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“

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

”



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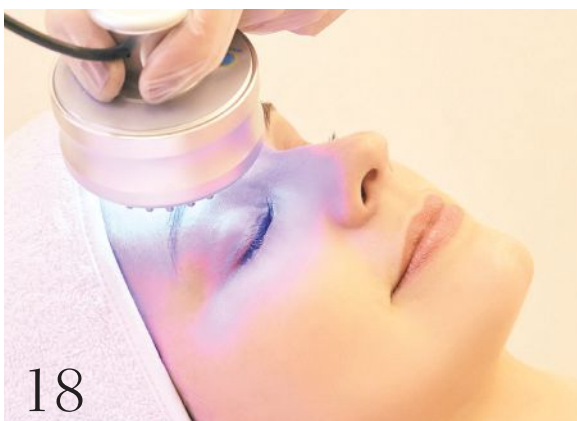


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NATURAL THERAPY

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From the EDITOR



Alexa

ALEXA JOY SHERMAN

MANAGING EDITOR

asherman@creativeage.com

BEFORE I DIVE INTO SOME OF THE DETAILS OF THIS MONTH'S ISSUE, I HAVE SOME VERY BIG NEWS: Laura's baby is here! (See the photo below for adorableness overload.)

As we celebrate the arrival of little Oliver, it seems more appropriate than ever to ponder the future of our planet. From devastating wildfires and intense heatwaves to destructive floods and tropical storms, it may sometimes feel like nothing we do can possibly be enough. But the reality is that we must keep trying—not only for ourselves but for subsequent generations.

Thankfully, as you'll see on the pages that follow, the spa industry continues to go green in all sorts of ways. For starters, check out the plant-powered products on page 14, and the clean skincare protocols beginning on page 32. You'll also want to read about a recently launched recycling program specifically for the beauty biz (page 10), along with our seven simple strategies for making your operations more sustainable (page 40), as well as additional tips for creating a less toxic indoor environment (page 28).

Of course, as much as we're focusing on Earth Month in April, planet-friendly practices need to be a consistent part of our routines, day after day, week after week. We hope this issue inspires you to keep doing your part.

#shelfies



I confess, I'm a bit serum obsessed. I recently started using **Dr. Dennis Gross Alpha Beta Pore Perfecting & Refining Serum** at night and love how it smooths my complexion and shrinks my pores.



My hands (and especially cuticles) tend to get pretty parched, but that's no longer an issue thanks to **CND Cuticle Eraser**.

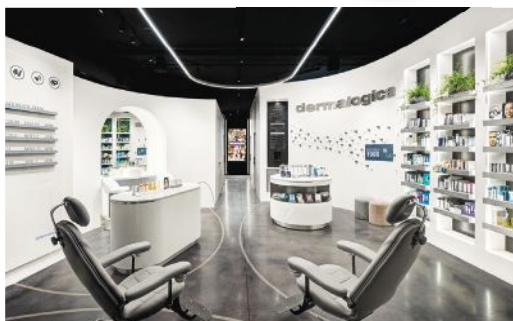


A spritz or two of **Herbal Dynamics Beauty Rose Water Calming Face Toner** has me looking and feeling (and smelling) beyond refreshed!

Team Travels



Oh, the places they'll go! Executive editor Laura Waldon and her husband welcomed Oliver Antonio on February 21.



Stephanie attended the Dermalogica West Hollywood flagship opening event, which included a skincare class with head educator Heather Hickman and a preview of the brand's newest products.



Jasmine celebrated the launch of Hempz's new CBD-infused face and body line in West Hollywood, CA.

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– Kali Blair

Lead Esthetician at Hiatus Spa, Dallas TX

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BEFORE



AFTER

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LAUNCHTIME!

The latest from **Yon-Ka Paris**, Nude Perfect is a light formula designed with a proven “blur” effect to minimize the appearance of pores and produce a visibly smoother, clearer and more radiant complexion. The hydrating fluid includes hyaluronic acid, organic prickly pear and Australian Kakadu plum for a burst of antioxidants, along with a fresh and invigorating floral scent. shop.yonkausa.com

SpaRitual recently introduced two new professional size massage oils formulated with ancient healing ingredients, including sunflower and sesame oil, and rice bran and ashwagandha extract, to help protect, soothe and moisturize the skin. Available in earthy-fresh Geranium Cedarwood and sweetly exotic Jasmine Tuberose. spairitual.com

Calibrated precisely for maximum effectiveness and stability without introducing irritation, **Bioelements vc10 Daily Glow** features an antioxidant concentration of 10 percent vitamin C triple-sourced from powerful vitamin C derivatives and natural acerola cherries to fight free radical damage. The sleek serum also nourishes skin with vitamin E, hyaluronic acid and anadenanthera colubrine bark extract. bioelements.com



GET UP AND GLO



Launched in January 2020, Green Life Organization (GLO) is a customizable recycling service that offers spas and salons an easy way to help reduce the 877 pounds of waste created each minute by the beauty industry. After signing up for a monthly subscription, businesses receive boxes specifically designed for the items they want to recycle (hair only; mixed items, including plastic bottles, brushes, foils and gloves; empty aerosol cans; or flammable products like nail polish and perfumes). Once each box is full, simply seal it and ship it back, and the

interactive customer portal takes care of sending a new one. Monthly subscription fees start at about \$70 per month, but spas can easily recoup the cost by implementing a “green spa fee” or small increase on service prices. To learn more, visit gloreycling.com.



Just Brew It

Here's yet another reason to serve tea to spa-goers: A recent study published in the *European Journal of Preventive Cardiology* finds that people who drink tea live longer, healthier lives. The analysis included 100,902 participants in the China-PAR project² with no history of heart attack, stroke or cancer, who were classified into two groups: habitual tea

drinkers (three or more times a week) and never or non-habitual tea drinkers (less than three times a week), with follow-ups conducted for a median of 7.3 years. “Habitual tea consumption was associated with lower risks of cardiovascular disease and all-cause death,” says first author Xinyan Wang, PhD, from the Chinese Academy of Medical Sciences in Beijing. “The favorable health effects were the most robust for green tea and for long-term habitual tea drinkers.”



“The favorable health effects were the most robust for green tea and for long-term habitual tea drinkers.”

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Distributor Inquiries Welcome



Service Station

The **Guinot Détoxygène** treatment is a new 60-minute facial that helps rid the skin of environmental pollutants. City dwellers are especially susceptible to toxins in the air, but skin conditions from uneven tone to wrinkles can also result from factors including stress, lack of sleep and poor diet. The Détoxygène service fights back with an exfoliation, detoxifying mask and reoxygenating massage. Following those three simple steps, guests' skin appears smoother, more radiant and—best of all—protected from the forces conspiring against it. guinotusa.com

DATE BOOK

Please visit dayspamagazine.com/events for the most current calendar, featuring upcoming trade shows and other industry happenings!

