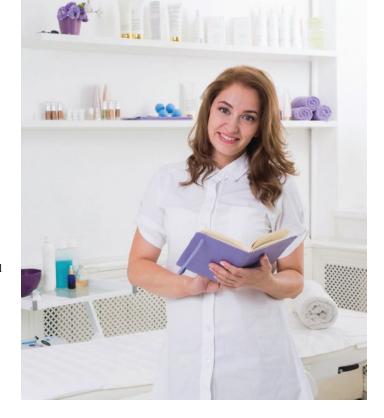
It's human nature—most of us just want to feel heard. Giving millennial employees the ability to communicate their expertise, opinions and feedback is crucial for making them feel appreciated and keeping them engaged.

There are a number of ways to accomplish this, from regular face-to-face check-ins to digital platforms like WorkJam, which allows them to relay messages to the entire staff. For example, a front desk representative could post about a customer who commented how much they loved a new service. "Everyone else can now participate in that conversation and comment with other customer feedback. It might even inspire new services that are similar," says Ostrega, noting that it's these types of things that make workers feel like they're part of an organization and have a voice. "It's empowering them to feel that they can shape the direction of the business," he says.

Another way to help employees feel heard is to implement simple post-shift surveys. "By asking them how their shift went today, you make them feel valued, you stay updated about how the spa is running and you can make the necessary adjustments," explains Ostrega.

A SENSE OF PURPOSE

Keep in mind that millennials aren't just here for a paycheck; most are hardworking, driven and want to feel purpose at their



jobs. "Get your employees excited about your organization's goals, and show them their roles in making those goals happen," advises Felicia Brown, LMT, spa business consultant and owner of A to Zen Massage in Greensboro, North Carolina. "Give people small areas of responsibility that they can oversee, like keeping a certain area organized. I also make a point of recognizing performance and loyalty with various events, bonuses and contests, in addition to individual praise and rewards."

She adds that by allowing staff members to bring their own talents into the workplace and then encouraging them to use those talents, you foster drive and excitement. At A to Zen, for instance, there are a number of artistic individuals working the front desk. "They've made it a contest to create unique images for our monthly calendar. They love doing it, and it's something our clients notice and comment on!" enthuses Brown.

The Deloitte Global Millennial Survey also reveals that millennials show deeper loyalty to employers who tackle the issues that matter most to them. "People want to stay with companies that both help their employees grow while showing them that their job is more than just a job," adds Selph.

Another motivating factor is training and continuing education. Workshops, certifications, trade shows and other opportunities to advance skill sets are all extremely enticing to this generation. Plus, you build a stronger team by encouraging new behavior, pushing customer service objectives and refreshing basic skills.

But at the end of the day, remember that millennials are still individuals. "It helps to find out what drives each person rather than make assumptions about how a group is motivated based on their age," points out Brown, who coaches her employees one on one to foster their personal and professional development.

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TECH-SAVVY STAFF

Technology-and choosing how and when to utilize it at your spa—may be something you are consistently weighing, and millennials will likely have an opinion on this topic as a "tech native" generation. They're quick learners and technology-based knowledge comes naturally, which makes them ideal in-house resources, notes Brown. On the other hand, they may have weaker in-person communication skills and be more compelled to check their personal devices throughout the day, which can sometimes translate to having lower attention spans.

Regardless, there's no escaping the fact that technology is something most millennials live and breathe—and utilizing digital platforms that allow for more ease and flexibility at work is certainly something they'll value. "Spas have the ability to use different technologies to dramatically increase both productivity and enjoyment in the workplace," says Ostrega. That tech can vary widely, from simple booking software to apps that let them easily switch shifts, or even on-the-go training programs and videos that can be completed between client appointments.



However you decide to approach this generation of employees, Ostrega has some words of wisdom after years of being asked how to properly manage millennials: "At the end of the day, yes, a lot of these things about millennials tend to be true. But in my experience, it's not just millennials who have these demands—it's everyone who's in the workforce today."



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GETALITTLE CLOSER

Boost your spa's popularity and profits by forging meaningful relationships with your clients. BY BARBARA DIGGS

t's no secret that happy guests are at the heart of every successful spa—but how do you ensure complete satisfaction? While first-rate services are obviously a big part of the equation, experts note that nurturing a close relationship with each and every customer will give you a real competitive edge. "Clients are bombarded with spa recommendations at every turn, and if they don't feel connected to you and your business, they can be easily swayed when they visit someplace else," says Tamara Friedman, president and CEO of Tamara Spa+Wellness in Farmington Hills, Michigan. "So, it's important to develop a relationship—even a bit of a friendship—to keep them coming back." Of course, cultivating meaningful ties takes time, and it doesn't only happen when guests are on site. Take these simple steps before, during and after their visit to ensure you build a lasting rapport.

