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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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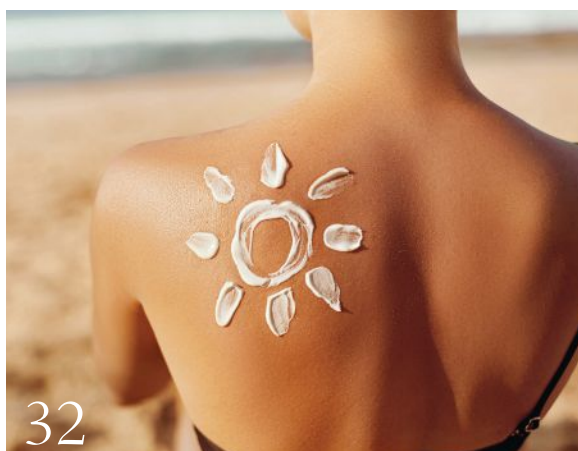
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*Stephanie*

STEPHANIE YAGGY LAVERY  
**EDITORIAL DIRECTOR**  
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## From the EDITOR

**We're in the midst of unprecedented times.** The world as we know it has changed dramatically since COVID-19 took hold. In our industry, production halted, spas closed and people lost their jobs. Yet as I write this, we're slowly beginning to see signs of life emerge, with spas in certain states being allowed to reopen and business ramping up once again.

Here at *DAYS*, we've also dealt with the effects of the pandemic. You'll notice that this is a combined June/July issue, and I'm not the face you're used to seeing on the editor's note. But just as the country is beginning to open back up, we too are moving forward, providing you with more of the great content that you've come to rely on us for.

It's with high hopes that we'll be able to experience summer like we used to—and that you'll be able to perform the services that your clients so desperately desire. To get you ready, we've brought you the 411 on cellulite in our Spotlight column on page 16, plus luxurious full-body treatments that slim and tighten in "Body Positive" (page 38). We also have the latest on SPF that you can pass along to your clients in "Sun Smarts" on page 32. And while you're prepping for the onslaught of summer services, you might also want to think about retail—e-retailing, that is. In "E-Tail to the People" we show you just how easy it is to continue offering retail to clients at home (page 24).

And don't forget to get out and enjoy the summer a bit yourself. We've all been cooped up for a long time; getting a bit of that summer sunshine is good for the body and soul.



## #shelfies

In lieu of being able to get a facial, I've been using the **Éminence Arctic Berry Peel & Peptide Illuminating System** at home. The three-step system helps keep my skin radiant and youthful while staying indoors.

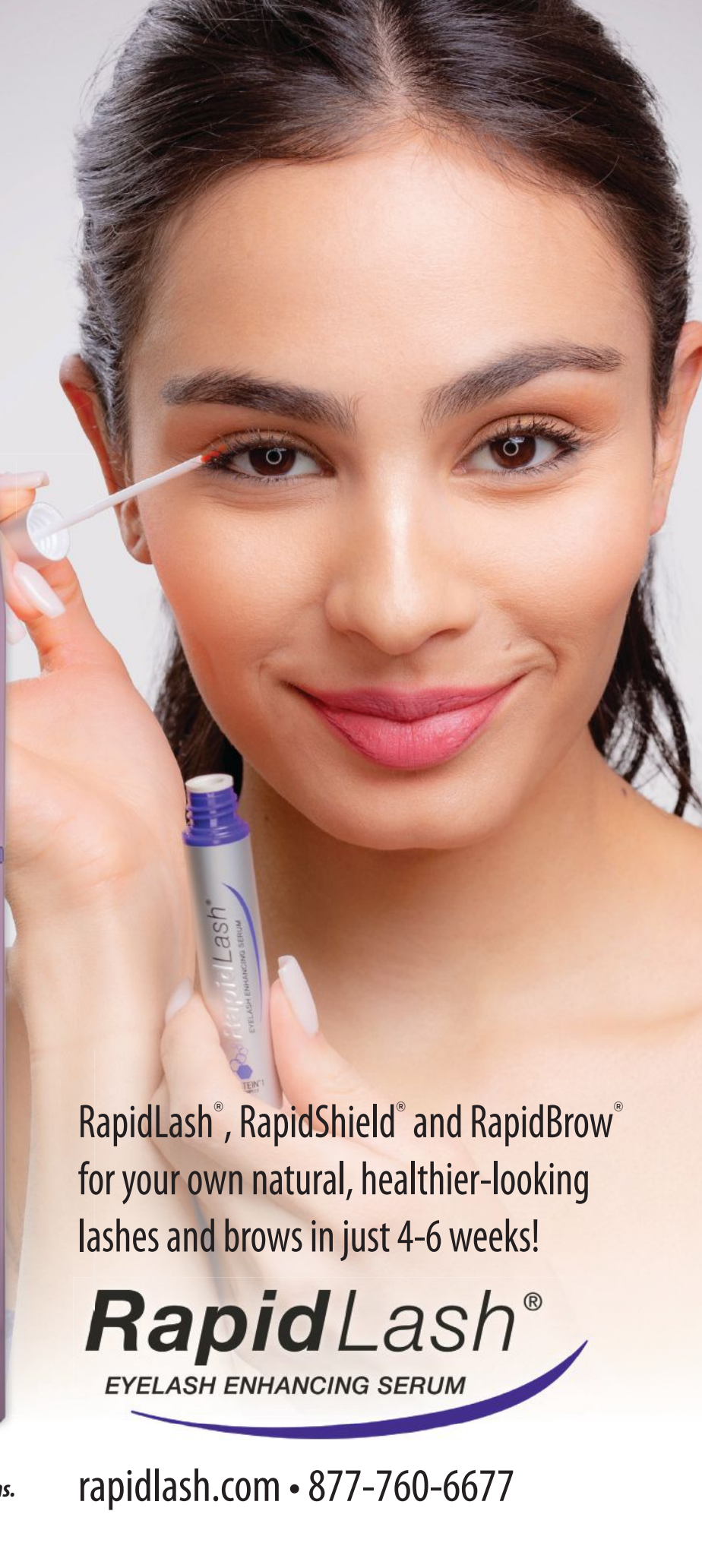
I've been applying the new **CBD Sculpted Lip Oil** from Ogee every night before bed. I love the blend of jojoba oil and full-spectrum CBD sourced from a 100-percent organic Vermont farm for its calming effects and ability to soften my lips.



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## Switching to Sanitation

While Malibu C ([malibuc.com](http://malibuc.com)) is known for its innovative haircare products, it's also a solution-based brand—which is what encouraged the company to create CUR8, a line of hand sanitizers. “When we crated CUR8, our first focus was the medical field,” explains Missy Peterson, global educator and artistic director for Malibu C. “We provided hospitals, nursing homes and other first responders with the hand sanitizer.” The goal: Keep users protected when they can't access water to wash their hands.