OPEN HAUS

Face Haus is opening its sixth location in the Los Angeles area this spring. The quick-fix facial bar offers services starting at \$65, designed to get clients in and out in less than an hour.

In addition to conquering the L.A. scene since opening its flagship location in 2013, the brand set up shop in New York City and Dallas earlier this year. Plus, it recently released its own line of backbar products. "Larchmont Village will be a perfect complement to our West Hollywood location and provide closer Face Haus access to our current (and future!) customers in Hancock Park, Hollywood and other surrounding neighborhoods," says Jenn Worley, Face Haus cofounder and CCO. **DS**





First Aid FOR YOUR CLIENTS' Skin

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

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

There are so many other uses for finipil!

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

Scientific Test Results

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

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©2019 Equibal Inc. *US Patent Nos. 8,603,550; 8,951,582 and 8,951,583.

MUST HAVE

GARDEN PARTY

From fighting free radicals to banishing breakouts to calming sensitive complexions, these plant-powered products are the perfect way to protect and improve spa-goers' skin. Plus, they satisfy the ever-growing demand for clean, natural and organic ingredients.



1



2



3



4



5



6



7



8



9



10

1 Bioelements Quick Refiner for Eyes Boosts brightness and minimizes fine lines with extracts of lemon, orange, bilberry and green tea, as well as exfoliating enzymes and AHAs. bioelements.com

2 Guinot Mirific Shower Gel Nourishes and cleanses the skin with passionflower, orange blossom, vanilla, amber and ylang-ylang. guinotusa.com

3 FarmHouse Fresh Watercress Hydration Cascade Features antioxidant-rich blue matcha, chlorophyll

and watercress extract, along with skin-firming retinol and pollution-fighting peptides. farmhousefreshgoods.com

4 Cinq Mõndes Precious Elixir in Radiance A unique blend of kemiri nut and papaya oils combine with vitamin C for a healthy glow. cinqmondes.com

5 DermAware Delicate Balance Toner Soothes, plumps and hydrates with ingredients including chamomile, elderflower and hyaluronic acid. dermaware.com

6 Éminence Citrus & Kale Potent C+E Masque A creamy concoction of citrus, rhubarb extract, leafy greens and avocado oil help minimize sun damage and wrinkles. eminenceorganics.com

7 Color Up Mist Hydrating Tonic Refreshes the complexion with 50 mg of organic hemp-derived CBD, cucumber and thyme extracts, and a blend of botanical oils. coloruptherapeutics.com

8 HydroPeptide Nourishing Glow Pure plant oils and squalene blend with shimmering mica, herbs

and flowers in a lightweight, satiny body oil. hydropeptide.com

9 Pevonia BodyRenew Body Moisturizer in Jasmine & Lavender Relieves dryness and soothes sensitive, irritated skin with calming and rejuvenating floral extracts. pevoniapro.com

10 Pure Fiji Nourishing Exotic Oil in Moringa The brand's potent four-oil blend is infused with the addition of moringa, known as "the tree of miracles," to flush out toxins, boost collagen and reduce fine lines. purefiji.com

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MUST HAVE

SLOUGH IT OFF!

Every esthetician knows the importance of facial exfoliation for helping to eliminate roughness and impurities, minimize pores, and reveal a healthier and younger-looking complexion. Plus, it can improve the absorption and benefits of other products, and ensure flawless makeup application. Whether their skin conditions call for an enzyme-based peel or a manual scrub, these options are sure to get guests glowing.

1 BABOR Enzyme Cleanser

A unique, fine-grained powder containing vitamin C and enzymes becomes a gentle exfoliating foam when activated by water. us.babor.com



2



3



2 Dermelect Microfacial Exfoliating Masque

Soothes and smooths the complexion with THD ascorbate, kaolin and coconut oil. dermelect.com

3 Elina Organics Organic Face Scrub

Clears up and nourishes the skin with fresh walnuts, rose hips, burdock root, honey and green tea. elinaorganicskincare.com

4



5



6



4 EmerginC Blue Poppy Enzyme Polish

Gently sloughs away debris with mushroom, papaya and raspberry extracts, blue poppy seeds and powerful antioxidants. emerginc.com

5 Osea Vitamin C Probiotic Polish

Fermented pomegranate enzymes and finely ground bamboo and rice powders blend with vegan probiotics and vitamin C to create a creamy paste when combined with water. oseamalibu.com

6 Phytomer Vegetal Exfoliant

Uses natural enzymes to encourage cell turnover without scrubbing or irritating the skin. phytomerusa.com

7



8



7 Repêchage Honey and Almond Scrub

Combines pure honey, oatmeal and almond meal to help purify and cleanse the complexion. repechage.com

8 Sorella Apothecary Mint Poppy Seed Polish

Works as an exfoliating scrub and mask to brighten and smooth skin with the help of eco-friendly buffers and a dose of AHAs. sorellaapothecary.com



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Shine On!

Spa pros illuminate the benefits and profit-boosting potential of light therapy.

What types of light therapy do you use at your spa?

Desi McDermott, esthetician and licensed massage therapist, Salon Lujon & Day Spa in Fullerton, California: I've been using LED light therapy for the past 15 years, including the introduction of LightStim five years ago. The devices feature a newer technology with multiple wavelengths, including blue light to kill bacteria and help prevent future breakouts; amber light to rebuild collagen; and deep red, light red and infrared light to reduce inflammation and increase circulation, helping to relieve pain.

Leslie A. Crowell, international spa aesthetic department leader, educator, makeup artist and CIDESCO diplomat, Three-13 Salon, Spa & Boutique in Marietta, Georgia: Our estheticians like to use the Repêchage LED Radio Frequency and EMS Skin Tightening Machine. It has red, blue, green, yellow and pink lights, each of which affects the skin in different ways, including increasing the absorption of hydration and moisture; helping to reduce the appearance of fine lines and wrinkles; temporarily firming, tightening and lifting the skin; minimizing dark spots and sun damage and improving dullness; and making skin look less oily.

Kasey Boone, owner and head esthetician, Glow Skincare in Toluca Lake, California: We use Celluma LED light therapy to treat fine lines, wrinkles, acne, and aches and pains. We *love* that we can use it to treat so many different concerns!

