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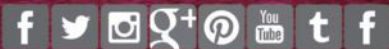
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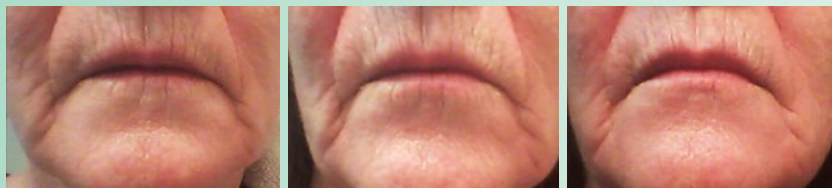
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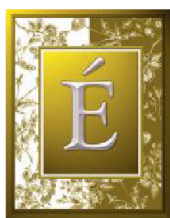
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# Balancing Act



PEOPLE OFTEN ASK ME HOW I GOT SO lucky to cover spas for a living, and I have to agree, it is a dream job. I often joke that it's not one you can complain about to your friends. However, recently I found myself at a Six Senses event in which I took part in a new wellness assessment the brand is rolling out as part of its new Six Senses Integrated Wellness program. Unfortunately, the results, while not unexpected, proved that even having one of the best jobs imaginable doesn't make me immune to stress.

Featuring an innovative approach, the program relies on the group's in-house experts to measure and analyze key physiological biomarkers to provide guests with lifestyle and nutritional advice, as well as design a customized program of spa treatments and wellness activities. As part of my assessment, a finger oximeter was used to determine my heart rate, tissue oxygen uptake and distribution, arterial stiffness, and stress parameters. The

screening also involved the Electro Interstitial Scan-Galvanic Skin system, which is similar to a lie-detector test, providing useful information by measuring and interpreting resistance to the flow of gentle electric current through interstitial fluid throughout the body. Not nearly as complicated as it sounds, the evaluation revealed that my high stress level was negatively impacting a variety of other factors, including the amount of inflammation in my body, my pH levels, and more. Although I certainly didn't need to be told I was stressed out, it was still a much-needed wake-up call to take action.

That's just one of the reasons I'm thrilled to see so many spas focusing on this very issue with a variety of meditation offerings. In Mind on Meditation, on page 60, we look at how spas are embracing this stress-relieving practice with new programming and dedicated spaces. As Tim Carl, Ph.D., a practitioner who coordinates and guides Mindful Awareness meditation programming at **Spa Solage** (Calistoga, CA), says, "People of all ages and backgrounds are looking for more effective ways to cope with the demands of our increasingly complex world."

What are some of the ways you're helping your clients and yourself to better deal with stress? Please share your tips, as we could all use more help in the balancing department.

Best,

**Heather Mikesell**  
Executive Editor  
hmikesell@questex.com

## EDITOR INSIGHT

On a recent visit to **Meadowood Spa** (St. Helena, CA), I was intrigued by a suggestion I received from my therapist. Sensing I was more than a little tense, she suggested I give coloring a try. In a packet I received following my treatment, I discovered a lovely note from her with some stress-relieving tips, an article on the benefits of coloring for adults, a box of coloring pencils, and a few pages to get me started. It was a thoughtful gesture that left a great impression.—*H.M.*



## FUN FACTS

A snapshot of things I learned in this issue.—*H.M.*

Meditation really works. According to a 2011 study led by Harvard-affiliated researchers at Massachusetts General Hospital, MRI scans from 16 participants showed that **meditation produced changes in their brain's grey matter**, increasing density in areas important for learning and memory.

**PAGE 60**

A rose by any other name is not the same. Apparently, there are copycats out there trying to pass off diluted rose oil as the real thing. It's important to know what you're getting.

**PAGE 38**

Age spots typically appear around the age of 45. While hyperpigmentation is a fact of life, there are a variety of natural ingredients and botanicals that can help slow the process.

**PAGE 42**

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# On the Road

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



## Curaçao

Prompted by the frigid winter, I booked a quick Caribbean getaway to escape the snow with my husband. It was our first trip to Curaçao, so we went in with an adventurous attitude. And adventure we found, navigating the island from end-to-end in our tiny rental car; it was the best way to find cove beaches and experience the local culture. Along the way, I also got a taste of the island's own brand of wellness, including its boutique spas and the Aloe Vera Plantation (here I am touring the fields). We even got to try a bite of freshly cut aloe while touring the plantation's manufacturing facility where Curaloe skincare products are made. I may not have a taste for raw aloe, but the rest of the island's spa offerings are truly tempting. For more on Curaçao's spa scene, turn to page 25.—*Jennifer Nied*

**DON'T MISS:** A day trip to **Klein Curaçao**, an uninhabited island six miles off the coast, surrounded by vibrant turquoise waters teeming with turtles and tropical fish and a soft white sand beach.



## New Delhi

When my husband's 25th-year boarding school reunion rolled around last fall, we jumped at the chance to visit friends and family in India. We stayed at The Leela Palace New Delhi, a sprawling property built in the shape of a butterfly in the middle of the bustling capital. I recovered from jet lag at **The Spa by ESPA**, an opulent oasis fit for a maharaja. A relaxing massage prepared me for our six-hour journey to the foothills of the Himalayas, where the reunion was held. On the way, we stopped in the city of Chandigarh, where I met this decked-out camel (fortunately, it didn't spit!). After days of overindulging in rich Indian cuisine, I was ready for some of The Leela's new spa fare, which includes executive chef Christophe Gillino's Papaya Ginger Soup. For the recipe, turn to page 92.—*Kristin Vukovic*

**DON'T MISS:** **The Prana Dhara** (\$105, 90 minutes), one of the spa's signature massages.

## St. Helena, CA

Although getting away from the office isn't always easy, I knew I couldn't pass up the opportunity to experience the new **Meadowood Spa**. Feeling exhausted and stressed out, I found it to be the perfect antidote to my state of mind despite the uncharacteristic stormy weather. Instead of letting the relentless downpour dampen my spirits, I took refuge in my cozy cottage, enjoying a hot bath and a roaring fire. Fortunately, the sun did make a brief appearance the following morning. It was timed perfectly to coincide with my Eco Fitness experience, which involved an invigorating hike on the scenic trails that surround the property. After my workout, I headed to the spa for a truly indulgent day of treatments in my own private suite. I left feeling the most relaxed I've been in months. For more on the spa, turn to page 112.—*H.M.*

**DON'T MISS:** Dining at **The Restaurant at Meadowood**, which has three Michelin stars.



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[ get wired ]

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The @opi\_products New Orleans collection launch party was filled with festive shades and Mardi Gras-themed snacks. #opineworleans #nailcare #manicure #americanspa



We got a sneak peek at the richly pigmented algae and other potent ingredients in @algenistbeauty's new color-correcting line. #algenistcolorlaunch #beauty #skincare #reveal



Our senior editor participated in Galderma's #momgenes photo shoot and recreated her grandmother's photo from the 1930s (and learned a bit about what's in store for her skin down the road). #skincare #wellness #healthyaging #galderma #beauty #americanspa



Barbara Close

"As wellness becomes more mainstream, savvy consumers have grown skeptical of chocolate wraps and frivolous treatments, focusing instead on **long-term benefits**. I firmly believe that you can create **innovative wellness therapies** that are effective and will generate an enthusiastic following from your guests."

—Barbara Close, founder and CEO of Naturopathica

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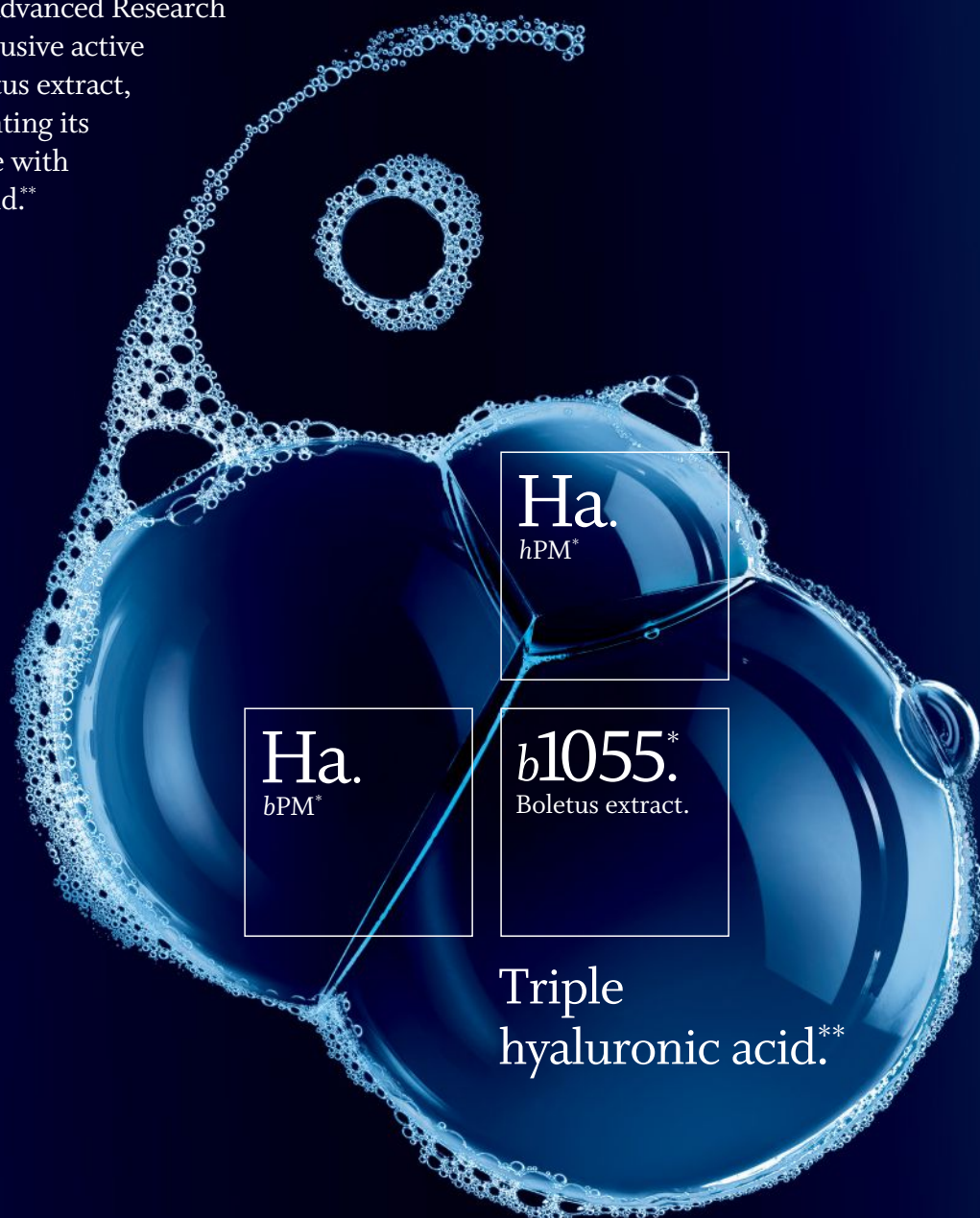


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This southern Caribbean island is experiencing a spa revival that promises smooth sailing to wellness.



## Caribbean Cure

The tiny island of Curaçao, which is the ‘C’ in the ABC islands and previously part of the Netherlands Antilles, is often passed over for its more commercialized neighbor Aruba. Thanks to noteworthy new spas and a revitalization of its historic architecture and healing traditions, that’s all changing. The name Curaçao can be traced back to early explorers who experienced the island’s healing powers. It’s said that the first Spanish explorers on the island left sick crew members before continuing on their journey. When the ships returned one year later, the crew was miraculously healed and christened it “Island of the Cure.” Soon after it was recorded on early Portuguese maps as Curaçao. Fast-forward 400 years and the capital Willemstad’s natural harbor is now a bustling port for cruise ships with a vibrant UNESCO World Heritage Site seafront to welcome travelers in search of wellbeing and relaxation. It’s no surprise spa-goers are eager to dive in to the island’s healing havens.—*Jennifer Nied*

PHOTOGRAPHY: SHUTTERSTOCK





Alfresco treatments (pictured) and relaxing pedicures (right) are hallmarks of Atabei Spa.



## Plantation Pampering

Hidden away on a 27-acre reserve on the eastern tip of the island, **Atabei Spa** at Santa Barbara Beach & Golf Resort, Curaçao delivers secluded serenity in a beautiful, natural setting. The name *Atabei* means Mother Earth in Arawak, the language spoken by the island's indigenous inhabitants who migrated from South America. As such, natural elements are a key part of the spa design. "All of our floors and vanities in the treatment rooms are made of natural stone from our own Table Mountain on property," says spa and recreation manager Susan Van Haperen. "For our foot ritual, we use calabash bowls that grow in our trees and were used by the Arawaks, as well." The ancient culture and rituals of the Arawak people also serve as inspiration for the spa menu. Its highlights include Atabei Journeys, which focus on four themes: Awaken to instill pure energy and enliven from the heat of the sun; Hydrate to restore balance and calm with the rhythm of the water; Nourish to cultivate beauty and nurturing from the earth; and Renew to activate health and detoxify through the pull of the moon. A comprehensive menu of à-la-carte services, including facials, massage, body treatments, and salon services, incorporate organic products made by local herbalist Dinah Veeris, skincare from Naturopathica, and polish from SpaRitual. For guests staying in the Sea Traditions Spa Suites, wellness is a 24/7 luxury. Daily 60-minute in-room spa treatments, an oversized soaking tub, and yoga mats ensure a spa escape without stepping outside. This journey is sure to provide spa-goers with true island healing.—J.N.

## SWEET SPIRITS

Curaçao liqueur may be more recognizable than its namesake destination, so it's no surprise that resorts on the island make good use of the locally made sweet orange spirit. This recipe for a fruity cocktail is a popular choice for spa-goers before or after treatments at Atabei Spa at Santa Barbara Beach & Golf Resort, Curaçao.—J.N.

### DUSHI YOU

Ingredients:

- 1 1/3 ounces of Blue Curaçao
- 2/3 ounce of lychee liqueur
- 2/3 ounce of pineapple juice
- 2/3 ounce of simple syrup
- 5 lime wedges
- 1 orange slice (as garnish)

Steps:

1. Combine all ingredients in a shaker with ice, and shake vigorously until chilled (at least 15 seconds).
2. Pour into a martini glass.
3. Garnish with an orange slice and serve.



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# Nature's Nirvana

Morena Resort is a vibrant eco-oasis dedicated to preserving the environment and providing space for spa-goers to get in tune with nature. Each guest room is built with sustainable materials from fair trade cooperatives in the region and has a rooftop solar water heater, which generates enough hot water for the entire day in one hour. It is just one of the features that contributed to its Green Key Award and Golden Travel Life Award environmental certifications. Not to be overlooked are the thatched hut treatment rooms that make up **Mazzai Spa**, which blends indoor and outdoor spaces where guests experience Eastern-inspired healing treatments incorporating house-made natural products. Each service begins with a cup of herbal tea from the garden and a foot soak and exfoliation with garra rufa fish. “We want our guests to find their inner Zen,” says spa manager Marit Kouffeld. In this peaceful setting, Zen is within reach.—*J.N.*



Thatched huts (left) help Mazzai Spa blend in with the environment, and Eastern elements (above) add to the sense of tranquility.





*Wrinkles...  
a disappearing act.*

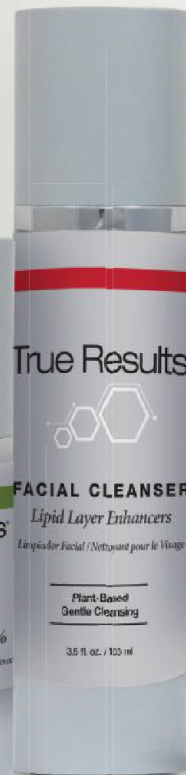
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\*Percentage of patients reporting improvement in an Independent study of .1% stabilized Retinol by Manpreet Randhawa et.al.





## Rainbow of Relaxation

Though only a five-minute drive from Willemstad, the private enclave of Floris Suite Hotel – Spa & Beach Club is worlds away. The recently renovated all-suite adults-only boutique hotel welcomes LGBT guests and friends and ensures their stay is the utmost in relaxation. One of the highlights of the renovation is the addition of the poolside spa, **Water Club Curaçao**. It features an oversize steam room, dry sauna, rain showers, a relaxation area, and a fitness facility in an open-plan, European-style design. Hotel guests have complimentary access to the spa amenities and can also select from a curated menu of massages and nailcare services offered at an additional cost in private treatment rooms. Day passes (\$25), monthly memberships (\$200), and annual memberships (\$2,000) allow locals and other island visitors to enjoy the spa facility. Says sales and marketing manager Jurandy Regina, “Our guests like to be pampered, and the spa is one of the greatest amenities our hotel has to offer.”—*J.N.*



CLOCKWISE FROM TOP: Water Club Curaçao provides a relaxing poolside haven with a dry sauna and an outdoor seating area.

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# columns

advice on building your business

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Meditation

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Adam Broderick Salon  
& Spa (Multiple locations  
in CT)

Roses have added a sweet touch to spa treatments for years. For more on the blooming benefits, turn to page 34.



[ in the mix ]

# Bed of Roses

An enduring symbol of love and luxury, ancient rose finds new life in the modern-day skincare arena.

## FROM ROSE-SCENTED TREATMENT ROOMS

to baths infused with the precious petals, rose has long been a popular ingredient in spas. As the world's oldest cultivated decorative plant, it is primarily native to the Northern Hemisphere but likely originated in Persia, according to *The Magical and Ritual Use of Perfumes* (Destiny Books, 1990) by Richard Alan Miller and Iona Miller. The flowers quickly spread, popping up symbolically in Greek and Indian mythologies and in physical form throughout Europe and the Middle East. Over the years, women as disparate as Joan of Arc and Cleopatra have been linked with this token of love, and if they're good enough for a hallucinating martyr and a cunningly beautiful queen, they're certainly suitable for spa-going mortals.

As befitting a plant of such stature, "*Rosa damascena* is one of the most precious and expensive oils currently on the market," says Amy Galper, founder and executive director of the New York Institute of Aromatherapy. "The petals don't yield much essential oil, so it takes a huge amount of plant material to distill a few milliliters, approximately 10,000 roses for just five milliliters, but just a tiny bit has a profound effect in skincare." Donna Cristino, founder of the beauty brand Jing Ai, calls rose oil "a hidden little gem" and promises that we'll be seeing a lot more of it in the future.

While rose is often noted for its scent, the velvety flower has hidden depths. "Rose essential oil is an excellent emollient; it also offers antiseptic and astringent properties to treat acneic skin and properties that help treat redness and inflammation,"

says Jaklin Idris, director of education for Decl or Paris. "Rose oil can help refine skin texture, controlling skin diseases such as atopic dermatitis." And, according to Galper, it has no known adverse effects. "Rose can be a great addition to skincare formulas, especially for evening out stressed skin and nurturing clients' confidence," she says. "It also has great therapeutic characteristics, balancing and soothing tired, dull, and aging skin."

Rose's high concentrations of vitamins A, C, and E encourage healthy skin rejuvenation and protect from free-radical damage, says Tiffany McLaughlin, director of education for Lira Clinical. The flower also contains fatty acids like linolenic acid, which hydrates and suppresses tyrosinase activity for healthier, brighter skin—an added bonus for the brand's Mystiq Illuminating Beauty Oil, Lira Spa Body Nourishing Oil, and Lira Spa Silk Souffl  formulations. Rose was chosen to complement the products' other elements, says McLaughlin. The Mystiq Illuminating Beauty Oil partners rose with mastiha, a Greek resin long revered for its medicinal benefits, while the Silk Souffl  and Body Nourishing Oil matches rose oil with papyrus plant stem cells. According to McLaughlin, both ingredients have healing properties that "harmonize with rose's natural fatty acid and antioxidant content." Several treatments at **Pala Spa** at Pala Casino Spa and Resort (CA) utilize rose-infused products from Lira Clinical. The Lira Clinical Brightening Body Treatment (\$105, 50 minutes) is a real crowd-pleaser, says director of spa operations Sandy Sutter, who gives full credit to the products' ingredient list. "Lira Clinical uses plant-derived stem-cell technology proven to be effective in supporting the skin's cellular turnover, in combination with proteins, peptides, antioxidants, and minerals," she says.

## Precious Petals

Rose appears in skincare products in multiple forms, from standard extracts and essential oils to cutting-edge stem cells, and each offers its own benefits. Rose extract and essential oil are often valued for their aromas, says Nicci Anstey, global sales development manager for Elemis, but the

*continued on page 36*

"Rose's high concentrations of vitamins A, C, and E encourage healthy skin rejuvenation and protect from free-radical damage."



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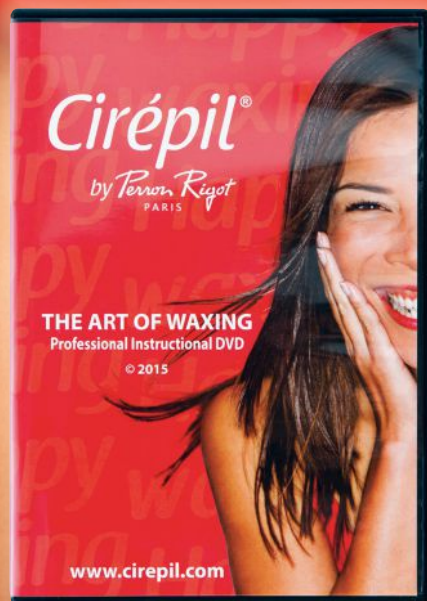
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“...companies are combining different rose stem cell extracts for maximum benefits.”

Alp roses (left) and Bulgarian roses (right) both possess skin-nourishing properties.

*continued from page 34*

extract is reputed to have soothing and refreshing benefits, while the essential oil has hydrating properties. There’s also rosehip oil, which “contains a high content of unsaturated essential fatty acids, antioxidants, and vitamins A, C, and E,” says Anstey. “It’s highly moisturizing and replenishes dry, stressed skin, helping it to feel more elastic, firm, and hydrated.” Elemis uses the flower in a variety of products, including its Pro-Collagen Marine Cream, which contains absolute of rose. It is used in the Pro-Collagen Quartz Lift Facial (\$265, 80 minutes) at **The Spa at Beau Rivage** (Biloxi, MS), an anti-aging treatment that promotes cellular activity and collagen synthesis.

Chemists at Vitelle Dermatology Laboratories and Yum Gourmet Skincare rely on rosewater, rose essential oil, and rose extract, but they’ve recently introduced two products with rose stem cells, says Aleks Vranicic, vice president of sales and technical training. When research showed that Alp rose stem cells helped slow or delay the aging process, he decided to incorporate them into the Yum Gourmet Skincare line. “We chose to use Alp rose stem cells, because they protect the skin from damage that comes with UV exposure,” he says. “They’re more intense than an extract or an essential oil.” For Vranicic, Alp rose’s ability to survive in a rugged climate proved to be a draw. “It has to have properties that help it through the extreme heat and extreme cold in the Alps,” he says.

### A Rose by Any Other Name

There are more than 100 species of rose, and companies are combining different rose stem-cell extracts for maximum benefits. Jane Iredale’s BeautyPrep Face Moisturizer features four of them. “White rose supports natural cell regeneration and the skin barrier while restoring suppleness; damask rose helps to tighten pores and purify and smooth the skin; *rosa canina* (rosehips) calms and brightens skin and helps prevent transepidermal water loss; and pale rose helps to rebuild the moisture barrier and provide suppleness for the appearance of newer, softer skin,” says director of education Tricia Campbell.