When developing the formula, Malibu C worked with different strengths of ethyl alcohol to find the highest quality. “It's important to know the percentage of alcohol, but also how long the hand sanitizer stays on the skin to have maximum kill time for germs and viruses,” Peterson says. Additionally, the unique formula protects skin from drying out after multiple uses.

Now, as spas and salons are opening back up, CUR8 is making its way back into the beauty industry. With a variety of sizes available, from liter to retail size to individual packets, it can be used for guests upon arrival, at individual stations or even for retail. As a manufacturer of its own product, Malibu C was in the perfect position to change its focus from hair care to sanitizer. “After all, we are a wellness company,” says Peterson. “We felt the transition goes right along with our mission statement.”

## Giving Back

As the COVID-19 pandemic spread across the world, countless beauty manufacturers switched gears and discovered ways they could provide a helping hand. Here are a few:

Éminence Organics ([eminenceorganics.com](http://eminenceorganics.com)) reached out to hospitals and other health organizations in the United States, Canada, the Netherlands and the United Kingdom to supply first responders with Mangosteen Replenishing Hand Cream as a relief for dry, cracked hands; Lime Refresh Tonique to hydrate the complexion and revive the senses; and a variety of sample-size cleansers, moisturizers and masques so medical staff on long shifts could wash, treat and hydrate their skin.

Celluma Light Therapy ([celluma.com](http://celluma.com)) is not only offering free disposable Hygiene Barriers to existing U.S.-based Celluma practitioners as well as with every new device purchased, while supplies last, but it has also pivoted operations to manufacture medical face shields to professionals on the front line. Additionally, the company donated \$2,500 to the Esthetics Council, an organization that advocates for estheticians' legal rights to practice—something especially important right now.

As spas and salons closed their doors, The HydraFacial Company ([hydrfacial.com](http://hydrfacial.com)) continued working, supporting the health and wellness of medical providers and their patients through distributing reusable medical masks; partnering with another Southern California companies to build ventilators; and teaming up with a telemedicine company to answer the influx of calls as people stayed home and away from medical offices.

What may seem like a small gesture to these companies makes a huge impact to those in the field. “This was a generous contribution to our healthcare heroes,” says Andrea Martinez, area practice manager at Cerner Corporation, of the donation by Éminence. “[Those on the front line] truly cherished the pampering gifts.”





# LAUNCHTIME!

The newest launch from **Elina Organics** is one of the first skincare products to use angelite crystal. Referred to as a “stone of the angels,” Angelite Crystal Elixir utilizes snow mushroom (for lightening hyperpigmentation, age spots and acne scars) and copper peptides (to reduce inflammation) for visibly firmer and more hydrated skin. Peaceful angelite crystal is used holistically to cool and rejuvenate the skin, while healers use the stone for its gentle vibrations to the angel realm. Altogether, ingredients in this elixir improve the appearance of dry and aging skin, while healing and calming acne-prone complexions. [elinaorganicskincare.com](http://elinaorganicskincare.com)

A carefully developed, six-step deluxe spa pedicure system, **SerumSpa** works to remedy three different client concerns: hydration, detoxification and firming. Unlike other pedicure systems, which use the same ingredients with a variety of fragrances, each SerumSpa variation—Moisture Soothe, Detox Pure and Slim & Firm—utilizes unique ingredients and even individual steps to address each targeted goal. Free of the 15 most common toxins found in the market, all systems contain 12 core natural and proven effective ingredients. [allurspa.com](http://allurspa.com)

The 2020 limited edition bottle of Lotion **Yon-Ka** is now available with an artistic flair. The legendary product—known for its uplifting essential oils of lavender, geranium, rosemary, cypress and thyme—has been adorned with a design by artist Lovisa Burfitt for the summer release. Use it to tightens pores, set makeup, refresh skin and add a healthy glow while adding an artistic touch as well. [yonkausa.com](http://yonkausa.com)



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# BACK TO BUSINESS

To temper concerns about COVID-19, Dermalogica ([dermalogica.com](http://dermalogica.com)) released guidelines for salons and spas reopening, including “12 Principles for Enhanced Service Safety” and a Clean Touch Certification program. As governments begin to lift stay-at-home orders, the professional skincare company hopes to be a resource for both large and independent spas as they navigate safe reopening protocols. “We

have defined the most appropriate steps now so that the industry can embark on the changes necessary to make facial skincare services a reality,” says Aurelian Lis, Dermalogica global CEO. **DS**

MUST HAVE

# SLOUGH IT OFF

Regular exfoliation is a must to reveal smooth, supple skin from head to toe. From sugarcane crystals and sea salt to volcanic sand and earthy amber, there are a myriad of ingredients that gently, yet effectively remove dead skin. Plus, nourishing oils and luscious botanical additives ensure that skin stays fully hydrated and conditioned.

**1 ÉMINENCE Stone Crop Revitalizing Body Scrub** combines hydrating sugar and invigorating salt, which lathers into a creamy foam to smooth and revitalize skin. [eminenceorganics.com](http://eminenceorganics.com)

**2 SAIAN Honey Vanilla Scrub** contains tiny grains of natural amber to gently slough away dead skin cells while at the same time decongesting and brightening the complexion. [saian.net](http://saian.net)

**3 EMERGINC Ginger-Lime Sugar Scrub** is infused with shea butter, sunflower oil and ginger root oil to exfoliate, hydrate and condition the skin. [emerginc.com](http://emerginc.com)

**4** Crafted with Georgia muscadine grapes, sea salt and Austin, Texas-crafted Fitch's Goat Moonshine, **FARMHOUSE FRESH Muscadine Moonshine** body polish uses vitamin E to fight wrinkles and rice bran oil to keep the skin hydrated. [farmhousefreshgoods.com](http://farmhousefreshgoods.com)

**5** Oil-free **LYCON Lavender & Chamomile Sugar Scrub** gently exfoliates and moisturizes without leaving a greasy residue, which can clog skin and create breakouts. [lyconusa.com](http://lyconusa.com)

**6** Highly advanced **RAPID RENEW Skin Perfecting Polish** boasts proprietary Hexatein 5 Complex to help boost cell turnover while combining mechanical and chemical exfoliating elements for soft, supple skin. [rapidlash.com](http://rapidlash.com)

**7 PURE FIJI Coconut Milk and Honey Sugar Scrub** utilizes fresh sugarcane crystals to exfoliate and cold-pressed virgin coconut, dilo, macadamia and sikeci nut oils to moisturize and protect the skin. [purefiji.com](http://purefiji.com)

**8 EPICUREN Mint Renewal White Sand Body Polish** features a unique blend of volcanic rock and Bora Bora sand as well as sugar and salt to slough away dry, rough skin. [epicuren.com](http://epicuren.com)







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MUST HAVE

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**COOLA Classic Sunscreen Spray SPF 70**  
[coola.com](http://coola.com)



**SAIAN Sunscreen Mist SPF 30**  
[saiian.net](http://saiian.net)



**JANE IREDALE Powder-Me Dry Sunscreen SPF 30**  
[janeiredale.com](http://janeiredale.com)



**ÉMINENCE Lilikoi Mineral Defense Sport Sunscreen SPF 30**  
[eminenceorganics.com](http://eminenceorganics.com)



**DERMALOGICA Invisible Physical Defense SPF 30**  
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# EMBRACING CHANGE

During these recent times of restricted travel and movement, the importance of no-touch services and home health solutions has become more evident. These circumstances give you the opportunity to reimagine how you do business. From the set-up of your spa or salon to treatment options to safety protocols, it's the perfect time to implement new systems and expose your clients to the best results, while still keeping them, and you, safe.

