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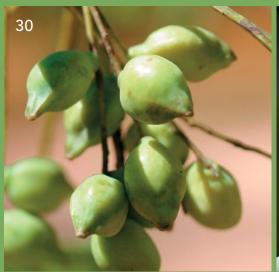
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COVER: The Spa at The Breakers encourages clients to extend their spa experience in the bright, airy retail area. For more on the renovation, turn to page 114.

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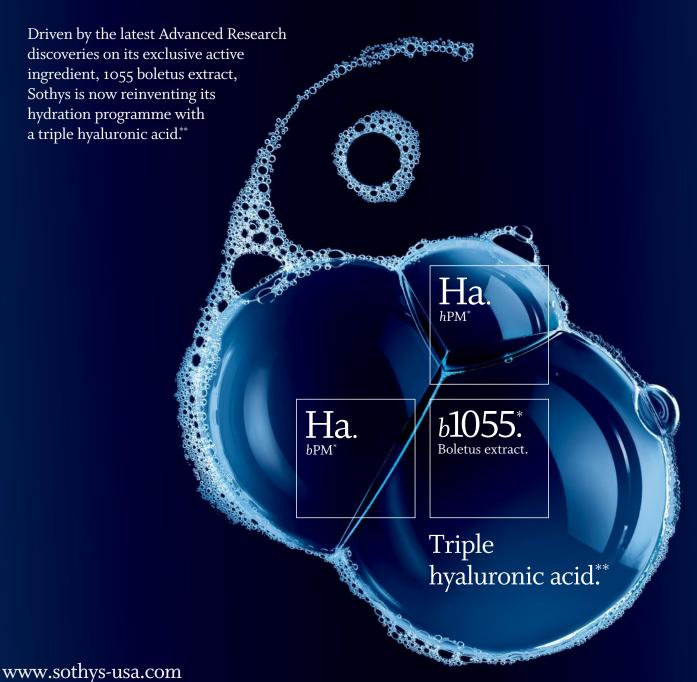
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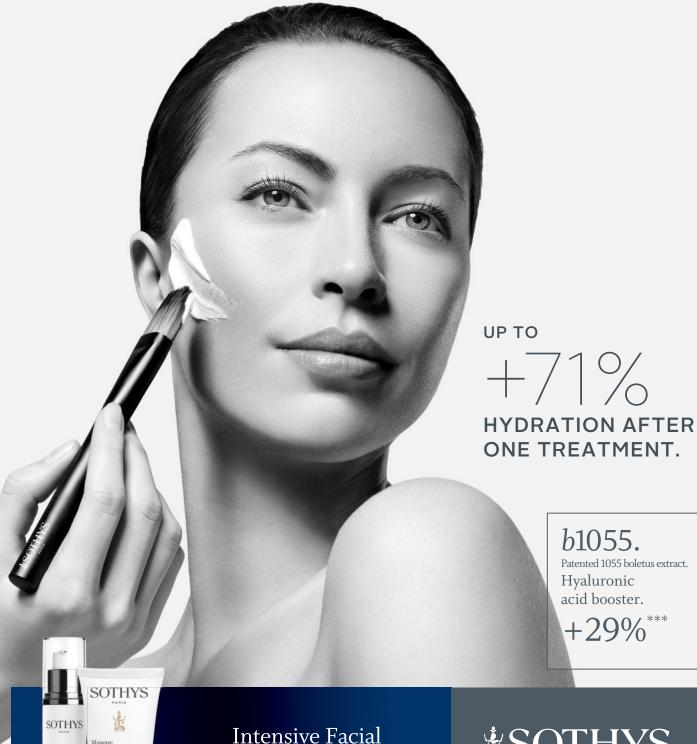
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# In Loving Memory



I RECENTLY RETURNED TO WORK

following a three-month maternity leave, during which I was so lucky to spend lots of time cuddling my daughter. But my joy at reflecting on the wonders of new life has been touched with sadness at the news of the loss of several bright lights in our industry over the past few months. Upon coming back online, I was heartbroken to learn of the passing of several dear spa friends, including Geraldine Howard, the inspiring cofounder of Aromatherapy Associates; the lovely and kind connector Lori Hutchinson of Hutchinson Consulting; and Charlene Florian, the elegant and passionate chief creative officer of Kerstin

Florian International, who we honor this month on page 129. I've been fortunate enough to spend time with each of these powerful women over the years and see their impact on so many in our industry. I know I'm just one of countless others who are simply devastated. My team and I send healing thoughts and energy to their family, friends, and loved ones during this sad time.

Suffice it to say, I wholeheartedly agree with the mantra of the charity organization Cancer Sucks. While it's easy to feel helpless in the face of such loss, I'd like to encourage all of you to continue to spread the message of health and wellness to your clients and to do what you can to help those who are touched by this terrible disease. If you are looking for a good place to start, check out Wellness for Cancer (www.wellnessfor cancer.com), an organization that helps spas and wellness facilities better serve clients who have experienced cancer.

And in memory of these three lovely spa angels, I plan to remember to be grateful for each day and try to emulate their hard work, brilliance, and kindness in business and life. Sending love and light to you all.

Best wishes,

Julie Keller Callaghan

Julie Keller Callaghan Editor-in-Chief/Publisher jkeller@questex.com



## **EDITOR INSIGHT**

Spa treatments are perfectly lovely, but the ones that really stand out are accompanied by unexpected perks or exceptional customer service. That came in the form of a shoeshine on my recent visit to **Guerlain Spa** at the Waldorf Astoria (New York City). I learned my boots could get spruced up while the rest of me settled in for relaxation. My esthetician whisked away my winter-worn boots and returned them looking good as new when the treatment was complete. This is certainly an added benefit spa-goers will take a shine to.—*Jennifer Nied* 



# **FUN FACTS**

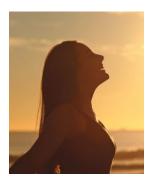
A snapshot of things I learned in this issue.—J.K.C.

Kakadu plum contains the highest concentration of vitamin C of any known plant on the planet. It truly is a skincare powerhouse.

PAGE 26

Sheet masks have come a long way, baby. Some of the newest versions come in fun shapes and sizes and are even made of cool ingredients like kelp.





Vitamin D-deficient sun lovers can celebrate.
A soon-to-be-released sunscreen allows the body to produce the valuable vitamin sans sunburn.

**PAGE 80** 



# On the Road

Discover the spas and destinations we've visited to bring you the latest wellness happenings here and abroad.



# Boston

After meeting Linda Meredith, known as the Queen of Facials and founder of her eponymous skincare line, I was excited to experience the U.S. debut of her famous facials at The Spa at Mandarin Oriental, Boston. Though I only spent two days in Boston, it was still a relaxing getaway. I made use of the Pilates reformer in the fitness center, as well as the hydrotherapy circuit in the spa before my appointment. The main attraction, the Couture Facial with O2 (starting at \$270, 80 minutes), did not disappoint. It served as the ideal antidote for my travel-weary skin, and the add-on oxygen infusion provided the perfect boost of hydration. For more on the new Linda Meredith facials, turn to page 106.—J.N.

DON'T MISS: The spa's compact hydrotherapy circuit, which features an ice fountain, experiential shower, and more.



# New York City

March in Manhattan means one thing for meseveral busy and productive days at the Javits Center for the International Esthetics, Cosmetics & Spa Conference (IECSC). It is always a fun and actionpacked three days of networking and discovering cool and innovative new spa products, people, and more. This year didn't disappoint, and I was thrilled to be able to spend time with some of my tried-andtrue spa friends and to make new ones. Be sure to check out our Facebook page for a compilation of all of our photos from this excellent event, but for now, here's a sneak peek at some of the highlights. Next up is the IECSC event in Las Vegas, which is celebrating its 25th anniversary this year. I can't wait to see what

**DON'T MISS:** The Whole Wellness Pavilion in Las Vegas, which is presented by American Spa and the Green Spa Network.

spa gifts are in store. Please stop by our booth to say hi, pick up an issue of the magazine, and share your news.—J.K.C.



# Miami

Over the years, I've spent a lot time in Miami, but it's generally been soaking up the sun (and spas) of South Beach. This past spring, I got the chance to head downtown to visit the Viceroy Miami and its spectacular The Spa at Viceroy Miami. I have to say, the beach has nothing on this gorgeous spa spot, the highlight of which is the stunning 5,000-square-foot water lounge with a floating library, a reflecting pond, hot and cold plunge pools, and floor-to-ceiling windows overlooking Key Biscayne.

DON'T MISS: The rejuvenating Vita-Detox Facial (\$155, 50 minutes), and exclusive detoxifying facial from Babor.

It was certainly a place that I lingered, and I can see why the spa's latest creative offering, the Beauty and the Besties Happy Hour, is a hit. What better place to chill out and chat with friends while getting pampered? For more on this fun promotion, turn to page 100.-J.K.C.

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Water features play a healing role and are integral to the calming design aesthetic throughout Nizuc Spa by ESPA at @nizucresort #wellness #nizucresort



Palm trees welcomed us to Spa at La Costa at @omnilacosta (Carlsbad) for a good dose of California chill. #spaatlacosta



Anti-aging and plumping lip products, like @pevonia's LipRenew, are a trend to watch. #ilovemyliprenew



"I am a true believer in sharing your talents. I have learned and gained so much from all of the volunteer and civic work that I have performed throughout my life. It has prepared me more for the role that I am in than any class or any prior job."

-Antonio Llanos, vice president of technology, Spafinder Wellness

Learn more about Llanos in this month's Bright Spot, and get the scoop on Spafinder's exciting new Wellness App on page 129.

Register at www.americanspa.com/webinars to hear about five easy ways to effectively market your business from Irena Mena, senior education specialist of Millennium Systems International, during a webinar on May 9. Also, learn how to elevate your business by incorporating a wellness program from Osmosis Pür Medical Skincare founder and CEO Ben Johnson, M.D., during a May 23 webinar.



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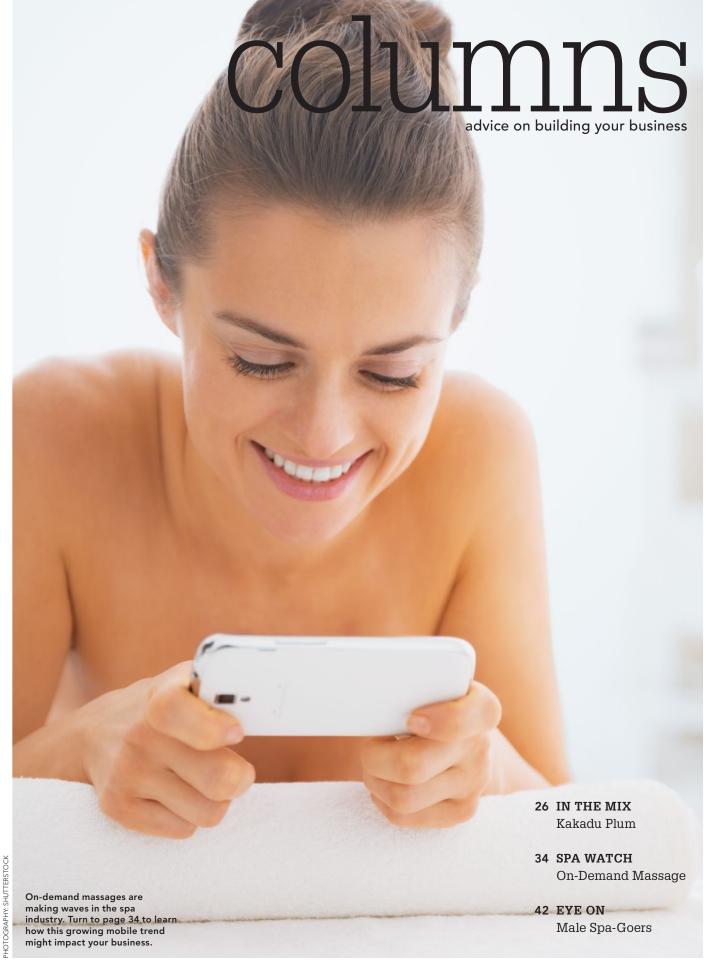
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# Plum Assignment

Discover why you may want to pay attention to this Australian superfruit that packs a mighty punch.

### ALTHOUGH MOST PEOPLE THINK FIRST OF

oranges when it comes to being a rich source of vitamin C, a little known fruit is poised to take over that title. Native to Australia, kakadu plum, also referred to as gubinge, murunga, bush plum and billygoat plum, is produced by terminalia ferdinandiana, a flowering tree grown throughout the tropical woodlands. Regardless of what you call it, kakadu plum is garnering attention for its potential health benefits, much of which can be attributed to its high levels of vitamin C. Despite the current buzz, the fruit has long been valued by Australian Aboriginal people who often relied on the round yellow-green plums as a source of food for their walkabouts. The bark of the tree was also used to treat a variety of skin conditions, such as infections and wounds. Today, kakadu plum is appearing in various skincare formulations thanks to its powerful anti-aging benefits, and spas are taking note with products and treatments that incorporate the nutrient-rich ingredient.

It's really no surprise when you consider vitamin C has always had a coveted place in skincare. According to Audrey Kunin, M.D., a board-certified dermatologist and founder of Dermadoctor, it helps protect against pollutants

as well as oxidative stress and free-radical damage. "It plays an essential role in supporting collagen production, which helps improve skin elasticity, firmness, and the appearance of fine lines and wrinkles," she says. The high vitamin C content of the Australian fruit makes it an especially effective ingredient, which is why Kunin chose to make it the focus of her Dermadoctor Kakadu C Collection. And she isn't alone in recognizing its potential. Vitelle Dermatology Laboratories features it in several products, including its popular Eye Serum with Sqisandryl. Aleks Vranicic, vice president of sales and technical training for the company, credits its skin-nourishing properties.

"Kakadu plum is a vitamin C powerhouse that contains the highest concentration of vitamin C of any known plant on the planet," says Nicole Chadwick, creative director of Coast to Coast, an Australian skincare line. "The Outback region of Australia is one of the driest places on earth with extreme weather conditions, and because of this, these superfruits contain an abundance of vitamins and minerals in order to survive the elements." It's that wild environment that

"Today. kakadu plum is appearing in various skincare formulations thanks to its powerful anti-aging

benefits..."





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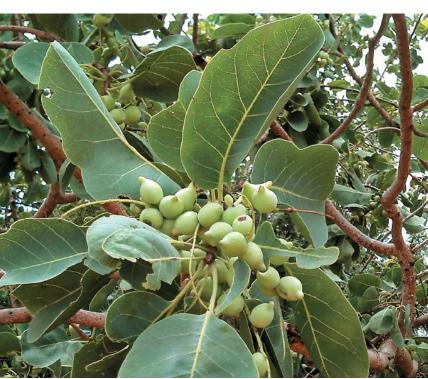
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The light green fruit (below) grows wild throughout the tropical woodlands (above).

continued from page 26

contributes to the fruit's rich vitamin content. Trees grown in more hospitable conditions are shown to produce significantly lower levels of vitamin C. While intense UV rays are usually best to be avoided, Daniel Clary, director of global education for MyBody Probiotic Skincare, says those rays are responsible for giving the fruit a powerful self-defense mechanism, with the highest concentration of botanical vitamin C available, 100 times more than an orange.



"There was a study conducted by the Australian government in 2009 that shows kakadu plum to be the world's richest source of natural vitamin C," says Kimberly Parry, founder of Kimberly Parry Organics. "No other plant in the world has the same levels of antioxidants, bioactives, and vitamin C. Kakadu plum is unique, because it contains both hydrophilic, or water-soluble, and lipophilic, or oil-soluble antioxidants; ellagic and gallic acids; and vitamin B9. "While the numbers may vary on exactly how much vitamin C the fruit possesses, there is no denying the fact that kakadu plum is beneficial to the skin.

"Modern technology has been able to extract the heart of this powerhouse fruit, while science has proven it to be a workhorse anti-aging active," says Clary. "Clinically validated results include stimulation of collagen synthesis, increased hydration levels, protection against skin-damaging free radicals, and a significant, immediate boost to skin luminosity and radiance." According to Janel Luu, CEO of Le Mieux and PurErb, kakadu plum also helps minimize the appearance of dark spots. "Vitamin C helps minimize hyperpigmentation, because it inhibits tyrosinase activity, which helps control the production of melanin," she says. "It also provides powerful antioxidant and antiinflammatory benefits, which help in slowing the signs of aging."

Formulating with the ingredient for years, Parry made it a key active along with green tea in her company's Brightening Serum. Spa-goers at continued on page 30









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The Quintessence of the phyto-aromatic care

### continued from page 28

the Spa at Four Seasons Hotel Las Vegas can experience the product as part of the Kimberly Parry Organic (starting at \$195, 50 minutes; \$265, 80 minutes), a firming, toning, and hydrating facial that helps to turn back the clock. Kakadu plum is also a staple of the PurErb line, which is used in a variety of treatments at Rituals Aesthetic Skincare (Burlingame, CA) and Jiva Living Wellness Sanctuary (Folsom, CA).

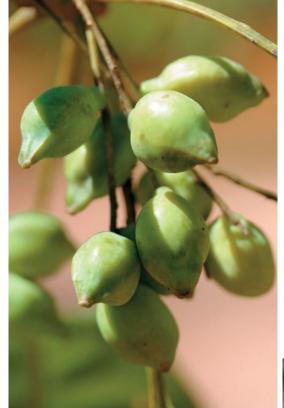
### A Natural Star

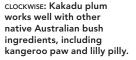
While it may seem that there is no shortage of buzzworthy new ingredients, kakadu plum looks to have real staying power. "Natural products are trending, but not all botanical extracts are potent enough to really make a difference when they are included in skincare," says Luu. "Kakadu plum extract, however, has been shown to provide effective anti-aging results without causing skin irritation." As a result, many are jumping on the bandwagon. "Naturally sourced actives are always exciting when discovered," says Clary. "There is nothing wrong with synthetically created molecules, as oftentimes they are more functional, bioavailable, and stable in formulations. However, when such a powerful molecule can be isolated from something found in nature, it proves the endless possibilities that nature can ultimately provide in our anti-aging objectives."

# **Perfect Pairings**

Although the ingredient stands strong on its own, it also works well as a team. According to Clary, research shows that it pairs well with other molecules that help protect the skin. As a result, the company incorporated kakadu plum into its Glowbiotics Probiotic Instant Resurfacing Pads and HydraGlow Cream Oil. "We knew the pairing with our probiotic technology would inherently provide us a cocktail that would have a marked and rapid benefit for the health of the skin," she says.