Celebrated as the queen of essential oils, steam-distilled Bulgarian rose oil (known as *rosa damascena* or *rose otto*) is considered to be some of the best in the world. “Soothing, cleansing, and an anti-inflammatory, it is ideal for sensitive skin, rosacea, and broken capillaries, and it has a sweet floral scent that is uplifting, romantic, and calming,” says Agnes Ding, public relations and marketing manager at **Anantara Spa** at The Puli Hotel and Spa (Shanghai). “Traditional Chinese medicine uses the petals to nourish skin, and in Ayurvedic medicine, rose is used to balance emotions and tone and cool the skin.” At Anantara Spa, rose is only combined with massage oil for special packages or treatments, but when it’s used, Bulgarian rose oil is preferred. “Extracted from the petals of the pink rose plant *rosa damascena* from Europe and the Middle East, rose absolute is brimming with antioxidants that help combat signs of aging and cellular damage,” Ding says. When developing her PurErb herbology line, CEO Janel Luu also chose to use Bulgarian rose oil for several products. “Bulgarian rose oil attracts and retains moisture,

*continued on page 38*



PHOTOGRAPHY: SHUTTERSTOCK

# *Spa by Clarins*

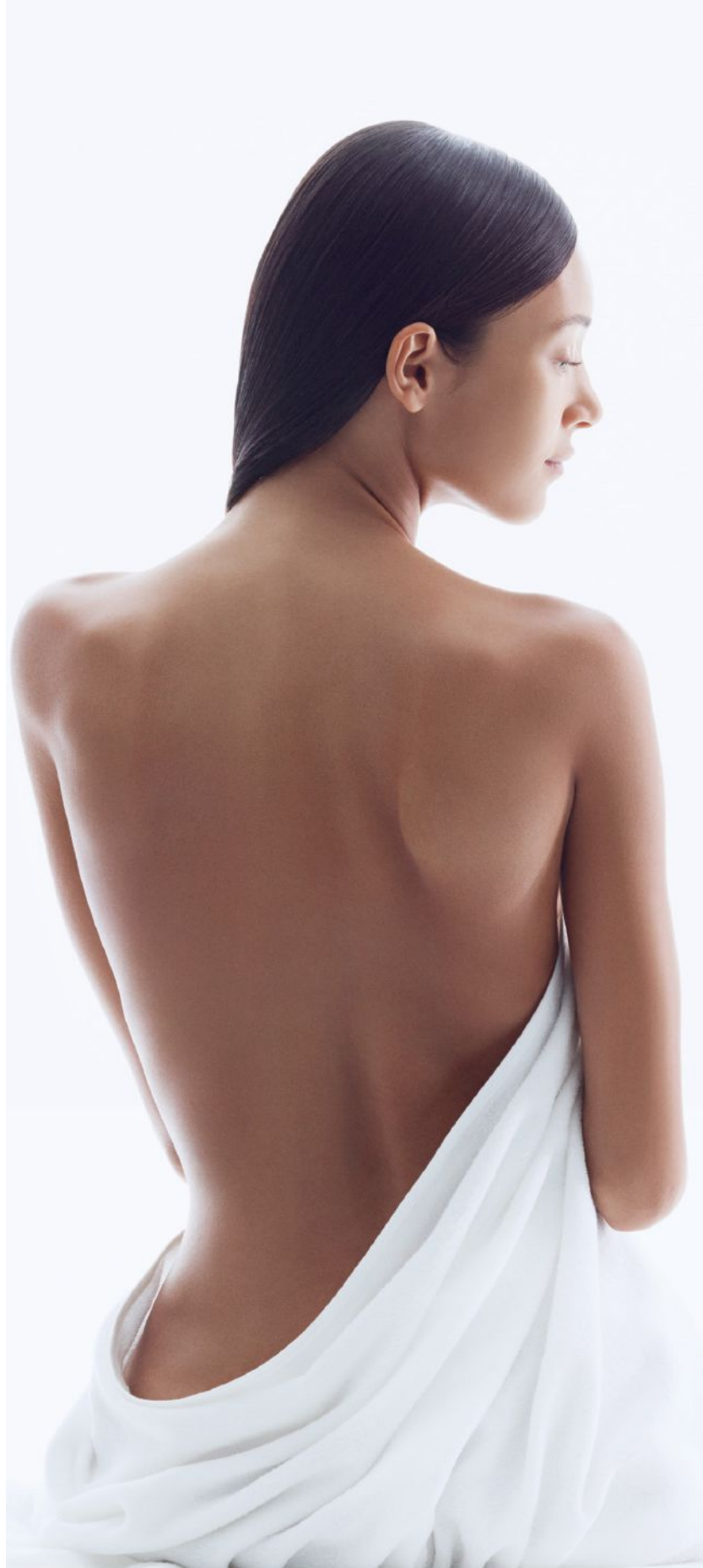
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# CLARINS *skin spa*



continued from page 36

softens skin, smooths imperfections, and helps reduce inflammation and irritation,” says Luu.

At **Alchemie Spa** (Santa Monica, CA), Bulgarian rose isn't just represented by the PurErb balms incorporated into each facial—it's also the spa's signature scent. Private-label products made with rose include a pure Bulgarian rose spray that can be used as a toner or a mouth spray (it's edible!); a concentrated Bulgarian rosewater for cooking or adding to beverages to help detoxify, balance energy levels, improve the digestive system, and freshen breath; and a rose-petal tea that's brewed and sold on-site.

### Picking Up the Scent

Skincare benefits are all well and good, but the coveted flower also boasts an appealing scent with therapeutic advantages. “For many people, rose evokes a scent memory that makes it not only a fabulous treatment for the skin but also an experience for the spirit,” says Cindi Moreno, former director of spa and wellness at the **Waldorf Astoria Spa** at the Boca Raton Resort & Club (FL). Rose oil can also be used to subtly perfume a treatment room or a welcome area. “The aroma has tremendous calming and nurturing properties,” says Galper. “It's quite transporting and helps us make deeper connections to our spiritual sides.” It's important to keep in mind, however, that because it's so expensive, diffusing it isn't the best idea. “An authentic oil is so potent that one drop in a half-ounce of facial serum is enough,” says Galper.

### Everything's Coming Up Roses

Spas everywhere are tapping into the benefits rose provides. Alchemie in Santa Monica might make its own rose tea, but Anantara Spa takes the concept even further. There, guests can kick off the Rose Tea Body Scrub (starting at \$111, 45 minutes) or the Rose Tea Body Wrap (starting at \$135, 45 minutes) with a rose tea ritual, or they can wrap up the Rose Tea Beautification Journey (starting at \$255, 2 hours) with a cup of the potent brew.

At **Bamford Haybarn Spa** at The Berkeley (London), the bloom is the centerpiece of the Bamford Rose Upper Body and Facial Treatment (\$155, 55 minutes), an indulgence that showcases products from the spa's own Rose Collection and includes an upper body massage, an exfoliation, a



Rose teas are an ideal accompaniment to any rose-related treatment.

mini facial, and a head massage. “Calming rose extract causes deep relaxation and results in clear, glowing skin,” says Berkeley Health Club manager Natalie Hawkins.

Guests at **Nob Hill Spa** at The Scarlet Huntington Hotel (San Francisco) are also stopping to smell the roses. As part of the Classic European Facial (\$150, 50 minutes; \$200, 80 minutes), clients can request Decléor Paris's Rose D'Orient line to calm and purify the skin, and they're doing so en masse. The products are used in nearly a quarter of all facials performed. “Rose D'Orient is used to create a soft suppleness to the skin while soothing and hydrating,” says Zoe Cole-Neal, the spa's social media and public relations coordinator. The spa also uses Aromatherapy Associates' Renewing Rose Massage Oil during its Pregnancy Massage (\$150, 50 minutes; \$200, 80 minutes) to support natural collagen production and increase elasticity and tone.

**The Spa at Stoweflake** (Stowe, VT) may offer an Organic Rose Facial (\$140, 50 minutes), a Walking on Rose Petals Pedicure (\$95, 80 minutes), and a Hand Me a Rose Manicure (\$55, 50 minutes), but the floral crown jewel is its Organic Roses All Over (\$145, 50 minutes; \$195, 80 minutes) treatment. Comprising a rose exfoliation, a gel mask with bits of rose petals, a neck massage, and a full-body rose massage, all with products from Ilike Organic Skin Care, this gentle treatment is one of the spa's most popular services. The rose-related products are made from the pulp of hand-harvested, cold-pressed botanicals, not the extracts, resulting in the highest possible active-ingredient content, says Szilvia Hickman, senior vice president of Szep Elet, distributor of Ilike Organic Skin Care.

As a source for everything from oils and extracts to infusions and adornments, these trademark blooms have what it takes to remain a spa-world player. The future, as they say, definitely looks rosy.—*Maya Stanton*



### FAUX ROSE

Despite the wide variety of roses from which to choose, it's important to beware of copycats. “It's so hard to find an authentic rose nowadays,” Galper says. “So much that's out there in the market is either synthetic or it's adulterated,” she laments, with some companies even going so far as to dilute pure rose with components of other essentials like rose geranium and palmarosa to cut costs.—*M.S.*

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[ in the mix ]

# IN BLOOM

Let complexions blossom with the calming essence of rose in these products.—*Darby Radcliff*

1



2



3



4



5



6



7



8



9



10



11



12



## 1. Alchimie Forever Gentle Cream Cleanser:

Remove impurities with this silky cleanser that softens and brightens the skin with rose. [www.alchimie-forever.com](http://www.alchimie-forever.com)

## 2. Cinq Mondes Rose Petals Rain Mist:

Benefiting from the softening properties of Moroccan rose, this floral water leaves a fresh rose scent on the skin. [www.cinqmondes.com](http://www.cinqmondes.com)

## 3. HydroPeptide Uplift Eye:

Formulated with evening primrose oil, this eye gel features Moroccan argan extract and triple hyaluronic acid, which immediately soften, soothe, and comfort the tired, sensitive eye area. [www.hydropeptide.com](http://www.hydropeptide.com)

## 4. Ilike Organic Skin Care Rose Petal Whipped Moisturizer:

Soothe, hydrate, and regenerate skin with a fragrant, organic blend of rose oil and red rose petals. [www.szepelet.com](http://www.szepelet.com)

## 5. Jurlique Rosewater Balancing Mist:

Hydrate and balance the complexion in one spritz with this refreshing rose-scented mist infused with flower extracts. [www.jurlique.com](http://www.jurlique.com)

## 6. Nature Pure Labs Stem Cells Youthful Tissue Rejuvenator:

A complex of Alpine rose stem cells and alpha hydroxy acids improves cellular metabolism, repairs damage, and stimulates new tissue production. [www.naturepure.com](http://www.naturepure.com)

## 7. OM4 Fortify Age-Defying Botanical Stem Cell Concentrate:

Soften character lines and wrinkles with this liposomal, oil-based serum infused with damask rose leaf cell extract, which promotes skin firming, dermal densification, and regeneration of the epidermal protective barrier. [www.om4men.com](http://www.om4men.com)

## 8. Pevonia Ligne Rose RS2 Concentrate:

Deliver immediate cooling benefits to the skin with green tea, frankincense, and French rose essential oil, which calms hypersensitivity. [www.pevoniapro.com](http://www.pevoniapro.com)

## 9. PurErb Bulgarian Rose Soothing Toner:

In this hydrating mist for stressed skin, aromas of Bulgarian rose, frankincense, geranium, and sandalwood calm the mind and promote tranquility. [www.purerbskincare.com](http://www.purerbskincare.com)

## 10. Rhonda Allison Hyaluronic Serum:

Hyaluronic acid, rosehip fruit oil, and other botanical extracts hydrate skin. The formula acts as a natural humectant to provide nutrients and keep skin supple. [www.rhondaallison.com](http://www.rhondaallison.com)

## 11. Sothys Paris Pore Refiner System Matifying Refiner Solution:

Rose fruit extracts in this high-tech formula reduce the appearance of pores and even the complexion. [www.sothys-usa.com](http://www.sothys-usa.com)

## 12. Yum Gourmet Skincare Alp Rose Stem Cell Chrono Corrector:

Boost collagen with this serum featuring Alpine rose leaf stem cells, which enhance epidermal stem-cell activity. [www.yumskincare.com](http://www.yumskincare.com)

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# Age of Enlightenment

Find out which natural ingredients are rock stars when it comes to brightening treatments and products.

**AS PEOPLE AGE, THEIR SKIN TENDS TO MOVE** toward the dark side, meaning it begins to show signs of hyperpigmentation, sun damage, and an all-around lackluster appearance due to stress, pollution, an unhealthy lifestyle, and more. According to Janel Luu, CEO of Le Mieux and PurErb, the epidermis, also known as the top layer of skin, has melanocyte cells, which produce a pigment referred to as melanin. It determines skintone and helps protect skin against harmful ultraviolet (UV) rays. However, due to the abnormal production of melanin by the melanocytes, skin discoloration occurs. “Age spots, discoloration, and mottled skintone stem from UV damage to the skin,” says Tina Zillmann, founder of Advanced Rejuvenating Concepts. “Melasma is hormonally triggered, and post-inflammatory hyperpigmentation is caused by deep inflammation of the skin at an acne lesion or cut. Melanocytes are stimulated to produce pigment to help protect the skin.” According to her, a long-term and complete at-home skincare regimen combined with professional esthetic treatments can help treat melasma by improving skin’s texture

and health, reducing fine lines, and leaving it with a more even and luminous appearance.

While brightening services and a homecare regimen are two important aspects of tackling hyperpigmentation and dark spots on the skin, Sallie Deitz, education director at Bio-Therapeutic, believes in a three-pronged approach. The third necessary element is protecting the skin by using SPF along with a hat and sunglasses while exposed to UV light, and minimizing exposure by avoiding sun and reflective surfaces (sand, water, and pavement) between the hours of 10 AM and 3 PM, as UV rays are at their most intense levels at that time.

## Act Natural

According to Fabienne Lindholm, executive director of education, North America, at Babor, most women of a mature age will experience two types of hyperpigmentation. One is due to melanin formation and uneven diffusion and the other is due to cell metabolism slowing down and no longer eliminating cellular toxins. Melanin formation and uneven diffusion can usually be controlled by reducing the production of tyrosinase activity, which can be achieved with a variety of ingredients. The second type of hyperpigmentation is less commonly known and is called lipofuscin. It is caused by cellular waste locked in the cytoplasm of the skin cell. “We often call this an age spot, and we begin to see them on women and men around 45 years old,” says Lindholm.

In recent years, brightening ingredients like arbutin, hydroquinone, and topical retinoids have received negative press because of the possible side effects associated with them (redness, burning, and stinging, among others), so many of today’s brightening products now feature natural ingredients that offer similar results without the safety concerns. Babor, for example, features a melanoxyol complex that uses a combination of Swiss cress sprout and soy protein to help slow down the tyrosinase activity and also increase the removal

*continued on page 44*

“As people age, their skin tends to move toward the dark side, meaning it begins to show signs of hyperpigmentation...”



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[ skin deep ]



Lemon peel has long been used to brighten the complexion.

“Natural lightening extracts have been shown to speed up cell turnover and break down melanin without causing skin irritation...”

*continued from page 42*

of cellular waste, which will focus on dissipating lipofuscin. “These all-natural ingredients will not create any inflammation and irritation and can even be used by expectant mothers or people with high sensitivity,” says Lindholm.

According to Elisabeth Nehme, international brand ambassador and master educator at [ comfort zone ], the Italian skincare brand also uses natural ingredients in its brightening formulas, such as pearl powder, because it helps restore brightness to the skin and offers immediate and progressive results. Deitz recommends natural ingredients like licorice extract, which treats dark circles and dark pigmented areas, and works by inhibiting tyrosinase and reducing the amount of melanin produced; lemon-based ingredients, which have been used as a home remedy to lighten and brighten skin discolorations for hundreds of years and also has an antibacterial effect on the skin; and kojic acid, which is a natural alternative to hydroquinone and an effective brightening agent that helps inhibit melanin production.

The laboratory at Phytomer uses a combination of natural ingredients such as *dictyopteris*, which is a brown seaweed that is effective at inhibiting tyrosinase and other pigment-regulating molecules produced by the skin to even out pigment production. It also blocks the transport of pigment from melanocytes into keratinocytes in cells that have been activated to overproduce pigment. Also, according to Jacquelyn Hill, director of education

at Image Skincare, Belides (*bellis perennis* daisy flower) is proving to be a new powerhouse ingredient in the skin-brightening arena. “Studies show this plant-derived lightener is twice as effective as arbutin when it comes to inhibiting melanin,” she says. According to Luu, other effective skin-brightening botanical ingredients include angelica root; bearberry; bilberry; ginseng; lady’s mantle; lemon peel; licorice root; mitracarpe, a plant extract from a West African plant; mulberry; and soybean. “Natural lightening extracts have been shown to speed up cell turnover and break down melanin without causing skin irritation, which is sometimes an issue with other lightening ingredients,” says Luu. “Also, there seems to be a slight shift away from cosmeceuticals toward more natural products. The challenge is to incorporate botanical ingredients into the formula in ways that allow the natural ingredients to remain stable enough to be effective.”

According to Zillmann, many of these botanical ingredients can be paired with alpha and beta hydroxy acids and retinol to help accelerate results, but this may increase the chances of the client developing sensitivities. “Clients, as well as skin therapists and doctors, want safer alternatives to hydroquinone,” says Annet King, director of global education for Dermalogica and The International Dermal Institute (IDI). “Hydroquinone can only be used for short periods and has considerable side effects. Peptides and botanical brighteners can also affect melanin production in multiple parts of the development versus just bleaching or stopping tyrosinase. They can affect the melanin pathway throughout the process.”

### Asian Influence

According to Angela Eriksen-Stanley, director of education at Phytomer Group Brands, obtaining skin that is totally even and devoid of pigment spots is the most sought-after skin characteristic in Asia. “It is the equivalent to the American anti-aging skincare trend,” she says. “Product lines that are sold globally must have effective hyperpigmentation products if they wish to do well in the Asian market. That is why, when Phytomer creates products for hyperpigmentation, we look to the Asian market’s benchmark lightening ingredients.” Once Phytomer’s

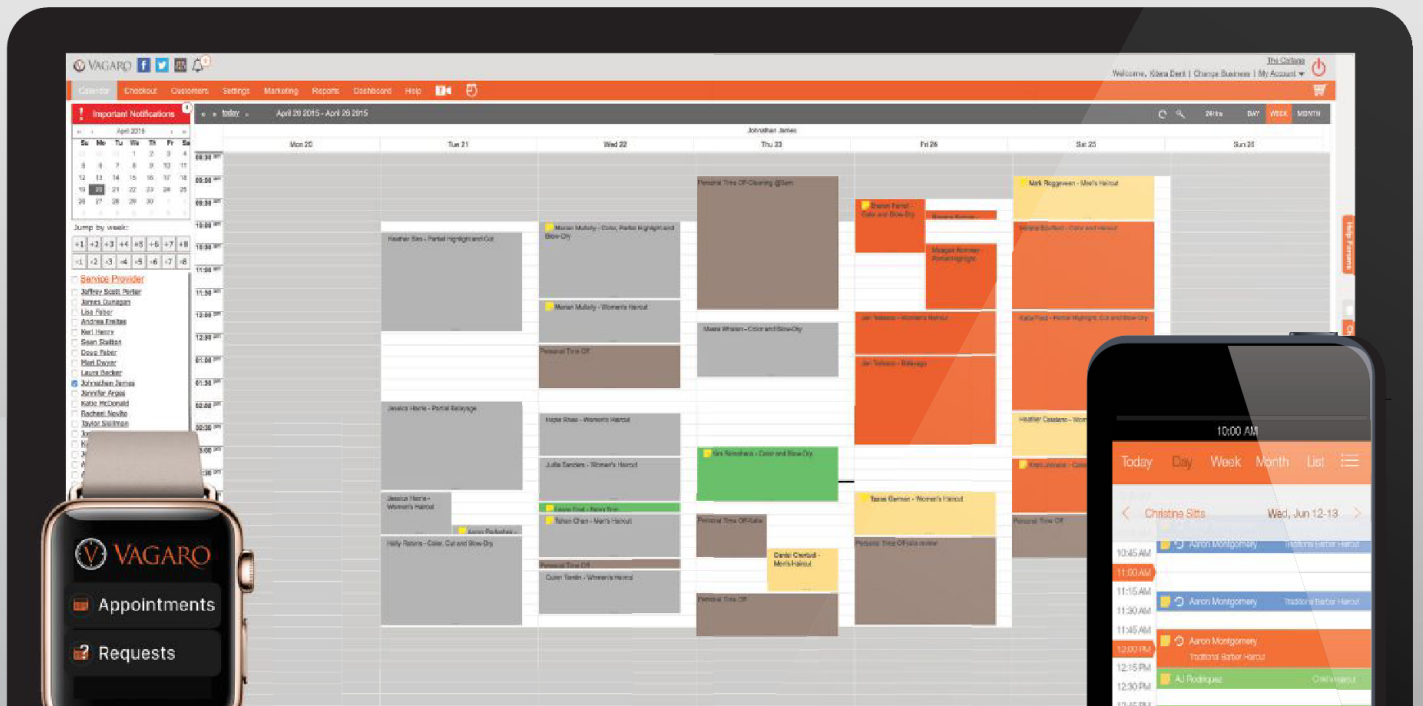
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*continued from page 44*

product formulas are complete, the company has independent laboratories in Asia perform clinical tests on them to ensure that the products will be effective in that particular market. “If we create a product that tests well in the Asian market, we can feel confident that it will do well globally,” says Eriksen-Stanley.

Similarly, the Asian market has influenced [ comfort zone ] in formulating effective products that are still safe and gentle. “Skin sensitivity is high in these markets, as are expectations,” says Nehme. “Education is key in understanding why the careful slow-and-steady approach is best.”

### A Bright Future

Because brightening products and treatments are incorporating more natural ingredients with incredible results, Nehme is seeing a growth in body-brightening treatments, as well. “There’s more awareness that our skin doesn’t end at the neck,” she says. “A series of head-to-toe brightening treatments is perfect for the bride-to-be, holiday seasons, and to counter the effects of urban life.”

In addition, Eriksen-Stanley has noticed a trend in using brightening essences, which is a pre-serum product that contains a water- or toner-like texture and includes brightening ingredients. The product can be applied to the skin after cleansing but before applying a serum or moisturizer. “This is

a way to customize an at-home program to be able to address hyperpigmentation at the same time as treating other skin concerns, like anti-aging without adding weighty textures to the skin,” she says. “When these concentrated skin tonics are formulated for hyperpigmentation, they allow for a focused attack on hyperpigmentation when used with a brightening serum and moisturizer.”

According to Deitz, today’s skin-brightening products have moved into the basic homecare regimen. “With education, skin health and fitness have become a matter of maintenance today, and clients feel that they can have an effect on their skin with the newer brightening ingredients and compounds on the market,” she says. Such skin-brightening at-home products include exfoliants, serums, and masks as well as cosmetics that leave the skin looking luminous, such as primers, tinted moisturizers, foundations, and highlighters. “Our skin, although a resistant shield that defends us from outside aggressors, is still a delicate and ever-changing covering, subject to all of our external and internal stress and lifestyle choices,” says Nehme. “Many strong and fast-acting ingredients are also aggressive, and potentially damaging, capable of leaving our skin with lasting dark spots, premature thinning, and even a sensitized nervous system. Natural ingredients may take a little longer to make the desired change, but they work in harmony with our skin, safely, gently, and respectfully.”—*Nicole Altavilla*

## BRIGHTENING AGENTS

Even though natural ingredients are illuminating the brightening category, there are many others that are highly effective in helping complexions shine. Annet King, director of global education for Dermalogica and The International Dermal Institute (IDI), shares a few common ingredients found in brightening products:


**Niacinamide** prevents transfer of melanosomes to neighboring cells and inhibits inflammatory mediators, which help reduce pigmentation associated with post-inflammatory hyperpigmentation.

**Oligopeptide-34** is a proprietary peptide that reduces tyrosinase activity and melanosome transfer to cells.

**Oligopeptide-51** is a new proprietary peptide that inhibits melanin formation and tyrosinase activity.

**Vitamin C** and its stable derivatives like magnesium ascorbyl phosphate and ascorbyl glucoside control oxidation and inhibit it along the biosynthetic pathway of melanin. It also inhibits tyrosinase synthesis and activity.

**Zinc Glycinate** inhibits tyrosinase and melanin formation. The amino acid glycine carries the zinc into the skin where it stimulates the formation of an antioxidant protein called metallothionein and binds with copper to inhibit melanin production.—*N.A.*



Products and treatments that treat hyperpigmentation are especially popular in Asia.

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1



2



3



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5



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9



10



11



12



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**3. Dermalogica C-12 Pure Bright Serum:**

Formulated with an exclusive blend of Oligopeptides and brown and red algae, this lightweight topical treatment regulates melanin formation and combats pigmentation. [www.dermalogica.com](http://www.dermalogica.com)

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Reduce the appearance of dark spots and even out skintone with this brightening serum that exfoliates and protects skin from the visible signs of aging. [www.gmcollin.com](http://www.gmcollin.com)

**5. Image Skincare Iluma Intense Brightening Crème:**

Effectively fade age spots with this lightening crème complex, which evens out skin discoloration and brightens skin for a healthy, youthful complexion. [www.imageskincare.com](http://www.imageskincare.com)

**6. IS Clinical White Lightening Serum:**

Formulated with a powerful botanical blend of bearberry, mushroom, and Norwegian kelp extracts, this advanced formula helps to diminish the appearance of fine lines and wrinkles. [www.isclinical.com](http://www.isclinical.com)

**7. Le Mieux Brightening Serum:**

Improve uneven tone with this creamy serum that contains eight advanced brightening agents and four potent peptides. [www.lemieuxcosmetics.com](http://www.lemieuxcosmetics.com)

**8. Nelly De Vuyst Vitalift-C HA Serum:**

Reduce the visible signs of aging with this serum made with radiance-enhancing ingredients, including vitamin C and hyaluronic acid. [www.nellydevuyst.com](http://www.nellydevuyst.com)

**9. Pure Fiji Exfoliating Scrub:**

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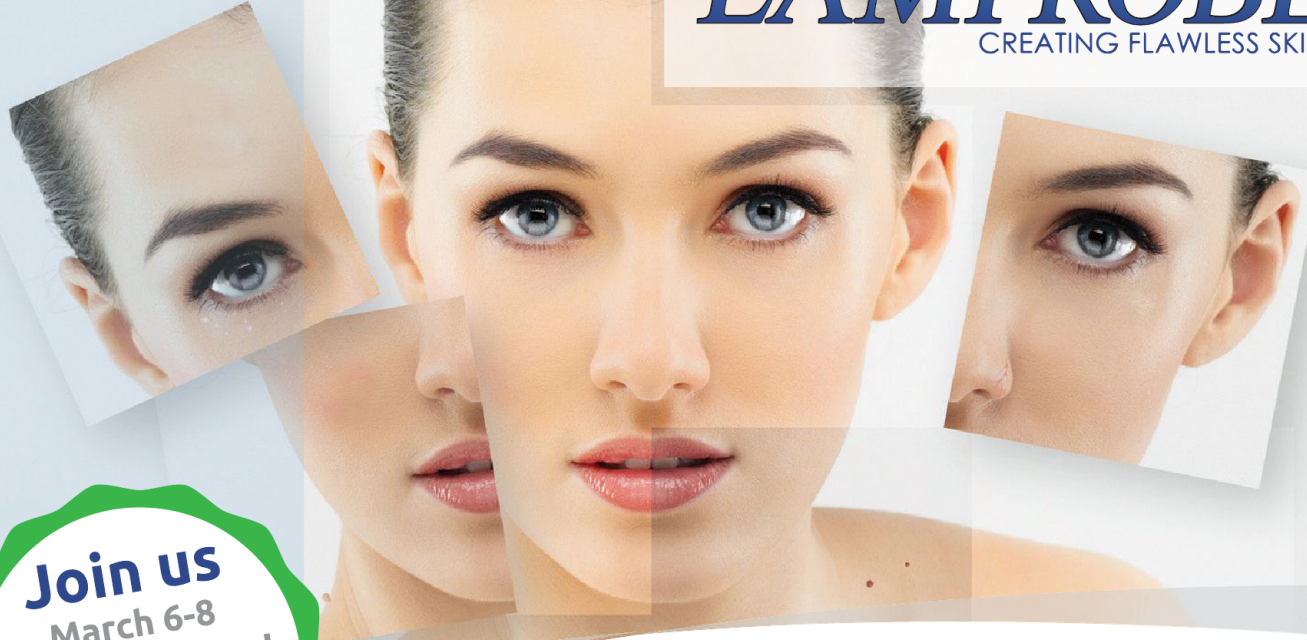
Prevent hyperpigmentation with the patented AMHP peptide and skin-lightening compounds, including alpha-arbutin. [www.seshaskin.com](http://www.seshaskin.com)

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Active ingredients such as arbutin, kojic acid, glycolic acid, and retinol are infused in convenient pads, which gently and progressively brighten, clarify, and renew the skin. [www.skinscriptrx.com](http://www.skinscriptrx.com)

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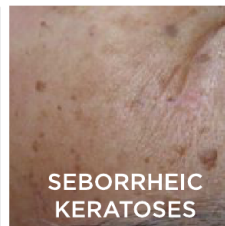
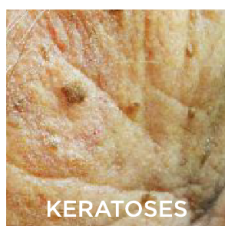
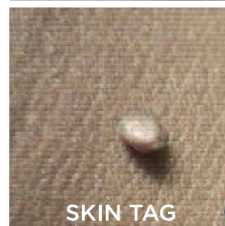
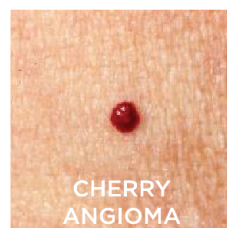
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# Smooth Talk

Get the lowdown on hair-removal services and which methods are right for your clientele.