While there is no replacement for your expertise, knowledge, and caring touch, we at Celluma have created solutions to bridge the care gap for your clients and reimagine your business model to bring in additional income, even after your doors open again. And our safety protocols are the best in the business. Celluma

is simple to disinfect and the only light therapy device with Hygiene Barriers fitting most models. You can now also order Celluma Face Shields for an extra layer of protection when seeing clients.

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"When I was forced to close our spa doors due to COVID-19, we had to get creative to keep a revenue stream coming in. Our clients are in need of facials, but how can we treat when we were mandated to shut down? Celluma!! The Reseller and drop ship program allowed me to treat my clients at a distance, without having to buy product. I'm thankful to Celluma for changing their protocol so we could drop ship and not have to buy stock during this uncertain time. Thanks Celluma!"

**Melissa Fox, L.E.**  
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(Coral Gables, FL)

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## So Long, Cellulite

Spa pros share some of their top skin-tightening treatments to minimize cellulite just in time for summer.

### **What treatments help minimize the appearance of cellulite?**

**Beverly Harvey, esthetician and owner, Mes Amies Medical Spa in Fort Myers, Florida:** We offer several treatments to address cellulite. Our latest is Emsculpt (30 min./\$750), an FDA-cleared energy device that burns fat and builds muscle mass. It's a no-downtime, pain-free, non-surgical way to define the abs and lift the buttocks. It smooths and tones the skin, resulting in a firmer stomach or booty with just four treatments. We also offer a radio frequency treatment called Venus Freeze (30 min./\$200). RF technology heats the skin and stimulates the collagen production giving a smoother silhouette over a series of weekly sessions. Clients can combine these two treatments for a powerhouse of cellulite disruption.

**Megan Bender, esthetician/owner, Luxe Boutique in Bismark, North Dakota:** One of our favorite

treatments for cellulite is what we call "fire and ice" (30 min./\$30 per area). It's simply an add-on to any of our spa experiences that includes the Éminence Herbal Cellulite Treatment followed by the Éminence Stone Crop Body Contour Cream. The stimulation of the Cellulite Treatment promotes circulation to help burn fat cells, and the Body Contour Cream has a cooling effect that leaves the skin feeling firmer and rejuvenated. The results are beautiful, and clients love it.

**Michael Scola, lead massage therapist, SoSpa at Sofitel in Los Angeles:** Our So Detox (90 min./\$250) treatment is designed to help flush the body of toxins, focusing on the stomach, thighs, glutes and arms, and can be customized for each client's needs. The treatment features the Yon-Ka Paris line, which offers a choice of organic plant extracts, marine extracts or essential oils, each creating a unique mixture that helps reduce water



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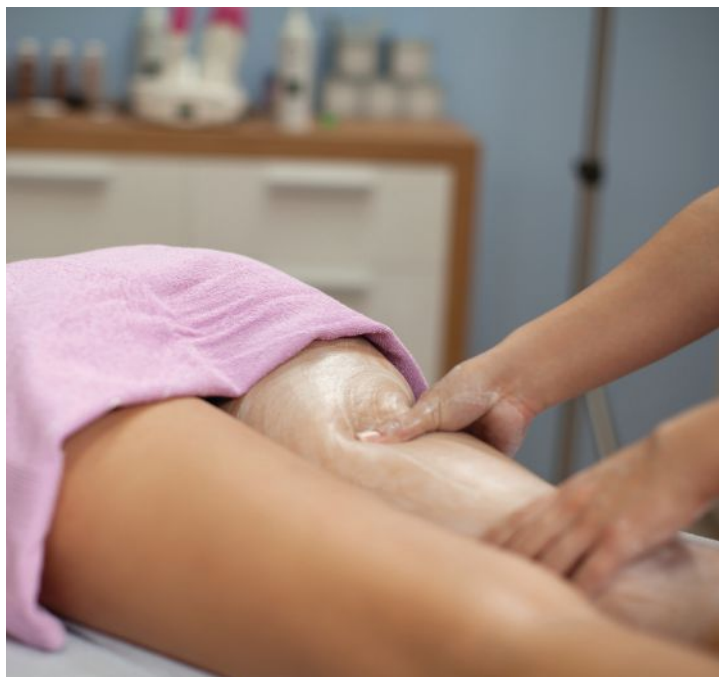
retention. Whichever way the client decides to go, the service will work to lessen the appearance of cellulite, and tone and firm the body.

### What's the best way to market cellulite products and treatments to clients?

**Bender:** We place an “experience enhancements” menu on the bed in each of our treatment rooms for clients to look at before the service begins. Anything that targets cellulite jumps out at our clients. It's a very easy treatment to add, especially before bikini-season.

**Scola:** Social media has been helpful for touting our service, especially around exclusive A-list events and awards ceremonies. And our guests love it because of its organic origins.

**Harvey:** We've built our business mainly through word of mouth. We're a small business of six service providers and treat each guest as a part of our family. Referrals are the best form of advertisement. We also love to educate our clients on Instagram and Facebook.



### How can clients enhance their service results?

**Harvey:** A healthy lifestyle is a big part of the results you can expect from these cellulite and tightening services. We offer B complex injections for added energy, as well as retail several skin-tightening creams from HydroPeptide. And, of course, working out and eating a balanced diet will enhance results.

**Bender:** Of course, no treatment works miracles. We make sure to let our clients know that a great nutrition plan, an exercise routine and consistency complements both the in-spa treatments and at-home care. **DS**

“We place an ‘experience enhancements’ menu on the bed in each of our treatment rooms for clients to look at before the service begins.”