Victoria Nash, owner/clinical esthetician, Younger You Clinique in Scottsdale, Arizona: I use the Silhouette Soli-Lite machine on virtually all of my clients. I like that it offers a variety of wavelength settings, including blue, yellow, red and infrared light, so it can address both face and body concerns. The Soli-Lite significantly diminishes lines, wrinkles and hyperpigmentation, and I also see excellent results treating rosacea and acne. With body services, it reduces the appearance of stretch marks and enhances the results of cellulite treatments, as well as minimizing breakouts on areas like the back and shoulders.

How do these treatments complement your professional services?

Crowell: We offer Power Treatments, including LED light therapy (15 min./\$23), which are enhancements guests can add to virtually any service. Also, our On the Go Facial (30 min./starting at \$56) consists of a 15-minute

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pre-cleanse, serum and LED light treatment followed by the application of a moisturizer based on the individual's skin type and needs.

McDermott: I use the LightStim during massage treatments for pain relief. If clients complain about aches in their hands, knees, feet or anywhere on their body, I apply it to that area during a facial or waxing service. But my favorite way to incorporate LED light therapy is following any exfoliation or microdermabrasion treatment; I apply a sheet mask to the face and put clients under the LightStim ProPanel for 20 minutes. They really enjoy the warmth, relaxation and results. When they notice younger, glowing skin, they're eager to book their next appointment. A typical ProPanel session ranges from \$50 to \$70 for 20 minutes, depending on the other services purchased.

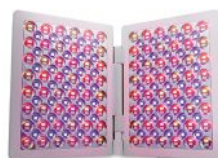
Nash: When I use the Soli-Lite, my clients leave with beautiful skin that rarely looks inflamed or red, even after treatments such as clinical depth microneedling and peels. Thanks to the rapid healing process provided by the LED therapy, they can go straight back to work or out for socializing. Many of my regulars also love that they can come in right after having Botox or fillers—the LED treatment helps diminish bruising and prolong the effects of the injectables.



Celluma PRO
celluma.com



LightStim ProPanel
lightstim.com



dpl IIa
revivelighttherapy.com



Repêchage LED Radio Frequency and EMS Skin Tightening Machine
repechage.com



Natura Bissé V-Neck Definition System
naturabisse.com



ZEMITS Ultraglow Revitalizing System
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Boone: We offer light therapy as an add-on (15 min./\$10) to any treatment. It's also featured in services including our Clarifying Facial (75 min./starting at \$149), which includes a deep cleanse, exfoliation, clarifying mask, cold roller massage and 30 minutes of LED to help further reduce acne and inflammation.

How do you promote light therapy?

Boone: We have an entire LED Bar where our clients can get complimentary light therapy with any service priced at \$100 or more. Once they try it and see the results, they're hooked.

McDermott: We display flyers, and I show clients the ProPanel and how much my skin has improved from using it. I've also given treatments to staff so they can share their experience, and I offer a discount when guests purchase a package or series of treatments.

Crowell: While being prepped for a service, we give guests a detailed Power Treatment menu that includes information about the amazing benefits of LED light therapy. We educate them about how it can help achieve their desired results when we customize their facial treatments. We also have a Power Punch Card where



guests receive a free Power Treatment after they've purchased three at full price.

Nash: I offer a complimentary first treatment, as I know clients will see an immediate improvement. From there, as with all of my treatments, I sell LED therapy in packages of 5 or 10 sessions. This saves them money and keeps them coming back. **DS**

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Smooth Talk

Leading brands discuss the latest trends and innovations in hair removal and offer training tips and sales strategies to help you capitalize on everything this segment of the industry has to offer.

How has the hair removal business evolved through the years?

Susanna DiSotto, vice president, Naturaverde

Professional Wax: Customized waxes in soft and hard formats with low melting temperatures and great flexibility have been game-changers in the last 10 years.

Normajeane Fusco, owner/president, Equibal:

Women have always gone for hair removal services, but there's been a real uptick with male clients—men are embracing everything from eyebrow cleanup to hair removal on backs, chests and everything in between.

Deborah Merhar, founder and CEO, Relax & Wax:

I've seen a lot of advancements, especially driven by how conscious people are about the environment and what we put on our skin.

Lindsay Miller, president, Lycon USA: Trends are always changing as far as the amount of hair people want removed; advances in product ingredients; techniques, such as dermaplaning and sugaring, which are increasingly popular; and products targeted toward various types of hair.

Lydia Sarfati, CEO and founder, Repêchage: Hair removal services have gone from dreaded and unpleasant experiences to ones that can be relaxing for clients. We've accomplished this with protocols such as the Waxing is Relaxing ritual, which begins with a dry brush exfoliation followed by gentle hair removal with a soft wax infused with soothing ingredients and a massage over the waxed area with our Skin Relief Soothing Gel and Vita Cura Triple Action Nutri Oil.

What should pros know about training and continuing education?

DiSotto: Many distributors offer advanced classes that provide updated information on ingredients, usage tips, waxing methods, sanitation and hygiene precautions. Taking these kinds of courses is key to a successful business and should be done every two years.

Fusco: For every product, there are different rules and regulations, so check with the manufacturer to ensure that you're on top of your training and don't deviate from their guidelines. You can't mix and match, and that goes for technique, as well.

Merhar: Get to know as much as you can about the products and services you offer and don't be afraid to specialize—whether that's becoming a brow artist or focusing on Brazilian waxing or ingrown hair maintenance.

Miller: When possible, in-person training is a great option, as your team can benefit from seeing application methods and engaging in hands-on coaching. But online courses and videos can be more cost effective and convenient.

What are your top sales strategies?

DiSotto: Train your entire staff on subtle upsell techniques and offer quarterly incentives. It's easy for them to suggest a waxing service while performing another treatment. They can offer clients a discount on the wax if they do it at that same appointment if time allows, or if they come back within a week. Especially for first-timers, explain why freshly waxed skin needs special after care, and

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recommend products. Bundling the service with a post-care product makes it an easier sell.

Fusco: Advertise that you offer hair removal services—don't assume people know. Place small signs in treatment rooms, offer discounts and post about it on social media. It's also important to retail a product like antiseptic Nufree Finipil to protect skin from redness, irritation and ingrowns, since clients don't always realize that they have to take care of their skin between treatments.

Merhar: On your intake form, ask guests about their waxing expectations and goals, and discuss how you'll address those things during their service. Talk about hair growth patterns, tell them how each product works, give them handouts and demonstrate that you're the expert. My preferred time for upselling new areas to be waxed is winter, as it's much easier to let hair grow out when the body is covered. Get email addresses if clients want to be notified about sales and special events. Keep your social media pages fresh and fun (everyone loves before-and-after shots and short videos), and post regularly. A simple sign thanking clients for checking in on social during their visit also works wonders.