Both Kunin and Vranicic suggest pairing it with ferulic acid and vitamin E. According to Kunin, they are both ingredients that work well with vitamin C. "These antioxidants work together to boost each other's efficacy," she says. The Dermadoctor Kakadu C Collection also









incorporates other native bush ingredients, such as lilly pilly, an evergreen tree; kangaroo paw, a popular house plant; and muntari berry, a low-growing shrub. "Because kakadu plum is so beneficial in brightening and evening out the skintone, it also pairs well with botanicals such as black elder extract, licorice extract, and rosehip oil, which also aid in addressing pigmentation," says Sara LaBree, education manager, North America for Jurlique.

Regardless of what other nourishing ingredients you pair it with, kakadu plum is proving to be a hot commodity in skincare. It's only a matter of time before we start to see more stand-alone treatments highlighting the vitamin C-rich fruit. Says Parry, "This powerhouse of a plant, backed by science, is a powerful weapon against premature aging."-Heather Mikesell

"Natural products are trending, but not all botanical extracts are potent enough to really make a difference.."



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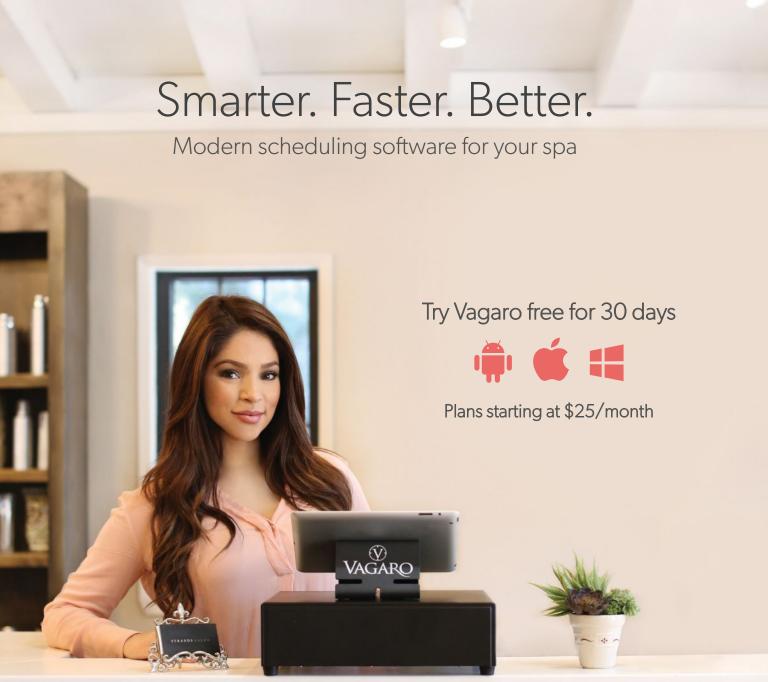


# PLUM PERFECTION

Check out these products infused with the vitamin C-rich Australian fruit that smooths, brightens, plumps, and provides free-radical protection.—Darby Radcliff



- 1. Australian Pure Face Be Nourished Daily Moisturizer: Enriched with native Australian kakadu plum extract and vitamin E, this moisturizer leaves skin soft, supple, and nourished. www.naturesorganics.com.au
- 2. Coast to Coast Skin Brightening Red Clay Mask: Powered with antioxidantcharged superfruits, including desert quandong and kakadu plum, this multitasking mask replenishes dry skin and revives radiance. www.coasttocoastaustralia.com
- 3. Jurlique Herbal Recovery Night Cream: Infused with kakadu plum and powerful botanical extracts, this nourishing cream helps minimize the appearance of fine lines. www.jurlique.com
- 4. Kevin Murphy Hydrate-Me Rinse: Ideal for color-treated hair, this conditioner with kakadu plum helps strands to retain moisture while vitamins B7 and C stimulate the production of elastin and collagen. www.kevinmurphy.com.au
- 5. Lewin & Reilly Kakadu Plum Face & Eye Serum: Reduce scars and pigmentation with this serum, which blends kakadu plum and tamanu oils to help produce collagen. www.lewinandreilly.com.au
- 6. Mukti Hydrating Moisturiser: Improve skin elasticity and hydration with this day cream, which relies on kakadu plum and pomegranate to provide a smoother, renewed complexion. www.muktiorganics.com
- 7. Niko Organics Kakadu Super C: Minimize sun damage and protect against free radical damage with this powerful vitamin C serum containing kakadu plum that works to stimulate collagen synthesis. www.niko.com
- 8. People for Plants Eye Cream: This fragrance-free eye cream containing calendula, chamomile, and kakadu plum helps to reduce puffiness and minimize wrinkles and dark spots. www.peopleforplants.com.au
- 9. PurErb Serenity Calming Moisturizer: Soothe and hydrate stressed skin with this cream filled with botanical extracts, including baobab, bulgarian rose, edelweiss, kakadu plum, and marula. www.purerbskincare.com
- 10. Swisse Kakadu Plum Brightening Serum: Protect skin against damage and help brighten with this anti-aging serum containing kakadu plum extract. www.swisse.com
- 11. WEI Brown Sugar Ready Glow Exfoliating Mask: Kakadu plum fades dark spots while raw sugar in this nourishing mask naturally exfoliates skin. www.weibeauty.com
- 12. Yurrku Kakadu Day Cream: This delicate kakadu plum-enriched moisturizer absorbs quickly into the skin, resulting in a youthful glow. www.yurrku.com



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# Now Generation Massage

While the verdict is still out on what impact on-demand services will have on the spa industry, consumers are certainly embracing the trend.

### EVERY ONCE IN AWHILE, DISRUPTERS EMERGE

spa watch ]

and offer such innovative solutions that they render the industry forever changed. On-demand massage, enabled by technology and ubiquitous apps, has made booking a treatment nearly instantaneous, allowing clients to confirm massages within seconds—at almost any time of day. Some on-demand companies provide access to a network of therapists who travel to clients' homes or offices within the hour, while others offer same-day massages at spas. "As technology has grown, consumers do more and more online," says Michael Tompkins, co-CEO of Palm Health and chairman of the International Spa Association. "Time has become a scarcity in our very busy lives, and having the ability of the provider to come to wherever you are in a short period of time is a gift. It also appeals to younger generations, who are the true drivers of consumption."

### **Double Click**

As clients demand more and more convenient ways to receive wellness treatments, companies have responded with easy-to-use apps and sophisticated location technology. "Soothe comes

to you," says Merlin Kauffman, founder and CEO of Soothe, a massage-on-demand service and app launched in Los Angeles in 2013. "We make it super easy for our clients to book a relaxing massage at a location of their choosing, usually in around 60 minutes." Users can filter by massage type, treatment length, and therapist gender. "Clients use our mobile app or website to schedule an appointment, then we match them with a certified massage therapist in their area," he says. "We take special care to match therapists with clients. Rather than send out hundreds of requests for the same massage, we have algorithms that match the right four to five therapists—based on location, reviews, modality, and more—to that customer's massage request. This dramatically increases client satisfaction rates."

For Refresh Body, an early on-demand innovator founded in 2007 in New York City, the goal from the beginning was to change the industry and the way that practitioners interact with their clients. "We wanted to make it easier for great practitioners to build rapport and consistency with clients who were seeking long-

"On-demand massage, enabled by technology and ubiquitous apps, has made booking a treatment nearly instantaneous..."

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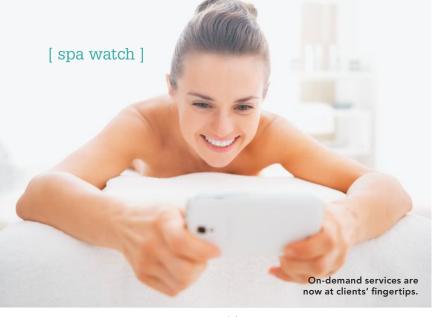


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"...our website and app give the client the ability to seamlessly **select** the exact provider they want... "







continued from page 34

term relationships with true professionals," says CEO Logan Sugarman. "We find that our major point of distinction is in our curation. Wellness services have a wide range of quality, and when a client finds someone they love, they want to use that person again and again. We curate the best practitioners, and our website and app give the client the ability to seamlessly select the exact provider they want for the exact date and time they need. You can book online or through our app in as few as three clicks, as little as a few hours ahead of time." Refresh Body has a select network of more than 150 providers in 13 cities. A number of partnerships are in the works with hotel groups, large corporations, and high-end gyms.

Clients are also demanding a variety of wellness services delivered to their doors. Zeel, founded in late 2010 by CEO Samer Hamadeh, strove to make alternative wellness therapies like massage, acupuncture, and yoga more accessible by facilitating bookings with licensed practitioners. "Almost immediately, Zeel was swamped by requests for massage—same-day and often within hours," says Marcy Lerner, vice president of communications and partnerships. "At that time, the massage industry simply wasn't set up to give customers what they wanted on-demand massage. We knew that the best way to deliver on-demand massage would be to send massage therapists to customers where they were—in their homes, hotels, workplaces, or at events." Massage On Demand became available in December 2012. Clients can schedule services at their location of choice in as little as an hour, or up to a month in advance. Zeel launched its app in April 2013, and currently has more than 5,000 therapists active in its network.

#### **Prime Partners**

With new partnerships, on-demand massage is taking the industry by storm. American Spa highlighted on-demand massage as a top trend in its 2016 Trend Report, as did Well+Good and Spafinder Wellness. In October 2015, Spafinder Wellness partnered with Zeel as the exclusive provider of inhome massages for the media company's millions of customers. Through Spafinder.com, customers can book Zeel massages from 8 AM until 10:30 РМ, seven days a week, 365 days a year, in as little as an hour ahead of time or up to a month in advance. "After watching Zeel launch in different markets, in May 2015, I decided to try the service myself, and it all added up: The quality of the massage was very high, and the product was a great fit for Zeel, Spafinder Wellness 365, and our customers," says Pete Ellis, chairman and CEO of Spafinder Wellness. "The only bottleneck is that some spa owners in our network will be fearful of the on-demand model. But that will disappear, as spas see the practical benefits of these kinds of services." According to Spafinder Wellness' Trends Report, Zeel recently launched Zeel Concierge, which helps hotels and spas fill last-minute appointments with Zeel massage therapists.

In addition to same-day bookings, clients are looking for discounts on last-minute treatments and spas are adapting. Locality, a price-comparison site for local services, launched MassageNow in December 2014, which lets consumers book sameday massages at nearby luxury spas through the app or website, and often at a deep discount. "Consumers today, and especially our core users who are high-income, busy professionals, want to get things now," says cofounder and CEO Jay Shek. "This is especially true for men, who represent almost half of our users. For anyone who has tried to book a same-day massage, they know how challenging it can be. First, they have to know what spas to call, then they have to call around to find a spa that has availability. The result? People end up not booking same-day, even if they'd love to get a last-minute massage after a stressful day, a tough workout, or just unexpected downtime. We do the work for people by aggregating same-day openings at top spas near them and, even better, getting them a discount of up to 40 percent off."

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Shek notes that the arrangement is a win-win for clients and spas. "Spas love this because it's incremental revenue and helps fill up a spot that otherwise would have gone unfilled," he says. "This means better utilization rates, happier therapists, and also great marketing—new customers who have experienced the spa and can spread positive wordof-mouth. Discounting on same-day appointments is also much more sustainable for our spa partners versus working with traditional deal sites, where the spa runs the risk of having deal customers take up prime spots that may have otherwise gone to full-price-paying customers."

Last September, Soothe acquired Unwind Me, a Bay Area competitor, expanding its network of licensed and insured massage therapists to 2,800. "Acquiring Unwind Me has cemented our position as the number one on-demand massage service in the San Francisco Bay Area, significantly increasing both our therapist and customer numbers there," says Kauffman. "We are the biggest on-demand service in the world, by number of monthly bookings and revenue." Soothe is currently available in 27 cities in the U.S., Canada, and the UK, and operates 8 AM to midnight, seven days a week. "For therapists, we are finding that this is a great addition to the industry," says Kauffman. "Our network allows them an incredible amount of flexibility, while earning on average four times the industry standard."

### **Cost-Benefit**

The leading on-demand companies ensure therapists are fully vetted and clients' identities are verified, but issues can still arise. "Soothe is the only company in the industry to have a world-class concierge team that can remotely assist our clients and massage therapists in any type of situation," says Kauffman. "Our team is there to answer questions regarding therapist qualifications and address concerns people may have, however, Soothe has never experienced any safety issues. All of our therapists are hand-picked, licensed, background checked, and insured." But along with the convenience of on-demand services comes safety and comfort concerns. "Safety certainly will be an issue, and the day will come when a negative experience will happen," says Tompkins.

"Whenever we are displeased with a therapist at a spa, we have the ability to end the service, get up off the table, and be in an environment where other people are around, and educated managers and owners are there to assist. Not having the comfort of that in a personal space or in a hotel room could be daunting to the customer."

Despite potential drawbacks, on-demand's benefits far outweigh the costs, and the trend is certain to affect the spa industry's future. "We foresee spas working with us as collaborators," says Sugarman. "Instead of expending time and energy training and managing a staff, they can focus more on the guest experience and leave the curation of their team to us. By utilizing our pool of talent, they can reduce costs and improve the overall quality of their workforce. We definitely see ourselves as an agent of change for the spa industry. Our system and structure allow practitioners to better utilize their time and reap a greater share of the income generated by their efforts." Tompkins adds, "I actually see hotel brands not building spas and instead offering on-demand from the hotel room, where amenities and therapist setups are in the room. For hotels that cannot build spas, this is a great opportunity. The resulting disruption at first will be needing more trained therapists. We already have a shortage in many areas of trained massage staff, but while in the short term it will be a negative for operators, in the long term, it will make professions in our industry an even further draw."—Kristin Vukovic







"...ondemand's benefits far outweigh the costs. and the trend is certain to affect the spa industry's future"







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## Man-Datory Relaxation

Find out why giving props to your male clientele can help you boost your business.

#### WOMEN HAVE BEEN FREQUENTING SPAS FOR

years, but men are catching up. Research shows that more men visit spas today than ever before. According to a study from the ISPA Foundation, conducted by PricewaterhouseCoopers (PwC), men represent 47 percent of the spa-going population in the U.S. "Due to the effects of our modern lifestyle, like higher stress levels and environmental toxins, more and more people are understanding the need to actively care for their skin," says Josanna Gaither, director of education and aesthetics at Natura Bissé. "Visiting a spa for a face or body treatment is a great way for people—both men and women—to learn how to better care for their skin while receiving the de-stressing benefits of massage and the spa environment." It's not exactly news that men now make up nearly half the spa-going public, but there are a few things to keep in mind when catering to this clientele. Here are some of the ways you can capitalize on this influential market.

### Chill Out, Dude

Men have many of the same concerns as women in terms of wellness. Combating stress is a key motivator. "When we break down the stigma that spa treatments and beauty products are feminine,

it encourages men to take better care of themselves, both inside and out," says Kim Zimmerman, public relations and e-commerce manager at Rescue Spa (Philadelphia). For instance, a deep-tissue massage isn't just a luxury, it's also therapy; facials are important for a healthy appearance; and manicures and pedicures aren't just for nail art. According to Corinne Smith, director of sales and marketing at Sothys Paris, spas are beginning to cater more services and programs that specifically target the needs of men. "The positive is that male clients now have more services to choose from and more options in skin- and bodycare," she says. "By attracting more men, spas can increase their client base and expand the demographic."

Michael Bruggeman, CEO of Organic Male, OM4 recommends that you rethink the way your spa presents itself and its services to attract spagoers of both genders. This includes tweaking the language on your menu, adding male-specific services, providing information on men's services and products on marketing materials, and developing ways to get men interested in esthetic treatments and grooming services.

continued on page 42

"By attracting more men, spas can increase their client base and expand the demographic."





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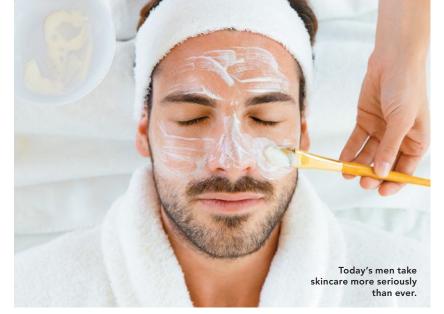
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The Spa at Cedarbrook at Cedarbrook Lodge (Seattle), for instance, created the CB Men's Spa menu, which features services designed specifically for guys. "Men often neglect their skin, which is why spa treatments are so important to restore it," says spa director Joan Higdon. "We offer a Men's Rejuvenating Facial, tailored to repair the wear and tear from daily shaving, and our Foot Refresher offers a way for men to address foot odor with a botanical approach that keeps them smelling earthy, not fruity."

Because time and money are often factors in keeping male clients away from the spa, express services, weekday specials, and shorter (and thus less expensive) treatment options are effective. "Many men don't want to spend their day lounging around in a robe sipping tea and being pampered," says Erica Connor, director of retail operations for Dermalogica. "Express services are a great way to introduce men to spa services. A mini service is a great spa ice breaker for men because of the lower cost and time commitment." At Moonstone Spa at the Oregon Garden Resort (Silverton, OR), time-crunched male clients can pop in for a quick facial treatment in a comfortable atmosphere with the Gentleman's Express Facial (\$45, 35 minutes), which helps cleanse, hydrate, and restore the skin.

Express treatments can also be a way for spas to get male clients in the door, in hopes that once they experience the benefits of one spa visit, they will book other treatments to try on a return visit. "They allow them to get in and out of the spa in a timely manner, while allowing them to embrace the benefits provided from the spa experience," says Gaither.

Couples' massage offerings and promotions can also help get men into the spa for the first time, and focusing massage promotions on recovery from sports or working out can help them to feel comfortable booking the treatment, like a special massage for golfers that addresses the muscles used in the sport, according to Marc Zollicoffer, director of professional spa education at Aveda. Consider massage a gateway treatment, as it can help introduce men to your spa. "Many men only book massages," says Gaither. "Offering a treatment that provides massage as well as an introduction to a facial will help entice men to try out a facial



on their next visit to the spa." Although the times are a-changin with men growing increasingly comfortable with the idea of frequenting spas, they sometimes still need an extra nudge.

