

INSIDE: DAYSPA's 2020 PROFESSIONALS CHOICE AWARDS!

DAYSPA

eye|lash
SPECIAL
SECTION
STARTS ON P. 26!

MARCH 2020 DAYSPAMAGAZINE.COM \$5.00

MAN UP

Popular products and
protocols for spa-going guys



Face the day with a smooth, radiant complexion

Discover silky hydration that lasts

New luxurious mangosteen products, same blissful experience

Round out your mangosteen treatment and home care offerings with the complete Mangosteen Collection

Reveal a luminous full body glow

Invigorate and awaken the senses with every spritz

DISCOVER
Mangosteen
Bliss
FOR FACE AND BODY

New
mangosteen
products from
Éminence



ÉMINENCE
ORGANIC SKIN CARE
HUNGARY • SINCE 1958

To discover the entire Mangosteen Collection or learn more about partnering with Éminence, call 1-888-747-6342 or visit: www.eminenceorganics.com.



VOTED **BEST** SUPPLEMENTS



beauty is an INSIDE-JOB

creating beauty-nutrition supplements that have helped
people reach their health & beauty goals for over 40 years

“

On behalf of the entire team at M'lis, I want to extend our sincere thanks to the spa community and to American Spa magazine for the presentation of this award. We feel privileged to be able to work with so many incredible spa professionals and to provide the tools to help improve the lives of those they serve. I also want to extend my personal appreciation to the doctors, scientists, and growers who have enabled us to create the best beauty supplements on the planet. From all of us at M'lis, thank you!

— Wallace Vigo Nelson, N.D., CNHP, CEO, M'lis

”



VISIT [EXPLOREMLIS.COM](https://www.exploremilis.com)
TO CARRY THE INDUSTRY
LEADING BEAUTY NUTRITION
SUPPLEMENT ON THE MARKET



milis.
NATURAL THERAPY

CONTENTS

Volume 25, Number 3 • dayspamagazine.com

March 2020



SKIN & BODY

- 10 NATURE'S BOUNTY**
Tub time
- 12 MUST HAVE**
Men's grooming goods
- 14 EDITORS' PICKS**
Nighttime products
- 16 SPOTLIGHT**
Probiotics

SPA SCENE

- 20 SPA SNAPSHOT**
SageStone Spa & Salon,
Ivins, Utah

EYE LASH

- 26 MASTER CLASS**
A new training academy;
minimizing sensitivities to
lash services; customized
eye care
- 28 COUNTER INTELLIGENCE**
Lash sealants and more
- 30 LIFT OFF**
The ins and outs of lash
lift services, plus retail
favorites

BUSINESS TRACK

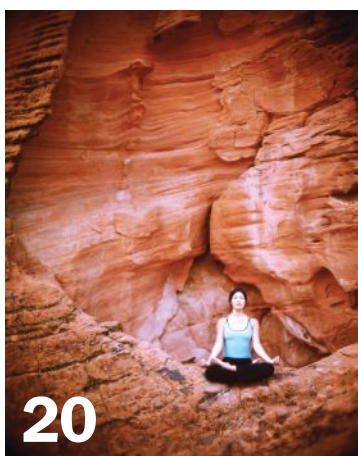
- 34 BUILDING BLOCKS**
Tools and tips
- 36 ALTERNATIVE HEALTH**
Crystals are giving spa-
goers seriously good vibes
- 42 MANAGEMENT
WORKSHOP**
Smart ways to prepare for
all sorts of disasters

FEATURES

- 48 AH-HH-MEN!**
Six popular protocols that
are bringing in the boys,
big-time
- 58 DAYS PA 2020
PROFESSIONALS CHOICE
AWARDS**
Our readers' favorite
products and equipment

REGULARS

- 8 FROM THE EDITOR**
- 70 IN THE NEWS**
- 76 AD INDEX**
- 78 ESSENTIALS**
- 80 ONE ON ONE**
Stephanie Brennan
from Pure Fiji



ON THE COVER

Boys Club
YAKOBCHUKOLENA / ISTOCK

DAYS PA (ISSN 1089-3199) Vol. 25, No. 3, March 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**

unmated Performance

Dual-Purpose™ Massage Creme

Pure ingredients, effortless glide and a luxurious feel. This rich, thick cream gives you more workability so you are always in touch with your client.



#1
Professional
Massage
Lubricant

Effortless
Glide,
Lasting
Workability

Arnica and
Ivy Extracts
Aids
Circulation

Paraben
Free,
Non-greasy

BIOTONE®

Professional Massage & Spa Therapy Products

Order Now **800.445.6457** | biotone.com



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](https://www.instagram.com/dayspamagazine)

Trending on... 



Completely mesmerized by this copper mask from
[@aestheticsbyshekinah](https://www.instagram.com/aestheticsbyshekinah).

WEB EXCLUSIVE: Men's Grooming Looks



INSTAGRAM: DEAGREEZ/ISTOCK

LET'S Save THE World Together!

Start using *reusable* applicators!

Every spa and salon should do their part to have a positive impact on the environment. If you're still using wood applicators during hair removal services here's a step you can take which will help you become more eco-friendly - start using stainless steel reusable applicators with our *EPA registered, hospital grade fungicide and virucide disinfectant.

By using stainless applicators you won't throw away thousands of wood applicators each-and-every year. Plus, stainless steel applicators are kept warm in the disinfectant, which **helps you apply a faster, thinner and more comfortable application of hair remover.**

Using non-porous medical grade stainless steel instead of wood is not only good for the environment - **it saves you money!**



AMERICAN FORESTS
2020 Small Business Partner

One *Tree* planted for every kit sold!



EQUISOLVE - EQUIPECT 256
DISINFECTION STATION

EPA
REGISTERED
WOMEN
OWNED



nufree-professionals.com

MADE IN THE USA. ©2020 Equibal Inc. All rights reserved. *EPA Reg. No. 10324-141-92318 EPA Est. No. 2212-NY-1

nufree
nudesse | finipil

From the EDITOR



Alexa

ALEXA JOY SHERMAN
MANAGING EDITOR
asherman@creativeage.com

IF YOU HAVEN'T ALREADY HEARD, LAURA IS ON MATERNITY LEAVE

(she's rapidly approaching her due date as this issue goes to print!), so I'll be filling in for the next few months. In addition to celebrating that birth (and a milestone birthday of my own—I recently turned 50), we're also celebrating the big winners of our annual Professionals Choice Awards. Flip to page 58 to see if your favorites made the list. But the party doesn't stop there. We're also bringing you tons of inspiring ideas for catering to male clients (which is crucial as men continue to embrace the spa experience almost as much as women), along with all sorts of ways to boost the beauty and wellness of your guests—from offering probiotics in skin care (page 16) to complementing services with healing crystals (page 36). Here's hoping they give your business a boost, too, so you'll have just as much to celebrate this spring as we do.



#shelfies

I'm a serious fan of **Kerstin Florian Correcting Brightening Facial Serum**, which offers a light layer of moisture without weighing down my skin or turning my face (and makeup) into a greasy mess.

At my age, hormonal rosacea flareups happen a lot more often than I'd like. But **Éminence Calm Skin Arnica Masque** extinguishes the fire almost immediately.



After a few months of using **LiLash Purified Eyelash Serum**, I almost don't need to wear mascara anymore. (LiBrow is awesome too—and a 2020 Professionals Choice Awards winner!)



On the Road



I celebrated my 50th birthday with the most luxurious, relaxing and completely customized Signature Facial at Organic to Green Spa & Bungalow in Venice, CA. Owner Rianna Loving and her team even welcomed me with some celebratory bubbly, and gifted me with a gorgeous bag full of their ultra-nourishing liquid COCO oils, lip balm, bar soaps and more. I can't wait for my next visit!

SEE A FIRMER FUTURE



NEW

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.



**20% Stable
Vitamin C**

Collagen Activator
+ Skin Brightener



**Argireline Wrinkle-
Relaxing Peptide**

Improve appearance of
wrinkles



**Ellagi-C
Collagen Booster**

Encourages collagen
synthesis



**GranActiv 1518
Brightening Peptide**

Skin Brightening
Resveratrol + Mulberry

Tub Time!

Six all-natural salt soaks for clients in need of self-care.



1 PAAVANI Ayurveda Coconut Milk Bath
Infused with healing oat flour, cardamom, turmeric, coconut milk, shatavari and rose.
paavaniayurveda.com

2 French Girl Jasmin Serenity Bath
Jasmine scented, with nourishing essential oils, moisturizing powders and soothing sea salts.
frenchgirlorganics.com

3 Crystal Hills Organics Bath Salts in Crystal Moon Goddess
Dead Sea salt and quartz crystals, with aromatic frankincense, jasmine and neroli.
crystalhills.com

4 Little Barn Apothecary Peppermint + Sea Salt Detoxing Bath Soak
Sun-dried Atlantic sea salts, montmorillonite clay and Japanese peppermint oil.
littlebarnapothecary.com

5 Verte Essentials Luxe Soak in Restore
Soothing, softening coconut oil and hemp, plus whole plant herb and flower extracts.
verteessentials.com

6 Honestly Margo Aromatherapy Bath Soak in Aurora
Restorative magnesium, Dead Sea and Epsom salts, and a natural lavender fragrance.
honestlymargo.com



New MORINGA Signature COLLECTION

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

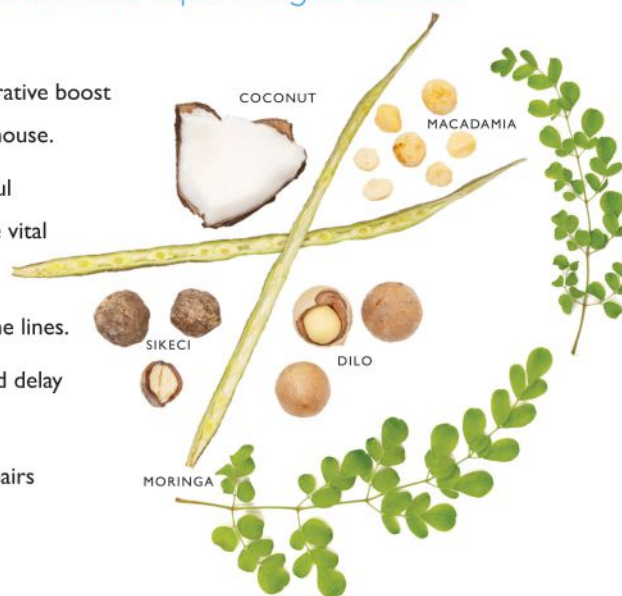
The Power of 5 is here ! Pure Fiji's four oil blend meets the healing, restorative boost of Virgin Moringa Oil to bring you a skin nourishing and repairing powerhouse.

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

MUST HAVE

Man Alive!

No longer are men relegated to a slab of bar soap when it comes to grooming. Today's guys know that quality products can make all the difference in the way their skin looks and feels. From hydrating serums to skin-soothing shave gels, the latest offerings formulated specifically for men keep them looking their best.




① Eminence Stone Crop Hydrating Gel eminenceorganics.com ② Phytomer Homme Aqua Optimal Face and Eyes Soothing Moisturizer phytomerusa.com ③ Pure Fiji Man Mana'ia Shower Gel purefiji.com ④ Guinot Très Homme After-Shave Balm guinotusa.com ⑤ Pevonia Spa Care for Him Collagen Boost Eye Contour pevoniapro.com ⑥ 18.21 Man Made Deodorant Stick in Sweet Tobacco 1821manmade.com ⑦ Voya Men's Range Rejuvenating Moisturizer voya.ie ⑧ Tend Skin Air Shave Gel tendskin.com

ARMANDO SANCHEZ; STYLING: PATRICIA QUON-SANDBERG

IMITATED. NEVER DUPLICATED.


Ophthalmologist developed, award-winning,
results-driven formulas restore the natural health and
beauty of your lashes and brows.

98%	EYELASH CONDITIONER Improves Lash Appearance* Stronger, Healthier-Looking Lashes*	
92%	EYEBROW CONDITIONER Gives a bolder, fuller-looking brow**	



REVITALASH®
COSMETICS

To inquire about becoming a RevitaLash® Cosmetics reseller, please call (877) 909-5274.

 **ETERNALLY PINK®**— RevitaLash® Cosmetics honors the courage and strength of our Co-Founder, Gayle Brinkenhoff, and that of women everywhere by supporting breast cancer awareness, research and education initiatives year-round, not just in October. This is our Eternally Pink pledge.
©2020 Athena Cosmetics, Inc. RevitaLash® Advanced not available in California. *RevitaLash® Advanced survey results from an independent 6-week consumer study with 63 participants. **RevitaBrow® Advanced survey results from an independent 8-week consumer study including 112 women and men.