Miller: It's easy to upsell, both by adding more areas to be waxed—e.g., if they come in for an eyebrow wax, suggest they get the lip and chin done too—and through offering retail products. Educate clients about the importance of an aftercare routine that includes exfoliating and treating ingrown hairs, and make sure that your team is knowledgeable about the products. Focus on recognizing a problem and offering a solution, rather than pushing someone to spend more.

Sarfati: If you present your waxing services as a relaxing spa experience and enhance them with a facial and body massage, then they will sell. You can also offer express services, such as sheet masks and eye treatments, while the waxing is being performed. For retail, inform clients that exfoliating between appointments with a body scrub or dry brush can help reduce the chance of ingrown hairs. **DS**



Naturaverde Pro Sensitive Zinc Oxide Soft Wax

Perfect for fine to medium hair types, as well as sensitive, blemish-prone skin and first-time waxing clients. **sodico.us**



Lycon Manifico Strip Wax

Made especially for men, this wax features soothing chamomile and a masculine sandalwood scent. **lyconusa.com**



Repêchage SeaSmooth Artisan Seaweed Wax

Infused with select seaweeds, along with safflower oil and aloe vera to help calm the skin. **repechage.com**



Relax & Wax Hard Wax

A non-sticky formula that leaves no residue behind and is extremely pliable so it won't break. **relaxnwax.com**



Tend Skin Refillable Roll On

The signature isopropyl alcohol formula soothes skin after hair removal, minimizing the appearance of ingrown hair, razor burn and redness. **tendskin.com**



Caronlab Brilliance Professional Hard Wax

Great for guests with sensitive skin, this non-brittle formula won't cause bruising or lifting. **cbongroup.com**



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A Breath of Fresh Air

Five simple but effective ways to improve your spa's indoor air quality.

Although they're considered safe havens from the outside world, spas may be falling short in one key area: indoor air quality. Thanks to a host of factors—from paint, furnishings and cleaning products to dust buildup and microbial growths—the Environmental Protection Agency (EPA) reports that indoor air pollutants often clock in at levels two to five times *higher* than outdoors levels, leading to negative health effects like sinus congestion or triggering existing conditions, such as asthma, allergies or respiratory diseases. Meanwhile, spa spaces often have unique additional contributors to poor air quality, such as product fumes or excessive moisture from saunas, that can create mold or mildew issues, potentially harming the health of clients and employees alike. To help you clear the air at your workplace, try implementing these five pro tips.

1 Add some greenery. At The Umstead Hotel & Spa in Cary, North Carolina, spa director Carolyn Doe helps purify indoor air with attractive green plants that provide oxygen, such as bromeliads. Potted eucalyptus plants are another option that provides the perfect blend of air quality and ambience, notes Claudia Metts, spa manager at The Spa at Hotel Bennett in Charleston, South Carolina. “Filled with tannins, eucalyptus leaves provide exceptional toxin filtration, boost respiratory health and ease anxiety; the plant is even one of best options for improving indoor air quality, according to NASA,” Metts explains. “Plus, eucalyptus provides health benefits and heightens guests’ sensory experiences.” Stephanie Torres, lead esthetician and massage therapist at Delamar Spa Greenwich Harbor in Greenwich, Connecticut, also recommends plants to remove toxins from the

air while boosting oxygen levels; she prefers bamboo palm and English ivy.

2 Incorporate essential oils.

Like Metts, Doe integrates naturally cleansing, decongesting eucalyptus into the spa environment, but not through living plants. “We use eucalyptus oil-based products in our steam room to enhance the experience,” says Doe. “We also use similar cleaning products in that area to naturally decrease the opportunity for molds to grow.” Meanwhile, Torres crafts her own essential oil blends as a way to reduce unpleasant odors. One of her go-to recipes combines a half-cup of strong rosemary, a half-cup of witch hazel, and 20 drops each of pine and lemon essential oils for a purifying concoction. Simply add the ingredients to a spritz bottle, shake well and spray away.

3 Choose cleaner products.

At Spa Anjali at The Westin Riverfront in Avon, Colorado, Ingrid Middaugh, director of spa sales, eschews chemical-based formulas for more natural solutions. “Spa Anjali uses only organic and natural treatment products; we try not to have heavy perfume smells, instead opting for essential oils and natural scents to preserve air quality,” Middaugh notes. “We also use only natural cleaning products.” Doe, too, avoids heavily chemical cleaning products that might leave behind noxious smells and affect sensitive guests. And Torres, who agrees that industrial cleaners can leave a residue that will affect air quality, instead taps eco-aware formulas that rely on a natural, nose-friendly base, such as lemon or vinegar, which leave no toxic footprint behind. (As noted in “Sustainability Made Simple” on page 44, a brand like Rejuvenate [viroxprobeauty.com] offers excellent eco-friendly disinfectant options for cleaning spa surfaces, foot baths and more.)



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4 Filter it out. According to Arista, a New York-based heating and cooling company, several key pieces of equipment can significantly improve indoor air quality: A source capture system and commercial air purifiers are designed to help zap vapors and dust, while an HVAC unit with multiple filter layers helps further remove harmful particles. However, with any system, you'll need to ensure regularly scheduled maintenance—and change your filters frequently, too. “Almost all air conditioners contain a filter that cleans the air, removing impurities and pollen,” Torres reports. “Air conditioners can help improve air quality in your spa by drying air out and refreshing stale air, but you must keep your equipment spotless!”



5 Open up and say, “ahhh.” Proper ventilation is a must for spas, since moisture can easily get trapped, thanks to features like saunas, showers and wet rooms—even in less humid climates. “We’re lucky to work in Colorado’s Vail Valley, which has a very dry climate, so we don’t have a ton of issues with excessive moisture,” notes Middaugh. “Still, we do open

the steam rooms at night so they can dry out before cleaning.” And, since airflow is crucial for indoor air quality, Torres suggests regularly opening doors and windows to rejuvenate spaces (though, for spas located in a crowded city with compromised outdoor air quality, she advises doing so when traffic levels are lowest, such as early morning or late evening). **DS**

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NATURAL WONDERS

These six clean, green facial services are getting health-minded and eco-conscious clients glowing.

BY ALEXA JOY SHERMAN

If you haven't already noticed, the green beauty movement is taking on Mother Earth-size proportions—the global organic personal care market is projected to reach \$25 billion by 2025 (up from \$13 billion in 2018), according to reporting from Grand View Research. “People are looking for ways to take back their health naturally, and one of those ways is by paying attention to what they’re applying to their skin,” says Keeley Lore, owner and master esthetician at Naturally Radiant in Fredericksburg, Virginia. “Toxic ingredients can cause inflammatory responses that impact physical health, accelerate the aging process and compromise the appearance of the skin. But professional services using clean, natural and organic products can help correct fine lines, hyperpigmentation and a host of other issues.” Indeed, the protocols profiled here are a testament to precisely that.