**WHEN IT COMES TO FACE AND BODY HAIR, LESS IS** definitely more for many people. Experts estimate that women shave approximately three times per week, and spend about 11 minutes each time. This equates to 58.4 full days spent removing hair from one's body during a lifetime. While at-home tweezing and shaving may work for some people, more and more are turning to spas and salons for a professional and easier way to get rid of unwanted hair. In fact, according to *American Spa's* Industry Insider research, waxing ranks sixth among top-grossing spa services, and the professional hair-removal category continues to grow as more options become readily available for spa-goers, and hair-removal technology and formulas continue to improve to attract an even wider range of clients, including men and teens.

## Modern Methods

There are various types of hair-removal methods available. Some are simple and require minimal equipment, while others are more extensive. No matter the method, it is imperative that clients fill out an intake form prior to receiving any hair-removal treatment, according to Lynn Maestro, national sales and communications



director at Perron Rigot for Cirépil by Perron Rigot Paris. "It is vital to educate yourself on your clients' skin activities each time they come in, knowing when or where you can or cannot wax," she says. Here are the most common professional hair-removal services available today.



## WAXING

Waxing, which involves applying heated wax to the skin at the site of unwanted hair, is the most popular hair-removal method. It removes the encased hair at its root. There are two types of wax: Soft (or strip) wax requires that a strip of paper or muslin is applied on top in order to remove it from the skin; and hard wax,

which doesn't require a cloth, is removed by lifting one end and pulling the hardened wax against the hair growth.

**Pros and Cons:** Waxing is a win-win service for both the client and the professional, because it has a high return on investment. While waxing is safe for most clients, those using any strong

exfoliants such as Renova, Retin-A, or any cosmeceutical containing retinols should avoid face waxing, as the skin is more vulnerable to sensitivity. Also, according to Normajeane Fusco, owner and president of Nufree Finipil, waxing can sometimes break the hair off, which prevents it from being completely removed, and wax can stick to the skin, which can cause stinging. However, waxing remains a popular option because it is affordable, easy to maintain, and effective. "Once hair is removed correctly with the right wax for any area and the right aftercare products are recommended, waxing lasts longer and ingrown hairs can be a thing of the past," says Lydia Jordane, founder of Lycon. The result is happy clients who are likely to spread the word about your spa's waxing services.

*continued on page 52*





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*continued from page 50*

**Recommendations and Results:** Waxing can be done on all hair types, and it is safe for most areas of the body, large or small. On the face, common waxing areas include eyebrows, the upper lip, the chin, and sideburns, while common body waxing areas include the underarms, legs, bikini area, and lower back. The result is a smooth, hair-free appearance that lasts four to six weeks. “Waxing is particularly ideal for large areas of the body, because it requires minimal product and is done quickly and efficiently,” says Lilliane Caron, owner and director of Waxxxpress. “Today, we have new-and-improved formulas that reduce irritation and allergies; are designed for strong, stubborn hairs; and formulated to be gentle on your client’s skin. Because of this, there really is a wax that is perfect for every area.”

## THREADING

Threading, an ancient method of hair removal originating in Central Asia and India, uses twisted cotton thread to pull several hairs out at a time. The thread is doubled, twisted, and then rolled over areas of unwanted hair. “The threads are used to help create the shape of the brow, with one thread defining the shape while the second thread is manipulated to remove unwanted hairs,” says Barry Eichner, social media consultant for PFB Vanish.

**Pros and Cons:** Threading is an all-natural way of removing fine hair without leaving a line of demarcation. However, it can be painful and tedious, and broken hairs may cause ingrown hair and irrita-

tion. “The skin may become irritated from the friction of the thread combined with the swelling of the follicle as the hair is removed,” says Susanna DiSotto, director of marketing at Satin Smooth.

### **Recommendations and Results:**

Threading is a good hair-removal option for clients with fast-growing or a substantial amount of fine facial hair. It is ideal for creating perfectly shaped brows, but it can also be used to eliminate most facial hair, including hair located on the sides of the face and upper lip, although those areas are more prone to irritation, swelling, and breakouts post-service. It’s recommended that clients return every two to six weeks to maintain a smooth, hair-free appearance.



## TWEEZING

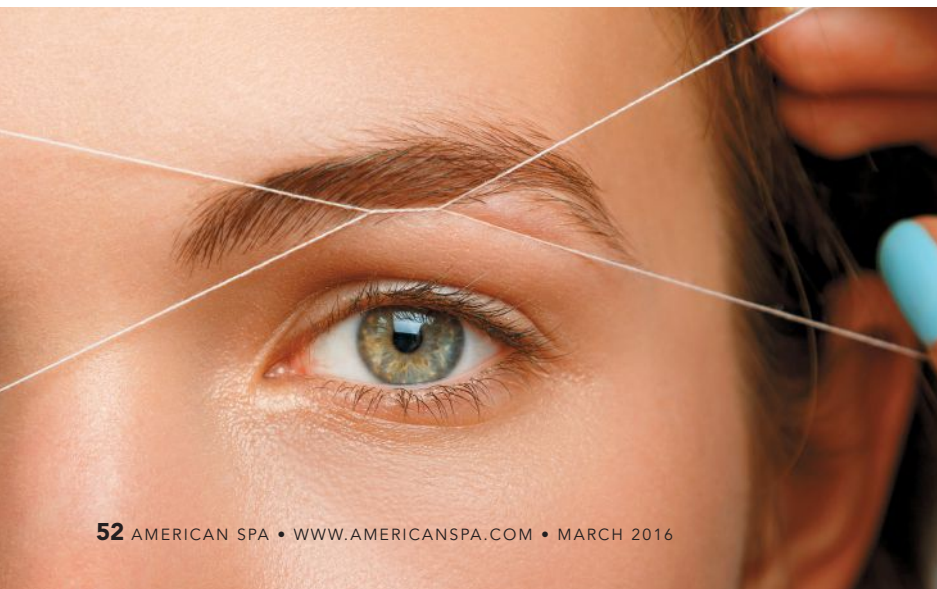
Tweezing involves plucking each individual unwanted hair from the face or body using tweezers. From point tip and slant tip to rounded tip and straight tip, there are a variety of tweezers available today to efficiently remove hair from just about any place on the face or body.

**Pros and Cons:** Tweezing can often be painful and extremely time consuming. According to Caron, it can also result in missed or snapped hairs if the tweezers aren’t of good quality. Therefore, Fusco recommends tweezing strictly as a way to remove stray hairs or to touch up newly shaped brows. Because tweezing has a high chance of breakage, it can cause thicker regrowth and irritation. In addition, bruising from improper technique and scarring and hyperpigmentation can occur around areas where hairs are repeatedly tweezed when they are too short, or are broken during removal, according to DiSotto.

### **Recommendations and Results:**

Because tweezing is time-consuming and requires maintenance every one to five days, it is usually recommended for removing very small areas of unwanted hair, such as the eyebrows. It can also be used during a brow wax to fine tune the shape or eliminate stray hairs.

*continued on page 54*



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## SUGARING

Sugaring, another ancient form of hair removal, is traditionally performed with a paste made from lemon, sugar, and water. This paste is applied and removed quickly with a strip of cloth or paper, resulting in a fast service, especially for large areas. It pulls the hair from its root.

**Pros and Cons:** Even though sugaring is all-natural and easy to clean, according to Caron, it's often harsh and strenuous on the therapists' wrists, back, and body. DiSotto adds that because it is a less common form of hair removal, it may be hard to find

a qualified professional. Of course, this can have the added advantage of your spa being one of the few to offer it. Because the sugaring paste sticks to the hair, and not the skin like wax does, it tends to hurt less and cause less irritation on clients with sensitive skin. "More natural methods of hair removal such as sugaring are gaining popularity again," says Regina Rodriguez, senior brand manager at GiGi. "They are gentler on the skin, and people are also gravitating toward natural ingredients. They are not heated to a high temperature to melt, so there is less potential for burns and less redness after services." However, when not done properly, sugaring can sometimes be painful, cause bruising, and result in broken and ingrown hairs. Also, improper techniques may cause skin irritation, burns, and hyperpigmentation.

**Recommendations and Results:** The sugaring method can be used to remove hair on all parts of the body, but because of the pressure used to apply the paste, it is not recommended for use around the eyes, and extra caution must be used on areas such as the groin and ankles. When maintained every two to six weeks, the method is effective in removing hair and eventually causes hair to grow back slower and finer.

PHOTOGRAPHY: SHUTTERSTOCK

## LASER HAIR REMOVAL

Considered semi-permanent, laser hair removal relies on the intense heat of a laser beam or a light pulse to destroy a hair follicle and inhibit future hair growth.

**Pros and Cons:** Laser hair removal can be done quickly to remove hair in large or small areas of the face and body. Although new technology is emerging, mainstream lasers work on dark hair only, and if performed incorrectly or using a malfunctioning machine, skin can be left swollen, burned, or permanently scarred. The treatment can be expensive and painful, and may not work on all hair, even after recommended treatments are completed. "Darker skintones need to avoid most laser hair removal, because the laser seeks out the pigmentation, and in darker skintones, it can burn the skin not just the hair," says Eichner. Also, clients may shave or use depilatories between appointments, but waxing, threading,

sugaring, even tweezing cannot be done while undergoing a series of laser or electrolysis treatments, because both methods rely on targeting the hair bulb.

**Recommendations and Results:** Laser hair removal can be done on the entire body and on most skin types, including sensitive skin, but it is ideal for use on the legs, bikini area, underarms, and arms. And as noted, it is most effective on dark hair. "A fair skintone with darker hair is the ideal candidate, as the laser will hit the darker tone of the hair and not impact the skin," says Eichner. "Many darker skintones and those who are tan are not able to receive laser treatments, as the laser will impact the pigmentation in their skin in addition to the hair." A client is expected to return every four to six weeks for up to 10 treatments. During the series, clients will notice that most hair begins to grow back softer and sparser, and then eventually stops growing completely.

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# SESHA

## SKIN THERAPY

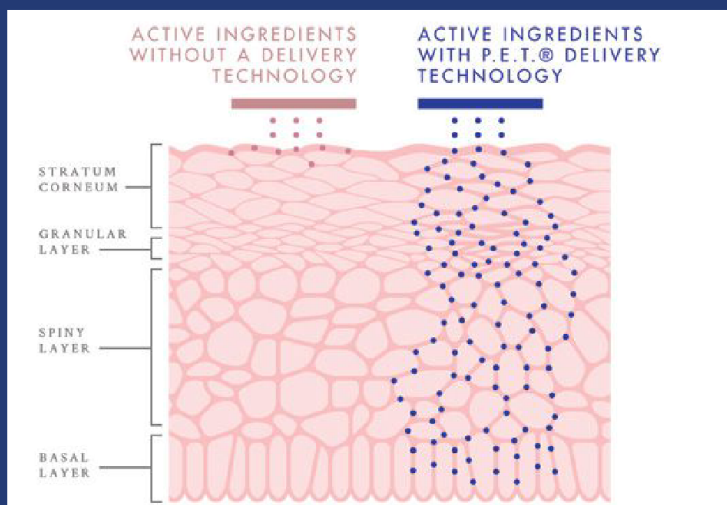
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continued from page 54

## ELECTROLYSIS

Electrolysis is the only U.S. Food and Drug Administration (FDA)-approved method of permanent hair removal. According to DiSotto, a trained professional inserts a tiny sterile needle with an electric current (galvanic or thermolytic) into the hair follicle to destroy the papilla, which supplies nourishment to the hair. “Today’s medical electrolysis devices destroy the growth center of the hair with heat energy,” says Fusco. “It uses a needle to get down to the follicle root and cauterizes it.”

**Pros and Cons:** Electrolysis can be used to remove 100 percent of the hair from any area of the body and is effective on hair of all types and colors, making it a great alternative for fair-haired people where a laser may not be as effective, according to Caron. However, electrolysis can be time-consuming and very expensive (between \$1 to \$2 per hair), and the treatment must be done every one to three weeks for up to three years (or even longer, depending on the area) to permanently destroy each unwanted hair. Also, an electrologist may refuse to treat those with any previous damage to the follicle from waxing or other methods of hair removal. “The obvious benefits for



electrolysis is the permanent removal of hair, but it is a long process, as each hair is targeted one at a time,” says Caron. “It requires multiple sessions and can be very expensive for the client. The equipment to perform these treatments is also very costly, meaning it is a huge outlay for therapists to purchase the equipment and maintain insurance.”

**Recommendations and Results:** Even though electrolysis can be performed on all areas of the body, including the upper lip, chin, neck, cheeks, and eyebrows, as well as body parts like the breasts, abdomen, underarms, bikini line, legs, fingers, and toes, it is best suited for small

areas, because of the extensive time and high cost. However, when performed properly and when the client is diligent in returning for follow-up treatments, electrolysis can permanently destroy the hair follicle, leaving the area smooth and hair-free. Because it is permanent, clients must thoroughly consider the option before receiving electrolysis. “Just like fashion, hair-removal trends come and go,” says Rodriguez. “A full Brazilian bikini wax may be desired when you are in your 20s and 30s, but perhaps when you are in your 50s, it might not be as appealing, so a permanent hair-removal method such as electrolysis might not be the best choice.”

## Rapid (Hair Removal) Growth

From traditional waxing to more invasive treatments like electrolysis and laser hair removal, there is a professional hair-removal option suitable for just about anyone with the desire to get rid of unwanted hair. But it’s important for you to thoroughly educate and train your employees in performing each hair-removal method to ensure the highest level of safety and to produce the best results. Prior to all services, clients should be informed of the possible side effects that can occur from the treatment and any post-treatment products and steps to take to enhance and maintain the results. And all hair-removal services should be performed in a clean, sterile, and private area to make each client feel comfortable. “Waxing is a very intimate service, not only Brazilian but facial and men’s grooming treatments,

as well,” says Maestro. “Therefore they should be conducted in the most professional ‘intimate’ manner. Professionals need to remember they are providing this treatment, because clients don’t want to see their hair or let anyone else see it for that matter.”

With advances in laser technology, new-and-improved hair-removal formulas, and high-quality pre- and post-treatment products, the popularity of hair-removal services continue to grow and become a more mainstream spa service for spa-goers of all ages and skin and hair types. “I feel more people are visiting spas and salons for all kinds of professional hair removal,” says Fusco. “Once customers feel how smooth their skin is and how long it lasts, they usually don’t go back to shaving. Many people just need to try it once or twice to become hooked.”—Nicole

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Check out these hair-removal products that treat every skin type and hair condition, without the redness or irritation.—*Darby Radcliff*



**1. Amber Products Amber MD Professional Waxing System:** Minimize the risk of transferring bacteria with this complete kit, which improves hygiene, speed, and effectiveness. [store.amberproducts.com](http://store.amberproducts.com)

**2. Cirepil by Perron Rigot Paris Cristalline:** Formulated without beeswax, this hypo-allergenic wax is the perfect choice for fine hair and sensitive skin. [www.cirepil.com](http://www.cirepil.com)

**3. Clean + Easy Neroli Oil Roll-On Wax:** Infused with Indian neroli oil, this wax glides on smoothly while moisturizing the skin. [www.cleanandeasyspa.com](http://www.cleanandeasyspa.com)

**4. Hard Wax Tabs:** Created to help remove hard wax quicker and easier, these plastic tabs offer clients a less painful waxing experience. [www.hardwaxtabs.com](http://www.hardwaxtabs.com)

**5. Laboratoires Reynard Soft Sugar Wax:** Comprised of lemon, honey, sugar, and water, this sugar paste features a natural honey fragrance and is perfect for thick, normal, and fine hair. [www.labreynard.com](http://www.labreynard.com)

**6. Lycon Precision Waxing Lycojet Lavender Hot Wax:** Made with a blend of chamomile and lavender, this low-temperature wax soothes and conditions the skin. [www.lyconusa.com](http://www.lyconusa.com)

**7. GiGi No Bump Body Scrub:** Eliminate bumps and ingrown hairs with this post-hair removal skin polisher made with honey and mango extracts. [www.gigispa.com](http://www.gigispa.com)

**8. Nufree Nudesse:** Remove hair from any part of the body with this soy-based antibacterial and antimicrobial liquid hair-removal system. [www.nufree.com](http://www.nufree.com)

**9. PFB Vanish + Chromabright:** This post-waxing roll-on gel contains exfoliating and moisturizing ingredients to lift and remove existing ingrown hair and reduce dark spots. [www.pfbvanish.com](http://www.pfbvanish.com)

**10. Phytoceane Océpil Regrowth Inhibitor Gel:** Ultra-hydrating marine ingredients and sage help slow down unwanted hair growth and soothe the skin. [www.phytoceane.com](http://www.phytoceane.com)

**11. Satin Smooth Ultra Sensitive Zinc Oxide Wax:** Specially formulated for acne- or blemish-prone skin, this wax is made with titanium oxide and propolis, a natural botanical substance that is perfect for facial and brow waxing. [www.satinsmooth.com](http://www.satinsmooth.com)

**12. Waxxxpress Coco Nuts:** The flexible formula contains creamy coconut and titanium oxide to deliver smooth, silky results without the usual post-wax redness and irritation. [www.waxxxpress.com/usa](http://www.waxxxpress.com/usa)



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# Mind on Meditation

Spas and resorts are embracing meditation like never before by creating new spaces and programs for guests.

**FROM APPS TO POP-UP GROUPS TO CELEBRITIES** who swear by their daily practices, it's hard not to notice that meditation is in vogue. Credited with reducing stress and honing focus, guided meditation is sweeping the nation—and it's more accessible than ever. As spa-goers have become increasingly aware of the benefits of meditation, spas are implementing new programming and designated zones. "I think meditation is trending because of the frequent coverage it is receiving in mainstream media, partnered with scientific studies that clearly demonstrate the physiological and mental benefits," says Helen Brown, spa director at **Spa Solage** at Solage Calistoga (CA). "This is another reason why spas play such a powerful role in the promotion of new, healthy approaches toward wellbeing."

## Solid Science

Neuroimaging backs up the claims made by many practitioners that meditation provides cognitive and psychological benefits. A 2011 study led by Harvard-affiliated researchers at Massachusetts General Hospital was the first to show meditation-produced changes in the brain's grey matter, altering participants' actual brain structures. The researchers reported that after eight weeks of participating in a Mindfulness-Based Stress Reduction (MBSR) Program, MRI scans from

16 participants showed that grey matter density increased in the hippocampus, which is important for learning and memory, and in structures associated with self-awareness, compassion, and introspection. Grey matter density decreased in the amygdala, which is known to play an important role in anxiety and stress.

Researchers from Johns Hopkins University (Baltimore) combed through almost 19,000 meditation studies and ended up using results from 47 trials with 3,515 participants. Their findings, published in *JAMA Internal Medicine* in March 2014, indicated that mindfulness meditation can help ease psychological stresses like anxiety, depression, and pain. "More than ever before, spa-goers are in tune with their overall health and wellness, not just for the body, but for the mind," says LaRae Verros, spa director at **Sanctuary Spa** at Sanctuary on Camelback Mountain (Paradise Valley, AZ). "Meditation is a natural fit for spa-goers seeking a complete wellness experience, and they are hooked once they realize the benefits."

## Trailblazing Therapies

Spa-goers might have viewed meditation as something esoteric in the past, but now they have enthusiastically embraced innovative meditation programming at spas. "People of all ages and

Guests set their intentions while focusing on the Santa Catalina Mountains at Miraval Resort & Spa.

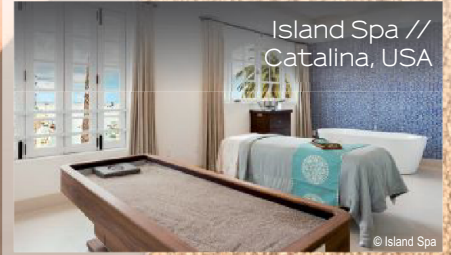
"Meditation is a natural fit for spa-goers seeking a **complete wellness experience**, and they are hooked once they realize the benefits."

*continued on page 62*



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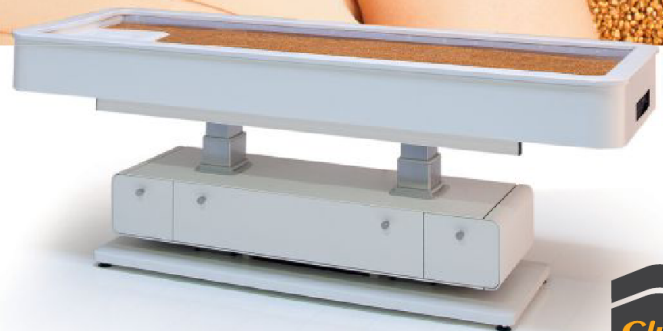
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Spa Solage (top) and JW Marriott Venice Resort & Spa (bottom) offer serene aquatic spaces for meditation.

*continued from page 60*

backgrounds are looking for more effective ways to cope with the demands of our increasingly complex world,” says Tim Carl, Ph.D., a Calistoga-based practitioner who also coordinates and guides Mindful Awareness meditation programming at Spa Solage. “Spa-goers are seeking new tools and techniques that they can take with them as they develop and refine their own practices.” Spa Solage’s Floating Meditation sessions take place in its open-air geothermal mineral pools, where guests lie on airbeds and focus on centering with the breath, body scans, and deep meditation that includes *metta* (loving-kindness) techniques. The resort also offers Mindful Wine Tasting events that help clients learn to better understand and appreciate sensory awareness. In addition to a variety of

classes—including Floating Meditation—**Miraval Resort & Spa** (Tucson, AZ) offers Digital Detox, Mindful Relationships, and Build a Better Brain, which incorporate the building blocks of meditation. “For the past 20 years mindfulness has been the foundation of Miraval’s guiding philosophy,” says meditation expert Marygrace Naughton. “Miraval incorporates mindfulness into all of our programming because we want to teach our guests to live their lives to the very fullest.”

Pioneering classes aren’t the only way spas are introducing meditation into their offerings. At Europe’s only **GOCO Spa** at JW Marriott Venice Resort & Spa, guests can partake in wellness packages and treatments that incorporate meditation. Nature’s Most Pure Facial by Amala (\$150, 80 minutes) uses Vedic marma cleansing techniques, which correlate to major chakras in the body, to naturally purify the skin. The **Holistic Healing Center** at Nemaocolin Woodlands Resort (Farmington, PA) makes use of sound therapy in treatments. “We instruct guests to listen to the sounds of the singing bowls and tuning forks from beginning to end, allowing their minds to quiet and reach a meditative state,” says director of operations Stephanie Wendell.

Tok Sen (starting at \$250, 90 minutes; \$315, 2 hours), an Asian-inspired treatment that blends the fluidity of Thai massage with vibration therapy, is one of the highlights offered at Sanctuary Spa. A tapping technique (Tok) evens the flow of energy along the meridians (Sen), resulting in a healing experience that is both meditative and restorative. Spa-goers who seek an enlightened approach to an aspect of their lives can partake in Satori Retreats (named for the Japanese word for enlightenment), which offer four or five days of spa and fitness activities in the spa’s inspiring desert setting.