**HydroPeptide Firming Body Cream**  
[hydropeptide.com](http://hydropeptide.com)



**Saian Bio-Contour Cellulite Gel**  
[saian.net](http://saian.net)



**Éminence Stone Crop Contouring Body Cream**  
[eminenceorganics.com](http://eminenceorganics.com)



**Biotone Firmi-Sea Body Mud**  
[biotone.com](http://biotone.com)



**Epicuren Espresso Limón Slimming Body Oil**  
[epicuren.com](http://epicuren.com)



**M'lis Maintain Anti-Cellulite Lotion**  
[mlis.com](http://mlis.com)



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# THE SPA AT MADELINE HOTEL and Residences

Telluride, Colorado



## NEED TO KNOW

Beloved by active and outdoorsy wellness enthusiasts from near and far, The Spa at Madeline Hotel and Residences ([aubergeresorts.com/madeline/wellness/spa](http://aubergeresorts.com/madeline/wellness/spa)) opened in 2009 and was taken over by Auberge Resorts Collection in December 2017. Located on the second floor of the luxury hotel in Telluride, Colorado's Mountain Village, the 2,250-square-foot spa features five spacious treatment rooms, including two couples suites complete with bathrooms, tubs, saunas and steam showers. There's also an 1,100-square-foot salon offering manicures, pedicures, hair services and professional makeup; a 2,000-square-foot gym with cardio and strength equipment; a 2,000-square-foot yoga and Pilates studio; a heated pool; two Jacuzzis; and a large, coed steam room. Rounding out the expansive amenities are ladies' and gentlemen's lounges, as well as an Altitude Adjustment Oxygen Bar. "Our hotel is at the base of the mountain, where we create a platform of soulful journeys and service excellence to ensure the best experience for our clients, including unique treatments that aren't available anywhere else in the area," says spa director Vivian Lopez.



## BUSINESS SAVVY

While certainly a destination anytime of the year, visitors flock to the area in particular in the winter for snow sports, as well as in the summer for the Telluride Film Festival. Out-of-towners are enticed to book services, thanks to marketing efforts, such as in-room turndown cards with special offers and partnerships with other nearby hotels. A strong online and social media presence and promotions in the local newspaper bring in plenty of nearby residents, as well. "We focus on Auberge values and service, with Forbes standards that not only help us attract repeat visits, but also top professional talent," says Lopez, whose 13 years in the spa industry have included roles as a therapist, trainer, spa manager and director. Staff also appreciates the competitive salaries and benefits package that

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includes insurance, a wellness program, winter ski passes and paid time off.

## SIGNATURE SERVICES

The spa offers an extensive menu, including nature-inspired therapies designed to help travelers adjust to the high altitude (9,545 feet), promote relaxation after a day of adventures and nourish thirsty skin, says Lopez. Among the standout body treatments is Spirit of the Mountains (90 min./\$265), a signature massage featuring a warm herbal poultice of lemongrass, kaffir lime and sweet basil. “Poultices are known to reduce inflammation, promote circulation and relieve joint pain and stiffness. The warmth of the poultice, rocking motion of the therapy and aroma of the herbs combine to create a deeply soothing experience,” notes Lopez. Meanwhile, the luxurious Gemstone Massage (90 min./\$300) is an energy-balancing option that utilizes crystal energy wands and four gemstone oils. “The result is a sense of inner and outer well-being and, often, a supreme state of total relaxation and bliss,” says Lopez. **DS**



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# E-TAIL TO THE PEOPLE

Find out all the reasons that you should be selling your spa products online—and the simplest ways to set up shop.

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**By Karie L. Frost**

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Whether you're ready to sell your own line of skin care to the masses, or you want to share an edited mix of your most popular beauty and wellness products with clients, working e-commerce into your business model not only increases the chances of getting your retail into consumers' hands, but also that you'll boost profits and reinforce your brand. Sure, taking the leap into online retailing can seem daunting—the technology, the inventory, the overhead, the maintenance—but it doesn't have to be! There are myriad e-commerce options available that make it as easy as a finger-tap or mouse click. But before we tackle the how-tos, let's explore *why* spas should be taking their offerings online.

## THE **ACCESSIBILITY** FACTOR

When Olive & June founder and CEO Sarah Gibson Tuttle saw her salon business gaining traction via traditional and social media, she realized that e-tailing her products would give those who live beyond her salons' Los Angeles locales a taste of her brand's DNA. "We were getting requests from all over the world via direct message and email," she recalls. "Women wanted to be able to experience Olive & June where they lived."

Indeed, when you sell your offerings online, miles don't matter. "It's all about accessibility," Gibson Tuttle says. "We want consumers to have the ability to purchase anywhere they feel comfortable doing so." That means: at home, at work, at brunch, wherever, whenever. "People can shop any time they want on the Internet—and they *will* shop at all hours of the day and night," enthuses Trina Renea, owner of Spa Lé La in Los Angeles.

Plus, if you provide retail solely in-spa, you're bound by business hours; once the doors shut for the night, all sales cease. And, really, who doesn't like to surf the web late at night for a little e-tail therapy? If your business lacks online retailing, those midnight shoppers become missed opportunities. When you take it online, you also differentiate your spa from the others who don't—and clients will notice this when they're in need of a shopping fix.

## THE **REVENUE** BOOST

Naturally, when you can reach all corners of the country, your consumer base expands—as do your profits. "If a business isn't employing a website and e-commerce avenue, it's missing out on a large portion of potential revenue," says Jamie Feldshuh, vice president of business and retail at Côte, with salons in Los Angeles and New York. She should know: When Côte debuted, it only had a brick-and-mortar location that retailed the brand's 10-free polish line (also used exclusively for Côte services); expansion into online sales happened a year later. "When we started our e-commerce component, the jump in revenue was remarkable," she continues.



## THE **BRAND** REINFORCEMENT

At Spa Lé La's online outpost, shoppers can find multiple retail lines—Trina Renea Skincare, Spa Lé La, Mama Lé and Baby La—sorted in an easy-to-browse menu under the “Shop” tab. Additionally, when checking out services on the web, they'll find product recommendations that complement those treatments, encouraging a purchase for at-home use. In particular, offering Mama Lé and Baby La via e-tail helps solidify Spa Lé La's overall brand mission: quality care for busy moms and their tiny tots.

## THANKS TO THE WIDE VARIETY OF **E-TAILING PLATFORMS** AVAILABLE TO **ENTERPRISING SPAS**, IT'S POSSIBLE TO SET UP AN **ONLINE SHOP EASILY AND AFFORDABLY.**

In fact, Feldshuh reports that Côte's online shop generates approximately 50 percent of its overall revenue. The team had failed to appreciate a key point in the very beginning: that consumer-buying habits had changed. “Purchasing online has become such an accepted, even preferred, way of shopping,” Feldshuh says. Renea agrees, “You're much more likely to sell a product online these days—though it's good to have both an in-store retail experience and online shopping.” She reports that Spa Lé La sees 60 percent of its overall revenue stream coming via e-commerce—an undeniable bonus to her bottom line.

Celebrity hairstylist Ted Gibson, who recently opened Los Angeles-based “smart” salon Starring by Ted Gibson with husband and business partner Jason Backe, also took note of how clients purchase product. “The consumer doesn't necessarily like to shop for product in the salon anymore,” he says, citing that 80 percent of clients leave an appointment without purchasing product, only to then buy what was recommended within 48 hours—typically online.