BEFORE

As the saying goes, you never get a second chance to make a first impression. So look for opportunities to present a clear picture of your brand values and how those—along with your services—can enhance people's lives.

- **Open up.** Hosting an open house is a great way to let new clients know exactly who you are and what you stand for, while also introducing them to your facilities and services. "Set up personal interviews or assessments with walk-ins, and provide recommendations and programs," advises Nikos Kouremenos, education and project manager for spa and wellness consultancy Raison d'Etre. That way, you can also get to the heart of individual needs and offer solutions they'll remember.
- **Take it outside.** Show off your spa by bringing your services to nearby businesses. "Give short foot

or neck massages to employees, or offer an informative session on the benefits of your treatments," suggests Kouremenos. To make your services really resonate, tailor them to the wellness concerns found at each specific company you visit.

Get involved. Participating in charitable or other community events will demonstrate your values while allowing you to connect with prospective clients. A to Zen Massage in Greensboro, North Carolina, does this on a regular basis-including being a sponsor for six local 5k races. "We give in-kind donations, such as gift certificates for services, to the top finishers," says A to Zen owner Felicia Brown, an avid runner who sometimes participates in the races herself. The spa has also gotten to know locals by setting up booths at neighborhood events including street festivals and fundraisers for cancer research.



Once you get people in the door, you'll want to do everything you can to develop deeper connections. "It's important to build rapport with your clients," says Brown. Not only is it good for business, but "people tend to experience better results from a treatment when they trust the person providing it," she notes.

- **Take them in.** When building a strong relationship with spagoers, experts agree that the initial consultation is critical. Whether it's a verbal conversation or having them fill out a form, a thorough intake interview will allow you to find out about guests' wants, needs and health issues, as well as give you a chance to create a personal connection and demonstrate how the spa can provide lasting benefits. "Show that you're there to educate them, not sell to them," says Friedman. Also: Be sure the consult takes place in a quiet area, away from the hustle and bustle of the front desk; really listen to what guests have to say; and then offer helpful suggestions that show you understand.
- **Stay focused.** It's your job to make each individual feel as if they're your one and only. "They may well be 'Guest No. 25,' but they have to feel unique," says Kouremenos. "Remembering names and preferences from previous visits is a must." Such details might include the client's favorite treatment, therapist, aroma or massage oil. When you recall these specifics without being reminded, it makes spa-goers feel appreciated and special.
- **Monitor conversations.** During the service, the provider should notice whether the guest feels like chatting or simply relaxing in silence. If they do want to talk, stay away from potentially sensitive topics, such as

politics, religion or sexuality. Keep conversations as client-focused as possible. Be personable without being overly personal," advises Brown.

\$\displays\$ Shine on. Once the treatment has concluded, help guests bask in the afterglow and keep the good feelings going by offering them a cup of tea, a light snack, or just allowing them to relax and linger for as long as they like. "It's the little details that make clients feel appreciated," says Friedman. "I have a therapist who brings her own apple and orange slices and gives them to clients after the treatment. Don't be afraid to do something extra."

AFTER

Staying in contact with guests once they've left the spa is crucial to nurturing an enduring relationship with them. "It's important to select methods and tools that work for you and are a good match for your business and clients—but the main thing is to stay in touch," says Brown.

- **Reach out.** Before guests leave the spa, ask for their phone number, email address and preferred method of communication. In the days following their visit, drop them a line to find out how they enjoyed their service. When you do so, be as specific about their experience as possible. "Find out how the products worked; ask how their skin reacted," says Friedman. Detailed questions that show you remember and care about them helps strengthen the bond between you.
- **Give thanks.** Never underestimate the power of expressing gratitude to your customers for their business, whether it's with an automated message, handwritten note or some other show of appreciation. For instance, A to Zen offers a small polished stone etched with inspiring phrases (e.g., Peace, Believe, Breathe)



to every new guest as thanks for coming in.