MONSTARRR/ISTOCK



6 THINGS...

YOU DIDN'T KNOW ABOUT LYCON WAX

1 LYCON was started on Lydia Jordane's, Founder of LYCON, stove top. When Lydia's family migrated to Australia from Europe in 1964, she attended an all-girls highschool. On her first day at school, Lydia noticed she was the only girl in her class with hairy legs. Lydia was determined to have hair-free legs like the other girls. Her father was a cosmetic chemist and so she had access to various ingredients. She locked herself in her room and experimented to remove hair with razors and depilatory creams. She disliked the way her hair grew back which was fast, prickly and coarse. She found out about waxing and liked the idea of having smooth skin. Inspired by this she decided to develop her own wax. Many years later Lydia began to work as a beauty therapist and was able to perfect her own special formula. The wax had to be easy to use, pliable, have the ability to remove short, stubborn hair and be comfortable for all skin types. LYCON wax was born! LYCON remains the standard for quality professional waxing around the world.

2 LYCON has been the professionals choice for over 40 years! LYCON continues to be on the leading edge of innovation in the hair removal industry and is committed to launching new products. Over the years LYCON has grown from one wax developed on Lydia's stove top to a complete and comprehensive line of waxes, both strip and hard, as well as a full line of retail products.

3 LYCON's Sunshine Hot Wax (aka Lydia's Wax) was the first LYCON wax to be sold. The first wax was aptly named "Lydia's Wax," which was sold in enamel mugs to pharmacies around Australia.

4 LYCON is sold in over 70 countries around the world. Initially, LYCON was sold in Australia, Asia and the Pacific Region. In the 90's Lydia ventured into the American market and took time to investigate the American salon industry. It was during this time that she discovered a famous New York spa with an extensive celebrity clientele. Upon experiencing the quality of LYCON waxes, its

gentleness and superior hair-free results, the owner and therapists were so impressed that they immediately recruited LYCON for all their waxing treatments. The popularity of LYCON spread throughout the world and LYCON is distributed in over 70 countries and has a following of the world's leading salons and spas across six continents.

5 The Spice Girls flew LYCON wax to a location in the USA in order to be waxed by LYCON. The Spice Girls were touring in the USA and insisted that they have a wax with LYCON. They were able to fly the wax in specifically to their location in order to have their wax!

6 LYCON recently moved to a brand new 80,000 sq ft manufacturing facility in Pinkenba, Australia (fitting because LYCON is pink!) Since the company's inception, LYCON's spirit of innovation and continual product development has incorporated the best natural ingredients with the latest in science and manufacturing process. All R&D and Quality Control is carried out at LYCON headquarters in Brisbane for consistent quality control and ensuring the optimum in product safety and efficacy. LYCON does not conduct animal testing and every product is extensively laboratory and salon tested to ensure it complies with the highest international safety and quality standards.



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Amber Brightening Facial

(90 min./starting at \$100)

Naturally Radiant
Fredericksburg, Virginia

Featured brand: Elina Organics

Lore recommends guests get this facial monthly, especially if they have sun-damaged skin. "Although many believe amber is a stone, it's actually fossilized tree sap which has historically been used for healing and calming inflammation," says Lore. "The crushed amber and other nourishing ingredients help brighten, lighten, firm and tone the complexion, resulting in a more vibrant and youthful glow. My clients have reported an immediate reduction in the appearance of fine lines and wrinkles, along with improved hydration and elasticity."



- Prepare the skin by cleansing and steaming, then perform vacuum extractions, oil control and apply High Frequency.
- Massage Crushed Amber Mask into the skin using effleurage technique for three minutes.
- Reapply more Crushed Amber Mask and work over it with the Derma Laser, followed by Low Level Light Therapy or Ultrasound.
- Apply warm herbal compresses on top of the mask and proceed with a light reflexology massage.
- Remove the mask by rolling it into the compresses (and be careful not to get the crushed amber into the eyes).
- Use Low Level Light Therapy for five minutes (optional).
- Perform a diamond microdermabrasion procedure (optional).
- Apply Amber Firming Mask using herbal compresses, spray Botanical Toner for Dry and Sensitive Skin, apply Eye Revitalization Complex on the neck and eye area for those with especially sensitive skin, or Cappuccino or Leave On Under Eye Recovery Mask.
- Apply Ambra Lift to stimulate muscle tone in the areas where needed, and use Low Level Light Therapy to stimulate collagen.
- Complete the service with the application of a serum and moisturizer selected according to the client's needs.

- Begin with the appropriate cleanser for the client's skin type or concern.
- Exfoliate with an acid peel or a manual product based on the needs of the guest's complexion.
- Once the skin has been resurfaced, apply Snow Mushroom & Reishi Masque.
- Remove the masque and perform a relaxing facial massage using Hungarian techniques.
- Perform a NuFace FIX treatment around the eyes and lips.
- Layer on Birch Water Purifying Essence and Bamboo Firming Fluid, Snow Mushroom Moisture Cloud Eye Cream, Tropical Vanilla Day Cream SPF 32 and Citrus Lip Balm.

Forest Facial (65 min./\$150)

TallGrass Spa and Salon
Evergreen, Colorado

Featured brand: Éminence

This service combines potent products from the Éminence Organics Pure Forest Collection with Hungarian massage techniques to deeply hydrate, purify and revitalize aging, dull and sensitive skin, says spa director Melissa Rackliff. "Key theme ingredients include snow mushroom, birch water and reishi mushroom, which work in harmony to soothe, detoxify and repair, as well as help combat free radicals," adds lead esthetician Heather Glenn. "Our guests report that their skin is firmer, and they especially notice a reduction in pore size due to increased hydration, with minimized red tones and a healthy, radiant complexion overall."

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Oat & Honey Desert Quencher Facial

(50 min./\$65)

St. George Day Spa
St. George, Utah

Featured brand: FarmHouse Fresh

Ideal for dry, rosacea/redness-prone and aging skin, this facial is also the perfect solution to the arid desert air. "One Fine Day Flawless Face Polish has a base of shea butter, so it's very hydrating—it softens, soothes, and heals the skin, and can reduce the appearance of fine lines and wrinkles when used consistently," says Traci Mathews, master esthetician, spa educator and trainer. "Guests feel so much better afterward and return every four weeks as we recommend. Some of them even buy every product used in this facial so they can recreate it at home." But what people seem to appreciate most? "FarmHouse Fresh grows some of the ingredients used in the products. The company is headquartered in a barn on a ranch, and has a sanctuary where it rehabilitates rescue animals—this skin care truly comes straight from the farm!" says Mathews. "Our guests *love* that and want to be a part of it."