For both Renea and her clients, it's a win-win: ease of shopping on the one side and ease of increasing revenue on the other.

Meanwhile, on Côte's site, shoppers can access the “Bungalow,” which features third-party items (think: face masks, pet bowls and handbags) selected to support the brand's lifestyle bent. While Feldshuh admits Côte offers a lot of products on the site, everything is manageable. “Our products are generally small, so they're easy to fulfill and ship. It's important to keep in mind that, should you choose to include larger items on your site, they can be hard to pack and will cost more to ship,” she notes. Her advice: Do an honest assessment of what you can physically handle from a fulfillment standpoint—space for stock and packing materials, as well as manpower for handling all that and the shipping—and then sell that amount. “It's important not to bite off more than you can chew when establishing an online retail presence,” warns Feldshuh.

While you should try to offer everything you carry in-store through your e-commerce, Renea also says you must consider the time it takes to maintain an online shop, which includes photographing items you want to sell. If you can't keep it up, you'll have to prioritize. “Little knickknacks you sell can be kept in-store so you don't have to photograph them. But the skincare and spa products—those you want to make the time for,” she says.

## PICK YOUR **PLATFORM**

If space for inventory and increased overhead, like shipping charges, packing materials and purchase orders, give you pause, don't worry: There's an e-commerce



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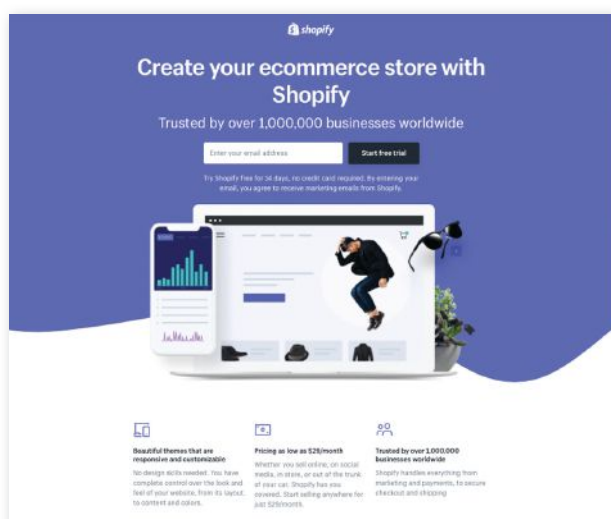
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platform that takes care of that. If you don't have a website and only market through Facebook, that's OK, too. Concerned that you don't offer a line of branded skincare and spa products, and therefore don't need online retailing? You can also throw that objection out the window. Thanks to the wide variety of e-tailing platforms available to enterprising spas, it's possible to set up an online shop easily and affordably. Here are three to consider.

## SHOPIFY

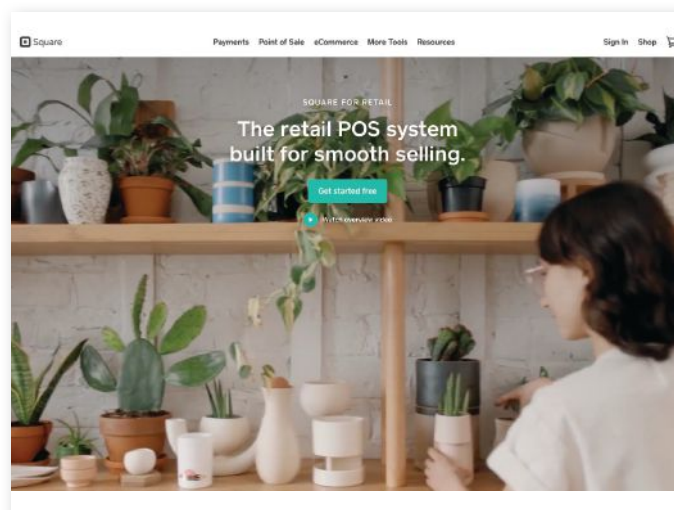
Offering a drag-and-drop store builder for the tech-averse person, Shopify has more than 70 free store templates that can be customized to your whims. Mobile-optimized, it also gives you analytics on sales, orders and audience; built-in SEO; automated marketing; and educational tools to help you grow your business. "We use Shopify because of how easy it is to navigate as a consumer and how supportive the back end is," says Gibson Tuttle. "We want—and need—the experience for both sides to be seamless. The analytics portion of the platform is extremely useful, as it gives key insights on our consumers' habits and preferences, as well as how we're attaining the business."



**Great for:** Spas offering unique items, like branded candles and oils.

**Inventory:** You house your inventory; Shopify ensures that numbers are synced across all of your sales channels (Instagram, Facebook, etc.) at all times.

**Shipping:** Offers calculated shipping rates and discounted United States Postal Service shipping labels through the platform (saving up to 40 percent on postage); sends customers automatic tracking updates.



**Fees & Commission:** Basic Shopify plans start at \$29 per month and go up to Advanced Shopify at \$299 per month. The budget-friendly Shopify Lite (\$9 per month) allows you to sell on Facebook Shop.

## SQUARE ONLINE STORE

Extending beyond a point-of-sale platform, Square has added Appointments, which not only brings together booking and purchases, but also offers the mobile-optimized and customizable Square Online Store to sell goods—including across Instagram and Google. "It provides a professional and customizable e-commerce website with integrated tools like shipping, in-store pickup and more," says Devon Meyer, Square product manager. "The Square Online Store keeps Square items, inventory, product modifiers, prices, orders and sales in sync, automatically, across multiple business locations. This way, sellers can spend less time on spreadsheets and more time growing their business."

**Great for:** Spas looking to integrate appointment booking, purchasing and e-tailing in one place.

**Inventory:** You house your inventory; Square automatically syncs all inventory numbers for both in-person sales and online.

**Shipping:** Sellers have the option to make retail items available exclusively online—which involves shipping—or to be picked up in person (no shipping involved), or both.

**Fees & Commission:** As part of Appointments, the entry-level plan is free to set up with no monthly fee; the spa pays a processing fee of 2.9 percent, plus 30 cents per transaction. Three paid plans with additional features, like savings on shipping rates, range from \$12 to \$79 per month.

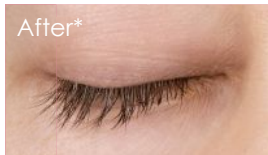
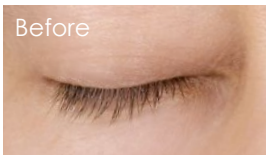


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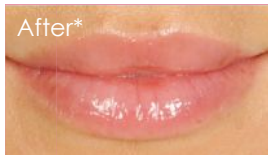
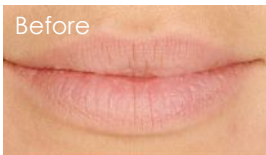
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\*Based on consumer studies. Results will vary.