Sleep Tight

It's no secret that the wellness benefits of a good night's sleep are vast, as the body takes time to repair itself—and that goes for skin health, too. That's why we've rounded up our favorite nighttime products to help refresh clients' complexions while they focus on getting some much-needed shuteye.

- 

1 DermAware Modern Mask
This creamy gel mask is packed with peptides, copper and vitamin A to deliver potent antiaging benefits.
dermaware.com
- 

2 Elina Organics Super Antioxidant Night Cream
Formulated with grape seed, mandelic acid and silk peptides, this deeply moisturizing cream restores skin damaged by environmental stress.
elinaorganicskincare.com
- 

3 Elemental Herbology Moisture Replenish Facial Soufflé
This deeply hydrating mask is ideal for clients with dry and/or mature skin, as well as those who travel frequently.
elementalherbology.com
- 

4 Comfort Zone Renight Oil
Antioxidant and emollient goji berry, macadamia and almond oils help soften and replenish stressed skin.
comfortzone.it
- 

5 RefectoCil Care Balm
Achieve healthier, less brittle lashes and brows courtesy of this hair-strengthening vitamin and plant oil blend.
cbongroup.com
- 

6 Repêchage Biolight Brightening Overnight Cream
Peptides combine with seaweed, willow bark, gotu kola and licorice to boost radiance and support a more even complexion.
repechage.com
- 

7 Shira Boto-Derm Rx Forte Repair Night Cream
This concentrated retinol and glycolic acid formulation encourages cell turnover and minimizes the look of fine lines.
shiraesthetics.com
- 

8 Skin Regimen Night Detox
This leave-on mask imparts gluconolactone and proprietary Longevity Complex to the skin to counteract the daily effects of stress and reveal a more radiant complexion in the morning.
skinregimen.com

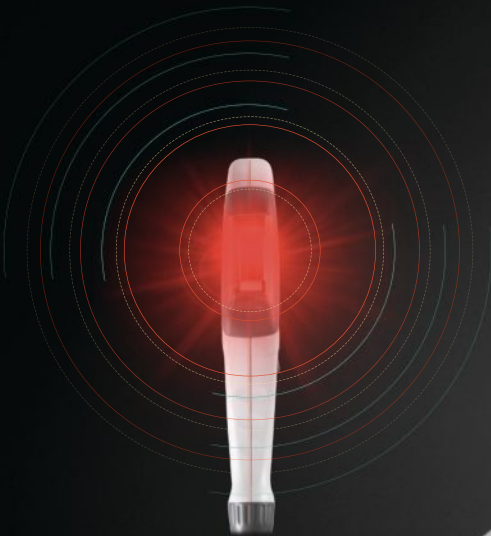


NEW GENERATION OF IPL SYSTEM WITH

ZEMITS LIGHT EXPERT

6 POPULAR TREATMENTS IN ONE RELIABLE SYSTEM

- Hair Removal
- Skin Rejuvenation
- Acne Treatment
- Pigmentation Reduction
- Wrinkle Treatment
- Rosacea Treatment



FIND OUT HOW TO BOOST
YOUR SPA WITH LIGHT EXPERT TODAY

Call us to get yours
888.999.3996

zemits.com

[Instagram](#) [Facebook](#) [YouTube](#) advance.esthetic



Free trainings
for your team



Print
Marketing Material



Social Media
Templates



Five Star
Treatment



2-Year
Warranty



Probiotics

Skincare experts discuss how applying beneficial bacteria can boost the health and beauty of the complexion.

by Alexa Joy Sherman

What is your top facial treatment featuring probiotics?

Keeley Lore, owner and master esthetician, Naturally Radiant in Fredericksburg, Virginia: During the Skin Restoring Probiotic Facial (90 min./\$130), we cleanse, steam and vacuum skin using the water peel machine with Elina Organics Probiotic Peel infusion. This treatment also includes Elina Organics Probiotic Mask, Lipo-Peptide Mask and Probiotic Polishing Mask.

Rianna Loving, CEO and founder, Organic to Green, and owner of Organic to Green Spa and Bungalow in Venice and Santa Monica, California: I've been creating customized *Lactobacillus* masks for use in our facial treatments for several years. Sometimes we also make a lighter version of a probiotic serum, which is applied before the mask step.

Rebekah Voglewede, owner/esthetician, VöG Skincare in New Braunfels, Texas: We highlight the use of probiotics in our Firm Facial (60 min./\$120). This advanced treatment features yogurt for a boost of probiotics, and incorporates hot and cold therapy to treat aging, dull or acne-prone skin types. While spicy ingredients produce the feeling of warmth, others—including peppermint, menthol, cucumber and tea tree—produce an icy sensation, leaving the skin plump and revitalized.

Bozena Linowski, owner and master esthetician, European Day Spa in Bayonne, New Jersey, and Spa Rejuv in Bernardsville, New Jersey: For targeting acne-prone and oily skin, my top treatment is the Oxygenating Facial (60-75 min./starting at \$129). This offering includes a double cleanse, G.M. Collin Oxygenating Exfoliant containing glycolic and lactic acid, a neutralizer, extractions if needed, and the application of G.M. Collin Oxygenating Serum and Puracne Oxygen Mask, which contains probiotic derivatives. While the mask is processing, I perform a hand and shoulder massage. The facial concludes with the application of G.M. Collin Normalizing Cream.

What benefits do you notice after performing this service?

Voglewede: The skin looks healthier and calmed from the acne-caused inflammation, which can also lead to premature aging. Probiotic treatments produce immediate results without stripping the skin of its natural barrier, allowing the client to continue topical probiotic use throughout the year.

Loving: We notice the complexion is smoother and softer—and, most importantly, it's balanced and protected from harmful bacteria.



Bioelements
Probiotic Anti-Aging
Serum
bioelements.com



Cinq Mõndes
[Pre+Pro]biotic
Essence
cinqmondes.com



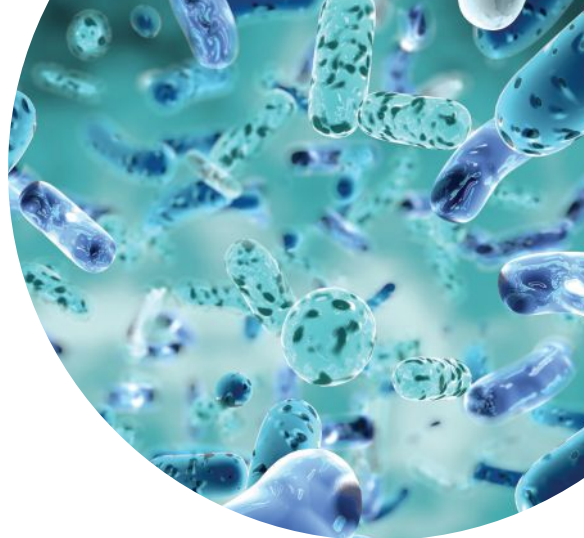
Columbia Skincare
Probiotic Complex
columbiaprobiotics.com



Comfort Zone
Remedy Toner
comfortzone.it



DermAware
Fresh Start Mask
dermaware.com



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 complexion’s needs change on a daily basis, and probiotic-powered skin care serves multiple purposes, so it fits well into an at-home regimen. Who doesn’t want to treat inflammation and aging skin at the same time?”

Lore: Probiotic-based products help nourish, sanitize and lighten congested skin, giving it a more even-toned appearance. The complexion looks hydrated and less angry and inflamed, and it’s more uniform in color.

Linowski: Immediately after the treatment, skin is visibly clearer and brighter with less inflammation.

How do you advise clients to incorporate probiotics into an at-home regimen?

Lore: Elina Organics Probiotic Peel can be used at home and activated by using the brand’s Rehydrating Mist and Sanitizing Mist throughout the day. The regimen should include morning and evening use of a cleanser and toner appropriate for skin type, along with a scrub, serum, moisturizer and eye cream. Safe and nourishing day makeup should also include SPF and contain probiotics.

Vogelwede: The complexion’s needs change on

a daily basis, and probiotic-powered skin care serves multiple purposes, so it fits well into an at-home regimen. Who doesn’t want to treat inflammation and aging skin at the same time? We recommend daily use of the Éminence Clear Skin Collection, which includes a probiotic-focused cleanser, masque and moisturizer.

Loving: We advise guests to make their own masks with fresh yogurt or other edible products that contain *Lactobacillus* at least once a week. We also suggest adding our dry, powder masks to a yogurt base—it’s like a green smoothie for the face!

Linowski: In most cases, we recommend using G.M. Collin Puractive + Cleansing Gel and Deep Cleansing Solution, Puractive + Treating Mist, Essential Oil Complex and Puractive + Cream. Regular use of this regimen greatly reduces inflammation and minimizes the number of breakouts. Additionally, when ingested, probiotics promote the growth of healthy bacteria in our bodies and that can benefit overall well-being, normalize gut bacteria, improve the microbiome of the digestive tract, and subsequently reduce inflammation throughout the body, including skin. Therefore, I suggest clients also introduce probiotics into their daily diet—especially fermented foods such as kimchi, sauerkraut, kombucha, pickles and miso—as well as quality dark chocolate. 🍫



Elina Organics
Probiotic Polishing Mask
elinaorganics skincare.com



Éminence
Clear Skin Probiotic
Masque
eminenceorganics.com



G.M. Collin
Puractive + Cream
gmcollin.com



Phytomer
Prebioforce
phytomerusa.com



Yon-Ka Paris
Sensitive Creme
shop.yonkausa.com



HAWRYCH MD™

COSMETICS

BROW • LASH • MASCARA • EYELINER



HAWRYCH MD™ LASH
Eyelash Enhancer



**BEAUTIFY YOUR NATURAL LASHES
LONGER • THICKER • FULLER**

The International Congress of Esthetics and Spa
c o n f e r e n c e s

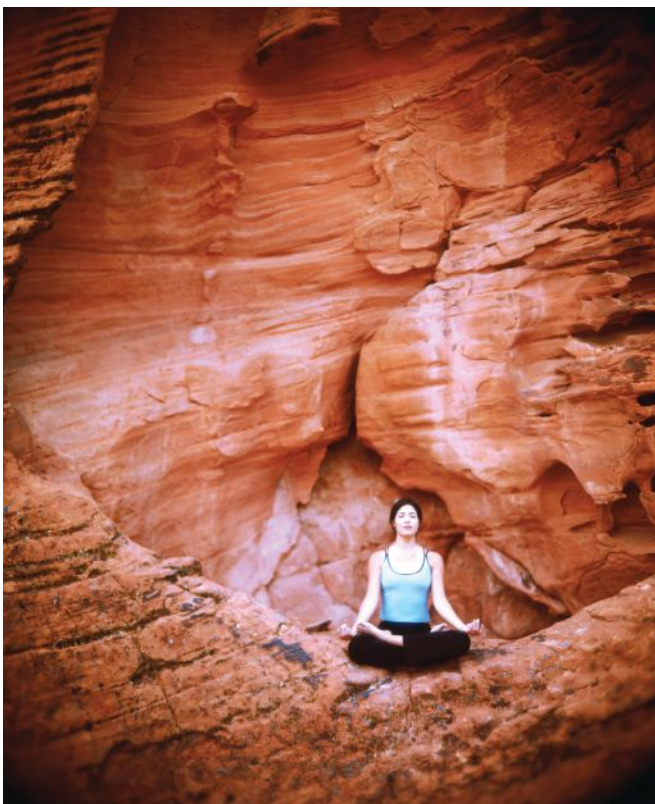
New York March 8 - 10 BOOTH #652

hawrychmdlash.com

1205 Piper Boulevard Suite 204 Naples, FL 34110 1-800-599-8767

Red Rock Retreat

Tucked away in Utah's Red Mountain Resort lies SageStone Spa & Salon, where guests can unwind after exercise and adventure. **by Alisha Racker**



The Distinction

Just outside the desert town of St. George, Utah, Red Mountain Resort has been a retreat for more than 20 years. The adobe-style SageStone Spa & Salon was introduced to the 55-acre property in 2006. The resort is known for its focus on improving guests' health, wellness and balance, so it's no surprise the award-winning spa follows a similar ethos.

With a dome exterior, the spa spans three levels, providing guests with sweeping views of the resort's picturesque red rock backdrop. Taking inspiration from the natural surroundings, SageStone uses custom-blended indigenous desert botanicals, local honey and mineral-rich muds, clays and salts in its spa treatments. Ancient health and beauty rituals practiced all over the globe were also considered when designing the service menu. "Our goal is to offer guests transformative and continued results well beyond their stay," explains Marci Howard-May, SageStone director of spa and wellness.

Capturing Clientele

Howard-May believes that catering to the active resort clientele is a major reason for the spa's success. "Guests who come for adventure and the red rock scenery will find that our spa treatments are inspired by those very things," she explains. Some of the resort's retreat packages even include

SORELLA

APOTHECARY



EFFECTIVE. CLEAN. BEAUTIFUL.
PROFESSIONAL SKIN CARE.