- **Connect online.** Social media is an excellent way to stay close to spagoers. Naturally, you can communicate about special offers, promotions, wellness tips and research findings, not to mention following up and receiving feedback. "Using your social media page to keep up with guests' posts and responding to them is vital," says Kouremenos. Not only can you make them feel remembered and heard, but you can also nip any potential concerns or problems in the bud.
- **Celebrate.** When people visit A to Zen for a special occasion—such as a graduation or engagement—they receive a card with a few chocolate kisses. "It's inexpensive, but people really appreciate the gesture," says Brown. A note to guests with a personalized promotion or discount on birthdays or other holidays, such as Mother's Day or Valentine's Day, can also encourage them to book an appointment and deepen your relationship. "Every February, we give a Valentine's gift to each client who visits," says Brown. "Our anniversary is in February, too, so it's the perfect fit—especially considering our spa's mantra is 'Love our clients.'"

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TRENDING TRANSFORMATIONS

Spa pros dish on the details of their most popular facials—and why clients can't resist them.

BY TRACY MORIN

s we settle into 2020, it's clear that key consumer trends are shaping the facial forecast. Spa-goers are seeking holistic wellness and inner calm, high-tech tools combined with natural formulas and speedy services in a hyperactive world; they want to hit those high notes—and more—via facials that transform their skin, stat. "Today's guests are looking for ways to keep their skin healthy and slow the aging process," notes Diane Hibbard, vice president of treatments and development at California-based chain Burke Williams Day Spas. "And they want treatments that offer immediate results."

To find out what skincare services are truly keeping clients looking and feeling their best, DAYSPA talked to top spas about their most popular facials-and how they deliver the results that today's guests crave.





"Our acne-prone guests are hooked on the corrective benefits and love the gentle, painless extractions."



ISLAND VITALITY FACIAL

(60 min./\$250; 90 min./\$365) Hawanawana Spa at Four Seasons Resort Lanai. Hawaii

Targeted treatment: Ideal for normal to combination skin, this holistic service is designed to address signs of premature/ chronological aging and dehydrated, dull or irritated complexions. After a self-love meditation to relax and nourish the spirit, the therapist performs a massaging cleanse, paired mask application, and layers on a customized blend of serums and dynamicstructure water elixir—all of which are enhanced with specialized gua sha techniques to improve skin health and overall wellness.

Key components: The facial features ANDA Skincare, an organic product line rich in adaptogenic nutrients that help revitalize the complexion. "Adaptogens are medicinal herbs and botanical extracts that have evolved in order to thrive in severe climate conditions, and it's believed that they can help the body adapt to stress," details spa director Jessica Candy. "When applied topically, adaptogens can soothe, balance and strengthen skin, and even slow signs of aging." The potent skin care is paired with ancient Chinese gua sha massage to provide extra firmness, radiance and hydration, while detoxifying and easing tension and inflammation.

Si of Youth O2 Resurfacing Facial

(50 min./\$215; 80 min./\$335) SiSpa at Palm Beach Marriott Singer Island Beach Resort & Spa Riviera Beach, Florida

Targeted treatment: This facial is designed to brighten and rejuvenate all skin types. Spa director Nancy Falero recommends it for cooling and calming sun-stressed skin, and rebalancing travel-weary or overworked clients. The service starts with a double cleanse and skin-refining enzyme exfoliant, which combines lactic and salicylic acids, papaya, pineapple and bamboo beads. Next, the esthetician performs extractions and utilizes an Intraceuticals device to infuse cooling hyperbaric oxygen and a professional-strength treatment serum-tailored to specific concerns—deep into the skin, which visibly plumps and hydrates. The service concludes with rejuvenating serums, an eye gel and a moisturizer.

Key components: According to Falero, the facial's ability to improve the complexion is all thanks to oxygen infusion. "Intraceuticals therapeutic oxygen under pressure delivers a special serum formulated with low-molecular-weight HA, essential vitamins, botanicals, antioxidants and peptides to achieve instant results," she enthuses. "Clients love how their skin instantly looks and feels healthier and more vital."



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Oasis Day Spa New York and Westchester, New York

Targeted treatment: Featuring procedures that energize, nourish and plump the skin, this high-tech option is perfect for special-occasion prep. First, the esthetician applies a serum formulated with potent botanicals, peptides and antioxidants that help minimize the appearance of fine lines and wrinkles, and low-intensity microcurrent pulses are used to help diminish the appearance of sagging. Next, the therapist administers a red and blue light therapy treatment before applying marine collagen face and eye masks rich in HA and orange flower to de-puff and firm. A final oxygen infusion helps the skin appear more refreshed and radiant.