### **Product Placement**

While men are certainly less comfortable with the idea that beauty comes at a cost, that doesn't mean they won't pay for products that deliver real results. In fact, according to Smith, men actually average a higher spending ratio than women, resulting in increased retail sales revenues. Recent research from Mintel reports that men's personal care in the U.S. is anticipated to reach \$4.7 billion in sales by 2020. As such, male clients are more likely to purchase homecare products, thus increasing your spa's retail sales while providing exceptional results for the client, according to Connor. She adds that male clients are more likely to return to replenish products and to receive professional advice, which often leads to a happy, loyal client and an ongoing revenue source for your spa.

While men may still prefer to keep their regimens simple, they are becoming increasingly comfortable taking up their fair share of the medicine cabinet. "Men and women alike want to look and feel their best," says Connor. "Although all men may not readily admit it, they are just as concerned about keeping their skin looking great as women do." For those who have yet to embrace the idea that there is a product for every concern, multitasking products remain a popular option for male spa-goers. They help men tackle multiple skincare concerns without requiring the use of several products and a strict regimen. "Multitasking products are the best way to get them started continued on page 44

"...men actually average a higher spending ratio than women. resulting in increased retail sales revenue."

# PHYTOMER

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Massage is the best way to entice men to visit your spa.

### **GOT MALE?**

According to ISPA's Consumer Snapshot Initiative, the highest proportion of male spa-goers can be found in the Southwest. Here is a look at the typical male spa-goer:

**Age:** 25 to 44 years old

Income: \$50,000+

**Profession:** Likely to be employed at a management level or above

**Most frequent** retail purchases: Shaving products, suncare, and vitamins and supplements

continued from page 42

especially with products you know they already use," says Connor. "Chances are, most men regularly cleanse, shave, and moisturize. A post-shave moisturizer with an SPF or face and body cleanser that can be used to shave with are ideal as effective entry points to skincare."

#### **Obstacle Course**

Even though more and more male clients are embracing the benefits of visiting a spa, there are still factors that deter more men from visiting, including the misconception that they are only for women, the fear of discussing skincare concerns and products with a professional, and the lack of understanding when it comes to treatment options. "Oftentimes, men are intimidated by what goes on behind those spa doors," says Connor. "The fear of the unknown and the assumption that spa services are for women only deter them from visiting spas. Men want to know what products are best suited for them but are afraid to ask. It is important to make them feel welcomed and provide value by educating them about their skin."

Bruggeman recommends that spa directors spend time training concierge and desk staff on how to communicate with men when booking services. "They are the key to communicating offerings to men," he says. "Script their communications with men and women who are buying services for men-emphasize the hot-towel aspect of the treatment, the massage elements, and relaxation."

Another reason men often avoid the spa is because marketing typically leaves them out of the picture. "Whether it is the spa website, menu, or general images, marketing is mostly geared toward women," says Smith. "By simply adding more concise treatments to the menu and a few male images to the marketing, it will help drive more men through the doors." Additionally, developing spa packages around holidays like Father's Day is an effective marketing technique to entice a woman to purchase the gift of spa for the man in her life, and it is a good chance to introduce men to the benefits of spa-ing. The Spa at Pelican Hill at The Resort at Pelican Hill (Newport Coast, CA), for example, created the Father's Day Relax & Reboot (starting at \$215) package, which includes a



Scents like grapefruit and mint often appeal to male spa-goers.

50-minute massage featuring an invigorating dry brushing to stimulate circulation and an aromatic blend of grapefruit and spearmint. The treatment ends with a special cocktail that the man can enjoy while he relaxes.

When it comes to marketing, it is important for you to use a simple, streamlined approach to target men. Also, explain the usage and results in a simple, straightforward manner, such as what it does, how it is applied, and how much the product costs to promote retail effectively. "Most men, if they receive an explanation of the benefits in a simple and quick fashion, will be apt to purchase and won't question anything else," says Gaither. Also, in the treatment room, estheticians can be more direct with men. "Don't spend time explaining lots of active ingredients, delivery systems, and scent," says Gaither. "Men want to use a product that will address their issues: dry skin, red bumps from shaving, and blackheads. If you can specifically address how a product will improve their concerns, they are more likely to purchase it."

### **Comfort and Joy**

According to Katherine Tomasso, national director of education at Yon-Ka Paris, the key to attracting men to your spa is to make them as comfortable as possible by speaking their language. "If you are serious about really expanding the male market at your spa, every aspect of it should be gender neutral from the design to the service selection, to the welcome experience," she says.

Also, it's important for you and your staff to treat prospective male clients with kindness, respect, and without judgment or pressure, so that they feel comfortable asking questions. "Talk to them in a private area, not in front of 15 people, and keep your voice down," says Danuta Mieloch, owner of Rescue Spa. "Spas are all about—at least they should be all about—wellness. The moment any clients or prospective clients enter a spa-men or women—they should be made to feel comfortable and should leave feeling better than when they arrived."—Nicole Altavilla



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Check out these products designed to help male clients look and feel like new. -Darby Radcliff



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Shampoo: Featuring certified organic cedarwood and salicylic acid, this shampoo's lightweight, creamy texture easily exfoliates and refreshes the scalp while strengthening and conditioning hair. www.aveda.com

- 2. Clubman Classic Barber Shave Cream: For men who prefer the traditional straight razor shave, this cream offers a professional lather for a smooth, close shave and hydrated, soft skin. www.clubman.com
- 3. [ comfort zone ] Man Space Extra-Protection Cream: Prevent redness with this cream that provides hydration and effective antioxidant protection from the sun, pollution, and environmental stress, www.comfortzone.it
- 4. Dermalogica Post-Shave Balm: This multifunctional balm intensely moisturizes and clears dead skin cells while preventing ingrown hairs and bumps. www.dermalogica.com
- 5. Dossage No. 8 For Him: Offering a clean and masculine fragrance, this cologne contains fresh citrus, green foliage, lily of the valley, and sandlewood essential oil. www.dossage.com
- 6. Guinot Paris Très Homme Express Anti-Fatigue Eye Gel: This rejuvenating men's eye gel reduces puffiness, diminishes dark circles, and smoothes away fine lines. www.guinotusa.com
- 7. Ilike Organic Skin Care For Men After Shave Gel: Formulated with aloe, calendula, peppermint oil, and rosehip, this anti-inflammatory cooling serum tightens, repairs, and regenerates skin. www.szepelet.com
- 8. Organic Male OM4 Citrus Bamboo Resurfacing Scrub: Stimulate cellular repair with this tangerine scrub that helps to remove dull, dead epidermal cells to reveal a youthful complexion. www.om4men.com
- 9. Pevonia Myoxy-Caviar Age-Defying Caviar Balm: Smooth fine lines and wrinkles with this nourishing caviar-rich balm that repairs, firms, and re-energizes skin. www.pevoniapro.com
- 10. RA for Men Mineral Freeze: Combined with natural actives, including hematite and vitamin C, this powerful skin-firming peptide formula regenerates and firms the skin. www.ramethod.com
- 11. Tao of Man Daily Skin Defense: Combined with hyaluronic acid, this highly active herbal serum helps to prevent ingrown hairs while calming the skin. www.taoofman.com
- 12. Woody's Quality Grooming For Men Tuff **Spray:** Build body in hair without shine or stiffness with this sea salt spray that gives hair beachy texture and control. www.woodysgrooming.com





# face time

**50 BEAUTY AND THE EAST Asian Beauty** 60 ACID APPEAL Hydroxy Acids

HOTOGRAPHY SHUTTERSTO

Skincare rituals from Korea and Japan are garnering an avid

American fanbase. For more on

how Eastern beauty is influencing the industry, turn to page 50.

70 INNOVATIONS TO WATCH
Skincare Advances



### SPA-GOERS HAVE LONG LOOKED TO THE EAST

for its wealth of beauty knowledge, and some claim Asian skincare is at least a decade ahead of the rest of the world. Asian beauty trends have crossed many miles to take root in the U.S., and now spa-goers don't need to travel to Asia—namely South Korea or Japan—to experience the benefits of cutting-edge Eastern-inspired skincare. Japan, often regarded as the leading beauty innovator in Asia, has stiff competition from South Korea, which came into the limelight in 2012 with multitasking BB creams. Skin lightening and brightening, a longtime trend in the Asian skincare market, also became more prominent than ever before, promising a more even skintone and radiant complexion. Asian beauty breakthroughs are becoming commonplace in spas and retail and while we might not have adopted Korea's famous 10-step skincare routine, spas today are definitely incorporating elements of the East into beauty regimens.

Founded in 2012, Tatcha is based in the U.S. while its products are manufactured in and draw inspiration from Japan. "There has been so much

cross-pollination of cultures recently, exposing a Western audience to products and categories that are well-established in Asia," says founder, CEO, and chief treasure hunter Victoria Tsai. "The Asian skincare market is rich with categories not previously seen in the U.S. Now these Asian skincare brands are appearing in the U.S. market and influencing Western brands. American brands are beginning to embrace the 'new' categories and products of Asian beauty, adding cleansing balms and sheet masks and mineral-rich waters to their repertoires. Sephora's focus on Korean beauty in the past year was really a tipping point, bringing what used to be a niche category to a much broader audience."

AmorePacific, a trailblazing Korean skincare company that launched in the U.S. in 2003, brings cutting-edge technology and groundbreaking innovations to the U.S. market. "Skin is a measure of beauty in the Korean culture, and therefore takes priority in Korean women's time, effort, and budget allocation," says Nathalie Paiva, director of marketing and public relations. "I believe it is for this reason that Korean consumers are always curious to find continued on page 52

"Asian beauty breakthroughs are becoming commonplace in spas and retail..."





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"By definition, Korean skincare is innovation, looking to address every single need the market may have..."



continued from page 50

out about the newest product to hit the market and are willing to invest just as much in diversifying their skincare portfolios as they do in quality. By definition, Korean skincare is innovation, looking to address every single need the market may have, no matter how great or small."

Birchbox, a New York City-based online monthly beauty subscription service, is always on the lookout for the best and most intuitive products for customers. "BB and CC Creams are one trend from Asia that has been hugely successful with our customers—our customer loves this multitasking product," says senior merchant manager of the skincare and body division Jamie Johns. "Japan and Korea are known for their skincare first beauty perspective, which definitely resonates with our perspective as a retailer. There are a lot of unique beauty trends from the region that are too out there for our customer, but the markets there have consistently produced amazing ingredients and technical innovations. So many of the product innovations from these countries have gone on to be replicated by European and American skincare brands." Birchbox, riding the sheet mask trend in the West, features masks from Biorepublic, Dr. Jart, Manefit, NER:D, Soo Ae, and When.

#### Global Masquerade

A sheet mask is usually made from soft cotton that is soaked in a serum or essence and pre-



cut to match facial contours, with holes for the mouth, nose, and eyes. The mask traps ingredients, forcing them to absorb into the skin and sealing in moisture. Sheet masks are gaining popularity in the U.S. because of instant brightening, hydrating, and firming effects. Celebrity sheet mask selfies have become popular, and Asia has just upped the ante. According to the Spafinder Wellness 365 2016 Trends Report, expect to see sheet masks shaped like animals. Korean brands have created tiger, raccoon, dog, sheep, monkey, cat, and panda masks, while in Japan, sheet mask enthusiasts can emulate Hello Kitty or members of the rock band KISS during their beauty routines.

At DHC, new products are inspired by what Japan does best: research and development using botanicals and antioxidants of the highest standard. "In Japan, DHC is a household name—it's one of the most popular health and beauty companies in the country—so the brand holds huge influence in the Asian skincare space, which is now migrating to the West," says Cynthia Popper, senior copywriter and catalog editor at DHC USA. "Some of the longtime beauty standards in Asia, like sheet masks for example, have been around for awhile. We have carried them for more than 10 years—we're one of the first companies to introduce sheet masks to the mainstream American beauty consumer. In Japan, women buy sheet masks in bulk to use daily, before a big event, or to target a particular issue. They're convenient, affordable, and effective." The newly launched DHC Q10 Sheet Mask is vitamin-packed and features coenzyme Q10, a super antioxidant that improves the look, feel, and overall tone of skin.

In developing its products, Tatcha was influenced by Japanese beauty rituals. "We were inspired by the Geisha's centuries-old practice of distilling botanicals, soaking swaths of silk with nutrientrich steam, and laying it on their skin to enjoy the benefits," says Tsai. "It's not just about heritage, though, but efficacy. For example, in a clinical study, we found that the Luminous Deep Hydration Lifting Mask increases the moisture content of the skin by 197 percent in 15 minutes." Thémaé Paris, which creates tea and spring-water-based products, takes its name from the Japanese word for the tea preparation ceremony—a paramount ritual in the culture. According to sales director for the Americas Jeannie Frazier, following trends

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Spa Cinq Mondes Paris, 2013 Monte Carlo Bay Hotel & Resort, 2009



"Asian brands are switching up sheet masks, substituting gel sheets and kelp for cotton."



continued from page 52

is a very important part of product development. "Asia is rich in culture, rituals, and wellbeing," says Frazier. "Sheet masks are making a strong presence in facial homecare due to the immediate plumping and radiance to the skin. They are being used in 'red-carpet ready' home treatments, and are perfect for a more intensive treatment in a pouch you can take anywhere. Thémaé's Youth & Radiance Mask, a sheet mask that contains phyto collagen, hyaluronic acid, and essential oils, is also used in the Thémaé Original Beauty Signature Facial (\$240, 90 minutes) at Le Spa Thémaé in Paris.

Asian brands are switching up sheet masks, substituting gel sheets and kelp for cotton. In addition to many other Asian companies, the Korean beauty company TonyMoly carries "hydrogel masks," which are made of a thin gel sheet versus the standard cotton material, allowing for maximum adherence accuracy and boosted hydration. Another unique TonyMoly sheet mask is the Earth Beauty Kelp Mask Sheet, designed to boost elasticity while simultaneously removing pollutants from the skin. The sheet is approximately 90 percent kelp, which delivers abundant minerals and nutrients to the skin, and other ingredients include a lactobacillus and aloe barbadensis ferment filtrate.

Patchology, a U.S.-based company that sources many of its ingredients from Korea, is also creating



innovative sheet masks. In April, the company launched a SmartMud No-Mess Mud Masque infused with the detoxifying benefits of volcanic mud, sourced from Jeju, a South Korean island. "Our innovation was to put mineral-rich volcanic mud right into a sheet mask, so the mud is easy to apply, comfortable to wear for 10 minutes, and virtually mess-free to remove," says CEO Chris Hobson. "You get all the benefits of mud, but without the mess." Last spring, Patchology launched its FlashMasque sheet masks featuring HydraSurge5, which delivers hydration in five minutes versus 15—a perfect adaptation for the impatient American consumer. The innovative mask material virtually disappears when applied to the skin, and the shape and serum levels are customized for the U.S. market.

Inspired by Korea, Elemis recently introduced the next generation of sheet masks, such as the Elemis Pro-Collagen Hydra-Gel Eye Masks, where the sheet mask itself is made of skin-beneficial ingredients. "Elemis has been very strong in Asia for many years and has consequently taken much inspiration from these regions, adding a further level of creativity and innovation in the UK laboratory," says cofounder and chief marketing officer Oriele Frank, who is responsible for new product development. "We pride ourselves in being a leader in advanced scientifically proven skincare and always well ahead of the trends, which helps position Elemis in the U.S. as a major trendsetter. The future generation in sheet masks will be Bio-Cellulose—expensive but amazingly beneficial to the skin when infused with actives."

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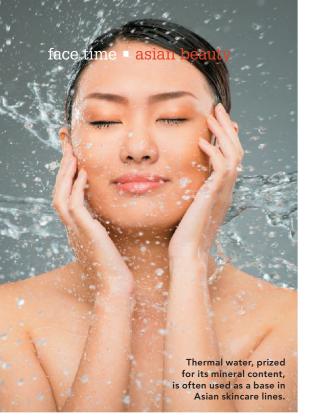




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continued from page 54 **Magic Water** 

Water is the primary ingredient in most skincare products, so using the purest water is important. Many European brands have featured products with thermal and mineral-rich water for years, including Omorovicza, which harnesses the power of Hungary's 2,000-year-old healing thermal waters in its products. Asian consumers are hyperaware of sourcing and purity, and the demand for pure-

water products in the East has had a ripple effect. Appriya, which means "beloved water" in Sanskrit, is a Miami-based company launched this year that uses water from the Thai mountains in all its products. "The water we use is from an ancient well in the Thai mountains and features silica, copper, and just enough hydrogen peroxide," says cofounder Oui Coulson. "These ingredients are naturally skin-beneficial, helping to keep collagen flexible and strong, reduce inflammation, and regulate oxygen levels." Adds cofounder Dikka Amuchastegui, "What's more, our water has naturally occurring nano-like particles, which allow the minerals and our active ingredients to penetrate and have the most impact. We are passionate about the benefits of mineral waters and actually believe that such beneficial water can be found around the world in similar ancient, pristine locations." Appriya is adapting multistep Asian skincare routines for the U.S. consumer, harnessing Asia's technology in multifunctional products. For example, Comprehensive Mineral Day & Night Cream addresses hydration

around the clock, and its powerful ingredients work to tackle fine lines and wrinkles, tone, elasticity, inflammation, and hyperpigmentation.

Cremorlab, a Seoul skincare brand, uses an exclusive thermal water as a base for all its products. Estimated to be purified for more than 260 million years underground in the Geumjin region of Korea, the water contains rare minerals and selenium, a cancer-fighting antioxidant. Extracted from more than 3,600 feet underground, the water has 300 times the amount of minerals found in thermal water elsewhere. Additionally, the balance of water to minerals is delivered in a size smaller than our pores, which heightens the absorption rate of products into the skin. Cremorlab Herb Tea Blemish Minus Calming Mask increases skin moisture content, while polyphenols and tannins from chamomile and black tea extracts help to soothe and improve the skin's complexion.

### Fermentation Fix

The 2016 Trends Report from Spafinder Wellness 365 predicts more fermented ingredients this year, including fruits, plants, herbs, and yeast appearing in masks, serums, and lotions—a nod to Korea's history of making fermented products. Fermented extracts within skincare products have many benefits including calming and brightening, as well as enhanced antioxidant and anti-inflammatory properties—plus, the skin readily absorbs them. Traditional cosmetic processes utilize high temperatures to blend ingredients and actives, whereas fermented skincare is processed slowly in an oxygen-free environment where bad bacteria and toxins are unable to survive.