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



SAGESTONE SPA & SALON

LOCATION:

Ivins, Utah

OWNER:

Red Mountain Resort

OPENED:

2006

THE SPACE:

The spa covers 8,000 square feet, spreading over 3 floors to offer 14 treatment rooms, including 2 wet rooms, 1 multi-purpose room, 2 facial rooms, 8 massage rooms and 1 couple's massage room. The full-service salon has 1 hair station, 2 manicure stations and

2 pedicure stations. Men's and women's locker rooms have steam rooms and showers, and the second floor provides a relaxation area with a view.

STAFF:

7 front desk staff, 7 locker staff, 8 estheticians, 11 salon professionals (hair stylists and nail techs combined), 28 massage therapists, 2 managers and 1 director

WEBSITE:

redmountainresort.com/sagestone-spa-and-salon

credits that can be redeemed at the spa, weaving together the two experiences. For example, "We offer a Red Rock Hikers Massage to alleviate the strains from an exhilarating day," Howard-May says. Offering new spa techniques while maintaining favorite signature services and introducing nontoxic, natural and results-driven products further contribute to the spa's appeal.

An e-newsletter keeps spa-goers informed about new treatments, discounts and announcements. Returning guests can gain access to the resort's Adventure Club, where they receive special perks like discounts on regularly priced spa services, wellness and retail purchases. And Black Friday deals, as well as other seasonal promotions, entice clients to rebook spa experiences.

Management M.O.

Tracey Welsh, general manager of Red Mountain Resort, encourages the SageStone Spa & Salon team to "be well where you work." In other words, employees are invited and encouraged to enjoy the resort amenities, fitness facilities, classes and activities. She believes that allowing staff members to fully immerse themselves in the spa gives them the opportunity to feel like they're truly part of a team and the overall wellness experience. "We empower our therapists to customize treatments to meet the needs of each guest," adds Welsh. "Our menu provides a great base, but it's ultimately our therapists who take the treatments to a transformative level."

In-Demand Services

The spa's signature offering, the Red Mountain Revitalizer (75 min./\$175), is a full-body Vichy shower experience with a prickly pear body scrub, massage and cleansing scalp treatment. From seven showerheads, warm water cascades



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



over the guest's body as the therapist customizes each step of the service to suit individual needs. "Guests feel pampered from head-to-toe, which is especially refreshing after a day of outdoor adventure or working out," notes Welsh. "Replenished" is the word Howard-May says best describes clients who receive the service.

The Sleep Tonic Massage (75 min./\$185) is another popular body treatment designed to alleviate insomnia and calm the mind by focusing on specific areas of stress. "Applying efficient pressure to targeted areas facilitates the body's production of serotonin, a precursor for melatonin production," explains Welsh. Since sleep and rest affect a person's overall health and wellness so greatly, perfecting this treatment was paramount for therapists, who incorporate a calming massage oil and crystals into the service.

The Goods

The spa uses Body Bliss, Zents and Phytomer for massage and body treatments, and June Jacobs and Éminence products for skin care. SpaRitual and FarmHouse Fresh are used for nail services, while Aloxxi is featured in the hair salon. Additionally, retail products can be purchased in the spa's boutique. 🌿



STOP JUST NEEDLING START INFUSING

Rejuvenate skin with micro-needling

- + repair
- + resurface
- + rejuvenate




prismaticue

954-3535683 - 754-2043994
www.prismaticueusa.com

#LIBROWWORKS

OUR AWARD WINNING SERUM USES AN ADVANCED TECHNOLOGY AND A UNIQUE, PHYSICIAN FORMULATED BLEND OF THE HIGHEST QUALITY INGREDIENTS.



LIBROW® CONDITIONS AND FORTIFIES HAIR FOLLICLES RESULTING IN BROW PERFECTION.

APPLY TODAY AT LILASHPROS.COM



BATTLING LASH SENSITIVITY

Question: Are some lash clients too sensitive even for purified, distilled, nontoxic, formaldehyde-free, medical-grade lash extension adhesive?

Sophy Merszei, molecular biologist, cosmetic chemist and CEO/founder of NovaLash: “Sensitivities and allergies are a very complex topic because many beauty professionals are not trained to tell the difference between the two. Studies estimate that only about 5 percent of people could have an allergy to cyanoacrylate when it comes into direct contact with the eyelid skin. And, a new study from the University of San Diego College of Medicine, Dermatology and Allergy/Immunology, has found that abrasions to the skin play a major role in how sensitive patients’ skin reacts to cyanoacrylate. Most cases of eyelid irritation—itching, swelling and redness—are not caused by adhesive (assuming the adhesive is made by a quality manufacturer like NovaLash). Adverse reactions are actually caused when lash artists opt for low-quality, inexpensive extensions, which tend to have needle-sharp, pointed, inflexible polymer bases that cause abrasions to the eyelid during sleep. High-quality extensions, such as NovaLash’s NovaMinx polymer extensions, are smooth and softly polished at the base to help prevent any micro-abrasions.

Also, when dealing with a client with hypersensitive health, it’s important to keep in mind that the best way to truly find out what is irritating the client is to systematically eliminate all of the variables that could cause or contribute to their sensitivity, one at a time. This includes swapping out cheap, low-quality extensions for high-quality ones (the smaller the diameter, the better for sensitive eyes); traditional lash extension adhesive for latex-free, strong-hold strip lash or cluster glue; and both paper and plastic medical tape, under-eye gel patches and under-eye stickers for each other, one at a time. (Doing so will help determine the main culprit.)”

POSITION PERFECTION

“Wearing the proper magnification while applying eyelash extensions, permanent makeup, etc., is very important not only to your eyes, but also your ergonomics. When purchasing customized magnification, we not only take your eye prescription into account, but also how your body is positioned and how far away you’re actually sitting from your client. Creating a precise and customized magnification forces you into the proper position to keep your neck, shoulders and back comfortable and not slouching.” —*Jacie Eber, regional sales representative, Designs for Vision, designsforvision.com*



Educational ADVANCES

PROVIDING THE BEST LASH SERVICES FOR YOUR CLIENTS isn’t just about premium product; a successful lash artist knows that great education is also key. Nikki Huebner, founder of EndureLash by Endure, understands just how important education is in order for lash artists to refine and perfect their skill set. As a result, the creator of the first-of-its-kind EndureLash Organic Cleansing Cloth has now launched the EndureLash by Endure Beauty Pro Training Academy. “Our goal is to educate lash technicians on how to develop and hone their own artistic skill set, offer them ways to be better business owners, make more money and become better artists,” Huebner says. To that end, she has carefully selected a team of lash trainers from across the United States and Canada to lead different courses, from one-on-one trainings to group trainings to online courses, with a variety of lash techniques: Classic, Volume, duo (Classic and Volume) and Mega Volume extensions. In addition to lash application, students will learn about styling and business development, as well as have the opportunity to learn from experienced estheticians and celebrity makeup artists to add another layer of exclusive artistry to the students’ repertoire. Courses range in price from \$500 to \$1,650 depending on the subject. “We want to teach lash technicians how to find their own art, love their own creations, build their lash business and change the lash game together,” Huebner enthuses. For more information on classes and schedules, visit endurebeauty.com.

45 Day Free Trial
plus Special Pricing!



Professional Magnification for the BEST results



True magnification for
maximum accuracy

Wider field of view for
**increased speed
of application**

Enhanced depth of field
to **enable evenly
spaced extensions**

Rectangular optics to
maximize peripheral vision
and **decrease fatigue**

Custom measurements
for the **best posture and
ergonomic comfort**

CONTACT US

for Special Beauty Industry Pricing
and a 45 Day Free Trial



Designs for Vision, Inc.

1.800.345.4009

info@dvmail.com

DesignsForVision.com/Beauty.htm



Before



After



Before

After 1 hour of application time
(100 of Glam 5D fans applied)

TIME IS MONEY

INCREASE YOUR INCOME
AND DECREASE THE
TREATMENT TIME WITH

Glam 5D Lash

Pre-made to Perfection,
BL Glam 5D Lash is
0.07mm 5D volume
lash tray with 240
ready-to-go fans.

All you need to do is
grab the fan from the
tray and apply to the
client's lashes.

BL

PURCHASE ONLINE
bllashes.com

SEAL THE DEAL

There's a new trend in lash extension after care: sealants. These products offer protection against adhesive breakdown while keeping extensions glossy and moisturized. "Imagine what top coat does for a manicure—that's what a lash coating sealant does for lash extensions," says Jiyoung Ko, product development and education manager for BL Lashes. Sealants come in either clear or black formulas and include a mascara-type wand or brush tip. Clients should use a new, dry lash wand specifically for the sealant to apply to extensions once a day, preferably in the morning. "After finishing your makeup routine is the best time to apply it," says Ko. Besides protecting the lashes, sealants can also give clients who wear Volume or hybrid extensions a more versatile look, offers Michelle Rath, founder and owner of Sinful Lashes. A fresh set of Volume or hybrid lashes have a "fluffy" appearance, but adding a coat of sealant can change the look into something a little more edgy and defined, Rath says, giving clients more options in their lashes.



RAINBOW BRIGHT

Add a hint of color to your lash extension services with the new Glad Lash Rainbow Unicorn Color Lashes. Available in every color of the spectrum, in 16-row trays of .07 or 12 rows of .15, and with lengths up to 18 mm, creating fun and fabulous lashes has never been easier. eyelashextensions.com



**BL Lashes
Black Diamond
Coating Sealant**
bllashes.com



**Sinful Lashes
Lash Sealer**
sinfullashes.com



**Borboleta Clear Lash
Sealant**
borboletabeauty.com

BATTING A THOUSAND

New Rapid Smart Russians from Aki Lashes make creating lash fans a breeze. The three layers per strip (as opposed to the standard two in Smart Russians) allow for a denser fan, which produces bold, wispy and fluffy extensions. akilashes.com



COURTESY OF MANUFACTURERS

THE MAKEUP SHOW HOUSTON.

A Beauty Experience

MARCH 21-22, 2020

HILTON HOUSTON POST OAK

THE MAKEUP SHOW NYC.

A Beauty Experience

MAY 3-4, 2020

METROPOLITAN PAVILION, NYC

Photographer & Makeup: @danessa_myricks, Model: @chidi.mma

Experience the largest pro-only beauty event in the US!

Learn new trends and techniques from Airbrush,
Beauty, FX, Bridal & Body Art on our Main, Seminar and Demo Stages.

Shop pro-driven brands in makeup, skincare and
hair care at pro discount prices.

Find mentors, meet industry leaders, refill your kit and learn about new products
and programs that will help bring your career to the next level.

Connect, Collaborate and Create at The Makeup Show, a beauty experience
not to be missed!

Smashbox Cosmetics. Alcone. Kryolan Professional Makeup. Crown Brush. LimeLife.
Friends Beauty. Perricone MD. Amika. Zuca. Danessa Myricks Beauty. MustaeV.
Mario Badescu. Temptu. Nuestro Secreto. Glamcor. Face Atelier. MYKITCO.
Ruby May Cosmetics. Marmalade Nails. MAKE UP FOR EVER. and MORE!

Advance tickets available online at www.themakeupshow.com
For more details, contact info@themakeupshow.com or call 212.242.1213

LIFT OFF

Discover how a simple service combined with the right retail can lift clients' lashes and your bottom line.

When clients want the ultimate in thick, luscious and flirty batters, then lash extensions are a must. But what about those who want a break from the constant fills or something a bit more natural? That's where lift services come in. "A lash lift is like a perm for the eyelashes," explains Anna Phillips, founder and chief innovation officer at The Lash Lounge. "It's a quick, easy and safe alternative to using an eyelash curler with none of the effort."

While the "lunchtime" service enhances clients' lashes for a bright, eye-opening look, it may not be what they hope for if their natural lashes are short, brittle and lacking luster. Enter lash enhancing serums. These products are used daily—typically in the evening before bed—and after about four to six weeks, lashes appear healthier, longer and fuller. Now, think about a client who has used a lash serum and then books a lift appointment—*voilà!*—you have a truly stunning effect.



Before



After



SERVICE STARTUP

Before you integrate a lash lift service into your menu, you need to know what it entails, and it's relatively simple. First, the client's lashes are secured to a silicone rod with adhesive. Then, two products are used: "First, a perming solution to break the disulfide bonds in the hair to soften and sculpt the lashes," explains Phillips. "Then the neutralizer is used to reinforce the hair and set the curl. And that's it!" Aside from waiting 24 hours after the appointment to wet lashes, there's no after care or maintenance. The service lasts up to eight weeks, and Phillips encourages clients to come back every six to eight weeks for their next lift.