Key components: Multiple cutting-edge modalities are certainly the focus of this facial, and the spa actively seeks options that are "designed to treat the most demanding skin," says the Westchester location's skincare director Lizzi Kolovic, who notes that microcurrent achieves a lifted look after only one session, and the compressed oxygen bursts awaken the skin for a more youthful appearance. "Plus, the red LED light helps smooth fine lines, and the blue light calms and soothes," she adds.

HydraFacial (30-60 min./\$150-\$295)

Viva Day Spa Austin, Texas

Targeted treatment: This deep-cleansing facial is intended to provide a brighter, healthier-looking complexion for all skin types, including aging, dull or acne-prone skin. After washing away makeup and other residue, the therapist uses the HydraFacial device to exfoliate the skin and loosen pore congestion using gentle glycolic or salicylic acids, followed by extractions. Then, HydraFacial flushes out the pores, removing impurities and toxins with a combination of water and skin-nourishing actives. Finally, the device infuses the complexion with a specially formulated mixture of peptides, antioxidants and HA. Other available options during this treatment include lymphatic drainage, booster serums to address specific needs, LED light therapy, and eye and lip treatments.

Key components: The HydraFacial device streamlines the entire process by cleansing, exfoliating and hydrating skin with a single tool. "It's great for maintenance of all skin types—and it's quick," says Viva Day Spa partner Maya Aroch. "Clients rave about the noticeable differences in skin texture, firmness and even wrinkle reduction, while our acne-prone guests are hooked on the corrective benefits and love the gentle, painless extractions."



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- Student Tours

SUSTAINABLE CIDESCO

CIDESCO has issued a sustainability initiative to its members, students and schools. Emphasizing that the guidelines are not about sacrifice, but rather healthy choices that enhance the industry's overall success, CIDESCO hopes that making these simple changes will result in significant progress for spa, beauty and wellness businesses, as well as the environment as a whole. The initiative includes a six-step manifesto covering:

- Waste reduction
- Recycling
- Avoidance of pollutants
- Staff training on sustainability
- Sourcing supportive suppliers
- Water conservation

CIDESCO sections in each country will also nominate a sustainability mentor who will provide advice and guidance to schools, spas and salons. "As a global enterprise with representation in more than 40 countries, our members can really make a difference when they come together to support such an important issue," says CIDESCO International president Anna-Cari Gund. "Operating sustainably needs to be built into all our working practices, wherever we might be based, and having guidelines to follow makes it easier and achievable."

FDA CRACKS DOWN ON CBD

The U.S. Food and Drug Administration (FDA) has issued warning letters to 15 companies for illegally selling products containing cannabidiol (CBD) in ways that violate the Federal Food, Drug, and Cosmetic (FD&C) Act. The violations include claiming to prevent, diagnose, mitigate, treat or cure serious diseases like cancer; adding CBD to food; and marketing products containing CBD as dietary supplements, despite CBD not meeting the definition of a dietary supplement.

The FDA also published a revised Consumer Update detailing safety concerns about CBD products more broadly, and it plans to provide an update in the near future. These actions were taken because many unanswered questions and data gaps about CBD toxicity exist, and some of the available data show the potential for harm. The FDA Consumer Update includes concerns about ingesting CBD relating to possible liver injury, interactions with other drugs, drowsiness, diarrhea and changes in mood. Questions also remain about cumulative use of CBD, as well as its impacts on vulnerable populations like children and pregnant or breastfeeding women.





KETO MAY AFFECT INFLAMMATION

A study published online in the Journal of Investigative Dermatology (October 2019) revealed that different ketogenic diets may influence skin inflammation. Specifically, the researchers found that keto diets heavy in medium-chain triglycerides (MCTs) like coconut—particularly when combined with omega-3s from fish oil and plants like nuts and seeds—worsened psoriasis in mice. "We found that a well-balanced ketogenic diet, limited primarily to longchain triglycerides (LCTs) like olive oil, soybean oil, fish, nuts, avocado and meats, does not exacerbate skin inflammation," explained colead investigator Barbara Kofler, PhD, at Paracelsus Medical University in Salzburg, Austria. "However, ketogenic diets containing high amounts of MCTs, especially in combination with omega-3 fatty acids, should be used with caution since they may aggravate preexisting skin inflammatory conditions."