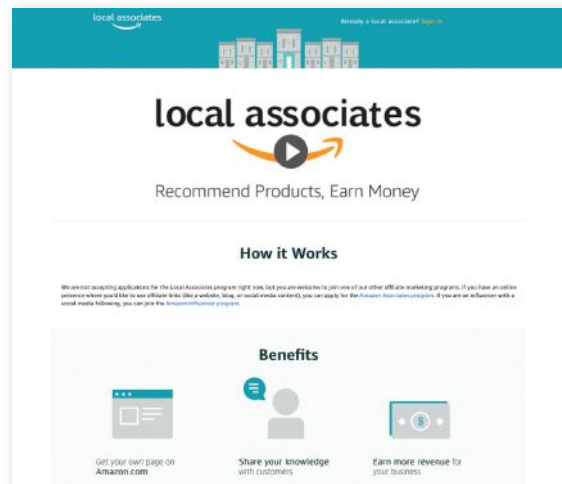
## AMAZON LOCAL ASSOCIATES

Want to sell established skincare and spa brands, but don't want to invest in a major purchase order? With Amazon Local Associates, you—and, if you have them, your employees—can create a “storefront” (linked on your website and social media channels for multiple entry points) of recommended products available through Amazon. The referral program allows you to expand beyond what you sell in-store—or to eschew carrying product in your salon altogether.

**Great for:** Spas that don't want the hassle of shipping items, nor the risk and cost of ordering and storing inventory; spas that want to encourage staff to sell without pressure; and those that are savvy at promotion.

**Inventory:** Amazon Local Associates acts as your warehouse, eliminating overhead for sellers. “For our salon, it not only frees up tens of thousands of dollars we can use for other stuff, but it also cuts back on hourly employees needed to maintain the inventory and keep the products looking dust-free and organized,” says Gibson.

**Shipping:** Amazon ships directly to your clients—and even suggests opt-in automatic purchase renewals so they're never left wanting your recommended products—and you continue to rake in money.



**Fees & Commission:** Free to create (though you do have to be approved by Amazon for inclusion); a fixed commission is paid on every purchase you refer to Amazon, with product categories earning different “fixed standard program fee rates.” For example, beauty items earn 6 percent while apparel and accessories earn 7 percent. **DS**

Karie L. Frost is a freelance writer and editor based in Connecticut.

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# Back in Business

Spas and salons across the country are reopening, but business is not as usual. There are new guidelines that have been established and precautions that must be taken. Here, Morgan Haile and Taylor Daniel, the innovative team behind Morgan Taylor Professional Nail Lacquer, talk about how to prep for getting back to work.

## K.I.T. (Keep in Touch)

Technology has never taken a bigger role in business than it has today, and it allows you to stay connected with your clients during this extended time apart. Post your reopen date and new guidelines on your social media pages, send them in an email blast, or even call or text your clients. Don't feel strange about reaching out; they would love to hear from you! It's been a long time and they miss you just as much as you've missed them. Get creative by doing a countdown post as you get ready to reopen to garner some real excitement. Or take the introduction process a step further: Demonstrate what the atmosphere will be like when clients return by going live on social media, or record and post a video of the experience.

## Proper Prep

Before opening up to the public, make sure that you educate your staff on the new requirements for operating. The more they know, the more comfortable they will feel—and, in turn, the more comfortable your clients will feel. It's also important that you have all of the right products on hand to reopen. You'll need face coverings for staff, as well as have extras on hand for customers who don't bring their own. Ensure staff is protected with gloves, masks and shield protectors. Clean each station after

every client, and continue to sanitize and disinfect all metal implements between uses. Remove and dispose of high-touch lobby amenities like beverages and magazines. Instead, look for items that can be easily cleaned, like tablets/iPads. And don't forget the hand sanitizer. Keep a bottle at the reception desk, in the retail area and at each station. As people are using hand sanitizers more frequently now, it's important to research the right one for you and your clients. CurX contains FDA-approved benzalkonium chloride, rather than alcohol, in its hand sanitizer. As a result, it doesn't burn on open wounds or dry out the skin, it's not hazardous and it kills 99 percent of germs.

## Minding Dollars & Sense

Times are tough for every business, and we have to relook at the way we operate in all areas. Unfortunately, many of these precautions, including smaller numbers of bookings allowable at one time, can affect your bottom line. But there are small acts that can make a big difference to everyday costs. For instance, ask clients to book online and hold a deposit for appointments. This will help ensure a client's commitment, and if she isn't able to commit, the spa hasn't completely lost out. You can also retail healthcare products like hand sanitizer, as well as offer homecare solutions in the event clients aren't visiting as often.

For more information, visit [morgantaylorlacquer.com](http://morgantaylorlacquer.com).

# SUN SMARTS

*As we head back outdoors, it's important to stay mindful of the latest in sunscreen technology, as well as some protective pointers for clients.*

**By Katie O'Reilly**

No longer a mere beach-bag accoutrement, sunscreen has become part of our daily routines. While we certainly slather it on to protect us from the summer sun, dermatologists recommend that we apply it every morning and repeatedly throughout each day as well—which may be why consumers and regulators have increasingly raised questions about sunscreen's photoprotective chemicals. As a skincare pro, how do you help clients navigate the SPF market? Read on for expert input on the latest intel in safe sun enjoyment.





## ESSENTIAL INGREDIENTS

There are two main types of active sunscreen ingredients: chemical and physical. “Chemical ingredients, such as avobenzone and oxybenzone, work by absorbing UV rays and reducing their penetration into the skin,” says Adele Haimovic, MD, New York-based dermatologist and spokesperson for The Skin Cancer Foundation. “Physical ingredients, such as titanium dioxide and zinc oxide, are naturally occurring inorganic (mineral) ingredients that stay on top of the skin and deflect UV rays.”

For many years, chemical ingredients reigned supreme as the most effective means of sun protection. However, recently, they have received some flack from those in the clean beauty and environmental-protection arenas. For instance, chemical ingredient oxybenzone has been implicated in coral reef degradation, encouraging many beaches in tropical locales like Hawaii and Australia to prohibit its use. And last year, FDA researchers revealed the results of a small clinical trial showing that chemical ingredients including oxybenzone, avobenzone, ecamsule and octocrylene can be detected in the blood after sunscreen application—but Dr. Haimovic is quick to note that absorption does *not* equal toxicity. Despite those findings, “FDA-approved chemical sunscreen ingredients have been used in the United States for many years, and there is no evidence that these ingredients are harmful,” she says.