Another similar service that you can offer is a "lash relax." "Clients who have very curly lashes might find that lash lifts can actually over-curl the lashes," says Los Angeles-based celebrity and permanent makeup artist Michal Cohen. "For those clients, I like to offer a lash relax where I use the same formula to straighten curled lashes to give a more natural look."

MAKING CONNECTIONS

Clients come to you not only for your skill, but also because of your knowledge, and nothing reinforces this relationship like retail. Particularly when it comes to the pairing of lash lifts and eyelash serums, education is key to providing a positive service/retail experience. "When clients come in for treatments, ask about their

New
packaging has
launched!



RapidLash®, RapidShield® and RapidBrow®
for your own natural, healthier-looking
lashes and brows in just 4-6 weeks!

RapidLash®
EYELASH ENHANCING SERUM

RapidLash® can be used with lash extensions.

rapidlash.com • 877-760-6677

Clients come to you not only for your skill, but also because of your knowledge, and nothing reinforces this relationship like retail.



goals for long-term results and recommend products that fit their needs,” advises Michelle Huber, director of sales and education for Beautiful Easy/LiLash. “A lash lift and LiLash are such amazing partners—the lift helps define the curl of the lash, while our purified eyelash serum helps define the appearance of length and fullness,” she enthuses.

For clients who are coming off of lash extensions, this is the perfect time to upsell. “Lash technicians can recommend that their clients use a serum like

RapidLash four to six weeks prior to a lash lift service,” suggests Nicole Pigott, brand manager for RapidLash. “This way, the lash technician will have a durable lash line to work with for the treatment.” For new clients who are looking for a less costly service that’s low-maintenance, introduce them to the benefits of eyelash serums in conjunction with the lift to improve their overall results. “Ultimately, education is key when it comes to genuine connections of products and treatments,” says Huber. 🍷

Retail Favorites

If you’ve yet to stock your retail with lash serums, check out a few of these top sellers.



RevitaLash Advanced Eyelash Conditioner

BONUS: The original eyelash-conditioning formula created by founder Michael Brinkenhoff, MD, to help make his wife feel beautiful during her fight against breast cancer. revitalash.com



LiLash Purified Eyelash Serum

BONUS: Physician-formulated, ophthalmologist-approved, never tested on animals and safe for sensitive eyes and contact lens-wearers. lilash.com



RapidLash Eyelash Enhancing Serum

BONUS: Formulated with proprietary Hexatein 1 Complex, a unique blend of lash-enhancing, conditioning and fortifying ingredients specifically designed to target eyelashes from every angle. rapidlash.com



Grande Cosmetics GrandeLASH-MD

BONUS: The one-swipe wonder infused with a nourishing blend of vitamins, peptides and amino acids. grandecosmetics.com



Hawrych MD Lash Hawrych MD Eyelash Enhancer

BONUS: Embodies everything that founder Andrew Hawrych, MD, is passionate about: great results, proven ingredients and the latest technology. hawrychmdlash.com

SAVE TIME &
MAKE MORE MONEY
WITH NEW
AKI LASHES
PRE-MADE FANS



LENGTHS:
8MM - 18MM

DIAMETERS AVAILABLE:
0.03
0.05
0.07
0.010

CURLS

C

D

D+



3D

4D

5D

6D

8D

10D

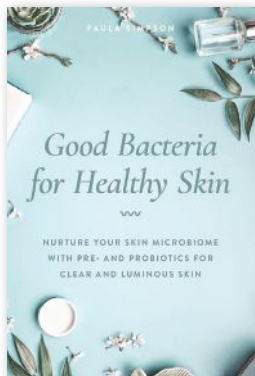


AKI LASHES

Tel: 310.935.4303

 @akilashes

www.akilashes.com



BOOK NOOK

If you're still not totally clear on how probiotics can boost clients' complexions, you'll want to check out *Good Bacteria for Healthy Skin* (Ulysses Press, 2019). Written by a celebrity beauty nutritionist and biochemist, it's a comprehensive and science-backed exploration of what the skin microbiome is, what it does and how you can nourish it with products, natural treatments and a skin-friendly diet. Author Paula Simpson teaches readers how lifestyle affects the skin microbiome, how microbiome imbalances impact skin conditions and the many other benefits of both probiotics and prebiotics. Her expertise is perfect for skincare pros and anyone looking to discover professional secrets and the science behind achieving and maintaining a healthy glow.

ulyssespress.com



LAUNCH TIME!

A supercharged formula that corrects premature signs of aging caused by daily eye movements and environmental stress, the new **Dermalogica BioLumin-C Eye Serum** builds on the success of the brand's BioLumin-C Serum. The lightweight offering delivers a highly bioavailable vitamin C complex that dramatically brightens the eye area while firming skin and addressing fine lines and wrinkles.

dermalogica.com



TRENDING TREATMENTS

According to its first-ever

trend forecast report, Yelp has found that its reviewers are as passionate about finding the best facialists as they are about the hottest places to eat. Here are just a few of the most talked-about (and booked) spa services on the platform:

- **HYDRAFACIALS** The popularity of this specific skincare service has skyrocketed over the last five years among Yelpers.
- **IV DRIP THERAPY** Searches for the rumored hangover and jetlag cure are up 44 percent in the last year, especially as the experience has been popping up on spa menus across the U.S.
- **SPEEDY MEDSPA SERVICES** Yelpers love their Botox and fillers, but they're seeking out more businesses like New York City's Ject, a medspa where getting injectables is as quick and easy as going for a wax.
- **HOLISTIC HEALING** From Reiki to salt room therapy, the platform has seen a serious rise in searches for alternative treatments.

OUTSMARTING ONLINE SELLERS

It's no secret that retail is going through big changes as consumers increasingly shop for products online. But a recent report from market research firm Ipsos suggests that there are still plenty of ways to secure in-person sales, especially if you're in the beauty business. Some key findings worth considering:

GIVE THEM A TEST. Most Americans are still reluctant to buy cosmetics that they've only tried on virtually—and this is particularly true when it comes to purchasing foundation, tinted moisturizer, concealer and hair dye.

OFFER NATURAL OPTIONS. While about half of North Americans are loyal to their beauty care products, "natural" ingredients are a strong trigger for brand defection. Among American

respondents, 66 percent said they would try new products from other brands if they were natural, while 57

percent of Canadian respondents said the same.

MARKET TO MOMS. Influencers like Kylie Jenner may have millions of followers, but mothers have the biggest impact on people's beauty routines. About half (49 percent) of global respondents said their mothers had the biggest influence on their beauty regimens, well ahead of online videos (34 percent) and Instagram (31 percent).



NEW LEASE ON LIFE

Have you ever thought about renting out your spa for TV shoots, workshops or special events? Something akin to an AirBnB for small businesses, **Peerspace** allows beauty and wellness establishments to do just that—making it possible for owners to generate extra revenue from their facilities when they're not being used. In fact, more than 300 properties have already listed their locations for photo, film and music video shoots. Some also make their spaces available for classes, including eye lash training, product education, skincare workshops and more. peerspace.com



TRAINING DAY

CIDESCO will soon be opening its new and exclusive CIDESCO Training Salon, located at the international beauty association's head office in Zurich, Switzerland. The venture will provide the highest standards of education, including webinars aimed at offering CIDESCO international examiners continued professional development training, as well as assisting sections and schools with insights into changing industry trends. The development of the new training facility is sponsored by top providers who share its ethos in quality of training and services, including leading skincare brands Repêchage and BABOR; Italian spa furniture makers LEMI; U.K. spa uniform supplier FLORENCEROBY; and German electrical equipment manufacturer IONTO-COMED.

cidesco.com

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



Good Vibrations

Spas are ushering in a new age of services that harness the power of healing crystals. **by Lotus Abrams**

WHETHER OR NOT YOU'VE personally experienced the healing power of crystals, one thing is clear: Their growing mainstream popularity is undeniable. As evidenced by the recent proliferation of crystal-filled water bottles and crystal facial rollers—and their endorsements from high-profile fans—these healing stones are being lauded as the new must-have accessory. Singer Adele has been known to carry crystals during her performances; Australian model Miranda Kerr says her clear quartz crystal wand studded with rose quartz is a treasured possession; and pop star Katy Perry has proclaimed that her favorite crystals are rose quartz and amethyst. No longer just for new age enthusiasts, healing crystals are even starting to be incorporated into a variety of spa services designed to appeal to spiritually inclined (and curious) clients looking to soothe and treat the body and the mind.

At Chicago-based Allyu, for example, the signature Indonesian Wild Ginger & Coconut manicure and pedicure includes an energizing heated quartz, jasper and tourmaline crystal massage. At the Phoenician Spa in Scottsdale, Arizona, the Gem Stone Healing facial begins with crystals placed on and around the body for healing energy, and then utilizes a gem polish exfoliation and rose quartz gem clay mask. And at Côte's Los Angeles location, the Healing Crystal Pedicure, which features a rose quartz and essential oil soak, as well as a crystal massage using labradorite and blue calcite, has been so well received that the owners are considering offering it at their New York nail salon as well. "Customers have been over the moon enjoying this treatment," says Côte cofounder Leah Yari. "We've had bridal showers based on this service because it's such an amazing experience."

IT'S THE GOLD STANDARD

**Choose from one of TWO OPTIONS:
Color Up STUDENT Program or Color Up MASTER Program.**

From holistic skin practitioners to medical aestheticians, permanent makeup artists, waxing technicians, massage therapists, body workers, nail technicians, and even hair stylists; every spa professional can incorporate Color Up Professional CBD products into their practice. **NOW** take your professional education to the next level by learning how introducing CBD skin and body care into your spa practice is more than just a trend, but an integrative approach to functional healing for body, mind, and spirit. It's not just a LUXURY, it's a LIFESTYLE.



www.colorupwholesale.com

Despite the recent boom, however, crystal healing is not new. The practice of using crystals to cure ailments and protect against disease actually dates back about 6,000 years to the Sumerians of Mesopotamia, and was later used in ancient Greece and Egypt, and in religions like Buddhism and Hinduism. Proponents believe that crystals can focus energy in the body, and that each type of crystal has unique healing properties.

"The basic laws of physics teach us that everything in the universe is made of energy, vibrating at different frequencies," explains certified crystal healer and celebrity manicurist Mazz Hanna. "Crystals vibrate at a very high frequency, and humans—for a variety of different reasons—vibrate at a much lower one. The way that energy works is that it naturally wants to entrain with whatever energy is vibrating at a higher frequency. When we bring crystals into our space, it elevates our frequency, allowing us to reap many different benefits, specifically to our health and well-being."

Hanna, a former creative director in advertising, left her career to follow her true passions, crystals and nails. Her trademarked Crystal Healing Manicure is now in high demand with her A-list clientele, including Julia Roberts, Emma Roberts and Selma Blair. "My mission from the very beginning was to make crystal healing practical, which is what led me to create the Crystal Healing Manicure," says Hanna. The service begins with a chakra analysis, which Hanna consults before creating custom-blended tinctures, sprays and oils using various essential oils and crystals tailored to her clients' individual energetic needs. "From there, I sage the space, create a crystal grid, give a CBD- and crystal-infused massage to the arms and hands, and then get to work putting crystals on their nails," she says. "Having crystals on your nails is a practical way to reap their energetic benefits."

Hanna has also recently launched a luxury line of crystal-infused skincare products. "As a certified crystal healer, it was very important to me to use crystals that help with whatever issue our product is trying to resolve," says Hanna. "For example, our cuticle oil has an amethyst roller ball; amethyst is the stone to call on if you are trying to break bad habits like biting and picking. All of our products are clean and natural, using organic ingredients whenever and wherever possible."

Côte has also launched a crystal healing nail care product for retail, the Treatment Traveler Set, which consists of six of the salon's popular offerings—

Rock On

Promote good vibes at your spa by offering a selection of crystal healing products.

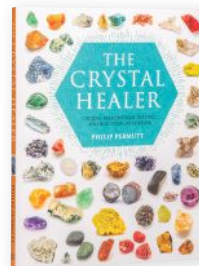


WAX & WANE JEWELRY
Crystal Bracelets
waxandwanejewelry.com



MAZZ HANNA
Cuticle Oil
mazzhanna.com

THE CRYSTAL HEALER:
CRYSTAL PRESCRIPTIONS
THAT WILL CHANGE YOUR
LIFE FOREVER
barnesandnoble.com



CRYSTAL BAR SOAP
Spirit of Eternity
crystalbarsoap.com

AQUARIAN SOUL
Quartz Crystal
Salt Scrub
shopaquariansoul.com



GEM-WATER
Miss Unicorn
Bottle
gem-water.com



CÔTE
Treatment Traveler Set
coteshop.co





FOR
SILKY
EVER-AFTER
SKIN

WATERMELON AID WRINKLE-OUT | SILKY GELÉE SERUM

INSTANTLY REDUCES THE LOOK OF WRINKLES | FEELS WICKED SILKY.