Kofler does emphasize that the mice in the study were fed an extremely high fat keto diet typically only used for severe medical conditions. "I think most people following a ketogenic diet don't need to worry about unwanted skin inflammation side effects," she notes.

FROM A TO ZINC

A literature review published online in the American Journal of Clinical Dermatology (November 2019) revealed strong evidence for the use of zinc supplementation to combat acne and atopic dermatitis inflammation. The review covered a number of papers published on the use of zinc for inflammatory dermatologic conditions, including acne vulgaris, atopic dermatitis, diaper dermatitis, psoriasis and rosacea; it found that 10 of 14 studies showed zinc supplementation to be beneficial for acne. Zinc was also found to be beneficial in a study on atopic dermatitis and one on diaper dermatitis. However, the one article found on psoriasis and one found on rosacea showed no significant benefit of zinc treatment on disease outcomes.



DATE BOOK

Make a note of these upcoming industry events!

MARCH 8-10

The Beauty Experience (IBS New York) New York City ny.thebeautyexperience.com

MARCH 8-10

International Esthetics, Cosmetics & Spa Conference (IECSC) New York City iecscnewyork.com

MARCH 13-16

Cosmoprof Bologna Bologna, Italy cosmoprof.com

MARCH 29-30

International Congress of Esthetics and Spa (ICES) Philadelphia philadelphia.skincareshows.com



AUTHOR SETH GODIN TO KEYNOTE AT ISPA 2020

The International SPA Association (ISPA) has announced that best-selling author and Marketing Hall of Fame inductee Seth Godin will be the opening keynote speaker for the 2020 ISPA Conference & Expo, taking place October 14-16, 2020, at Gaylord National in National Harbor, Maryland. Godin, former VP of direct marketing at Yahoo, is an internationally recognized speaker and best-selling author who has written about marketing, innovations, business leadership and maintaining drive in the face of adversity. "We are delighted to have Seth Godin present as the opening keynote at the 2020 ISPA Conference & Expo," said ISPA president Lynne McNees.

"Seth's insights on how to be a marketing pioneer will leave our attendees with tools to transform their business practices." ISPA 2020 registration is now open at attendispa.com. \checkmark

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Aimed at clients in their mid-30s, Pure Fiji Firming Day Crème includes beach almond, gotu kola and peptides to help encourage elastin and collagen synthesis. purefiji.com



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



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



Nufree Finipil Lait 50 antibacterial and antiseptic cream kills 99 percent of bacteria to protect follicles from infection after hair removal services. nufree-professionals.com



Unisex RevitaLash **Hi-Def Tinted Brow Gel** is made with a natural mineral tint to fill in and sculpt arches, plus peptides and oat beta glucan that condition the eyebrows. revitalash.com



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





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



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



Caronlab After Wax Soothing Lotion clears away wax residue while preventing pustules and ingrown hairs, thanks to witch hazel and mango. cbongroup.com



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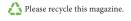
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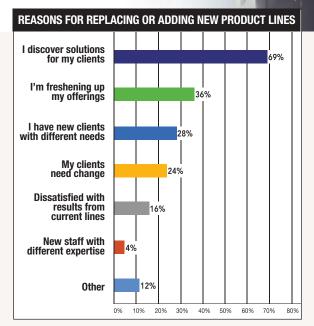
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CBD Best Oil has been operating with the same farmers and FDA-approved lab since 2015, and we have our own organic family farm in New York. We don't use pesticides; we third-party test all of our products; and we use a seed-to-sale business model.

If you could cross one thing off your to-do list, what would it be?

Selling our products internationally, including Bermuda, Israel, Dubai and Turkey.

What is the brand's hero product?

The Beauty and Eye Creams feel amazing and provide great antiaging results. I love the way our Beauty Cream makes my skin glow! I'm also fond of our Triple Relieve Salves, which reduce muscle, joint and nerve pain almost immediately.

How do you unwind?

I love to read, hike or just enjoy nature with my family and dogs.

Who inspires you?

Richard Branson, the owner of Virgin Atlantic. I think he's innovative, down to earth and very generous. His mantra is to do something (whatever it may be) better than everyone else.

What's on your bucket list?

I want to acquire a boat and sail it down the East Coast, and from island to island.

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

I've been treating my own permanent nerve damage with the brand's tinctures, and I have four highly technical patents pending.

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

I think I'd be teaching organizational behavior and leadership.

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

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