At destination spa **Sunrise Springs Integrative Wellness Resort** (Santa Fe, NM), meditation is incorporated into unique experiential activities including Expressive Arts, featuring explorations such as Qigong Therapeutic Movement, Mindful Noting and Observation in Nature, and Body as Brush, which integrates movement and expressive qualities with Sumi ink or watercolors. During Animal Interactions, guests can engage with Asian silkie chickens and in-training service dogs to help them gain insight into their own and others’

*continued on page 64*

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## [ spa watch ]

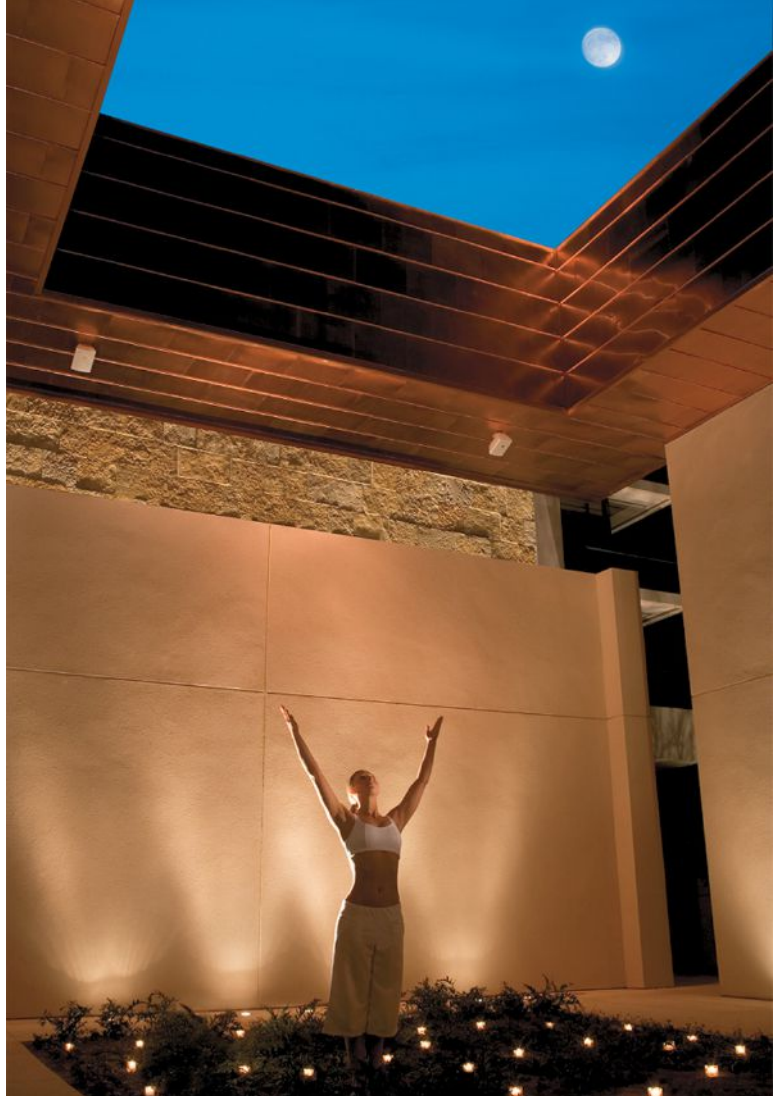
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behaviors, roles, and communication styles, while taking time to slow down and reflect. “Whether through brief experiences or in these experiential classes, mindfulness is interwoven through the daily routines at Sunrise Springs,” says executive director David Hans, Ph.D.

**Six Senses Spa** (Laamu Atoll, Maldives) recently launched a three-night Mind Fitness program, which blends in-house experts with therapies and wellness activities that have been used for centuries to calm the monkey mind and instill a sense of peace. Each day starts with a wellness consultation, where the therapist becomes acquainted with the guest’s lifestyle and helps to outline concerns and areas that require attention. Following the consultation, a custom program of mindfulness meditation, *pranayama* (controlled breathing techniques), and Ayurveda-based treatments is prescribed. Nasyam (\$85, 30 minutes), a treatment that uses medicated oils to cleanse the nasal and sinus cavities and the throat, increases oxygenation and promotes mental clarity. Guests receive complimentary Sudoku puzzles to further exercise their minds during unscheduled time. In celebration of its 30th anniversary, Le Guanahani (St. Barth) introduced a three-night Wellness Weekend in February focusing on sensory-inspired meditations. “Meditation is the practice of tuning your attention and senses into the moment at hand,” says David Romanelli, founder of the Meditate ON series, who led the Wellness Weekend sessions. “What better place to practice that skill than feeling your feet sink into the warm tropical sand and relaxing your gaze on the sun setting over Marigot Bay—it’s the perfect setting to disconnect from stress and tune into the healing qualities of nature.”

### Sacred Spaces

Properties are taking meditation out of the spa and into the guest rooms. “Our aim is to provide guests with an oasis of relaxation and rejuvenation amid the bustle of Manhattan,” says director of spa Gaylen Brown at **The Spa at Mandarin Oriental, New York**. “The property brought the spa experience into each suite with its Ensuite Meditation Program, where guests are invited to enjoy a meditative moment looking out onto the city with plush DharmaCrafts meditation cushions available to use in each of the suites.”



On the West Coast, Chaminade Resort & Spa (Santa Cruz, CA) is adding meditation alcoves in seven of its guest rooms as part of a \$7.9 million renovation. “A lot of companies are doing it,” says general manager Kevin Herbst, citing companies like Google that feel meditation is an important part of work-life balance for employees. Spas are also stressing the importance of meditation for staff, and many offer complimentary classes. At the new **Naturopathica Chelsea Healing Arts Center & Spa** (New York City), staff takes advantage of the Sensory and Meditation Lounge, which features nature-inspired imagery, meditation chairs, and diffused aromatherapy to help refocus the mind, body, and spirit. “Before their day begins, our therapists and estheticians sit quietly in the Sensory and Meditation Lounge to meditate and reconnect with their higher selves and to establish intentions for the day,” says Barbara Close, founder and CEO of Naturopathica.

In addition to in-suite meditation, spas are bringing meditation outdoors, making use of vibrant scenery and tranquil surroundings. **The**

*continued on page 66*

The Umstead Hotel and Spa meditation courtyard connects guests with nature.

“Meditation is the practice of **tuning your attention and senses** into the moment at hand.”



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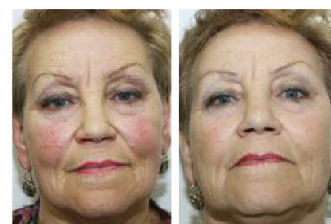
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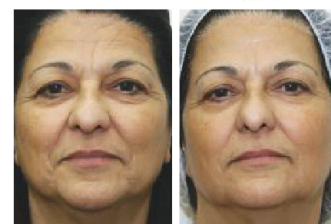
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Miraval Resort & Spa features a meditation labyrinth, where guests can participate in moving meditation.

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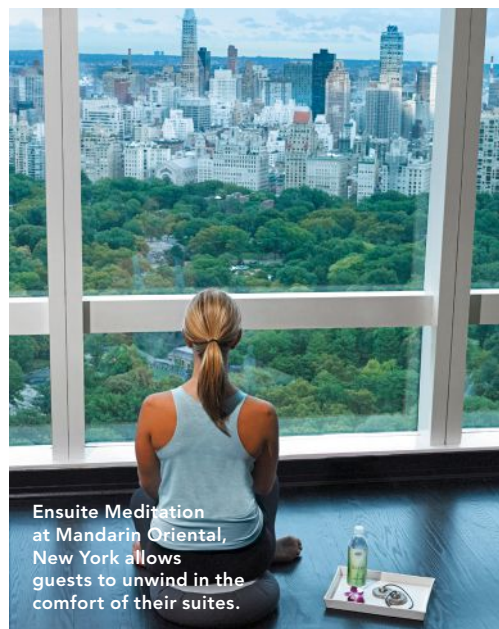
**Umstead Spa** at The Umstead Hotel and Spa (Cary, NC) features a meditation courtyard, which reflects the spa's inspiration from the region's native flora. "The courtyard has elements that induce relaxation, such as an open sky, a fountain, and the surrounding woodland setting," says spa director Carolyn Doe. "Our intention is for our guests to use this space to relax and quiet the mind before and after treatments, which naturally bring spa-goers into a state of meditation. Actively incorporating the practice pre, post, or during the treatment will only multiply the benefits."

Taking advantage of southern California's temperate weather, guests at **Chuan Spa** at The Langham Huntington, Pasadena (CA) can enjoy meditation in the historic Japanese garden, created by landscape architect William Hertrich. Last June, Chuan Spa partnered with Pasadena's Tao of Wellness Acupuncture Center—one of the oldest traditional Chinese medicine (TCM) health centers in the U.S.—to bring authentic treatments to guests. "Meditation is a great complement to spa treatments and other fitness classes like Tai Chi," says Nichole Hester, director of spa and business development. "We promote quiet spaces with dim lighting for personal meditation, as well as weekly classes and private session offerings with our TCM practitioner."

Guests can unwind amid historic gardens and olive groves at JW Marriott Venice Resort & Spa. GOCO Spa offers half- and full-day wellness packages with meditation, which take advantage of the property's stunning surroundings. In the Maldives, mindfulness-focused meditation at Six Senses Spa

takes place in the yoga pavilion, which is perched above the property's pristine beach with a view of the lagoon. Guests benefit from the positive energy of the ocean and the relaxing sound of the waves. Full moon meditation and yoga classes are held on the beach so guests can absorb the earth's energy. "People are now realizing they have lost this connection to others and to the environment that surrounds them," says spa manager Jitendra Varshney, who holds an M.D. in Ayurveda. "Our mission is to help people reconnect with themselves, others, and the world around them—connections that have been lost in our fast-paced electronic world. Through meditation, people can rediscover themselves and come back in touch with all their senses."—*Kristin Vukovic*

"People are now realizing they have lost this connection to others and to the environment that surrounds them."



Ensuite Meditation at Mandarin Oriental, New York allows guests to unwind in the comfort of their suites.





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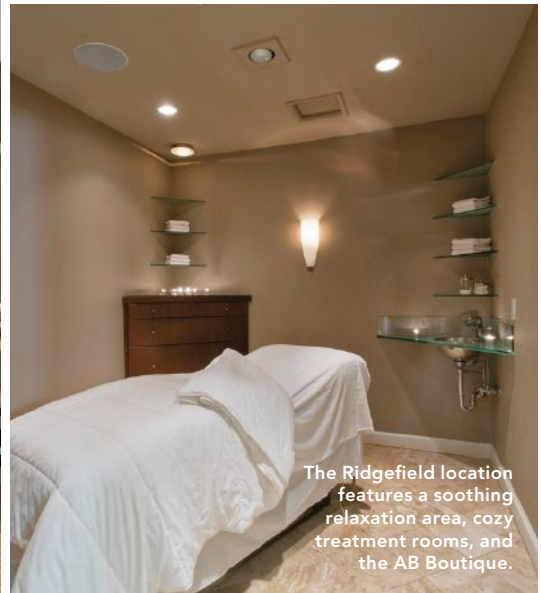
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The Ridgefield location features a soothing relaxation area, cozy treatment rooms, and the AB Boutique.

# Destination Beauty

A fresh new design and a host of high-tech amenities keep this day spa the talk of the town.

AFTER GAINING EARLY SUCCESS AS A colorist in New York City, Adam Broderick went on to open **Adam Broderick Salon & Spa** (Ridgefield, CT) in 1992. He later opened another location in Southbury in 2006. Recently, the 12,000-square-foot flagship space in Ridgefield experienced a makeover, which introduced a crisp color palette of platinum, chocolate brown, and chartreuse accents for contrast. The popular beauty destination also debuted the AB Nail Bar, which serves double duty as a space for parties, and the Now Bar, where guests can enjoy manicures, demonstrations, or meet with a personal beauty shopper. The AB Boutique also benefitted from a new area for the popular Five-Minute Face makeup application and a variety of lash and brow services, including the new No Reservation Brow Concept, which features tweezing services only. “My vision was to create an amenity-rich, tech-savvy space with beautiful lighting, as well as visually pleasing aspirational comfort,” says Broderick. With that in mind, the space was updated with a new tablet check-in system, strategically located charging stations, high-speed Wi-Fi, a



digital video wall, and complimentary amenities, such as wine and freshly brewed Starbucks coffee. Here, Broderick shares how he keeps demand growing for his spa's offerings.

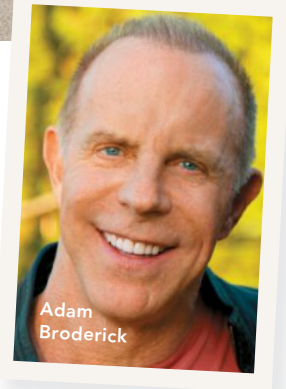
## How has Adam Broderick Salon & Spa continued to succeed over the years?

**A.** We strive to stay relevant with our service offerings by focusing on results-oriented treatments. We also rely on three-series marketing, which offers a discount for our treatment series or some other type of incentive. Both help attract new clients and encourage frequent visits.

## Why do you think the business has been able to succeed where others have failed?

**A.** We have a multidimensional client offering with our retail boutique that features several prestige skincare lines as well as a space that works well for

*continued on page 70*



Adam Broderick



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- 9 Provides comfort for chapped lips
- 10 Brightens lackluster skin

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“Keeping a service business relevant includes refreshing the facility and vision in ways that appeal to clients.”

The second floor is devoted to the salon, which features three shampoo lounges.

*continued from page 68*

parties and groups. Both are essential to new client acquisition. This is in addition to our salon traffic that serves as a conversion base to create spa traffic.

**What prompted the recent renovation and what did it involve?**

**A.** Keeping a service business relevant includes refreshing the facility and vision in ways that appeal to clients. In addition to a new color palette, we brought in new pedicure stations and added additional soundproofing to our treatment rooms. We also introduced a state-of-the-art private sunless tanning experience.

**What have been some of the greatest challenges you’ve experienced operating the spa throughout the years?**

**A.** One of the biggest changes was the evolution away from the day of beauty to more frequent spa visits, with anti-aging treatments and relaxation

in equal demand. Increased competition is also a challenge, one that everyone in the industry has experienced.

**How do you attract new and repeat clients and encourage them to visit?**

**A.** We rely on internal conversion techniques from our busy salon. We entice salon clients into becoming spa clients with reward-priced luxury facials for first-time visitors. We also rely on our vendor partners to market events with express facials and gift-with-purchase offerings. And while many spas in the Northeast have launched membership plans offering better prices for a monthly commitment, we offer competitively priced massage and facial series to encourage frequent visits instead of membership marketing.

**How do you use digital marketing and social media to boost business?**

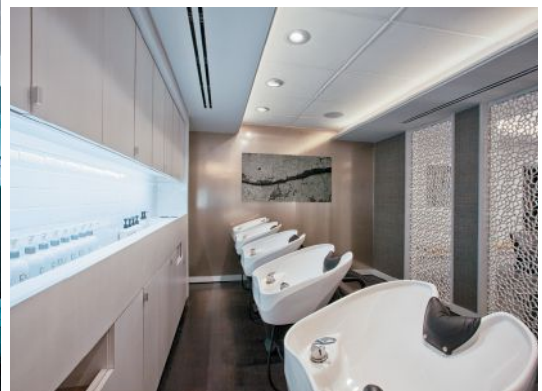
**A.** We periodically send email blasts to all of our clients for value-added or reward-priced spa treatments in addition to the three-series marketing. Social media is used to promote the overall brand and specific new services and products.

**How do you keep your menu fresh and enticing?**

**A.** We study client consumption trends and keep abreast of technology and products that can be marketed to clients.

**What plans do you have for the future?**

**A.** We have a very stable business with a high quality of service delivery, and our plans include modest year-on-year growth by maintaining a relationship with clients that allows us to learn and evolve as their needs change.—*Heather Mikesell*



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#### Function 2. Germanium Probe Electrode

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Advanced imaging technology provides a new perspective on the skin. For more on how your medical spa can incorporate this technology, turn to page 84.

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**84 IMAGING**  
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# In the Know

Get the scoop on the medical spa buzz.

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Luxurious treatment rooms enhance the therapeutic services at Villa Stéphanie.

## A Healthy Estate

Jet-setting spa-goers in search of health in an opulent setting now have a comprehensive spa, medical facility, and wellness retreat in Germany's famed spa region. Housed in spacious mansions, **Villa Stéphanie** and **Haus Julius** at Brenners Park-Hotel & Spa (Baden-Baden) provide personalized therapeutic spa treatments and a range of preventative and diagnostic medical care. The expansive Villa Stéphanie facility spans five floors and 54,000 square feet with overnight accommodations, including 12 guest rooms and three suites. Designed by Bergit Countess Douglas, each suite comes complete with its own private treatment room, sauna, and steam bath, in addition to advanced digital detox features available in all accommodations. A 5,382-square-foot sauna, a hydrotherapy bath, a private fitness center, a hammam, and more provide plenty of space for the spa's integrated approach to health and beauty. Facial and body services incorporate an international mix of skincare lines, including Anika Organic Luxury and Horst Kirchberger from Germany, Sisley-Paris from France, and SkinCeuticals from the U.S. Directly connected to Villa Stéphanie is the 18,300-square-foot Haus Julius. The dedicated medical center is home to some of Germany's foremost experts in the fields of aesthetic medicine, gynecology, ophthalmology, physiotherapy, and dentistry. Aesthetic medicine specialist Yusuf Yildirim, M.D., oversees a range of injectables and minimally invasive procedures for skin rejuvenation to achieve beauty in perfect balance. "At the German destination for holistic medicine, modern medicine meets complementary medicine at its highest level," says holistic care specialist Harry F. König, M.D. "This results in individualized medical excellence for guests of Villa Stéphanie and Brenners Park-Hotel & Spa, with unique advantages, such as discretion, the highest level of service, and support through a group of specialists in the five-star hotel."



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Injectables are popular for reducing wrinkles and restoring volume for a youthful appearance.

## New Filler Cohesivity Scale Improves Results

Fillers are used to reduce facial lines and wrinkles and restore volume, fullness, and a youthful shape to the face, among other rejuvenating benefits. Now a standardized scale of filler cohesivity, or how well the material sticks together, can help plastic surgeons select the best filler for each client. Researchers developed a standard test for comparing the cohesivity of six FDA-approved hyaluronic acid (HA) dermal fillers. Samples of each filler gel were dyed, squeezed into water, and stirred using automated technology. A panel of plastic surgeons and dermatologists experienced in using HA fillers then rated each sample's cohesivity on an original five-point scale, known as the Gavard-Sundaram scale.

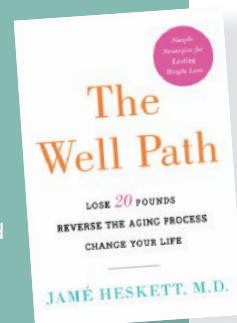
A wide range of HA fillers are available, and plastic surgeons generally try to match their individual properties to the purposes for which they will be used. But previously there was a lack of scientific data to support this matching process, including the rheologic (flow-related) properties of the various available products. Cohesivity scores for those tested varied across the full range of the scale, from "fully dispersed" to "fully cohesive." Cohesivity was rated high for one product, medium to high for three, low to medium for one, and low for one. The researchers believe that having comparative data on cohesivity—as well as other rheologic properties, such as elasticity and viscosity—is an advance that can make dermal filler procedures more sophisticated and successful. This information will be increasingly useful as new FDA approvals increase the availability and variety of filler products.

### NEW BOOK OUTLINES HOLISTIC WEIGHT-LOSS PLAN

In her new book, *The Well Path: Lose 20 Pounds, Reverse the Aging Process, Change Your Life* (Harper Wave, March 2016), author Jamé Heskett, M.D., founder and director of **The Wellpath** (New York City), shares her holistic approach to weight loss after years of helping New Yorkers with high-tech quick fixes in her medical spa. Heskett outlines the effective plan and how she guided a group of women to reach their goals in 60 days. She focuses on healing the damage incurred from years of yo-yo dieting, achieving homeostasis, and re-energizing in the first month of Well Prep. The second month, Well Practice, outlines six key areas of CHANGE:

- Circulation: Improving the vascular system to get rid of stored fat and toxins
- Hunger: Learning to identify real and false hunger
- Activity: Seeking out non-exercise activity to burn extra calories
- Nutrition: Adding in a diverse array of nutrients to balance the gut and hormones
- General Health: Understanding the importance of sleep, stress, sex, and socializing
- Exercise: Planning exercise for maximum fat conversion

"They are simple strategies for integrated habits that promote anti-aging and help people shed fat," says Heskett. "I took 26 women through the program so I could document the whole thing, and it was super successful."



The image features eight white, teardrop-shaped device heads arranged in a circular pattern around the central text. Each head is filled with a dense array of small, glowing red and orange LEDs. The background is plain white.

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# What's New

A look at hot products and equipment.

WRITTEN BY JENNIFER NIED



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# Laying the Groundwork

Learn why it's important to consult with a healthcare attorney when opening a medical spa.

**STARTING A BUSINESS IS A CHALLENGING** task in any field, but it's difficult to think of an industry where "what you don't know can hurt you" quite as much as in the medical spa industry. That's why, if you are planning on opening a medical spa, it is imperative that you engage a knowledgeable, experienced healthcare attorney as early in the process as possible.

## Not What It Seems

The medical spa industry is not necessarily what it appears to be. Because medical spas offer treatments that are entirely elective and are not

covered by healthcare plans, it is easy to mentally categorize them in the same space as retail outlets, such as traditional spas and salons. But doing so is an enormous mistake—medical spas are medical facilities, it's right there in the name—and must be operated as such. That means a medical spa must observe the same rules that govern medical facilities, such as hospitals or doctor's offices. And although that high standard of patient care might seem to be difficult to attain, it is vital that a medical spa's owners and operators understand and respect the laws that regulate the industry.

*continued on page 82*

"...a medical spa **must observe the same rules that govern medical facilities,** such as hospitals or doctor's offices."



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But even that isn't nearly as easy as it sounds. The laws to which medical spas are beholden vary from state to state and are typically quite complex and convoluted. For example, a medical spa's ownership structure must conform to its state's regulations that govern the ways in which a medical facility can be owned and operated. Its treatments must be administered according to its state's laws regulating supervision and delegation; and the manner in which it compensates its employees must fall in line with its state's rules regarding fee-splitting—the act of diverting part of a patient's payment to someone other than a physician or a physician-owned corporation. Violating any of these statutes can result in licensure penalties and large fines, which can cripple a medical spa business before it even gets on its feet.

It's a tricky space to navigate, but if you engage an experienced, attentive healthcare attorney early in the process of creating a medical spa business, you will be far more likely to avoid the obstacles that stand in your way. A rule of thumb for attorneys is that it costs at least twice as much to fix a problem than it does to create an infrastructure that prevents such a problem from ever happening. So although it might seem like hiring a lawyer is an unnecessary, extra expense at a time when a business is likely on a shoestring budget, it will almost certainly result in cost-savings throughout the life of the endeavor. In fact, any small business owner should have a good attorney on hand who specializes in the industry in which the business is operating.

**Powerful Paperwork**

There are several types of situations that often cause problems for medical spa professionals who haven't consulted a healthcare attorney. For example, a person who wishes to open a medical spa may attempt to partner with entrepreneurs or doctors to open the doors. In cases such as these, it is imperative that an attorney help draft the partnership documents. Attorneys typically think of the worst possible outcome for each situation and then draft documents to protect their clients as much as possible should that outcome occur. So, when creating partnership documents, a lawyer will consider what would happen if the partners didn't want to be partners anymore. Issues that



usually are not considered when things are going well need to be addressed, so that when things aren't going well, there is a plan in place.

All this needs to be done at the beginning. It does a medical spa owner no good to ask an attorney to solve a problem such as this after it arises. Without the proper documentation in place from the outset, there's only so much that can be done.

**More Legal Attention**

Put simply, medical spas require a good deal more legal attention than the businesses with which they are often grouped. Failure to do this as early as possible might result in catastrophic consequences. So, if you are thinking about opening a medical spa, you owe it to yourself to consult an experienced healthcare attorney who is well versed in your state's regulations as soon as possible. It will save you time, it will save you headaches, and in the long run, it will very likely save you a great deal of money.—*Alex R. Thiersch*

“...you owe it to yourself to consult an experienced healthcare attorney who is well versed in your state's regulations as soon as possible.”



Alex R. Thiersch 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 about becoming a member or to learn about AmSpa's upcoming events, log on to [www.americanmedspa.org](http://www.americanmedspa.org). Thiersch can be contacted at [alex@americanmedspa.org](mailto:alex@americanmedspa.org).

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# The Big Picture

Today's imaging technology can enhance your medical spa's offerings and appeal to snap-happy clients interested in seeing real results.

**NOT LONG AGO, IT WAS COMMON TO GO** days without taking photos. Now, it's hard to make it through a single meal without a snap. Even in our photo-saturated modern culture, images remain powerful. It comes as no surprise then that advanced imaging technology appeals to snap-happy potential clients, as well. Seeing is believing. When clients can evaluate photos of their skin before and after treatment, it builds confidence. "First and foremost, I recommend imaging to build trust and loyalty," says Bart Zoni, founder and chief marketing officer for DermWorx Skin Health, makers of the Antera 3D imaging device. "When you show a client real and objective information about their skin, it really helps boost your role as a trusted adviser." There is a wide range of imaging devices on the market to match your medical spa's needs. "The most important developments for device buyers have been specialization and choice," says Zoni. "Not too long ago, there were only a few decent imaging

options available. Today, dermal imaging includes devices that are smaller, simpler, and more reliable, and provide better actual data to providers."

## Careful Consultation

At their most basic functionality, imaging devices capture skin characteristics that help document clients' progress through treatment. "Before-and-after photos are crucial to our practice," says Paul M. Parker, M.D., medical director at the **Parker Center for Plastic Surgery** (Paramus, NJ). "Clients have a tendency to quickly forget what they look like before a procedure. When you put before-and-after photos side by side, they speak for themselves."

Imaging devices not only preserve 'before' characteristics but they also reveal skin concerns not visible to the naked eye. "Skin imaging has evolved considerably in a short period of time, delivering deep, subsurface views in a fast, portable

*continued on page 86*

"When you show a client real and **objective information about their skin**, it really helps boost your role as a trusted adviser."