CBD + WATERMELON EXTRACT + FHF GROWN CUCUMBER

Use our quenching Watermelon-Basil Collection for face, body and mani-pedi.

FarmHouse Fresh P: 1-888-773-9626 | Kim@FarmHouseFreshGoods.com


·FHF·
FARMHOUSE FRESH®
DELICIOUSLY GROWN SKINCARE®

MINERALS THAT ACT LIKE A TREATMENT

- FLEXIBLE OPENING ORDERS
- SMALL FOOTPRINT BIG IMPACT
- ALL NATURAL

BETTER MAKEUP
= BETTER SKIN

AM

CALL 800-439-9936

WWW.ADVANCEDMINERALMAKEUP.COM

A
D
V
A
N
C
E
D

M
I
N
E
R
A
L

M
A
K
E
U
P

ALTERNATIVE HEALTH



Sweet Treat

The perfect complement to crystal healing services, Los Angeles-based Good Vibes Cookie Co. (goodvibescookieco.com) Crystal Cookies come in a variety of designs inspired by different stones. Each cookie is handmade and hand-painted by founder Jodi Mannis. "My Crystal Cookies are replications of actual crystals made by Mother Earth with their healing properties," she says. "The sky's the limit since I'm a trained artist and graphic designer, so basically, if you dream it, I can create it!"

including Resurface & Repair Base Coat and Protecting Base & Top Coat—each infused with crystals. For spa owners who aren't ready to introduce healing crystal services, retail certainly provides an approachable means to tap into the trend. Namaste in Studio City, California, stocks crystal water bottles in its retail area, while other spas offer a curated selection of crystal jewelry and books about the practice of crystal healing.

While crystal-based treatments may not be the right fit for every client, their emerging presence in spa services is indicative of the increasing number of people gravitating toward them. "I think that wellness is going through a transition that extends beyond physical self-care into the mental, emotional and spiritual realms," says Hanna. "In the busy world in which we live, it's important to integrate this new type of wellness into our routines and rituals. Pairing crystal healing with spa services—a ritual many women prioritize—makes total sense." 🍪

SPONSORED BY MORGAN TAYLOR

In Fashion

The dynamic duo behind the Morgan Taylor brand, Morgan Haile and Taylor Daniel, shares their experience partnering with top designers on the runway.

For a long time, beauty on the runway was relegated to hair and makeup only. But as nails and nail art began to garner more attention, so too did fashion designers want to incorporate them into their runway looks. Today, nails are often an extension of the designers' seasonal looks. Taking part in the movement? Morgan Taylor. The brand has participated backstage at a number of notable Fashion Week shows from New York to London to Paris. Here, Morgan Haile and Taylor Daniel talk about how nails play a part.

What is the best part about partnering with designers for Fashion Week?

The best part by far is the collaboration, creating such great runway pieces together. The hair, makeup, nails and outfit might all look different, but when everything comes together it's magical. The little details—like nails!—really make the whole look complete.

Morgan Taylor has been working with Rodarte for a long time now, most recently for the Spring 2020 Look Book. How did that partnership come about?

It started about four or five years ago at New York Fashion Week. We were their nail sponsor, and we bonded over our similar businesses—Rodarte's Kate and Laura Mulleavy are sisters who run a fashion business, and we're also a family business. The Rodarte style is breathtaking, and Kate and Laura always consider how the nails fit into the complete look. We tried to create nails that really incorporated their style and inspiration to make something special. It's really important to work with a partner who understands this. That first show turned into a great partnership for years to come.

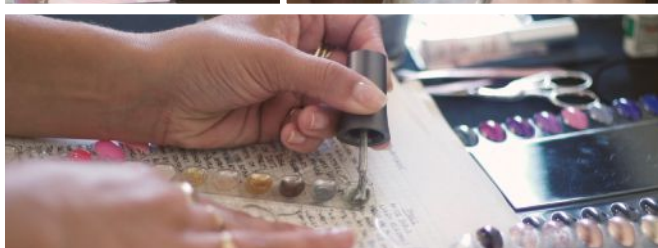
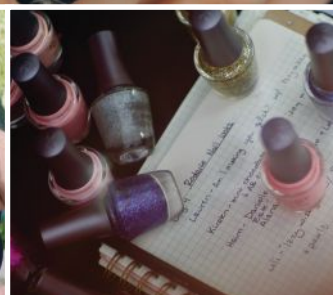
What were your favorite nail looks from the Spring 2020 Rodarte Look Book?

This is tough! Probably the iridescent look with the pearl detail. It's such a timely design that can be easily created. Layer Morgan Taylor Adorned in Diamonds and Izzy Wizzy Let's Get Busy, then add small to medium-size pearls on top. It's a classic look for any occasion.

What other shows had standout nails?

A memorable show for us was The Blonds—the designers are so creative! For this show we created about five different futuristic styles, from multiple stones to geometric shapes to metallic fades. Each set of nails was matched with a different hairstyle, makeup look and outfit.

morgantaylorlacquer.com





Safeguard Your Spa

Planning for disaster is essential for protecting your business.

by **Karie L. Frost**

WE OFTEN PICTURE DISASTERS as they're portrayed in the movies: roiling cyclones or blazing fires. But the truth is, catastrophes come in major and minor forms, and if you don't have a backup plan in place, their negative impact could have a costly effect on your business. Even if you haven't experienced one or more of the following scenarios, you'll want to prepare for each situation—just in case.

NATURAL DISASTERS

Earthquakes, hurricanes, floods and fires can happen—and along with them come property damage, disruption and possible injury. Unfortunately, more than 40 percent of businesses never reopen after a major disaster, according to the Federal Emergency Management Agency (FEMA). Even more shocking: Two years later, only 29 percent of those that reopen remain operational.

To avoid becoming a statistic, have an emergency

response plan in place. According to the Department of Homeland Security's Ready Campaign, you'll first need to conduct a risk assessment to identify potential emergency scenarios, allowing you to develop plans and procedures to prepare staff (think: fire drills, taking shelter for tornados, shelter-in-place for chemical clouds and lockdown for violence).

You'll want to have a first aid kit and fire extinguishers that employees can easily access and know how to use. Also, outline an evacuation strategy for staff, appoint an "evacuation leader," hold periodic practice drills and make the plan easily visible to everyone on the premises. Should you need guidance in drafting an evacuation plan and procedures, the U.S. Occupational Safety & Health Administration (OSHA) offers handy tools at osha.gov. You can also reach out to your local fire and police departments for know-how and to find out what their projected response time is for specific types of disasters.

See The Grande**DIFFERENCE**



100%
Saw Fuller
Looking Brows*

94%
Saw Healthier
Looking Lashes*

91%
Saw Longer
Looking Lashes*



**Grande
Cosmetics**

Available at SalonCentric® & local distributors
grandewholesale.com | 1.877.835.3010

*Based on consumer studies. Results will vary.

1

GrandeLASH-MD:
Apply once every night for
longer looking lashes in 4-6 weeks.



2

GrandeMASCARA:
Use daily for an instant lengthening,
thickening & conditioning effect.



3

GrandeBROW:
Apply once daily for bolder
brows in 6-8 weeks.



Be sure to have up-to-date emergency contact information, as well. Names, phone numbers and addresses for all staff and clients should be uploaded to a cloud service that you can access no matter where you're displaced. When Kingwood Nails & Spa in Kingwood, Texas, flooded in Hurricane Harvey, an emergency communications plan helped owner Vincent Nguyen remotely assess damage from people on site, as he was out of the state at the time. "Once we returned, we immediately had to clean out the salon and see what was salvageable so that we could contact local distributors and begin the rebuilding process," he says.

Delving into the aftermath of the disaster requires a plan, too. Set up protocols for assessing damage, salvaging items, protecting undamaged property and cleanup. If you need help for post-disaster site management, FEMA provides resources to guide you through the planning process at [fema.gov](https://www.fema.gov). Although Nguyen didn't have flood insurance due to the spa location not being in a flood zone, he now believes talking through all possible scenarios with an insurance company is vital preparation for natural disasters. "That way, when the unexpected happens, you'll be in a better place," he says.

EMPLOYEE ILLNESS

A last-minute sick day request from a team member is preferred to employees spreading illness at work. Why? Sick employees are less productive, less attentive to safety and less likely to produce quality work, all of which can seriously impact your business, according to Commerce Clearing House (CCH), a provider of human resources and employment law services. In order to discourage “presenteeism” (i.e., employees showing up to work sick), develop a protocol that endorses staying

at home when ill and educate staff members about why this benefits the business. Then, make sure that you, as the owner or manager, lead by example.

Of course, when a team member is out sick, instituting client rescheduling procedures is imperative. This includes making these known in person and online during the booking process. "My staff notifies me right away if they're sick so we have time to call clients," says Somer Adams, owner of La Bella Salon in Glastonbury, Connecticut. "We give them the option to book with someone else or reschedule."

That said, when an illness is last minute (such as the burst appendix one of Adams' employees suffered), clients might not get the message before showing up. In these instances, says Adams, "Our plan is to always accommodate. We offer whatever we can do in the time allotted, and that keeps people happy."

CLIENT INJURY

A fall, an allergic reaction, a cut: Most client injuries can be prevented, but if they do happen, you'll want to be proactive. First, make sure you have general liability insurance. "It's not that expensive—especially for independent contractors, who should really have it, but tend not to invest in this coverage," says Adams. "It will save you should anything happen."

Ask first-time clients to provide emergency contacts and fill out a health history card that alerts you to allergies or medical issues that could be impacted by spa services. Again, make sure employees know where the first aid kit is located and how to use it, and that they can access emergency contact information in the event an owner or manager isn't there.

The Ready Campaign recommends having a CPR-trained employee (typically the manager) take





SILHOUET-TONE®

Serving aesthetic professionals since 1965



SILHOUET-TONE (U.S.A) INC.

2043 NW 87th Avenue

Miami, Florida 33172 USA

1 800 552-0418

stusa@silhouettone.com

www.silhouettone.us

Award-Winning Equipment and Furniture

over in life-threatening incidents. And, although an opioid overdose might not be top of mind, Joanne Sorbello, owner of Stone Ridge Salon in Stone Ridge, New York, says she's currently mulling over Narcan training. "Due to a recent incident, I'm thinking we as business owners/professionals may need to take this type of training in case of an unexpected emergency," she laments.

EQUIPMENT FAILURE

Spas depend on a variety of tools, and when the power goes out—wham!—you're at a standstill. In such cases, it's good to have rechargeable, cordless equipment, as well as access to your clients' contact information via your cell phone (take a picture of a contact sheet, if need be) to reschedule anyone.

Burst pipes happen, too, and Sorbello says that you can mitigate the fallout by knowing where to turn off the water, ensuring employees know how to carefully evacuate clients so they don't slip and tasking staff with safely unplugging all electrical items. "Plus, it's extremely important to maintain relationships with plumbers and electricians; you never know when you'll need them," she notes.

As for a downed software scheduling system, institute a recovery plan for your data. Ask your software vendor whether it provides a "hot site" for IT disaster recovery, which notifies them of an outage and automatically stores your data until you can restore your system. Adams opted for web-based SalonTarget, which allows all employees to get their schedules on their smartphones. "Owners and receptionists can access the complete system from their phones, too, plus we have the main computer and three iPads. We also print a hard copy of the schedule every month—just in case," she says. In addition, research payment systems that have an offline mode. For example, the Square system will automatically queue payments swiped offline and process them once your connection is restored.

But one of the biggest precautions you can take is backing up your spa's data daily, either to a cloud service or an external drive. "I have an automatic backup sent to an external hard drive every two hours," says Sorbello. "I also have an extra laptop that has a version of the scheduling software preloaded to it in case my main computer melts down. Computers will crash with zero warning; this should be expected." 🍷



Feel Happy, Healthy, Relaxed

With professional products to keep you on the cutting edge and personal products for your wellness routine, it's easy to add CBD to your everyday life. Helping ease stress and anxiety, decrease pain, and enhance sleep, you get more energy and health so you can live each day to the fullest.

LAB + BLENDS®
Health and Wellness
By BIOTONE®

800.445.6457 | lab-blends.com



Experience the world of

Lycon
precision waxing™

LYCON COSMETICS USA

P (855) 890 2984 E info@lyconusa.com W www.lyconusa.com



Ahhh-MEN!

Six spas discuss the services that appeal most to their male clientele. **BY ALEXA JOY SHERMAN**

True story: Over the past several years, men have proven to be almost as into the spa experience as women. In fact, guys now account for a full 49 percent of all guests, according to the most recent Consumer Snapshot released by the International SPA Association (ISPA). What's driving the demand? "Men are becoming increasingly aware of the health and wellness benefits that spa treatments offer," notes Daisy Tepper, spa director at The Post Oak Hotel in Houston. "In most cases, they're overworked, stressed and tired, so they're looking for a brief respite from the craziness of their jobs and family life, and appreciate the calming atmosphere that a spa provides."