Those concerned about the effects of chemical sunscreens can opt for physical sunscreens. Zinc, for example, naturally provides broad-spectrum protection and soothes inflammation, says Lisa Markel, president of Seriously Fab. “It’s great for clients with acne-prone skin,” she says. Chemical sunscreens require a combination of several organic filters—such as benzophenones, cinnimates and salicylates—to capture all UV wavelengths, explains Karen Asquith, national director of education for GM Collin. As a result, some people eschew chemical sun protectors because they find the filters irritating to the skin. “They can produce heat when they absorb the sun’s rays,” she says. That being said, aloe vera is a great ingredient to counter irritants in chemical sunscreens, says Markel. While mineral sunscreens are effective, Erin Larson, director of education for HydroPeptide, notes that they often fall short in the experiential category. “They can be thick and white, so [manufacturers] stock mineral sun protection products with added tint and scent to increase the likelihood of it being used regularly and properly,” she says.

Some sunscreen formulas combine both physical and chemical ingredients. “However, it’s important to note that chemical filters are not considered reef-safe,” says Asquith.



“So if clients are snorkeling or scuba diving, it’s imperative to find a physical blocker clearly labelled ‘reef-safe.’”

## PROTECTION POINTERS

When it comes to UV rays and SPF protection, there is often much confusion. Ultraviolet A rays (remember it by saying, “A is for aging”) have longer wavelengths, while ultraviolet B rays are shorter and associated with burns (think “B is for burning”). SPF factor only accounts for UVB protection. “Though UVA and UVB rays damage the skin differently, exposure to either will damage the DNA in skin cells, and thus produce genetic defects that can lead to skin cancer,” says Dr. Haimovic. Broad-spectrum sunscreens protect against both UVA radiation—which accounts for 90 percent of UV radiation, penetrates clouds and glass, and causes free radical generation and thus contributes to skin’s aging—and UVB radiation, which is more culpable when it comes to sunburns and cancer. Therefore, Dr. Haimovic urges all skincare pros to solely retail broad-spectrum products.

Another common misconception, says Larson, is that higher SPF levels require less frequent reapplication. “People assume that SPF 100 would provide twice the sun protection as SPF 50,” she says. “This is misleading because even SPF 30 will protect against 97 percent of rays. Since no sunscreen can protect against 100 percent of rays, there is actually less than a 3 percent difference in protection between an SPF 30 and higher SPF products.” What the SPF number reflects is how long it would take the sun to burn the skin with the product versus without it. For





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## WHAT'S MOST IMPORTANT IS CHOOSING A BROAD-SPECTRUM PRODUCT THAT SUITS YOUR SKIN AND ACTIVITY."

example, wearing SPF 30 means that it would take the skin 30 times longer to burn than if you weren't wearing any sunscreen at all.

It's imperative to remind your clients that sun protection is a must on a daily basis, no matter the season or weather. "Damaging rays penetrate clouds," reminds Asquith. Sunscreen should be applied 20 minutes before sun exposure. "Clients should apply two tablespoons—equivalent to about a shot glass full—of sunscreen to the entire body, and a nickel-size dollop to the face," instructs Dr. Haimovic. "Remind them to reapply it every two hours or more, especially after swimming, heavy perspiration or toweling off." Nicole Landon, national training director for Guinot USA, reminds that *all* areas need to be fully covered. "Don't forget the ears, back of the neck, scalp, tops of the feet and hands!" And for those who work outside, wearing protective UPF clothing is crucial, says Asquith.

### FORMULA FACTS

These days, sunscreen comes in myriad forms beyond just lotion, including gel, spray, cream, stick and even makeup. Thanks to all of the options, clients can now choose the right formulation for their own needs. For instance, Asquith notes that creams are good for dry skin, while gels work well with oily skin. Sprays are popular among athletes and parents of small children. It's important to note, however, that when talking to clients about using spray sunscreen, you should provide instruction. "Teach them to use their hands to evenly distribute and rub the product in," Larson

**Remind clients to reapply often—every two hours or more!**

suggests. "And when protecting the face, always spray it into the hands first and then apply it to reduce excess inhalation."

Clients who have sensitive skin or are prone to acne or rosacea may find that physical sunscreens are less irritating than chemical versions. "Additionally, people with these conditions should avoid sunscreens containing preservatives, fragrances or alcohol," advises Dr. Haimovic, "and they should seek out non-greasy formulations, as well."

Many cosmetics now include sunscreen in their formulations, an added bonus to be sure. Still, Asquith cautions clients against relying on them solely for adequate sun protection, as most foundations, primers, and BB and CC creams with SPF lack sufficient guard against UVA/B rays. Plus, most people don't apply cosmetics every two hours, and as a result inadvertently increase their risk of sun damage rather than minimizing it. "Instead, train clients to religiously apply protection beneath cosmetic products," she says. It's also essential to keep track of the product's expiration date. Some have expiration dates printed on the bottles. For those that don't, Asquith recommends "writing the month and year on the bottle with a marker to ensure clients aren't using a product that's broken down and won't properly protect."

These types of products are only the beginning. As the importance for sunscreen continues to grow, there will certainly be new formulations on the horizon. Dr. Haimovic is excited to see that SPF is increasingly incorporated into moisturizers and antiaging creams. She recommends "seeking out newer formulas that both prevent future damage as well as treat existing sun damage with ingredients such as vitamin C and peptides." Landon believes sunscreen's "next big thing" will involve addressing the blue light that filters from cell phones, tablets, computers and TVs. "Many people don't realize the effects these devices have on the skin," she says. Asquith even predicts that one day soon we'll be able to pop pills providing daily UVA/B protection.

At the end of the day, "the best sunscreen is the one you'll use," says Dr. Haimovic. "What's most important is choosing a broad-spectrum product that suits your skin and activity." **DS**

Katie O'Reilly is a writer and editor based in Oakland, CA





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# BODY POSIT

Get clients ready to bare some skin with five luxurious body services geared towards toning and contouring.

By Lesley McCave

Summer is here, and that can only mean one thing: Your clients are reaching for daring swimsuits and skimpy shorts—and they're relying on *you* to make them look and feel their best. Whether the goal is to tone up, trim down, relax or rejuvenate, there's a body treatment for every one of them. Here, we feature five popular summer body services from spas around the country to give you inspiration—and your guests the results they crave.



## SLIM AND BARE IT BODY TREATMENT

(50 min./\$165)

Dtox Day Spa, Los Angeles

**Featured brand:** Bioslimming

**Service summary:** A go-to for those seeking to shape up before a special event or trip to the beach, the service employs Bioslimming's signature slimming and toning line. The therapist begins by prepping the skin using the brand's antibacterial Detox Base to enhance penetration of the ensuing Active Slim Gel and Cream, which stimulate lymphatic circulation and fat cell metabolism. Gentle effleurage strokes further boost blood circulation. The client is then treated to a focused, therapeutic neck and shoulder massage and foot scrub, and after 20 minutes, excess product is removed and cooling Ultra Slim Effect is applied. For maximum results, a series of 5 to 10 treatments over six to eight weeks is recommended.