- Cleanse with Green Tea Milk Wash followed by New Groove Hemp Wash Gel Cleanser.
- Gently exfoliate with One Fine Day Flawless Face Polish.
- Perform a facial massage using Agave Nectar Ageless Body Oil.
- Apply Pajama Paste Soothing Active Yogurt Mask; while it sets, perform either a hand and arm massage or a scalp massage.
- Remove the mask and apply Wine Down Overnight Super Antioxidant Recovery Serum, Crow Catcher Eye Transforming Serum and Three Milk Ageless Moisturizer.

Ormedic Restoring Facial

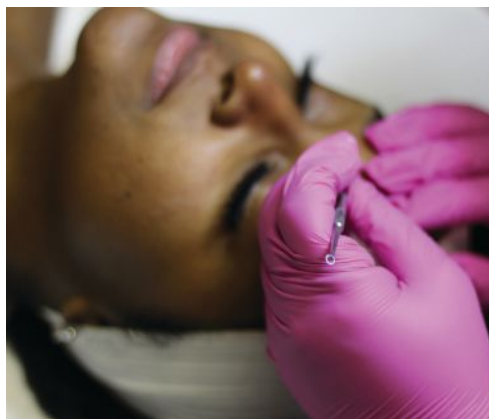
(55 min./\$120)

Pure Vichy Spa
Houston

Featured brand: Image Skincare

This luxurious service taps organic aloe vera and botanical extracts to soothe delicate skin, along with pomegranate enzymes, olive pit powder and bamboo spheres to smooth away dullness, and organic grape water to restore balance and hydration. "It's the perfect treatment for all skin types. It polishes away impurities and leaves the complexion looking balanced and refreshed with a newfound radiance, youthful glow and supple texture," says owner LeBrina T. Johnson. "Most guests return for this service five times a year, in between dermaplaning and microneedling."

- Apply Ormedic Balancing Facial Cleanser, and remove it with aromatherapy steam towels.
- With a mask brush, apply Ormedic Balancing Gel Polisher, and remove it with aromatherapy steam towels.
- Perform extractions.
- Massage the face, neck and décolletage with Ormedic Balancing Biopeptide Creme, and remove it with aromatherapy steam towels.
- With a mask brush, apply Ormedic Gel Masque, and remove it with a steam towel.
- Massage the face, neck and décolletage with Ormedic Balancing Antioxidant Serum.
- Apply Ormedic Balancing Eye Gel to the orbital area.
- Apply Prevention+ Moisturizer SPF to the entire face, along with a generous amount of Ormedic Balancing Lip Enhancement Complex to the lips.



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The Natural Facial

(60 min./\$120)

Organic to Green Spa and Bungalow
Santa Monica and Venice, California

Featured brand: Organic to Green

All facials and wellness experiences at the two Organic to Green locations utilize the brand's signature products in order to help guests detoxify and heal, says founder Rianna Loving. Perfect for pregnant women and clients with sensitive skin and active breakouts, this is the gentlest option, and it can be further modified to accommodate a variety of complexions. "We primarily use our Rose Detox Skincare products, made with rose, pink salts and other purifying ingredients, as well as one or more of our six Coco Oils," says Loving. "For instance, with dry skin types, we use oil containing an infusion of jasmine, ylang-ylang, Icelandic moss, watermelon and green tea, while the oil containing vanilla, chamomile, calendula and aloe helps soothe sensitive, delicate complexions."

- Begin with three deep inhalations of lavender to center body and mind.
- Cleanse with fragrance-free Coco Oil to remove any product.
- Perform a second cleanse with Rose Foam and Rose Cleanser, lathered together and gently removed with Ultrasonic scrubber*.
- Apply a thin layer of Papaya-Pineapple Enzyme to gently exfoliate the skin.
- Perform extractions.
- Apply one of the signature Coco Oils and use gua sha and hot stones to perform lymphatic massage*, starting with the décolletage and working up to the neck and face.
- Apply customized Signature Mask to the face and Chap Guard to the lips, then massage the arms and hands.
- Remove the mask and apply Rose Gold Oil as a protective barrier with antiaging benefits.
- Apply Rose Milk as a moisturizer.
- Oxygenate the skin using Ylang-Ylang Coco Drops, which contain hyaluronic acid.
- Apply Rose Crème to the under-eye area to help soften fine lines.
- Use chilled rose quartz rollers to calm skin.
- Complete with a liberal spritz of Rose Mist.

* Ultrasonic and lymphatic massage are skipped with pregnant guests.



The Peach (90 min./\$150)

Wholelistic Esthetics
Martinsburg, West Virginia

Featured brand: Sorella Apothecary

Guests looking to combat the signs of aging and correct uneven skin texture seek out this facial monthly. "The Cherry Pepper Peel combines vitamin C, a superfruit blend and bioflavonoids to promote healthy skin renewal and neutralize free radicals, while The Balm contains argireline to inhibit the formation of new lines and relax the facial muscles, as well as Palmitoyl Tripeptide-37 that has been proven

to decrease wrinkles by 45 percent in 28 days!" enthuses owner and licensed esthetician Chelsea McBee. "Plus, beeswax is a natural emollient that acts as a skin-healing protective barrier." Additionally, the dermaplane technique provides gentle yet effective exfoliation that also removes vellous hair (peach fuzz), allowing

for increased absorption of active ingredients so results are noticed sooner, and the use of LED light stimulates healthy collagen production. "Clients report fewer fine lines and wrinkles, and less hyperpigmentation," says McBee. "They're always thrilled with the healthy glow they can see and how relaxed they feel." **DS**

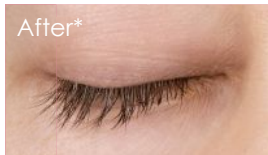
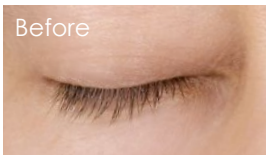
- Cleanse the skin with Apricot Mango Cleansing Milk.
- Perform a second cleanse with Lychee Willow Bark Deep Clean.
- Prepare the skin for exfoliation with Dermaplane Pro AHA/BHA Skin Prep Solution and a few drops of Dermaplane Pro Nourishe Dermaplaning Oil.
- Perform dermaplane.
- Brush on a thin layer of Cherry Pepper Peel for an enzymatic exfoliation.
- While the peel sits, massage chest and shoulders for 5 to 7 minutes.
- Remove the peel with cool water.
- Spritz on a generous amount of Watermelon Mint Hydrating Mist.
- Apply two drops of Main Squeeze Hydrating Serum, followed by Marine Mermaid Mask.
- Massage the shoulders, neck and scalp while the mask sets.
- Gently peel off the mask.
- Press in two drops of Neogenesis Recovery Serum.
- Perform a 20-minute LED treatment using the LightStim Pro Panel.
- Press Aloe Cucumber Eye Gel around the orbital bone.
- Apply Quench & Protect Hydrating SPF 30 and finish with a spritz of Solar Rose Water.