Of course, men also want to look their best. As a June 2019 Research and Markets report found, global male grooming product sales are projected to jump to \$81.2 billion by 2024 (up from \$60.6 billion in 2018). The report goes on to say this has been catalyzed by men becoming more aware of personal wellness and appearance, a rising societal pressure to always look good and shifting attitudes towards traditional masculinity. Given all this, it should come as no surprise that spas are creating a

wide range of services specifically for guys. “The spa environment can often be intimidating to the male clientele—however, when they see offerings just for men, they feel more comfortable and book treatments,” adds Kimberly Gagliardo, spa director at Spa at Norwich Inn in Norwich, Connecticut. If you’re in need of some inspiration for your own male-focused menu, look no further than the six services that follow, all of which are attracting dudes in droves.

Men’s Massage (80 min./\$260) **The Ritz-Carlton Spa | Los Angeles**

There’s no question that men love a good rubdown, especially if they’re athletically inclined. Dubbed “the ultimate male escape,” this ultra-relaxing option is designed to melt away muscle tension with a full-body massage using heated Basalt stones. “The stones target specific areas of concern, including the neck, lower back and/or shoulders,” says Tyneese Thompson, director of spa. But the experience doesn’t end there—it also includes a facial massage featuring a quick cleanse with Espa products, as well

as a scalp massage utilizing Espa scalp mud.

Getting the guy: Following the service, men report that they have a deeper understanding of self-care and how to get the most out of the spa experience, not to mention a clearer picture of what goes into a daily wellness routine and the benefits of the various skin, hair and body products. “We have a lot of male guests who not only return for this massage, but for our Men’s Facial (50 min./\$185) as well. They appreciate the entire experience we provide,” enthuses Thompson.



VALUAVITALY/ISTOCK

celluma®

Light Therapy



Celluma ELITE



Celluma PRO



Celluma SKIN



Celluma PRO and Celluma DELUX



*We are proud to be your
Professionals' Choice for Light Therapy!*

SEE CELLUMA NEXT AT:

MAR 8-10: IECSC NY, BOOTH #919

MAR 29-30: ICES PHILADELPHIA, BOOTH #609/611/613

ACNE | WRINKLES | PAIN
FDA-CLEARED

info@biophotas.com
(714) 978-0080
www.celluma.com

Gentlemen's Back Treatment (50 min./starting at \$155) **The Spa at Palms | Las Vegas, Nevada**

Although men at The Spa at Palms mostly seek out massages, waxing services and pedicures, this targeted treatment is especially popular during warmer months, reports Brandy Ashford, director of spa & salon operations. It begins with a deep exfoliation using Omorovicza Gold Sugar Scrub, made with colloidal gold, fair trade cane sugar and vitamin C, followed by a warm thermal mud mask to draw out impurities. Next, a relaxing foot massage concentrates on nerve endings, and the experience concludes with a back

massage using an aromatic firming oil made with plum oil and vitamin E, leaving the guest feeling completely refreshed.

Getting the guy: Male clients are extremely grateful for the way this treatment eases any aches and pains while removing bacteria and/or blemishes. "Having a nice, clean back is a confidence-booster for men, and it's a great before-pool service," says Ashford, who adds that a lot of female guests come in and request the service for their partners.



Solid as a Rock (50 min./\$145) **Rock Spa & Salon | Hard Rock Hotel and Casino | Atlantic City, New Jersey**

The ultimate in muscle relief for athletic male clients, this deep tissue massage finds therapists using their hands, elbows and forearms to restore peak performance. "They target specific areas to best meet the needs of each guest, incorporating massage cream designed specifically for techniques including effleurage, deep palm kneading, trigger point release and gentle stretching to optimize relaxation, relieve pain, eliminate toxins and make the body more comfortable," says Ginger McLean, director of spa operations.

Getting the guy: Male spa guests tend to report higher levels of stress and physical activity, so they're beyond thankful for the way this service melts away tension and soothes sore muscles, notes McLean. "Deep tissue massage incorporates sustained pressure using slow, deep strokes, targeting the inner layers of the muscles and connective tissue, and guests say this service eliminates muscle pain and stiffness and reduces inflammation, resulting in a greater range of motion," she adds.

DermAware®

BIO-TARGETED SKIN CARE

AGE

Firming, lifting and wrinkle control with TCA Hybrid Peel & Bio-Molecular Messengers.



ACNE

Zero downtime for all skin experiencing congestion, break-outs or acne prone skin. Excellent new treatment!



SENSITIVE

Multiple enzymes gently digest to renew thin, dry delicate skin. Use around eyes, lips or all over.



PIGMENT

Suppress the formation of new spots via four bio-chemical pathways. Brightening, lightening, beautiful glowing skin.

"I created DermAware® to empower the Skin Care Professional. Both natural and corrective, each product is formulated with the highest concentrations of bio-active ingredients and delivered to the skin via our proprietary Bio-Targeted® delivery systems for amazing results. Our customized layering, beautiful textures and natural aromas provide the perfect balance between nature and science. Follow your passion and join us for one of my educational seminars."

—Gül Ç. Zone, Biochemist



Booth 6231 IECSC CHICAGO Show

Show Class in Room W175C

Sunday, 4/19/20 12:30-2 pm

MODERN EXFOLIATION: HANDS-ON PEEL CLASS

Looking for quick solutions to generate income? Increase bookings, sales and client retention! Choose the correct peel for wrinkles, firmness, hyperpigmentation, acne, rosacea. Understand pH and how each peel works. Take advantage of this unique hands-on class. Explore our toolbox of acid, vitamin, peptide, enzyme, stem cell peels. Learn how to layer peels to target: Age, Acne, Pigment & Sensitive skin. FREE MINI PEEL KIT WHILE SUPPLIES LAST.

medical and spa
professionals
register now
www.dermaware.com/professional

504-469-3500 | www.dermaware.com



Gentleman's Facial (50 min./\$120) **Spa at Norwich Inn | Norwich, Connecticut**

This fully-customized service begins with a consultation to determine which products will best address each male client's concerns. It includes a deep cleansing/exfoliation, steam, extractions and a mask, and finishes with a luxurious face, scalp, neck and hand massage. "This facial is a wonderful choice for gentlemen concerned with signs of aging. It also provides relaxation for those with an overstressed lifestyle," says Gagliardo, who notes that guests are often inspired to take better care of their complexions

afterwards. "They appreciate the knowledge that our spa professionals can provide to them, and are motivated to take on a home regimen following their treatment," she explains.

Getting the guy: Men are blown away by the immediate results and can't stop raving about how great their skin looks, says Gagliardo. "Also, our facility allows them to enjoy a complete spa experience with sauna, steam room and Jacuzzi, optimizing these results," she adds.



Gentleman's Executive Facial (50 min./\$155) **Griffin Gate Marriott Resort & Spa | Lexington, Kentucky**

Perfect for sensitive and acne-prone skin types, this facial deeply purifies and decongests even the most problematic complexions so that male guests look immediately refreshed. That's largely thanks to the use of products containing a high level of propolis, which is derived from the honeybee in the Jura Mountains of France, and possesses potent healing and anti-viral properties. "The skin feels soft and soothed, and they have a brighter and more radiant-looking complexion," says Joshua McKnight, lead concierge, adding that it's great for guys suffering from razor burn.

Getting the guy: Although most of Griffin Gate's male guests typically visit the spa with a partner for a basic massage, they quickly realize they've been missing out on some much needed pampering, notes McKnight. "These gentlemen enjoy the massage so much that it piques their interest, so they explore other spa offerings like this facial," he continues. "Then, they discover the benefits of having extractions and deeply cleaned pores, and realize that taking care of their skin fits into their personal idea of having a healthy lifestyle."



It's official. You LOVE us.



Thank you for voting us your favorite SPF!

Learn more about our award-winning product at www.SeriouslyFAB.com.

Wholesale inquiries welcomed.



LIKE US ON
FACEBOOK



FOLLOW US ON
INSTAGRAM



FOLLOW US ON
PINTEREST

On the Rocks (No Time Limit/\$115) The Spa at The Post Oak Hotel | Houston

At long last, nails and males are going ... well, hand-in-hand—and liquor-loving lads are particularly big fans of this mani-pedi experience, which allows them to savor a scotch while getting impeccably groomed. The service begins with a gentle exfoliation of the hands and feet, along with an acupressure massage to alleviate tension. A nourishing foot wrap is next, and a trimming and buffing of the nails completes the treatment.

Getting the guy: Tepper notes that a large number of male guests schedule spa offerings like this one every couple of weeks. “We’ve seen more and more men requesting nail services,” she enthuses. “It’s become part of their weekly or monthly routine. In addition to appreciating the immediate improvement in their appearance, they’ve also reported long-term health benefits, including “better sleep, increased relaxation and an improved sense of overall well-being.” 🍷

WHO’S THE MAN?

Check out some of the guy-centric statistics from ISPA’s latest Consumer Snapshot.

- Men are most likely to book massage (64%), body services (30%) and fitness or sports services (29%).
- Men are most likely to visit a spa alone (51%) or with a partner (38%).
- Men are more likely than women to go to a spa with the intent of purchasing retail products (48% vs. 37%), as well as to make that retail purchase (68% vs. 61%).
- Most men have no preference as to the gender of their service provider (51%), while 36% prefer a female service provider and only 14% prefer a male service provider.

NEW

- Gel-like consistency
- Sculpt and contour with precision
- Superior grip with gentle removal of even the finest fluffy hairs
- Use on everyone!

NEW brow wax beads by
caronlab
AUSTRALIA



LightStim[®]
PROFESSIONAL

The Beauty of Technology

Voted #1 LED Bed Device in DaySpa's Professional Choice Awards



Experience LightStim

We look forward to shining with you at the following shows:

IECSC New York

March 8-10, Booth #627

ICES Philadelphia

March 29-30, Booth #802/804

ICES Dallas

April 5-6, Booth #304/306

2020 ***DAYS*SPA** PROFESSIONALS CHOICE **AWARDS**

Hundreds of spa professionals cast their votes to proclaim their favorite professional skincare and beauty products, both in and out of the treatment room. From antiaging and organic lines to cleansers and cosmetics, here are the *DAYS*SPA 2020 Professionals Choice Awards winners!*

* Winners are listed in alphabetical order. In instances where more than three products are included, the votes were too close to call.





LASH SERUM/CONDITIONER



Grande Cosmetics GrandeLASH-MD Lash Enhancing Serum
grandecosmetics.com

NovaLash Lash+doctor | novalash.com

RapidLash Eyelash Enhancing Serum | rapidlash.com

RevitaLash Advanced | revitalash.com

EYE MAKEUP



Elina Organics All Natural Mascara | elinaorganicskincare.com

Glo Skin Beauty Cream Stay Shadow Stick | gloskinbeauty.com

Jane Iredale PurePressed Eye Shadow Triple | janeiredale.com

LASH EXTENSIONS



Bella Lash Classic | bellalash.com

Glad Lash Signature Mink Lashes | eyelashextensions.com

NovaLash London Volume | novalash.com

LIP MAKEUP



Colorlab Private Label Lipstick | colorlabprivatelabel.com

Glo Skin Beauty Suede Matte Crayon | gloskinbeauty.com

Grande Cosmetics GrandeLIPS Hydrating Lip Plumper
grandecosmetics.com

BROW SERUM/CONDITIONER



LiBrow Purified Eyebrow Serum | lilashpros.com

RapidBrow Eyebrow Enhancing Serum | rapidlash.com

RevitaBrow Advanced Eyebrow Conditioner & Serum | revitalash.com

FACE MAKEUP



Advanced Mineral Makeup Pressed Powder
advancedmineralmakeup.com

Couleur Caramel Hydra Jeunesse Foundation | couleur-caramel.us

Jane Iredale Amazing Base Loose Mineral Powder | janeiredale.com

EYE CREAM/GEL



Dermalogica Intensive Eye Repair | dermalogica.com
Glenna's CBD Best Oil Eye Cream | cbdbestoil.com
Saian Clinical Strength Eye Serum | saian.net

SPF



COOLA Mineral Sun Silk Crème | coola.com
Glo Skin Beauty Moisturizing Tint SPF 30+ | gloskinbeauty.com
Seriously Fab Zinc It Over Sunscreen Facial Mist in Unscented
seriouslyfab.com



ACNE LINE



Dermalogica Active Clearing
dermalogica.com



DermaSwiss Acne Essential Kit
dermaswiss.com



Face Reality Skincare
facerealityacneclinic.com

ANTIAGING LINE



DermAware True Beauty
dermaware.com



ExPürtise Effective Anti-Aging Collection
expurtise.com



Guinot Age Logic
guinotusa.com



BODY TREATMENT



Bioslimming Active Wrap | bioslimming.com
M'lis Contour Body Wrap | mlis.com
Pevonia Crepe-No-More De-Aging Body Wrap | pevoniapro.com

MASSAGE OIL/CREAM



Biotone Pure Touch Organics Massage Crème | biotone.com
Color Up Ease Pure CBD Massage Oil | coloruptherapeutics.com
Earthlite Pro-Lite Massage Oil | earthlite.com
Pure Fiji Nourishing Exotic Oil | purefiji.com

DRY SKIN LINE



G.M. Collin Hydramucine
gmcollin.com



Ilike Organic Skin Care
Grape Stem Cell Solutions | szepelet.com



Repêchage Hydra Blue
repechage.com

MEN'S LINE



Pevonia Spa Care for Him
pevoniapro.com



Sanitas Men
sanitas-skincare.com





Yon-Ka Paris for Men
shop.yonkausa.com



elina organics All Natural Mascara



Elina Fedotova is the Founder and Chief Formulator for Elina Organics, President of the Association of Holistic Skin Care Practitioners, and an award winning esthetician. Elina Organics products are handmade by Elina and her team using the purest organic ingredients. Every product is bio-energized, seasonally adjusted, and provides deep delivery for immediate results.

www.elinaorganics.com •  

STRENGTHENS & CONDITIONS

Our 100% Natural, 85% Organic Vegan and Gluten Free Formula is enriched with eyelash conditioning and strengthening ingredients including Chamomile, Vitamin E, Coffee Powder, and Sunflower Seed oil.