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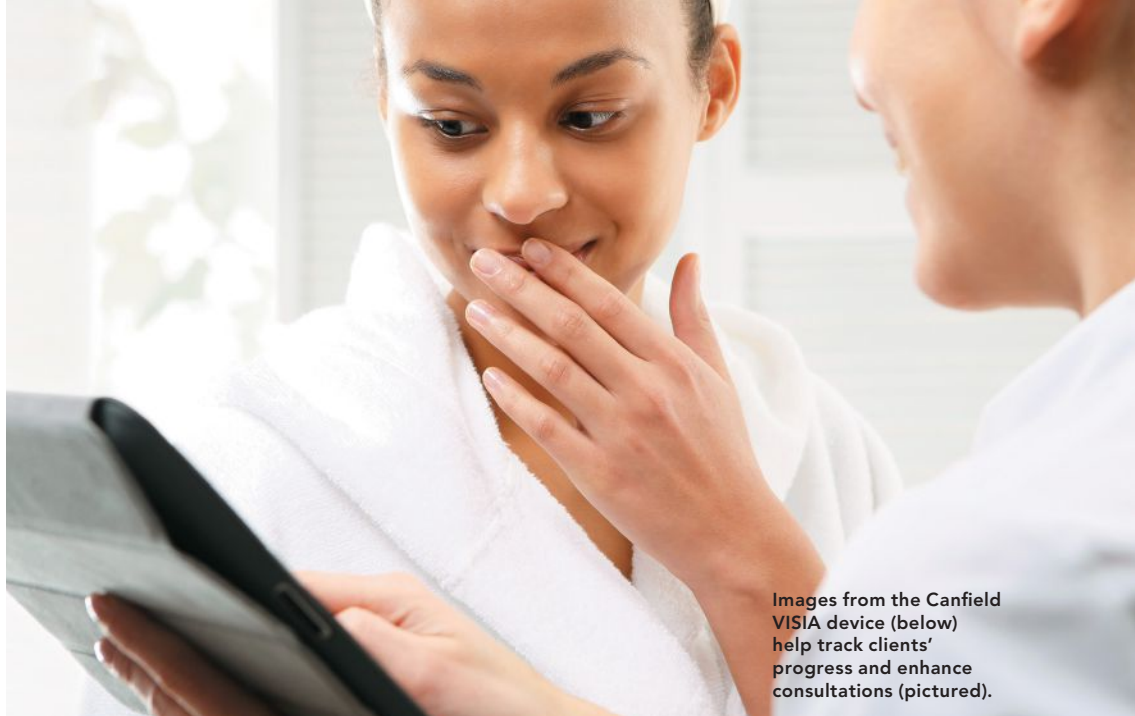
way, engaging guests quickly, and facilitating rapid skin analysis to enable ideal customized treatment and product recommendations,” says Barbara Green, vice president of clinical affairs for NeoStrata Company, which manufactures the Exuviance skincare line and opened **Exuviance Skin Lab** (Short Hills, NJ) last year. There, estheticians offer complimentary evaluations using SKINsight Imaging, which incorporates Canfield’s Reveal Imager and RBX Technology. Cameras with standard flash show surface imperfections like wrinkles, and crossed polarizing filters reveal brown spots and red areas beneath the skin’s surface.

Similarly Canfield’s VISIA is integral to services at the Parker Center for Plastic Surgery. “The VISIA analysis allows us to assess sun damage, wrinkles, brown spots, red spots, and texture conditions,” says Parker. “It is helpful to us in identifying areas that need improvement and making recommendations for treatments.” He also relies on the device’s TruSkin-age feature to compare a client’s overall skin condition with others in the same age group. Using this information, your medical spa can then offer recommendations to improve skin health.

Thanks to these benefits, imaging has become a standard component in consultations, and a way to extend consultations into paid services. “Dermal imaging done correctly gives you the hard evidence that your recommendation is on the right track and provides a target to reach,” says Zoni. “In every therapeutic area, there are targets that help determine treatments: blood pressure goals, cholesterol goals, and lung function goals. Dermal imaging allows us to do the same for the skin.”

### Flash Forward

Imaging technology has improved in such a way that it can also simulate aging and accurately predict results from specific treatments. Canfield’s Age Simulation provides an example of what clients will look like in the future following the natural course of aging. Other devices also have



Images from the Canfield VISIA device (below) help track clients’ progress and enhance consultations (pictured).

the capability of revealing what complexion concerns may appear if clients opt out of services.

“There’s a science at play, both in seeing results and understanding a person’s natural course of aging,” says Dennis Gross, M.D., dermatologist and owner of **900 Fifth Dermatology** (New York City). “Patients want the most comprehensive and customized approach to their care, and photo imaging is a key player in the technology used in my dermatology practice.” Seeing a future version of their own skin is oftentimes more effective and powerful than viewing other clients’ before-and-after photos.

Predicting the outcomes of specific treatments can also ensure satisfied patients. “All of our patients undergo computer imaging, which is essential for us to communicate expectations and desires,” says Parker. “Our main objective at the Parker Center is patient satisfaction, and an important aspect of satisfaction is meeting expectations. Imaging allows us to visualize our patients’ hopes and goals so that we can arrive at a shared understanding of results.”

### Card Catalogue

Imaging devices also provide a look back in time, a function that makes them especially valuable when it comes to treating the skin. Photos create an

*continued on page 88*



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attention-grabbing skin history to share with clients. “Guests are surprised and amazed when they see their subsurface skin damage,” says Green. “They are excited to watch their transformation and revel in turning back the hands of time.”

However, it’s only effective if images are preserved and categorized. “Each photo is organized in a patient’s chart, so over the years, we can glance at how the face may change and age,” says Gross. At 900 Fifth Dermatology, Gross divides the face into three zones to hone in on changes and treatment options. “Each zone has its own path for aging, and using images allows me to see which area leads the way and how this may change the face over time,” he says.

### Depth Perception

Because standard photos aren’t able to fully capture the progress of some of the most popular procedures, such as fillers, body contouring, and breast augmentation, 3-D images offer a more comprehensive view and add that key extra dimension to show changes in volume. “Adding 3-D imaging allows the skincare professional to show their patient all angles of the face or body in a single image,” says Diana Ordonez, senior product manager for Canfield Scientific. **The Plastic Surgery Group** (multiple locations in NJ and NY) provides 3-D printed sculptures of anticipated outcomes for patients. “We are always looking to exceed client expectations,” says Allen D. Rosen, M.D., founding partner and medical director for The Plastic Surgery Group. “A tangible 3-D sculpture that they can take home and share with their loved ones sets a new standard for executing the patient goal.”

There, doctors also rely on 3-D imagery with Canfield’s VECTRA. “It can capture face and body images in ultra-high resolution 3-D and show our patients the exciting possibilities of their procedures,” he says. “It also has the capability of 360-degree body imaging.” For example, the VECTRA has a library of breast implants from major manufacturers, so patients can see how an exact model and size will appear on them before going under the knife.

### Pitch Perfect

The true power of imaging devices lies in translating clear pictures into a convincing marketing

strategy. “I believe these advanced technologies will increase customer engagement and conversions,” says Brenda Cumming, R.N., a member of the board of directors for Lira Clinical. Added features in imaging devices, such as research-grade data on texture, wrinkles, melanin pigmentation, and redness, quantify treatment progress to provide numbers to explain the improved appearance and back up sales claims. “The secret ingredient is training on marketing and consultation,” says Zoni. “You win with imaging when you know how to integrate a device with your consultation and marketing and can link imaging with the procedures, products, and services you offer.”

—Jennifer Nied



Canfield’s handheld VECTRA delivers high-resolution 3-D images.

### CANDID CAMERA

Check out the imaging devices available from these companies.—J.N.

**Canfield Scientific**  
www.canfieldsci.com

**Christie Medical Holdings**  
www.christiemed.com

**Dermaflash**  
www.dermaflash.com

**DermaQuest**  
www.dermaquestinc.com

**DermaQuip**  
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**Emage Medical**  
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**Garfield International**  
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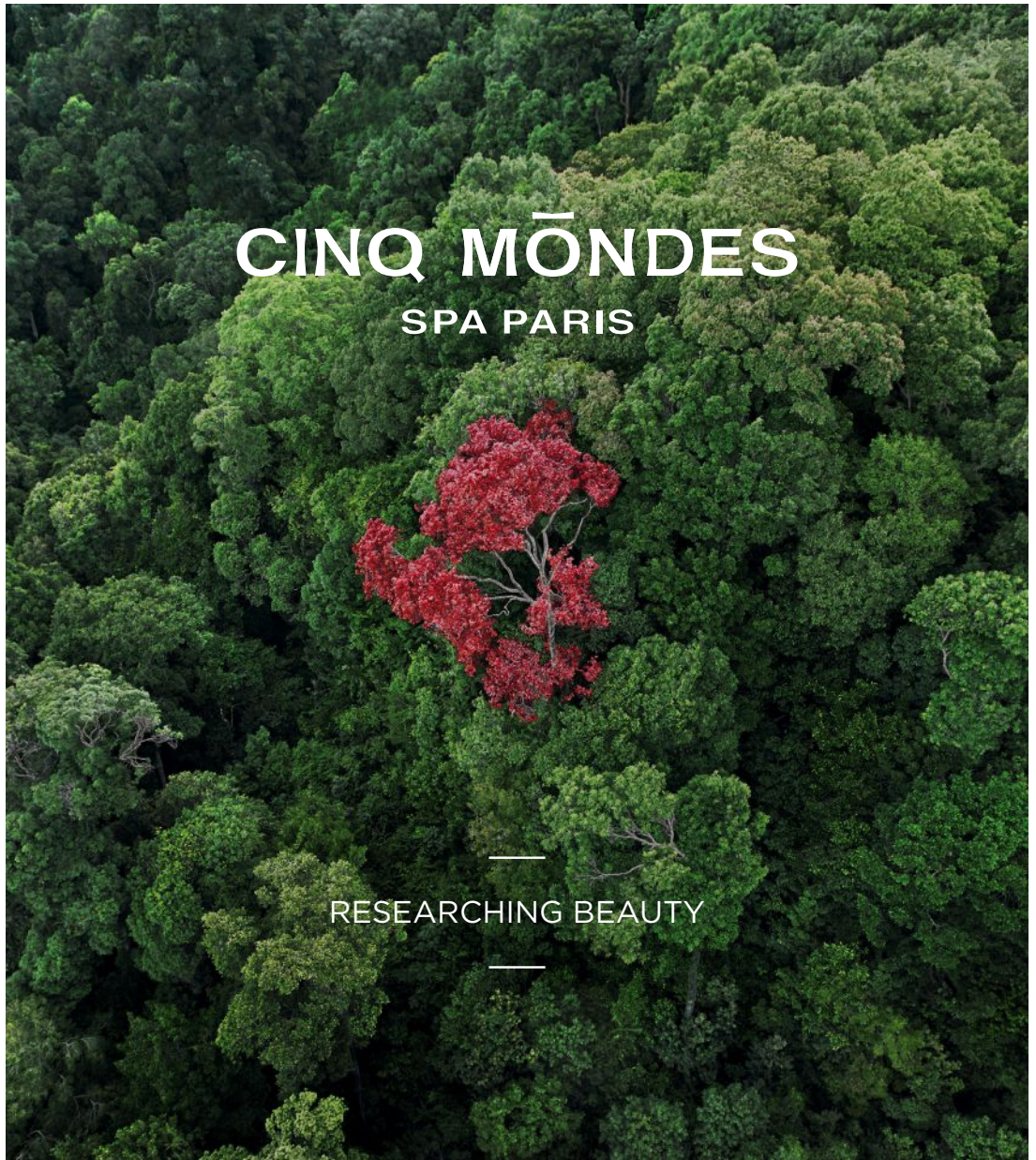
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# radar

a look at the latest spa trends, offerings, and retail items

## french flair

Last month, **SoSpa** at the Sofitel Los Angeles at Beverly Hills marked the first SoSpa opening in North America. The spa's five treatment rooms all come equipped with MyBed massage tables, which are designed to maximize comfort. Three of the treatment rooms also feature Swiss rain showers. The spa has two VIP treatment suites, both of which include a private hydrotherapy spa bath. "We wanted to introduce our first North American SoSpa in a city known for its commitment to health and wellness as well as a

*continued on page 92*



## [ radar ]

continued from page 91

passion for elegance and beauty," says Aldina Duarte Ramos, global director of wellbeing for luxury and upscale brands at AccorHotels. "Each SoSpa location artfully blends French *art de vivre* with the best of local cultural refinement, and we have adapted the spa menu to embrace the customs and culture of Los Angeles." Incorporating products from Carita and Decl or Paris, the offerings are designed to resemble a menu from a gourmet French restaurant. Guests are encouraged to combine services from the "Starters," "Mains," and "Desserts" sections. Also on the menu are several exclusive offerings for the Los Angeles location. Sound Bath (\$350, 90 minutes) with Jamie Ford, for example, takes guests on a musical journey with meditative and healing results. The spa also offers

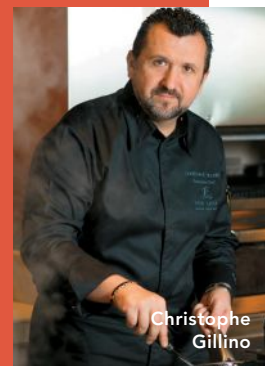


The spa's VIP suites feature private hydrotherapy tubs.

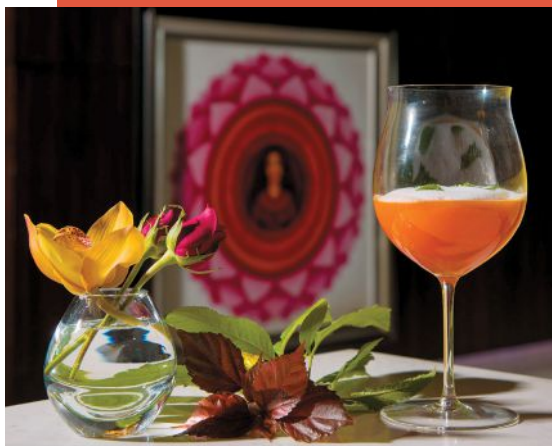
Breathe Workshops to help guests achieve emotional clarity. In addition to providing a personalized approach to wellness, SoSpa features an exclusive membership for \$300 per month that gives guests access to SoFit, its state-of-the-art fitness center; complimentary monthly spa services; and a Sofitel Prestige Card, which gives members discounts on personal training sessions, Le Salon services, and more. It's Beverly Hills bliss in the making.—Heather Mikesell

## chef's corner

Papaya gets a ginger punch with this refreshing tropical soup from executive chef Christophe Gillino at The Leela Palace New Delhi. Gillino, an Aix-en-Provence native who always dreamed of becoming a chef, previously worked in Michelin-starred restaurants including La Vieille Fontaine in France and Le Louis XV in Monaco, where acclaimed chef Alain Ducasse ran the kitchen. "Papaya is beneficial to health because of the high levels of antioxidants and the enzyme papain," he says. "These factors aid in digestion, improve skin, and contribute toward the prevention of cancer and heart diseases. Ginger is used extensively in Indian cooking and is known for its ability to activate digestive juices. Both ingredients have anti-inflammatory properties. This combination works well with the natural sweetness of papaya and the spicy sharpness of ginger."—Kristin Vukovic



Christophe Gillino



### PAPAYA GINGER SOUP (SERVES 4)

#### INGREDIENTS:

- 3 1/2 cups of fresh chopped papaya
- 1 1/3 cups of dried apricots
- 1 1/4 cups of Perrier water
- 7 oz of almond milk
- 3 tsp of lecithin powder
- 2 tsp of fresh grated ginger
- 2 tsp of lemon zest
- 1/8 tsp of salt
- 4 bags of chamomile tea
- fresh mint leaves (for garnish)

#### STEPS:

1. Soak the dried apricots in warm chamomile tea. Chill in the refrigerator for 24 hours, then drain.
2. Chop the papaya and grate the ginger; puree them together in a blender.

3. Separately puree the drained apricots and add to the papaya mixture, per your taste. Add salt and stir.
4. Chill the soup for 2 hours.
5. Shortly before serving, make a lemon foam by infusing the almond milk with lemon zest (to your taste) at medium heat and removing before it boils. Strain the mixture and whisk in the lecithin until it becomes a foam. Keep the lemon foam at room temperature.
6. Before serving, add Perrier water on top of the chilled soup and stir gently.
7. Pour the soup into bowls and add a layer of lemon foam on top. Garnish with fresh mint.



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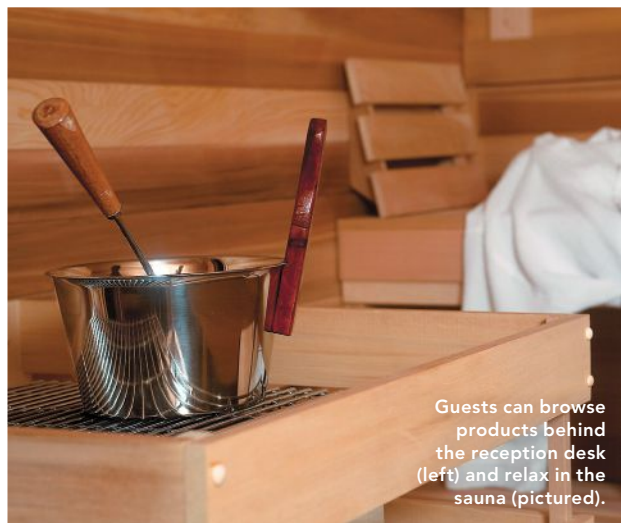
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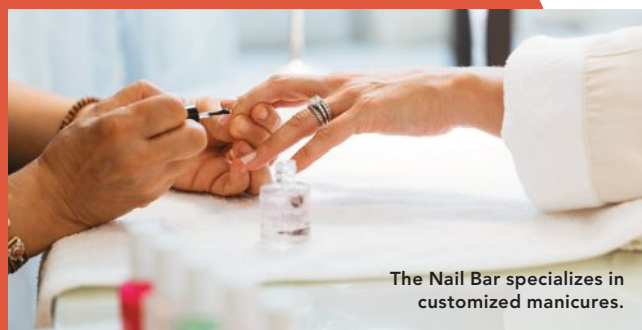
Guests can browse products behind the reception desk (left) and relax in the sauna (pictured).

## mountain magic

East Coast spa lovers can reach the summit of serenity at the new **Mountain Top Spa & Salon** at Mountain Top Inn & Resort (Chittenden, VT). An exciting new offering for this longtime property that opened its doors in 1945, the 6,000-square-foot, four-treatment-room retreat is located within the Event Barn and offers a variety of services that incorporate local ingredients. Among the menu highlights are a range of massage services, which are ideal for those looking to ease the ails of an active lifestyle, as well as a number of scrubs and wraps (\$130, 50 minutes), including the Skin and Tonic Sugar Scrubs, the Wild Harvested Chaga and Wildflower Body Wrap, the Vermont Coffee Roasters Coffee Scrub, and the seasonally updated Wrapped In The Seasons. A special signature service is the Farm Fresh Facial (\$110, 50 minutes), which involves a blend of Rock Star Farm eggs, Nomad Apiaries raw honey, and locally harvested chaga mushrooms. According to the resort's general manager Khele Sparks, guests are thrilled with the new addition. "For years, we've heard hints that our guests would enjoy a more complete array of spa and salon services, and we're happy to oblige," she says. "For those merely seeking a relaxing getaway in the Green Mountain State, the Mountain Top Spa & Salon is ready to meet their needs."—*Julie Keller Callaghan*

### NAILING IT

Wanting to enhance its nail offerings, **The Spa at Four Seasons Hotel Las Vegas** unveiled a new Nail Bar this past January. The easily accessible space is located just steps from the hotel's entrance and includes three manicure stations with custom finishes and three plush, heated pedicure chairs with a memory-foam system and recline and massage options. Complete with textured wall coverings and custom lighting, the space can be enjoyed solo thanks to privacy sheers between each pedicure chair, or with a group. The customized manicure and pedicure services rely on Morgan Taylor and Smith & Cult nail lacquers. "The Forbes five-star spa has long been a sanctuary for guests to escape the bustle of the Las Vegas Strip," says general manager Mark Hellrung. "The new Nail Bar is a natural extension of completely customized Four Seasons nail services in a fresh, modern environment."—*H.M.*



The Nail Bar specializes in customized manicures.



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The treatment rooms showcase the spa's island-inspired design.

## paradise found

Located on a breathtaking bay, Shangri-La's Le Touessrok Resort & Spa, Mauritius recently underwent an extensive renovation, which included the introduction of **Chi, The Spa**. The design of the eight-treatment-room spa is inspired by the local culture, while its philosophy focuses on holistic and Ayurvedic wellness. Providing a bespoke experience, the spa gives guests the opportunity to take advantage of private consultations with its nutritionists and Ayurvedic doctors, who help customize personalized programs. Treatments rely on products from Ila, a luxury organic skincare line, and organic and locally sourced ingredients, many of which are grown in the spa's garden. Each treatment incorporates *pranayama*, the practice of controlling the breath, and meditation. The island setting also influences the menu, which features the Traditional Tipik Massage (\$110, 60 minutes), a signature offering that highlights rhythmic strokes administered by a therapist to the sound of Sega, the music of Mauritius, performed by local musicians. Spa-goers will certainly feel as if they've discovered their own private Shangri-la.—*H.M.*

### *Pretty in Pink*

**Fuchsia Spa**, an Arizona-based spa concept, debuted its first franchise location in northeast Phoenix this past December. Sisters Shauna and Marissa Owens opened the spa to give busy women an affordable place to spoil themselves. "With a fabulous group of tenants, like M3V The Nail Bar, Sprouts Express Market, and Primp and Blow, among others, selecting High Street for our spa was a no-brainer," says co-owner Shauna. "We're excited to bring this spa concept to such a vibrant shopping destination that offers women a one-stop shop to indulge in a full day of pampering." Serving as the lead esthetician at the original Fuchsia Spa (Mesa, AZ) since its opening in 2006, Shauna worked with cofounders Lisa Vukonich and Erin Owens to develop the brand's exclusive skincare line. The High Street location is offering a monthly membership for \$49 for the first year, which is good for a facial, a massage, dermaplaning, microdermabrasion, or a body scrub. The Fuchsia franchise is also actively seeking other interested franchisees in hopes of opening locations in Arizona, Colorado, Nevada, Texas, and Utah. For more information, go to [www.fuchsiaspa.com](http://www.fuchsiaspa.com) or email [franchise@fuchsiaspa.com](mailto:franchise@fuchsiaspa.com).—*H.M.*



A plush pedicure bench is just one of Fuchsia Spa's many highlights.

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Deluxe rooms in the Zen oasis offer spa-like amenities.

## zen zone

Wanting to create a serene space for its adult guests, Club Med Punta Cana recently introduced the Zen Oasis, a relaxing haven that focuses exclusively on adults and couples looking for rest, relaxation, and wellbeing. The private hideaway includes 78 deluxe guest rooms with spa-like bathrooms complete with rainfall showers, large soaking tubs, soothing lighting, L'Occitane amenities,

and wellness-oriented offerings such as yoga mats. The rooms also feature outdoor gardens or private terraces with plush daybeds. Guests of the Zen Oasis can also take advantage of a dedicated concierge, a Zen pool with in-water lounge chairs, an Olympic-size lap pool, a secluded beach, a palapa for yoga sessions on the beach, and the Hibiscus Bar & Lounge, which serves healthy smoothies, teas, light bites, and more. **L'Occitane Spa**, the first in the Caribbean, is also sporting a new look thanks to the addition of a second story with two new VIP Couples Suites and a VIP Bath Suite with two hydrotherapy tubs. The VIP suites all boast breathtaking floor-to-ceiling views of the beach. "With our spectacular setting on the blue Caribbean Sea, we are able to offer L'Occitane's pampering menu of rejuvenating and relaxing spa experiences in a range of unique settings," says spa director Matthieu Fontix. For those in search of Zen, the all-inclusive resort is delivering on its promise to put relaxation and wellness front and center.—*H.M.*

## ON THE HORIZON

A look at up-and-coming spas

### || SERENO LAGO DI COMO • Torno, Italy • June 2016

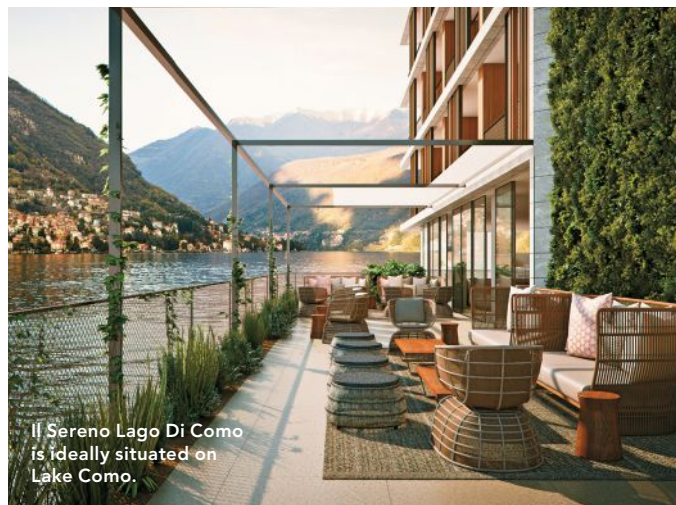
A sister property to Le Sereno in St. Barths, this 30-suite resort will be set on the legendary Lake Como. It will feature a full-service spa, a fitness center, and a heated freshwater infinity pool.

### FOUR SEASONS HOTEL NEW YORK DOWNTOWN • New York City • Mid-2016

Located in the heart of lower Manhattan, the 185-room hotel, with interiors by Yabu Pushelberg, will be home to an exclusive spa and fitness facility, naturally lit event spaces, a street-level restaurant, and 157 private residences.

### EXHALE SPA • Hamilton, Bermuda • June 2016

Set inside the recently renovated Hamilton Princess & Beach Club, the new 5,400-square-foot spa will feature nine treatment rooms, a studio for yoga and barre classes, views of Hamilton Harbour, a poolside pergola for outdoor classes, and a renovated lap pool.



|| Sereno Lago Di Como is ideally situated on Lake Como.