"Fermentation is a process of complex organic compounds breaking down into simple organic compounds through the chemical reaction of enzymes such as lactobacillus," says Paiva. "Historically, fermentation was widely used to make food products such as alcohol, Korean kimchi, or yogurt, and AmorePacific research and development applied the same fermentation process to green tea. The new Fermented Green Tea technology maximizes the efficacy of bioactive ingredients in green tea and enabled the development of Bright-T Ferment, which inhibits the generation of melanin and activates longevity genes for anti-aging effects."

continued on page 58



"Fermented extracts within skincare products have many benefits including calming and brightening..."





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Snail extracts (above) and ginkgo biloba nut (below) are being used as fermented ingredients.



"This new fascination with Korean and Asian products...is also driving the new 'slow beauty' trend..."



continued from page 56

Bright-T Ferment is the main ingredient in Amore-Pacific Intensive Vitalizing Eye Essence, which was launched in February 2015. Also in the beginning of 2015, TonyMoly introduced its Timeless Ferment Snail skincare line. "Because the original snail line was an immediate hit, we searched for ways to provide customers with an even more effective way to receive all of the snail mucin's benefits," says Michelle Kim, vice president of marketing at Shine 32, which distributes TonyMoly products in the U.S. "The fermentation process yields smaller molecular structure of the ingredients, allowing for better penetration to the skin and a boost in results."

A fusion of East and West, Amarte formulations were customized for the U.S. market as well as broader world markets by president Craig Kraffert, M.D., a practicing dermatologist and president of Amarte U.S., who studied, tested, and perfected the products. In March, Amarte introduced Silktox, a two-part back bar treatment featuring silk extract and fermented ginkgo extract, which protects the skin from bacteria and helps maintain its natural pH balance. "Fermented skincare products are uniquely Korean," says Kraffert. "The harsh climate in Korea has, over the centuries, driven Koreans to be fermenters of various products including food, beverage, and, as it turns out, skincare. Here in America and abroad, fermented products are trending in both the media and marketplace. Most of our products have naturally fermented ginkgo nut extract within them. The inspiration for this dates back into Korean culture, where the anti-inflammatory and antioxidant benefits of ginkgo nut are well known. The naturally fermented ginkgo nut extract is also used in popular Korean soft drinks. We are seeing a rush to market by several upstart brands promoting the fermented



#### **Asian Horizons**

Spas and spa-goers are anxious to see how Asian skincare trends will continue to evolve in the U.S.—and what lands on our shores next. "As mentioned in the Spafinder Wellness 365 2016 Trends Report (Korean Beauty 2.0), we believe the popularity of Korean skincare products is in its infancy, and, during the next wave of growth, men in the West will increasingly embrace these products," says Betsy Isroelit, senior director of global media relations at Spafinder Wellness. "This new fascination with Korean—and Asian—products and multistep beauty rituals and regimens is also driving the new 'slow beauty' trend, which, much like the slow food movement, focuses on the process as much as the product."

Leading Korean companies launch 20 to 30 products per month, compared to Western brands, which may release 10 to 30 per year. "Some big Asian skincare trends that we are seeing right now are water-droplet formulas, pressed serums, and splash masks," says Kim. Pressed serum, she explains, is a fusion between a moisturizer and a serum, drawing on Korea's passion for developing hybrid and multifunctional products. Splash masks, likewise, are a blend between a mask and a cleansing method; a small amount of the liquid product is patted onto the face and left on for 15 minutes before being rinsed off. Water-droplet formulas are creams that provide lightweight yet intense moisturization. When the cream is massaged into the skin, micro-water droplets rise to the surface, supplying the skin with a boost of hydration while leaving it feeling cool and refreshed. "Because this trend is still being introduced in the U.S., you can find customers who are just coming to learn of this type of product," she says. "The look on their faces when they first see the droplets magically appear is priceless." Only time will tell what new Asian skincare surprises will make a similar splash in America.—Kristin Vukovic



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## Acid Appeal

Discover why alpha hydroxy and beta hydroxy acid products and treatments are all the rage these days.

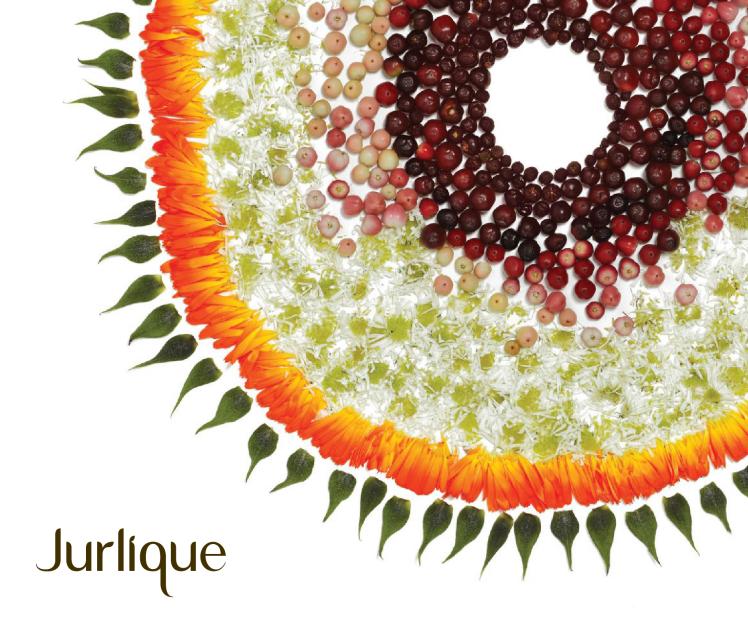
### ACID-BASED PRODUCTS AND TREATMENTS

are more than just a fad. They continue to impress with their ability to help reverse and slow down the aging process. As people age, their skin loses its ability to quickly rid itself of old skin cells. This leads to a thickening of the epidermis and a loss of elasticity. Hydroxy acids, which include alpha hydroxy acids (AHAs) and beta hydroxy acids (BHAs), treat a wide range of skin issues, such as acne, hyperpigmentation, and wrinkles. "AHAs and BHAs offer numerous benefits to the skin, one of the most primary being rejuvenation and regeneration," says Rhonda Allison, founder and CEO of Rhonda Allison Cosmeceuticals. "These acids are also effective in treating acne, balancing oil production, reducing pigmentation, brightening, firming, toning, and scavenging free radicals. Depending on the type of AHA, they may also deliver important hydration to the skin."

According to Elisabeth Nehme, international brand ambassador and master educator at [ comfort zone ], AHAs are water-soluble, so they offer smoothing, renewing, and plumping benefits to the skin. Meanwhile, BHAs are lipophilic (oil soluble), so they offer exfoliating, antiseptic, and anti-inflammatory properties and are very effective in treating acneic skin and skin that is oily and congested. "BHAs dissolve in sebum and are therefore able to enter the pore and clean debris from it," says Charlene DeHaven, M.D., clinical director for Innovative Skincare, maker of IS Clinical products.

AHAs, which are chemical compounds derived from fruit, milk, and sugar, are the most common hydroxy acids found in skincare products. They work by breaking down the sugars in the skin, which then causes the cells of the epidermis to loosen and slough off, making room for the growth of new continued on page 62

"AHAs and BHAs offer numerous benefits to the skin. one of the most primary being rejuvenation and regeneration"



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"AHAs gained popularity for their ability to penetrate the stratum cor**neum** more rapidly."

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ones. "AHAs gained popularity for their ability to penetrate the stratum corneum more rapidly," says Allison. "They seep into cells of the upper layers of the epidermis and loosen the glue-like substances (ceramides) that hold skin cells together, stimulating cellular regeneration." Meanwhile, BHAs have a larger molecule size than AHAs, which enable the acids to stay on the surface of the skin and more effectively penetrate and exfoliate within the pore. "The larger molecule size also produces less irritation than AHAs, making it a welcome alternative for sensitive skin," says Allison.

### **Perfect Types**

According to Robin Carmichael, president and chief operating officer of Helix BioMedix, AHAs help to reduce fine lines and wrinkles and can also help lighten the skin and fade dark spots. "They help stimulate collagen production, which in turn, helps firm the skin," she says. "AHAs also act as humectants to help improve moisture content in the skin." There are several AHAs commonly found in skincare, such as glycolic acid (derived from sugar cane), lactic acid (derived from milk), malic acid (derived from apples), mandelic acid (derived from bitter almonds), phytic acid (derived from seeds and grains), and tartaric acid (derived from grapes). "Most are water-soluble, meaning that the acid easily changes the skin's pH and causes an instant burst in exfoliation," says Tara Damiano, global curriculum developer at Dermalogica and The International Dermal Institute. "They exfoliate from the inside out, as AHAs work primarily by dissolving the desmosome connections between the corneocytes in the lower area of the stratum corneum."

Lactic acid is considered the most gentle and effective type of AHA. According to Damiano, it is a keratolytic agent, meaning that it softens and loosens the desmosomes, which are intercellular junctions, and breaks down their bonds. "Its molecular size is larger than that of glycolic, making its penetration rate slower, so it's considered gentler-yet it's often even more effective," she says. Lactic acid also boosts glycosaminoglycans, which maintain and support collagen and elastin, and epidermal barrier lipids, which keep skin strong and slow melanin synthesis to fight hyperpigmentation. Glycolic acid is the smallest AHA continued on page 64











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### continued from page 62

in size and penetrates the skin easily, which can sometimes result in irritation. "It's keratolytic, as it dissolves the keratin bonds between the corneocytes," says Damiano. "Glycolic acid is most commonly used to help treat oily and acneic skin, because it effectively loosens keratinous plugs in the follicle." The Glycolic Repair Facial (starting at \$135, 60 minutes) at Pacific Waters Spa at the Hyatt Regency Huntington Beach Resort & Spa (CA), for example, includes a glycolic acid treatment that works to reduce fine lines, acne, hyperpigmentation, and dryness and also includes a glycolic-peppermint hand and foot treatment.

According to Carmichael, malic acid is generated during fruit fermentation and is found in wine, as well. "Its skin penetration and exfoliation properties are balanced by its ability to be a skin humectant, which makes it ideal for sensitive skin," she says. Meanwhile, mandelic acid has been found to be helpful in fading hyperpigmentation, fighting blemishes, and rejuvenating aging skin. "It is a larger molecule than glycolic acid, and this allows for more gentle skin penetration," says Carmichael. "Its chemical structure is similar to other well-known antibiotics and thus provides some antibacterial benefits." At Onzen the Spa (Albany, CA), clients with sensitive skin can opt for the Mandelic Acid Peel (\$100, 60 minutes), which is gentle and helps treat photo-aging and pigmentation concerns.

BHAs have a larger molecular structure than AHAs. The most common BHA used in skincare is salicylic acid, which occurs naturally in plants like sweet birch, willow bark, and wintergreen leaves. "The primary BHA used in skincare is salicylic acid, which helps to break apart dead cells, has anti-acne properties, and is also mildly antiinflammatory," says Carmichael. "As salicylic acid is oil-loving and can get deep into the sebaceous follicle, it is the ideal choice for clients with oily and acne-prone skin."

According to Nehme, BHA products and treatments are matched perfectly with those that purify and feature ingredients such as algae, green clay, and vitamin C, like the Purity Peel (\$125, 60 minutes) at Spa Mizan (Lafayette, LA), which includes salicylic acid to gently exfoliate the skin, ascorbic acid to calm and heal, and retinol acid to increase the production of collagen and elastin.



Salicylic acid, a popular BHA, is found in plants like sweet birch.

### The Right Choice

AHAs and BHAs are generally tolerable by most skin types, but their effectiveness varies based on the client, skin issue, and skin type. To ensure that the proper hydroxy acid is used on a client's skin, Annet King, director of global education at Dermalogica and The International Dermal Institute, suggests that the chemical exfoliation step be performed after a double cleanse and thorough skin analysis to determine the client's skin type and condition. "After choosing the correct formula to address the client's concerns and desired outcome, follow the manufacturer's directions," says King. "Today, there are so many different products available, from oil-based to setting to leave-on. Some can also be used with or before or after exfoliation tools for deeper, more intense results."

Also, according to Allison, the efficacy of hydroxy acid treatments and products is not solely based on the percentage in the formula, but rather the pH and grade of the acid. "The lower the pH, the more intense the acid," she says. "Always opt for the highest grade and a pH of 2.5 to 3 to see the best results. AHAs and BHAs may also be prescribed as part of homecare to further support the rejuvenating process."

Chemical peels are some of the most common and effective treatments that contain AHAs and BHAs, because they help rejuvenate skin with little to no downtime, so Fabienne Lindholm, executive continued on page 66

"AHAs and BHAs are generally tolerable by most skin types, but their effectiveness varies based on the client. skin issue, and skin type."





Chemical peels can add another layer of effectiveness to facials.

"Chemical peels are some of the most common and effective treatments

that contain AHAs and BHAs. because they help rejuvenate the skin "

continued from page 64

director of education, North America at Babor, recommends that spas offer them in a series of treatments or as an add-on to a traditional facial to help clients receive the best results possible. Posttreatment, Nehme suggests applying a solution to lower the pH of the skin, as these acids work best in an acidic environment. "After the treatment, the pH must be restored, and the skin nourished with hydrating serums and protective moisture," she says.

### Warning Signs

While acid-based treatments and products can produce remarkable results on most clients, there are contraindications to keep in mind. For example, skincare professionals can sometimes be overly aggressive in resurfacing on a client with an underlying inflammatory concern, such as uncontrolled rosacea. "Many treatments used in acne are also used for rosacea, including the AHAs and BHAs," says DeHaven. "In this situation, the rosacea can flare due to unregulated inflammation related to the AHA or BHA." Also, in the aging client, resurfacing treatments that are too aggressive can result in an over-processed look to skin, which includes thinner skin; telangiectasia, a condition in which small dilated blood vessels appear on the skin; and irritation. "Metabolism decreases with aging, and the regenerative capacity of skin is slowed or impaired," says DeHaven. "The aging client may have difficulty replacing cells lost from very aggressive resurfacing."

Another factor to keep in mind is that some ethnic groups have particularly sensitive skin, including clients of Asian ethnic background. Therefore, concentration of the acid must be chosen depending on each client's particular characteristics and results desired. To ensure that the proper acid and dose is used, it is crucial for spas to conduct a thorough intake evaluation for all clients that considers ethnic background, individual sensitivities to topicals, underlying skin conditions, and personal preferences for downtime, says DeHaven. Also, prior to performing an acid-based peel, a patch test on the back of the neck will determine the tolerance level of the client.

In addition, pregnant and breastfeeding women should avoid salicylic acid treatments and products, as well as clients with allergies or sensitivities to certain ingredients (milk in lactic acid or nuts in mandelic acid, for example). Also, it's important to find out if clients are using any medications that will alter their skin physiology and the frequency of use of these products (such as Accutane) or have active cold sores, according to King. "If clients are using homecare exfoliants like hydroxy acids or vitamin A derivatives, they should stop two-to-three days before the treatment if it is the same brand as you are using," says King. "If it is another brand, stop using a week before, as you don't know how ingredients will react together." She also advises spa professionals to avoid performing any type of exfoliation on sunburned or irritated skin, or on skin that has been waxed within the past 24 hours and on areas that might be impaired (from continual blowing of the nose or dryness from cold medications, for example). According to Nehme, clients with hyperpigmentation and sunspots could see an increase in discoloration, and all acid treatments and products can increase sun sensitivity. Also, because skin and emotions are linked, skin sensitivity may increase in times of extreme stress.

Because of the many contraindications, Nehme believes it is imperative for you to encourage clients to ask questions and discuss the treatment with the spa professional during a pre-treatment consultation in order to create a treatment and homecare plan that is harmonized with the client's lifestyle, past and current skincare programs and treatments, and goals and expectations. Says Nehme, "We believe that moderate use is best, meaning that we have a cycle of skin renewal followed with a cycle of nourishment and restoration—balance is everything."—Nicole Altavilla

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7





10



11

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1. Amber Products Blemish Defense Peel:

Formulated for oily and problematic skin, this spot treatment features certified organic olive oil that fights acne-causing bacteria in pores while malic acid promotes cell renewal. www.amberproducts.com

- 2. Biologique Recherche Lotion P50: Stimulate cellular renewal and smooth the skin with this gentle, balancing exfoliator containing AHAs and BHAs, including citric, lactic, and malic acids, that purify, clean, and recondition the skin. www.biologique-recherche.com
- 3. CelleClé Skincare MicroSmooth AHA Resurfacing Serum: Speed cell renewal and plump fine lines with this hydrating serum filled with glycolic, lactic, and mandelic acids and biofermented saccharides that calm stressed skin. www.cellecleskincare.com
- 4. Cinq Mondes Phyto-Peeling Lotion: Combined with natural fruit acids and glycolic acid, this cooling toner optimizes cell renewal, reduces blemishes, refines texture, and illuminates the complexion on a daily basis. www.cinqmondes.com
- 5. Circadia Amandola Milk Cleanser: Naturally brighten the skin with this gentle cleanser filled with AHAs, such as lactic and mandelic acids, along with milk protein, vitamins, and wheat gluten that help retain moisture. www.circadia.com
- 6. HydroPeptide Clarifying Toner Balance Control Pads: These pads are soaked with renewing AHAs and a pore-cleansing peptide to help restore healthy skin. www.hydropeptide.com

### 7. Ilike Organic Skin Care Botanical AHA Peel:

Formulated to combat acne, prevent breakouts, and fade sun damage and hyperpigmentation, this lactic acid peel eliminates dead skin cells while lemon oil acts as a natural astringent to minimize large pores and reduce excess shine. www.szepelet.com

- 8. Le Mieux Vita-C Clear Skin Pad Solution: These triple-action exfoliant pads featuring citric, glycolic, lactic, and tartaric acids gently resurface, brighten, and treat visible signs of aging. www.lemieuxcosmetics.com
- 9. Natura Bissé Facial Cleansing Gel + A.H.A.:

Efficiently cleanse and eliminate excess oil and impurities from pores while gently renewing skin's texture with this AHA-based cleanser. www.naturabisse.com

- 10. Pevonia Vitaminic Concentrate: Smooth wrinkles and even skintone with this micro-emulsified concentrate containing mandarin orange essential oil, squalane, and vitamins A and E, which help to brighten and regenerate skin. www.pevoniapro.com
- 11. Phytomer Resurfacing Peel: Improve the appearance of all skin types affected by sun exposure and signs of aging with this peel formulated with marine AHA derived from red algae. It helps to eliminate dead cells on the skin's surface. www.phytomerusa.com
- 12. Sothys Paris Glysalac Dermobooster: Increase microexfoliation with this resurfacing skin booster containing glycolic and salicylic acids, which encourage cell renewal, resulting in smooth, radiant skin. www.sothys-usa.com



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# Innovations to Watch

Some of the industry's leading experts weigh in on a few of the year's most promising advances.—Heather Mikesell

### AROUND-THE-CLOCK REPAIR

"Taking the skin's chronobiology into account is the biggest innovation. Our skin has its own timing: during the day it fights environmental stressors, at night it is all about regeneration. That is why developing actives that consider this internal clock is extremely important."—Andrea Weber, head of the Babor Research and Innovation Center (www.babor.com)

"Seriously effective, natural overnight treatments are vital in our busy modern lives. These multitasking formulas undo the effects of poor sleep, address environmental or free-radical damage, boost cellular regeneration, and even improve sleep."—Sue Harmsworth, MBE, founder and chairman, ESPA International (us.espaskincare.com)



### IMPROVED DELIVERY SYSTEMS

"3D printing is the wave of the future and is making its way into beauty and skincare. It took a decade of research to implement the first hyaluronic acid electrospun machine—it weaves acid nanofiber patches that when applied accelerate cell renewal."—Laura Gerchik, general manager, Biologique Recherche USA (www.biologique-recherche.com)

"New encapsulation technology allows botanical ingredients to be guided directly to the fibroblast, delivering targeted benefits where the skin needs it the most."—Milana Knowles, senior director of spa development, Clarins (www.clarinsusa.com)

"Advancements in infusion technology are the greatest innovations; ensuring product penetration and effectively delivering active ingredients to deeper layers of the skin for cellular renewal."—Ginger Hodulik, clinical nurse specialist and vice president, DermaMed Solutions (www.dermamedsolutions.com)

"The new patented form of vitamin C does not oxidize and gets active only once delivered inside skin cells."—Manon Pilon, research and development director and consultant, Derme & Co (www.derme.ca)

"Anything that feeds the skin from the inside is innovative. Change on the skin is more effective and longer lasting when it reflects overall health. Fortunately, there are now nutritional supplements that target the skin by feeding it the nutrients it needs."