**Rave reports:** The key benefit is increased circulation to the skin's outer layers, bringing nutrients and the body's natural healing agents to the extremities. Yet as spa manager Michael Apodaca explains, clients typically also report slimming and smoothing effects, less water retention, and a reduction in the appearance of cellulite and scar tissue. "Thanks to Bioslimming's active ingredients, including menthol, caffeine and thermal agents, many guests find the service extremely invigorating, too," he says.



# LIVE

## CONTOUR BODY WRAP

(90 min./\$95)

The Day Spa, De Pere, Wisconsin

**Featured brand:** M'lis

**Service summary:** Guests begin with a consultation to determine their areas of concern and record their measurements. Then the technician smooths M'lis Contour Cream onto the legs, abdomen, buttocks and upper arms. Active ingredients cinnamon, aloe vera and niacinamide help stimulate lymphatic circulation to diminish the appearance of cellulite and promote inch loss. The client is then swathed in several layers of plastic wrap and relaxes for a full hour while enjoying a foot massage with her choice of aromatherapy. Optional add-on services are also available, including body polish or dry brushing to enhance the wrap's results. To conclude, the technician carefully removes the plastic, offers the guest cucumber water to help flush out toxins and takes measurements again.

**Rave reports:** Although not specifically billed as a weight- or water-loss treatment, the service does aid in detoxification and tightens and tones the skin, with a loss of about 4 to 14 inches after just one wrap. But for optimal results, notes Brenda Arkens, RN, and certified M'lis body technician, "We encourage clients to book a series, drink plenty of water, maintain healthy eating habits and utilize M'lis homecare products."



## STONE CROP RESTORATIVE BODY TREATMENT

(120 min./\$270)

Washington Green Spa & Wellness,  
Washington, Missouri

**Featured brand:** Éminence

**Service summary:** The two-hour treatment features the Éminence Stone Crop line, and begins with a full-body scrub to remove dead skin cells. The technician then applies Restorative Body Wrap to hydrate, stimulate and firm and, while the wrap gets to work, performs a facial utilizing Cleansing Oil, Oxygenating Fizzofoliant exfoliator and Masque, as well as a scalp massage. After the client showers, a restoring Swedish massage is performed using Contouring Body Cream to help reduce the appearance of cellulite on problem areas. Guests are gifted the remaining cream to help prolong results at home.

**Rave reports:** This treatment is frequently booked for a post-sun indulgence, as the wrap's aloe helps to heal and moisturize, reduces redness and relieves itching in parched skin. "This treatment also reduces stress and tension, and tones, smooths and contours the skin, all while promoting healing from head to toe," says spa owner Regina Close. "It's a great all-rounder!"

## AROMATHERAPY BODY INDULGENCE

(90 min./\$225)

G2O Spa + Salon, Boston, Massachusetts

**Featured brand:** Yon-Ka Paris

**Service summary:** Service begins with a choice of aromatherapy blend—Detox, Silhouette, Relax or Vitality—to be incorporated into each step. Next, as the guest lies facedown, warm compresses infused with Yon-Ka's Aroma-Fusion Phyto-Bain oil are placed on the feet. A full-body exfoliation follows using Gommage Sel Pro, which is then mostly removed with a warm towel. The guest rinses off any remaining salt and algae in a Swiss shower before returning to the table for a 60-minute full-body massage with Huile de Massage. The therapist focuses on chronically tight, tense muscles and finishes by massaging Phyto 152 body cream into the neck and shoulders.

**Rave reports:** In addition to exfoliated, hydrated skin and relaxed muscles, guests leave with an overall sense of calm and well-being, thanks to the variety of aromas that permeate the protocol. "By the end of the service, the room is filled with an incredible bouquet of scents like sage, lavender and everlasting," notes assistant spa director Bill Engvall. "As soon as clients enter our spa floor, they often say, 'It smells so amazing!'—and their treatment hasn't even started yet!"



## THALASSOTHERAPY SEAWEED BODY CONTOUR WRAP

(60 min./\$75)

Three-13 Salon, Spa & Boutique,

Marietta, Georgia

**Featured brand:** Repêchage

**Service summary:** Efficient yet indulgent, this treatment features a portfolio of Repêchage products and protocols. The therapist begins by applying a thin layer of Seaweed Body Mud Mask to the guest's body, then wraps her in Mylar, followed by a heated thermal or wool blanket. Tucked in for 15 to 20 minutes, the guest can receive an optional enhancement, such as a Vita Cura B3 Lifting Mask or Opti-Firm Eye Contour treatment. The wraps are then removed with warm, essential oil-infused towels or in an aromatherapy shower, with a 30-minute massage completing the service. Vita Cura Triple Action Body Contour Cream targets cellulite-prone areas, while Vita Cura Triple Action Nutri Oil and Seaweed Body Cream address dry, sensitive patches.

**Rave reports:** Time-crunched clients appreciate the numerous opportunities for customization that the treatment offers, says Leslie Crowell, International Spa Aesthetic department leader. Guests may also book a "power treatment" before the massage, such as the Repêchage LED Radio Frequency and EMS Skin Tightening Machine, designed to tone muscle and stimulate collagen. "Guests love this service because it's healthy, detoxifying and firming, yet relaxing and luxurious at the same—a great combination!" **DS**

Lesley McCave is a writer and former *DAYS*PA executive editor based in Los Angeles.



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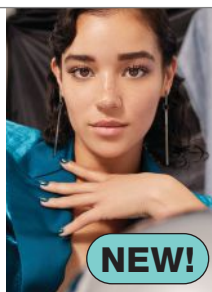


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# Jean Shea

Founder & President, Biotone Massage & Spa Products

When Jean Shea originally went into business, her goal was to provide natural skincare products to health stores. However, it wasn't until she was approached by a local massage school and asked to formulate products for their students that she became aware of massage and how beneficial it was to people's health. Ultimately, it was through that connection that Biotone was created. Now 40 years later, Shea continues to develop innovative and quality products for use in the massage industry.

## Tell us about the brand's newest offerings.

Our newest product is actually an entire product line: Lab+Blends CBD Products. We started with three professional products and have now expanded into customer-friendly size products. This is an exciting endeavor for Biotone since we can use the creativity that we developed in the massage industry and expand into an entirely new industry.



## Where is your favorite place on Earth?

Right here at home in San Diego. There's a lot to do, and you don't have to travel too far. I also love Puerto Vallarta and the old town part of the city.



## What's the best advice you've ever received?

"Don't quit when you are failing." I've used this piece of advice a lot. It's only when you're failing that you want to quit, and yet when you succeed, there's no reason to quit.



## How do you like to relax?

Going for walks, getting out with friends and family, or just having a relaxing dinner and good conversation with people I really enjoy being with.



## What do you consider to be your greatest accomplishment?

Showing up everyday to work on building a business. The hardest part is continuing to work when you're facing some of the same problems while working on a resolution. Eventually everything falls into place though, and you can congratulate yourself on your perseverance. **DS**



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