### FOUR SEASONS, KUWAIT • Kuwait City • 2016

The 263-room hotel at Burj Alshaya in the central business district is the brand's first in the country. It will feature interiors by Yabu Pushelberg as well as a beautifully designed spa and fitness complex with an indoor pool.—*H.M.*

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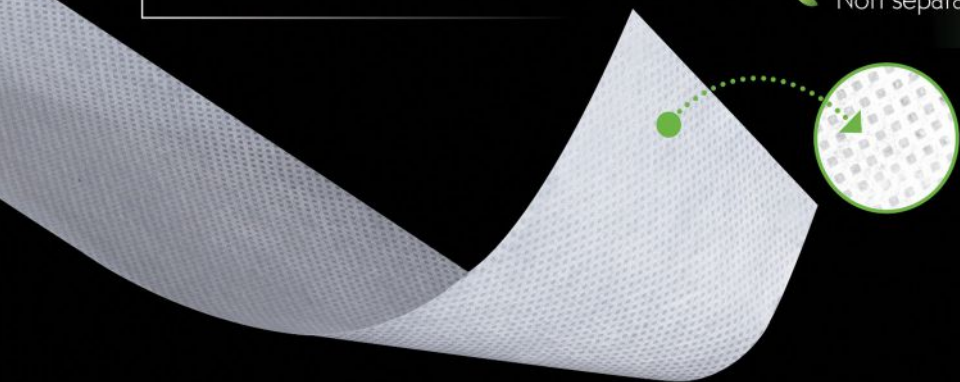


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# menu

tantalizing spa treatments

## ROSEMARY REJUVENATION

Jet-lagged guests can refresh with seasonal March specials at **The Spa at Cedarbrook Lodge** (Seattle), located just five minutes from SeaTac International Airport. Travelers can untie their knots with an Organic Herbal Massage (\$108, 50 minutes), or soothe tired feet with a stimulating Rosemary Mint Foot Refresher (\$98, 50 minutes), both of which incorporate rosemary and mint harvested on property and organic Sacred Earth Botanicals products. The Rosemary Mint Foot Refresher begins with a choice of aromatherapy essential oil, which is added to warm water, followed by a foot soak and exfoliation with sea salt and Organic Herbal Massage Oil Blend, which includes calendula, comfrey, rosemary, and St. John's wort. The guest lies face-up on the massage table for a foot, ankle, and calf massage with Unscented Massage Lotion, and a brief neck and shoulder massage concludes the treatment. "Rosemary is integrated into the Cedarbrook Lodge landscape making it readily available for fresh hand-harvested spa treatment infusions," says spa director Joan Higdon. "The anti-inflammatory benefits are key to improving the appearance of dull and tired skin. Because rosemary has natural antiseptic properties, it's a beneficial disinfectant and rejuvenating for foot therapies." It's the perfect way to put a spring in your client's step. For Sacred Earth Botanicals products: [www.sacredearthbotanicals.com](http://www.sacredearthbotanicals.com).—*Kristin Vukovic*



## Bright Light

Spa-goers suffering from seasonal affective disorder (SAD) or just needing a little pick-me-up now have a solution in sight. **Aspria Brussels Arts-Loi** is the first spa to offer Kodobio Sensory Therapy (\$50, 30 minutes) using a new device that combines light and essential oil aromas in a stimulus cycle. The Kodobio, which debuted at the Professional Spa & Wellness Convention in London last month, offers Mood Boost, Unwind, and Energize sessions, which last between 15 and 30 minutes and do not require any special techniques or expensive training for spa employees. “We are delighted to see that a scientifically developed product and therapy is now available, combining the benefits of both light and scent therapy,” says spa manager Asli Akbulut. Founder Tim Jacob, professor of Cell Physiology at Cardiff University (Wales, UK), explains that many years of research have gone into testing and developing the therapy, which is natural, drug-free, and simple to deliver. “The Kodobio is a revolutionary device that delivers a modulated light and aroma treatment to combat stress, relieve anxiety, lower blood pressure, and boost



the mood,” he says. “The claims for its effectiveness are all scientifically proven and evidence-based.” According to Jacob, the Kodobio treatment provides an alternative to medication, offering similar benefits to mindfulness and meditation without the necessity to master a technique. For spa-goers with a history of mood disorders, it’s a light at the end of the tunnel. For Kodobio products: [www.kodobio.com](http://www.kodobio.com).—K.V.

## Ingredient to watch: snails

Although it sounds like a slimy proposition, snails might be the ingredient *du jour*—but they’re not served cooked in butter. Escargots are popping up on spa menus, from live snails that crawl across guests’ faces in Thailand and Japan to treatments that feature snail extracts. For centuries, snails have been used for their healing mucin,



which contains potent growth factors including anti-microbials, copper peptides, elastin, glycolic acid, hyaluronic acid, and proteins. **Townhouse Spa** (New York City) offers an Ultra Lift Facial (\$275, 75 minutes), which includes a snail mask by the Korean company Soo Ae. Launched last year, the EscarGlow (\$375, 40 minutes) treatment at **Dr. Schulman Plastic Surgery** (New York City) uses Biopelle Tensage Intensive Serum 40, a snail extract that has been proven to increase collagen and elastin production in the skin. “Microneedling is a great treatment and requires very little downtime, but when combined with the snail extract, it reduced downtime even more and helped to improve the results we saw while treating wrinkles, pore size, and acne scarring,” says Amanda Sanzone, a licensed medical esthetician who works with Matthew R. Schulman, M.D. Other mainstream companies have launched products, such as RéVive Intensité Line Erasing Serum and Peter Thomas Roth Un-Wrinkle Fast-Acting Serum, featuring synthetic snail venom, which is believed to relax muscle fibers that contribute to wrinkles. Although the trend might have been mov-

ing at a snail’s pace in the U.S., it looks like snails are here to stay. For Biopelle products: [www.biopelle.com](http://www.biopelle.com). For RéVive products: [www.reviveskincare.com](http://www.reviveskincare.com). For Peter Thomas Roth products: [www.peterthomasroth.com](http://www.peterthomasroth.com). —K.V.



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## ■ Relaxing Recharge ■

Globetrotting spa-goers won't want to miss the Traveller's Tonic Massage (\$190, 80 minutes), which can be used to either revive or de-stress them, at **The Spa at Coworth Park** (Berkshire, England). It begins with a eucalyptus inhalation of Support Breathe Essence to clear the airways and promote relaxation followed by a body brushing and a series of stretches. A highlight of the treatment is an invigorating massage using either Aromatherapy Associates's Revive Body Gel and Revive Morning Body Oil or De-Stress Muscle Gel and Deep Relax Body Oil. The treatment concludes with a scalp massage to relieve tension and clear the mind. "The Traveller's Tonic produces real results due to the quality and efficacy of the aromatherapy oils used in the treatment," says assistant spa manager Gemma Grove. "They either re-energize or de-stress the body and the mind. The massage and body brushing stimulates and eases tired, aching muscles, leaving guests feeling revitalized, focused, and ready for the day ahead." For Aromatherapy Associates products: [www.aromatherapyassociates.com](http://www.aromatherapyassociates.com).

—Heather Mikesell



## Beauty Boost

For guests who want to firm and tone their skin, **Guerlain Spa** at the Waldorf Astoria New York recently introduced the Beauty Lift Facial (\$250, 50 minutes). This contouring treatment is customized with either Guerlain's Orchidée line for anti-aging concerns or the Abeille Royale line for superficial lines and wrinkles. After the skin is cleansed and toned, the esthetician provides guests with a skin diagnostic. A 15-minute Beauty Lift massage comes next with the Orchidée Impériale Mask to strengthen the underlying muscles followed by an application of cool crystal globes to help soothe the skin. Next, Orchidée Impériale Neck and Décolleté Cream is applied using a signature Guerlain massage. The mask is removed, and the skin is then toned and treated with a serum and ultra-hydrating mask. A relaxing scalp massage concludes the treatment. "A workout for the face, the Beauty Lift Facial is unique in that it incorporates deep toning and stimulation of the facial muscles," says spa director Angela Portella. "Offering a real and immediate transformation, deep stretching and dynamic muscle massage naturally lifts the face shape and eyebrows, smoothes lines, and erases wrinkles. Improving circulation and promoting tissue detoxification, the skin's natural glow is restored." For Guerlain products: [www.guerlain.com](http://www.guerlain.com).—H.M.



Treatment rooms at Vomo Island Resort Spa feature calming earth elements, including a stone wall and wood flooring.

## THAT'S A WRAP

At the newly renovated **Vomo Island Resort Spa** (Fiji), guests can experience the Sodashi Detoxifying Marine Body Wrap (\$164, 90 minutes), which features healing elements from the sea. In Sanskrit, Sodashi translates as "wholeness, purity, and radiance," which aptly describes the Australian skincare line's products and treatments. A full-body exfoliation with Sodashi Organic Green Tea Salt Therapy Exfoliant softens skin, then a warm Marine Body Mask envelops guests in a soothing cocoon. Following the comforting wrap, luscious Enlivening Body Lotion is applied. "The Sodashi Detoxifying Body Wrap is one of our signature and most popular treatments," says spa manager Anne Kingpayom. "It offers a singular holistic experience. The exfoliant and mask detoxify the body, relieve muscular tension, and provide much needed hydration for the skin, while a soothing scalp massage calms and relaxes the mind." For Sodashi products: [www.sodashi.us](http://www.sodashi.us).—K.V.

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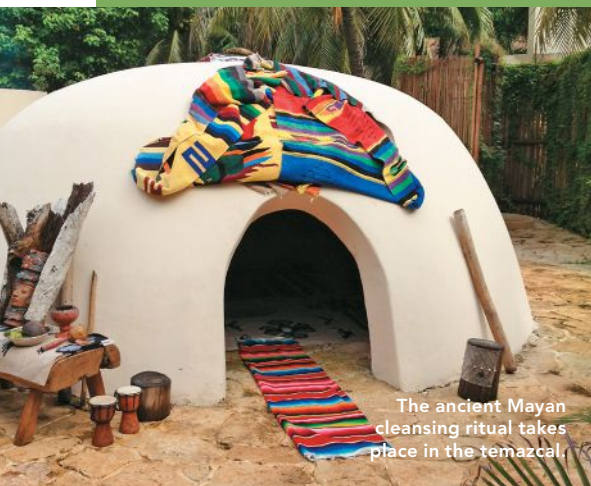
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## rites of renewal

Spa-goers can get ready for spring with the Temazcal Purification Ritual (\$360 for two, 90 minutes), an ancient Mayan cleansing tradition at **The Spa at Viceroy Riviera Maya** (Quintana Roo, Mexico). The word temazcal comes from the Aztec *calli*, meaning house, and *temas*, meaning vapor or steam. A Mayan chant welcomes guests and invokes positive energy, after which smoke from copal incense is passed over participants from head to toe to purify and thank the four points of the earth for helping them find balance. One by one, guests enter the temazcal, a white igloo-like sweat lodge, and form a circle around the rock pit. Once the door is closed, a few minutes of meditation are dedicated to giving thanks and contemplating life changes. Hot stones with mint, rosemary, and rue are placed into the rock pit, then hot water—infused with the same medicinal herbs—is poured over the heated stones four times throughout the ritual to create steam. During the hour-long experience, the temazcalero chants and sings, and herbal tea and fruit are provided to prevent dehydration. At the end, a prayer seals in a sense of calm and renewal. Says spa director Brianda Aldape, “The Temazcal Ritual is a cherished Mayan tradition that is extremely popular with guests who want to immerse themselves in our culture.”—**K.V.**



The ancient Mayan cleansing ritual takes place in the temazcal.



## Napa Nurturing

In wine country, the land is key. It's no wonder then that the recently debuted spa concept and menu at **The Spa at The Carneros Inn** (Napa, CA) focuses on just that with inspired treatment categories. “We wanted to create an original spa offering that mirrors the values and creative style of the resort and the Carneros region,” says spa director Clint Wall. “The treatments are divided into three categories: The Farms, The Vineyards, and The Gardens. Each category reflects specific products, ingredients, and benefits that are indigenous to the property and the area.” The Farms treatments are meant to nourish and replenish, The Vineyards services reflect beauty and longevity, and The Gardens offerings help relax and heal. Here are just a few of the tempting treatments—all of which rely on Body Bliss products—guests can find representing the various categories.

- **The Farms** The Honey Bee Healthy Massage (\$275, 90 minutes) features a gentle dry-brushing and massage with an antioxidant-rich honey and quince lotion. It also includes a purifying beeswax back mask, a foot massage with honey and goat milk balm, and an apricot and wild rose facial massage.
- **The Vineyards** The Grape Skin Wrap Body Treatment (\$255, 90 minutes) relies on a dry-brushing exfoliation to prepare the skin for an application of warm oceanic clay enriched with cabernet grape extract. A hot oil treatment and rehydrating massage complete the experience.
- **The Gardens** The Forager (\$185, 75 minutes; \$275, 1 hour 45 minutes), a custom massage, involves guests creating their own botanical bouquets to fit their individual tastes. They're encouraged to select from a range of organic essential oils and potent botanical extracts.

For Body Bliss products: [www.bodybliss.com](http://www.bodybliss.com)—**H.M.**

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## Peak Form

Spa-goers can combat Colorado's arid climate with the anti-aging Rocky Mountain Nectar Body Treatment (\$185, 75 minutes), available at **Spa Anjali** at The Westin Riverfront Resort & Spa at Beaver Creek Mountain (CO). Using local Sciote Skin products rich in antioxidants, botanicals, live enzymes, organic essential oils, and vitamins, combined with plant stem cells and powerful peptides, this treatment hydrates and rejuvenates the skin. Guests experience a full-body Micro Derm Crème application and Advanced Antioxidant Scrub & Masque, which are then removed with warm towels. An aromatherapy massage with Enzyme Massage Crème, which features organic tamanu, grapeseed, and evening primrose oils, plus papaya and pumpkin enzymes, follows. The treatment concludes with an application of luscious Polynesian Body Crème. "Because the Vail Valley is a dry mountain climate, we decided to partner with Colorado-based Sciote skincare to create an ultra-hydrating treatment for the entire body," says spa director Ingrid Middaugh. "This treatment will leave the skin soft and replenished." It's certain to take moisture levels to new heights. For Sciote products: [sciote.com](http://sciote.com)—*K.V.*

## Double Helix Fix

At **The Spa at Four Seasons Hotel Los Angeles at Beverly Hills**, guests can reverse the effects of time with the new DNA Facial (\$275, 60 minutes), which reduces DNA damage, stimulates cell renewal, and boosts collagen production. Based on the science of DNA EGF Renewal, derived from non-GMO marine-based phytoplankton and organic barley harvested in Iceland, the facial targets the skin's natural DNA repair process to plump and hydrate the skin, replenish the supply of enzymes, and attack UV-induced damage to diminish and help prevent age spots. The treatment, which primarily uses DNA EGF Renewal products, begins with a facial cleanse using Foaming Gel Cleanser, followed by a skin analysis. The therapist applies Pollogen NeoBright or NeoRevive gel to the face and uses the OxyGeneo+ machine, developed by Ronald Moy, M.D. The device performs three skin-rejuvenating actions simultaneously: gentle skin exfoliation, infusion of essential revitalizing nutrients, and natural skin oxygenation. After extractions, a mask is applied, followed by a light shoulder and décolleté massage with Night Renewal. Regeneration Serum is applied to the face and neck for tightening, and the OxyGeneo+ machine is set to massage until the serum is fully absorbed. The treatment concludes with an application of Eye Renewal, Intensive Renewal, and Sheer Defense SPF 50+. This facial can help repair a variety of skin concerns, including acne, signs of aging, dehydration, and uneven skintone and hyperpigmentation. Says Moy, "This all-in-one facial exfoliates and improves skin oxygenation while acting as a delivery system for our DNA Regeneration Serum." For DNA EGF Renewal products: [www.dnaegfrenewal.com](http://www.dnaegfrenewal.com). For Pollogen products and OxyGeneo+ technology: [www.pollogen.com](http://www.pollogen.com).—*K.V.*



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# features

a closer look at some of the spas that are making news in the industry both here and abroad

Meadowood Spa's relaxation gardens offer a tranquil alfresco space complete with a sauna and an outdoor shower. For more on the spa, turn to page 112.

**112 SUITE SERENITY**  
Meadowood Spa  
(St. Helena, CA)

**118 CURE AROUND THE CORNER**  
Naturopathica Chelsea  
Healing Arts Center & Spa  
(New York City)



The hallway, featuring natural decorative accents, leads to a series of treatment suites.

# SUITE SERENITY

A NEW SPA IN CALIFORNIA WINE COUNTRY  
INTRODUCES AN ALL-SUITE PROGRAM THAT PUTS  
GUESTS IN THE LAP OF LUXURY.

*Written by Heather Mikesell*





The Treehouse Lounge (pictured) with its fireplace and soaking tub is an inviting place to escape. An oak tree (below) welcomes guests to the charming spa.

**W**hile there is no shortage of enticing spas in Napa Valley, Meadowood (St. Helena, CA) is giving discerning spa-goers another option with the debut of **Meadowood Spa**. There, guests can embark on a true wellness journey amid the captivating private estate. In addition to the cozy cottages, elegant suites, and spacious lodges, the property also boasts a three-Michelin-starred restaurant. The resort recently underwent a \$60-million update, which included renovating the nine-hole golf course, redesigning the guest rooms, and adding the luxury spa.

Exclusive to resort guests and members, the spa reflects its beautiful wooded surroundings and features natural elements throughout. In fact, a grand oak tree welcomes guests at the entrance. Inside, the reception area features oak flooring, reclaimed wood beams, hand-applied textural plaster, and a fireplace with hand-forged steel. Other highlights include a silk rug from Tibet, handmade pottery from a local Napa Valley ceramic artist, and other curated antiques from around the world. Designed to be rustic yet elegant, the spa relies on a color palette of warm greys and browns.

According to director of spa and wellness Michael Conte, the spa differentiates itself by offering an all-suite program in which spa-goers never need to leave the comfort of their private treatment suites. Each of the eight suites features a treatment area with a relaxation space, a private steam shower, a vanity,



a bathroom, and a locker. The Treehouse Retreat, featuring a fireplace, a soaking tub, and soothing water features, is another space in which guests can experience treatments and more. “We take a genuine interest in each guest with a wellness dialogue built into every service to encourage people to make small changes in their daily routines that will make them feel better,” says Conte.

It was important that a strong sense of place be incorporated into both the spa and its menu of offerings. “We wanted to showcase our beautiful suites so we built our treatment menu

*continued on page 114*





CLOCKWISE: The spa entices guests with its stylish suites, inventive spa cuisine, and nourishing products.



*continued from page 113*

around the lovely spaces we have to offer our guests,” says Conte. Each experience begins with a soothing signature tea by Ikaati and concludes with a post-treatment organic elixir. The idea behind the menu was to create a curated experience that celebrates the Napa Valley. The Essential Journey (starting at \$225, 90 minutes) is designed to introduce guests to the all-suite concept. Following a consultation, a customized pre-treatment therapy is performed in harmony with a 60-minute massage, body treatment, or facial. The spa also offers a variety of packages inspired by the destination, such as From the Fields (\$840, 4 hours), which focuses on the body with nourishing botanicals; From the Vines (\$710, 3 hours and 30 minutes), which rejuvenates the skin with vinotherapy; From the Earth (\$595, 3 hours), which centers the mind with grounding treatments; and From the Gardens (\$595, 3 hours), which features a variety of services that change with the seasons.

A culinary menu designed by chef Victoria Acosta complements the spa’s treatment menu with a selection of healthy options, including house-dried fruits from the Meadowood garden; nuts; grains; a variety of elixirs; and other light fare. Spa-goers are encouraged to enjoy the offerings in their spa suites or in the relaxation gardens. “Having an all-suite program is new to many of our guests so if they are a first-time visitor to our spa, they may need guidance on how to fully enjoy our programming,” says Conte. “We encourage our guests to arrive before their treatments so they may enjoy the privacy of their suite and take some time to discuss their wellness goals with their therapist if they choose before their service begins. We then invite them to be escorted to the garden lounges after their treatments if they wish to partake in our other amenities.”

*continued on page 116*



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Guests can relax in the outdoor gardens (pictured) or browse in the retail boutique (right).



continued from page 114

Set amid the 250-acre estate, the spa is the perfect complement to the charming resort. “We offer our guests a wide range of options during their time in Napa Valley, whether they simply want to indulge in a spa service before a day of wine tasting or would like to have a comprehensive wellness retreat,” says Conte. “We are developing exciting programming for our guests that includes classes, fitness, meditation, culinary experiences, and of course, wonderful spa treatments to help all of our guests have a perfect vacation at Meadowood.” ■

**MEADOWOOD SPA (ST. HELENA, CA)**

OWNERS: Bill Harlan and Stan Kroenke  
 DIRECTOR OF SPA AND WELLNESS: Michael Conte  
 OPENED: November 2015

**CLIENT BASE**

75% female  
 25% male

**SPACE**

14,000 square feet;  
 9 treatment rooms

**PRODUCTS**

Aromatherapy Associates, Caudalie, Eufora, Glycelene, Ikaati, Luzern Laboratories, Majestic International, Outback Organics, SpaRitual, Yeah Baby

**EQUIPMENT**

Edge Systems, Hammer Strength, Life Fitness, Living Earth Crafts, TouchAmerica, Visual One

**ARCHITECT**

Howard Backen, Backen, Gillam & Kroeger Architects (St. Helena, CA)

**INTERIOR DESIGNER**

Leslie Hemmings (Napa Valley, CA)

**SPA CONSULTANT**

Nancy Nemer, Red Cashew (Encinitas, CA)

**BRIGHT SPOT**

After 10 years of working in the industry, director of spa and wellness **Michael Conte** is still counting his blessings.



Michael Conte

**What was the path that led you into the spa industry?** I was a professional singer and dancer for 15 years and decided I was ready to retire. My father passed away from cancer, and I saw how much pain he experienced. I wanted to go into holistic studies to be able to help people in need, so I went back to school and became a certified Holistic Health Practitioner.

**What has surprised you most about working in the spa industry?** Everyone always says, “Oh, it must be so relaxing working at a spa.” That always makes me smile because it can be quite hectic.

**Where do you think the industry is heading?** The shift in our industry is moving toward total wellbeing. People are living longer and want a good quality of life so they are more

interested in spa as a true therapy while incorporating mind and body wellness into their lives. Spas are expanding their offerings into fitness, meditation, nutrition, and more. It’s a very exciting time to be a part of this industry.

**What two things about you don’t we know?** I sang and danced with the Radio City Rockettes, and I love skydiving!

**How would you sum up your personal philosophy?** I live each day with abundant gratitude and focus on all the blessings I have in my life. I am a firm believer that when you focus on the good, you continue to attract it, and it makes you a better person.

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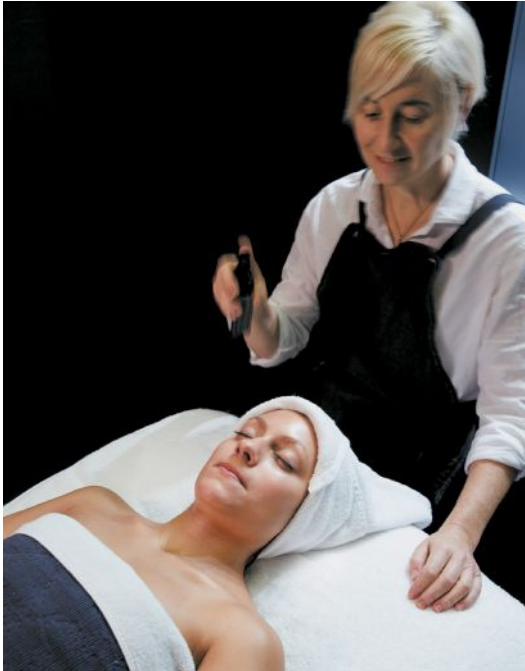




Inspired by traditional healing practices,  
Naturopathica debuts an innovative spa that focuses on  
providing an all-encompassing approach to wellness.

# CURE Around the CORNER

Written By Heather Mikesell



A Vitality Bar (opposite page), stress-relieving treatments (left), and soothing treatment rooms (pictured) are all designed to promote overall health and wellness.

New York City, known for its fast pace, recently became home to **Naturopathica Chelsea Healing Arts Center & Spa**, which gives multitasking Manhattanites a place to recharge while addressing their wellness needs. “With more than 20 years as a practicing herbalist and practitioner of the healing arts, I created Naturopathica Chelsea as a community center dedicated to personal transformation,” says founder Barbara Close. “In a city like New York, where everyone is in constant motion, I wanted to create a place where people can slow down, relax, and experience the healing arts, as well as be inspired to integrate healing rituals and remedies into their daily routines.” With another location in East Hampton, the Chelsea spa fits in well with the neighborhood. “Chelsea is vibrant and dynamic, and it is also an up-and-coming wellness destination with fitness studios from SoulCycle to Yoga Shanti and grocery stores such as Whole Foods within blocks,” says Close. “Our hope is to engage this wellness community and help to perpetuate this positive movement.”

More than just a place to indulge in treatments, the six-treatment-room spa offers a Vitality Bar, which serves a host of herbal tonics and elixirs that address everything from muscle soreness to the condition of the skin. “We focus on food and drink that can heal, protect, and reduce inflammation in the body, and taste good, too,” says Close.

Those wanting to boost their immunity or treat a specific condition may also visit the Remedy Bar, which features more than 30 loose-leaf therapeutic teas, herbal tinctures, bulk herbs, and essential oils. The idea behind the spa was to focus on overall wellness. “What sets Naturopathica Chelsea apart is our emphasis on 21st Century Wellness, a modern approach to everyday health and wellbeing focused on supporting the body’s innate ability to heal itself with time-tested remedies and rituals,” says Close. “It acknowledges that the most important time for healing comes in between visits to the doctor when we practice everyday rituals to build health and vitality.”