—Jane Iredale, founder and president, Iredale Mineral Cosmetics (www.janeiredale.com)



continued on page 72

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# **ENVIRONMENTAL PROTECTION**

"New generation antioxidants and anti-radiation and anti-pollution technologies that protect the skin against new sources of radiation, such as laptops, mobile devices, and the environment, are some of the greatest innovations."—Irena James, cofounder and vice president of product development, CelleClé Skincare (www.cellecleskincare.com)

"Uvaxine is an innovative patented ingredient that acts as a strong anti-aging shield that protects cells from aggressive UVA and UVB rays. The cells are protected long term while preventing and eliminating the appearance of dark spots."-Theadora Guzman, East coast executive and manager, Cinq Mondes (www.cinqmondes.us)

"Anti-pollution products incorporating moringa oleifera, which provides skin with a natural shield, protecting it from the aging and damaging effects of environmental pollution on

skin, are innovative."—Jaklin Idris, director of education, Decléor Paris (www.decleorusa.com)

"Phytocutan is the ultimate solution for sensitive skin. Obtained through photostimulation, a patented extraction system, it enhances its highly calming, anti-inflammatory, and soothing properties."—Laura Muñoz, public relations and communications director U.S. and Mexico, Natura Bissé International (www.naturabisse.com)

"This year's greatest skincare innovation is the development of a self tanner that also contains broad-spectrum SPF 50. Formulating a product that gives such a high level of protection alongside a natural-looking tan gives people a genuinely viable alternative to skin damage through sun exposure. -Claire Andrews, communications manager and NKD SKN brand ambassador. Vita Liberata (www.vitaliberata.com)





# **GEMS AND** PRECIOUS STONES

"The major breakthrough in the beauty industry lately is the ability of some brands to include and infuse natural gems like diamonds and pearls into their formulas for superior results."—Sam Gil, director of business development, Forever Flawless (www.foreverflawless.com)

"This year, the innovations that are trending are in the anti-aging luxury category with ingredients such as diamond powder and diamond peptides taking center stage."—Karen Asquith, national director of education, G.M. Collin (www.gmcollin.com)

"Progressively designed jade tools elevate the benefits of anti-aging facials by helping resculpt facial contours, lift sagging skin, enhance blood circulation, and reduce inflammation."-Janel Luu, founder and CEO, Le Mieux and PurErb (www.lemieuxcosmetics.com and www.purerbskincare.com)



continued on page 74



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# NATURAL SOLUTIONS

"Response to social consciousness and an understanding of health holistically are the biggest influencers in skincare. It is great to see companies taking responsibility for using cleaner, more planet-friendly ingredients that do no harm to our environment, our bodies, or to animals." -Cherie Jackson, chief brand officer,

Jindilli (www.jindilli.com)

"Plant-based, nutrient-rich water essences are innovative and feature ingredients like marshmallow root, which offers continuous hydration with a fast-absorbing lightweight texture."—Sara LaBree, education manager, Jurlique (www.jurlique.com)

"New ingredient extraction technologies are key—gemmotherapy extraction isolates embryonic plant tissue precisely at peak enzymatic activity. Move over synthetics. Green science is here to stay."-Michael Bruggeman, CEO, Organic Male OM4 (www.om4men.com)

"Clean cosmeceuticals, which are active ingredients that work with the skin's natural processes, act as a catalyst to correct and prevent skin damage without causing irritation."—Barbara Close, founder and CEO, Naturopathica (www.naturopathica.com)

"Non-invasive options to sexier, fuller lips are in demand, and so is sesame seed extract for progressive, long-lasting lip-plumping results. Clinical tests revealed that this extract increased lipid synthesis and storage by 30.2 percent in 30 days."-Christian Jurist, M.D., medical director of global education, Pevonia (www.pevoniapro.com)

"Marine biotechnology is one of the greatest innovations. Through it, we cultivate our own powerful, natural, active ingredients from a single marine micro-organism, without the addition of chemicals or artificial products."-Lenette Casper, president, Phytomer Group Brands (www.phytomerusa.com)

"Prebiotics and probiotics are mostly associated with gut health, but the beneficial bacteria are now taking to the stage in skincare. Both by topical application and oral ingestion, these bacteria can help stabilize the microflora of the skin, which may help to promote the barrier function and control bacterial infections such as acne."-Katherine Tomasso, national director of education, Yon-Ka Paris (www.yonkausa.com)

# **CUSTOM-TAILORED** TREATMENTS

"The customization of resultsoriented peels and targeted treatments to address the specific skincare concerns of increasingly savvy consumers is one of this year's greatest innovations."-Boldijarre Koronczay, president, Éminence Organic Skin Care (www.eminenceorganics.com)

"Retinol is no longer one-size-fits-all. With condition-specific ingredients paired with powerful retinol, we're dramatically improving acne, aging, and discoloration."—Danae Markland, vice president of business development, PCA Skin (www.pcaskin.com)

"This year, it's less about one standout ingredient and more about understanding how to work with skin of all ancestries. It's the year of skin of color."-Rhonda Allison, founder and CEO, Rhonda Allison Cosmeceuticals (www.rhondaallison.com)



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# POPULAR PEPTIDES

"Peptides are all the rage in the skincare industry. Cosmetic chemists have brilliantly designed their products with ingredients based on naturally occurring amino acids to help improve the appearance of fine lines and wrinkles."—Candace Noonan, master esthetician and director of education, Environ (www.environskincare.com)

"Peptides—not only do they achieve better results than other harsh ingredients but they are also much safer. By applying certain topical peptides, you're essentially nourishing the skin with a protein diet that realigns its building blocks, allowing for a stronger, healthier foundation."—Neal Kitchen, PhD, vice president of strategy and development, HydroPeptide (www.hydropeptide.com)

"The proprietary third-generation peptide Axp33+Vitamin C complex is enhanced with youth-boosting potential and is simple to use on all skin types,"-Susanna DiSotto, director of marketing, Satin Smooth (www.satinsmooth.com)



# **TECH REVOLUTION**

"Education is key. The utilization of video tutorials has created educational convenience. We can now educate professionals the world over, right from our computers."-Stefanie Mullen, head of digital marketing, Amber Products (www.amberproducts.com)

"The biggest trend this year will be a strong demand for layering serums and products that target specific concerns, such as the dreaded 'text neck."—Soraya Thonier, marketing manager, Sothys USA (www.sothys-usa.com)



# **ANTI-AGERS**

"Anti-aging ingredients in all skincare products are trending, as those in their 20s and 30s realize it's never too early to start nourishing skin and preventing damage."-Jin Yoon, CEO, Bodipure (www.bodipure.com)

"The resurgence of retinol is this year's greatest innovation. Discovered almost 85 years ago, this powerful anti-aging active delivers results that go beyond the skin surface to work deep at the cellular level."-Jean Shea, founder and president, True Results (www.trueresultsretinol.com)



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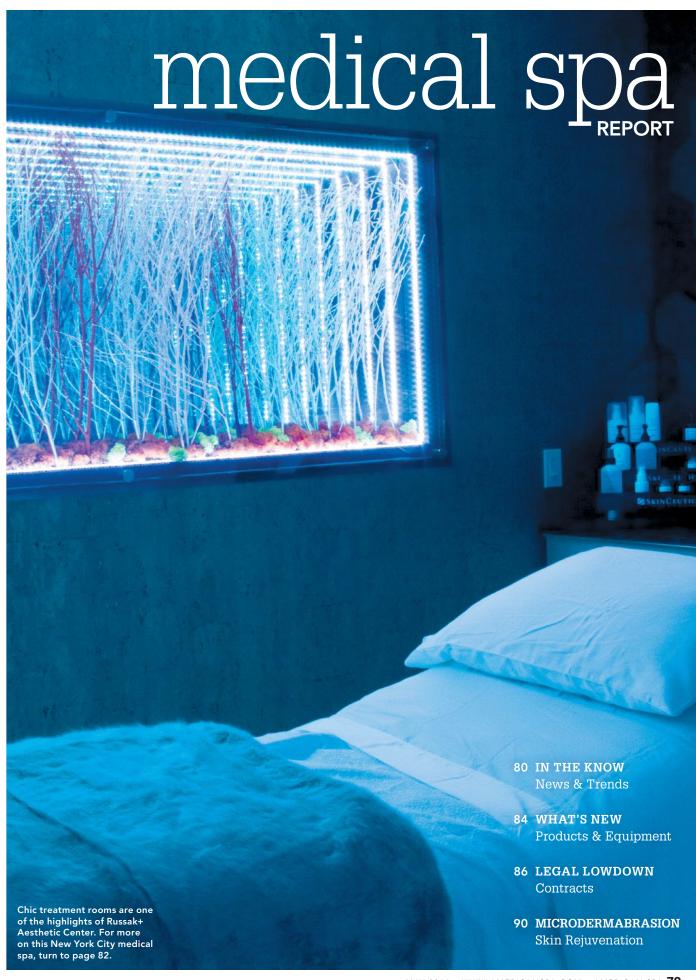
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# In the know $_{\mbox{\scriptsize written BY Jennifer Nied}}^{\mbox{\scriptsize Get the scoop on the medical spa buzz.}}$



# New Sunscreen Allows Body to Produce Vitamin D

Researchers at Boston University Medical Center have developed a process for altering the ingredients in a sunscreen to maintain its sun protection factor (SPF) and allow the body to produce vitamin D. The findings, published in the peer-reviewed journal PLOS ONE, contributed to the production of a new sunscreen called Solar D.

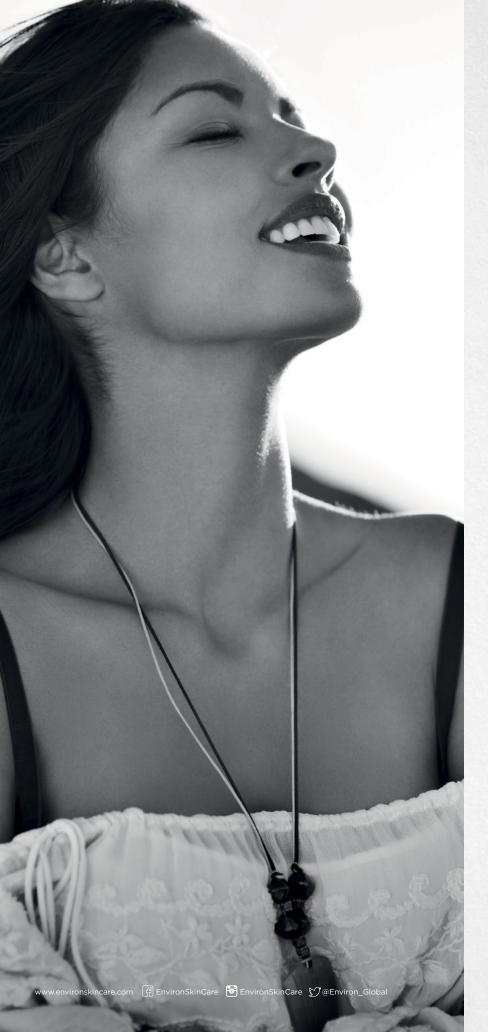
This is a significant discovery, because sun exposure is the major source of vitamin D for most children and adults worldwide. It is also recognized that vitamin D deficiency and insufficiency is a major health problem that afflicts approximately 40 percent of children and 60 percent of adults. However, because of concern for increased risk for skin cancer, widespread sunscreen use has been implemented. As a result, an SPF of 30 when applied properly, reduces the capacity of the skin to produce vitamin D by almost 98 percent.

According to the researchers, there are several chemical compounds that are typically used in a sunscreen that efficiently absorb varying wavelengths of UVB radiation. After removing certain ingredients, the researchers compared Solar D, which has an SPF of 30, to a popular commercial sunscreen with the same SPF, and found Solar D allowed for up to 50 percent more production of vitamin D in-vitro. "Solar D was designed with compounds with differing filter compositions to maximize vitamin D production while maintaining its sun protection for reducing erythema or burning of the skin," says Michael F. Holick, Ph.D., M.D., professor of medicine, physiology, and biophysics at Boston University School of Medicine and an endocrinologist at Boston University Medical Center. Solar D is currently available in Australia and will be available in the U.S. this summer.

# TRAFFIC-RELATED AIR POLLUTION LINKED TO **FACIAL DARK SPOTS**

Recently published in the Journal of Investigative Dermatology, a large-scale study of women from Germany and China demonstrated a link between levels of air pollution with the formation of dark spots on the skin, known as lentigenes or liver spots. The most pronounced changes were observed on the cheeks of Asian women age 50 and older. The researchers measured the levels of nitrogen dioxide (NO2) exposure and number of lentigenes. "In addition to particulate matter, trafficrelated air pollution is characterized by increased concentration of NO2," says Jean Krutmann, M.D., lead investigator from the IUF-Leibniz Research Institute for Environmental Medicine (Dusseldorf, Germany). "While NO2 exposure is known to be associated with low lung function and lung cancer, the effect of NO2 on human skin has never been investigated. This is important, because environmentally induced lung and skin aging appear to be closely related."

Researchers studied two groups, 806 Caucasian German women who spent an average of two hours and 30 minutes per day in the sun and 743 Han Chinese women with a daily sun exposure of three hours and 30 minutes. For women older than 50 in both groups, exposure to NO2 was significantly associated with more lentigenes on the cheeks, but not on hands or forearms. Overall, an increase of 10 µg/m3 in NO2 concentration was linked with approximately 25 percent more dark spots. Says co-investigator Li Jin, Ph.D., "This is the largest epidemiological study demonstrating a link between traffic-related air pollution and the formation of lentigenes."



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# Balanced Beauty

New Yorkers seeking balance and beauty now have a chic new Midtown spot offering holistic help. Russak+ Aesthetic Center (New York City) opened in fall of 2015 as an extension of the practice of board-certified dermatologist Julie Russak, M.D. Unlike many aesthetic centers, the focus here is on optimizing internal health to promote beauty from within with a therapeutic treatment menu. "We educate patients and provide them with tools to maintain the results that we achieve with the office-based procedures," says Russak. "We do that by starting with a wellness analysis to first understand what is going on in the body, as that can often explain what we see on the skin." Treatments, such as the Rejuvenating SkinCeuticals Decollete Treatment with Red Light Therapy (\$450, 45 minutes), feature SkinCeuticals products matched with advanced technology for a customized and quick solution to common skin concerns. "Educating my patients on how to care for their skin is key, which is why SkinCeuticals is an excellent partner," says Russak. "Our approach is more holistic, because we focus on education and prevention for overall wellness. If you are knowledgeable on how the skin as an organ responds to internal and external stress, which in turn accelerates the aging process, you have won half the battle."

The physical space is just as aesthetically pleasing as the treatment results. The interior is clean and modern, with shining white walls and gold molecule accents. "Russak+ exudes luxury and promotes the fusion of science and fashion," says architect Antonio Tadrissi. "The original premise of spatial and functional duality extends further into the DNA of this project, fusing timeless design and functionality."

# SYNERON CANDELA AND ALLERGAN REWARD LOYAL CUSTOMERS

Earlier this year, Syneron Medical, a leading global aesthetic device company, and Allergan, pharmaceutical company and manufacturer of Botox, announced a collaboration to offer three of Syneron Candela's body sculpting and skincare platforms to members of Allergan's healthcare provider loyalty program, Allergan Partner Privileges (APP). "This partnership brings together two very strong aesthetics product portfolios to provide physicians and their patients with comprehensive treatment options for some of the most in-demand treatments, including body contouring and skin treatment," says Amit Meridor, CEO of Syneron Medical. "We are excited to partner with Allergan to introduce our products to Allergan's community of aesthetic healthcare providers and their patients. In addition, at a strategic level, this partnership will enhance our ability to build stronger relationships with our customers, supported by a full product solution offering."

The partnership grants all members of APP discounted pricing on Syneron's UltraShape and VelaShape III platforms for body contouring and the PicoWay platform for skin treatment. Says Philippe Schaison, executive vice president and president of Allergan Medical, "This collaboration complements our existing portfolio of industryleading aesthetic products and further demonstrates Allergan's commitment to providing our customers with a robust portfolio of treatments designed to better address their evolving patient needs." The companies also plan to launch an additional consumer program later this year.



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# A Perfect Pact

Discover the dos and don'ts of drafting a contract.