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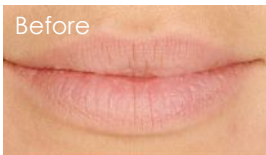
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A woman's profile is shown in a soft, ethereal light, surrounded by a dense arrangement of pink and white flowers with green leaves. The word "Sustainability" is written in a large, elegant, teal-colored script font, and "MADE SIMPLE" is written in a smaller, teal-colored, all-caps sans-serif font below it.

Sustainability

MADE SIMPLE

Seven steps you can take right now to help save the planet while improving the health of your clients *and* your cash flow.

BY BARBARA DIGGS

As conversations about climate change intensify, businesses of all sizes are realizing how important it is to reduce their carbon footprint and make their operations as eco-conscious as possible. And, given their role as bastions of health and wellness, plenty of spas are leading the charge. “Spas are the space where people come for self-care, grounding, reflection and to develop self-awareness,” says Joanna Roche, executive director for The Green Spa Network (GSN Planet). “When we care for the planet, we are ultimately taking care of ourselves and our longevity—all living things are interconnected, so when we care for one, we care for all.”

PRESENTED BY MORGAN TAYLOR

Color Creatives

Discover what goes into devising the Morgan Taylor polish collections.

Every season, when nail polish collections are released, we are always mesmerized by the spectrum of hues and how they consistently seem to be the exact shades we were hoping for. Naturally, we've all imagined what it would be like to come up with our own collection, from mixing colors to naming each one. Here, Morgan Haile and Taylor Daniel, the pair behind their eponymous lacquer line, talk about the creative process and what they love about the brand's spring 2020 collection, Editor's Picks.

How do you come up with the polish names for each collection?

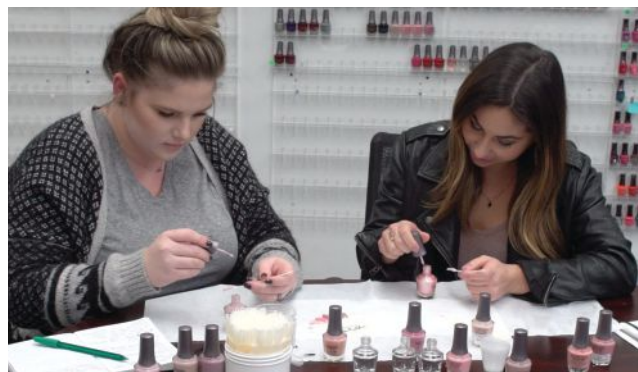
To begin, we look at the theme of the collection and try to come up with names that tie into it. Choosing the right names for the polishes is really important, because if they make you laugh or if they stick with you, then you form an attachment to the colors more than if they were just numbered.

What's the hardest part about creating a collection?

Getting the right color combination. It's hard when you fall in love with so many colors and have to eliminate a few of them. On the flip side, sometimes we have to put in a color that might not be our absolute favorite, but it just looks so much better as a complete collection with it in there.

Tell us a little about your spring 2020 collection.

Editor's Picks is a little more sophisticated than our past spring collections. We go to New York a lot and talk to the magazine editors about fashion week



and on-trend colors, and so we used their feedback as part of our inspiration. We also had a lot of fun with the imagery for the collection. The model wore different wigs and the high-fashion clothing made it really chic.

What are your favorite colors from the Editor's Picks collection?

I Speak Chic is a great version of a nude, even though it's more taupe, and it looks good on a lot of skin tones. Call My Blush is the perfect soft pink for the season; it goes well with any type of nail art because it's such a good base color.

For more information on the Editor's Picks collection, visit morgantaylorlacquer.com.

COURTESY OF MORGAN TAYLOR



Taking sustainability seriously—so long as it's not merely done as a marketing ploy (known as “greenwashing”)—not only stands to benefit Mother Earth, but your earnings, as well. A 2019 study by Accenture found that more than 50 percent of global consumers say they're willing to pay more for sustainable products. Further research shows they're putting their money where their mouths are: The New York Center for Sustainable Business reports that 50 percent of the sales growth of consumer packaged

goods between 2013 and 2018 was from sustainable products, even though they comprised only 16.6 percent of the market.

For those who worry that going green is too overwhelming or expensive, consider this: Many of the steps outlined below will actually save you money because they help lower electricity, heat and water costs. Plus, there's evidence that adopting green practices in your business heightens employee productivity. Now, are you ready to do your part? Then read on.

WATCH YOUR *Waste*

The first step in greening your spa is conducting a waste audit. “A simple way to do this is to look at how much waste you're producing today, and review how that's changing every month,” suggests Sandy Fuhr, president of Comité International d'Esthétique et de Cosmétologie (CIDESCO). To keep track of amounts, prepare a chart divided into categories, such as plastic, paper, glass, food and so forth. Then for several “normal” workdays, note how much waste you create in each category. Once you understand what and how much is being tossed, you can set goals for improving those figures, says Fuhr.

If you're interested in a more advanced audit tool, GSN Planet offers its members a comprehensive questionnaire that helps assess and improve their sustainability when it comes to energy, plastics, recycling, laundry and water. “It guides you through an operational audit to determine where you're doing well or need improvement,” explains Roche.



GO WITH THE (LOW) *Flow*

Whether your spa offers soaking tubs, showers and steam rooms or you primarily use it for cleaning purposes, water is likely a large part of your operation. But with the cost of water and some environmental scientists predicting freshwater shortages in the near future, it makes sense to use it as economically as possible.

Investing in water-efficient appliances can help. “Changing the taps to be flow-reducing in bathrooms and all types of shower facilities will make a big difference,” says Fuhr. If a full overhaul of your fixtures isn't in the budget, you can start by changing the way you work. For instance, only run washing machines with a full load, and consider using less hot water whenever possible. As GSN Planet points out, traditional

laundry systems use an average of three gallons of fresh water to process each pound of linens, and the majority of that water needs to be heated, which requires a huge amount of energy that tends to come from non-renewable resources. Also, remember to shut off faucets between treatment steps that require a fresh flow of water.