Relying on the eponymous product line, the spa certainly doesn’t disappoint with its treatment menu. The Chelsea spa serves as a hub for brand innovation, where new products and treatments are developed. “We’ve introduced several signature products, including 12 herbal tinctures, more than 25 single-note essential oils as well as signature tea blends, which we will evaluate and consider for outside distribution,” says Close. This spring, the plan is to launch the Bio-Energy Lift Collection and the Naturopathica Signature Bio-Energy Lift Facial (\$225, 60 minutes; \$295, 90 minutes), a multi-step treatment that is already

*continued on page 120*

“What sets Naturopathica Chelsea apart is our **emphasis on 21st Century Wellness**, a modern approach to everyday health and wellbeing...”





Guests can take a time out in the Sensory and Meditation Lounge (pictured) and discuss post-treatment care with their therapist in the consultation room (right).



*continued from page 119*

garnering great reviews from those who've experienced it at the Chelsea location. "When I created the menu for Naturopathica Chelsea, I wanted to include both East Hampton favorites, as well as develop new facials and massages aimed at reducing inflammation and addressing the needs of city dwellers, from stress relief to natural immunity to reducing visible signs of aging," says Close. "My experience as a master herbalist, clinical esthetician, massage therapist, and aromatherapist informs every treatment that we develop, incorporating a variety of healing modalities to restore the mind and body."

From East Hampton, the spa features the Pure Results Facial (\$100, 30 minutes; \$160, 60 minutes) and Alpine Arnica Deep Tissue Massage (\$110, 30 minutes; \$170, 60 minutes; \$235, 90 minutes). To expand on the treatments' benefits, Close extended the length of time to include a 30-, 60-, or 90-minute ritual, followed by a 15-minute consultation session to discuss post-treatment care. "I felt that allowing extra time

for our therapists and clients to communicate was essential to the overall experience," says Close.

Providing a place of respite, the spa also features a Sensory and Meditation Lounge to encourage mindfulness in both spa-goers and therapists. "One of the biggest problems facing our generation is inflammation caused by our environment, processed diets, and the stress of our 24/7 lifestyles," says Close. "It is a contributing factor in the leading causes of mortality and chronic conditions from heart disease to diabetes, Alzheimer's, and arthritis. Our challenge is to inform our community about the factors that perpetuate inflammation and the ways that they can reduce it in the skin and body."

To aid in that endeavor, the company has a few more new products and protocols coming down the pipeline later this year. Close and her team are also looking at opening more Healing Arts Centers & Spas in urban areas to help other communities embrace a holistic approach to wellness. Says Close, "Our mission is to inspire healthy lifestyles with passion and purpose." ■

**NATUROPATHICA  
CHELSEA HEALING  
ARTS CENTER & SPA  
(NEW YORK CITY)**

OWNER: Barbara Close

SPA DIRECTOR: Susan Wells

**CLIENT BASE**

65% female  
35% male

**SPACE**

3,500 square feet;  
6 treatment rooms

**PRODUCT LINES**

Naturopathica, Utility  
Canvas, Yeah Baby

**EQUIPMENT**

Bio-Therapeutic,  
Living Earth Crafts,  
Millennium Systems  
International, ProFacial

**ARCHITECT**

Michael S. Canter  
(Brooklyn, NY)

**BRIGHT SPOT**

Meet **Barbara Close**, founder and CEO of Naturopathica.

**What is your proudest accomplishment?**

Naturopathica Chelsea because it provides a physical space to dive deeper into wellness, no matter where you are on your wellbeing journey.

There have been some incredible moments already, like having Deepak Chopra visit soon after we opened and express his enthusiasm for our community approach by offering to lead a guided meditation in our Sensory and Meditation Lounge. Our hope is that Naturopathica Chelsea will

be a community center for educational programming, remedies, and rituals that enhance the lives of our local urbanites.

**Where do you think the industry is heading?** My hope is that the industry, fueled by consumer demands, is heading toward an integrated approach to wellness that unites the medical

establishment with the traditional healing practices that have stood the test of time.

**How would you sum up your personal philosophy?** I am dedicated to pushing the boundaries of wellness to create change and build a healthier and more sustainable planet.



Barbara Close

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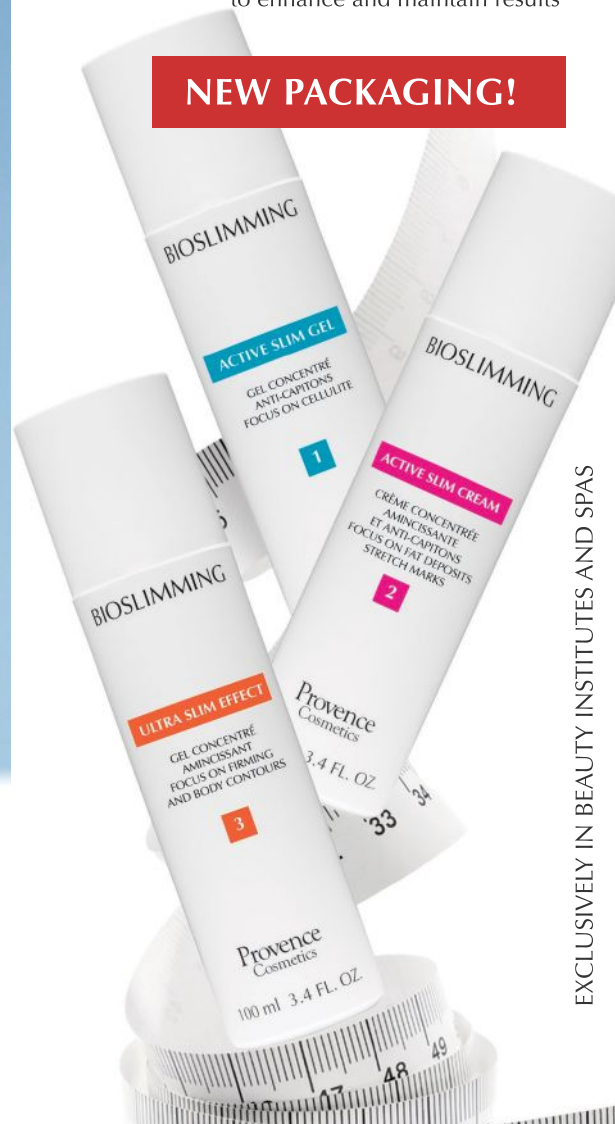
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(\*Clinical Study France, Lyon 2012)

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# spotlight

Take a look at this month's editors' picks.

WRITTEN BY JENNIFER NIED



**Company:** Babor  
**Product:** Supreme Glow Anti-Aging Cream joins the recently released ReVersive collection. Developed to intensify skin radiance and counteract the signs of aging, this cream relies on the Re-Youth Complex to illuminate the skin instantly.  
**Website:** [us.babor.com](http://us.babor.com)



**Company:** FarmHouse Fresh  
**Product:** Citrine Beach Body Milk promises a tropical party in a bottle. It contains coconut, grapefruit extract, lime, and rum to quench dry skin.  
**Website:** [www.farmhousefreshgoods.com](http://www.farmhousefreshgoods.com)



**Company:** Bodipure  
**Product:** Purissima Organic Spa Pedicure includes Bath, Scrub, Foot & Leg Cream, Mud, and Massage Oil products fortified with plant extracts and essential oil aromatherapy to provide radiant, glowing skin and a relaxing nailcare experience.  
**Website:** [www.bodipure.com](http://www.bodipure.com)



**Company:** Guinot Paris  
**Product:** Derma Liss Face Cream conceals wrinkles, smoothes the skin's surface, and purifies pores to minimize their appearance. It also helps fight bacteria and inflammation.  
**Website:** [www.guinotusa.com](http://www.guinotusa.com)





Available in pink, white, and blue

**Company:** Clarisonic  
**Product:** Mia Fit features a sleek, compact design and dual-speed settings with patented sonic technology for a gentle and thorough cleanse on the go.  
**Website:** www.clarisonic.com

Eye pads boost performance



**Company:** Murad  
**Product:** Eye Lift Firming Treatment infuses the delicate eye area with the proprietary Hyaluronic Acid Spheres that instantly lift, firm, and tighten for a youthful appearance.  
**Website:** www.murad.com



**Company:** Sothys Paris  
**Product:** Cherry-Gooseberry Gentle Sunny Glow Cream melts into skin for a natural-looking golden tan. Cherry and gooseberry extracts provide antioxidant protection and hydrate the skin.  
**Website:** www.sothys-usa.com



**Company:** CND  
**Product:** The Spa Collection features a soak, scrub, mask, and lotion in two botanical scents. Gardenia Woods (shown) contains gardenia and jasmine in a moisturizing and purifying blend, and Bright Citron features pink grapefruit and warm amber to restore radiance and brighten skin.  
**Website:** www.cnd.com

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**Company:** Dazzle Dry  
**Product:** Tranquility Spring Collection includes four soothing shades—Breathe Free, Peacefully Me, Ocean Motion, and Yin Yang.  
**Website:** [www.dazzledry.com](http://www.dazzledry.com)

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**Company:** Biologique Recherche  
**Product:** Crème Contour Yeux et Lèvres Biofixine is a wrinkle-repair cream designed specifically for the fragile skin around the eyes and lips. It conceals wrinkles and works to strengthen and hydrate the skin.  
**Website:** [www.biologique-recherche.com](http://www.biologique-recherche.com)



**Company:** Jane Iredale  
**Product:** PurePressed Base Mineral Foundation is now available in eight new shades to match a wider range of ethnic and darker skintones. It offers sheer and semi-matte coverage with vegan and gluten-free ingredients.  
**Website:** [www.janeiredale.com](http://www.janeiredale.com)

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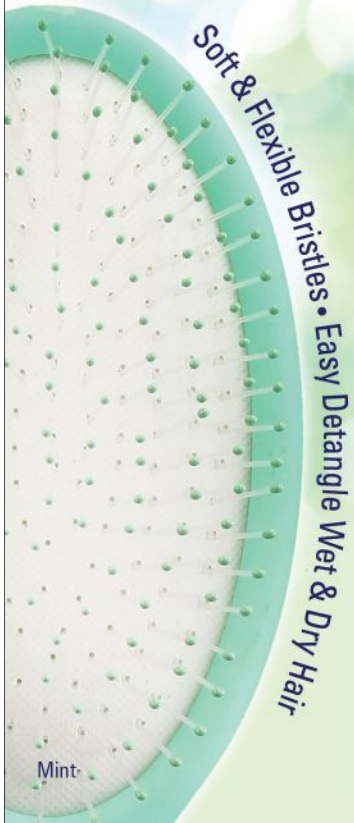
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**Company:** PurErb

**Product:** The Expedition Essentials duo includes Neroli Baobab Hand Balm and Neroli Baobab Hand Butter, which feature uplifting floral aromas and nourish dry hands with exotic essential oils.

**Website:** [www.purerbskincare.com](http://www.purerbskincare.com)



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supple skin



**Company:** Privai

**Product:** Rice Flower Polish contains a unique blend of salicylic acid and rice bran that gently scrubs away dry skin on the face and helps improve overall complexion clarity.

**Website:** [www.privai.com](http://www.privai.com)



**Company:** Ardell and Clean+Easy

**Product:** The Ultimate Professional Brow Kit is a five-step system for well-groomed brows. It includes a roll-on hair removal system, tweezers, and scissors from Clean+Easy and Brow Pomade in blonde, medium brown, and dark brown from Ardell.

**Website:** [www.ardellashes.com](http://www.ardellashes.com) and [www.cleanandeasy.com](http://www.cleanandeasy.com)

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## spotlight



**Company:** Morgan Taylor

**Product:** Botanical Awakenings Spring Collection of six shades features classic pinks, a bold red, and dusty neutrals.

**Website:** [www.morgantaylorlacquer.com](http://www.morgantaylorlacquer.com)



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sive spring  
colors**

**Company:** NuFace

**Product:** Limited Edition Lilac Bloom Trinity Facial Trainer and Petal Pink Mini enhance facial contour, improve skintone, and reduce wrinkles with microcurrent stimulation.

**Website:** [www.nuface.com](http://www.nuface.com)



**Company:** BareMinerals

**Product:** Purifying cleansers aim to replenish skin with mineral-rich sea salts and clear away makeup and toxins. Blemish Remedy, Clay Chameleon, Oil Obsessed, and Pure Plush are specially formulated to target different skin types and concerns.

**Website:** [www.bareessentials.com](http://www.bareessentials.com)

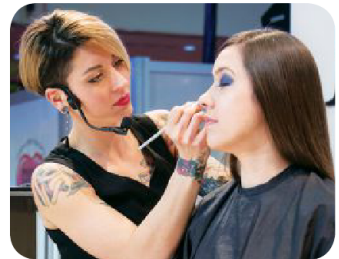
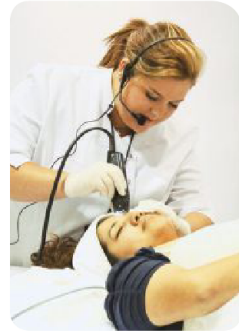
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**Company:** Uni K Wax Center

**Product:** The Sense Collection is comprised of Ananda body products made of wild herbs and winter fruits for women and Mukti aloe-based formulas for men.

**Website:** www.unikwax.com

Citrus, jasmine, and rose scent



**Company:** Phytomer

**Product:** Pionnière XMF White Skin Translucency Cream restores a youthful, glowing complexion by reducing fine lines and erasing dark spots with marine sugars (XMF) and EPS Whitech, a hyperpigmentation-limiting ingredient.

**Website:** www.lespaua.com

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**Company:**

Timeless By Pevonia  
**Product:** Pro-Corrective Skin Purifying Mask relies on glycolic acid, kaolin clay, lemon, and vitamin E to cleanse, smooth, and brighten the complexion.

**Website:** www.timelessbypevonia.com

**Company:** Suki Skincare

**Product:** Suki's Personal Faves kit contains Exfoliate Foaming Cleanser, 4-Swipe Formula Lip Care, Ultra-Protect Body Balm, and Eye Lift Renewal Cream-Day. Formulated with essential botanicals, the products renew and balance skin.

**Website:** www.sukiskincare.com





**Company:** Phytocéane

**Product:** Matifying Corrective Bi-Gel is an all-in-one purifier that acts on blemishes and prevents future breakouts. Potent marine ingredients block acne-causing bacteria and clear clogged pores to rebalance skin.

**Website:** www.lespaua.com

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**Company:** GlamGlow

**Product:** Plumprageous Lip Treatment instantly adds volume to lips and primes them for smooth color application. It contains patented Teaxoi Moroccan Mint Leaf Complex and active botanical ingredients.

**Website:** www.glamglowmud.com



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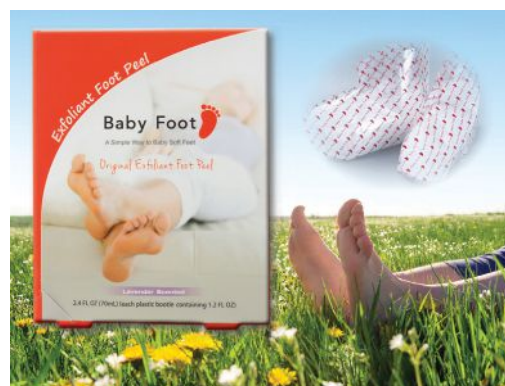
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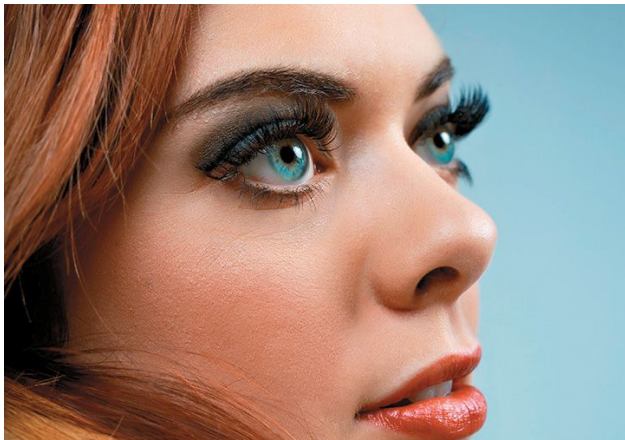
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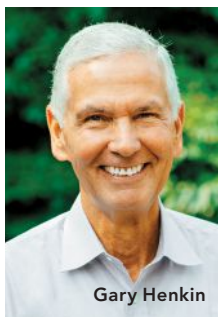
## Natural Resources Spa Consulting Merges with WTS International

**Natural Resources Spa Consulting (NRI)** merged with **WTS International (WTS)**, a global spa consultancy and management firm, last November. The move expands the WTS global business base and range of services offered. Specializing in consulting and operational services for wellness, spa, fitness, and leisure facilities worldwide, WTS provides feasibility studies, concept and brand development, design consulting, pre-opening help, and daily management. For more than 20 years, NRI owner and president **Kim Matheson** has undertaken spa consultancy work, including design and pre-opening support, for a diverse range of clients including: The Ritz-Carlton Hotel Company, Marriott International, Four Seasons Hotels and Resorts, Fairmont Hotels and Resorts, and Rosewood Hotels and Resorts, as well as many other notable hospitality firms. The business will now become part of WTS International, with Matheson serving as senior vice president of WTS. "We have merged NRI into WTS, to create a global, cutting-edge consultancy and management firm," says Matheson. "Our team is prepared to craft the ultimate in authentic and luxurious experiences, with a sense of place and dramatic experiential components."

Both organizations continue to be recognized as industry leaders for their creative and innovative approach to spa and wellness facility design and operations. Says **Gary Henkin**, founder and president of WTS International, "Kim Matheson is a world-class spa and leisure consultant, and her involvement with WTS will allow us to further expand the breadth and diversity of our services and field, both in the U.S. and on a global basis." ●



Kim Matheson



Gary Henkin



## Spa Consultant Lori Hutchinson Passes Away

**Lori Hutchinson**, co-owner of **Hutchinson Consulting** and a former board member of the International Spa Association (ISPA), passed away in January. "Lori was the epitome of spa," says **Michael Tompkins**, chairman of ISPA. "Her dedicated life's work to sourcing and placing professionals in key positions in the spa industry, combined with her volunteer professional association service to boards like ISPA, were pivotal in moving our industry forward. Her warm smile and kind heartedness will be forever missed."

Hutchinson began her career at San Francisco's Stanford Court Hotel in 1978, and in 1982, she opened Campton Place Hotel as director of human resources. She also worked for the Fairmont Sonoma Mission Inn & Spa (CA) before cofounding Hutchinson Consulting, which provides recruitment for hotels, resorts, and spas, with her husband Bill in 1993. Hutchinson served as a board member for ISPA from 2007 to 2010. In addition, she was the chair for the Global Wellness Institute's Global Careership Initiative, which promotes spa and wellness careers and education to encourage industry growth. ●



## The Spa Industry Remembers Aromatherapy Associates Founder Geraldine Howard

**Geraldine Howard**, the inspirational cofounder of **Aromatherapy Associates**, passed away in January at age 63 after a long battle with cancer. Howard got her start in aromatherapy in 1973 when she joined Micheline Arcier's renowned aromatherapy clinic in Knightsbridge, London. During this time, she met Sue Beechey, and together, they went on to found Aromatherapy Associates in 1985, growing the British brand to international success in the spa world.

In 2012, Geraldine was diagnosed with a choroidal melanoma tumor, a rare form of eye cancer. While undergoing treatment, she developed one of her best-loved oils, Inner Strength, to give her the strength, courage, and a positive state of mind to help her continue on the path to wellness. "Geraldine was truly a bright light in the spa industry and was loved and admired by everyone who knew her," says **Jeremy McCarthy**, group director of spa at Mandarin Oriental Hotel Group. "She partnered with us in many ways, including the development of Mandarin Oriental's signature spa product line and our Inner Strength treatment based on the aromatherapy blend that Geraldine created to fortify herself during her own battle with cancer. She was a true healer, a leader, and an inspiration to the spa world, and she was my friend." ●



Spas burned candles in honor of Howard.

## ESSIE HOSTS ITS FIRST NAIL ART AWARDS

Professional nailcare brand **Essie** launched its first-ever nail art contest on January 6 on YouTube and [essie.com](http://essie.com). The contest runs until June and involves an exclusive series of nail art challenges to discover the next great nail artist. Both Essie fans and up-and-coming nail artists have the opportunity to join the four-phase contest for a chance to win the grand prize of a \$20,000 partnership with Essie and a spot at New York Fashion Week with celebrity manicurist **Michelle Saunders**. The winners will be selected with a combination of online fan votes and input from Essie's panel of five experts:

- **Jenny Fox**, founder and vlogger behind Jenny Claire Fox, a top nail art and beauty Youtube channel
- **Carolyn Holba**, general manager, Essie worldwide
- **Rebecca Minkoff**, Essie global color designer and industry fashion leader
- **Katie Rodgers**, artist and creator of Paper Fashion
- **Michelle Saunders**, Essie celebrity manicurist

The Essies are broken into four phases. In phase one, the qualifying challenge, contestants will be required to upload two videos to [essie.com](http://essie.com), including: an "All About

You" video and a "Show Us Your Skill" video, creating any nail look using Essie polish and nailcare products. During phase two, the spring trend challenge, the top 10 contestants will receive Essie's spring 2016 collection and will be challenged to create the ultimate spring trend-inspired look. Phase three, the dream getaway challenge, involves the lucky semi-finalists receiving an Essie-branded polish rack filled with 90 shades and being tasked with creating a nail art look inspired by their dream getaway. In phase four, the blank canvas challenge, three finalists will be flown to New York City to film their last video in YouTube's studio. For this challenge, they will be given a blank canvas and will be encouraged to get expressive. Essie's expert panel will select the grand-prize winner and fan favorite, who will be announced on June 6. ●



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## People On the Move

**Body Bliss** appointed **Thalia Walkup** business development manager.

**Four Seasons Resort Lana'i** named **Gloria Ah Sam** spa director.

**The Americas ESPA International** named **Laura Parsons** director of operations, and she was recently elected secretary and treasurer of the **International Spa Association (ISPA)**.

**Milk + Honey** (Houston) named **Karena Zolner** general manager.

**La Quinta Resort & Club** (Palm Springs, CA) announced **Todd Shaw** as director of spa, fitness, and wellness, and he was recently elected vice chairman of ISPA.

**Fairmont Kea Lani, Maui** (Hawaii) named **Christianna Brown** spa manager.

**Massage Envy** named **Joseph C. Magnacca** CEO.

**SpaTerre** at the Kona Kai Resort & Spa (San Diego) announced **Tricia Sterling** as spa director.

**Hotel ZaZa Houston** named **Gianni Rivera** complex director of spa.

**Miraval Spa** in The St. Regis Monarch Beach (Dana Point, CA) named **Michelle Frye** spa director.

**Spa Aquazul** at Hilton San Diego Bayfront named **Bianca Vasilescu** spa director.

**LifeSpa** in Life Time Athletic Bloomfield Township (MI) named **Julia Simmons** spa director. ●

LEFT TO RIGHT, TOP TO BOTTOM:

Thalia Walkup, Gloria Ah Sam, Laura Parsons, Karena Zolner, Todd Shaw, Christianna Brown, Joseph C. Magnacca, Tricia Sterling, Gianni Rivera, Michelle Frye, Bianca Vasilescu, Julia Simmons

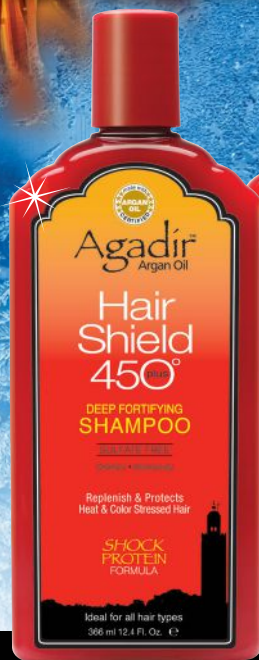


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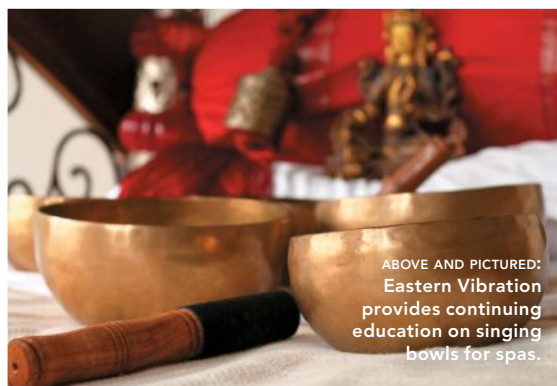
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## Eastern Vibration Expands U.S. Presence

**Eastern Vibration**, a boutique sound and vibrational therapy company, has added training in the U.S. The manufacturer of Himalayan singing bowls has received NCBTMB Certification as an approved continuing education provider and offers two-day, 16-credit NCBTMB training program in sound and vibrational therapy throughout the U.S. “We have different levels of participation for all types of spas,” says founder **Christine Hays**. “For an initial investment of less than \$5,000, spas are able to launch a comprehensive sound and vibration program, which includes bowls for treatments, training, and retail inventory. The key is training—the singing bowl is an instrument like a piano, you must know how to play it.”