A SMALL BUSINESS, SUCH AS A MEDICAL aesthetics practice or medical spa, generally has a razor-thin margin of error. Seemingly insignificant issues can become enormous headaches in the blink of an eye, and they can cost a small business a great deal of time and money if the business's interests aren't properly protected by a contract. Here is some expert advice for drafting an effective contract for your medical aesthetics practice or medical spa.

Do: Contact a Healthcare Attorney Many small business owners and operators, including those in the medical aesthetics

industry, often choose not to give much thought to the drafting of their contracts. Most tend to quickly adapt their existing contracts to new situations or use pre-written contracts from online legal technology companies, such as LegalZoom and Rocket Lawyer. And although doing this may provide sufficient coverage in the short term and save some money, it will likely cost those businesses much more than they would have spent simply hiring an attorney to draft those contracts in the first place. When a contract is prepared by an attorney, it is carefully sculpted to protect the interests of the party that is paying to create it. That level of care is not present in prefabricated or hastily adapted contracts. If business owners do not approach every contract as its own entity,

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they are going to wind up missing something and that something could end up being very costly. Typically, it costs about twice as much for attorneys to clean up a mess than for them to prevent it from happening in the first place.

# Don't: Assume Everything Is Going to Work Out

It's easy to be optimistic when you're opening a new business or embarking on a new venture. However, attorneys who are drafting contracts have to look at things in a different way—they must envision the worst-case scenario and prepare each contract accordingly. Experienced attorneys have likely seen most of the situations they are presented with many, many times, so they know what happens when something goes wrong. Because of this, they're going to include all the provisions needed to protect their client. This is why contracts tend to become enormous, impenetrable documents that a layman could never hope to decipher.



# Do: Keep It Simple

Impenetrable walls of legalese tend to be part and parcel of the contract-drafting experience. However, a conscientious lawyer will also include a statement that clearly communicates, in easy-to-understand language, exactly what that contract is trying to accomplish. This

requires the medical aesthetics professional to communicate to the attorney the need for the contract and any sort of back-story that has contributed to its creation. This will help medical aesthetics professionals keep their information organized and, if the contract is contested in court, it will help the judge to understand what the contract is trying to accomplish and why.



# Don't: Keep It Too Simple

However, while simpler tends to be better, those impenetrable walls of legalese are there for a reason, and attorneys are not doing their job if the contract doesn't fully protect their client from the circumstances outlined in

the introductory statement. If the medical aesthetics professional runs into trouble, that document is what is going to be referred to, so if there's something that is omitted, that's too bad. It is up to clients to communicate their needs to the attorney; it is up to the attorney to make sure that those needs are met.

Although contracts may seem like an easy item for professionals to draw up on their own, the reality is, without the proper guidance and understanding of the law, an improperly drawn up contract could cost a business much more than the fee it takes to enlist an attorney's help from the beginning.—Alex R. Thiersch

"Typically, it costs about twice as much for attorneys to clean up a **mess** than for them to prevent it from happening..."



Alex R. Thiersch is a Chicago healthcare attorney who represents medical spas, plastic surgeons, and aesthetic medical professionals. He is the founder and director of the American Med Spa Association (AmSpa), which was created for the express purpose of providing comprehensive, relevant, and timely legal and business resources for medical spas and medical aesthetic physicians throughout the U.S. For more information, visit www.americanmedspa. org or email him at alex@americanmedspa.org.

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# Popular Mechanics

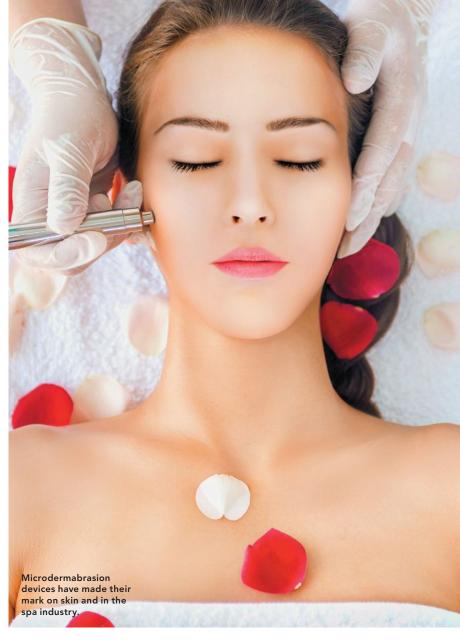
Discover why a solid reputation for consistent results makes microdermabrasion a tried-andtrue medical spa treatment with staying power.

### GLOWING, SMOOTH SKIN IS ALWAYS IN

style. One of the most popular ways to achieve it is with microdermabrasion. This method of mechanical exfoliation—removing superficial dead skin, clearing pores, and smoothing away imperfections—has an extensive history with a large fan base in the spa and medical spa industry. "Abrading the skin is not a new concept," says Andrea Trofimuk, general manager for Viora. "We've been exfoliating since the Egyptians used pumice stones to improve their skin." Since then, the materials and tools have been refined to provide the safe, effective, and comfortable exfoliation your clients have come to expect. Perhaps the most significant innovation came in the mid 1980s when microdermabrasion was first introduced. Ongoing improvements to the process have since resulted in it being among the top 10 most requested aesthetic services for more than a decade. According to the most recent statistics from the American Society for Aesthetic Plastic Surgery (ASAPS), microdermabrasion is the fifth most popular nonsurgical procedure. "Microdermabrasion is a popular treatment that has held its own in the skincare and aesthetics world for years," says Arielle Panarello, esthetician at Union Square Laser Dermatology (New York City). "It continues to be a go-to service—people know what it is and are comfortable with the process."

### Tip Talk

Many medical spas can rely on word of mouth, as microdermabrasion's reputation practically sells itself. "Microdermabrasion targets a large variety of skincare concerns," says Krista Wolford, medical esthetician at the Parker Center for



Plastic Surgery (Paramus, NJ). "Anyone looking to soften fine lines and wrinkles; help reduce the severity of acne scars, dark spots from sun damage, and hormonal changes; reduce the appearance of large pores; and treat blackheads and whiteheads can see the benefits." Heather Furnas, M.D., member of the American Society for Aesthetic Plastic Surgery and plastic surgeon at Plastic Surgery Associates of Santa Rosa (CA), agrees it is an easy sell for new and returning clients. "Microdermabrasion is affordable, feels good, enhances the skin, improves the skin product's effectiveness, and there's no downtime," she says. "It's a popular treatment that both clients and staff love."

# **First Impression**

In fact, microdermabrasion is the perfect introduction to medical spa treatments for continued on page 92

"Microdermabrasion is affordable, feels good, enhances the skin... and there's no downtime."









potential clients. "Microdermabrasion is a great way to open up many avenues of skincare for patients," says Wolford. "It is a great facial to start with for someone who is new to having skincare procedures done. It is also wonderful as a maintenance program, and it allows patients to get their skin ready for other more aggressive procedures."

There are several reasons why microdermabrasion is so enticing. "It is fast, provides reliable results, requires minimal downtime, and leaves a great first impression," says Bart Zoni, chief marketing officer and one of the founders of DermWorx. "The industry has done a fantastic job of teaching the public about the importance and value of skin-health professionals, and microdermabrasion is one of the tools that got us where we are today."

According to many dermatologists, the mechanical exfoliation method employed in microdermabrasion is unrivaled. "There are plenty of treatments available for the skin, but there is no substitute for microdermabrasion in my book," says Trofimuk. "Options like peels and lasers are not alternatives to microdermabrasion, they are adjuncts. We are working in a highly competitive and evolving market, so our treatment offerings have to be tailored and diverse." She recommends staying ahead of trends by matching the hot new technology with microdermabrasion. "By layering your treatment offerings, you get better client satisfaction and incredible results," she says.

As such, microdermabrasion is an ideal first step for medical spa facial treatments. "Exfoliated skin is fresh, glowing, and soft to the touch, and it absorbs products efficiently," says Furnas. Joanna Vargas has also included diamond-tipped microdermabrasion in every facial offered since opening Joanna Vargas Skincare (New York City) in 2006. "I do microdermabrasion with every facial as the first step," says Vargas. "Products penetrate more readily if the client's face is properly exfoliated. It's easier to extract after microdermabrasion, and the skin looks glowing, more even in texture, and even toned. It can be customized to fit a client's specific skincare needs, and it makes the facials feel even continued on page 94

# TIP TALES

Microdermabrasion devices refresh the skin by removing the top layers of the The two main options include a stream of fine crysdiamond tip.

Crystal: A high-pressure magnesium oxide, or sodium chloride, abrade the skin while a vacuum removes the crystal particles and exfoliated skin cells.

Diamond: A particle-free diamond tip is passed over the skin's surface with steady pressure to exfoliate it.

# MATCH MAKER

Viora's Andrea Trofimuk shares her recommendations for finding the best microdermabrasion device for your medical spa.

- 1. Look for multitasking machines. "Look for a device with extensive treatment capabilities." This will allow you to customize treatments for efficacy and accuracy.
- 2. Pay attention to tips. A variety of tips ensures proper treatment of different areas. Trofimuk recommends a small tip and suction size to work around eyes and nose and in the ear, a medium tip
- with medium suction size to use as a "magic eraser," and a body tip to combine with aesthetic services on the body like hair removal, cellulite reduction, and more.
- 3. Opt for low-noise devices. "Whether you are in a spa or medical environment, nobody wants to listen to a tractor," says Trofimuk.
- 4. Focus on reliability. "Look for devices made with high industry standards and high-quality components, such as a strong and reliable vacuum suction and a quality motor.



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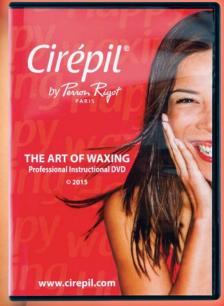
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AWARDS

more luxurious." As a standalone treatment microdermabrasion is a solid offering, but packages and combination therapies can enhance its appeal. "When packaging the service, you have better treatment outcomes with longer-lasting effects due to the fact that you are promoting the growth of healthy skin cells," says Trofimuk. "As for the combination therapies, think of microdermabrasion as your treatment booster—better results and happier clients."

# **Body Work**

More recently, medical spas are proving resurfacing results aren't limited to the complexion. "Now, because of the crystal-free microdermabrasion and the fact that we can use body wands, we've extended beyond the face," says Brenda Acosta, president of Altair Instruments. "We can treat a lot more overall body conditions, in the back, chest, legs, and more." Using a diamond-tip microdermabrasion device is more cost effective for treating large areas. Full-body results are proving to be even more impressive than on the face. According to Trofimuk, some of the most surprising results are on the buttocks and posterior thighs. "The suction and exfoliation works wonders on cellulite," she says.

Spas have found great success with body microdermabrasion treatments on the menu. The Double Happiness Body Treatment (\$500, 90 minutes) at Joanna Vargas Skincare is the owner's personal favorite and also popular among her celebrity clients. This luxurious service includes full-body microdermabrasion followed by a full-body oxygen treatment. Microdermabrasion is also available a la carte for the body at Skin Essence A Day Spa (Raleigh, NC). Clients can choose from Hands with Half Arm (\$95), Bikini Area (\$50), Whole Back (\$130), Hands (\$45), Décolleté (\$75), and more to rejuvenate their specific trouble spots for a personalized microdermabrasion experience.

### **Client Care**

This low-risk treatment is suitable for nearly every client. "I would recommend it on everyone," says Acosta. "An ideal client is someone who is interested in keeping their skin healthy and rejuvenated. It could be a man or a woman, it



# Roughing It

Keep your microdermabrasion services up to date with devices from these companies.—J.N.

**Aesthetic Solutions** www.aestheticsolutionsinc.com

Altair Instruments www.altairinstruments.com

**Bio-Therapeutic** www.bio-therapeutic.com

**DermaMed Solutions** www.dermamedsolutions.com **ImageMicroDerm** www.imagemicroderm.com

Silhouet-Tone www.silhouettone.com

SkinAct

www.vioramed.com

doesn't really matter." Certain conditions are contraindicated for microdermabrasion. It is not recommended for clients with sensitive skin or severe surface conditions. "Clients with severe acne, recent herpes outbreaks, warts, and other diseases are not candidates for microdermabrasion," says Trofimuk.

For everyone else, it is a quick cure-all that produces younger-looking, healthier skin. "Microdermabrasion is perfect for improving surface-level imperfections and providing overall exfoliation for brighter, smoother skin," says Wolford. "Anyone who is looking to improve the appearance of their skin but is allergic to chemicals or not ready for any abrasive procedures is an ideal client."

Clients have come to expect microdermabrasion on the menu. "Microdermabrasion is here to stay," says Wolford. "There will always be new and upcoming methods of exfoliation, but this is the safest and most effective treatment. It is fundamental for any successful medical spa."-Jennifer Nied

"Microdermabrasion is perfect for improving surfacelevel imperfections and providing overall exfoliation for brighter, smoother skin."



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continued from page 97

in the spa are set to midnight. "True devotion to the needs and wants of our quests is at the heart of our services at Iridium Spa," says Amanda Schmiege, director of spa and recreation at The St. Regis Dubai, W Dubai – Al Habtoor City, and The Westin Dubai, Al Habtoor City. "Our attention is dedicated to guests' personal time, and we tailor our treatments and services precisely to their requirements. We have focused on the details that guests will notice at every touch point." The spa also provides a sense of exclusivity by featuring product lines that weren't previously available in the Middle East, such as British beauty brand Carol Joy London, the natural suncare line Soleil Toujours, and Swiss Perfection Cellular Skin Care. Spa-goers won't soon forget the transformative journey.—Heather Mikesell

# chef's corner

A favorite among the celebrity set, Miraval (Tucson, AZ) recently got its spotlight in the HBO series Girls when Lena Dunham's character noshed on delicious Lentil Portobello Roll-Ups during her visit. But it's not just stars who get the red-carpet dining treatment. In fact, this dish is one of the property's most popular, and for good reason, according to executive chef Brandon Cathey. "Lentils are a fantastic source of iron and protein, which keep our guests energized for their daily hikes and mountain biking tours through the Sonoran Desert," he says. "Portobello mushrooms also contain a wealth of vitamins and other nutrients, including protein, dietary fiber, zinc, vitamin B6, and manganese. Combined with lentils, they lend a wonderful earthy flavor to the wraps and serve as a great contrast to the zesty tomatillo salsa."—Julie Keller Callaghan





LENTIL PORTOBELLO ROLL-UPS WITH FETA AND TOMATILLO, LIME, AND ROASTED CORN SALSA (SERVES 6)

- LENTIL PORTOBELLO ROLL-UPS
- 1/2 onion, thinly sliced
- 1/2 cup of diced potatoes
- 1 cup of sliced portobello mushrooms
- 2 cloves of garlic, minced
- 1/2 cup of pink lentils
- 4 cups of vegetable stock
- 2 cups of fresh trimmed and
- 2 tbsps of chopped oregano
- 1/4 tsp of dried chili flakes
- 1/2 cup of feta cheese
- 6 12-inch flour tortillas

### TOMATILLO, LIME, AND ROASTED **CORN SALSA**

- 1/4 habanero chili, stemmed, seeded, and minced
- 1/2 scallion, chopped
- 1 medium onion, chopped 6 tomatillos, husked, rinsed, and chopped
- 1 tbsp of chopped oregano
- 1 clove of minced garlic

- 2 tbsps of chopped cilantro
- Salt and pepper to taste • 1/2 cup of nopales, cooked
- and diced (optional)
- 1/2 cup of toasted corn kernels
- 1 lime, juiced

- los, oregano, garlic, and cilantro and pulse until it achieves a chunky consistency.
- 2. Transfer into a bowl and season with salt and pepper. Add the nopales, corn, and lime juice; stir to blend. Set aside.
- 3. Spray a deep-sided sauté pan with nonstick cooking spray, and sauté onions over a medium-high heat for five minutes, stirring fre-
- 4. Add potatoes, mushrooms, and garlic, and cook for another 10 minutes, stirring frequently.

- 5. Add in the lentils and stock, and are softened, about 25 minutes.
- 6. Remove the pan from the stove; fold in oregano, spinach, and chili flakes; and drain off excess liquid.
- 7. Add in feta, and fold to mix well.
- 8. Preheat oven to 425 degrees. 9. Heat a dry sauté pan over low
- keep the tortillas from drying out,
- 10. Spray a medium-size baking dish with nonstick cooking spray. lentil mix in the lower part of each 12. Carefully place the tortilla rollups seam-side down in the dish. 13. Bake them on the center rack in the heated oven for about 20 and golden brown.
- 14. Serve with tomatillo salsa.

















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# bliss without borders

Spa-goers can't help but succumb to the elegant charm of Eden Rock Spa by Ligne St Barth at Eden Rock - St Barths. Launched at the beginning of this year, the spa partnership brings an exceptional range of spa treatments incorporating artisanal products and fresh produce grown on the island to the sophisticated beachside sanctuary. Not restricted to a dedicated spa facility, Eden Rock treatments bend to the whims of spa-goers throughout the property. "The spa comes to you, whether you are on the beach or in your villa, on your private terrace, or in the comfort of your room, it is basically available wherever and whenever," says Charlotte Darnaud sales and communication manager for Eden Rock. "Eden Rock Spa delivers a true experience, with a complete ritual starting with a foot massage, then incorporating all the senses—tasting the fresh fruits, smelling which lotion you prefer, and so on." The Room Service Spa menu's three do-it-yourself treatments (\$76)—St Barth Dream, St Barth Softness, and St Barth Sundowner—bring pampering directly to





the guest rooms. A dedicated therapist delivers a tray of Ligne St Barth products with application instructions so guests can revitalize on their own time. "Ligne St Barth is one of the only companies to manufacture products on the island of St. Barts," says Darnaud. "Its products are both luxurious and entrusted with Caribbean history and traditions. Similar to Eden Rock, Ligne St Barth is contributing to the recognition of St. Barts worldwide."-Jennifer Nied

# Pampering with Pals

The Spa at Viceroy Miami is proving that happy hour is even more enticing when it is paired with spa treatments and good friends. As such, the new Beauty and the Besties Happy Hour, which takes place on the last Thursday of each month, is a popular option for pals who love pampering. Taking place in the spa's Water Lounge—site of a floating library, a reflecting pond, hot and cold plunge pools, and floor-to-ceiling windows—the \$60 session includes mini massages, facials, hand-and-foot rubs, skin consultations from partners like Babor and Valmont, complimentary wine, healthy nibbles, use of the spa facilities, special discounts, and a chance to win a complimentary spa service. It's quickly becoming the toast of the town.—J.K.C.