GENTLE, NON-TOXIC FORMULA

No artificial colors and dyes, toxic preservatives, petroleum, or synthetic fragrances.

SOFT, FULL, LUSH LASHES

A unique brush that adds volume, length, and separation to eyelashes evenly and smoothly with no flakes, smudges or clumps. Say goodbye to spider and raccoon eyes. Buildable color suitable for short and long lashes.

LASTS ALL DAY

This long-lasting mascara applies smoothly and removes easily at the end of the day. Water-Resistant. Great for everyday use.



CLEANSER



HydroPeptide Cleansing Gel | hydropeptide.com
Roccoco Botanicals Pore Cleansing Oil | roccoco.com
Sorella Apothecary Orange You Jelly Cleanser | sorellaapothecary.com

FACE MOISTURIZER



Eminence Coconut Age Corrective Moisturizer | eminenceorganics.com
RevealU Skincare Face & Body Gel | revealuskincare.com
Sorella Apothecary The Balm | sorellaapothecary.com

TONER



Color Up Mist Hydrating Tonic | coloruptherapeutics.com
Ilke Organic Skin Care Rosehip Toner | szepelet.com
Le Mieux Essence Toner | lemieuxcosmetics.com

MASK



Bio France Lab Medi-Cold Cryo Healing Peel Off Mask
biofrancelab.com
DermAware Aerobic Infusion Mask | dermaware.com
Eminence Snow Mushroom & Reishi Masque | eminenceorganics.com

PEEL



DermAware A+ Smart Serum Peel | dermaware.com
PCA Skin Sensi Peel | pcaskin.com
Skin Script 30% Glycolic Peel | skinscriptrx.com

SERUM



G.M. Collin Bota-Peptide 5 Concentrate | gmcollin.com
SkinCeuticals C E Ferulic | skinceuticals.com
ViktoriadeAnn Pepti Lift | viktoriadeann.com

LAMPROBE

— CREATING FLAWLESS SKIN



*Amaze your clients
Earn more daily!*

MSI COLOUR CATEGORY SYSTEM

Easy to use • Dual Probe Efficiency

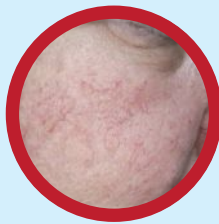
Non-invasive • Radio Frequency Technology • Instant Results

Treating Minor Skin Irregularities™ (MSI)



FITZPATRICK SKIN TYPES IV-VI

Effectively treat
all skin types



VASCULAR CONDITIONS

Dilated Capillaries
Cherry Angiomas
Spider Naevi



SEBACEOUS CONDITIONS

Cholesterol Deposits
Milia
Clogged Pores



HYPERKERATINIZED CONDITIONS

Skin Tags
Fibromas
Keratosis

Innovation • Leadership • Excellence

Find out why

Everyone


LAMPROBE!



lamprobe.com
(877) 899-3722

BODY MOISTURIZER



Biotone Maximum Moisture Body Lotion in Lavender & Rose | biotone.com

FarmHouse Fresh Serene Moon Dip | farmhousefreshgoods.com

Pure Fiji Hydrating Body Lotion | purefiji.com

Yon-Ka Paris Lait Hydratant | shop.yonkausa.com

BODY EQUIPMENT



LightStim LED Bed | lightstim.com

Silhouet-Tone P.R. Cell 2G | silhouettone.us

Zemits Abigon Cavitation Radiofrequency Slimming System | zemits.com

CELLULITE



Bioslimming Active Slim Gel | bioslimming.com

M'lis Maintain | mlis.com

Phytomer Celluli Attack | phytomerusa.com

SCRUB



Biotone Micro-Buff Body Polish | biotone.com

Color Up Refine Facial Scrub | coloruptherapeutics.com

FarmHouse Fresh Triple Shot Caramel Coffee | farmhousefreshgoods.com

HAIR REMOVAL



Lycon LYC0dream Hybrid Wax | lyconusa.com

Nufree Nudiesse | nufree-professionals.com

Relax & Wax Hard Wax | relaxnwax.com

SUPPLEMENTS



Jane Iredale Skin Ultimate | janeiredale.com

M'lis Radiance | mlis.com

Sanitas Complexion Clear | sanitas-skincare.com

ALLIED BEAUTY EXPERTS

Dedicated to the
Beauty, Wellness and Medispa Industries

A National Association



of Beauty Experts!

Association Programs Include

“A” Rated Professional and General Liability Insurance

- Social Media Management
- Website Design and SEO
- Mobile Marketing Campaigns
- National Laser Certification
- Business Support and Resources
- Free Job and Resume Postings

Go Online for the FREE ABE Monthly Industry Newsletter



800.444.7546

www.alliedbeautyexperts.net

Leading the industry for 26 years



LIGHTENING/BRIGHTENING LINE



Circadia Brightening/Pigmentation
circadia.com



Guinot Newwhite
guinotusa.com



Saian
saian.net

ORGANIC LINE



Eminence Organic Skin Care
eminenceorganics.com



FarmHouse Fresh Organics
farmhousefreshgoods.com



Image Skincare Ormedic
imageskincare.com

SENSITIVE SKIN LINE



Sesha Skin Therapy Post Treatment Line
seshaskin.com



SkinCeuticals
skinceuticals.com



Yon-Ka Paris Sensitive
shop.yonkausa.com

FACE EQUIPMENT



Celluma PRO
celluma.com



ECHO2 Plus Oxygen Treatment System
echo2plus.com



Lamprobe
lamprobe.com



POLY Pro
mypolyled.com



COLORLAB CAN
ENHANCE
YOUR BUSINESS,
PURE AND SIMPLE.



Imagine putting your name—**your brand**—on a line of botanically infused mineral cosmetics. Cosmetics so gentle they're recommended by a triple-board certified cosmetic and plastic surgeon. Find out how Colorlab Private Label can make your clients and your bottom line more beautiful than ever.

Call **1.800.790.2417** or **815-965-2001** (outside US)
visit colorlabprivatelabel.com
info@colorlabprivatelabel.com

colorlab
PRIVATE LABEL

LET THE TRANSFORMATION BEGIN

• PARABEN FREE • GLUTEN FREE • CRUELTY FREE • VEGAN FRIENDLY •



CRYOTHERAPY

Did you know that clients can get burned due to improper use and supervision of the chamber?

We cover that.

**MEDISPA / DAY SPA
INSURANCE SPECIALISTS**
SINCE 1993.

Plasma
Body Contouring
Aesthetics
Hyaluronic Pens
Microblading
Laser / IPL Services
Injectables
And more...

415.475.4300
ppibcorp.com



**PROFESSIONAL PROGRAM
INSURANCE BROKERAGE**

Division of SPG Insurance Solutions, LLC | CA LIC. #0L09546

IN THE NEWS



HOUR(S) OF POWER

Skincare company Repêchage hosted its annual business networking Power Lunch for spa and salon professionals on December 2, 2019, followed by a hands-on massage workshop led by company CEO and founder Lydia Sarfati. This year's event was moderated by Kristina Rodulfo, beauty director of *Women's Health* magazine, and included a panel of leading female entrepreneurs in skin care, spa and wellness.

Sarfati kicked off the event with her "How to Boost Your Retail Business" presentation, which offered strategies for retail success as part of a spa's company culture and profit driver. Key takeaways included how to assemble an educated sales team, how to properly merchandise, how to implement promotions, and best practices for selling to clients. Next was lunch and a champagne toast, then an interactive panel with three top spa pros from across the country who all shared their personal journeys to professional success and provided valuable advice to attendees. Finally, Sarfati hosted a one-day facial massage workshop at the Lydia Sarfati Postgraduate Skin Care Academy at Repêchage corporate headquarters in Secaucus, New Jersey.

The brand invites spa and salon professionals to join it for classes, webinars and other educational events in the coming year, including the Repêchage 40th Anniversary VIP Celebration and Master Class in July. To see the full schedule, visit edu.repechage.com.



GRAND OPENING

Dermalogica recently completed a new, expanded product development lab located at its global headquarters in Carson, California. On December 16, 2019, founder and chief visionary Jane Wurwand, CEO Aurelian Lis, and vice president of technology

and innovation Angela Murphy welcomed the brand's network of staff and professional skin therapists to a celebratory ribbon-cutting event, where they revealed the launch of the new BioLumin-C Eye Serum and lab facilities.

REPÊCHAGE; DERMALOGICA



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

**MARCH-APRIL
PROMOTIONS**

O.P.I NEO-PEARL COLLECTION



NEW!



O.P.I

50% OFF
OPI GEL
COLOR

**SAVE
50%**

.25 oz.
\$14.99
\$7.50



O.P.I NAIL ENVY

**All Six Varieties
Now On Sale!**

.5 oz.
\$8.95
\$7.16

**SAVE
20%**



CND™ SHELLAC SHADES



**25%
OFF**

.25 oz. **\$15.95**
\$11.96

Excludes Current Collections

CND™ BRISA SYSTEM

Sculpting Gels
Brisa Bond
Gloss Gel
Top Coat

**SAVE
25%**



CND™ 50% OFF SELECT VINYLUX SHADES

.5 oz.
\$5.25
\$2.63



**SAVE
50%**

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 COATS

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
30-CT. DISPLAY



Avry Creams WITH SHEA BUTTER

\$1.00 1.5 oz.
tube

\$7.95 25.3 oz.
pump



Avry Waterless Gloves & Socks

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

AS LOW AS
\$0.90 A PAIR



Avry Disposable Zebra File & Buffer Sets

LARGE - AS LOW AS
\$0.17 EACH

SMALL - AS LOW AS
\$0.10 EACH



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.

- Sea Salt Soak
- Moisture Scrub
- Mud Masque
- Massage Lotion



Collagen Gloves or Socks

USE ONE
PER CLIENT

AS LOW AS
\$2.25



Velvet Luxe Vegan Crèmes

\$5.95 8.5 oz. tube

\$10.95 17 oz. pump



FastFoil®

FOIL WRAP • COTTON PAD • PURE ACETONE



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®
ORIGINAL
FlexiLamp™**

• LIGHTING TUBE ROTATES 360°
• FLEXIARM™ BENDS 180°
• 48 LED BEADS
• 40,000 HOUR LIFETIME **\$49.95**

**BreatheEasy™
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 MARCH 1 THROUGH APRIL 30, 2020. WE ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.





MAKING THE GRADE

Salon Lorrene in Palatine, Illinois, is the second inspected spa to receive the prestigious CIDESCO

accreditation. This designation requires that beauty centers meet rigorous CIDESCO hygiene guidelines and ensures that their therapists are qualified, knowledgeable and trained to provide excellent services. Salon Lorrene's exceptional offerings include facials, waxing, massage therapy, manicures and pedicures. "It's a thrill and a privilege to welcome Salon Lorrene into the CIDESCO USA fold," says Christie Smaidris, a spokesperson for CIDESCO USA. "Salon Lorrene is now among many more schools, salons and spas that hold the highest standard in education and safe practices." If you're interested in becoming a CIDESCO accredited beauty salon or spa, contact info@cidesco-usa.com.

Meditate for Fewer Mistakes

To err is human, but a new Michigan State University (MSU) study published in the journal *Brain Sciences* finds that meditation helps minimize mistakes.