Eastern Vibration is the passion project of Hays and her son Jahmaal. Her experience as vice president of spa operations at Oberoi Hotels and as director of spa and fitness for Starwood Hotels & Resorts, has been an asset to the integration of Eastern Vibration treatments and retail products into luxury spas worldwide. Hays started using the bowls in treatments at the Oberoi for stress reduction, and the company has grown organically. U.S. expansion comes on the heels of Eastern Vibration’s success in luxury spa brands—Hilton Worldwide, Mandarin Oriental Hotel Group, Six Senses, and more—across the Middle East, Asia, and Europe. “Six Senses has had the pleasure of working with Christine Hays and Eastern Vibration the past years and the addition of singing bowls to all our treatments has had fantastic response,” says vice president of spas **Anna Bjurstam**. “The quality and craftsmanship of each bowl is of the highest standards, and we look forward to a continuous, fruitful relationship.” ●

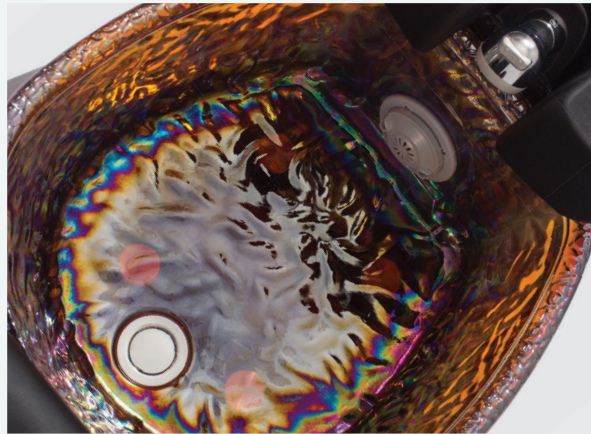


ABOVE AND PICTURED: Eastern Vibration provides continuing education on singing bowls for spas.

## HOTEL SPAS GENERATE HEALTHY PROFITS FOR U.S. HOTELS

According to the 2015 edition of the **PKF Consulting|CBRE Hotels** (PKFC) report *Trends in the Hotel Spa Industry*, hotel spa department revenues increased by 5.1 percent in 2014, while spa department profits grew 10.5 percent. Spa department profit margins averaged 25.4 percent for the overall sample, and resort hotels (28.1 percent) were found to be more efficient than urban hotels (18.4 percent) in converting spa revenues to profits. “The benefit of having a hotel spa can go beyond the direct financial contributions of the spa department,” says **Andrea Foster**, managing director at PKFC and director of the firm’s spa and wellness consulting practice. “When we compared the performance of spa properties with comparable hotels in PKFC’s Trends in the Hotel Spa Industry database, we found that the spa hotel sample had a higher American depositary receipt in 2014 and was able to increase its room rates to a greater degree. This does not suggest causation. Rather, it suggests a reasonable conclusion that guests find greater value in properties that have more extensive amenities and services available, thus creating the ability to increase rates to a greater extent.” The report discovers that spas can help position a property as a healthy hotel if it offers beneficial lifestyle options within other departments—rooms, food and beverage, retail, and more—that support guests’ desire to maintain healthy routines. “More and more travelers want to maintain their fitness and nutrition routines while on the road,” says Foster. For a full copy of the report, visit [www.cbrehotels.com](http://www.cbrehotels.com). ●

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## The Professional Beauty Association Hosts Executive Summit

**The Professional Beauty Association** (PBA) hosted its second annual Executive Summit at the Omni Scottsdale Resort & Spa at Montelucia (AZ) this past December. This two-day event, titled *The Changing Consumer Experience*, brought 135 industry executives from more than 80 professional beauty companies together to learn, network, and experience presentations from three expert speakers: **Terry Jones**, founder and former president and CEO of Travelocity; **Lauren deLisa Coleman**, mobile strategy specialist and analyst; and **Scott McKain**, founder and CEO of the Distinction Institute. “The Professional Beauty Association created the Executive Summit with the focus of bringing our industry leaders together to network and learn from thought leaders outside of professional beauty,” says executive director **Steve Sleeper**. “This year focused on the correlation between changes we are experiencing in our industry and purchasing decisions made by consumers and the increasing millennial presence. Even though the focus of the event was on making connections in the digital space, nothing replaces the opportunity to connect in person.” ●



Steve Sleeper spoke at the PBA Executive Summit in December.

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Northern California Monday, September 19 – Tuesday, September 20, 2016

Dallas, TX Monday, November 7 – Tuesday, November 8, 2016

### **Regional/State Medical Spa Workshops, Staff-training & Networking Receptions**

Chicago, IL Monday, April 11, 2016

Atlanta, GA Monday, June 6, 2016

Scottsdale, AZ Monday, December 5, 2016

### **State-based Regulatory Workshops**

Learn more about medical aesthetic and medical spa & regulations for your state.

Los Angeles, CA | Nelson Hardiman Law Firm Monday, May 2, 2016

*Space is limited for these events, so save the date and stay tuned for registration announcements in the coming weeks.*

Questions? Call **312-981-0994**  
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To learn more about AmSpa's events or to register, log on to [www.americanmedspa.org](http://www.americanmedspa.org)



## Dermalogica Celebrates its First FITE Future Entrepreneur Graduates

**Dermalogica**, a leading professional skincare brand, honored the first graduating class from its Financial Independence Through Entrepreneurship (FITE) program in New York City. This nonprofit program combines the mission of Dermalogica, which is to help professional skin therapists succeed with FITE’s philanthropic commitment to advance women’s and girl’s economic empowerment. The graduation event, held at the brand’s flagship store in SoHo, welcomed more than 50 guests including friends, family members, program partners, and media. Dermalogica cofounder and chief visionary, **Jane Wurwand**, was also in attendance, and shared her own personal journey in the industry. “For nearly 30 years, Dermalogica has empowered women in the salon industry,” says Wurwand. “The FITE Future Entrepreneurs program is an opportunity to bring a new group of extraordinary young women into the Dermalogica tribe and train them not just for a job but for a career.”



The first FITE graduates received their diplomas in New York City.

This year’s graduates included 10 young unemployed women between the ages of 18 and 26 who were given the opportunity to receive industry education and on-the-job training over the following year. The scholarship provides vocational education, resources, and supplies—including a laptop computer, mentorship and business management training, childcare assistance, advanced course study, shadowing, and job placement within a spa at the conclusion of the program. The program will be expanded to other cities across the U.S. this year to support young women in developing the skills needed to achieve financial independence and in turn reach their full potential. The global expansion of the program has begun with partnerships supporting under-resourced women in emerging markets such as Cambodia and India, as well as in Australia and the UK. ●



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The Lash Shop at SkynLash Academy	732.618.2096	www.the-lash-shop.com	137
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# Sleeping Beauty

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

**“WORKING IN OASIS KIDS SPA IS ALWAYS ENTERTAINING.**

One afternoon I had a young girl come in for a manicure and the Enchanted Princess, which includes a facial, a pedicure, and lip gloss, princess tiara, and nail polish to take home. She had spent the morning in Aquatopia Waterpark, so she was very tired and in need of some pampering. After her facial, with a tiara on her head,

I started painting her fingers and toes. It didn't take long before she was fast asleep with her head on her outstretched arms. She was the best pint-size client. Her manicure and pedicure were impeccable, because she didn't fidget at all.”

—Marnie Valeria, lead nail technician for Serenity Spa and Oasis Kids Spa at Camelback Lodge and Aquatopia Indoor Waterpark (Tannersville, PA)

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*Jane*

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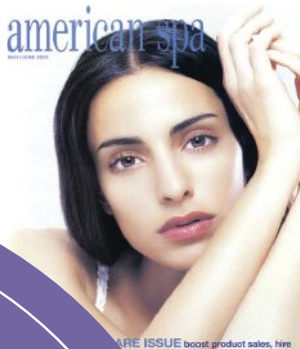
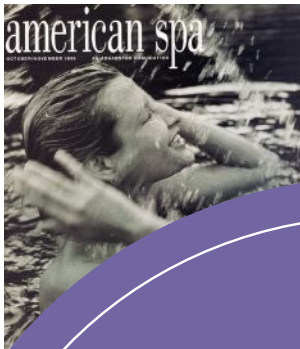
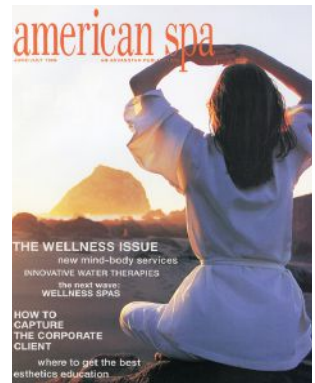
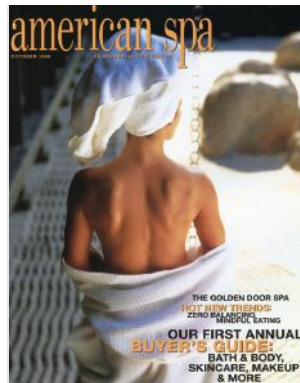
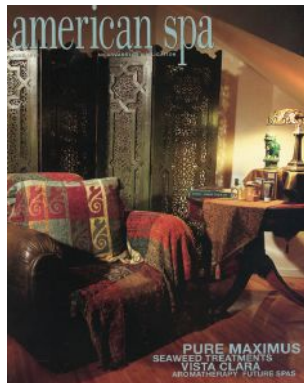
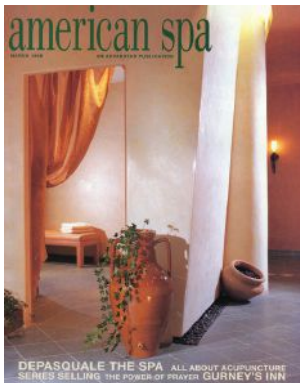
*jane iredale*  
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1998-2000

Written by Julie Keller Callaghan



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# MAGICAL MILESTONES

Cheers to these spectacular spas that are also celebrating landmark anniversaries.

## Osmosis Day Spa Sanctuary

Freestone, CA

Osmosis first opened its doors in 1985, under the watchful and green-minded eye of founder Michael Stusser. Over the years, the spa has become known for its unique Cedar Enzyme Bath, its organic treatments, and the Zen-inspired meditation gardens. To commemorate the anniversary, seasonal celebrations occurred, including a party with chamber music and spiritual choral singing around the meditation pond, subsequent evening garden performances with an eclectic group of performers, the reintroduction of rituals to honor the changing of the seasons, and more.

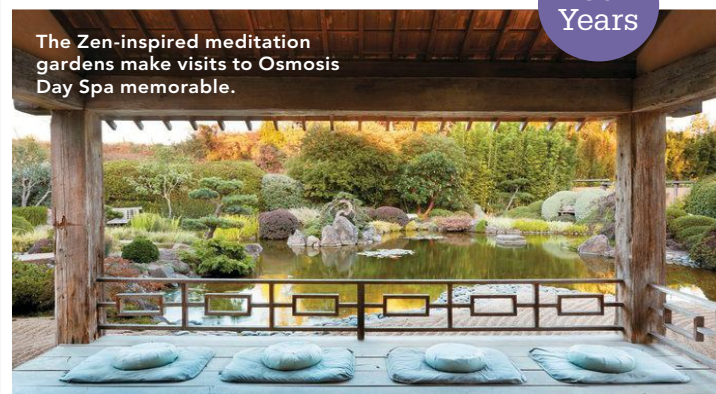
Stusser believes that the unique setting and services are the mainstays of what has inspired guests over the years and continues to ensure his spa's success. "The meditative environment of our gardens and peaceful outdoor areas invite a deeper dive into tranquility and leaves our guests with a very memorable takeaway," he says. "Every person on our team embodies Japanese hospitality, guiding guests through a journey of complete relaxation, communion with nature, and restoration of the mind and body."

Plus, the spa's commitment to sustainability is truly impressive and much more than a marketing ploy, which adds to its credibility and staying power. "We have led the way in our own programs and helped to create the Green Spa Network," says Stusser. "Guests appreciate our commitment to serving our community through



30 Years

The Zen-inspired meditation gardens make visits to Osmosis Day Spa memorable.



support of wonderful nonprofits, as well as our commitment to water energy conservation, waste reduction, and the use of chemical-free personal care and cleaning products throughout the spa. Our guests love coming to Freestone, a charming rural village that is scenic and pastoral. This is one of the most attractive destinations anywhere in California."

Visit [www.americanspa.com](http://www.americanspa.com) for our full interview.

The relaxation room provides a calm space at Roosevelt Baths & Spa.



80 Years

## Roosevelt Baths & Spa at The Gideon Putnam

Saratoga Springs, NY

Established in 1935 as a result of President Franklin D. Roosevelt's visionary act to preserve Saratoga Springs, the resort has long offered guests transformative hydrotherapy experiences and naturally healing treatments. Last July, the spa hosted a Know Your Spa 80th Anniversary Celebration, which included a Walk, Talk and Taste tour featuring Trent Millet, an authority on the history and benefits of mineral water and Roosevelt's water wellness expert, followed by a Jazz era-inspired garden soiree in the spa courtyard and a fireworks display.

Spa manager Jared Taisey says that since it debuted, the property has been an oasis for guests, which—along with the benefits of the water and the 80-plus spa treatments available—is the secret to its success. "Authentic and historic, Roosevelt Baths & Spa offers a singular and transforming hydrotherapy spa experience," he says. "It begins with a private soak in Saratoga's naturally effervescent water, where guests discover a delightfully buoyant quality to the mineral water and revel in Saratoga's signature brand of aquatic bliss. We are an oasis for rejuvenation that encompasses body, mind, and spirit."

Visit [www.americanspa.com](http://www.americanspa.com) for our full interview.

essac,  
e first



Sept. 4, 1998: Google is founded by Larry Page and Sergey Brin in Menlo Park, CA.



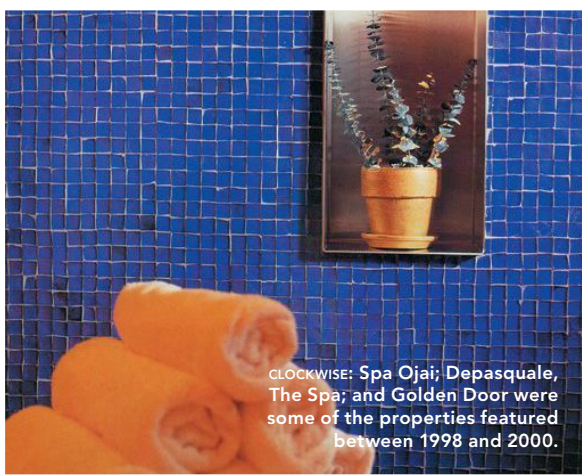
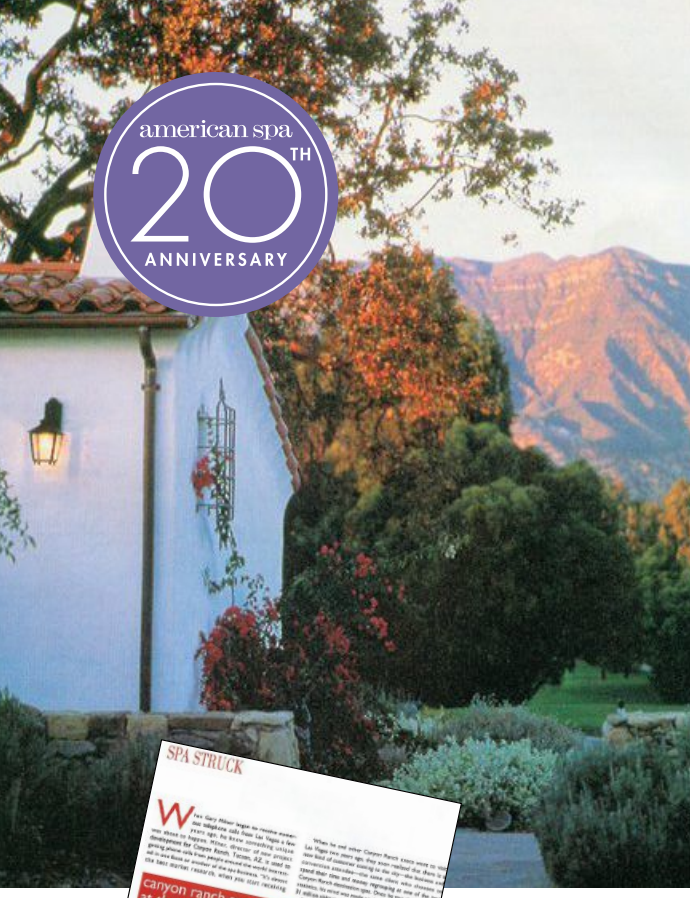
Dec. 19, 1998: President Bill Clinton is impeached by the U.S. House of Representatives but is later acquitted of any wrongdoing.





 **SATIN  
SMOOTH**  
*Pebble Wax*





CLOCKWISE: Spa Ojai; Depasquale, The Spa; and Golden Door were some of the properties featured between 1998 and 2000.




# Highlights: 1998 to 2000

Years number two through four proved to be twice as nice for *American Spa*, with the issue count moving from four to five editions in 1998 and to bi-monthly in 1999 with both readership and advertising support growing. Among the magazine's highlights through those years:


- Spa features focusing on **Canyon Ranch SpaClub** at the Venetian (Las Vegas); **Depasquale, The Spa** (Morris Plains, NJ); Gurney's Inn Resort & Spa (Montauk, NY); **Mirbeau Inn & Spa** (Skaneateles, NY); Osmosis Enzyme Bath and Massage (Freestone, CA); **Spa Ojai** (CA); **Two Bunch Palms Resort & Spa** (Desert Hot Springs, CA); **Golden Door** (Escondido, CA)
- A look at how some spas were tuning in to music therapy
- Emu oil takes the skincare industry by storm
- A piece on how the lines are blurring between traditional medicine and wellness
- A trend report on Native American-inspired spa services and ingredients
- Suggestions for properly pricing spa services
- A highlight on the "hot new fitness trend" of yoga
- Advice on creating a private label line

(\*Spa names at the time of publication)


## IN THE NEWS Check out some of the world's headlines from 1998 to 2000.—Darby Radcliff



**Jan. 21, 1998:** The story of Bill Clinton's affair with Monica Lewinsky breaks.



**March 23, 1998:** *Titanic* takes home 11 Academy Awards, including Best Picture.



**May 11, 1998:** Pe France, mints the Euro coins.



# Icon Insight

Acclaimed industry veterans share their thoughts on the growth and development of the spa industry.



**Sheila Cluff**

*Founder, The Oaks at Ojai (CA)*

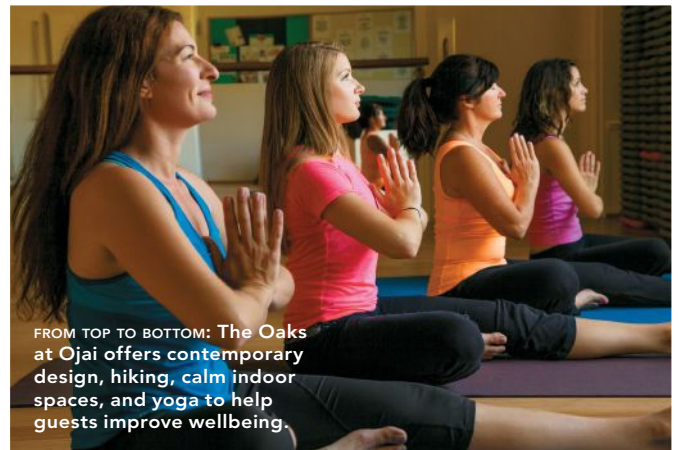


An internationally known fitness expert, Cluff is an inspirational icon who truly embodies the lifestyle she teaches. In the 1950s, long before the fitness industry came up with the term “aerobics,” she drew from her choreography as a professional ice skater to create “cardiovascular dance,” adding a spark of fun to exercise. In the '70s, when those seeking to lose weight on vacation had little choice but to trudge off to the grim “fat farm,” she conceived of a contemporary spa that combined luxurious European body treatments with exciting exercise and healthy, delicious food. Thirty years later, The Oaks at Ojai is still a leader in the destination spa category and an example for the industry to follow.

**What do you think is the secret to longevity and success in the spa industry?** It is passion and perseverance.

**How has the industry changed since you started in the spa industry?** There have been drastic changes over the past 30 years, including the availability of great culinary options versus raw veggies, cottage cheese, and tuna when we first opened. The other aspect is a general acceptance and embracing of a healthy lifestyle. When I started the business in the 1970s, people thought I was crazy to ask the public to pay to come and stay at The Oaks so we could “starve them” and make them exercise.

**Do you have advice for others in the spa industry on being able to achieve similar long-term success?** Stay true to what you do best. Do not jump on every trend and try to be everything. Always stay positive, and know you cannot do it alone—every great leader has a great team at his or her side.



FROM TOP TO BOTTOM: The Oaks at Ojai offers contemporary design, hiking, calm indoor spaces, and yoga to help guests improve wellbeing.



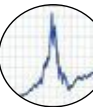
**Jan. 10, 1999:** *The Sopranos* debuts on HBO.



**March 23, 1999:** Ricky Martin's “Livin' la Vida Loca” is released.



**May 19, 1999:** *Star Wars: Episode I - The Phantom Menace*, directed by George Lucas, is released in theaters.







**SPARITUAL** Holistic-minded mani and pedi aficionados were thrilled when SpaRitual, a vegan hand, foot, and bodycare brand, debuted in 2004, offering clients a healthier way to provide flair for their hands and feet. Most notable are the nail lacquers, which are free of camphor, DBP, formaldehyde, formaldehyde resin, and toluene. "I am so grateful to all of the people who have thanked me over the years for creating the SpaRitual brand for the spa industry," says founder Shel Pink. "We continue to resonate with so many people because of our holistic and authentic approach to beauty, health, and wellness."

# Spa Innovations

A look at some of the game-changing beauty products, equipment, and more that have made headlines over the past 20 years.



**DRY SHAMPOO**  
Introduced in the early 1940s, Minipoo was one of the first dry shampoos to be marketed to consumers. Fortunately, it wasn't the last. Instead, demand for dry shampoos has grown substantially with brands such as Klorane, Pureology,

René Furterer, and more all debuting their own formulations. "I believe the overall reason for this growth is because of the longevity dry shampoo provides," says Austin Finley, national creative director for advanced education at Toni&Guy. "Clients no longer need to shampoo their hair quite so often, which means they're able to wear their natural texture, and more importantly, their color is able to last much longer. At the end of the day, clients end up using less product in their hair overall, which many seem to like." Dry shampoo has proven more popular than ever thanks to the trend of washing hair less frequently. Today, dry conditioners are also having an impact.



**MOROCCANOIL**  
This oil-infused haircare treatment put argan oil—and hair oils in general—on the map when it first appeared in 2006. "Prior to its debut, applying oils to hair was unconventional in many parts of the world," says cofounder Carmen Tal. "It quickly became recognized by top stylists, celebrities, and women around the globe as the essential foundation for hairstyling and the one product no woman should live without."

## FUTURE FOCUS

Spa headliners share their thoughts on the business and the future of our industry.



**Amanda Roman Al-Masri**  
*Global Director of Spa Development & Operations, Starwood Hotels & Resorts Worldwide*

Al-Masri oversees Starwood Hotel's diverse portfolio of more than 450 spas worldwide. Prior to joining Starwood, she earned a master's degree from Cornell's School of Hotel Administration and has held various leadership roles at **Resense Spa, Raison d'Etre Spas**, and at the property level.

**What do you think is the secret to longevity and success in the spa industry?**

I think there has been a significant change in how we define the spa industry, and, as a result, how we measure and achieve success cannot be the same as it once was. But at a fundamental level, spa, like any industry, requires a commitment and a passion for what we do every day, as well as to the industry at large. At its crux, the spa industry is about guest interaction. Whether or not we ever meet this guest, it can be easy to lose sight of this. I find myself and others doing their best work when we remember why we chose this industry and how we can impact those around us with our work. From a hotel spa perspective, we're seeing the demands on our spa management teams grow. In order for spas to play in competitive marketplaces and add value to our hotels, our spa directors and their teams need to provide consistent, compelling, and on-brand guest experiences.

**What are some of the most exciting developments that you are seeing today in the spa industry?** There is a far more diverse demographic that integrates spa and wellness into their lifestyles.

This has created a density of interactions between consumers and wellness-oriented companies and products that most of us never dreamed of a decade ago. Add to that the undeniable fact that the spa and wellness market is maturing and moving from a highly saturated market to one that is increasingly differentiated. This means clearer purchase decisions for spa consumers, and less cannibalization from one spa business to another.

**March 10, 2000:** The NASDAQ peaks at 5132.52, signaling the beginning of the end of the dot-com boom.



**Oct. 11, 2000:** The 100th Space Shuttle mission (STS-92) is flown.



**Nov. 7, 2000:** Hillary Clinton is elected to the U.S. Senate.



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# The Lira Clinical Story

## REDEFINING AESTHETICS



Lira Clinical was created by four passionate skincare professionals and educators who wanted to take today's skincare to the next level. Each founder has a specialized background in the aesthetic industry. After many years working together they joined their knowledge and skills to develop a skincare think tank. Through this think tank they created a line with three goals in mind: *Brighter, healthier, younger looking skin.* They accomplished these components by incorporating formulations that combine the best of science and nature to fulfill their core philosophies.



## THE MYSTIQ of Mastiha

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Lira Clinical has harnessed the intense skin brightening and anti-inflammatory properties of this wonder ingredient in MASQ-tech, skin illumination technology.

## Product Perfection

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The unique combination of lactic acid, coconut, and papyrus plant stem cells offers clients an immediate brightening skin effect. The silky consistency of this lavish cleanser brightens and softens with a partially dry skin application.

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Protect and perfect the beauty of your skin with this 4-in-one daily crème. BB Crèmes incorporate broad spectrum SPF 30, anti-aging peptides, restoring plant stem cells, all day hydration and flawless coverage.

### MYSTIQ ILLUMINATING BEAUTY OIL



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### BIO CAVIAR CRÈME



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## BODY BALANCING PRODUCTS:

Spa luxury meets clinical results through innovative, high-efficiency home care products. Indulge in repairing papyrus plant stem cells, brightening lactic acid, and nourishing botanicals. Lira Spa products harmonize skin's moisture creating an ultimate hydration restoration experience from head to toe!



*"Since the introduction of Lira Clinical at Pala Spa, we've received many compliments from our guests about how Lira truly provides effective and noticeable results to their skin. Lira's brightening and tightening agents in their products are absolutely amazing, you have got to try it for yourself!"*  
Sandy Sutter, Spa Director, Pala Casino Spa and Resort.

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