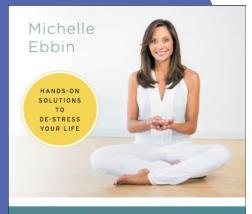








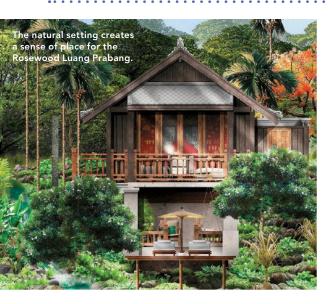
For centuries, people have used touch as a path to healing. Touch is a basic human need. It is the first sense we develop, and usually the last to fade. In The Touch Remedy: Hands-On Solutions to De-Stress Your Life (HarperElixir, April 2016), Michelle Ebbin, a leading touch-therapy and wellness expert, explores healing techniques that involve using touch to relax the body and soothe the mind. "Stress is related to 99 percent of all illnesses, so it's crucial that we try to do everything in our power to reduce it," she writes. Scientifically proven solutions include self-induced massage, acupressure, reflexology, and cranial sacral remedies, as well as anti-anxiety tools such as aromatherapy and meditation. More than 65 million Americans currently suffer from lower-back pain, and it affects 75 percent of the population, which is no wonder, since most of our days are spent sitting at desks. Her self-care solutions, involving tennis balls and stimulating specific reflex areas, are simple yet effective. Other strategies address headaches, insomnia, digestion issues, hormonal imbalance, boosting the immune system, detoxifying the body, improving intimacy and communication, and more. In our touch-deprived culture, sometimes we all need a good hug or pat on the back—and now you can learn how to give it to you and your clients.—Kristin Vukovic



# **OUCHREMEDY**



Therapists can learn therapeutic techniques from this book on the healing power of touch.



# ON THE HORIZON

A look at up-and-coming spas

**SAWGRASS MARRIOTT GOLF RESORT & SPA • Ponte** Vedra Beach, FL • September 2016

The resort is currently undergoing a \$25 million renovation that includes an update to The Spa at Sawgrass. Among the enhancements will be two new treatment rooms for couples, as well as a spa garden for harvesting fresh ingredients for treatments.

# TRUMP INTERNATIONAL **HOTEL** • Washington D.C. • September 2016

Debuting two years ahead of schedule, the 263-room hotel located in the Old Post Office building on Pennsylvania Avenue will include a Spa and Fitness Center by Ivanka.

OIL NUT BAY • Virgin Gorda, British Virgin Islands • Fall 2016 This collection of luxury villas located on the eastern tip of Virgin Gorda will complete the Oil Nut Bay Spa this fall. The spa will have an Ayurvedic focus and will include two massage rooms, a manicure and pedicure room, an infinity plunge pool, and a yoga terrace and deck.

**PARK HYATT ST. KITTS •** Banana Bay • November 2016 The five-star hotel will feature 125 spacious guest rooms and suites, unique dining concepts, and a

12-treatment-room spa, including an outdoor treatment room and infinity pool, and a fully equipped fitness center.

# **ROSEWOOD LUANG PRABANG •** Laos • 2017

Located near a UNESCO World Heritage Site, the company's first luxury tent and villa encampment will feature 22 accommodations with elements inspired by Lao tradition and French-colonial style. In addition to an arrival manor, the property will also feature a Sense spa with three treatment rooms.

**RITZ CARLTON PARADISE VAL-**LEY • Scottsdale, AZ • Late 2018 Offering views of Camelback Mountain, this 200-room hotel will feature the longest pool in North America, as well as a 20,000-square-foot spa with indoor and outdoor treatment areas and a garden with a citrus orchard.—I.K.C.

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# Fashion Forward Facial

Chic Beantown residents needn't travel far for European-style facials. Introduced last fall, Linda Meredith's tailored skincare services are available stateside exclusively at The Spa at Mandarin Oriental, Boston. "Linda Meredith's treatments use natural, raw materials to create precious beauty potions," says director of spa Virginia Lara. "Her beauty vision, passion, and drive for excellence complement the spa's holistic approach to wellness, revitalizing mind, body, and spirit." The Couture Facial (starting at \$200, 60 minutes) begins with a deep cleanse using micro-glycolic serums, which have an antibacterial effect to help reduce breakouts and anti-aging benefits to soften fine lines. A thorough consultation then identifies individual skin concerns and guides the rest of the treatment. After steam and extractions remove impurities, Linda Meredith products are applied as needed to rebalance skin, treating signs of aging, dehydration, sagging, and more. A relaxing face, neck, and shoulder massage completes the service. For a more invigorating experience, the Couture Facial with O2 (starting at \$270, 80 minutes) adds on the healing power of oxygen for immediate red-carpet radiance and a glowing, younger-looking complexion. "My aim is to educate both men and women on how our bodies, in particular our skin, have been affected by the introduction of hormones, chemicals, and toxins that surround our everyday lives, especially in our diets," says Meredith. "After realizing there was a need to restore skin's balance due to these dramatic changes, I decided to develop an alternative concept in skincare that dealt with this new generation of skin problems." For Linda Meredith products: www.lindameredith.com.—Jennifer Nied

# recipe for wellness

### **FIESTA SIESTA**

Fans of spicy mole treatments at Sense, A Rosewood Spa at Rosewood San Miguel de Allende (Mexico) can celebrate Cinco de Mayo at home with the spa's recipe for a nourishing cocoa cream. Featuring one of the most important ingredients in mole and inspired by the San Miguel Signature Mole (\$115, 90 minutes; \$136, 2 hours) treatment, this cocoa cream moisturizes skin. "Rosewood San Miguel de Allende's Mole Scrub blends the traditional ingredient of mole spice with a cocoa scrub to eliminate dead skin cells and increase blood circulation," says spa director Anabel Ramos Acevedo. "Guests can bring this signature treatment home with an easy-to-make cocoa cream. Cocoa butter rehydrates the skin and helps eliminate scarring, while glycerin and bee honey help keep skin luminous, moisturized, and re-energized."—J.N.



## HOMEMADE COCOA CREAM

- 10 grams of cocoa butter
- 1 tbsp of glycerin
- 1 tbsp of bee honey
- 1/2 tbsp of royal jelly
- 15 to 20 drops of rosewater

- 1. Melt the cocoa butter.
- 2. Add the honey, glycerine, royal jelly, and rosewater to the melted cocoa butter and mix.
- 3. Place the cream in a glass bowl, cover, and keep in a cool, dark place. (Do not store in the refrigerator.)
- 4. Apply to dry skin up to twice a week, leaving it on as long as possible before removing with a damp cloth.

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#### Beauty Booster

Wanting to take the health of clients' skin to the next level, Dermalogica recently introduced the IonActive Power Treatment (starting at \$125, 45 minutes), which provides enhanced product penetration and performance, personalization, a sensorial experience, and advanced skincare solutions with visible results. Relying on the new IonActive System, the facial begins with a Face Mapping skin analysis and then incorporates the appropriate active concentrates, such as retinol to reduce signs of aging, hyaluronic acid for dehydration, oligopeptide for hyperpigmentation, and niacinamide for adult acne. Depending on the client's skin concern, the service pairs the products with galvanic iontophoresis, microcurrent, or ultrasound. Clients are also treated to one of two LED-friendly masks, either the EndoThermal Gelloid, which is compatible with blue LED and cold stones, globes, and rollers; or the ExoThermal Gelloid, which works with Red LED, indirect high frequency, and warm stones. Says Annet King, director of global education for Dermalogica and The International Dermal Institute. "The Ion Active Power Treatment is a new cutting-edge advanced skin treatment that enables the experienced skin therapist to achieve radical results on their clients' skin." For Dermalogica products: www.dermalogica.com.—Heather Mikesell

#### Patchwork Progress

For spa-goers looking for an alternative to fillers, the Second Skin Facial (starting at \$310, 60 minutes) at The Peninsula **Spa New York** incorporates a fiber patch made up of 80 percent hyaluronic acid. Using Biologique Recherche products, the treatment involves a thorough cleansing followed by an application of exfoliating Lotion P50 to hydrate the face. The patches are customized and applied to targeted areas. Second Skin Serum is then massaged into the patches until fully absorbed. The service concludes with an application of Crème Masque Vernix moisturizer. "The Second Skin Facial is an intense cutting-edge treatment used to accelerate the skin's healing process and act as a genuine alternative to fillers," says spa director Enid Fernandez. "This treatment uses electrospun hyaluronic acid, which utilizes 3D printing-like technology to produce the most potent form currently available. The electrospun hyaluronic patches are able to penetrate the skin's surface, visibly lifting and treating signs of aging by acting on the extracellular matrix of the skin." For Biologique Recherche products: www.biologique-recherche.com.—H.M.

#### **LIGHTEN UP**

Guests can turn over a new leaf at Esteem Skin Clinic (Edmond, OK) with DNA CryoStem Cell Treatment with Celluma LED Light Therapy (\$100, 45 minutes), an anti-aging treatment that increases collagen production by up to 71 percent. The treatment, which primarily uses DNA Skin Institute products, begins with a facial cleansing with MediClear Skin Lightening Wash and Phyto-Lipid Hydrating Scrub for the face, neck, and chest area. After it is washed off, a Glyco-Ionic Gel Peel is lightly rubbed into the skin. On top of the peel, a cocktail of Mixed Berry Polish mask, MediClear Vitamin C Crystals, Elasticity Booster Drops, and Zen Therapy Treatment Gel are applied, then removed after five minutes. Microdermabrasion is performed with Genesis Biosystems Derma Peel, and Frozen CryoStem Cell Therapy Firming Ampoules are applied over the entire face and neck. Finally, BioPhotas Celluma LED Light Therapy is applied for 20 to 30 minutes. The treatment concludes with Elasticity Booster Drops and Ultimate Sol Protection SPF 28. "CryoStem Cell Therapy rejuvenates the skin leaving it more hydrated, better nourished, and looking more radiant," says owner and spa director Mary Reed. "Celluma restores cellular function and helps with the penetration of products into the skin." For Biophotas equipment: www.biophotas.com. For DNA Skin Institute products: www.dnaskin.com. For Genesis Biosystems products: www.genesis biosystems.com.—Kristin Vukovic





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#### Going Deep ■

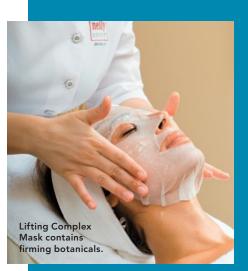
In response to the demand for intensive facial treatments with no downtime, the Fire & Ice Facial (starting at \$350, 60 minutes) at **Spa Nalai** at Park Hyatt New York leaves guests ready to face the world. "The Fire & Ice Facial bridges the gap between more invasive chemical peels and mild facials so that quests can enjoy the benefits of resurfacing," says spa director Amy Olthoff. "The secret lies in the three-part process featuring a strategic blend of ingredients." Relying on IS Clinical products, the treatment features the Intensive Resurfacing Masque, which harnesses the power of glycolic acid. The skin is then neutralized with a Cleansing Complex, which features willow bark and chamomile extract. The "ice" portion of the facial concludes the treatment with the Rejuvenating Mask with aloe vera, green tea, and licorice root extracts. According to Olthoff, the end result is an effective treatment with no downtime. For IS Clinical products: www.isclinical.com.—H.M.

#### Defying Gravity

Guests at George the Salon (Chicago) can take a load off with the Anti-Gravity Facial (\$225, 60 minutes), which primarily uses Sircuit Skin Cosmeceuticals products. The treatment begins with an X-Trap cleanse and an enzyme- or acid-based exfoliation, depending on the client's skin type. An ultrasonic machine, bt-micro from Bio-Therapeutic, removes dead skin cells, after which Lavish Multi-Use Therapeutic Dry Oil and a custom mask are applied. Microcurrent LED light with a radiofrequency machine shortens and lengthens muscles to tone the face and give it a natural lift, in addition to encouraging cell



production. An application of O.M.G. Anti-Aging Skin Resuscitating Serum, Infusion-A Intensive Retinoid Serum, and Eye Tech Anti-Wrinkle Eye Emulsion conclude the treatment. "This facial is designed to lift, tone, and brighten the skin," says spa director and lead esthetician Lindsey Blondin. "I am using different approaches that give immediate, preventative, and continual working results. It also gives a potent dose of ingredients to help reverse the signs of aging and free-radical damage that appear on the skin." It's like a workout for the face—without lifting a finger. For Bio-Therapeutic equipment: www.bio-therapeutic.com. For Sircuit Skin Cosmeceuticals products: www.sircuitskin.com. -K.V.



#### **READY FOR LIFTOFF**

Guests can get red-carpet ready with the signature Lifting Complex Facial (starting at \$250, 75 minutes), which uses Nelly De Vuyst products, at the new **Spa St. James** at the Ritz-Carlton Montréal. First, the therapist removes makeup and impurities using Cellular-Matrix Cleansing Milk, followed by a deep clean with Soft Net Cleansing Cream. Keratolyse Vegetal Peel is applied, and the therapist gently massages away dead cells. A Lifting Complex Mask—a pre-saturated membrane made with dermal tensing gel—is gently placed on the face, and the remaining gel is used to massage the décolleté and hands. After the mask is removed, an application of Lifting Complex Cream and SPF 30 completes the treatment. "This divine, uplifting facial treatment is ideal before a special event," says Spa St. James founder Carol St. James. "The blend of Kigelia Africana and Quillaja Saponaria from the Nelly De Vuyst Lifting Complex Mask provides a deep hydration while instantly erasing the signs of aging and fatigue. It's the perfect youth-enhancing treatment." With post-treatment results lasting up to two to six weeks, it's a surefire way to keep spirits lifted. For Nelly De Vuyst products: www.nellydevuyst.com.—K.V.





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# a closer look at some of the spas that are making news in the industry both here and abroad A palette of creamy whites creates a dreamy atmosphere in the relaxation area. For more on The Spa at The Breakers, turn to page 114. 114 A NEW BEGINNING The Spa at The Breakers (Palm Beach, FL)



# Beginning

A multimillion-dollar renovation gives a legendary resort spa in Palm Beach a fresh start.

Written By Heather Mikesell



o trip to Palm Beach is complete without a visit to The Breakers, the beloved grand dame hotel that has been hosting the rich and famous since it first opened in 1896. Over the years, the legendary oceanfront property has undergone updates to maintain its star status.

Most recently, it upped the ante with an \$8 million spa renovation. "At The Breakers, we strive for continuous improvement throughout all areas of the resort, and when it came time for a soft-goods renovation at the spa four years ago, we took a step back and asked, 'How would we build this if we were starting over today?" says spa director Amy Retay. "With the support of our ownership, we decided we should take the spa experience to another level with a complete redesign of the existing footprint. The result was the opening of an entirely new spa this past November." Highlights of The Spa at The Breakers include the addition of a salon for hair and nail services, an indooroutdoor coed lounge, ice fountains in both the men's and women's locker rooms, and a Gharieni quartz treatment bed. Designed by spa consultant Sylvia Sepielli of Sylvia Planning And Design (SPAd), the spa incorporates the resort's Italian Renaissance style and draws inspiration from its oceanfront locale. The soothing white and blue color palette captures the spectacular beachside setting.

While the lavish decor certainly adds to the spa's appeal, it's the staff, made up of 85 employees, and its tenure that Retay credits with helping the spa stand out from the competition. "We have 10 people who have been here since the spa welcomed its first guests in January 1999, and 24 of our team members—career-licensed massage therapists, continued on page 116







continued from page 115

nail technicians, and estheticians—who have been here more than 10 years," she says. "It's unusual for a service provider to stay with a spa for that length of time. I believe one of the qualities that sets our spa apart is our team's lifelong commitment to the industry." According to her, both hotel guests and club members benefit from the staff's skills, as they have a direct impact on the efficacy of the treatments and services they experience.

In updating the menu, it was important to keep the spa's typical clientele in mind. "While we welcome visiting local guests, a majority of our clients are hotel guests and club members," says Retay. "Our discerning clients are spa enthusiasts who are knowledgeable and educated about both treatments and product lines. Spa is a part of their lifestyle whether they are at home or traveling, and it's our goal to continue to exceed their expectations with a superior level of client service and elevate their expectations with the small details they discover during their time with us."

According to Retay, a creative approach was used in putting together the menu, which was designed around three brand partners: Erbe, Osea, and Tammy Fender. The lines were chosen because they rely primarily on organic and natural ingredients and also reflect the spa's four inspirations: the ocean, touch, botanicals, and tradition. Erbe, an authentic and handcrafted Italian skincare and bodycare line with custom formulas dating back to 16th-century Italy, gave the spa exclusivity, as it is the first and only U.S. location to feature Erbe treatments. Osea was





a natural fit with its marine-based formulations, and Tammy Fender, a Palm Beach-based line of custom-blended botanical and holistic products, filled the local niche. "A routine spa-goer will find our spa menu to be unique, as we worked directly with the owners and founders of our brands to create a curated menu built around the individual product lines versus specific treatments," says Retay.

Another consideration was corporate social responsibility, and the fact that each of the product lines' owners share a similar passion for doing good. "We care deeply for our team members, our guests, our community, and the environment we collectively share and sought partners that reflect our principles," says Retay. In addition, each retail purchase is packaged in a custom FEED bag designed for the spa. Proceeds are then donated to organizations fighting hunger nationally.

Although the spa can handle up to 490 clients in a single day, the weather can play a significant role when it comes to bookings. Unfortunately, sunshine isn't always a friend to Retay and her staff. "While a beautiful sunny day is wonderful for a beachgoer, every spa loves the rain," says Retay. "Our guests have so much to choose from, including a half mile of beach, four swimming pools, two golf courses, and a collection of boutiques, so I need a rainy day every now and then. However, when the sun is shining, our spa guests can enjoy spending time lounging in our outdoor courtyard." Thanks to the spa's fresh new look, it's certainly guaranteed its place in the sun.



THE SPA AT THE BREAKERS (PALM BEACH, FL) **OWNER:** The Breakers Palm Beach RENOVATED: November 2015

#### **CLIENT BASE**

20,000 square feet;

PRODUCT LINES

#### EQUIPMENT

#### ARCHITECT

**INTERIOR DESIGNER & SPA CONSULTANT** 

#### **BRIGHT SPOT**

Meet spa director Amy Retay, an 18-year veteran in the spa and hospitality industry.