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SWITCH THE *Lights*

According to the U.S. Department of Energy, switching to energy-efficient lighting is one of the fastest ways to cut your energy bills. "Replace all of your lightbulbs with energy-efficient options," advises Denise Dubois, owner of Complexions Spa for Beauty and Wellness in Saratoga Springs and Albany, New York—the first U.S. spa to earn Gold certification under the U.S. Green Building Council's LEED rating system for new construction. You'll want to use light-emitting diode (LED) lights. According to the Department of Energy, LEDs use 20 to 30 percent of the energy of traditional bulbs, but emit the same level of light and can last up to 25 times longer. Less energy used translates into reduced greenhouse emissions—and a lower electric bill.



Recycle RIGHT

For all of the people who've gotten on the recycling bandwagon, many still don't do it efficiently or effectively. Research which waste items in your spa can be recycled (even hair clippings can be used to help clean ocean spills!), and to avoid confusion among clients and staff, Fuhr recommends putting out bins that are correctly and clearly labeled. (For a spa-specific program, check out Glo Recycling at gloreycling.com.)

You can also encourage guests to recycle the beauty products they purchase with you right there at the spa. "We have a designated bin just for our clients to drop off their empty bottles," says Dubois. "We also offer a 20-percent-off incentive for them to trade in their drugstore-bought products for cleaner, more eco-friendly versions that we sell."

KEEP IT *Clean*

From beauty and cleaning supplies to furnishings and wall paint, a lot of the items in your spa may contain toxic ingredients that can have a negative impact on air quality and water pollution. Replacing as many of these items as possible with eco-friendly options may improve the environment and the overall health and well-being of your staff and clients. For instance, consider using cleaning supplies by a brand like Rejuvenate (viroxprobeauty.com)—its salon and spa disinfectants are tough on germs and help prevent the spread of viruses, but they break down into water and oxygen, so they can be safely poured down the sink without any environmental impact. Placing air-purifying plants, such as English Ivy or aloe vera, around the spa can also be useful for absorbing fumes and toxins—plus, they're inexpensive and look great! (Read more about improving your spa's indoor air quality in "A Breath of Fresh Air" on page 28.)





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SPAS GOING GREEN

GSN Planet polled its members about their eco-conscious efforts. Here are some of the results.

- **90%** say a sustainability plan enhances the perception of their brand.
- **78%** are trying to reduce the packaging they use in their business operations.
- **84%** say consumers are choosing brands because they are green.
- **77%** educate their customers on their green benefits.
- **77%** engage their communities in green or wellness initiatives (e.g., tree planting, clean-ups and lectures).
- **72%** promote their sustainability efforts in their marketing.
- **54%** feature sustainability practices in their mission statements.
- **40%** have been recognized for being green.
- **28%** have a dedicated sustainability officer or a "green team."



TAKE THE *Reusable* ROUTE

From product packaging to plasticware, discarded spa supplies add significantly to already overflowing landfills and contribute to greenhouse gases. (Did you know that a single plastic water bottle can take up to 1,000 years to decompose?) But going with reusable, compostable or biodegradable options can make a difference. "You don't have to change big things in your spa to avoid using disposable materials. Small changes, such as replacing a couch roll with organic sheets and disposable cotton wool with washable mitts, will all help," says Fuhr. "If you're using plastic cups or cutlery, replace them with glass or crockery. This will not only cut down on waste, but also improve the client experience."

Choosing your suppliers carefully makes a difference, too: "Much of what we use is European Certified organic, which has a much higher bar than the U.S. certification," says Brad Drummer, owner of Nusta Spa in Washington, DC. He also pays close attention to how sustainably suppliers harvest their products, and buys locally as much as possible.

School YOUR STAFF

When all is said and done, if each member of your team isn't invested in your sustainability efforts, you'll only get so far. "Your staff should be fully trained on how to effectively recycle in the spa environment," says Fuhr, who adds that employees should develop green habits like turning off lights in vacant treatment rooms and unplugging equipment when it's not in use. You can even encourage them to think about sustainability more broadly by implementing a rewards system or giving other incentives when they engage in behaviors that benefit the environment, such as cycling or carpooling to work. All of these efforts will help raise awareness and encourage more eco-conscious efforts—at work and otherwise. **DS**



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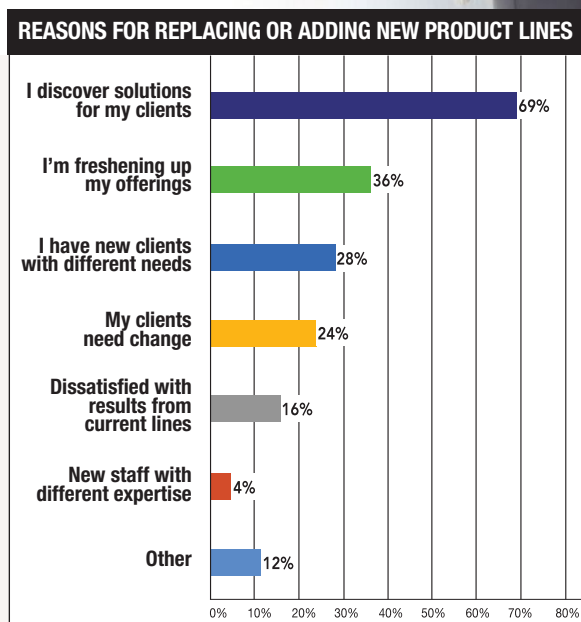
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Lindsay Miller

President, Lycon USA

Lycon Cosmetics was founded by Lydia Jordane 41 years ago, when she created her first depilatory wax on her stovetop. Now sold in more than 75 countries around the world, the brand has become a leader in hair removal with its innovative, high-quality products. Lindsay Miller has been with the company for six-plus years, overseeing importation and distribution for North America.



Tell us about the brand's newest offerings.

Lycon recently launched the Pinkini Brazilian Care Collection—a luxury line and a necessity, given that Brazilian and bikini tend to be the most requested waxing services. When spas and salons can ensure the experience is comfortable and effective, this helps create guest loyalty and word-of-mouth recommendations.

Where is your favorite place on Earth?

My family's cottage—it allows us to escape the city and spend quality time together. I love waking up and swimming in the lake, going for a boat ride or fishing off the dock with our three kids.



What's your top beauty tip?

Drink lots of water! Someone once told me that your skin is a direct reflection of everything you put in your body, and I truly believe this.



How do you like to relax?

Going for a long run with my headphones on, listening to my favorite playlist.



What do you consider your greatest accomplishment?

When I was 18, I received my private pilot's license, and my boyfriend at the time (who is now my husband) was my very first passenger. It took dedication, hard work and, most of all, having confidence in myself—all things that I rely on in my everyday life, whether as a mom, wife or business leader.



What do you love most about working in this industry?

The people I get to meet, including some incredible entrepreneurs who have built companies from the ground up and are so passionate about what they do. **DS**

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