Study participants, who had never meditated before, were taken through a 20-minute open monitoring meditation exercise (which focuses awareness on feelings, thoughts or sensations as they unfold in one's mind and body) while brain activity was measured through electroencephalography, or EEG. Then, they completed a computerized distraction test. "The EEG can measure brain activity at the millisecond level, so we got precise measures of neural activity right after mistakes compared to correct responses," says study co-author Jeff Lin, a psychology doctoral candidate at MSU. "A certain neural signal occurs about half a second after an error called the error positivity, which is linked to conscious error recognition. We found that the strength of this signal is increased in the meditators relative to controls." Next, the researchers plan to include a broader group of participants, test different forms of meditation and determine whether changes in brain activity can translate to behavioral changes with more long-term practice.



THE 2020 AWARD WINNING VOTED BEST JELLY PEEL OFF MASK.

BEST OF THE BEST AWARD WINNING JELLY PEEL OFF MASK IN THE INDUSTRY



BIOFRANCELAB.COM

2020 DATE BOOK

Make a note of these upcoming industry events!

MARCH 21-22

The Makeup Show
Houston
themakeupshow.com

MARCH 29-30

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

MARCH 29-30

World Spa & Wellness Convention
London
worldspawellness.com

APRIL 18-20

International Esthetics, Cosmetics & Spa Conference (IECSC)
Chicago
iecscchicago.com



Keyano & Aromatics

NATUROPATHIC PULLING OIL

clarity

*"Your mouth is the gateway
to a healthy mind and body."*

Your mouth is the gateway to a healthy mind and body! The mouth is a breeding ground for germs that can migrate to other parts of the body leading to many degenerative conditions. Oil pulling is incredibly effective in reducing acne, dandruff, brightening teeth, healing gums, preventing bad breath, quenching inflammation and healing oral infections and skin disorders.

Clarity Pulling Oil combines the use of organic cold-pressed coconut oil with lemon myrtle, a powerful anti-bacterial and anti-fungal herbal extract. It provides a dual therapeutic function by improving oral health through swishing the oil in your mouth as well as drawing impurities from the body through topical dermal application.

These statements enclosed herein have not been evaluated by the Food and Drug Administration, Canadian or Mexican health authorities. The products mentioned are not intended to diagnose, treat, cure or prevent any disease. Information and statements made are for education purposes and are not intended to replace the advice of your family doctor.



CLARITY INTRO PACKAGES

CLARITY FACIAL

Program Includes:

- 1 - 8oz. Lemon Milk
 - 1 - 8oz. Alpha / Beta Exfoliating Cleanser
 - 3 - 16oz. Clarity Pulling Oil
 - 1 - 8oz Marine Plasma
 - 1 - 2oz. Balancing Cream
 - 1 - 1oz. Eye Contour Gel
 - 1 - 12oz. Clarity Massage Cream
 - 2 - 8oz. Clarity Butter Cream
- Introductory Price \$110*



CLARITY BODY TREATMENT

Program Includes:

- 1 - 64oz. Clarity Butter Cream
 - 1 - 80oz. Clarity Scrub
 - 3 - 16oz. Clarity Pulling Oil
 - 2 - 8oz. Clarity Butter Cream
 - 2 - 10oz. Clarity Scrub
- Introductory Price \$135*

CLARITY SPA PEDICURE

Program Includes:

- 1 - 64oz. Clarity Butter Cream
 - 1 - 80oz. Clarity Scrub
 - 1 - 64oz. Clarity Mineral Bath
 - 1 - 64oz. Clarity Moisture Mask
 - 2 - 8oz. Clarity Butter Cream
 - 2 - 10oz. Clarity Scrub
- Introductory Price \$192*

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

1-800-800-0313 | keyano.com



Aloe Moisturizer with CBD and Collagen

This lightweight formula is enriched with Aloe, CBD, and Collagen to leave skin feeling smooth and moisturized. ladyburd.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.



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.**

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.**



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.



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
Lotus Abrams,
Karie L. Frost,
Alisha Racker

WEB/MARKETING

WEB CREATIVE DIRECTOR
Ryan Boydston

AD OPS
David Simpson

EMAIL MARKETING MANAGER
Stephen Verba

ART

CREATIVE DIRECTOR
Danielle Caseñas

ART DIRECTOR
Patricia Quon-Sandberg
pquon@creativeage.com

PREPRESS MANAGER
Sophia Freeman

PRODUCTION

PRODUCTION DIRECTOR
Madlen Martinez

CIRCULATION

CIRCULATION DIRECTOR
Barbara Shepherd

AUDIENCE MARKETING MANAGER
Jamie Andrew

ADMINISTRATION

DIRECTOR OF
EDUCATIONAL DEVELOPMENT
Melanie Kopeikin

ACCOUNTING MANAGER
Lourdes R. Nuno

ACCOUNTS RECEIVABLE MANAGER
Viktoriya 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 Colorist
MedEsthetics MAN eyelash 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.

RELAX & WAX®

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

2020
DAYSPA
PROFESSIONALS CHOICE
AWARDS
WINNER

OUR WAX IS....

- NATURAL
- PLIABLE
- NON STICKY
- BIODEGRADABLE
- PLASTIC/POLYMER FREE
- CHEMICAL FREE
- CRUELTY FREE
- LEAVES NO RESIDUE

A Big heartfelt **THANK YOU**
to all who voted "Relax & Wax Hard Wax" as their
favorite Hair Removal Product.
We appreciate your votes and you!

www.relaxnwax.com SUPPORT@RELAXNWAX.COM

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

dayspamagazine.com/productresearch

PROTECT YOUR LASHES!



LashSavers
THE ORIGINAL PATENTED

LashSavers, 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**

lashsavers.com
800.690.1654

Distributor Inquiries Welcome



AD INDEX

Advanced Mineral Makeup	40	Lamprobe	65
advancedmineralmakeup.com		lamprobe.com	
Aki Lashes	33	Lash Savers	76
akilashes.com		lashsavers.com	
Allied Beauty Experts	67	Licka	6
alliedbeautyexperts.net		cbdslickr.com	
Bio France Lab	72	LightStim	57
biofrancelab.com		lightstim.com	
Biotone/Lab+Blends	46	LiLash	25
lab-blends.com		lilashpros.com	
Biotone Professional Massage & Spa	5	Lycon Wax USA	47
biotone.com		lyconusa.com	
BL Lashes	28	M'lis	2-3, 74
blashes.com		mlis.com	
Caron Lab	56	Morgan Taylor	41
caronlab.com		morgantaylorlacquer.com	
CBD Best Oil	23	Nufree Finpil/Equibal Labs	7
cbdbestoil.com		nufree-professionals.com	
Celluma by Biophotas	51	Premier Nail Source	71
celluma.com		premiernailsource.com	
Colorlab Private Label	69	Premiere Beauty Show	77
colorlabprivatelabel.com		premiereorlandoshow.biz	
Color Up Therapeutics	37	Prismatique	24
colorupco.com		prismatiqueusa.com	
Deborah's Esthetics/Relax & Wax	75	Professional Program Insurance	
relaxnwax.com		Brokerage	70
DermAware Bio-Targeted Skincare	53	ppibcorp.com	
dermaware.com		Pure Fiji	11
Designs for Vision	27	purefiji.com	
designforvision.com		RapidLash/ROCASUBA	31
Elina Organics	63	rapidlash.com	
elinaorganics.com		Ráya Cosmetics	35
Éminence Organics	Inside Front Cover-1	rayalab.com	
eminenceorganics.com		RefectoCil	Back Cover
FarmHouse Fresh	39	refectocileducation.com	
farmhousefreshgoods.com		RevitaLash	13
Grande Cosmetics	43	revitalash.com	
grandewholesale.com		Seriously FAB	55
Guinot	17	seriouslyfab.com	
guinotusa.com		Silhouet-Tone	45
Hawrych MD Lash	19	silhouettone.us	
hawrychmdlash.com		Sorella Apothecary	21
HydroPeptide	9	sorellaapothecary.com	
pro-club.hydropeptide.com		Tend Skin Company ...	74, Inside Back Cover
IECSC	79	tendskin.com	
iecscchicago.com		The Makeup Show	29
Keyano Aromatics	73, 74	themakeupshow.com	
keyano.com		Zemits	15
Lady Burd Exclusive		zemits.com	
Private Label Cosmetics	74		
ladyburd.com			



MAY 30 -
JUNE 1, 2020

The **BIGGEST
INFLUENCERS,
HOTTEST BRANDS
and LATEST TRENDS!**

**DAYSPA
LASHES & BROWS
MASSAGE
BUSINESS**



premiereORLANDO
International • Beauty • Event

PREMIEREORLANDOSHOW.BIZ **EDUCATION DAYS** MAY 30 - JUNE 1
800-335-7469 **EXHIBIT FLOOR OPEN** MAY 31 - JUNE 1

ORLANDO/ORANGE COUNTY CONVENTION CENTER, ORLANDO, FLORIDA
A TRADESHOW FOR BEAUTY INDUSTRY PROFESSIONALS & STUDENTS ONLY



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



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



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



Guinot Mirific Shower Gel uses passionflower's restorative oils to nourish the skin while orange blossom, vanilla and amber add a refreshing floral fragrance. guinotusa.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



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



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



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



Sorella Apothecary Marine Mermaid Mask soothes and cools the skin while helping to increase the absorption of active ingredients used in any facial. sorellaapothecary.com



GrandeREPAIR Leave-In Lash Conditioner is an invisible formula infused with Widelash, a biotin peptide that helps protect, soften and strengthen lashes to minimize fallout and breakage. grandecosmetics.com

SAVE \$10 OFF
YOUR ALL-ACCESS
EXPO PASS!

USE PROMO CODE
DAYSPA

IECSCCHICAGO.COM

INTERNATIONAL
ESTHETICS, COSMETICS & SPA
CONFERENCES

APRIL 18-20, 2020

MCCORMICK PLACE • CHICAGO

THE GREATEST OPPORTUNITY FOR SPA AND WELLNESS
PROFESSIONALS TO EXPLORE, DISCOVER AND
BUY PRODUCTS IN THE MIDWEST.



LEARN MORE IECSCCHICAGO.COM

PRESENTED BY
american spa

CO-LOCATED WITH
**AMERICA'S
BEAUTY SHOW**

#CHISPASHOW



SPONSOR
REPÊCHAGE®
BEAUTY FROM THE SEA®

PROUD SPONSOR OF

CIDESCO USA



Stephanie Brennan

U.S. Brand Manager, Pure Fiji

PERSONAL MANTRA:

Never judge a book by its cover.

GUILTY PLEASURE:

“Below Deck” on Bravo

FAVORITE PLACE:

Paris (But I’m really looking forward to visiting Fiji, home of Pure Fiji, in a few weeks)

LAST GOOD BOOK YOU READ:

The Four Agreements by Don Miguel Ruiz

PET PEEVE:

People who don’t understand the proper etiquette of getting off an airplane or getting on an elevator

WOULD MOST LIKE TO MEET:

Muhammad Ali

FAVORITE FOOD:

Coconut, of course

CAN’T LEAVE THE HOUSE WITHOUT:

Pure Fiji Lip Balm

What’s the most fun part of your job?

Making people smile. You never know what others are going through, and if I can share a beautiful infusion that reminds them of a vacation or makes their skin feel better, then I have succeeded.

What is the brand’s hero product and why?

Exotic Oil. We have a balanced blend that includes virgin coconut, dilo, macadamia nut and sikeci oils to moisturize, nourish and protect skin and hair.

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

Find a mentor or strong, supportive leader to inspire you, and don’t ever let anyone crush your spirit. We all fall, but it’s how we pick ourselves up and move on that allows us to succeed.

How do you unwind?

When I’m not traveling for work, I make it a point to go for a run or hike near the water. It’s all about getting out of my head, and the ocean truly feeds my soul.

Who inspires you?

My father. He is the strongest person I know and, after 22 years battling Parkinson’s, he still wakes up every morning with a positive outlook on life.

What’s on your bucket list?

Visiting the paper making village in Fiji where the women create the beautiful paper that wraps our soaps to help support their communities.

What’s your favorite part of the day?

The morning. I wake up around 5:30 and it’s so peaceful—it gives me a great opportunity to work or work out before the hustle of the day begins.

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

I would definitely be a nurse. I’m very nurturing and love taking care of people. (However, I can’t stand blood!)

If you could change one thing about yourself, what would it be?

I would probably be less bossy, even though I’m really just trying to get things done. Write that down! (Just kidding.) 🍷

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 & BROW STYLING by **RefectoCil**

refectocileducation.com

*Top Spa
Requests:*

Lash & Brow services!

My Secret!

RefectoCil is the #1 expert worldwide in **Lash & Brow Styling**.

Learn how to use our products to complement any look,
on any customer!

Contact us to know more about our education program at a
distributor near you.

Call 1 (877) 283-7546.