What has surprised you most about working in the spa industry? The collaboration—I appreciate my peers. Many of them have been wonderful mentors who do not see another spa peer as competition but embrace them as an opportunity for collaboration to share ideas, to grow the

industry, to share successes, and to support each other, ultimately all working towards a common purpose. I was surprised by how open and willing my peers are to share. Their warm and welcoming personalities are inspiring.

What new spa treatment would you like to try? On a bucket list is a trip to The Well, a new spa in Kolbotn, Norway. The entire facility is

something I would like to experience.

What's your go-to spa treatment? While I do not travel often, when at a beautiful location, I am likely to experience an 80-minute massage. I personally believe in the power of human touch. And with a mind that takes a while to slow down, I need the 80 minutes to fully reap the benefits of a full-body massage.

What's the best advice you've received? It's to take care of my team. Be not only

a good listener but also take action on staff requests as much as possible, demonstrating the value of their involvement in the company's success. You want to ensure that as a leader you are continuously striving for employee satisfaction. This philosophy is emphasized at The **Breakers directly** from our owners and felt throughout the company. It is so simple, so powerful, and so true. It is



wonderful to see how the guests, the culture, and the business all benefit when you put your team first.

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# Spotlight Take a look at this month's editors' picks. WRITTEN BY JENNIFER NIED



Offers an herbal aroma

Company: Repêchage Product: Hydra 4 Red-Out Serum is a lightweight product that calms and nourishes the skin. It relies on antioxidants, microsilver, seaweed, and more to treat sensitive skin conditions, including rosacea. Website: www. repechage.com



Company: ESPA **Product:** Optimal Skin ProMoisturiser delivers hydration to skin in a silky, lightweight formula composed of South African resurrection plant, sunflower extract, Inca inchi oil, and winged kelp extract. Website:

us.espaskincare.com



Company: Pevonia **Product:** LipRenew Plump & De-Age Treatment helps lips appear fuller and more youthful instantly with hyaluronic acid, green pea extract, marine collagen, shea butter, and more. It counteracts the wrinkles, discoloration, and decreased volume caused by smoking, pollutants, and natural aging. Website: www. pevoniapro.com



Company: ExPürtise Product: Effective Anti-Aging Eye Serum is a multitasking solution for skin under and around the eyes. The gluten-free formula contains certified organic ingredients, natural skin lighteners, and clinical levels of wrinkle-relaxing peptides.

Website: www.expurtise.com

Names inspired by music



Company: Deborah Lippmann

Product: Pretty in Pink includes six mini lacquers in a variety of playful pink shades

in opaque and sheer formulas to match any spring occasion.

Website: www.deborahlippmann.com





Company: Jane Iredale **Product:** Naturally Matte Eye Shadow Kit includes five silky PurePressed Eye Shadows in everyday neutral shades. Website: www.janeiredale.com

Alphahydroxy acids exfoliate



Company: Image Skincare **Product:** Vital C Hydrating Facial Oil contains a plant oil blend that absorbs quickly to prevent water loss and provide nourishing and healing benefits to the skin.

Website: www. imageskincare.com



Company: Yon-Ka Paris Product: Excellence Code Masque is enriched with alpha-hydroxy acids from bilberry, lemon, maple, orange, and sugarcane to reveal visibly younger skin. It also contains nutgrass to strengthen and firm and red algae extract to brighten.

Website: www.yonkausa.com



Company: PurErb Product: Serenity Calming Facial Oil nourishes, calms, and repairs stressed skin with therapeutic and aromatic ingredients, including Bulgarian rose, Brazilian rosewood, lavender, and tangerine. Website: www.

purerbskincare.com



# EVENT SCHEDULE

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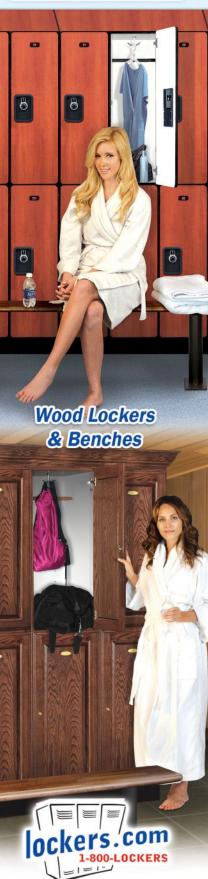
Atlanta, GA Monday, June 6, 2016 Scottsdale, AZ Monday, December 5, 2016

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#### spotlight



Company: Essie

**Product:** Spring 2016 Collection is inspired by Florida and features six shades— High Class Affair, Lounge Lover, Off Tropic, Pool Side Service, Shades On, and Sunshine State of Mind—in enamel and gel formulas.

Website: www.essie.com



Provides physical and chemical exfoliation

Company: Kat Burki **Product:** Hibiscus Antioxidant Face Mask is formulated with a gentle blend of glycolic and lactic acids to improve skin's clarity and firmness. It also contains a hydrating combination of blueberries, cranberries, hibiscus, and sweet almond oil. Website: www.

**Website:** www. katburki.com



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Company: LashFood **Product:** 

BrowFood 24H Tri-Feather Brown Pen easily creates natural-looking brows with a long-lasting peptide-infused formula and a three-pronged pen. It is available in four shades: Soft Dark Blonde, Soft Brunette, Bold Brunette, and Bold Dark Brunette.

**Website:** www. lashfood.com



Covers upper and lower eye area

Company: DHC
Product: Rich Eye Zone Care Pack
is a mini mask soaked with a creamy
peptide formula designed to hydrate and
revitalize around the eyes.
Website: www.dhccare.com

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#### spotlight



Helps prevent <u>breakage</u>

#### Company: GrandeNaturals Product: GrandePrimer is a white peptidebased formula for use on lashes before mascara. It lengthens and thickens lashes with

Website: www. grandelashmd.com



#### Company:

Epicuren Discovery Product: Ideal for sensitive or inflamed skin, Green Tea and Seaweed Soothing Mask comforts skin and diminishes redness with aloe vera, green tea, sea clay, and seaweed.

Website: www. epicuren.com





Company: Jurlique **Product:** The reformulated Purely Age-Defying Firming Eye Cream works to reduce visible lines and wrinkles, undereye puffiness, and dehydration for younger-looking eyes. The Ultra-Smooth Complex contains a potent blend of baobab extract, green coffee extract, and silica for luminous skin.

Website: www.jurlique.com



Serves as alternative to acids

Company: Radical Skincare **Product:** Express Delivery Enzyme Peel transforms from a gel to a fluid as it exfoliates the skin to reveal a more youthful-looking complexion. It contains with a blend of papain and pumpkin ferment fruit enzymes.

Website: www.radicalskincare.com



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#### spotlight



Company: China Glaze

Product: The 12 bold cream and shimmer shades in the Lite Brites Collection are inspired by the outspoken style of the '80s.

Website: www.chinaglaze.com



Company: Skyn Iceland Product: Under-Eye Illuminator treats and disguises signs of fatigue and stress around eyes. The waterbased gel restores a well-rested appearance with pink pearlescent pigment technology.

Website: www. skyniceland.com



Company: Guinot Paris Product: Bioxygene Face Serum restores a healthy, radiant complexion by fighting external irritants, including stress, smoke, and pollution.

Website: www. guinotusa.com



colors

Company: Kerstin Florian Product: Neroli Blossom Bath & Body Oil contains an aromatic blend of neroli essential oil and rosemary extract to uplift and renew the spirit. Website: www.

kerstinflorian.com

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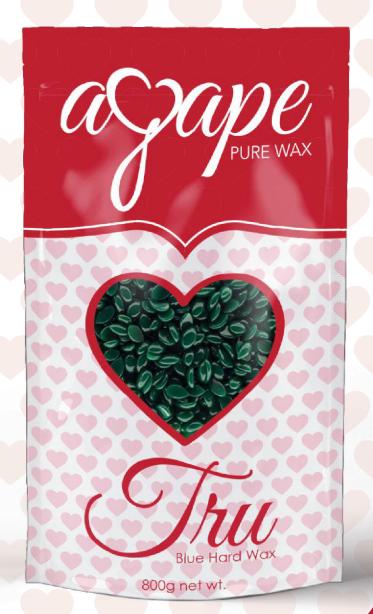
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### Industry News



#### Charlene Florian Passes Away

Charlene Florian, chief creative officer of Kerstin Florian International, passed away in March, surrounded by her family and close friends. Florian was inspired by her Swedish mother, who founded Kerstin Florian, and worked with the skincare company's creative team to incorporate new, proven, and innovative ingredients into exclusive treatments and products. Her contributions to the company included research; the development of ingredients, new products, and treatments; working with corporate clients; and speaking on skincare and longevity as the spokesperson for Kerstin Florian International. "Charlene was an inspirational and vibrant global thought leader who worked passionately alongside her mom, Kerstin, to build and grow the Kerstin Florian brand and share their philosophy and passion for wellness and health with the spa industry and beyond," says Julie Andrews, director of global sales and public relations. "She truly

loved her industry and the close-knit, extended Kerstin Florian family she was fortunate to work with for more than two decades." Florian also continually sought to gain knowledge and advance her education in skincare and longevity. She took cosmeticchemistry classes at University of California, Los Angeles, completed a raw nutrition chef course through the Matthew Kenney Culinary academy, received a wellness and raw food coaching certification through the BodyMind Institute, studied Chinese tonic herbs with Ron Teeguarden, clocked in more than 500 hours of massage therapy throughout her career, and studied with many renowned aromatherapists and herbalists. "She was a shining light within the industry leading the path for a healthy, more natural lifestyle, touching everyone she encountered with positivity, kindness, and joy," says Andrews. "A charismatic executive with the Kerstin Florian team, and a source of inspiration and knowledge to our partners globally, Charlene was a force of positive energy who embodied the Kerstin Florian brand."

#### SPAFINDER WELLNESS LAUNCHES THE WELLNESS APP

Spafinder Wellness launched its mobile application, The Wellness App, which gives users the ability to find, book, and pay for appointments plus earn rewards, all from their mobile phones. Available for iOS and Android systems, the app was developed by the company's technology team with support from Miami-based technology agency YellowPepper. "We believe finding ways to feel good and stay healthy should be easy and rewarded," says CEO and chairman Pete Ellis. "With The Wellness App, Spafinder Wellness gives users a simple way to keep wellness funds handy and find, book, and pay for services they choose. For existing Spafinder Wellness users, the experience begins with an easy transition of their rewards points and account information after they log in to the app; for new users, it's about an accessible connection to their next great wellness experience."



The Wellness App offers a simple payment and booking experience across its network of more than 25,000 providers, including yoga and Pilates studios, fitness clubs, spas, salons, and wellness travel destinations. Similar to www.spafinder. com, users choose a provider based on location, services, pricing, and reviews and earn points, which can pay for services in the Spafinder My365Rewards Points program, for app activity. Says Ellis, "The app bridges the many gaps that have made wellness offerings inconsistent and brings together all types of providers, from large, established businesses to single-location establishments, to offer consumers a unified, seamless experience under one umbrella." •



#### 2016 Global Wellness Summit To Focus on the Future

Global Wellness Summit (GWS) announced the theme of its 10th anniversary conference—Back to the Future, which will examine the future of spa and wellness through the lens of history. The conference will be held Oct. 17 to 19 at KitzKongress, Kitzbühel in Tyrol, Austria, and will cover the intersection of medicine and wellness, the future of wellness within communities, the technological advancements making wellness more accessible for all, and more. In addition, there will be a discussion regarding the investment outlook of the spa and wellness industry in Europe, as well as an opportunity for attendees from large hotel brands and smaller family-

**Professional Quality** Skin Treatment Products Backed By 35 Years Of Innovation, Success And Real Results Back Bar / Retail SERUM MICROSILK-C WWW.RAYALAB.COM / 800.525.7292 / 818.760.6655 owned hotels to network and exchange ideas. The conference will also explore the shifting meanings of the two closely related terms-wellness and wellbeing-and their appropriate usage going forward. "We wanted a theme that honored our 10th anniversary and reflected the historical relevance of being in Europe, and Tyrol, Austria, in particular, where many modern-day wellness practices began and that continues to be at the forefront of the evolving wellness market," says CEO and chairman Susie Ellis. "This gives us a unique opportunity to look back over the last 10 years at the founding of our annual Summit while looking forward to analyze what lies ahead in wellness over the next decade."

Also at the Summit, GWS will be introducing a unique global competition for university students. To enter, they must submit an idea for a wellness business, including technology, architecture and design, spa and beauty, or a product or service. Three finalists competing for the grand prize of \$10,000 will be flown to the Summit, along with their professors, to present to the delegates in a main-stage debut of "The Shark Tank of Wellness." To cap off the historic 10th anniversary Summit, delegates will also be asked to contribute their predictions for the future of the wellness industry. These predictions will then be sealed in a "10th Anniversary Time Capsule" in a ceremony on the final day of the conference, to be opened at the Summit in 2026.





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#### Industry News



LEFT TO RIGHT, TOP TO BOTTOM: Shawn Hallum, Lindsey Sappenfield, Tara Cruz, Antonio Llanos, Tracey Woodward, Eddie Zrimsek, Alyson Barker, Tiffany Amorosino, Elaine D'Farley, Mary Celeste Beall, Leslie Johnson, Lori Chase

#### **People On the Move**

Spa Helani, a Heavenly Spa by Westin at The Westin Ka'anapali Ocean Resort Villas (Lahaina, HI) named Shawn Hallum spa director.

Spa Oceana at Loews Don CeSar Hotel (St. Pete Beach, FL) named Lindsey Sappenfield assistant spa director.

**Cornelia Spa** at The Surrey (New York City) announced **Tara Cruz** as spa director.

Spafinder Wellness named Antonio Llanos vice president of technology.

Aromatherapy Associates named Tracey Woodward CEO.

Joya Spa at Omni Scottsdale Resort & Spa at Montelucia (AZ) named Eddie Zrimsek spa and retail manager.

**Drybar** announced **Alyson Barker** as chief legal officer.

Bella Santé Spa (Wellesley, MA) named Tiffany Amorosino CEO.

Spafinder Wellness 365 named Elaine D'Farley editor-in-chief.

Blackberry Farm announced Mary Celeste Beall as president and proprietor. She will be taking over from her husband, Sam Beall, who passed away in February.

The Spa at La Costa at Omni La Costa Resort & Spa named Leslie Johnson spa director.

Macadamia Beauty hired Lori Chase as vice president of global operations.



#### Industry <mark>News</mark>



#### DermaMed Solutions Announces 2016 Aesthetic Education Award

**DermaMed Solutions** recently selected Roberta Lamperti as the winner of the company's Aesthetic Education Award. Lamperti will be awarded \$1,000 for her educational expenses at Spa Tech Institute (Westborough, MA), which is a DermaMed Solutions's esthetic partner school. In its fourth year, the DermaMed Solutions Aesthetic Education Award is offered biannually and is presented to a chosen applicant interested in attending or already enrolled in an accredited esthetic program. The individual must express his or her passion for the skincare industry and share the core values of DermaMed Solutions. Two awards worth \$500 each are given every year, with a bonus of an additional \$500 if the selected student attends one of DermaMed Solutions's esthetic partner schools. The next deadline for the Aesthetic Education Award nominations is July 31. Participants can submit an application on www. dermamedsolutions.com along with a one-to-two page typed essay or a three-to-five minute video explaining their desire to become an esthetician. Schools interested in participating and becoming a partner can visit the Aesthetic School Partnership page on the website for details.





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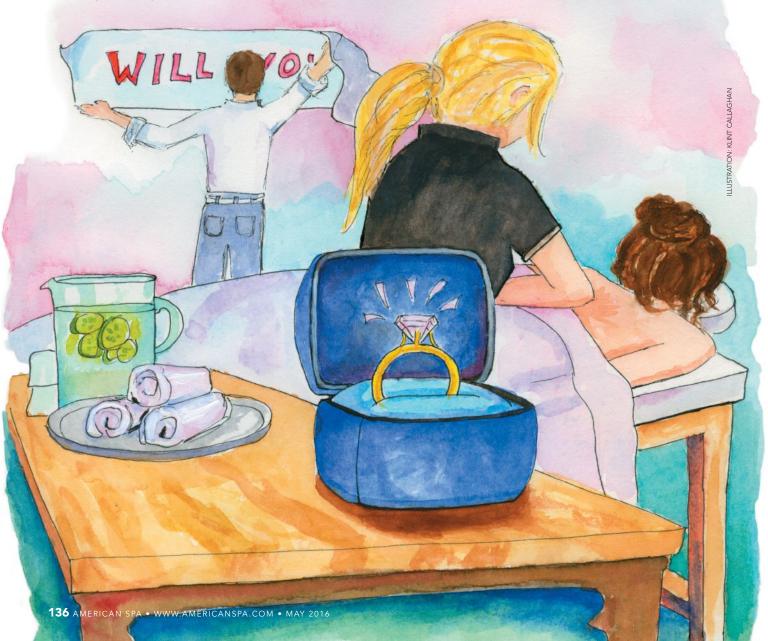
## **Engaging Treatments**

Spa directors and industry experts share some of their most memorable spa experiences.

#### "ON NEW YEAR'S DAY, A RESORT GUEST REACHED OUT TO

our spa manager for assistance in surprising his girlfriend with a marriage proposal during her visit. They were celebrating their fifth anniversary, and he was ecstatic to ask for her hand in marriage. To pull off the surprise, we upgraded the location of the guest's treatment to a more spacious and romantic setting in our Couple's Suite. With only a few minutes left in her treatment, the male guest was escorted to the suite, where he quietly sprinkled rose petals in the entrance hallway and around the massage table and hung a sign on the wall saying, "Will you marry me?" Our therapist finished the treatment with the guest facing up, an eye pillow over her eyes, and her

hands placed over her stomach. As the therapist let go of the guest's hand, her boyfriend slid a ring on her left ring finger and got down on one knee. The female guest immediately shook off the eye pillow and was shocked to see her boyfriend kneeling next to her bed. She instantly started crying, as the male guest proposed to her. She said, 'yes.' The best part of the story is that, at the request of the proposer, our spa manager was able to capture the special moment using the guest's iPhone. We celebrated their engagement with Champagne. It was the perfect ending to the first day of 2016 for both our guests and the spa team."—Shannon Stringert, director of spa, salon, and fitness at Sahra Spa & Hammam at The Cosmopolitan of Las Vegas





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